## Forms and Types of Social Media

Social networking is a massive part of Internet usage. There are many types of social networking sites and most are used for both personal pleasure and by businesses to reach their customers.

### Social Networking
**Purpose:** Designed for socializing with friends and family and to network with professional colleagues.
**Examples:** Facebook, LinkedIn

### Media Sharing
**Purpose:** Places to share images and video with others.
**Examples:** YouTube, Instagram, Snapchat, Imgur

### Microblogging
**Purpose:** A combination of texting and blogging to post your thoughts for rapid dissemination.
**Examples:** Twitter

### Blogging
**Purpose:** A place to write articles on virtually any subject, both personal and business. Readers can comment and discuss.
**Examples:** Medium, Tumblr

### Bookmarking
**Purpose:** A place to collect a series of links on a subject to showcase to others.
**Examples:** Pinterest, Digg, Mix

### News & Discussion Sites
**Purpose:** Discussion sites are a combination of a forum and a bookmarking site.
**Examples:** Reddit, Quora

### Gaming Sites
**Purpose:** Places where gamers gather to play a game together or stream playing a game to others.
**Examples:** Twitch

### Boards & Forums
**Purpose:** A message board for discussion of a hobby, professional interest or a company's products.
**Examples:** Apple forum, National Gardening Association forum

### Review Sites
**Purpose:** A place for consumers to provide reviews on their experiences at businesses.
**Examples:** Yelp, Google Reviews, TripAdvisor

### Gig Economy Sites
**Purpose:** Places where consumers can hire others for services such as ride sharing or renting out your home.
**Examples:** Uber, Lyft, Airbnb, Takl, Postmates, Rover

### Hobby Gathering Sites
**Purpose:** These social networks are for people with a hobby to post their favorites and discuss their passion.
**Examples:** Goodreads, Houzz, Last.fm, Listnd, Letterboxd

### Anonymous Networks
**Purpose:** These social networks are 100% anonymous and are used to discuss difficult, or unsavory, subjects.
**Examples:** Whisper, After School, Ask.fm, 4Chan