**Social Media**

• **Intro**

Nowadays, we see technology spread everywhere and it has an effect on our life, it will not wrong if I say that we can’t do anything without technology. Social Media converts our social life to social media. Social media are web-based apps and mobile-based app which allow us to communicate with each other, share ideas and information. Let’s talk about some of the top social media plate forms.

• **Facebook**

The most familiar social media among the people is an American corporation based in Menlo Park, California, founded in Feb 2004. Early its main purpose was to share ideas and information for Harvard University students. But within 2 years in 2006, anyone can join Facebook with a valid email address. Now Facebook is the world’s largest social network with over 1 billion users worldwide.

* Usage or Features

Facebook allows you to send a message in text, photo, and video format. You can also send or receive a friend request from those people which you know. You can also create a public or private group where we can add specific people. You can also create a page where you can add information about yourself or about your business or anything you want. You can also go for a live video stream on Facebook. There are also many Facebook features like play multiplayer games, sale purchases, etc.

• **Instagram**

Instagram is also video and photo sharing social media owned by Facebook launched in October 2010. Instagram is totally visual e.g. pictures, and videos unlike Facebook also supports text with visual features. The main purpose of Instagram is to share photos and videos with their followers. On Instagram, you can follow your favorite celebrities or people to see photos of their everyday lives.

* IGTV by Instagram

This is a free and standalone app by Instagram for mobile users both Android and iOS. Where you can discover videos, clip, show from your favorite Instagram creator. It may be the best tool that creates a session with your followers.

* Usage or Features

You can post videos on Instagram for your followers and there is also live video and it’s a little bit different because you can send a notification to your followers that you are live and they can like it in real-time. After you end the video it will not save in your account.

• **LinkedIn**

LinkedIn, a social network service specially designed for career and business and professional connections. Linked in found in 2002 and in 2016 Microsoft became its parent organization. With 675 million LinkedIn users, you can create your professional identity and engage with your professional network. The main use of LinkedIn posting jobs and job seekers posting their CVs.

* Usage or Features

You can send a direct message on LinkedIn to a LinkedIn member that you are not connected to. As it is specially designed for professionals there is a feature called “Get Introduced” using this you can introduce each other. As there are common features as a social media, LinkedIn also has premium features such as Lead builder, Sale alert, Reference search.

• **Conclusion**

“Everything excess is bad” maybe you hear this quote. Where we read a lot of benefits of social media there are also side effects of it. Everything is not bad by itself but its use. Today every teenager has a smartphone and has a lot of social media activities where on the one side they waste a lot of time on it, it’s also increase the privacy issue when they upload there photo and videos on social media. Parents should monitor their children's social media activities to prevent privacy issues.