

Effective Usage of Social Media Platforms as a Communication Tool Amid the COVID-19 Pandemic

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ABSTRACT The advent of the COVID-19 pandemic around the world completely changed how one thought about communication and engaged with one another. Hence, there is a need to critically explore the effective use of social media platforms such as Facebook, Twitter, WhatsApp, and YouTube as communication tools for information sharing amid the COVID-19 pandemic, which has become necessary for many different organisations. In the quest to avoid the spread of incorrect information and bad news that may cause panic from the general public, especially during the COVID-19 pandemic, bloggers and news agencies call for proper and effective use of social media platforms as communication tools. This paper analyses the effects of the development of social media messaging platforms, alongside its inferences to the general society.