

Social Media 101

Blogs, Online Journals

Blogs and online journals allow individuals to provide regular entries of commentary, descriptions of events, or materials. Personal blogs or online journals are often used as online diaries that can be private or publicly available.

Popular Blog sites:

- blogger.com
- blogspot.com
- xanga.com

Instant Messaging (IM)

Through the internet, instant messengers allow real-time communication via typed text. Many mobile phones now have instant messaging capabilities.

Popular IM Services:

- AOL Instant Messenger (AIM)
- Gchat through Gmail (Google)
- Jabber
- Windows Live Messenger
- Yahoo! Messenger
- Skype

IM/Text Messaging Slang

- **Lingo2word.com** – Learn IM/Text messaging slang from this online dictionary of commonly used acronyms, emoticons, and lingo. This site also includes a text message translator.

Multimedia Hosting Applications

Multimedia hosting applications allow users to share audio clips, photos, or videos privately or publicly. Many applications interact with social networking sites allowing multimedia to be easily uploaded and shared.

Popular Multimedia Hosting Sites:

- **Flickr (www.flickr.com)** - Image and video hosting web service and community platform
 - Owned by Yahoo!, Inc.
- **PhotoBucket (www.photobucket.com)** – Image and video hosting, with slideshow, photo album, and photo sharing features.
 - Owned by Fox Interactive Media
- **YouTube (www.youtube.com)** – Video sharing Web site allowing users to upload, view, share, rate, and comment on video clips.
 - Owned by Google, Inc.
- **Zoomr (www.zoomr.com)** - Digital photo sharing
 - Owned by BlueBridge Technologies Group

Social Networking Sites

Social Networking Sites enable communities of people to interact, share interests, activities, and ideas via chats, messaging, e-mail, video, media file sharing, blog, and participate in discussion groups.

Popular Social Networking Sites:

- **MySpace (www.myspace.com)** – Free-access Web site with features allowing users interactive ways to communicate with networks of friends, create and update personal profiles, blog, post photos, music, and videos.
 - Owned by Fox Interactive Media
- **Facebook (www.facebook.com)** – Free-access Web site allowing users to join networks, add friends, create and update profiles, send notifications and messages to other users, post messages, photos, and more.
 - Owned by Facebook, Inc.
- **BeBo (www.bebo.com)** – Social media network site allowing users to create profiles, network with friends, post comments and messages via blogs, upload photos and videos
 - Owned by AOL LLC
- **Friendster (www.friendster.com)** – Free-access platform for connection with friends based on interests, activities, school, and interests.
 - Privately owned with headquarters in San Francisco, California.
- **Hi5 (www.hi5.com)** – Users can create profiles providing information about ages, location, interests, upload pictures, post comments, and create a network of friends categorized by degree of relationship.
 - Owned by Sona Networks