



**PROGRAMME SUMMARY
REPORT**

Episode 5

Date: Wednesday 1st September, 2021

Presenter: Nafisa Ahmad Murtala

Discussion: Positive and Negative Influence of Social Media on Youths

Discussants: Zainab Nasir Ahmad; ED YOSPIS, Bello Sani; ICT Expert, Musa Abdullahi Sufi; Public Affairs Commentator, Aishatu Abdulhamid; Social Media Expert

PREMISE

Social media/networking platforms have permeated our daily lives and there are different types existing for specific reason, place, region and even purpose such as relationship, professional or information dissemination.

Over the years, it has turned out to be a double edged sword with both positive and negative influence especially on youths.

ISSUES

- 1.** Only 100 of 1000 trained on benefits of Social Media in Kano ever apply their knowledge while others call back only to seek more training opportunities just because of the free meal, training stipend and certificates provided by trainers.
- 2.** Crave for quick wins and lack of experience to learn and gather years of practical experience
- 3.** Used to disrespect elders/scholars

MORE ISSUES...

- 4.** Used to coordinate unrest/violent protests/movements
- 5.** Youths are easily swayed by the fake life they see on social media
- 6.** Lack of mentorship to influence thinking/perspectives of youths
- 7.** Youths being used by politicians to fight their rivals on social media

...MORE ISSUES.

- 8.** Knowledge and literacy barriers
- 9.** Follow influencers hype instead of building their own audience for niche marketing and attendant benefits
- 10.** Lack of skills, innovativeness and creativity in deriving benefits from social media

RECOMMENDATIONS

More success stories of social media beneficiaries should be portrayed.

Advocates should volunteer to keep impacting tirelessly.

Literates should volunteer to upgrade the literacy levels of illiterates around them/their community

Individuals should join social media groups that have benefits to their field of endeavors.

Adults and successful individuals in society should volunteer to mentor youths.

E-commerce and e-marketing are more productive ventures than wasting countless hours on chatting and unproductive activities on social media

Professionals should convert social media to positive use in line with the careers

Users should define their goal and limit in relation to their religion, culture and society

Presenter and discussants hasken matasa

