

# It's Not All Bad: The Social Good Of Social Media

[Social media](#) is not always an online distraction or procrastination platform. While some may be addicted to their social media networks, it is one of the best ways to stay informed. Major news outlets, corporations and persons of interest use social media to deliver messages to the masses. With items posting immediately, the public stays informed. Some issues cause controversy, but social media does more good than harm in retrospect.

## News Alert Distribution

With so much of the global community being nearly constantly connected to social media, [delivering news alerts](#) on social media channels reaches more people faster. News outlets can share breaking stories, alerts and other important bits of news instantly with their followers. When more people are aware of a situation, those working to secure locations and ensure the safety of the general public can perform their job duties more efficiently.

## Traffic Message Delivery

Drivers around the world use their smartphones while driving. It is distracting. Safety authorities around the world are using social media to deliver lifesaving messages, videos and stories to help drivers keep their eyes on the road. Checking social media while driving is a hazard, and should be avoided.

Some road safety authorities have posted a call for independent, amateur videographers and [filmmakers to create content for drivers](#), to rethink their driving habits. As more attention is drawn to the importance of ignoring mobile devices while driving, fewer severe crashes will take place. For some, it takes losing a friend or loved one to a distracted driver to realize the importance of this issue.

Social media is a valuable tool for [sending safety messages](#) and showing photos from severe crashes resulting from distractions. The posts make a large impact on driver attitudes and practices.

## Increased Teen Awareness

Although some parents see social media as detrimental to their children, it actually does them some good to have social media accounts. Teens want to be aware and informed just as much as adults. Using social media allows teens to follow organizations and causes that they believe in. It makes them feel like they are a part of something, even when they feel like an outcast in society.

Increased [teen awareness](#) is important. Social media is one of the best outlets to reach the minds of young people to make a real difference.

## Increased Marketing Exposure

Billions of people worldwide use social media networks. In terms of marketing, it is the most cost effective way to reach mass amounts of consumers. Consumers that support a cause, product or service are more likely to share posts from major corporations and non-profit organizations. Charitable organizations tug at the heart strings of the general population.

One of the benefits of [marketing through social media](#), especially where charities are concerned, is that consumers and supporters worldwide can contribute. Making a contribution online can be done from anywhere in the world. Gaining global attention for a cause or major product release creates a buzz and draws attention to the original poster, in a positive manner.

## Helps Understand Technological Needs

There are an estimated 4.4 billion people worldwide that do not have Internet access, according to statistics. Noting what areas of the world lack access helps developers understand the basic needs of a specific demographic group faster. This may mean that companies could step forward and bring technology to these underdeveloped areas for a more cohesive global connection in the future. Such efforts have been discussed at conferences for [social good through technology](#).

### **Global Natural Disaster Relief Support**

When natural disaster strikes and causes devastating destruction, [social media](#) is the ideal vehicle to deliver messages asking for support. Hashtags are created to help Internet users locate related stories and show their support for those affected by the disaster. This helps stories that begin locally to gain national or global attention. That being said, more entities can step-up to assist localities requiring assistance and raise funds to help those affected.

Social media itself is controversial. It is not all arguments, drama and controversy. Social media does have plenty of uses for good purposes. When news needs attention and causes need supporters, using social media outlets is the best way to reach a mass amount of readers as not all stories make it to local news channels for distribution.