

# INSIGHT

WTC COMMUNITY WEEKLY

## The Social Media Networks



Which platform do you immediately think of when you hear the term 'social media'?

Facebook, Twitter, Instagram? Or perhaps the slightly older Friendster, MySpace, Foursquare?

Either one, chances are, you own -or owned- at least one social media account. And yes, LinkedIn counts too.

During the pandemic, social media networks seem like an easy escape and an even more easily accessible form of entertainment.

Based on the data from *GlobalWebIndex* published in January 2020, there are 160 million of active social media users in Indonesia. Youtube is currently the number one platform with the most users with 140,8m, Whatsapp has 134,4m and Twitter 89,6m.

As for the networks, *statscounter.com* points to Youtube domination with 44,8%, followed by Facebook with 33,3%.

Just like everything, social media has its negative and positive sides. Back in 2016, an article in Forbes argued that social media does more good than harm. It serves as an instant news alert, it reaches the masses in such a short time, it increases teen awareness and marketing exposure, and it can also support global natural disaster relief efforts.

However, if misused, social media can become a dangerous tool. Spending too much time on it can drive people to procrastination, hoaxes and mental health issues. Mentioned by the BBC Future in 2018, social media can induce stress, roller-coaster mood swing, low self-esteem, anxiety, depression, addiction, envy, and loneliness. Not to mention reduced sleep hours and potential damage to the eyes,

In the era where everything is digital and digitalised, there's just no escaping social media. But the fact is, only you can decide whether it is good for you or not. Be wise with what you post and read online, check reliable sources before sharing, and limit your screen time.

And while we're on it, don't forget to follow our Instagram **@wtc.jakarta** and Twitter **@wtcjakarta** for updates on what's happening at the WTC complex and beyond. And email to **stara.pedro@jakland.co.id** for Insight and community queries.

Ciao!

Yours trully,  
the community editor