**. Share content faster and easier**

## ****. Build relationships****

## ****. Find out what your competitors are doing****

## ****. Increase website traffic and search ranking****

## ****. Provide rich customer experiences****

**Social Media as General Purposes**:

· Data, information can be exchanged easily

· Helps in conversation around the world

· Information can be sent to a large number of people

· Money can be saved by using WhatsApp over SMS

· May helps in avoiding boredom

· Small/local businesses may expand over website

· Social media is also important for job searching or about to dive into your field