**Abstract**

In this paper, the notion of creativity and innovation is discussed with social media's particular reference in multiple ways. The essay begins with brief introductions that allow the reader to get information regarding how social media explicitly promote users' creativity in different dimensions. The next session is based on the birth of social media, and the role of Facebook is discussed as it is the pioneer platform for showcasing the creativity of the users in different ways. The corresponding sessions are based on how the evolution of the social media platforms is followed by how Instagram perpetuates the notion of beauty through innovative features. The following sections are based on the other applications that ender the new wave of creativity and innovation through the features. Lastly, the paper ends with a short and crisp conclusion that binds all the essential insights in a single thread. The paper also explores the harms of the wrong spread of the news, particularly in the specific context of the pandemic.

**Technology, Social Media, and Creative Approaches**

The recent boom of technology and social media has changed social interaction perception in multiple ways (Peppler, 2013). Such a way includes getting equal chances to participate in the activities that help the individuals to connect with like-minded people. Thus, the last few years bring a paradigm shift in social interaction through social media platforms, where people interact with each other to stretch their social skills in a coherent manner (Peppler, 2013). Numerous platforms provide the ground for people to showcase their skills in a productive way that escalates their status and interpersonal skills. Some popular platforms are Instagram, Facebook, Tik Tok, and Clubhouse. The first three names are often echoed when it comes to the social media debates; however, Clubhouse is the new name that is emerged during the pandemic (Budge, 2013). The reason for mentioning its inception during a pandemic is it brings people closer through these sorts of devices in multiple ways. However, these media platforms are also becoming the harm for the people concerning the wrong dispersion of news particularly related to the recent wake of the pandemic (Cinelli et al,). This paper revolves around interaction through social media in general and Tik Tok and Clubhouse in particular to explore their impact on social interaction and creative approaches by making innovative pictures and videos.

**The layout of the paper**

This paper is further divided into different sections that categorically define different dimensions that shed light on Tik Tok and Clubhouse's different aspects concerning the users’ creativity and setting a culture of hidden competition in multiple ways. However, the discussion is based on the comparison and contrast of the social media application with each other and the strong influence of Tik Tok and Clubhouse in the lives of the people of the modern world.

**The new Wave of social Media- How it changes the perceptions of the world**

According to Wagner et al. (2012), people love to portray their life in front of the world in an ideal manner. Social media gives ground to all ordinary people to show their skills and abilities that reframe their perceptions about life in front of the world. Social media platforms are satisfying this kind of craving as these channels give people a chance to show their hidden talent that gives meaning to their lives. People cannot imagine that they can publicize their lives in order to gain the required attention (Hu, 2017). However, this teach-savvy approach allows people to design their lives through their creative skills to get the attention that satisfies their intrinsic needs in different ways. Thus, the large body of the researchers strongly agreed that people love this kind of place where they show their lives through their creative lens that enhances their considerable skills with the help of countless tools and filters (Hu, 2017). The further discussion is divided into different social media platforms that allow people to interact with each other in a meaningful manner. Facebook is one of the essential milestones in social media communication and creative approaches followed by similar platforms that further coherently continue this bequest. However, social media can turn into a nightmare if it perpetuates wrong news (Boczkowski, 2018).

**Facebook and Creativity of the People - The Beginning of the story of Creativity and Innovation**

There is no doubt that people are now more skilled due to the latest features on social media that allow them to make their lives presentable in numerous ways (Allen, 2012). Facebook is ruling as the top priority for the social media users as the last decade decided that it is one of the strongest mediums for commination and create spaces for the people who wanted to showcase their lives explicitly (Allen, 2012). People love to post their pictures, feelings, and accomplishments that help them design their lives in the desired way. Thus, it seems that it allows people to show their skills and abilities in numerous ways. Therefore, it is pretty reasonable for the creativity through social media that changes the face of self-love and portrayal in different ways. So, Facebook is the beginning of the story of the social media boom that helps people to nurture their creativity in numerous ways in terms of editing their pictures and modifying their videos through special effects and music.

Another critical point is it is accessible for all people. Thus, it gives all the ordinary people access to make their lives extraordinary through this approach (Korzynski et al., 2019). Accordingly, Facebook is the forefather of Tik Tok and Clubhouse as they are grounded in the initial features of Facebook in numerous ways as Facebook also introduced video and audio calls through conference calls. Moreover, Facebook also launched many filters and frames that allow the users to paint their picture in the desired manner. However, this point also needs to reevaluate in multiple ways as according to Hampton et al., (2006) the dispersion of news should have through monitoring mechanisms in order to track the misinformation that can intensify the intensity of the spread of the false news. For instance, the wrong or manipulated facts and figures related to pandemic can hamper the access of the people toward the health facilities that can surge the number of casualties.

**The Episode of Instagram and Creative Approach – How it reframes the notion of Self-love**

After Facebook, Instagram is one of the most popular platforms for social media lovers to showcase their life as per their desire (Radcliffe, 2021). According to Zhang (2020), people love to share their pictures and small videos due to the attractive features from media personnel to ordinary people. The ground reality is that humans are beauty lovers, and the unique features of this application allow the users to set colors and alignment and edit their pictures as per their needs. Thus, it gives massive ground to social media lovers to use particular applications to filter their images and make them beautiful to grasp people's attention in a rapid manner (Radcliffe, 2021). Therefore, it can be correct to say that Instagram is vital in perpetuating creativity and innovation by modifying pictures in a mesmerizing manner. This sort of approach is people are started spending hours creating their pictures to look desirable to get the required attention. Such features are based on numerous filters, frames, and other related factors that can reframe the image of the people both in their and other people's eyes (Shearer, 2021). Thus, this medium is also an important platform that counts as one of the essential pillars for the regenerative approach underpinning Tik Tok and Clubhouse's underpinnings.

**The Era of Digital Prints- Snapchat, Youtube, and Pinterest**

After Facebook and Instagram, many other platforms support creativity and innovation in multiple ways (Shearer, 2021). Such platforms include Youtube, Snapchat, and Pinterest. They are also populated with witty and exciting features that allow the users to illustrate their skills and abilities in a meaningful manner. Social media platforms are accessible for the general public, helping many hidden talents showcase their skills. Also, this approach is responsible for the boom of the YouTubers that begins the new era of social media creativity and innovation in a different way (Weller, 2016).). People make videos with special effects, music, and other related aspects that show their creative approach. In the contemporary era, numerous actors start their careers with Youtube that further stretched their fame in different ways. Thus, it is also an important platform that begins the history of online videos of ordinary people that bring extraordinary fame.

Moreover, the primary idea of TIK TOK is also generated from YouTube that was further filter through this application. Also, YouTube is the biggest platform that helps people to earn money by showing creative content. Thus it is explicitly seen that people with this kind of approach are gaining both money and fame at the same pace. Also, Snapchat and Pinterest help the users to show their creativity in a meaningful manner. The following section is based on TIK TOK's birth as it also perpetuates the talent through the creative approach in numerous ways.

**The Final Showdown- The New Episode of TIK TOK and Clubhouse**

The above discussion vividly shows that numerous platforms provide sufficient grounds to coherently showcase their creative and innovative skills. The discussion is a move to the TIK TOK and Clubhouse; they both are newer versions of the old social media applications (Jurgens, 2013). These sorts of applications are giving space to talented people to perpetuate their talent through exciting approaches. For instance, TILTOK allows people to sharpen their acting skills coherently. These approaches also allow them to use multiple features such as music and other graphics to make the videos more creative to attract other people. However, now the TIK TOK story pushed the boundaries of showing self-love through creative videos as now it becomes the biggest platform to earn (Dijck, 2017). This factor is the groundbreaking factor that motivates people to invest their time and energy to make more and more videos to get both fame and money (Boczkowski, 2018). However, there are numerous cons of this kind of approach as young people are more into the news, and the wrong dispersion can lead toward the populated walls of social media that can create uncountable harms in multiple ways. For example, the side effects of the COVID19 vaccine manipulated that stooped many people to save their lives.

According to Alaimo et al. (2017), earning is the primary factor of the surging interest of people on Youtube. Similarly, this aspect is seen in TIK TOK, where people get rapid success after posting their videos on online platforms. According to Kasemsap (2019), people are pretty interested in posting their videos to impress other people concerning their skills and abilities in the limelight due to TIK TOK. Similarly, DeVito et al. (2017) also cited that young people are more interested in becoming a part of the TIK TOK community to get money and recognition that help them stand out in the queue of successful people. Thus, getting fame from TIC TOC is the primary parameter of success in the contemporary era. Another recently become the talk of the town is Clubhouse; this application allows the users to do an audio chat that helps them stay on the single pace (DeVito et al., 2017). There are many exciting features of this application that are rapidly grasping the attention of the users. However, it is only available for the users of expensive phones, so it is not that popular in the young people of the world's different areas, particularly in developing countries. On the other hand, people from the developed world enjoy the pros of this application in numerous ways (Budge, 2013). Thus, it seems that both of the social media platforms are vividly promoting creativity and innovations that are the reason for unique content and strongly contributing to promoting skills and abilities of the people in different ways. Moreover, the concept of wealth distribution also impacts showcasing the creative skills in this area as this kind of creativity needs high-quality gadgets. The dilemma is these sorts of gadgets are used mainly by the elite or financially stable people.

**Conclusion**

The above article or research paper is based on the multiple aspects of social media platforms that are reasonable for promoting creativity and innovativeness. Also, the article illustrates that many other factors are linked with the motivation to create unique and creative content; such factors are fame and rapidly getting money. The article begins with a brief introduction that gives a brief background of the topic concerning the impact of social media platforms on modern people's lives. This section is followed by the article's layout that gives the coherent and comprehensive plan of the corresponding discussion. After that, each social media component is categorically elaborate. The discussion is on the TIK TOK and clubhouse applications and their differences and similarities that conclude that these all platforms promote creativity and innovativeness in numerous ways.

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