

Social Media : Blessing or Curse

Social media has made it possible for consumers to interact with businesses in a way that often similar to how they interact with their friends and family (Gray Vaynerchuk). Social media is a platform which connected the people through verbal and non verbal communication, which means that social media is a blessing. The people communicate their thoughts worldwide. AS per the research, every day so time a single person

use the social media for communication purpose. In the past, people had no source of communication or information but now they have a wide range of social media platform for communication. They can exchange their thought any time. The social media give a excess to business as well to sell their services or product all around the world. The business or different organizations interact with consumer and good customer satisfaction produce product according to customer need. The companies show their product through social media and promote it as well. Social media made every persons life easy. In this era people can not survive without social media. The social media is a blessing that connected the people and business with both verbal and non verbal communication.