

## An Informative Speech about Social Media

Good morning to everyone. Today, I would like to inform you about the role of social media in people's lives. I hope that at the end of my speech, everybody will have a grasp of some of the benefits of social media. Thus, you will be able to use all the social networking sites to your own advantage.

In the current world, a minority of individuals are unaware that they are the co-creators of social media, even though involuntarily. That is, when you post a comment on Twitter or Facebook, you automatically become a developer of social media. Similarly, when a blogger writes a new post on his blog, he broadens the content of the Internet. Moreover, when children or even adults play video games, they become part of the social media as well. Without a doubt, the Internet tends to influence the current situation in the social media. From this perspective, I think that we can analyze the concept of social media in details for a broader understanding of its role.

According to Laroche and his co-authors, social media is defined as a complex set of computer-mediated tools which provide individuals with the opportunity and time to create, generate, store, share, exchange, and process diverse kinds of information on social networks and in virtual communities (Laroche, Habibi, & Richard, 2013). For this reason, social media offer mechanisms for a vast audience to interact with each other via social networking sites and with the help of instant messaging. In the same manner, Guy et al. (2010) highlight that over 85% of individuals over the age of 18 are Facebook users, and a significant part of them spends an average of 10-60 minutes on this social website daily. Research shows that Facebook has more than 1.3 billion users worldwide, and Instagram has 300 million users worldwide, whereas

Twitter has 288 million users worldwide (Guy et al., 2010). All this data specifies the extent of social media's roles in the lives of modern individuals.

Now let us move to the core of the speech. The first role that media play in the lives of individuals are that they help with business and marketing across the world. To begin with, they serve as a form of mass media. I concur with this statement because social media transmit news and other relevant messages faster than radio, television and press do. In the contemporary world, each professional journalist has his or her own account on social networks. Apparently, this fact is essential because when he/she discovers any form of news, he/she posts it on social sites such as Twitter, Facebook, Instagram and other networks, to reach a wider audience (Fuchs, 2013). For this reason, the usual news programs do not need to be broadcasted on radio or television at the very time of an event. Similarly, journalists do not have to wait for a couple of days before they can publish an article in the magazine or newspaper. As such, social media guarantee instant supply for firsthand and authentic information in the shortest time possible. Notably, this advantage is applicable to business partners or organizations who may want to market their products or services within a short period to a large audience. Instead of advertising themselves in the news or newspaper, they could post on social media and reach a significant result instantly.

Well, are you ready for the next point? Let us move on. Social media also act a source of entertainment for some individuals. Presently, new movies, songs, books, video clips and other entertainment formats tend to receive popularity within a few hours on social sites immediately after their release. For instance, when an individual or organization shares a post related to a specific movie or music album on the social site, millions of users get to know about it within a short time (Gilbert & Karahalios, 2009). That is, they are likely to spread the information to their

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friends and other selected virtual communities and networks that will, in turn, do the same. For example, 24 hours after the release, a movie or a video clip can gain more than one million viewers on YouTube. Subsequently, individuals can use social sites to share pictures, text messages and videos of their choice at individual or group levels through online communication.

And now let us move to the last point. Social media are important for branding and fashion. Individuals or entities seeking to market their new brands of clothing, art, music, or gadgets can acquire popularity through such sites. All they need to do is to use the social media sites skillfully to ensure that all targeted groups of people are reached. Apparently, social media tend to rule the world due to the vast information-sharing and communication opportunities they provides

I hope that my speech was informative to all of you. Try to maximize the use of social media sites for your own benefit and those around you. Nevertheless, always remember to practice the rules of etiquette while using all kinds of social sites in the virtual world.