Article

Employment Opportunities with the Rise of Social Media

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Abstract

Social media has emerged as a powerful tool for businesses to reach out to their customers and audiences, creating new employment opportunities in the process. This research paper explores the relationship between social media and employment, investigating the ways in which social media has affected job creation and the types of skills and expertise required for employment in this field. However, the paper also acknowledges the potential risks and challenges associated with social media use, such as the need to maintain a professional online presence and the risk of online harassment or discrimination.One of the most prominent employment opportunities is in the field of social media marketing. With more and more businesses using social media to promote their products and services, the demand for social media marketing professionals has increased significantly. The paper will discuss the various roles and responsibilities of a social media marketer, including creating social media campaigns, managing social media accounts, and analyzing social media metrics.Another employment opportunity that has arisen with the rise of social media is in the field of social media management. Many businesses, especially small and medium-sized enterprises (SMEs), do not have the time or resources to manage their social media accounts effectively. As a result, they often outsource this task to social media management professionals. The paper will discuss the various roles and responsibilities of a social media manager, including creating and scheduling social media posts, responding to customer inquiries, and monitoring social media metrics.In addition to social media marketing and management, social media has also created new employment opportunities in the field of content creation. With the growth of social media platforms such as YouTube and TikTok, content creators are in high demand.The study also emphasizes the importance of maintaining a strong offline presence and developing a diverse range of skills and experiences to complement online activities.The paper concludes by highlighting the need for continued research and exploration of this rapidly evolving field, and the importance of staying abreast of emerging trends and best practices in social media and employment.

Key words: Social Media , Employment opportunities, Media Management, Professionals

Introduction

Social media is a broad term used to describe web-based applications that allow users to create, share, and exchange content, ideas, information, and opinions. These platforms enable users to connect with people from all over the world, communicate instantly, and interact with various media formats such as text, images, audio, and video.Social media platforms can be broadly categorized into six types, based on their primary purpose and functionality such as social networking sites, microblogging sites, media-sharing sites, blogging and discussion forums, review and opinion sites, and location-based services.

Social networking sites like Facebook, LinkedIn, and Twitter allow users to create personal profiles, connect with friends and family, and share content such as photos, videos, and status updates.Microblogging sites like Twitter and Tumblr allow users to post short, text-based updates or "tweets" on their profiles, which can be shared with their followers.Media-sharing sites like Instagram, YouTube, and Flickr allow users to share photos and videos with their followers, as well as comment and like posts from others.Blogging and discussion forums like WordPress and Reddit enable users to create and share content, engage in discussions, and exchange ideas with others. Review and opinion sites like Yelp and TripAdvisor allow users to rate and review businesses, restaurants, and other services.Location-based services like Foursquare and Swarm enable users to "check-in" to locations and share their location with friends.

With the rise of social media, there have been numerous opportunities for individuals, organizations, and businesses to connect, engage, and market to their target audiences. This research paper seeks to explore these opportunities and their implications for various stakeholders. Specifically, the study will investigate the following research questions:

RQ1 What are the opportunities that social media provides for individuals, organizations, and businesses?

RQ2 How do these opportunities vary across different social media platforms?

RQ3 What are the implications of these opportunities for stakeholders?

RQ3 To address these research questions, the study will adopt a theoretical framework that draws on the following theories:

Theoretical Framework

Uses and Gratification theory posits that individuals use media to satisfy their needs and desires. The study will explore how individuals use social media to satisfy their social and informational needs. Social Capital theory suggests that social networks and relationships are valuable resources that individuals and organizations can leverage to achieve their goals. The study will investigate how social media can facilitate the development and maintenance of social capital. Network Effects theory suggests that the value of a network increases as more

people use it. The study will examine how network effects contribute to the success of social media platforms and how they create opportunities for businesses and organizations to reach larger audiences.

Diffusion of Innovation theory explains how new technologies and ideas spread through a social system. The study will investigate how social media has diffused across different segments of society and how this diffusion has created new opportunities for individuals, organizations, and businesses. By applying these theories to the study of social media opportunities, the research aims to provide a comprehensive understanding of how social media is transforming communication, marketing, and social interactions.

Social media has become an integral part of our daily lives, and it has also had a significant impact on the employment landscape (Rahman et al., 2022). In recent years, social media has become an essential tool for both job seekers and employers. Here are some of the ways in which employment and social media are related:

Social media has become a popular platform for recruiters to source and attract potential candidates. Platforms like LinkedIn, Facebook, and Twitter have made it easy for employers to reach a vast audience and find candidates with the right skills and experience. Recruiters can also use social media to research candidates and get a better understanding of their background and interests. Social media has also made it easier for individuals to create and promote their personal brand (Saika et al., 2021). Job seekers can use social media platforms like LinkedIn to showcase their skills and experience, connect with potential employers and recruiters, and share their work and accomplishment. Social media has revolutionized networking, allowing individuals to connect with others in their industry and beyond. Job seekers can use social media platforms to network with others in their field, attend virtual events and webinars, and learn about job opportunities. Social media is also a powerful tool for employers to promote their brand and culture. Companies can use social media to share their mission and values, showcase their work culture, and engage with potential candidates.

Social media has also become an important tool for employee engagement. Employers can use social media to keep employees informed about company news and updates, promote team building, and foster a sense of community and belonging(Singh et al., 2022) .However, it is essential to note that social media can also have negative impacts on employment. Employers may use social media to screen potential candidates, which can lead to biases and discrimination. Additionally, employees' social media use can also impact their job performance and may lead to disciplinary action or termination.

In conclusion, the relationship between employment and social media is complex and multifaceted (Singh et al., 2021). While social media has revolutionized the recruitment process and made it easier for job seekers to promote their personal brand, it is essential to use social media responsibly and understand its potential risks and limitations.

The rise of social media has led to the creation of various job opportunities across different industries. Social media has become a critical tool for businesses to promote their brands, engage with customers, and reach out to new audiences (Lal & Sharma, 2021). The demand

for professionals who can effectively manage social media platforms and develop social media marketing strategies has increased significantly in recent years.Social media jobs can be broadly categorized into four main types: social media managers, social media marketers, social media analysts, and social media content creators.

Social Media Managers: Social media managers are responsible for managing a company's social media presence, including creating and posting content, responding to customer inquiries, and monitoring social media metrics.

Social Media Marketers: Social media marketers are responsible for creating and implementing social media marketing strategies to promote a brand or product.

Social Media Analysts: Social media analysts analyze social media metrics and data to identify trends, track the performance of social media campaigns, and make recommendations to improve engagement and reach (Lal & Rahman, 2013).

Social Media Content Creators: Social media content creators are responsible for creating and curating content for social media platforms, including text, images, and videos.

Social media has become an integral part of our daily lives, and it has also had a significant impact on the employment landscape. In recent years, social media has become an essential tool for both job seekers and employers. Here are some of the ways in which employment and social media are related:

The field of social media employment opportunities is rapidly changing and evolving, driven by advancements in technology, changes in consumer behavior, and new platforms. Here are some future trends that will shape the job market in the coming years.

Video Marketing

Video marketing is an increasingly popular form of content on social media platforms. Businesses are using videos to tell stories, showcase products, and engage with their audience. As a result, video production and editing skills will become more critical for professionals working in social media marketing.

Influencer Marketing

Influencer marketing is a growing trend in social media marketing, and businesses are increasingly partnering with influencers to promote their products and services. As a result, there will be a growing demand for professionals who can manage influencer relationships, create influencer campaigns, and analyze their performance.

Social Media Analytics

Social media analytics is the process of analyzing data from social media platforms to gain insights into audience behavior, engagement, and trends. As businesses continue to invest in social media marketing, there will be a growing demand for professionals who can analyze and interpret social media data to inform marketing strategies.

Virtual and Augmented Reality

Virtual and augmented reality are emerging technologies that have the potential to transform social media platforms. As these technologies become more prevalent, there will be a growing demand for professionals who can create virtual and augmented reality experiences on social media platforms.

Social media has become a vital channel for customer service, with many customers turning to social media platforms to voice their concerns and seek support. As a result, there will be a growing demand for professionals who can manage social media customer service, respond to inquiries, and resolve issues in a timely and effective manner.Social media has created many new job opportunities, and the field continues to evolve as technology and consumer behavior change. As businesses continue to invest in social media marketing, there will be a growing demand for professionals with a range of skills, from video production and influencer marketing to social media analytics and customer service. The future of social media is bright, and it is a promising field for individuals looking to build a career in digital marketing.

Despite the many opportunities that social media has created, there are also challenges and risks associated with working in this field. Here are some of the most significant challenges and risks that professionals working in social media need to be aware of.Managing Online Reputations social media has made it easier for individuals and businesses to build their online reputations. However, it has also made it easier for reputations to be damaged by negative comments, reviews, or posts. As a result, professionals working in social media need to be skilled at managing online reputations, responding to negative comments and feedback, and mitigating reputational damage.

Keeping up with Changing Platforms

Social media platforms are constantly changing and evolving, with new features, algorithms, and policies being introduced regularly. This means that professionals working in social media need to stay up-to-date with these changes and adapt their strategies and tactics accordingly.

Dealing with Cyberbullying

Cyberbullying is a significant risk associated with social media, particularly for individuals and businesses with a high profile. Professionals working in social media need to be aware of the risks of cyberbullying and have strategies in place to manage it effectively.

Maintaining Privacy and Security

Social media platforms can pose risks to privacy and security, both for individuals and businesses (Sarkar & Lal, 2023). Professionals working in social media need to be aware of these risks and take steps to maintain privacy and security when using social media platforms.

Conclusion

Social media has created many job opportunities, but it has also introduced challenges and risks that professionals need to be aware of. Managing online reputations, keeping up with changing

platforms, dealing with cyberbullying, and maintaining privacy and security are all significant challenges that professionals working in social media need to be prepared for. Despite these challenges, social media remains a promising field for individuals looking to build a career in digital marketing.

To succeed in the social media job market, there are several skills that professionals need to possess. Here are some of the most important skills for individuals looking to build a career in social media.

Communication Skills

Social media is all about communication, so professionals working in this field need to be skilled communicators (Lal, 2023). They need to be able to write compelling content, engage with audiences, and communicate effectively with team members, clients, and stakeholders.

Creativity

Social media is a highly visual and creative medium, and professionals working in this field need to be able to create compelling content that captures the attention of their audience. This requires a high degree of creativity and the ability to think outside the box.

Analytical Skills

Social media analytics is an essential part of social media marketing, and professionals need to be able to analyze data to gain insights into audience behavior, engagement, and trends. This requires a high degree of analytical skills and the ability to interpret data effectively.

Time Management Skills

Social media is a fast-paced environment, and professionals need to be able to manage their time effectively to ensure that they meet deadlines and achieve their objectives. This requires strong time management skills and the ability to prioritize tasks effectively.

Flexibility and Adaptability

Social media platforms are constantly changing and evolving, and professionals working in this field need to be able to adapt to these changes quickly. This requires a high degree of flexibility and the ability to pivot strategies and tactics when necessary.

The social media job market is highly competitive, and professionals need to possess a range of skills to succeed in this field. Communication skills, creativity, analytical skills, time management skills, and flexibility and adaptability are all essential skills for individuals looking to build a career in social media. By developing these skills and staying up-to-date with the latest trends and technologies, professionals can position themselves for success in this exciting and rapidly evolving field.

The rise of social media has had a significant impact on the job market, creating many new job opportunities in digital marketing and related fields. Here are some of the ways that social media has affected the job market.

Increased Demand for Digital Marketing Professionals

The rise of social media has led to an increased demand for digital marketing professionals who have the skills and expertise to develop and implement effective social media marketing strategies. As a result, there has been a significant increase in the number of job opportunities in digital marketing, with many companies seeking to hire skilled professionals to help them build a strong social media presence.

Emergence of New Job Titles and Roles

The emergence of social media has led to the creation of many new job titles and roles, such as social media manager, content creator, and influencer marketing manager. These roles require a unique set of skills and expertise, and professionals who specialize in these areas are in high demand.

Increased Competition for Jobs

While social media has created many new job opportunities, it has also led to increased competition for jobs in digital marketing and related fields. With so many skilled professionals vying for the same positions, it can be challenging for individuals to stand out from the crowd and secure their dream job.

Need for Continuous Learning and Development

Social media is a rapidly evolving field, and professionals working in this area need to stay up-to-date with the latest trends and technologies to remain competitive. This requires a commitment to continuous learning and development, with many professionals investing time and resources in training and certification programs to enhance their skills and knowledge.

The rise of social media has had a significant impact on the job market, creating many new job opportunities in digital marketing and related fields. While this has led to increased competition for jobs, it has also created new career paths and opportunities for skilled professionals. With the right skills and expertise, individuals can build a rewarding and fulfilling career in one of the most exciting and dynamic fields in the digital marketing industry.

The rise of social media has brought both challenges and opportunities for individuals seeking employment. Here are some of the challenges and opportunities associated with social media and employment.

Challenges:

Managing Personal and Professional Social Media Presence

As social media becomes more prevalent, it can be challenging to manage personal and professional social media presence. Employers may review an individual's social media presence during the hiring process, which means that it's essential to maintain a professional image online.

Increased Competition for Jobs

The increase in job opportunities has also led to increased competition for jobs (Lal & Rahman, 2013). As a result, individuals need to work harder to stand out from the crowd and secure their dream job.

Rapidly Changing Landscape

The social media landscape is constantly evolving, which means that individuals need to stay up-to-date with the latest trends and technologies to remain competitive

Increased Job Opportunities

The rise of social media has led to a significant increase in job opportunities in digital marketing and related fields, creating many new career paths and opportunities for skilled professionals.

Flexibility

Many social media jobs offer flexible working arrangements, including remote work and flexible schedules. This can provide individuals with more control over their work-life balance and improve their overall quality of life.Social media provides individuals with access to a global market, which means that they can work with clients and customers from all over the world.The rise of social media has brought both challenges and opportunities for individuals seeking employment. While there are challenges, such as managing personal and professional social media presence and increased competition for jobs, there are also many opportunities, including increased job opportunities, flexibility, and access to the global market. As social media continues to evolve, individuals need to stay up-to-date with the latest trends and technologies to remain competitive in this exciting and dynamic field.

The rise of social media has had a significant impact on the job search process. Here are some of the ways in which social media has impacted the job search process. Social media has made it easier for job seekers to increase their visibility and reach a broader audience. By maintaining a professional social media presence, job seekers can connect with potential employers, showcase their skills and experience, and increase their chances of being noticed.Social media platforms like LinkedIn and Facebook have become popular channels for job listings. Employers can now post job openings on social media, making it easier for job seekers to find relevant opportunities. Social media has made it easier for job seekers to research potential employers and gain insight into their company culture, values, and reputation (Lal & Vats, 2016). This can help job seekers make informed decisions about which companies they want to apply to and work for.

Social media provides job seekers with networking opportunities, allowing them to connect with professionals in their field, join groups and communities, and participate in industry events. This can help job seekers build relationships, gain insights, and increase their chances of finding relevant job opportunities.Social media provides job seekers with the opportunity to showcase their skills, experience, and portfolio online. Platforms like LinkedIn allow job seekers to create a professional online resume and portfolio, making it easier for potential employers to assess their qualifications (Lal & Rahman, 2013).

The rise of social media has had a significant impact on the job search process, providing job seekers with increased visibility, access to job listings, employer research, networking opportunities, and online resume and portfolio creation. Job seekers must maintain a professional social media presence and stay up-to-date with the latest trends and technologies to remain competitive in this dynamic field.Social media has also had a significant impact on recruiting. Here are some of the ways in which social media has impacted the recruiting process. Social media has made it easier for recruiters to access a larger pool of candidates. Platforms like LinkedIn allow recruiters to search for and connect with candidates based on their skills, experience, and qualifications, making it easier to find and attract top talent.

Social media provides employers with a platform to showcase their brand, culture, and values to potential candidates. By maintaining an active and engaging social media presence, employers can attract top talent and create a positive brand reputation.Social media can be a cost-effective recruitment tool, especially for small and medium-sized businesses. Posting job openings on social media platforms is often cheaper than traditional job boards or print ads, making it easier for smaller businesses to attract talent.

Social media has made it easier for recruiters to engage with passive candidates. Passive candidates are individuals who are not actively seeking a job but may be open to new opportunities. By maintaining an active and engaging social media presence, recruiters can attract passive candidates and build relationships with them over time.Social media can help streamline the hiring process, allowing recruiters to quickly and efficiently screen candidates, schedule interviews, and make job offers. This can lead to a faster hiring process and help employers secure top talent before their competitors.

Social media has had a significant impact on recruiting, providing employers with increased access to candidates, opportunities for employer branding, cost-effective recruitment, passive candidate engagement, and a faster hiring process. Recruiters must stay up-to-date with the latest social media trends and technologies to remain competitive in this dynamic field.Despite the benefits of social media in the job market, there are also challenges that job seekers and recruiters must navigate. Here are some of the challenges:

Social media platforms often collect and store personal information, leading to privacy concerns. Job seekers must be mindful of their social media privacy settings and ensure that their personal information is not publicly visible to potential employers.With the abundance of information available on social media, it can be challenging for job seekers and recruiters to filter through the noise and find relevant information. Job seekers must be strategic in their

social media use, focusing on platforms and communities that are relevant to their industry and career goals. Social media provides a platform for job seekers and recruiters to showcase their personal brand and reputation. However, it can also expose individuals to negative feedback and criticism. Job seekers and recruiters must manage their online reputation carefully and respond professionally to any negative feedback or comments. Social media can perpetuate biases and discrimination in the job market, as recruiters may unconsciously favor candidates who share their background or interests. Employers must be mindful of their biases and ensure that their recruitment process is fair and equitable. Social media can be a source of misinformation, leading to the misinterpretation of job seekers' qualifications or experiences. Job seekers must ensure that their social media profiles accurately represent their skills and experience, while recruiters must verify information through additional channels to ensure accuracy.

While social media has had a significant impact on the job market, it also presents challenges related to privacy concerns, information overload, online reputation management, bias and discrimination, and misinterpretation of information. Job seekers and recruiters must navigate these challenges carefully and strategically to maximize the benefits of social media in the job market.As social media continues to evolve, it is expected to have an even greater impact on the job market. Here are some of the future trends in social media and their potential impact on recruiting and job seeking:AI is expected to play a significant role in the future of recruiting, as it can help automate the screening and selection process. AI algorithms can analyze candidate data on social media platforms and predict the likelihood of a successful hire. This can help recruiters save time and resources while improving the quality of hires.

VR technology is expected to enhance the job-seeking experience, as it can provide candidates with a more immersive and engaging experience. VR can be used to showcase workplace environments, culture, and values, giving job seekers a better understanding of potential employers. Gamification is a trend that is gaining popularity in recruitment. It involves using game mechanics to engage candidates and assess their skills and competencies. Social media platforms can be used to create gamified assessments and attract candidates with a competitive spirit. Personalization is expected to become even more important in recruiting and job seeking. Social media platforms can use data analytics to create personalized job recommendations and content for job seekers based on their skills, interests, and preferences. This can help job seekers find relevant opportunities more easily. Mobile optimization is becoming increasingly important in the job market, as more job seekers use mobile devices to search for opportunities. Social media platforms must ensure that their content and applications are optimized for mobile devices to attract and retain job seekers. As social media continues to evolve, it is expected to play an even greater role in the job market. Future trends in AI, VR, gamification, personalization, and mobile optimization are likely to have a significant impact on recruiting and job seeking. Job seekers and recruiters must stay up-to-date with these trends to remain competitive in the dynamic job market.

Given the benefits and challenges of social media in the job market, here are some recommendations for job seekers and recruiters:

For Job Seekers:

Be Strategic: Focus on social media platforms and communities that are relevant to your industry and career goals.

Be Professional: Maintain a professional image on social media, and ensure that your profiles are up-to-date and accurate.

Build Relationships: Connect with industry professionals and companies on social media to build relationships and expand your network.

Stay Informed: Stay up-to-date with industry news and trends through social media, and use this information to enhance your skills and knowledge.

Manage Your Online Reputation: Monitor your online reputation carefully and respond professionally to any negative feedback or comments.

For Recruiters:

Be Transparent: Be transparent about your recruitment process and criteria, and ensure that your job postings accurately represent the requirements of the job.

Avoid Bias: Be mindful of your biases and ensure that your recruitment process is fair and equitable.

Leverage social media: Use social media to engage with candidates, showcase your company culture and values, and attract a diverse pool of candidates.

Use Data Analytics: Use data analytics to analyze candidate data and predict the likelihood of a successful hire.

Communicate Effectively: Communicate effectively with candidates throughout the recruitment process, and provide timely and constructive feedback.Social media has transformed the job market by providing job seekers and recruiters with a powerful tool to connect, share information, and build relationships. While social media presents challenges related to privacy concerns, information overload, online reputation management, bias and discrimination, and misinterpretation of information, these can be navigated with careful and strategic use of social media. By following the recommendations outlined above, job seekers and recruiters can leverage the benefits of social media to enhance their recruitment and job-seeking efforts.

Literature Review

Social media has rapidly grown in popularity over the past few years, and has become an important tool for communication, marketing, and networking. This literature review aims to

explore how the rise of social media has affected employment opportunities, and to identify the main benefits and challenges that social media presents for job seekers.

Methodology:

The literature review draws on a range of academic articles, books, and online sources that examine the relationship between social media and employment opportunities. The sources were selected based on their relevance to the topic, and were critically analyzed to identify key themes and findings.

Findings:

The review finds that social media has had a significant impact on the way that employers recruit and hire new employees. In particular, social media has enabled employers to reach a wider pool of candidates, and has allowed them to gain a more comprehensive understanding of job candidates' skills and experience.

One of the main benefits of social media for job seekers is that it provides them with a platform to showcase their skills and experience. Social media sites such as LinkedIn allow job seekers to create professional profiles that highlight their education, work experience, and skills. This can be particularly helpful for individuals who are seeking employment in industries that are highly competitive.

Social media has also made it easier for job seekers to research potential employers and job opportunities. Sites like Glassdoor and Indeed provide job seekers with access to reviews of companies and job openings, which can help them to make more informed decisions about where to apply.

However, the rise of social media has also presented some challenges for job seekers. One of the main challenges is that employers are increasingly using social media to screen job candidates. This can be problematic for job seekers who have a limited online presence or who have made controversial posts in the past.

Another challenge is that social media can make it difficult for job seekers to maintain a work-life balance. The constant connectivity of social media can make it difficult for individuals to switch off from work, and can lead to burnout and stress.

Methods

Research methodology describes the methodical strategy, procedures, and equipment needed to carry out research, collect data, examine information, and come to conclusions. It involves planning and carrying out a research endeavor in a methodical and scientific way.
For this research, the tool used was an online questionnaire that was built to carry out the research. This survey is distributed online to the youth of Delhi, Noida and Gurgaon.

The research design for the study is descriptive and exploratory in nature, which aims to understand the behavior, attitudes, and preferences of the age group. The study is conducted through both primary and secondary research methods.

Data has been collected from 57 respondents who were contacted over WHATSAPP and INSTAGRAM using google Form.

The primary research is conducted through online surveys and focus groups. The survey is designed to collect both quantitative and qualitative data related to the research objectives. The focus groups are conducted to understand the perceptions, attitudes, and motivations of the age group. The sample for the study is selected based on the quota sampling technique, which aims to ensure that the sample is representative of the age group.

The secondary research is conducted through a review of existing literature, reports, and studies related to the social media. The sources of secondary data are academic journals, market research reports, government publications, and industry reports. The secondary research has provided insights into the behavior, preferences, and trends of the age group. It also provided a framework for the primary research.

Result

**Survey Report (Employment Opportunities with The Rise of social media)**

1. Which age group is using social media?

Pie Chart

● 10-20 ● 20-30 ● 30-40 ● 40-50
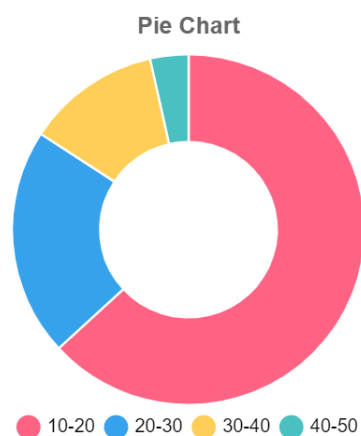
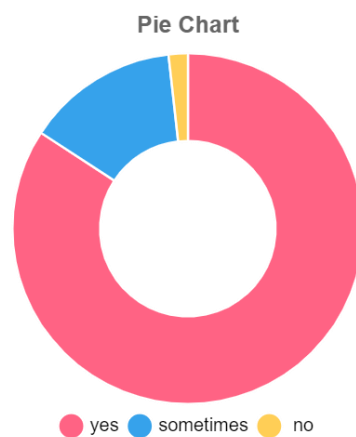According to the survey it is founded that the 60% of the persons of the age group 10-20

is engaged with the social media,21% of the persons of the age group 20-30 are the user of social media,12% of age group 30-40 and very less around 3% of the persons of the age group 40-50.

2. How frequently do you use social media platforms.

Pie Chart

● very frequentl... ● few times a we... ● once a day ● Multiple times...
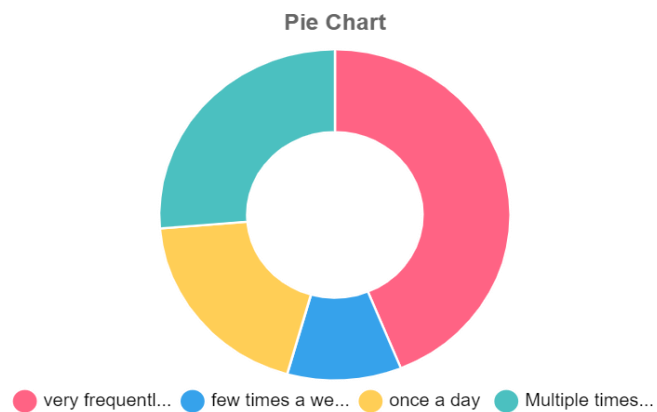
According to the survey it is founded that 40% of the persons uses social media very frequently, 26% of persons uses social media Multiple times a day, 19% once a day,10% few times a week.

3. Do you use social media?

**Pie Chart**

● yes ● sometimes ● no

According to the survey it is founded that 84% of the person uses social media,14% of the person sometimes uses the social media, 1% of persons don't uses the social media.

4. Are you employed?

**Pie Chart**

● yes ● No ● Doing freelanc...
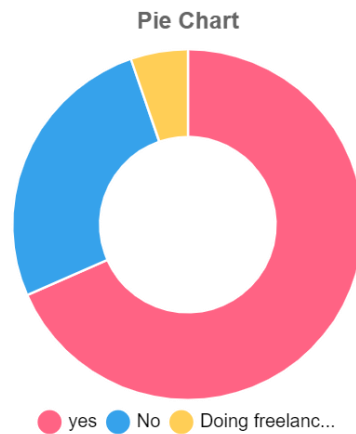
According to the survey it is founded that 68% of the are employed,26% are not employed,5% are Doing freelancing from social media.

5. Does social media give you employment?

Pie Chart

Yes ● No ● Never
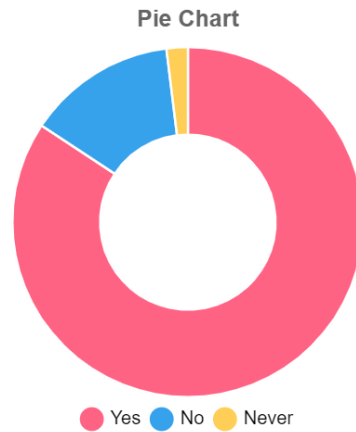
According to the survey it is founded that 75% of the persons agree that social media give employment,12% persons said no,1% said never.

6. From which social media platform do you get employment?

Pie Chart

● LinkedIn ● Instagram ● Facebook ● YouTube
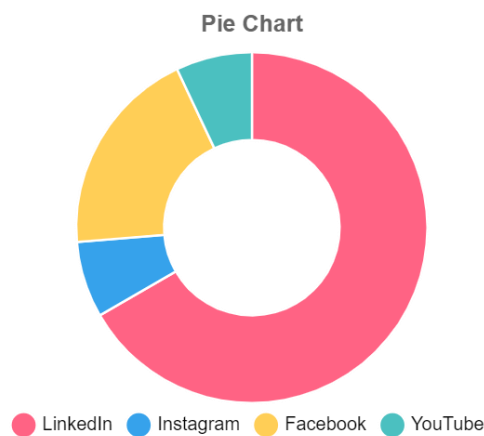
According to the survey it is founded that 66% of the persons used LinkedIn social media platform to get employment,19% of the persons used Facebook,7% used Instagram and 7% of persons used YouTube.

7. Are you getting knowledge and employment with the use of social media.

Pie Chart
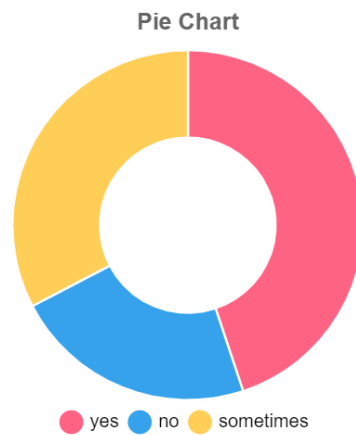
According to the survey it is founded that 38% of the persons are getting knowledge and employment with the use of social media,28% of persons sometimes getting knowledge with the use of social media,19% of the persons said no.

Conclusion

Overall, the rise of social media has created new opportunities and challenges for individuals and organizations alike. Researchers should continue to study the impact of social media on society to better understand these changes and develop strategies to mitigate potential negative consequences.

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