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FICCI

‘Beyond the Scroll’

Exploring the Impact of Social Media on Individuals and Organisations



Beyond the Scroll:

Exploring the Impact of Social Media on Individuals and Organisations

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Foreword



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In an era where digital landscapes are continually reshaping the contours of our personal and professional lives, this research conducted by Amaha in partnership with FICCI, offers insights into its impact across a spectrum of dimensions—personal and professional.

This knowledge paper stands as a testament to our commitment to understanding and navigating the complexities of digital well-being in India.

We are at the crossroads of connectivity and isolation—as organisations, we need to be intentional about creating opportunities for even greater human connection. We have a responsibility to leverage social media in a more balanced manner and harness the power of technology to improve the way the world works and lives.

I hope this knowledge paper inspires meaningful dialogues that shape a more resilient and digitally enlightened society. Let us create a more inclusive, responsible, and healthy digital environment.

Preface



Dr. Amit Malik
Founder and CEO, Amaha

Over the last decade, as part of the work that we do at Amaha, I have firsthand witnessed the evolving landscape of mental healthcare in our country. Today, individuals and organisations have started to recognise mental health as a critical component of overall well-being; yet, the journey ahead remains daunting—with myriad challenges that demand innovative solutions and unwavering commitment.

1 in 7 individuals bears the weight of conditions like depression, anxiety, and addiction, yet a staggering 95% lack access to proper care. Stigma, lack of awareness, and inadequate access to care persist, leaving many without the support they desperately need.

What's even more concerning is the backdrop against which this crisis unfolds—a society deeply entrenched in the digital age, where social media plays a pivotal role in shaping perceptions, interactions, and emotional well-being.

The duality of social media's impact cannot be overstated. On one hand, it offers unparalleled opportunities for connection, learning, and community building. On the other hand, it has become a catalyst for exacerbating mental health concerns, contributing to feelings of inadequacy, loneliness, and anxiety among millions. The curated showcases of success, beauty, and happiness that flood our feeds often mask the reality of human struggle, creating a chasm between perception and reality that many find difficult to bridge.

Which begs the question—is social media doing more harm than good?
This knowledge paper aims to provide a comprehensive breakdown of this debate and analyse key aspects framing this narrative. We examine how the extensive reach of social media can impact individuals—not just in their personal lives, but extending into the workplace, impacting engagement, satisfaction, and overall organisational health.

Digital technology is a fact of modern life. As we navigate the complex world of social media, it's worth exploring how we can work towards a future where our digital lives enhance, rather than detract from, our mental well-being.

We must leverage these tools to foster resilience, promote digital literacy, build supportive communities—and also to extend the reach of mental health services. Preventive measures, early intervention, and accessible treatment options are the pillars upon which we can construct a more mentally healthy society.

This paper is intended to not only inform, but also spark action—inviting critical dialogue and thoughtful actions, so we can collaboratively pave the way for a mentally healthier nation.



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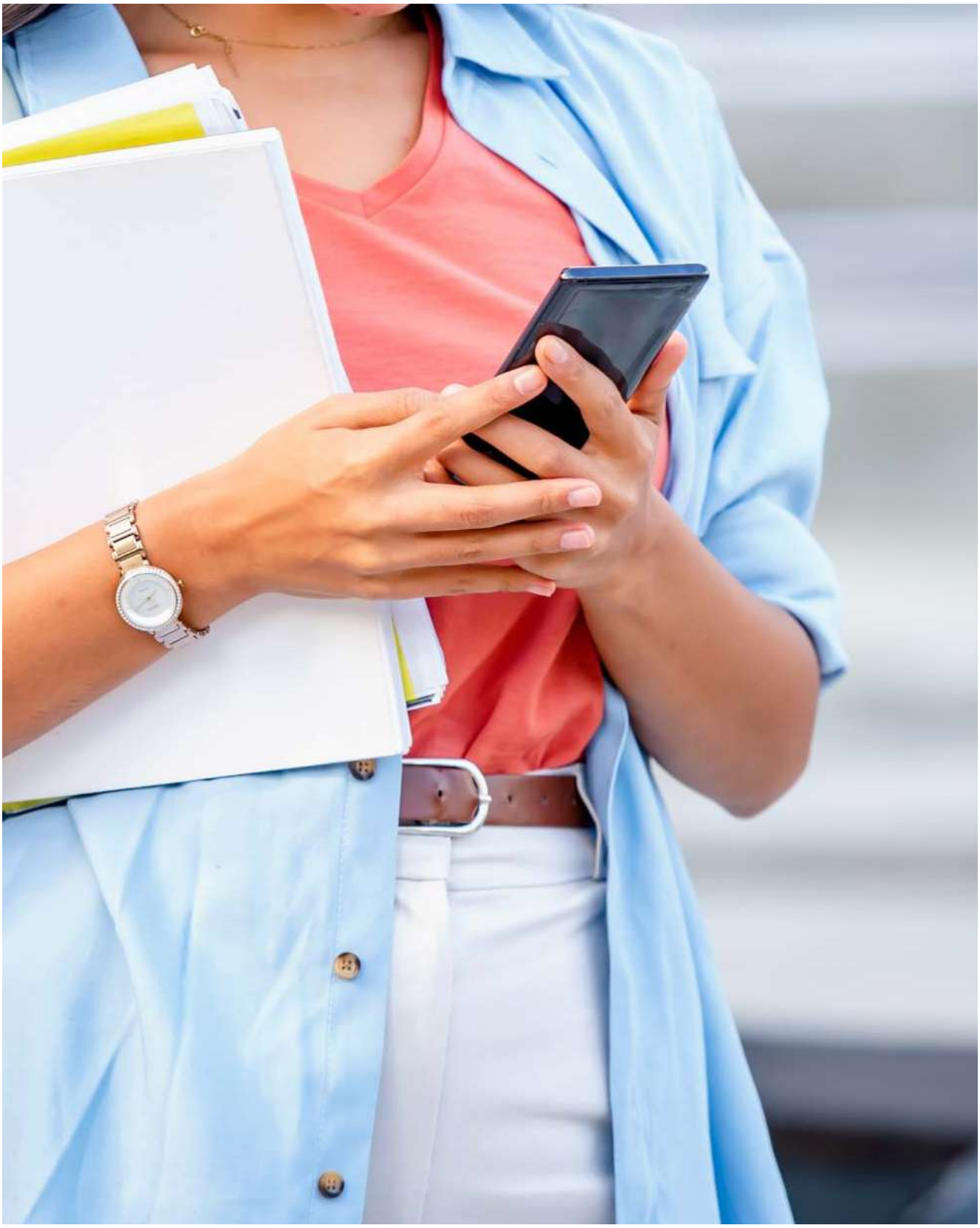
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Executive Summary

In today's digital age, social media's ubiquitous reach extends far beyond casual scrolling and curated selfies.

This paper delves into the labyrinthine impact of this technology, unveiling its profound influence on our mental health, relationships, and the very fabric of organisations. It focusses on collecting primary data from existing Indian and global research on usage and impact of Internet and social media across generations and life stages, aiming to understand how unique cultural values and socio-economic factors influence social media use and our way of life.

For individuals, social media offers opportunities for connection, self-discovery, and even financial gain. However, its potential pitfalls can have a significant toll on mental well-being. Concerns about addiction, distorted self-image, and cyberbullying remain a stark reality.

For organisations, social media is a powerful tool for branding, recruitment, and employee engagement. Yet, its unbridled use can create unintended consequences, including employee distractions, reputational crises, and even workplace bullying.

The only common variable across impact of social media is age. Hence, considering age-specific vulnerabilities and opportunities gives us important insights about how social media usage affects both individuals and organisations.



Gen Alpha and Z (Born after 1996) navigate learning and research through social media but risk attention lapses and sleep deprivation.



Millennials (1981-1995) engage cautiously, aware of mental health pitfalls.

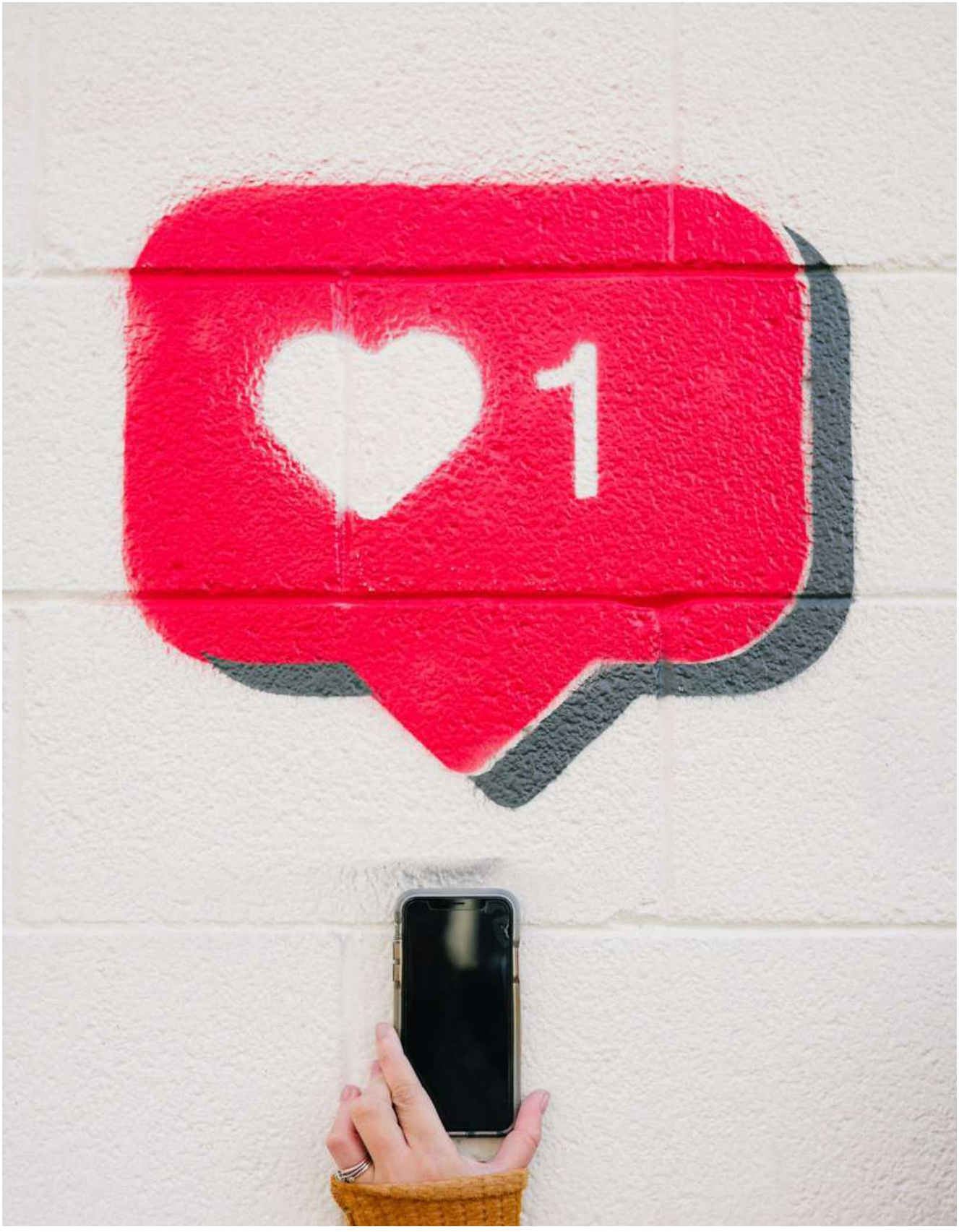


Tech-savvy but cautious **Gen X (1965-1980)** feel overwhelmed by the fast pace of social media.



Baby Boomers (1946-1964) seek connection but encounter interface challenges.

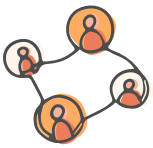
Analysing these nuances is crucial for developing culturally appropriate strategies to promote responsible digital habits and safeguard mental well-being for individuals and organisations alike.



Introduction

Social media is no longer a trend or a tool; it has become an integral thread in the tapestry of our day-to-day interactions. It encompasses any digital means through which we connect, share, listen, and learn. Undeniably, social media has significant contributions to and impact on individuals, societies, organisations, and even global issues.

However, they can be broadly categorised into:



Connection and Community

- Connecting with loved ones beyond geographical restraints
- Building new relationships through dating apps and online communities
- Creating virtual communities around diverse interests, enabling like-minded connections, fostering a sense of belonging



Information and Influence

- News and current events spread content rapidly and public opinion shaping is more convenient through mass reach
- Social media is a powerful tool for social movements, and advocacy groups, raising awareness, mobilising supporters, and driving change
- Social media allows individuals to share their thoughts, opinions, and experiences, shaping online identities and influencing broader cultural narratives



Commerce and the Economy

- Marketing, targeted advertising, brand building, and customer engagement
- E-commerce
- Gig economy and freelancing

Social Media Usage in India

What do the numbers say?

As of January 2023, social media penetration in India had reached significant heights. At the time, data sourced from leading platforms' ad planning tools revealed a user base of

398 million individuals (aged 18 and above)



representing **40.2%** of the total adult population (18+), indicating the growing influence of social media in the lives of Indian citizens.

Meanwhile,



67.5% of India's internet users actively engage with at least one social media platform.

Source: Statista

Progressively from January, 2023, India now ranks **second in the world** regarding internet users, with over 550 million individuals actively online. As per a recent census of October 2023, 61.4% of the world's population uses social media. The latest data also shows that social media users are growing at a rate of 9.6 new users every second (DataReportal.com).

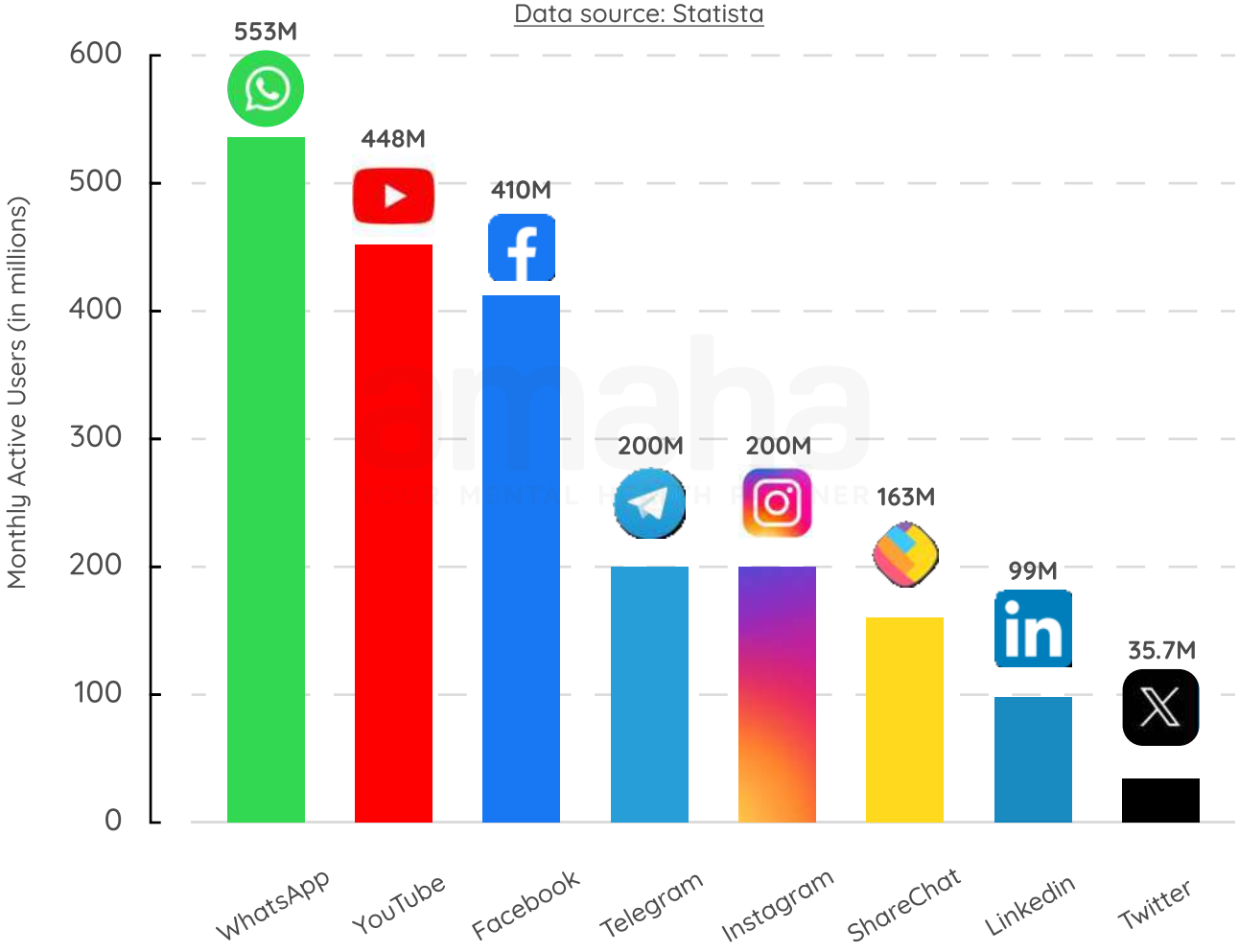


The average time spent on social media by Indian users is **2.4 hours**, only slightly less than the global average of **2.5 hours** a day (Acumen Education, 2022).

Most popular social media platforms in India 2023

(as of January 2023)

Data source: Statista



Gender Gap: Interestingly, gender disparity remains a notable factor in the Indian social media landscape. As of 2023, male users constitute the majority with a share of **73.5%**,

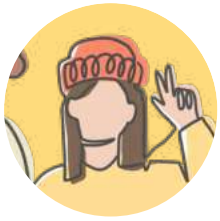


female participation accounts for **26.5%** of all social media users.

States like Kerala, Tamil Nadu, and Delhi have more female internet users than the national average.

In the top 9 large cities with over 5 million residents, internet users are roughly 54% male and 46% female.

Social Media Consumption Across Age Groups



Gen Z (born 1996-2012)
The most significant social media users, this generation spends an average of 2 hours 32 minutes daily on platforms like Instagram, WhatsApp, Facebook and Telegram, among others. Short-form video, entertainment, and self-expression dominate their online presence.



Millennials (born 1981-1995)
Following closely behind Gen Z, this group spends 2 hours 22 minutes daily on platforms like WhatsApp, Facebook, Instagram, among others. They utilise social media for professional networking, staying informed, and connecting with friends and family.



Gen X (born 1965-1980)
Less frequent users compared to younger generations, Gen X spends 1 hour 55 minutes daily on Facebook, WhatsApp, and Instagram, among others, for communication and news consumption.



Baby Boomers (born 1946-1964)
Most Baby Boomers spend 1 hour 34 minutes on social media platforms like Facebook, WhatsApp, and Instagram or Facebook Messenger, among others, primarily for family connections and basic information access.

Gender Disparity



Male Users

Outnumbering females, 73.5% of India's social media users are male. Furthermore, according to a study by IIM-A, men spend 189 minutes per day on social media.



Female Users

26.5% of India's social media users are female. Additionally, the previously-mentioned study by IIM-A reports that women spend 213 minutes on social media per day.

Geographical Variations



Urban Areas

73% of the urban population in India accesses social media. The top 9 cities (Delhi, Mumbai, Chennai, Kolkata, Surat, Bangalore, Ahmedabad, Hyderabad, Pune) in urban India account for 33% of the total urban internet penetration.



Rural Areas

67% of rural India accesses social media. Villages with a population of more than 1000 account for 82% of the total rural internet penetration.



Impact of Social Media



From formative years to old age, the impact of social media cannot be overstated. Its tendrils reach into every life stage, whispering promises of connection, information, and entertainment, but also carrying potential pitfalls of comparison, isolation, and misinformation.
To understand the human experience in the 21st century, we must grapple with the multifaceted, ever-evolving force that is social media, and its nuanced influence on people throughout their journeys.



Personal life

During the COVID-19 pandemic, social media's grip on mental health became a complex double-edged sword in India.

62.38% of respondents reported negative impacts of social media on their well-being

Source: Jain et al., 2021

However, 40.40% of respondents also experienced positive contributions to their well-being. This duality reflects broader research into this influence, with the identification of social media addiction as a key factor in rising mental health issues like sleep disorders (Vatsa et al., 2020). Further corroborating this, a significant link was observed between high social media exposure and increased depression, anxiety, and stress during the pandemic in Tamil Nadu (Rajendhiran et al., 2020).

Social media's breakneck speed shapes public opinion on everything from elections to climate change. While fostering awareness and collective action for good, its rapid fire often comes at the cost of accuracy. Misinformation and fake news spread like wildfire, and nuanced discussions can get lost in the digital echo chambers. Users are also vulnerable to social engineering tactics, more so in unstable socio-political environments. This can polarise communities, amplifying existing conflicts.

However, social media amplifies marginalised voices, challenging the status quo and giving the voiceless a platform. As a powerful community builder, it facilitates rapid information sharing and event organisation, creating virtual spaces for support and shared voices.

Negative Experiences Associated with Social Media Usage

Social Comparison and Inadequacy

Despite awareness of curated online content, exposure to idealised images and curated narratives can trigger feelings of inadequacy, and foster envy, dissatisfaction, and self-esteem issues.

> Scrolling social media feels like walking through a museum of perfect lives. Everyone's got their dream job, published novels, and picture-perfect vacations. Meanwhile, I'm still waiting for my first story acceptance and living at home with my parents. It's hard to shake the feeling that I'm falling behind, like I'm not "adulting" properly.



Maya
(23, aspiring writer)

> I know these influencers Photoshop their selfies and their houses are staged, but seeing their "hustle and grind" posts makes me feel like a slacker. My job is stressful, but not "woke up at 5 am, went to the gym, launched a new campaign" stressful. Sometimes I feel like I'm just coasting, while everyone else is on this rocket ship to success.



Balbir
(45, marketing manager)

FOMO (Fear of Missing Out) and Addiction

Social media platforms, inherently designed to showcase positive experiences, can exacerbate FOMO, leading to anxiety and self-worth concerns.
This perceived exclusion often drives compulsive social media use, creating an addictive cycle characterised by frequent checking, notification-driven responses, and prioritising online interactions over real-world relationships.

> Every notification is a tiny dopamine hit, a promise of something exciting happening. I can't help checking my phone every few minutes, even when I'm with friends or family. I'm terrified of missing out on some inside joke, some viral trend, some glimpse into everyone else's seemingly perfect lives. It's like my phone is a leash, dragging me back to the digital world even when I crave real connection.



Ishita
(27, graphic designer)

> I wake up and immediately reach for my phone. Need to see if anyone commented on my weekend post, if I missed any funny memes, and if any exciting news broke overnight. It's like I'm addicted to the constant scroll, the endless stream of updates. But the more I'm online, the more anxious I get, wondering what I'm missing out on in the real world, with real people.



Darpan
(31, engineer)

Isolation and Loneliness

Contrary to its intended purpose, research suggests that excessive social media engagement can foster isolation and loneliness. Studies, such as the one conducted at the University of Pennsylvania, demonstrate that reducing social media use can, conversely, enhance well-being and decrease feelings of isolation.

I spend hours scrolling through feeds, laughing at memes, and commenting on pictures, yet I feel lonelier than ever. Everyone online seems surrounded by friends, having adventures, and living their best lives. When I put my phone down, I'm staring at the four walls of my flat, and the silence is deafening. Maybe all these connections online are keeping me from building real ones in the real world.



Asmita
(25, retail worker)

Raising a kid alone is tough, and sometimes social media feels like a lifeline. But after scrolling for hours, I realise I haven't spoken to another adult all day. The faces on my screen, once comforting, now mock me with their virtual cheer. Maybe it's time to trade the **likes** for a shared meal with a neighbour, a park visit for my son, or a phone call with a friend. Maybe that's where I'll find the connection I'm truly craving.



Dolly
(38, single mother)

Increased Risk of Depression and Anxiety

Human connection is crucial for mental health, and face-to-face interaction significantly decreases stress and improves mood. Prioritising online interactions over real-world connections can increase the risk of developing or exacerbating anxiety and depression.

My heart races every time I open my phone—a flurry of anxieties about missed messages, unseen stories, unanswered comments. Every notification is a potential judgement, every **like** a fleeting validation. I used to love hanging out with friends, but now I just hide behind my screen, trapped in a world of curated perfection that only amplifies my insecurities and loneliness. I know I need to break free, to feel the sun on my face and the laughter of real people, but the fear of disconnection keeps me frozen.



Anand
(20, college student)

Social media used to be a fun escape, a way to unwind after a long day. Now, it's a breeding ground for anxiety. Watching everyone's seemingly effortless successes while battling my invisible struggles feels like drowning in comparison. The constant scroll leaves me exhausted, my mind buzzing with negativity, my sleep riddled with digital ghosts. I miss the days when laughter lines came from real conversations, not emoji reactions, and my sense of fulfilment wasn't measured in likes but in genuine human connection.



Chitra
(32, working professional)

Cyberbullying and Abuse

85% of Indian teenagers report experiencing cyberbullying (McAfee Corp, 2022), more than twice the international average.
The anonymity and reach of social media can exacerbate the impact of cyberbullying, leaving lasting emotional scars on victims.

> Sharing my art online was empowering, but then the trolls came. Anonymous insults, hateful critiques, cruel parodies—their words poisoned the wells of inspiration, turning my passion into a source of shame. Now, every brushstroke feels haunted by the ghost of their hate, the fear of judgement suffocating my creativity. Some days I want to disappear into the shadows, become invisible to the darkness that lurks behind every screen.



Jayesh
(28, artist)

> Words on the screen feel like razor blades slicing through my self-esteem. Every notification is a potential sting, a cruel reminder of the hate lurking just out of sight.
> My classmates' faces blur into faceless bullies, their taunts echoing in my mind long after I log off. It's hard to face the real world knowing my digital shadow whispers negativity in everyone's ear, turning every step into a minefield of possible pain.



Mrinal
(15, high school student)

Self-Absorption and Disconnection

The constant focus on sharing selfies and personal thoughts on social media can foster unhealthy self-absorption and hinder the development of authentic offline connections. Prioritising self-presentation online can lead to disengagement from deeper, meaningful relationships and experiences in the real world.

I spend hours crafting the perfect selfie, agonising over captions, obsessing over likes. My day seems to revolve around documenting it, capturing every moment for an audience I barely know. When I'm out with friends, my phone becomes a third wheel, a constant reminder of the curated narrative I need to maintain. I laugh, I share, but I never truly let go, because part of me is always back there, building my digital self brick by brick.
Lately, I wonder if I'm even experiencing life any more, or just performing it for an invisible applause.



Sana
(28, marketing manager)

I used to lose myself in conversations, in deep listening, in the unspoken bonds forged over shared meals and laughter. Now, my mind races with witty tweets, clever comments, the perfect Instagram quote.
The world around me dims, the voices fade, replaced by the internal soundtrack of my next online performance. I yearn for the days when connection wasn't measured in carefully curated posts, but in messy, unrehearsed moments of shared humanity. Maybe it's time to put down the script and rediscover the raw beauty of simply being present, unplugged, and truly connected.



Dhruv
(40, writer)

Beyond Self-Discovery:

The Diverse Benefits of Social Media Across Ages

As Bailey et.al. (2020) noted, the key to well-being lies in authentic self-expression, regardless of age. When used mindfully, social media can be a powerful tool for self-discovery, connection, and learning across all stages of life.

One of the main protective factors against mental illness is social support (Coker et al., 2002; Ozbay et al., 2007; Scott & Havercamp, 2014).

While the youth in their 20s and 30s often come to mind when considering self-expression on social media, its positive impact extends far beyond this age group. According to information sourced from web forums like Reddit and Quora, here's how various age groups reap benefits from using these platforms:

Youth (<30)

- **Identity Exploration**
  Social media provides a platform for the youth to experiment with different persona and interests, ultimately aiding in self-discovery and a stronger sense of self.
- **Connecting with Peers**
  Shared interests and experiences ignite online communities, offering invaluable peer support and belonging, especially for those with minority identities.
- **Exposure to Diverse Content**
  Access to a wider range of perspectives and narratives can broaden horizons, challenge personal biases, and foster empathy.
- **Creative Expression**
  Platforms like YouTube and Instagram provide tools and audiences for budding musicians, artists, and storytellers to express their talents and build a following.

Adults (30-50)

- **Professional Networking**
  Building online connections helps professionals reach new audiences, find job opportunities, and stay updated in their fields.
- **Maintaining Community Ties**
  Social media acts as a bridge to reconnect with old friends, stay in touch with family across distances, and build new professional or social networks.
- **Learning and Skill Development**
  Sharing and consuming educational content facilitates continuous learning, whether it be about hobbies, new technologies, or career-related skills.
- **Support Groups and Communities**
  Finding online communities centred around specific interests or challenges, from parenthood to chronic illness, offers valuable support and shared experiences.

Older Adults (50+)

- **Combating Loneliness and Isolation**
  Social media platforms offer older adults ways to connect with loved ones, make new friends, and engage in online communities, combating feelings of loneliness and isolation.
- **Technology Literacy and Learning**
  Learning to navigate social media can improve digital skills, boost confidence, and open doors to a wider range of online resources and activities.
- **Staying Informed and Connected**
  Sharing and consuming news and information online helps older adults stay connected to current events and engage in their local communities.
- **Reminiscing and Sharing Memories**
  Online platforms offer a space for older adults to share stories, photos, and memories with family and friends, fostering a sense of connection and legacy.



Financial Life

Social media has fundamentally transformed how we interact with information and each other, significantly impacting our economic decisions and behaviours across different age groups in India. With smartphone penetration surging and Internet access becoming more affordable, platforms like Facebook, Instagram, and WhatsApp have transformed how Indians manage their money.

On the one hand, social media offers a treasure trove of opportunities.

- **Financial literacy and education:** A plethora of online resources, from informative YouTube channels to interactive quizzes, are breaking down financial jargon and empowering individuals to make informed decisions.
- **Microfinance and crowdfunding:** Social media connects borrowers directly with lenders, opening doors for small businesses and individuals seeking micro-loans to kickstart ventures or overcome financial hardships.

However, lurking beneath the surface are potential pitfalls.

- **Misinformation and scams:** With limited financial literacy, users can fall prey to get-rich-quick schemes, fake investment advice, and online scams disguised as legitimate opportunities.
- **Impulse purchases and FOMO:** The constant barrage of perfectly curated lifestyles and influencer endorsements can fuel impulsive spending and a fear of missing out, leading to debt and financial strain.

Youth (<30)

POSITIVE IMPACTS

Increased Financial Literacy
Access to educational content and online communities fosters financial awareness and responsible money management skills.

Entrepreneurial Opportunities
Platforms offer avenues for small-scale businesses and online entrepreneurship, promoting self-reliance and income generation.

Collaborative Consumption
Sharing resources and services through social media platforms, promotes cost-saving and sustainable consumption choices.

NEGATIVE IMPACTS

Impulse Buying
Targeted advertising and influencer marketing can trigger impulsive spending habits, leading to financial strain.

Social Comparison and FOMO
Constant exposure to curated online lifestyles can induce social comparison and FOMO, pushing towards unrealistic spending and consumerism.

Cybersecurity Risks
Financial scams and data breaches can lead to financial losses and identity theft, particularly for those less familiar with online security practices.

Adults (30-50)

POSITIVE IMPACTS

Investing and Wealth Management
Access to financial news and advice platforms facilitate informed investment decisions and wealth management strategies.

Peer-to-peer Lending and Borrowing
While traditional P2P platforms dominate India, social media is increasingly connecting borrowers and lenders through Facebook groups, WhatsApp, Twitter (X), and influencer marketing.

Networking and Career Opportunities
Professional networking platforms like LinkedIn enable career advancement and job search opportunities.

NEGATIVE IMPACTS

Work-life Balance
Blurry lines between work and personal life due to constant social media engagement can lead to decreased productivity and increased financial stress.

Debt Accumulation
Easy access to online credit options can lead to overspending and debt accumulation, particularly if financial discipline is lacking.

Privacy Concerns
Sharing financial information online exposes users to privacy risks and potential misuse of data.

Older Adults (50+)

POSITIVE IMPACTS

Financial Planning and Retirement Savings
Resources on retirement planning and investment options help secure financial stability in later years.

Social Connection and Engagement
Staying connected with family and friends online leads to higher awareness of financial trends that might not be mainstream news.

Scam Awareness and Education
Increased online literacy helps older adults identify and avoid financial scams targeting their demographic.

NEGATIVE IMPACTS

Digital Divide and Financial Exclusion
Lack of digital literacy and access to technology can limit older adults' financial inclusion and access to online services.

Vulnerability to Online Scams
Older adults might be more susceptible to financial scams and phishing attempts conducted through social media platforms.

Misinformation and Financial Fraud
Sharing or believing unreliable financial information online can lead to poor financial decisions and potential losses.



Work/Professional Life

The once-shielded workplace has been swept up in the tidal wave of social media. While it undoubtedly presents exciting opportunities for connection, communication, and knowledge sharing, it also brings challenges like distractions, blurred boundaries, and generational divides. Understanding how different age groups experience social media at work can help us bridge these gaps and navigate its impact more effectively.

These insights enable us to draw reasonable inferences that the success of organisations and employees in India's social media landscape also hinges on responsible engagement and informed practices.

By acknowledging both the opportunities and risks, and striving for a healthy balance, organisations and individuals can harness the power of social media to achieve mutual success and create a thriving digital ecosystem.

Young Professionals (<30)

POSITIVE IMPACTS

Enhanced Collaboration
A 2022 study by MIT Sloan Management Review found that 87% of young professionals view internal social media platforms (like Slack) as helpful for collaboration and communication.

Professional Development
A 2021 Pew Research Center report revealed that 72% of younger workers use social media to follow industry news and updates.

Building Brand and Networking
According to a 2020 LinkedIn survey, 85% of hiring managers consider a candidate's online presence when making hiring decisions.

NEGATIVE IMPACTS

Distractions and Procrastination
A 2019 Microsoft study found that employees can lose up to 40% of their productivity due to social media distractions.

Privacy Concerns
A 2023 report by Deloitte showed that 71% of young workers are concerned about their online privacy, particularly in a professional context.

Cyberbullying and Negativity
A 2020 survey by Cyberbullying Research Center revealed that 42% of young workers have experienced cyberbullying or harassment online, which can negatively impact mental health and career development.

Middle-aged Professionals (30-50)

POSITIVE IMPACTS

Work-life Balance
A 2022 Buffer study found that 57% of middle-aged workers use social media to connect with colleagues outside of work, fostering a sense of community and support.

Industry Updates and Networking
A 2020 LinkedIn report revealed that 79% of middle-aged professionals use social media to stay updated on industry trends and news.

Self-marketing Skills and Expertise
A 2016 survey by Society for Human Resource Management (SHRM) revealed that 71% of recruiters use social media to target job candidates with a specific set of skills.

NEGATIVE IMPACTS

FOMO
A 2019 study by the University of British Columbia found that 69% of middle-aged workers experience FOMO related to social media, leading to stress and anxiety.

Work-related Stress
A 2023 study revealed that 100% of middle-aged professionals experience at least some level of occupational stress.
A contributing factor is strenuous working conditions, which can include a demand for constant online connectivity through emails and notifications.

Maintaining Personal Boundaries
Middle-aged professionals may consider the increasingly blurred boundaries between personal and professional online networks a breach of privacy.

Older Professionals (50+)

POSITIVE IMPACTS

Mentorship and Knowledge Sharing
A 2019 AARP study found that 77% of young colleagues value older workers for their skill as teachers, and 76% value them for providing an opportunity to consider a different perspective.

Upskilling and Technological Innovation
According to PWC, 60% of professionals aged 45 to 65 were ready to learn new skills.

Networking and Maintaining Connections
A 2021 LinkedIn survey revealed that 72% of older professionals use social media to reconnect with former colleagues and maintain professional networks.

NEGATIVE IMPACTS

Digital Literacy and Technical Barriers
A 2020 study revealed that older individuals have overall lower digital literacy, leading to problems in efficiently achieving goals as a result of internet usage.

Pressure to Appear Relevant
A 2015 study on social media gerontology revealed that older professionals were most likely to post content related to family events, travels, and random observations and things that interest them, making it challenging for them to seem professional online.

How Organisations Leverage Social Media

Communication and branding find a direct channel on social media platforms like LinkedIn, Twitter, Instagram and Meta (Facebook), enabling organisations to transparently communicate their vision, values, and changes, crucial for garnering support during transformations. Marketing and outreach benefit from social media in reaching a wide audience through targeted campaigns and content sharing, particularly vital during repositioning or rebranding efforts.

Real-time feedback mechanisms on social media platforms are invaluable, allowing organisations to adapt strategies based on evolving needs and expectations. Social media plays a pivotal dual role in crisis management and reputation building, emphasising the importance of transparent communication and trust-building during challenging times.

Richard Branson, Entrepreneur and Co-founder of Virgin Group

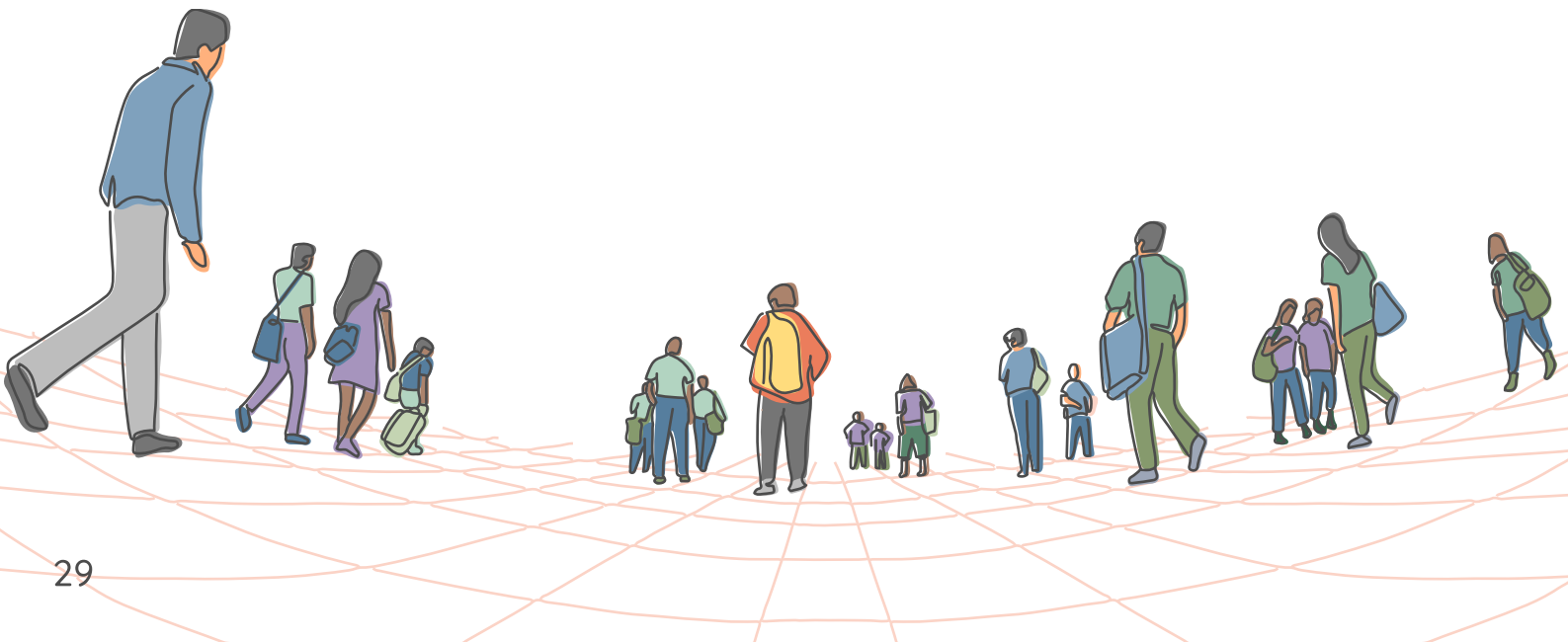
"Social media is not only more cost-effective than advertising, but it also offers great opportunities for innovative engagement with your customers."

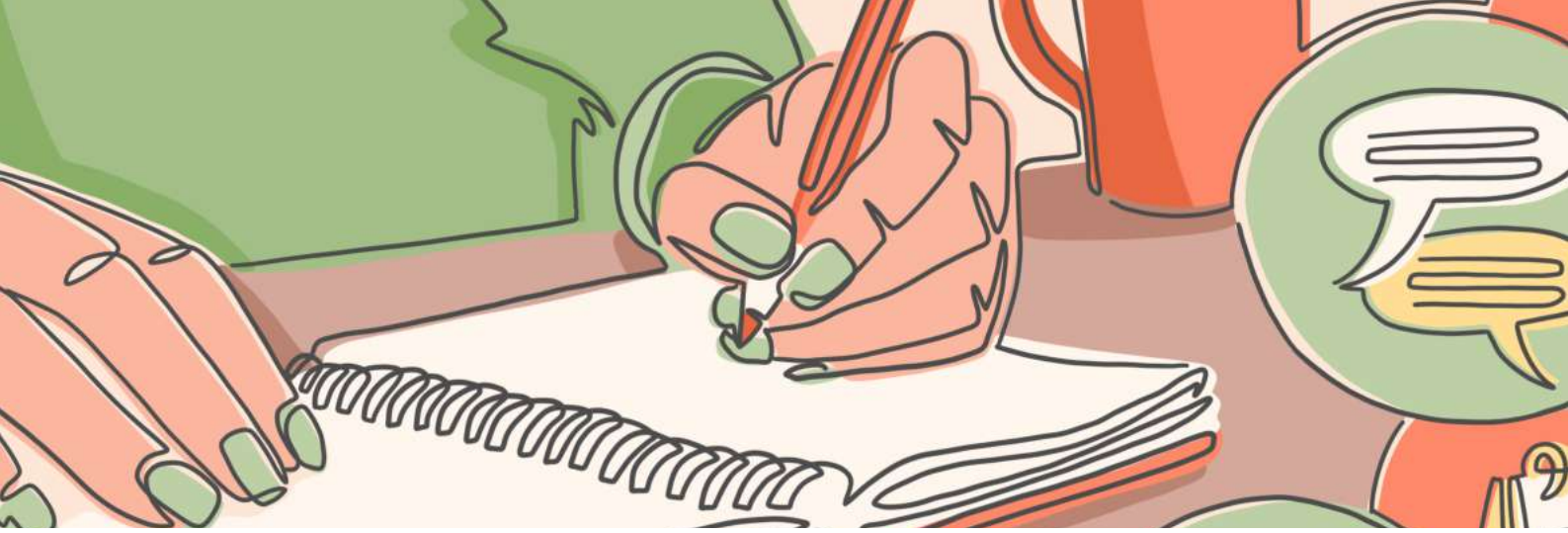


Transformational innovation and idea generation benefit from utilising social media platforms to crowdsource ideas, ensuring a dynamic and inclusive process. Social media serves as a valuable source of competitive intelligence, enabling organisations to monitor competitors' transformations, market trends, and industry developments for informed decision-making. The global reach of social media transcends geographical boundaries, facilitating consistent communication across diverse cultures during organisational transformations.

Internally, social media platforms foster employee engagement and collaboration, with enterprise tools providing spaces for insights, questions, and discussions, fostering a sense of involvement and collective ownership. Knowledge sharing and learning thrive on social media during organisational transformations, democratising information and contributing to a culture of continuous learning.

The impact of social media on employee engagement, productivity and workplace dynamics depends profoundly on how it is being utilised within the organisation.

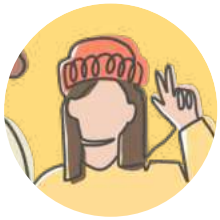




Academic Life

Social media has stormed Indian classrooms, impacting academics in a whirlwind of both potential and peril. On the positive side, it offers a treasure trove of educational resources: engaging online courses, interactive quizzes, and collaborative study groups connect students to knowledge beyond textbooks. Platforms like YouTube host renowned educators and offer visual explanations that cater to diverse learning styles. Social media also fosters peer-to-peer learning, breaking down geographic barriers and creating international study communities.

However, this digital oasis presents hidden hazards. The constant dopamine drip of notifications and feeds can be a major distraction, impacting focus and study time. Cyberbullying and online harassment can create a toxic environment for vulnerable students, while the curated perfection of academic influencers can fuel anxiety and “comparison-itis”. Additionally, misinformation and plagiarism are common threats, with readily available unreliable resources and the increasing temptation of copy-paste culture.



School Students (Age up to 18)

- **Benefits**: Access to educational resources like online courses, interactive learning apps, and virtual study groups; improved access to teachers through online platforms and communication tools; online tools to help with learning difficulties and developmental delays.
- **Risks**: High susceptibility to distractions due to notifications, games, and social media feeds; cyberbullying and online harassment pose serious emotional and mental health concerns; plagiarism and misinformation dangers due to limited digital literacy skills.

While research on Gen Alpha's sleep patterns is still evolving, the American Academy of Pediatrics recommends against screen time within an hour of bedtime for all ages. Studies, like that by Hale et al. (2015), show that blue light emitted from screens disrupts sleep cycles and melatonin production, leading to sleep disturbances in children and adolescents, and impacting cognitive function and learning.



University Students (Age 18–25)

- **Benefits**: Enhanced professional networking opportunities through platforms like LinkedIn; access to global academic communities and collaboration possibilities; diverse learning resources like YouTube lectures and open educational platforms.
- **Risks**: Procrastination and distractions leading to decreased academic performance; comparison anxiety and self-esteem issues fuelled by curated online profiles and influencer culture; online plagiarism temptations due to easy access to information.

A study by Andrade et al. (2015) found that college students who frequently multitasked with social media while studying scored lower on memory tests, compared to those who didn't multitask. This highlights the detrimental effect of social media distractions on focus and information processing.



Postgraduates and Young Professionals (Age 25–35)

- **Benefits**: Continued professional development through online courses and webinars; staying updated on industry trends and research through social media newsfeeds and discussions; building professional networks and online communities for career advancement.
- **Risks**: Work-life balance challenges due to blurred lines between professional and personal online presence; information overload and potential exposure to misinformation about careers or academic disciplines; social media fatigue and burnout impacting overall well-being and productivity.

Studies like Bhaskara et al. (2020) highlight the negative correlation between excessive social media use and mental well-being, potentially impacting academic focus and productivity. Research by O'Neill et al. (2010) showed that young adults who used Facebook frequently exhibited shorter attention spans compared to those who used it less.



Relationships

Social media, a ubiquitous force in our lives, casts a long shadow on our relationships, both positive and negative. Its influence can be particularly potent in the realm of romance, friendship, and family bonds. Let's delve into the complex interplay between social media, relationships, and the human psyche, exploring its impact across generations through the lens of social comparison theory, functional impairments, and its consequences for personal, professional, and romantic connections.

Social comparison theory, a central concept in social psychology, proposes that individuals evaluate their own opinions, abilities, and social worth by comparing themselves to others. This inherent drive to gauge ourselves against others serves as a way to understand our standing in the social world and inform our behaviours.

The theory, originally formulated by Leon Festinger in 1954, suggests that we seek out comparisons with individuals we perceive as similar to ourselves along relevant dimensions. These comparisons can be either upward (with those we believe are doing better than us) or downward (with those we perceive as doing worse). Each type of comparison has its own unique set of consequences for our self-esteem, motivation, and behaviour. It offers an interesting perspective on how social media affects relationships.

Social media has the innate ability to amplify aspects of everyone's personal life, thereby highlighting one's success and offering a lot of opportunities for comparison. This comparison can breed envy, insecurity, and unrealistic expectations, particularly for interpersonal relationships.

Impact Across Generations



Gen Z: A 2020 study by Monge et al. found that Gen Z individuals who frequently compare themselves to others on social media experience increased anxiety and depression, potentially impacting their ability to form healthy relationships in real-time.



Millennials: A 2018 Pew Research Center survey revealed that 32% of millennials believe social media makes it harder to maintain healthy relationships. This highlights the potential for social comparison to sow discord and distrust within existing bonds.



Gen X: While Gen X may be less susceptible to direct social comparison due to their age, they can still be indirectly affected. Witnessing their children or younger colleagues grappling with social media pressures can create strain and misunderstandings within family and professional relationships.



Dr. Justin Lehmiller, Social Psychologist and Research Fellow at the Kinsey Institute

"Social media can be both a blessing and a curse for modern relationships. On one hand, it can help us stay connected with our partners and facilitate communication. On the other hand, it can also be a source of stress and conflict, especially if we're comparing ourselves to others or experiencing jealousy. The key is to use social media mindfully and to be aware of how it's affecting our relationship."

Social media addiction and excessive use can lead to functional impairments, impacting our ability to connect meaningfully with others.



Attention Deficit

The constant barrage of notifications and stimuli on social media can fragment our attention and hinder our ability to fully engage in face-to-face interactions, leading to misunderstandings and missed cues in relationships.



Emotion Dysregulation

Social media can exacerbate existing emotional concerns like anxiety and depression, making it harder to maintain healthy communication and emotional intimacy in relationships.



Communication Breakdown

Over-reliance on digital communication can lead to a decline in interpersonal skills, reducing our ability to express ourselves effectively and build trust in relationships.

Impact Across Relationships



Personal Relationships

Social media can strain friendships and family bonds by fostering envy, comparison, and misunderstandings. Gen Alpha, growing up with social media as the norm, may be particularly vulnerable to these challenges as they navigate the complexities of forming offline connections. A 2013 study by the University of Missouri found that couples who spend more time on social media are more likely to experience relationship problems.

Professional Relationships

Oversharing on social media can damage professional reputations and create tension within work environments. Gen Z, entering the workforce with a digital-first mindset, needs to be mindful of navigating the professional landscape responsibly.

Romantic Relationships

Social media can fuel jealousy, insecurity, and infidelity within romantic partnerships. Millennials, who came of age alongside the rise of social media, face unique challenges in maintaining healthy boundaries and communication within their relationships. A 2021 report by the Pew Research Center found that 37% of Americans believe social media has hurt their relationships.

Communication and Fidelity

The ease of online communication can blur boundaries and create opportunities for infidelity. According to a study in Computers in Human Behavior in 2018, 18–25% of Tinder users are in a committed relationship while on Tinder.

Esther Perel, Psychotherapist and Author of "Mating in Captivity: Unlocking Erotic Intelligence"

"Social media has brought us new ways of communicating and connecting with one another. However, it has also created new opportunities for secrecy and deception, especially when it comes to infidelity. It's important to have open and honest conversations with our partners about social media use and to be transparent about our online interactions."





Parenting

Social media platforms have woven themselves into the fabric of modern society, significantly impacting how we interact, share information, and raise children.

In India's digital crossroads, parents shoulder a dual responsibility: safeguarding their own digital well-being, and navigating the tricky landscape for their children. It's a delicate balance, a constant negotiation between embracing technology's potential and recognising its pitfalls.

For themselves, they must set boundaries, model mindful interactions, and prioritise real-life connections. Only then can parents guide their children, nurture responsible engagement, foster critical thinking, and protect them from the shadows of cyberbullying and misinformation. This requires open communication, shared values, and a commitment to navigating the digital world, hand in hand, as a family.

POSITIVE IMPACTS

Daily Functioning
Social media platforms are filled with tips and tricks to navigate parenthood. From YouTube videos of productive housekeeping to meal planning and financial planning for the self and children, social media has resources for single parents, and nuclear or traditional family units.

Mental Health Resources
Social media has accelerated awareness around the importance of mental health. Platforms like Instagram and YouTube host a plethora of self-care strategies to navigate mental health challenges for parents and their children, along with professional support.

Community Support
Online communities foster a sense of belonging and connection for parents, especially those living in remote areas or facing isolation. They can participate in discussions, share tips and recommendations, and build meaningful relationships with like-minded individuals.

NEGATIVE IMPACTS

Comparison and Pressure
Social media can be a breeding ground for comparison, with parents often bombarded with curated images of picture-perfect families and seemingly effortless parenting. This can lead to feelings of inadequacy, anxiety, and pressure to conform to unrealistic expectations.

Misinformation and Fake News
In the absence of vigilance, parents may struggle to distinguish between reliable sources and harmful misinformation, potentially making uninformed decisions about their own and children's well-being.

Addiction and Screen Time
Excessive social media use can lead to addiction, taking away from quality time spent with children. This can negatively impact parent-child relationships and hinder children's social and emotional development.

Cyberbullying and Safety
The need to be vigilant about their children's online activities and implementing safeguards to protect them from potential harm adds to parental worries.

Global Context

Parenting Challenges

A Pew Research Center survey (2023) found that 67% of US parents believe raising children is harder today than 20 years ago, with social media cited as a contributing factor. Concerns include cyberbullying, unrealistic portrayals of life, and potential addiction (Anderson & Jiang, 2018).

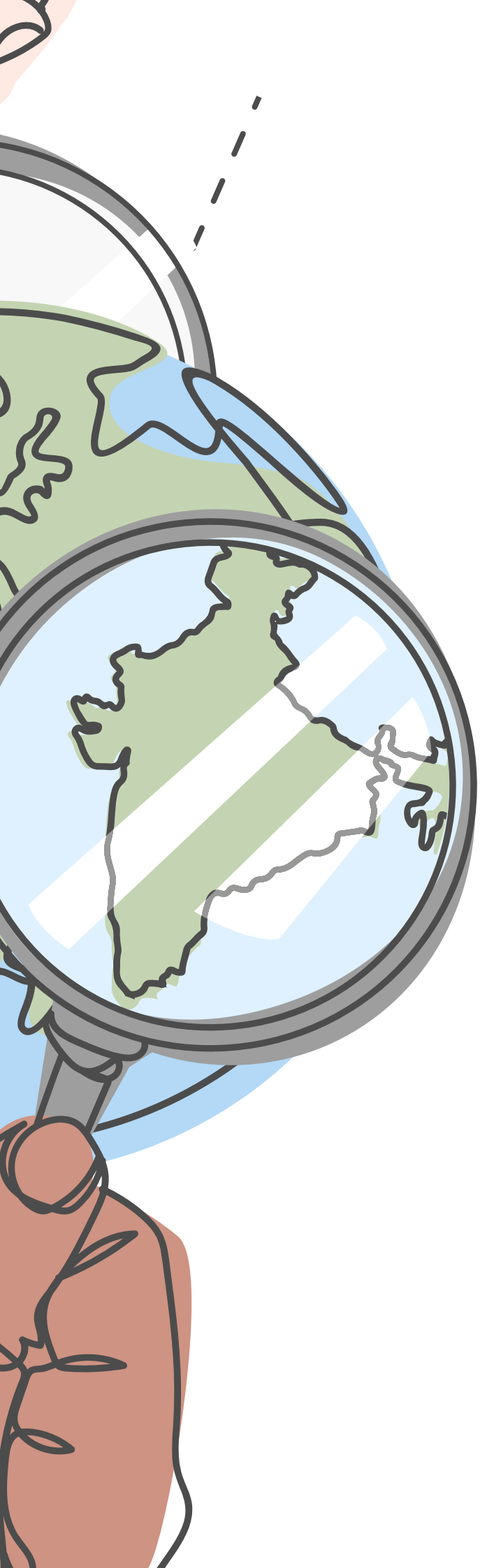
Positive Developments

Social media fosters online communities for parents to connect, share experiences, and seek support. Platforms like Facebook groups and parenting forums offer valuable resources and advice, combating isolation and facilitating knowledge exchange (Livingstone & Helsper, 2017).

Digital Literacy and Safety

Equipping children with digital literacy skills and fostering open communication regarding online safety are crucial aspects of responsible parenting in the digital age. Studies emphasise the importance of parental involvement in children's online activities and setting clear boundaries for technology use (Smahel et al., 2020).





Indian Context

Rapid Adoption and Concerns

India boasts one of the fastest-growing internet user bases globally, with social media penetration accelerating. However, similar to global trends, Indian parents raise concerns about excessive screen time, cyberbullying, and unrealistic online portrayals impacting their children's well-being (UNICEF India, 2022).

Bridging the Digital Divide

Unequal access to technology and digital literacy skills create challenges for most families. Initiatives promoting internet access and digital literacy training for both parents and children are crucial to ensure equitable participation in the online world (Jain & Agarwal, 2022).

Harnessing Potential for Parent Engagement

Social media can be a powerful tool for positive change in India. Platforms can be leveraged to disseminate health information, promote educational resources, and connect parents with relevant local services, empowering them to make informed decisions regarding their children's well-being (Chakravarty & Banerjee, 2023).



Signs Of Unhealthy Social Media Usage



A healthy relationship with social media hinges on balance. While social media platforms offer undeniable value for connection and information, excessive or unmindful engagement can negatively impact our well-being. The curated perfection of online feeds can breed comparison and insecurity, warping perception of the self and the world. However, there are ways to ensure that social media remains a platform for connection, creativity, and positive change, not a breeding ground for isolation and anxiety.



In Adults

Signs of Excessive Engagement

- **Immediate Scrolling Upon Awakening**
  Before engaging with the tangible world, you find yourself lost in the vortex of your newsfeed.
- **Compulsive Sharing**
  From every meal to every mundane activity, the compulsion to document and share permeates your daily life, often accompanied by an over-reliance on hashtags.
- **Anxious Like-Checking**
  A constant expectation for digital validation propels you to refresh your posts with unseemly frequency.
- **Blurred Boundaries**
  The thin line between appropriate and inappropriate online sharing potentially compromises individual privacy and well-being.
- **Smartphone Dependency**
  Even amongst friends and family, the allure of your phone becomes an irresistible distraction, drawing you away from present engagements.
- **Delete-and-Repent Cycle**
  Dissatisfied with the level of digital engagement, you impulsively delete posts, seeking a new iteration of your online persona.

- **Notification-Driven Frenzy**
  Every chime and buzz demands immediate attention, creating a Pavlovian response to platform notifications.

Going Beyond Comparison

While self-comparison often triggers the need for a social media break, other subtle but crucial indicators reveal the need for mindful reassessment.

- **Phone-as-Leash Syndrome**
  Engaging with the real world becomes difficult with the constant presence of your phone, akin to navigating with a digital tether.
- **Offline Anxieties**
  Disconnecting evokes a sense of panic and isolation, as if missing out on the ever-flowing digital feed and social media discourse would be a considerable loss.
- **Political Scroll-Induced Distress**
  The negativity and constant stream of political discourse amplify anxiety and stress levels.
- **Mindless Phone Autopilot**
  Checking your phone becomes an involuntary and purposeless reflex, devoid of conscious intention.
- **Phantom Phone Syndrome**
  The mere absence of your phone elicits phantom vibrations and a sense of disorientation.
- **The Picture-Perfect Trap**
  Enjoyment becomes dependent on documentation, transforming experiences into performances for online consumption.
- **Doom Scrolling**
  A repetitive search for negativity and online woes traps you in a cycle of emotional desolation.



In Children



Excessive Screen Time

- Spending significantly more time on social media than other activities, hobbies, or relationships.
- Difficulty disengaging from social media platforms, even during meals, homework, or bedtime.
- Neglecting responsibilities and chores due to social media engagement.
- Experiencing withdrawal symptoms (irritability, anxiety) when unable to access social media.



Compulsive Sharing and Online Persona

- Over-sharing personal information or photos that could compromise privacy or safety.
- Obsession with likes, comments, and validation on social media, leading to disappointment or self-esteem issues.
- Frequent posting and updating status, often focused on self-promotion or seeking attention/ validation.
- Comparing themselves excessively to others online, leading to envy or feelings of inadequacy.



Emotional and Behavioural Changes

- Increased anxiety, depression, or mood swings after using social media.
- Difficulty managing emotions (anger, frustration) related to online content or interactions.
- Cyberbullying or involvement in online conflicts, leading to stress and negativity.
- Sleep disturbances due to late-night social media activity.
- Difficulty focussing or concentrating on tasks due to digital distractions.



Addiction and Dependence

- Feeling a **need** to be constantly connected to social media, even in inappropriate situations.
- Inability to control the amount of time spent on social media platforms.
- Hiding or lying about social media activity to avoid parental oversight.
- Experiencing financial problems due to in-app purchases or online activity.
- Neglecting physical health and hygiene due to social media engagement.



Changes in Social Interaction

- Withdrawing from real-world interactions and preferring online communication.
- Difficulty maintaining eye contact or engaging in face-to-face conversations.
- Lack of interest in social activities or spending time with family and friends.
- Using social media as a substitute for building real-world relationships.



Strategies To Reclaim Digital Well-Being



The pervasive presence of technology poses a significant challenge: maintaining our digital well-being in the face of its constant demands. Quite simply, the journey to digital well-being is paved with conscious choices. This section will equip you with practical strategies to reclaim control of your digital experience. The goal here is not to abandon social media, but to forge a symbiotic relationship—one where technology empowers, not consumes.



For Individuals



Combat Comparison

- Recognise and manage social comparison traps.
- Be mindful of your own and others' real-life successes and failures, instead of curated highlights on social media.



Understand Your Needs

- Identify what makes you feel independent, well-equipped and appreciated.
- Reflect, understand and tailor your approach based on what fuels your motivation.



Challenge Yourself

- Use social media intentionally for meaningful connection.
- Experiment with usage levels and consider temporary abstinence.
- Allocate specific time blocks, and turn off notifications.



Embrace Digital Detox

- Plan tech-free days, unplug before bed, and establish tech-free zones.
- Cultivate offline hobbies, take social media breaks, and enjoy outdoor activities.
- Unfollow irrelevant content, set app-free zones, and opt for tech-free vacations.



Mindful Engagement

- Set specific intentions about why you want to use a particular social media app.
- Manage notifications, reflect before responding, and choose content with value.
- Self-reflect on the emotional impact of interactions.
- Post and share with mindfulness, setting time limits for sessions.
- Utilise mindfulness apps and challenges for positive engagement.
- Practice assertiveness and empathy in online interactions.



Prioritise Offline Well-being

- Focus on physical health, offline relationships, and nurturing a sense of identity.
- Carefully choose strong, healthy offline resources, like hobby classes, taking a walk in nature or spending quality time with loved ones, as buffers against negative social media impacts.

Remember!

- This is a journey, not a destination. Adapt and personalise strategies as needed.
- Empower yourself to harness the positive potential of social media while minimising its downsides.



For Employees and Organisations

Understanding the specific social media behaviours of different segments in India is crucial for effective marketing, communication, and social awareness campaigns.

It is also important for organisations to encourage and support employees with setting social media limits and boundaries in a professional capacity. That means setting boundaries in terms of what is acceptable in day-to-day duties.



Comments and Criticism From Customers

Acknowledge when a customer is being unreasonable or hostile. There's a line between confrontation and harassment that customers shouldn't cross. Reserve the right to step away when they do.



Assistance and Support

Know your role and scope of work. Just because you work in social media doesn't mean you have to be a therapist or conflict mediator.



Logging Off

When you're off the clock, you're off the clock. Separating your personal and professional social media should be a priority. This might require some getting used to if you work remotely. That said, being "on" 24/7 is mentally draining. L.L. Bean recently practised taking a social pause and saw benefits for their team and brand.

In a 2019 study, Zahir Vally and Carline D'Souza found that full social media abstinence reduces well-being by severing social channels and increasing loneliness. Meanwhile, Melissa G. Hunt and her colleagues, as well as Julia Brailovskaia and her colleagues, found that restricting social media usage improved future usage behaviours, improving autonomy and well-being significantly.

It might be worth experimenting with levels and frequency of usage of social media to find the right balance between connection and autonomy.

Defining Organisational Policies

Social Media Usage Guidelines

Clearly outline acceptable and unacceptable behaviours on social media platforms.

Cyberbullying Prevention Policy

Establish a zero-tolerance policy for cyberbullying within the organisation.

Data Privacy and Security Measures

Enforce strict policies to protect employee and organisational data on social media.

Conflict Resolution Protocol

Develop a protocol for addressing social media conflicts within the workplace to prevent escalation and maintain a positive work environment.



Running Awareness Campaigns

Digital Well-being Initiatives

Conduct workshops and seminars on maintaining a healthy digital lifestyle.

Online Etiquette Training

Provide training on online etiquette to increase awareness of the impact of individual behaviour on the organisation's brand image.

Spotting Misinformation Campaigns

Raise awareness about recognising and combating misinformation on social media.

Digital Literacy Workshops

Conduct workshops on digital literacy to educate employees about online information evaluation, critical thinking, and responsible sharing.

Empathy and Inclusivity Campaigns

Launch campaigns emphasising empathy and inclusivity in online interactions to foster a supportive digital environment.



Establishing Supportive Environments

Role of EWPs (Employee Well-being Programmes)

Provide access to mental health resources and counselling services to help employees cope with the potential stressors of social media.

Flexible Work Hours

Allow flexible scheduling to reduce the pressure of constant online presence.

Positive Online Culture Promotion

Encourage a positive online culture through recognition and rewards for constructive online contributions.

Social Media Detox Challenges

Encourage periodic social media detox challenges to promote a healthy balance and reduce dependency on digital platforms.



Planning For Continuous Improvement

Regular Policy Reviews

Schedule regular reviews of social media policies to ensure they remain up-to-date with evolving technologies and societal norms.

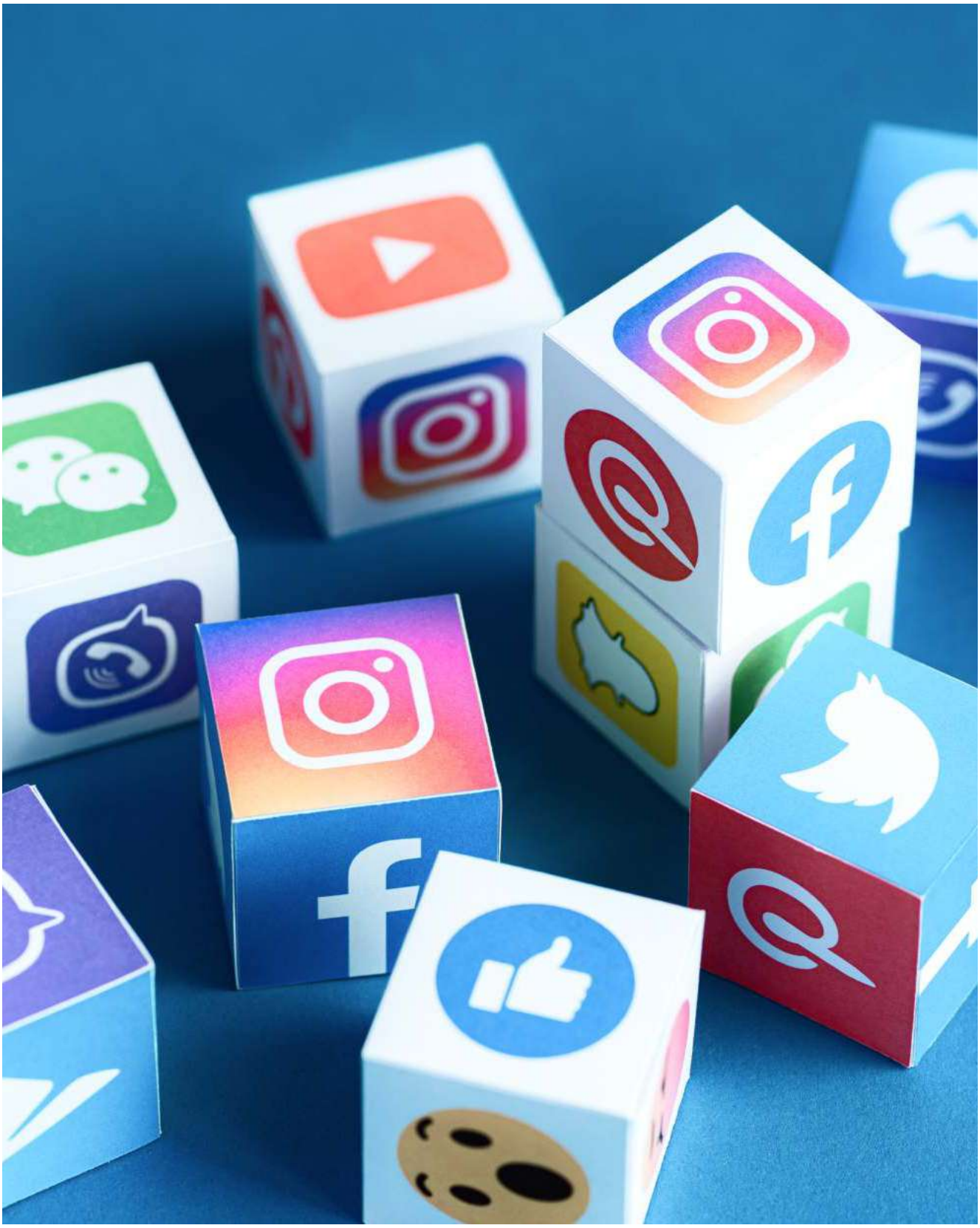
Feedback Mechanisms

Establish channels for employees to provide feedback on the impact of social media policies and propose improvements.

Collaboration With Experts

Collaborate with cybersecurity experts, mental health professionals, and industry specialists to enhance policies and campaigns.





Final Thoughts

The paradox of social media lies in its ability to both connect and isolate. While it offers unprecedented opportunities for networking and socialising, it can also create a sense of isolation. Online interactions, while valuable, often lack the depth and fulfilment that come from face-to-face interactions. This superficiality, coupled with FOMO because of the seemingly exciting lives of others, can lead to feelings of loneliness and disconnection.

Social media platforms are designed to trigger dopamine release, creating a rewarding feedback loop with each like, comment, and notification. This constant stimulation can lead to withdrawal-like symptoms when disengaged, characterised by anxiety, restlessness, and decreased concentration.
Studies like Jabbar et al. (2022) link excessive social media use with increased anxiety and depression among adolescents, potentially impacting their academic performance.

Social media's impact on academics is quite complex, with both opportunities and challenges. While its potential for learning and collaboration is undeniable, its addictive nature and dopamine-driven design pose significant risks, particularly in terms of attention span, focus, and mental well-being. Understanding the specific vulnerabilities of each generation and implementing strategies for responsible digital citizenship is crucial for ensuring social media serves as a tool for academic growth, not a hindrance.

Social media's impact on parenting is complex and multifaceted. While it presents new challenges and concerns, it also offers valuable opportunities for connection, resource sharing, and community building. Navigating this digital landscape effectively requires promoting digital literacy, open communication, and responsible technology use for both parents and children. Addressing the digital divide and leveraging social media's potential for positive change are crucial steps towards ensuring healthier and more empowered parenting experiences.

The ever-rising tide of social media usage presents a unique challenge for organisations: how to engage their audience effectively while also safeguarding their mental well-being. Ignoring this crucial aspect can have significant consequences, ranging from damaged brand perception to lost customer trust.

Here's where mindful engagement comes in. By prioritising respectful

dialogue, avoiding negativity, and creating content that fosters positivity, organisations can cultivate a safe and supportive online space. This not only builds loyalty and trust with their audience but also demonstrates genuine social responsibility, aligning with the growing public awareness of mental health.

Moreover, authentically considering the emotional impact of your social media presence leads to deeper connections with your audience. You attract and engage users by creating content that resonates with them on a personal level, leading to more meaningful interactions and stronger relationships.

Promoting responsible use, financial literacy, and awareness of online scams is crucial for mitigating negative impacts and maximising the positive potential of social media for financial well-being across all age groups in India. Policy interventions and regulations might be needed to address data privacy concerns and protect vulnerable users from online financial exploitation.

However, it's not all bleak. Social media has the potential to be a positive force, especially when used mindfully. It can provide platforms for self-expression, creativity, and finding communities of like-minded individuals. The key lies in balancing its use, being aware of its potential drawbacks, and engaging with it in a way that adds value to one's life rather than detracting from it.

In conclusion, the impact of social media is multifaceted and complex. It wields the power to shape perceptions, influence mood, and alter behaviour. Navigating this digital landscape requires awareness, critical engagement, and an ongoing assessment of how these platforms are used and the effects they have on individual mental health. As we continue to integrate social media into our lives, cultivating a healthy relationship with these platforms is imperative for our mental and emotional well-being.


PRAYER
RICHARD FOSTER
AWAKEN THE DAWN
THE WATCHMEN
R.T. KENDALL
THE HOT LINE
PRAYER

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Established in 1927, FICCI is the largest and oldest apex business organisation in India. A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 250,000 companies.

Amaha is India's first all-encompassing mental health organisation, offering seamless, tech-enabled care through therapy, psychiatry, self-care, and community support. Amaha provides mental health support for individuals and organisations alike, fuelled by the mission to make mental health care accessible to everyone, everywhere. Along with Children First, the organisation has an in-house team of 150+ mental health professionals, the largest in the country. Using the latest evidence-base in clinical science and best practices in technology and clinical delivery, Amaha caters to the mental health concerns of varying severity across the lifespan.

What does Amaha have to do with social media?
Exactly what social media has to do with mental health. Our mental and emotional well-being is closely entwined with how we communicate with the world. With social media changing the tides of how we socialise and express ourselves, its impact on our mental health is bound to show up in our personal and professional lives.

Amaha is a mental health organisation committed to providing nuanced care to people, families and institutions across the lifespan—this endeavour is incomplete without a clear understanding of how people, families and institutions are affected by various societal factors.
This paper is a step in that direction.

