

# 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