



NEWSLETTER ANULOM

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Social media refers to a variety of technologies that facilitate the sharing of ideas and information including text and visuals, through virtual networks and communities. among their users. Social media is also an increasingly important part of many companies' marketing campaigns.

From Facebook and Instagram to X (formerly Twitter) and YouTube, more than 5 billion people use social media, equal to roughly 62% of the world's population. In early 2024, 94.7% of users accessed chat and messaging apps and websites, followed closely by social platforms, with 94.3% of users. According to Global Web Index, 46% of internet users worldwide get their news through social media. That compares to 40% of users who view news on news websites.

What Social Media Is Used for Today

Social media platforms are often divided into six categories: social networking, social bookmarking, social news, media sharing, microblogging, and online forums. These diverse platforms serve a vast

range of purposes and user interests. Some appeal to hobbyists, others to people in their work lives. People use them to find others around the globe who share their political or other views. Entertainers use social media to engage with fans, politicians with voters, and charities with donors. Governments often turn to social media to convey vital information during emergencies.

The Top 10 Social Media Platforms Worldwide are, Facebook (2.96 billion users), YouTube (2.51 billion users), WhatsApp (2 billion users), Instagram (2 billion users), WeChat (1.31 billion users), TikTok (1.05 billion users), Facebook Messenger (931 million users), Douyin (715 million users), Telegram (700 million users), Snapchat (635 million users), were the most widely used social media providers as of January 2023, according to Data Reportal.

How Much Time Do People Spend on Social Media?

Internet users in the age group of 16 and 64 worldwide, spent a daily average of two hours and 31 minutes on social media as of late 2022, according to Data Reportal, which adds that "social media now accounts for its greatest ever share of total online time, with almost four in every 10 minutes spent online now attributable to social media activities."



Editorial...

Dear Readers,

Welcome back again to a yet another interesting issue of this Newsletter. This time we have selected the subject of social media, which is being globally utilized by all of us. Hope you all will enjoy reading this information.

We are glad and proud to inform you that **Anulom has marked a milestone of 11 years** in the field of Online Rent Agreement Registration as a world-class Government-Approved Doorstep Service Provider! We thank you very much for supporting us in our commitment to drive technology towards simplified E-Governance and hope to stay connected with us for many more years to come.

– Editor

What Is Social Media Marketing?

Social media marketing is the use of social networks as a sales and marketing tool. Companies with products or services to promote can go beyond traditional advertising to build an online presence and engage directly with their customers. Social media marketing has opened opportunities for local businesses to reach out to potential customers without spending a fortune on ad placement.

Facebook is a social media and social networking service owned by the American technology conglomerate Meta. It was created in

2004 by Mark Zuckerberg with four other Harvard College students and roommates - Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. Its name derives from the face book directories often given to American university students. Since 2006, Facebook allows everyone to register from 13 years old, except in the case of a handful of nations, where the age limit is 14 years. As of December 2022, Facebook claimed almost 3 billion monthly active users.<https://en.wikipedia.org/wiki/Facebook> As of October 2023, Facebook ranked as the third-most-visited website in the world, with 22.56% of its traffic coming from the United States. It was the most downloaded mobile app of the 2010s.

Facebook can be accessed from devices with Internet connectivity, such as personal computers, tablets and smartphones. After registering, users can create a profile revealing information about themselves. They can post text, photos and multimedia which are shared with any other users who have agreed to be their friend or, with different privacy settings, publicly. Users can also communicate directly with each other with Messenger, join common-interest groups, and receive notifications on the activities of their Facebook friends and the pages they follow.

YouTube is an American online video sharing platform owned by Google. Accessible worldwide. YouTube was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of PayPal. Headquartered in San Bruno, California, United States, it is the second most visited website in the world, after Google Search. YouTube has more than 2.5 billion monthly users, who collectively watch more than one billion hours of videos every day. As of May 2021, videos were being uploaded to the platform at a rate of more than 500 hours of content per minute, and there were approximately 14 billion videos in total.

In October 2006, Google expanded YouTube's business model of generating revenue from advertisements alone, to offering paid content such as movies and exclusive content produced by and for YouTube. In 2022, YouTube's annual advertising revenue increased to \$29.2 billion.

Since its purchase by Google, YouTube has expanded beyond the core website into mobile apps, network television, and the ability to link with other platforms. Video categories on YouTube include music videos, video clips, news, short and feature films, songs, documentaries, movie trailers, teasers and TV spots, live streams, vlogs, and more. Most content is generated by individuals, including collaborations between "YouTubers" and corporate sponsors. Established media, news, and entertainment corporations have also created and expanded their visibility to YouTube channels to reach greater audiences.

Despite its growth and success, the YouTube platform is sometimes criticized for allegedly facilitating the spread of misinformation, the sharing of copyrighted content, routinely violating its users' privacy, enabling censorship, endangering child safety and wellbeing, and for its inconsistent or incorrect implementation of platform guidelines.

WhatsApp (officially WhatsApp Messenger) is an instant messaging and voice-over-IP (VoIP) service owned by technology conglomerate Meta. It allows users to send text, voice messages and video messages, make voice and video calls, and share images, documents, user locations, and other content. WhatsApp's client application runs on mobile devices, and can be accessed from computers also. The service requires a cellular mobile telephone number to

sign up. In January 2018, WhatsApp released a standalone business app called WhatsApp Business which can communicate with the standard WhatsApp client.

The service was created by WhatsApp Inc. of Mountain View, California, which was acquired by Facebook in February 2014. It became the world's most popular messaging application and had more than 2 billion users worldwide by February 2020, confirmed four years later by new 200M registrations per month. It has become the primary means of Internet communication in regions including Latin America, the Indian subcontinent, and large parts of Europe and Africa.

Instagram is a photo and video sharing social networking service owned by Meta Platforms. It allows users to upload media that can be edited with filters, be organized by hashtags, and be associated with a location via geographical tagging. Posts can be shared publicly or with preapproved followers. Users can browse other users' content by tags and locations, view trending content, like photos, and follow other users to add their content to a personal feed. A Meta-operated image-centric social media platform, it is available on iOS, Android, Windows 10, and the web. Users can take photos and edit them using built-in filters and other tools, then share them on other social media platforms like Facebook. It supports 32 languages including English, Spanish, French, Korean, and Japanese.

Instagram also added messaging features, the ability to include multiple images or videos in a single post, and a Stories feature—similar to its main competitor Snapchat—which allowed users to post their content to a sequential feed, with each post accessible to others for 24 hours. As of January 2019, Stories is used by 500 million people daily.

Originally launched for iOS in October 2010 by Kevin Systrom and Mike Krieger, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion by June 2018. In April 2012, Facebook Inc. acquired the service. The Android version of Instagram was released in April 2012, followed by a feature-limited desktop interface in November 2012, a Fire OS app in June 2014, and an app for Windows 10 in October 2016. As of October 2015, over 40 billion photos had been uploaded. Instagram has also been criticized for negatively affecting teens' mental health, its policy and interface changes, its alleged censorship, and illegal and inappropriate content uploaded by users.

X, commonly referred to by its former name Twitter, is a social networking service. It is one of the world's largest social media websites and the seventh-most visited website in the world. Users can share short text messages, images, and videos in posts (formerly "tweets") and like or repost/retweet other users' content. X also includes direct messaging, video and audio calling, bookmarks, lists and communities, and Spaces, a social audio feature. Users can vote on context added by approved users using the Community Notes feature.

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams, and was launched in July of that year. Twitter, Inc., was based in San Francisco, California, and had more than 25 offices around the world. Posts were initially limited to 140 characters, which was changed to 280 characters in 2017 and removed for paid accounts in 2023. Most tweets are produced by a minority of users.

The service is owned by the American company X Corp., which was established to succeed the prior owner Twitter, Inc. in March 2023 following the October 2022

acquisition of Twitter by Elon Musk, with a goal to promote free speech on the platform.

The platform has been criticized for enabling the increased spread of disinformation and hate speech. Linda Yaccarino succeeded Musk as CEO on June 5, 2023, with Musk remaining as the chairman and the chief technology officer. In July 2023, Musk announced that Twitter would be rebranded to X and the bird logo would be retired.

Jack Dorsey claims to have introduced the idea of an individual using an SMS service to communicate to a small group. The original project code name for the service was

twtrr, an idea that Williams later ascribed to Noah Glass, inspired by Flickr and the five-character length of American SMS short codes. The decision was also partly since the domain twitter.com was already in use, and it was six months after the launch of twtrr that the crew purchased the domain and changed the name of the service to Twitter. Work on the project started in February 2006. Dorsey published the first Twitter message on March 21, 2006.

Pros and Cons of Social Media

Social media platforms allow people to access information in real time, to connect with others, and to find niche communities. At its best, it makes the world more interconnected. On the other hand, social media also spreads disinformation, creating polarization, and even causing harmful psychological effects.

Still, according to a 2019 survey by the Pew Research Centre, people's use of social media is correlated with having more friends and more diverse personal networks, especially within emerging economies. Some 80% of teenagers say social media allows them to feel more connected to their peers, according to a 2022 Pew Research Centre survey of U.S. teens ages 13 to 17. Overall, one in three said that social media has had a mostly positive effect on them, while 59% said it had neither a positive nor a negative effect.

At the same time, many teens' uses, and overuse, of social media has raised questions about its effect on their physical and mental health by "distracting them, disrupting their sleep, and exposing them to bullying, rumour spreading, unrealistic views of other people's lives, and peer pressure," as the Mayo Clinic notes.

Businesses, meanwhile, have found social media to be an often effective and relatively inexpensive way to reach consumers and build an image for their brands. According to Facebook, more than 200 million small businesses use its service for various purposes. Separately, close to 90% of marketers say they use Facebook for promotion. In 2022, social media and search advertising spending made up roughly 55% of overall ad spending globally. It is also the fastest-growing category across advertising channels.

The Bottom Line

For better or worse, social media has reshaped our lives, capturing more than 5 billion users worldwide and counting. From a business perspective, it has also revolutionized commerce and seems likely to continue to do so.

स्फुरणिका...

रोजचे वाहते जीवन...

सकाळी उठलो की आजच्या दिवसात काय करता येईल हा प्रत्येकाला पडणारा प्रश्न आहे. नोकरदार किंवा व्यावसायिकाला तो फारसा सतावत नसेल; पण माझ्यासारख्या निवृत्त (आणि रिकामटेकड्या) माणसाला मात्र तसे म्हटले तर भरपूर choice आहे. अर्थात मी 'आदिगेदि' (म्हणजे आला दिवस गेला दिवस) मध्ये अडकून पडणारा नसेल तर आजच्या टेबलावरच्या कॅलेंडरच्या पानाने माझे लक्ष वेधून घेतले. ते सांगत होते... 'Take life day by day, Be grateful for the little things. Do not get caught up in what you cannot control. Focus on the positive.

यामध्ये, प्रत्येक वाक्य मला महत्त्वाचे वाटते आहे. Take life day by day यात अप्रत्यक्षपणे समोरच्या फक्त २४ तासांचा विचार करा, असे विचारकर्ता सांगत आहे. फक्त वर्तमानकाळचा विचार करायचा, forget the past, don't worry about the future act, act in the present असे म्हणतात. त्याचा अर्थ फक्त वर्तमानाचा विचार करा.

पुढचा भाग आहे, be grateful for the little things. कृतज्ञता ही माझ्या मते सर्व भावनांमध्ये सर्वात उच्च प्रतीची भावना आहे. दुर्दैवाने आपण त्या भावनेची म्हणावी तेवढी कदर केलेली नाही. विचारकर्ता छोट्या-छोट्या गोष्टींबद्दलही कृतज्ञता ठेवा हे महत्त्वाचे सांगत आहे. उदाहरणार्थ, सकाळी चहाचा घोट घेताना करोडो लोकांना तो सहजासहजी मिळत नाही, हा विचार मनात आला की त्याचे महत्त्व कळेल.

पुढे विचारकर्ता सांगतो की, 'जे टाळणे अशक्य ते शक्ती दे सहाया', म्हणजे ज्या गोष्टींवर आपला ताबा नाही त्यामध्ये अडकून पडून नका. पुढे जा. सकारात्मक दृष्टीकोन ठेवा. Focus for the positive. यामधील focus महत्त्वाचा. म्हणजे एकाग्रता महत्त्वाची. जी गोष्ट करायची, ती केंद्रस्थानी आणायची. अर्जुनाला दिसणाऱ्या माशाच्या डोळ्यांसारखे व्हायचे - मग यशाची चिंता नको.

- डॉ. अरविंद नवे

डायरेक्टर, अनुलोम टेक्नोलॉजीज प्रा. लि.

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कोर्टाची पायरी चढण्यापूर्वी...

इंडियन कॉन्ट्रॅक्ट ॲक्ट : १८७२

- २) करार करणाऱ्या व्यक्ती 'सज्जान' असल्या पाहिजेत. भारतात कायदेशीरदृष्ट्या माणूस सज्जान समजला जाण्याचं वय १८ वर्षी पूर्ण आहे. करार करणाऱ्या दोन्ही व्यक्ती १८ वर्षे पूर्ण किंवा त्याहून अधिक वयाच्या असल्या पाहिजेत.
- ३) करार करणाऱ्या व्यक्ती मनोरुग्ण असता कामा नयेत. तसेच, कोणत्याही कायद्याने त्यांना करार करण्यास अपात्र ठरवलेले असता कामा नये.
- ४) कराराचे उद्दिष्ट बेकायदेशीर असता कामा नये. समजा, दोन चोरांनी आपसात करार केला की, आपण दोघांनी मिळून चोऱ्या करायच्या आणि मिळालेल्या वस्तू, पैसा दोघात निम्मा-निम्मा वाटून घ्यायचा. असा करार कायदेशीर ठरत नाही. कारण, कायद्याला चोरी मान्य नाही.
- ५) एकाने योजना सुचवणे (प्रपोजल मांडणे) आणि दुसऱ्याने ती मान्य करणे, स्वीकारणे हे दोन्ही घटक करार करण्यास आवश्यक

असतात.

ज्या व्यक्तींमध्ये करार झाला आहे, त्यापैकी कोणीही कराराचा भंग केला तर इतर व्यक्तीपैकी कोणीही वा सर्वजण न्यायालयात दाद मागू शकतात. अशी दाद देने प्रकारे मागता येते :

- अ) कराराचा भंग करणाऱ्या व्यक्तीकडून कराराची अंमलबजावणी करून घेण्यासाठी.
- ब) नुकसान भरपाई मिळवण्यासाठी.

करारपत्र काही ठराविक रुपयांच्या मुद्रांकावर करावी लागते. मात्र, त्याची नोंदणी करणे (रजिस्ट्रेशन) कायद्याने बंधनकारक नाही.

- ६) कोणताही करार हा अस्तित्वात आणि अंमलात असणाऱ्या कोणत्याही कायद्याची विसंगत किंवा विरुद्ध असता कामा नये. तसेच, करार कायद्याने अंमलात आणता आला पाहिजे.
- ७) करार करणाऱ्यास व्यक्तींनी स्वखुशीने करार केला असला पाहिजे. कोणाच्याही दडपणाने सही केलेली असता कामा नये.

(क्रमशः)

- **ॲड. अविनाश चाफेकर**

मोबाइल : ९८५०९३५९११



FEEDBACK FROM OUR SATISFIED CUSTOMERS...

Shambhu Marne on time visit and very cooperative. Thank you.

— **AMRESH SHERLEKAR**

Very helping person. Thanks a lot, to Varsha ma'am for her kind support.

— **PRACHI JATHAR**

I recently got my rent agreement done through Anulom Technologies and the process was incredibly smooth and hassle-free. Monali Ubhe, one of their executives, guided us through every step. I highly recommend their services. Kudos to the entire Anulom team!

— **ROHIT POL**

I recently used Anulom's online rent agreement service, and I am extremely satisfied with the experience. The process was smooth and efficient, thanks to the exceptional assistance provided by Monali Ubhe. She was professional, knowledgeable, and always ready to help with any queries I had. Her support made the entire procedure hassle-free. I highly recommend Anulom and appreciate Monali's dedicated service.

— **MONALI SHINDE**

Miss Aarti executed the process very smoothly and completed in less time.

— **HARSHAL RAMTEKE**

Excellent and the Executive Ms. Sujata is very co-operative and customer oriented - We give 5 stars to her Support.

— **RAMA WAKLE**

Got my NOI done from here, Devika helped to get it done quick it was smooth process. Will surely recommend.

— **SHASHIKANT NANAWARE**

I would recommend Anulom for rental agreement execution. Service by Shambhu Marne for biometric authentication was easy and straightforward.

— **PRASAD KHADILKAR**



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Designed by Amogh Arts, Pune, for and on behalf of Anulom Technologies Pvt. Ltd;

The editor does not necessarily agree with the opinions published in the Articles in this magazine.

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