1. Introduction

These days the most commonly utilized method of communication is social media networking. It is being used by individuals belonging to every walk of life. Almost a decade ago, social media was widely accepted by public. There are numerous online networking platforms that include but are not limited to Facebook, twitter, Instagram, Pinterest, YouTube, LinkedIn, Google+, Flickr, snap chat, vine, Tumblr. The main purpose of social media is to give access to its clients and users. They can have conversation with individuals and construct social relations on the web. They can likewise share their contemplations and individual data on social media including everyday happenings, suppositions, pictures, recordings and web-links. Also, individuals can promote their business and individual aptitudes. The capacity of online networking to spread valuable data quickly has made it the quickest developing method of association. Social media networking has changed numerous businesses, however the most striking impact of it is in the classrooms and the overall education system. Whether it's using private social gatherings, Facebook Pages, classroom Twitter profiles or web journals, school after school has grasped long range of interpersonal communication using some form of social media. With such a high rate of students using social media networking on daily basis, there is a strong need to analyze the extent to which social media is having its impact on students.

Figure: common social media network

There is no doubt that online networking sites specially the social media have conveyed individuals closer to one another more than ever, yet specialists and researchers around the globe
have been searching for the weaknesses that might have been faced by its users. After the presentation of cell phones, the utilization of online networking has risen exponentially. With the ascent in the utilization of long range interpersonal communication locations, the edge of customary individual collaboration had been changed and will be more distinctive for the up and coming era. The long range interpersonal communication has its consequences for society inside and out for instance, specialized techniques, self-expression, disengagement, relations and the sense of humanity.

It has been a well-known truth that in order to utilize social networking websites, one needs to create an account and sign in every time they want to access the website. Every social networking site does not give its clients a choice to keep their online appearance private. In addition, there is an absence of mindfulness on approaches to hide the private data of the clients. Individuals want to get the news instead of checking it. This makes them deceived and once in a while prompts mistaken assumptions. Moreover, it gives them a misguided feeling of being progressive. Another problem is the effect of social media on generic health conditions of the society. The reason behind this is people prefer to play games online that do not involve any physical activity. The purpose for this is individuals want to play games online which do not involve any physical action.

By tracing back, the history of Social media, it can be found that the face of social media today is quite different from what was considered to be social media in the past. It is vital for everybody nowadays but it was not like that almost a decade ago. Six Degrees is the social media that was evolved for the very first time in 1997. Users could create a profile and invite people as friends. This way of communication lasted till 2001.

Around 100 million individuals began to use internet and thus social networking websites, by the start of 2000. It turned out to be common for individuals to be engaged on social media websites. Obviously, then it was thought to be odd. Still, more individuals started to use visit these websites for socializing, dating and educational purposes.

After that, communication methods like blogging and instant messaging evolved. In spite of the fact that blogging may not appear like a form of social media, the term fits since it made public capable of communicating through blog website instantly and conveniently. After this, various social media websites were created that include but are not limited to ICQ, America Online, AOL’s instant messaging etc. MySpace was the very first social networking website
using which people could set up a profile and make friends that became inspiration for the next generation social media, including Facebook. Now, MySpace has the least number of users when it is compared to Facebook and Twitter. LinkedIn is another website used for professional people who need to build moderate public image and develop professional public relations.

Today, the social media website containing largest number of subscribers is Facebook. It was launched by Mark Zuckerberg in 2004. It was initially released specifically for students belonging to Harvard University. Facebook it currently boasts over a billion users. The second most famous social media website is Twitter which was created by Jack Dorset, Biz Stone, Noah Glass and Evan Williams. Twitter has more than 500 million subscribers.

A little while later, there were many different sites giving social media services. Flickr was one of the earliest and still is a standout amongst the most prominent photograph sharing social media websites. Besides Flickr, Photobucket and Instagram are among the top online social media to incorporate on business cards and other media. Other social media networking websites include Tumblr, Foursquare, Pinterest, Spotify, Google Buzz, Loopt, Blippy, and Groupon.

Likewise, social media started to be one of the courses in which web advertisers and site proprietors would support the appearance of their sites. Online networking bookmarking turned out to be major form of promotion and there were services that would bookmark a post or a site. The advantages of social networking promoting for business started to be clear to entrepreneurs. This study aims at investigating the main idea of social media networking, its importance and utilization. The study will also focus on how the use of social media effects daily life of the students and how it influences their academic and social prosperity.