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Remember the days where you had to write letters that take weeks to get delivered to a person living in the next town? Or perhaps news about an emergency reaches you far later and youâ€™re rendered helpless? With a computer connected with high speed internet like the one offered by Time Warner Cable, those days are far gone. Enter social networking, where you donâ€™t have to wait for updates from your loved ones across the world. They wait for you. You can upload pictures or videos from last nightâ€™s party and it will reach your cousin in Australia within a fraction of seconds. The new demise of your great uncle, it will reach you in a jiffy.

One of the best platforms to make friends today is not colleges, schools or parties but the social networking websites! Your friends are all busy? Donâ€™t know what to do with your free time? Join a group of your interest on the social networking websites and start making new friends from not just your country but around the world. There are different types of advertising and marketing like television, radio, news paper, etc. but now a new form of advertising has taken the centre stage in the world of marketing and that is marketing through online social networking websites which has gained immense popularity with the reach it has.

One of the best things of social networking is that you get to interact with a lot of people. Even though you donâ€™t get to personally meet them, but still you are able to share your opinions and views. Whether it is your friends, relatives, colleagues, you can interact with them even if they are miles away. Not to forget social networking helps you to express your opinions. Even if it is political or non-political, you get to express your opinion and pass comments on various issues. No one can question your freedom of speech, which is the constitution right.

One of the reasons why you should turn to the social networks is they are the easiest to access and you stand a better chance of working for a cause. Do you think that a certain Presidential Candidate should be promoted and for some good reason? You could not have got anything better than a social network site. There are in fact some many of them; for politics, movies or even science & technology. And there are celebrities everywhere. All that you need is build a network of followers and keep them posted of the good work the celebrity is doing. If you think that the can cause damage to the polity of the nation get a discussion going on and you can see how others react and their side of the story. What better way can there be than having a social website that will give all the frank opinions you have wanted?

But there lies one negative aspect as your privacy can be affected. Any person can see your personal information and tamper with it. These people who are also called hackers could even hack your account. You can even say that it is worse than stalker and can be termed as virtual stalking. Having many advantages, social networking has equal number of disadvantages. Take for example the younger generation. Does a 12 year girl need to know about Lady Gagaâ€™s rather exposing dress? Not necessarily. These disdainful things spread like a virus in social networking sites and little kids pick get exposed to violence, foul language etc. Thus, social networking websites go their own advantage and disadvantage, however it up to the user to make use of this wonderful media in a optimistic way without peeking into otherâ€™s privacy.

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Being a freelance writer and active blogger, I like to share my thoughts with the rest of the world and to source out some great deals on home services like a Time Warner Cable.

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