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# Impact of Social Media-Enabled Technology Innovation on Government: A Perspective

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## ***Abstract***

The relationship between social media and government can be seen as one with a strong future, since social media has the potential to be an excellent tool for communicating with constituents, initiating campaigns, building awareness about initiatives, and providing communication support at critical times. There is no doubt that governments, politicians, and lawmakers alike understand how social media has played a major role in their communication strategies in recent years. Having an engaged citizenry is the key to a successful democracy, and social media is the best way to engage citizens in your democracy. By leveraging social media, government entities can be able to interact directly with citizens in a more personal and accessible manner than is possible through press conferences, television appearances, or ad campaigns, which is one of the most efficient and effective ways of interacting with citizens. A lot of benefits can be gained by individuals who work in government agencies by understanding how social media, if used correctly, can be a great tool to provide them with information and resources. As a result of the direct engagement with the public on social media, even when the best intentions are in place, it is essential that government accounts are prepared for the challenges that will arise as a result of directly engaging with the public on social media.

***Keywords:*** social media, government agencies, political opinion, channels for communication, democratizing media, digitization, economy

## ***Introduction***

Whether or not the government decides to focus their efforts on social media platforms such as TikTok, Twitter, Facebook, or any other platform, governments can use social media platforms such as these to engage with their audiences on a deeper level, regardless of the platforms on which they are focusing their efforts. There will always be a need to use social media as a means of keeping the general public informed and updated about important issues, as well as a means of engaging with them on a more personal level in order to maintain that relationship. A government entity can create a more engaged citizenry by exercising its power of social media in an effective manner, and it is one of the best ways to do so. This is a function that is considered to be mission-critical by a number of government agencies.

There is no doubt that social media platforms are very persuasive in today's world, and because of the abundance of ideas, thoughts, and opinions that are circulating through these platforms on a daily basis, they often play an important role in changing or influencing political opinions, particularly when it comes to elections. There is conclusive evidence that news consumption can lead to political persuasion, so it follows that the more people use the social media platforms for news sources, the more their political opinions will be affected by the sources of news they consume. Due to the use of social media, a decrease in trust in government and others has been directly linked to the use of social media as a result of the use of the media. The use of social media, therefore, directly impacts the use of media as well as the use of social media. Studies have shown that reading newspapers is associated with an increase in social trust, while watching the news on television is associated with a decrease in trust in others and in the news source itself. A social media platform, or more specifically a news outlet, can play a very important role in the democracy of a country, as it allows citizens to participate in the society in which they live. Consequently, it is extremely important for news to continue to be accurate in order to ensure that the levels of trust among citizens are not affected in any way as a consequence. It is evidently necessary for the citizenry to have a certain degree of trust in the democratic system in order to maintain a healthy, well-functioning democracy.

The younger generations are becoming more interested in politics as a result of the increase in political news that is being posted on various types of social media in the current scenario. The use of social media is becoming more widespread among younger generations, and as a result, they are more likely to be exposed to politics in a way that is integrated into their social lives online, as a result of the use of social media. Despite the fact that the importance of educating young generations about political news has unquestionably been established, there are a number of biases that exist within the realms of social media that need to be addressed.

### ***Current Scenario***

The use of social media as a tool for government can be defined as the use of online platforms, such as Facebook, Twitter, and LinkedIn in order to facilitate and enhance the processes and activities of the political system. As far as governance of a country or area is concerned, all processes and activities that are involved in the governance of a country or area are considered to be political. There are a number of topics that are covered in this chapter, including topics such as political organization, global politics, political corruption, political parties, and political values. It's no secret that we are living in a world where social media and the internet have created channels for communication that are essential to the circulation of news, and social media has the potential to not only change the message, but also the dynamics of political corruption, values, and conflicts within the political arena itself. There has been a noticeable shift in the use of social media in election processes, global conflicts, and extreme

politics in the last decade, which has resulted in diplomacy around the world becoming less private and more susceptible to public perception as a result of the use of social media.

Due to the premises of non-rival and non-excludable consumption, there is a major debate over whether or not social media is really a public good on the basis of the premises of non-rival and non-excludable consumption. The use of social media can be considered an impure public good as it is exempt from the public good definition as it is exempt from the public good definition because platforms such as Facebook and Twitter have the right to remove content from their platforms, disable accounts, and filter out information based on algorithms and community standards. As a result of economic concerns about monopolistic control of social media platforms as well as concerns about privacy, censorship, network neutrality, and the storage of information, the number of supporters and goals for the regulation of social media platforms is growing as a result of financial concerns. As a result of the issue of TikTok, and the fact that Google is now a service provider, an information pipeline, and a content provider as well, we are now in a predicament in which the government must determine how to regulate both the platform as a service provider as well as the platform as an information provider. The problem is that there are some advocates who advocate for algorithmic neutrality, which is the idea that search engines on social platforms should be able to rank data without the intervention of humans in the process.

The use of social media in autocracies enables both freedom of expression for protestors and control for the ruling regimes at the same time. Social media represents, on the one hand, a freedom of information that could previously have been gatekept by ruling governments by means of their control over traditional media channels. Because of this, it becomes harder and harder for dictators to hide atrocities from their people, since anyone with a camera phone can expose acts of terror in a matter of seconds. It is now possible to see gruesome images of bodies which were previously kept out of newspapers are now plastered all over social media, inciting people to take action. As a consequence of social media platforms, governments can also be able to gather unprecedented amounts of information about their citizens. The use of this method can be used to track and censor specific individuals, such as political opponents, and to suppress dissenting views.

### ***Opportunities and Challenges***

The social media platform has been the subject of a great deal of hype over the past few years, as many have claimed that the platform will allow anyone with an Internet connection to become a content creator. It has been emphasized that by empowering its users with the ability to share and create content, it will enable anyone to be a part of the content creation process and take part in its development. The concept of new media populism encompasses more than just the means by which citizens engage disenfranchised citizens. I believe it is extremely important that we keep this in mind because it encompasses not only the means by which citizens engage disenfranchised citizens, but also the opportunities they are giving them to participate actively

and engagedly in political discourse. By enhancing the ease with which people are able to obtain information about politics by enhancing their access to an array of different sources, new media, including social media platforms such as TikTok, Facebook, and Twitter, is without a doubt going to enhance the ease with which people can get information about politics. The Internet and social media platforms have made it possible for people to disseminate political information in such a way that counteracts the tactics used by mainstream media which tend to be centralized and top-down in nature, and prevent wide access to information for a wide range of people by making it easier for people to communicate politically.

In spite of the fact that social media proponents describe the use of social media as ushering in a new era of participatory democracy through the ability for users to contribute news and commentary, the role of social media in democratizing media participation may fall short of these ideals. Online media audiences are mostly passive consumers according to international survey data, while content creation is mainly dominated by a small number of social media users who are posting comments and creating new content on a regular basis. In the opinion of some government experts, the effects of social media will differ from country to country, with the political structures of the local governments playing a much more important role in determining how citizens express their opinions about current affairs involving the government than social media, in their opinion.

It has been argued that the use of social media on a large scale is detrimental to democracy as a whole. With the development of social media, a whole new segment of society is now participating in the political process on a much larger scale than ever before. This can be viewed as the beginning of a deeper transformation of democratic practices and opportunities, suggesting that the development of digital media within the political sphere can have a huge impact and influence on the advancement of democracy. However, it remains to be seen whether or not young people will continue to be active in politics for decades to come, as there are still some questions to be answered. Due to the imminent growth of digital innovations and the heightened expectations of citizens, governments are being forced to engage in the process of digital transformation due to the imminent growth of digital innovations. As governments implement digital initiatives, this is expected to increase the efficiency of government operations as well as provide a solution to public problems in increasingly turbulent times by increasing the efficiency of government operations. A parallel process is taking place as governments are also embracing the digitization of the economy, with the aim of launching a wide range of digital government services, such as the introduction of electronic currencies and banking services, as part of the digitisation of the economy. Despite the fact that digital initiatives play a crucial role in adapting to the changing social, political, and technological environments of today, there is still a lack of understanding in the government of the role it can play in facilitating engagement with and adoption of government digital initiatives.

## ***Conclusion***

The use of social media is also a great tool by which governments can be more humanized to the public, allowing them to be more open to the public, as well as being able to be more accountable to the public through social media. When a government posts a piece of content that the public deems to be socially unacceptable, then there is no doubt that it will backfire if the same content is deemed to be socially unacceptable by the government posting the content. The author would like to take this opportunity to make sure anyone handling the social media accounts for the government is aware of the guidelines that should be followed when sharing content on their accounts as well as the ones that shouldn't be shared. The ability for governments to communicate and engage with citizens will help establish credibility and build trust, so long as they don't use social media as a tool to broadcast messages and actually engage with the people who follow them on the platform.

As part of the government's administrative tools, social media has been incorporated as a part of the government's use of social media in order to improve public service and promote public goals by utilizing social media. In the field of government information, there is a very limited amount of literature that is available today that focuses mainly on understanding how social media is being adopted by the government and how it serves as a tool for political marketing.

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