

# POPULAR SOCIAL MEDIA SITES: A SNAPSHOT



## What is it?

- Biggest social network in the world
- Over one billion users
- More than 7 billion visits a week
- All about interacting and making personal connections

## How is it Useful?

- Connect and keep in touch with friends, family, coworkers, on a daily basis
- Share your experiences with others via status updates, picture, and videos
- Follow groups/organizations you're interested in – make new friends

## How to Start?

- Create a profile at [www.facebook.com](http://www.facebook.com)
- Connect with people already on Facebook
- Check the news feed to see what everyone's been up to and what's being shared
- Create and share content like photos, videos, and status updates



## What is it?

- Over 175 million members worldwide
- Largest social media site dedicated solely to professional networking

## How is it Useful?

- Create an online resume
- Build your credibility and brand through recommendations, skills, experience
- Network with other professionals
- Job searching
- Connect with professional organizations and groups you're interested in

## How to Start?

- Create a profile/online resume with experience, skills, education & interests at [www.linkedin.com](http://www.linkedin.com)

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- Strive for 100% profile completeness
- Make connections – see “People You May Know” page, search people by name, import outlook contacts
- Join groups and follow companies
- Post professional updates & share relevant content with your connections



## What is it?

- Mini blog/newsfeed
- Information sharing
- 140 character messages called “Tweets”

## How is it Useful?

- Learning, sharing/gathering information
- Members followed show up on home page (like Facebook news feed)
- Customized real time newspaper on the topics/people you’re interested in

## How to Start?

- Sign up & create your profile at [www.twitter.com](http://www.twitter.com)
  - Who are you, what do you love and what makes you interesting to others?
- Find and Follow others that interest you
  - Check your homepage to see what they’re sharing
- Build Your Voice
  - Retweet messages you’ve found from others or reply to them with **@reply**
  - Create your own 140 character messages
  - Mention Others with **@username** to show recognition or gain attention from those that interest you
  - Include hashtags in your tweets to categorize their subject matter, ex: **#Sandy**



## What is it?

- Visual collages or collections of images
- Now #3 social media network in the US
- 80% of users are women

## How is it Useful?

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- Create visual collections (pin boards) of images based on interest, aspirations, event & trip planning, wish lists, recipes, etc.
- Share and connect with others' boards
- Learn about new products, ideas, and people

## How to Start?

- Join Pinterest (you can use an existing Twitter or Facebook account to sign up)
- Follow your Facebook friends & other accounts you may be interested in
- Create boards based on categories like wish lists, products I love, home improvement, etc.
- Re-pin others images to your boards or upload pins from the internet images you like to build collections



## What is it?

- Online "TV" where users upload, watch, & share short video clips
- 3<sup>rd</sup> most popular website in the world
- Bought by Google

## How is it Useful?

- Entertainment, education, connecting

## How to Start?

- Don't need to sign up to watch videos: [www.youtube.com](http://www.youtube.com)
- If you want to comment, save, follow channels & upload your own videos, create an account (can use Gmail)



## What is it?

- A new way to share moment with friends on iPhone and Android
- A place to be funny, honest or however else you might feel when you take and share a snap with family and friends
- Take photos, record videos, and add text or drawings
- Users can set a time limit for how long recipients can view their "snaps" – after which they will be hidden from the recipient's device and deleted from Snapchat's servers

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## **INSTAGRAM**



### **What is it?**

Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. ...

### **How is it Useful?**

- Shares photos with friends and family

### **How to Start?**

- Download the free app from the Apple store or PlayStore
- Free to download, free to use.

## **TUMBLR**



### **What is it?**

Tumblr is a microblogging platform and social networking website that allows users to post multimedia and other content to a short-form blog. Users can start and host a blog for free and content is largely unrestricted. Owned by Yahoo!

### **How is it Useful?**

- Method of advertisement and communication
- Friend groups for users with similar interests

### **How to Start?**

- Visit [www.tumblr.com](http://www.tumblr.com)
- Free to start, free to use.

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## What is it?

Flickr (stylized as flickr and pronounced "flicker") is an image hosting and video hosting website, and web services suite that was acquired by Yahoo in 2005. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media.

## How is it Useful?

- Method of advertisement and communication
- Friend groups for users with similar interests

## How to Start?

- Visit [www.flickr.com](http://www.flickr.com)
- Free to start, free to use.



## What is it?

Google+ (pronounced and sometimes written as Google Plus) is a social networking and identity service<sup>[3][4]</sup> that is owned and operated by Google Inc. Google has described Google+ as a "social layer" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that associates web-content directly with its owner/author. It is the second-largest social networking site in the world after Facebook. 540 million monthly active users are part of the Identity service side, by interacting socially with Google+'s enhanced properties, like Gmail, +1 button, and YouTube comments.<sup>[6]</sup> 300 million monthly active users are part of the Social Networking side by interacting with the Google+ social networking stream itself.<sup>[1]</sup>

## How is it Useful?

- Method of advertisement and communication
- Friend groups for users with similar interests
- Forum for "hangout" groups where several can live chat or view a common document live

## How to Start?

- Visit [www.google+.com](http://www.google+.com)

# POPULAR SOCIAL MEDIA SITES: A SNAPSHOT

- Free to start, free to use.
- Must have a gmail account to use Google+ hangouts