**Social Media as a tool for sustainable development**

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**ABSTRACT**

The need for communication among people and the development of digital technology have both contributed to Social Media evolution. The rise of social media popularized sustainable development concepts in both developed and developing countries as a major concern. The traditional media has made a momentous contribution to raising attentiveness of the idea of sustainable development from the early 1990s. Social media is now used by more than half of the population. Social media a self sustain medium plays a vital role in sustainable development in current era. World today is running with technological developments. Sustainability and social media are today’s main apparatus in every development in the world. Using social media tools humankind is going forward towards sustainable development. The advent of ICT have enhanced the progression of development and spread awareness of sustainable development. Through social media, one can share ideas, opinion and service. It influences folks because of its sharing and commenting option. Social media facilities the rapid distribution of information from one contact to another which enabling the marking of viral ideas and events. The initial march towards adopting transformation is to be conscious of the problem and the want to alter. The emergence of social media has given ample rise for sustainable development. Thus Social media is a rapid platform to reach the global massively.

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

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**Introduction:**

New civilization, technology has recently raised the standard of living and made human task easier. After 18th century world nations were in argue for developments in all aspects. After vast developments in all fields there started rising global problems which paid way to 19th century concept the Sustainable development. Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Earth Summit of 1992 at Rio de Janerio gave rise to the concept of Sustainable development. Today notion of sustainable development focuses on economic development, social and environmental protection for future generations. In 2015 UNGA (United Nations General Assembly) adopted 17 Sustainable Development goals (SDGs) concentrating global challenges like poverty, inequality, climate change, environmental degradation, peace and justice. The advent of ICT has circulated this concept to nook and corner of the world. Social media a prominent medium in the present scenario have immensely contributing towards development..Social media is now a platform for social interaction as well as a tool for conversation and entertainment. Social media is now used by more than half of the population. (Kemp, 2020) The social media tools help in establishing two-way communication with the consumers (Kahle & Valette-Florence, 2012).Audience today get to watch info entertainment audio visuals which educate them towards sustainable development. It is now a platform for social interaction. Today both traditional and new media have been playing major role to flourish the notion of Sustainable Development.

**Objectives:**

* Social media serving towards the achievement of sustainable development goals
* Effectiveness of social media tools in communicating sustainable development globally.

 **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. Social media improves poor populations' capacity to express their own issues and interests as well as promote their own goals and objectives. Development organizations have been utilizing social media for years, using blogs, Face book, Twitter, and other platforms to disseminate the word about their mission, goals, and initiatives, garner support, recruit volunteers, solicit donations, and interact with target audiences.

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

Social media tools have caused a shift in people's perspectives on problems related to sustainable development. Social media's role in promoting sustainable concepts and attitudes is at an emerging stage (McKeown and Shearer, 2019).Social media tools can be used to educate people about sustainable development objectives in all countries. (Kang & Park, 2018).The world's most effective strategy to create a better world for people and the earth by 2030 is the 17 Sustainable Development Goals (SDGs).The effectiveness of communication tools, promote the expansion of sustainability. Organizations and individuals can communicate with a huge population through social media. These tools also aid in fostering consumer confidence in businesses. The use of paper in organizations is being replaced by technology-based social media platforms. Social media is a tool that helps the business cut costs because it is where the majority of the promotion works and conversations take place now a day. Social Media boost people interactions and make certain multivocallity on many global issues.

Social media websites primarily affect better conversation standards. Social media tools are a blessing for marketers because they enable them to communicate their sustainable practices for a low cost that was previously impossible through conventional media sites. Social media tools give companies the chance to have direct conversations with their consumers. By lowering the likelihood of informal conversation, companies can enhance their two-way communication. Social media platforms give you the chance to interact with prospective customers in front of existing ones. Economies of scale are another method of sustainability that can be introduced through the use of social media tools. Brands like H&M has made significant use of social media to spread the world about the brand's sustainability efforts and smaller environmental impact on recycling #WorldRecycleWeek on Twitter. Using the hashtag #without shoes on social media, Toms Shoes promotes a day without shoes to increase awareness of children's health Social media tools give businesses with limited resources a huge stage. The affordability of using social media tools contributes to their longevity. Future research on IT and sustainability needs to adopt a more integrated method because social media are unquestionably a key component of sustainability strategy. Given that social media has a positive impact on the environment, it stands to reason that true sustainable development could be accomplished if government implemented effective policies to ensure that everyone has access to social media.( Leo,Gravili,Paolo,2016)

Environmental sustainability is a major concern among the nations many more initiative are in action to preserve earth. Pupils are educated with environmental issues. The explosion of social media use such as Facebook among higher education students is deemed to have great potential in widely disseminating environmental sustainability awareness (Hamid, Ijab, Sulaiman, Anwar, & Norman, 2017).Utilizing social media tools for marketing lowers expenditures and increases marketers' demands. In order to prevent environmental degradation and preserve natural resources in the future, higher education institutions have a duty to instill an awareness of the environment in their students. Although social media tools have been popular for the past ten years, using social media to teach pupils about environmental sustainability is still in its infancy. Social media is now an essential component of modern living. The development of urbanization, science, technology, and globalization has led to a variety of environmental problems both locally and internationally. These social media platforms can be used as a tool to quickly raise awareness of a wide range of current environmental problems among a sizable population(Mallick,2019).Indian media have been also playing vital role in environmental sustainability in 2021 CNBC-TV18 launched “Sense and Sustainability” campaign on National Pollution Control Day. The campaign aimed to inspire its audience to adopt sustainable living practices by highlighting the endeavors of businesses working towards creating a sustainable and eco-friendly future.

**Conclusion:**

It has been argued that social media can have both positive and negative effects on various aspects of sustainable development. One of the most important effects of social media is raising awareness of various social and environmental issues around the globe and working to find solutions. However, the ability to reach a large audience has a drawback that leads to a rise in unnecessary consumption. Since social media has a structure that encourages consumption. The essence of sustainability is completely undermined by increasing unnecessary spending. Social media can also be used to raise customer awareness and encourage businesses to practice sustainability. Regarding sustainability, it is feasible to acknowledge that social media can be a tool to achieve sustainability, a strategy hub for businesses, a platform for incentives, or even an impediment to achieving sustainability. Social media enables voices global basis as it expands into developing markets. This shift is beneficial in and of itself, and development professionals should embrace and use it to empower communities.

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