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WOMEN EMPOWERMENT AND LEADERSHIP

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A Study on Role of Social Media in Advancing Women's Empowerment

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ABSTRACT

In the digital age, social media has developed as a effective drive forming the way we communicate, interface, and expend data. It has revolutionized the way we associated with one another and has significantly affected different angles of our lives. Among its many transformative effects, one of the most important is its role in the empowerment of women. From amplifying voices to cultivating communities, social media has ignited a revolution that is transforming the landscape of gender equality. This study takes an in-depth look at how social media has elevated the empowerment of women to unprecedented heights

Key word: Digital age, Women Empowerment, Social Medial, Gender equality.

INTRODUCTION

Social media platforms like Twitter, Facebook, Instagram, Pinterest and LinkedIn facilitate the creation, sharing and exchange of content and information between users. These platforms allow individuals, groups, and organizations to connect, interact, and participate in virtual communities in a variety of ways. Social media includes a wide range of websites and applications that serve a variety of purposes, from connecting with friends and family to sharing news, photos, videos, and more. It has become an integral part of modern communication, having a profound impact on how people connect and interact with each other, and how information is disseminated and consumed.

Women's empowerment is a way of empowering women by giving them proper rights. IT is about giving women power and control over their lives. It allows them to be who they want to be and do whatever they want in situations that were previously not allowed. In order to equalize the value of men and women in this country, it is necessary to accelerate the empowerment of women. Women's empowerment should be a national priority in all respects. In recent days social media has become an effective tool to communicate, when women's voices are restricted and serves as a platform for sharing and empowering women's voices.