**ABSTRACT**

**Objective**: The purpose of this paper is to examine the impact of social media on customer experience and how companies can use social media to enhance the experience of customers.

**Methodology**: Literature synthesis method was followed to trace out and analyse the data. The EBSCO Discovery of Science and Google Scholar databases were used to find the articles. Over thirty articles were produced from the total (190) search query results after applying limiters, deleting duplicates, and enforcing non-business settings.

**Findings**: Social media has a considerable impact on customer experience due to its widespread and easy access by customers. It enabled companies to classify customers, get a lot of information about them, and get very fast feedback about their impressions related to their product or services. Social media may have a positive or negative impact on customer experience, so the role of management is important to manage these media in a way that will benefit the company and support it to achieve its objectives.

**Value Added**: This article provides a clear picture on exploring the impact of social media on customer experience. The results of the research can be used to guide companies on how to use social media to enhance the experience of customers.

**Recommendations**: Companies should smartly manage social media and employ qualified staff to improve the customer’s experience and avoid the side effects that this type of media may have on customer experience. In addition, customer experience should be a strategic goal because it helps the company meet its overall goals.