

# Social Media 101

Social media websites are ways of sharing information with others on the internet. Different websites offer different forums for communication and how or what information can be shared. Some services are information based, while others are photo or video based. Social networking has exploded in recent years to be one of the main ways people communicate – how they share, look for and receive information. Read on to learn more about just some of the more popular types of social media.

## TYPES OF SOCIAL MEDIA

Social media is a broad term used to describe a variety of online services, such as: social networking, news sites, photo and video sharing, blogs, bookmarking, forums, message boards and listservs.

## SOCIAL MEDIA EXAMPLES

Tool	Type	Description
Facebook 	Social Networking / Sharing	Free registered user site where you create a profile of yourself, a group, event or organization. Connects people, groups and organizations with commonalities like current events and interests, by creating a 'network' of contacts that can be monitored and frequently updated. People and organizations use Facebook to share information by sending short updates, posting photos, event information and posting comments. Can be accessed and updated by mobile phone. <a href="http://www.facebook.com">www.facebook.com</a>
Twitter 	Microblogging / Sharing	Send condensed versions or snapshots of information out fast and almost instantaneous. Use to find, break news, make announcements and monitor what others are saying about you or your organization. Can catch current 'mood' at the time of posting. Max text is only 140 characters – including spaces. <a href="http://www.twitter.com">www.twitter.com</a>
YouTube 	Video Sharing	Most popular video sharing website. Registered users post their videos here, allowing anyone access to view, comment and share the media. Popularity of the video is indicated or monitored by the number of times a video is viewed and shared. Can create your own channel. <a href="http://www.youtube.com">www.youtube.com</a>
Linked In 	Professional Sharing	Business oriented social networking. Connects you to 'trusted' contacts that can be relevant to your business, organization or product. <a href="http://www.linkedin.com">www.linkedin.com</a>
Flickr 	Photo Sharing / Storing	This social photo sharing site allows you to share photos and information about the photos with others. Also allows for others to post comments on them. <a href="http://www.flickr.com">www.flickr.com</a>

Tool	Type	Description
RSS 	Information Sharing	RSS stands for 'Really Simple Syndication.' This service publishes information that is updated frequently. You subscribe to specific websites and save time on searching the web by receiving automatic updates when the site is updated.
Delicious 	Bookmarking	Storing and sharing web addresses that interest you or that you can share with others based on how you label these bookmarks based on interest or topic. Good for researching. <a href="http://www.delicious.com">www.delicious.com</a>
Google 	Search Engine	This popular site is one of the main ways to find any searchable information on the internet. It is in essence the 'table of contents' or index that directs you to what website(s) has the information or similar information you seek. <a href="http://www.google.ca">www.google.ca</a>
Digg 	Social News	This social news website allows you to discover and share content and information over the internet. Can link to other websites and stories. Submit articles, engage in discussions and opinions. User-submitted content is rated to improve search for information. <a href="http://www.digg.com">www.digg.com</a>
E-newsletters 	Information Sharing	Subscribers receive email newsletters that can contain links to pertinent websites and relevant information on a daily, weekly or monthly. You can choose to receive these by giving your email, or you are often included on an automatic email list when you add your email address to a form or registration. You can 'unsubscribe' if the information is not needed anymore. e.g. <a href="http://www.constantcontact.com">www.constantcontact.com</a>
Blogs	Bloggging	An online article - written and self-published. Usually features regular entries that make commentary or describe events. Can also use other material such as graphics or video.
Technorati 	Blog search	Find out what others are saying about you, your product and your brand with this search engine for blogs. <a href="http://www.technorati.com">www.technorati.com</a>
Myspace 	Social Networking / Sharing	Interactive social entertainment website aimed at Gen Y. User-submitted profiles, friends, fans, photos, groups and music sharing. <a href="http://www.myspace.com">www.myspace.com</a>
		<i>Sources: Sites as noted/Wiki</i>