

# Social Media as a Tool of Women Empowerment (A Case Study of General Health Issues)

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**Abstract**—Off late social media has gained huge popularity among people from different walks of life. Women are no exception to it. Exponential growth in technology, coupled with the availability of internet services, has given rise to the use of gadgets. India has more than 800 million users of mobile phones, & 451 million user of internet.

According to data available approximately 400 million users actively use social media platforms (WhatsApp, Face Book, Twitter, Instagram etc) for various reasons e.g. general networking, staying in touch, sharing & receiving entertaining / funny contents, connecting with new people, researching for information about new products & services etc. Health is among one area where people using social media to research, share, receive, information etc to improve their knowledge about health issues.

Knowledge is considered as power. In this way social media is empowering the women by providing them access to the health related reliable information & institutions, websites, etc..

The present study focuses on the usage of social media for general health issues. Data are collected mainly from primary sources. Secondary data are also used as required.

**Keywords:** Women Empowerment; Social Media; General Health Issues.