

Social Media has now shaped up as a full time job. South Asians love it as they are a chatty society and love to share what is happening around us. Although Social Media started making a small impact in India when Google started Orkut in 2003. It came into more prominence with arrival of Facebook in 2006. But the real popularity is being witnessed since data charges have become quote less and even in rural India people can be seen queuing up to get small amount and few days' validity recharges to get what their 'friends' are doing or saying. Similarly Twitter & Whatsapp put paid to good old SMSes.

In view of all these facts and background, Digital Empowerment Foundation launched Social Media for Empowerment Program last year in collaboration with American Center with a firm belief that social media can be an effective tool for promoting digital engagement across South Asian Countries. The Nominations are being invited for the year 2014 award process which can be accessed through its website @ <http://socialmedia4empowerment.net/> by following the link: <http://award.defindia.org/socialmedia>).

If you or your organisation is using social media tools for development and empowerment, you are eligible for the award. All 9 categories are enlisted at <http://socialmedia4empowerment.net/award-categories/>. Eligibility criteria can be known at <http://socialmedia4empowerment.net/smemp-2014/eligibility-criteria/>.

So go cracking and be part of this social media revolution by participating in the Social Media for Empowerment program 2014.

Be social and get recognised for it.