**Social Media as a tool for Sustainable Development**

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**Abstract:** The emergence of social media has been influenced by the demand for interpersonal communication as well as the advancement of digital technologies.The emergence of social media made sustainable development principles a top priority in both developed and poor nations. Since the early 1990s, the conventional media has significantly increased awareness of the concept of sustainable development. Nowadays, more than 50% of people utilize social media. In the modern era, social media, a self-sustaining medium, is essential for sustainable development. The world is advancing technologically today. Social media and sustainability are today's key tools for global development. Social media platforms help humanity advance toward sustainable development. The introduction of ICT has accelerated development and raised awareness of sustainable development.One can share ideas, opinions, and services via social media. People are influenced by it due of the sharing and commenting features. Social media makes it possible for information to spread quickly across contacts, facilitating the identification of ideas and events that go viral. Being aware of the issue and the desire to change is the first step in accepting transformation.Social media's emergence has greatly aided sustainable development. Social networking is a quick way to reach a large worldwide audience.

**Keywords:** Social Media, Sustainable, technology, Development

**Introduction:** Modern technology has improved living conditions and made tasks for humans simpler.Nations in the post-18th century world argued for advancements in many spheres. After significant advancements in many areas, global issues began to emerge, giving rise to the idea of sustainable development that dates back to the 19th century. Sustainable development is one that meets present needs without endangering the ability of future generations to meet their own. Sustainable development is credited with gaining popularity after the Rio de Janeiro Earth Summit in 1992. The modern definition of sustainable development places equal emphasis on economic growth and the preservation of the social and natural environments for future generations. 17 Sustainable Development Goals (SDGs) concentrating on themes including peace, justice, poverty, inequality, climate change, and environmental degradation were endorsed by the UNGA (United Nations General Assembly) in 2015. This idea has spread around the world because to the introduction of ICT. Social media, a widely used medium nowadays, has made a significant contribution to progress.Social media is being employed as a platform for social interaction as well as a tool for communication and entertainment. Social media is used by more than 50% of individuals today. (Kemp, 2020) Platforms for social media provide two-way communication with clients. (2012) Kahle and Valerie Florence.The information entertainment audiovisuals that are available to audiences nowadays teach them about sustainable development. It presently serves as a venue for social interaction. The idea of sustainable development is currently flourishing thanks to both traditional and digital media.

**Objectives:**

The use of social media to further sustainable development objectives.

the ability of social media to effectively communicate global sustainable development.

**Review of Literature:**

Social media, which is characterized by its interactive features and user-generated material, has primarily served as a tool and a pastime for the affluent and idle. Peers can now exchange ideas, messages, information, images, and videos.Social media and development are currently approaching a brand-new and exciting phase for development professionals. Millions of new potential content producers acquire access to social media every year There are 4.74 billion social media users worldwide.Onete, Dina, & Vlad (2013) have argued that Social media is offering a platform for long-term commerce. Social media offers assistance in a variety of business responsibilities. Before making a real purchase of a product or service, consumers should research all available information. Customers have the choice to compare product and service information with that of other vendors. The flow of information on social media is another appealing trait.

(Zafar,Shen,Ashfaq,Shahzad) argues that relationships between browsing and the desire for environmental responsibility are substantially moderated by trust in social media and perceived environmental efficacy. The suggested associations of social media usage cannot be significantly impacted by moderating constructs, contrary to the theorization. This is groundbreaking and offers important information for understanding how social media can promote sustainable attitudes.The development targets themselves should and could produce more social media material with a development focus. The ability of underprivileged people to convey their own concerns and interests and to advance their own aims and objectives is improved by social media. Development organizations have been using social media for years. They use blogs, Facebook, Twitter, and other platforms to spread the news about their mission, goals, and activities, gain support, find volunteers, ask for donations, and engage with target audiences.

**Efficacy of Social media and its tools In Sustainable development**

Social media use has altered how people view challenges related to sustainable development. According to McKeown and Shearer (2019), the use of social media to promote sustainable beliefs and practices is still in its infancy.Social media platforms can be used to educate people about sustainable development's objectives in every country. (Kang & Park) 2018. The most effective plan to improve the world for people and the environment by 2030 is the 17 Sustainable Development Goals (SDGs).The effectiveness of communication technology promotes the growing interest in sustainability. Businesses and people can connect with a sizable community through social media. Utilizing these techniques also improves consumer confidence in businesses. Technology-based social networking sites are taking the place of paper in business. Social media is a tool that helps the business cut costs because the majority of today's promotion activities and conversations take place there. Social media enhances interpersonal connections and promotes variety of thought on a wide range of international issues.

Better dialogue norms are mostly influenced by social media platforms. For marketers, social media platforms are a boon since they let them promote their environmentally friendly practices at a minimal cost, which was previously unachievable through traditional media outlets.Social media tools allow businesses the opportunity to communicate directly with their customers. Companies can improve their two-way communication by reducing the chance of casual talk. Social media networks allow you the opportunity to communicate with potential clients in front of current ones. Another approach to sustainability that can be introduced through the usage of social media technologies is economies of scale. Brands like H&M have used social media extensively to spread the word about their sustainability initiatives and reduced environmental effect through the usage of the hashtag #WorldRecycleWeek on Twitter. To encourage a day without shoes and raise awareness for children's health, Toms Shoes uses the hashtag #withoutshoes on social media.Businesses with minimal resources now have a vast stage thanks to social media platforms. Social media platforms' longevity is facilitated by their accessibility. Social media are clearly an essential part of sustainability strategy, thus future research on IT and sustainability needs to employ a more integrated approach. Social media use has a positive environmental impact, thus it stands to reason that if the government put effective regulations in place to ensure that everyone had access to social media, it might achieve really sustainable development.(Leo,Gravili,Paolo,2016)

Many more initiatives are in work to conserve earth, which is a major worry among the nations. Environmental issues are discussed with students in class.The increasing usage of Facebook by college students is regarded to have huge potential for promoting awareness of environmental sustainability. Ijab, Sulaiman, Anwar, Hamid, and Norman (2017).Using social media technologies for marketing reduces costs while raising demands from marketers.Higher education institutions have a responsibility to inculcate an awareness of the environment in their students in order to stop environmental deterioration and conserve natural resources in the future. Despite the fact that social media has been widely used for the preceding ten years, using it to teach pupils about environmental sustainability is still in its infancy. Many more initiatives are in work to conserve earth, which is a major worry among the nations. Environmental issues are discussed with students in class.The increasing usage of Facebook by college students is regarded to have huge potential for promoting awareness of environmental sustainability. Ijab, Sulaiman, Anwar, Hamid, and Norman (2017).Using social media technologies for marketing reduces costs while raising demands from marketers.Higher education institutions have a responsibility to inculcate an awareness of the environment in their students in order to stop environmental deterioration and conserve natural resources in the future. Despite the fact that social media has been widely used for the preceding ten years, using it to teach pupils about environmental sustainability is still in its infancy.

**Conclusion:** Social media has been suggested to have a variety of negative and beneficial effects on sustainable development. One of the most important effects of social media is raising awareness of various issues relating to society and the environment throughout the world and working to find solutions. The downside of being able to reach a big audience is that it causes an increase in wasteful consumption. Social media is structured in a way that promotes consumption. Increasing superfluous spending severely undermines sustainability in its core. Social media can be used to raise customer awareness and encourage businesses to employ environmentally friendly practices. It is possible to acknowledge that social media can act as a tool for achieving sustainability, a center for corporate strategy, a channel for rewards, or even a hindrance. Views can be heard on a global scale as social media usage increases in developing economies. This effort to empower communities should be welcomed by development professionals, who should also take advantage of it.

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13 climate action

14Life below Water

15 Life on Land

16 Peace ,Justice and strong Institutions

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