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WORKSHOPS AND CONFERENCE  
23 - 28 October 2021

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DIGITAL INFRASTRUCTURE  
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# SOCIAL MEDIA **ADDICTION** AND HOW WE CAN BETTER USE OUR TIME IN SM



Are we using social media  
as a **learning** and **engaging**  
platform or we are just  
**wasting** our **time**?

How many **hours** do you spend  
on social media **per day**?



According to new data analysis, currently, the country with the most time spent on social media per day is the **Philippines**, with online users spending an average of **three hours** and **53 minute** on social media each day.



Social media has a wide-reaching and significant impact on not only online activities but also **offline behaviour** and life in general.

Global online user survey in **February 2019** reported that SM increased access to information, ease of communication, helped in expanding digital marketing, widened freedom of expression and civic space



On the flipside, it reported that SM also worsened **personal privacy**, increased a **polarization in politics** and heightened **everyday distractions**.



How young generation is **wasting time** on social media instead of using it as **source of income?**



Some people **waste a lot of time** on social media while others have used the same sites to **become billionaires**.

Instead of spending a lot of time chatting with friends on social issues in life, spend most of your time on meaningful business activities or education activities.

**The million \$\$  
question is how we  
can better use our  
time on social media?**



## IDENTIFY BUSINESS OPPORTUNITIES ON SOCIAL MEDIA

There are always two ways of looking at a coin. The challenge with the current generation is that they only view social media platforms as a place of having fun. One thing you need to realize is that you can get a lot of business from the social media networks.

## USE SOCIAL MEDIA AS A LEARNING TOOL

Several skills out there can develop you into a millionaire. Most of these skills are within friends whom you interact with on different social media pages. Apart from chatting on important social matters, make sure you also talk business and learn something new.

## LIMIT YOUR TIME ON SOCIAL MEDIA IF YOU HAVE OTHER THINGS TO DO

Don't spend a lot of time on social media at the expense of your work. You will agree with me that time is money. If your income generating activities are offline, limit the time you spend on Facebook and other social media platforms.

## **SOCIAL MEDIA GRANTS YOU ACCESS TO THE GLOBAL MARKET**

Gone are the days when the geographical location was a limitation in the trading industry. Currently, you can meet a customer and close a business deal within minutes courtesy of social media.

Social media allows you to sell anything all over the world.



## **5 WAYS TO MINIMIZE YOUR SOCIAL MEDIA USAGE**

- 1- Keep apps out of sight, so they're out of mind
- 2- Use apps to help you limit your time on social media
- 3- Spend an hour a week on at least one screen-free hobby

4- Enjoy Phone-free meal/dinner or family time

5- Leave your phone outside the bedroom or face down the phone while on meeting

## CONCLUSION

Social media can create **millionaires** among the young generation **if and only** if they learn to stop **wasting time** on these platforms. You can use these sites to create wealth or limit the time you spend on social media to generate income from other sources.

## CONCLUSION

You can use social media to identify business opportunities, learn new techniques, get access to the global market and promote your products.

*“All you need to do is to budget for your time on these platforms and measure results”*

