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“Ecosystem being created around the world, India to make social media responsible”

calling [social media](#) a “very powerful medium,” Union Information Technology Minister Ashwini Vaishnaw said Tuesday that how to make it accountable is a “very valid question” and that an ecosystem is being created around the world and in India for the same.

Self-regulation is a first step in the direction of doing [social media](#) responsible, followed by industry regulation and then government regulations, said the Union Minister of Railways, Communications, Electronics and Information Technology.

“[social media](#) it is a very powerful tool. Social media has a great influence on our lives. How to make him accountable has become a very valid question around the world. Around the world, countries and companies are moving in the direction of making social media responsible,” she said while interacting with the media on the sidelines of a program.

When asked about ways to make social media accountable, the minister said the first step is self-regulation.

“Any such content that creates a detrimental impact on society should be removed. Then comes industry regulation and, subsequently, government regulation,” he added.

“Everywhere around the world and even in our country, an ecosystem is being created, a thought process to make social media responsible,” Vaishnaw said after interacting with startups and students from the Entrepreneurship Development Institute of India (EDII).

He also stressed the need for a “fair system” where the content creator gets his dues when social media platforms like Facebook benefit by sharing it.

A person who works hard to create content should also get the edge and a portion of the revenue if social media like Facebook take advantage of it, he said. "Such a thought is also gaining momentum," added the minister.

"So, how to create a fair system, because this (social media) is great progress. How everyone becomes a part of this progress and how he becomes accountable: work is done quickly on these issues around the world," He said.