

# **Social Media Use in Kenya: An Impetus or a Deterrent to Socio-Economic Development?**

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## **ABSTRACT**

Social media is conceived as a tool for interaction within the information society. With many social media platforms globally, the importance of social media in today's socio-economic development cannot be disputed. It offers unique opportunities that are advantageous to socio-economic development, but it also presents real dangers. Nevertheless, social media is growing explosively. Many developing countries are now embracing Web 2.0 tools, among them social media for the provision of information services. This has been considered as a strategy for developing countries for critical high improved network communications, leading to better, efficient and effective socio-economic development. With proper and effective social media, there would be high and improved economic productivity, better governance, education and quality social life. This paper, seeks to address and discuss social media and the opportunities it presents as well as challenges encountered. The paper also provides recommendations.

**Keywords:** Social Media, Web 2.0, Socio-economic Development, Information, Kenya