

# An Introduction to Social Media



## **Facebook** – Computer & Mobile Platforms

This social networking site allows users to connect with others by creating a profile, adding “friends,” sending messages, posting status updates, sharing photos and videos, and utilizing in-site applications and games. Additionally, business owners and advertisers can utilize Facebook to reach consumers by creating a “Page” that allows a business to reach a large audience frequently, connect one-on-one with customers through messaging, and be discovered through in-site search tools.



## **Twitter** – Computer & Mobile Platforms

This social media site and application allows users to share **140-character** posts (may contain text, videos, photos, or links to other websites) called “Tweets” to share with “Followers.” Twitter emphasizes live news and updates on the things users care about in real time. Finding other Twitter accounts such as people, news sources, celebrities, and businesses is a very common feature. Tweets from accounts that users follow are shown on their respective streams, or also called a “Timeline.” The more ‘followers’ an account reaches, the more exposure that respective account will have. Businesses can utilize Twitter to direct users to their website, develop an audience, and link to mobile apps through Tweets.



## **Instagram** – Mobile Platform Only

Instagram allows users to upload photos or short videos from a mobile device, edit photos by applying filters, and then share either publicly or privately through the app or to other social media sites including Facebook, Flickr, and Twitter. The vision of Instagram is it to “allow you to experience moments in your friends’ lives through pictures as they happen.” Business owners use this application to engage other accounts through posts, comments and direct messages in addition to the option of sponsored ads. Similar to Twitter, the more ‘followers’ an account reaches, the more exposure that respective account will have.



## **YouTube** – Computer & Mobile Platforms

YouTube allows users to watch and share original videos, provides a forum for people to connect, and acts as a distribution platform for original content creators and advertisers. Users of this site can subscribe to channels from other video creators such as news organizations and musicians. Users can also build playlists from their favorite videos, comment on videos by other users, and send/receive private messages.



## **LinkedIn** – Computer & Mobile Platforms

The mission of LinkedIn is to “connect the world’s professionals to make them more productive and successful.” Users who join the site create a professional profile where they list their work experience, skills, and summary. Users can search for jobs and create “connections” to contacts in their professional network. LinkedIn is a source for job recruiters and personnel HR to source potential candidates.



## **Snapchat** – Mobile Platform Only

This application allows users to take photos or videos, add captions or doodles, and send to contacts that have been added. These messages are called “Snaps” and are viewable for up to 10 seconds before disappearing. “Snaps” can be sent privately to specific contacts or saved to a user’s “Story”, which is automatically shared with all of their added contacts. Stories are chronological compilations of Snaps that Snapchat states “honor the true nature of storytelling.”



## **Google+** – Computer & Mobile Platforms

Google+ is a social network operated by Google. This platform allows users to create a profile and use “Collections” to see and share posts on a specific topics. Users can follow other people’s Collections and communicate with other users through “Communities” which allows users to have conversations with other users, publicly or privately. Each user has a home stream of posts based on interests and what the user follows. Items on the stream can be commented on, re-shared, or designated “+1.”



## **Pinterest** – Computer & Mobile Platforms

A self-described “visual bookmarking tool,” Pinterest allows users to search and organize images called “Pins”. Pins can be saved onto “Boards” by themes or topics such as “Dream Wedding” or “Trip to California.” Users can upload, save, and sort Pins and browse the content of other users. Pins are linked to the website it was “Pinned” from. Businesses can create Boards showcasing their products.



## **Vine** – Mobile Platform Only

Vine is a video-sharing application where users share short 6-second looping video clips called “Vines.” User content varies greatly including short-form comedy, music performances, and news messages. Vine users can find, follow, and interact with other users, follow channels to create a unique home feed of Vines, and explore trending topics through hashtags, popular posts, and editor’s picks.