

# Emerging power of Social Media: prospects and opportunities

## Introduction

data and statistics are your real power good very good  
now your real test is how to transform this into quite interesting narrative

## Prospects of emerging power of Social Media

### (i) Enhanced communication

- As of 2024, over 5 billion people use the internet, and more than 4.8 billion are active on social media (Data report)

### (ii) Platform for expression and activism

- The #BlackLivesMatter hashtag was used over 48 million times on Twitter in 10 days after George Floyd's death in 2020

### (iii) Business and Marketing opportunities

- According to Hubspot 90% of marketers use social media to promote their businesses

### (iv) Information Dissemination

- Fact: Twitter and Facebook are among the top sources of breaking news for Millennials and Gen Z.

### (v) Digital empowerment and Education

- Fact: YouTube is the 3<sup>rd</sup> most-used search engine globally with over 2.7 billion users monthly. Millions use it for free learning resources.

### (vi) Disaster response and crisis

- Example: During the 2015 Nepal Earthquake, Twitter was used to coordinate aid, rescue efforts, and communicate updates in real time.

## Navigating the challenges posed by the emerging power of Social Media

### (i) Misinformation and fake news

- Fact: A 2018 ~~MIT~~ study found that false news spreads 6 times faster than true news on Twitter.

### (ii) Cyberbullying and harassment

- Fact: A ~~7~~ 2017 Pew Research Center, 59% of U.S. teens have been bullied or harassed online.

### (iii) Privacy concerns

- Fact: Pisco consumer privacy survey tells us that 80% of consumers are concerned about how companies used their data online.

### (iv) Addiction and mental health

- Example: Instagram's internal research (leaked 2021) reflected showed it worsened body image issues for 1 to 3 teen girls.

### (v) Erosion of real-world social skills

- Fact: A study from the University of Michigan found that increased screen time was linked to poorer interpersonal communication in adolescents.

### (vi) Digital Divide

- Fact: World Bank states that only 37% of people in low-income countries have access to the internet.

Conclusion