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## ***Abstract***

This examination is about the impacts of social media on making brand image. World has become a global village and socializing has gone to a milestone. As Pakistan is a creating nation so it's confronting an immerging urge of utilization of social media. Facebook has been taken as a junction of study by Friends, Fans & Followers. Enormous changes are coming through entertainment, information, frequency of exposure, emotional and cognitive appeal and attitude of target audiences. There has been observed a positive and valid relationship between the variables.

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