



## Social Media and Sub-Saharan Urban Communication: A Ghanaian Perspective in 2010

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### Abstract

Social media has become a ubiquitous part of daily life in urban areas across Sub-Saharan Africa, including Ghana. The rapid growth and integration of social media platforms have transformed communication patterns among young people. No empirical data were collected for this commentary; therefore, the insights are based on existing literature and theoretical frameworks related to digital communication and social media use in African contexts. While social media offers new opportunities for community engagement and information sharing, it also poses challenges related to privacy concerns and the erosion of face-to-face communication skills. Policy makers should consider promoting digital literacy programmes alongside encouraging responsible use of social media platforms by young people in urban Ghanaian communities.

**Keywords:** *Sub-Saharan, Urbanization, Digital, Communication, Diaspora, Ethnography, Globalization*

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