

for managers to use in team meetings, for business people to apply as a way of interacting with prospects or clients and for organizers of conferences to use in updating attendees.

Social networking can also be used or targeted for business advertising. Whether it is a non-profit organization which requires getting people to know about an upcoming event or businesses trying to market their new products or services, social networking provides an effective platform for such advertisements to the people all the time. Even though social media can be employed to advertise the message of a company for free, there are also fee-based

advertisements available. One of the pre-eminent aspects of a social network is the ability to deliver your ^{Content} message only to ^{those} the users with a high potential interest in ^{your product or service.} their services or products ^{?? wrong source!} (Goff 1). Every social platform provides a chain of tools which can allow a business to offer ^{Charles Claywell at Love to know "Advantages and Disadvantages of Social Networking"} given content to a specific target group.

Social networking has also increased the speed of cycling of news. Without any doubt, social networking has revolutionised the new cycle speed. Many organizations today use the social media to share and collect information (Kiser 3). The social media, particularly Twitter is developing into a mainstream source for breaking the news. One can today know, in the shortest time possible, what takes place worldwide. This has resulted in the development of almost immediate news cycle since all things such terrorist attack, accidents or any event are shared in the social media, therefore, alerting the intended audience regarding the event.

Disadvantages of Social Networking — 7

The use of social networking enhances cyber bullying and crimes against children. The use of social networks may expose people to various forms of harassment or inappropriate contacts (Kiser, 9). This majorly applies for younger children and teens. If parents or guardians