

Global social media use grew 20% in 2012 (**Emarketer**). Social media affects aspects of globalisation through transparency and accountability, political mobilisation, democratising media, enabling people and organisations to interact and evading state censorship.

Social media is a trend that is spreading to businesses, whether it being due to digital marketing or customer service communication channels. Monetising social media platforms is a key focus of business organisations.

The health industry is already using social media to change how it works, from public health campaigns or virtual doctor visits via skype. Social media has been responsible for relevant changes in both personal and community health, especially by making it easier for large numbers of people to rapidly share information.

Social media is changing how we govern and are governed,

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