

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