



Introduction to Social Media from Wikipedia

Tumblr 2006 **Tumblr** is a microblogging platform and social networking website. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs, as well as make their blogs private. Much of the website's features are accessed from the "dashboard" interface, where the option to post content and posts of followed blogs appear.

Instagram 2010 **Instagram** is an online photo-sharing video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images. Users are also able to record and share short videos lasting for up to 15 seconds.

Snapchat 2011 **Snapchat** is a photo messaging application. Using the application, users can take photos, record videos, add text and drawings, and send them to a controlled list of recipients. These sent photographs and videos are known as "Snaps". Users set a time limit for how long recipients can view their Snaps, after which they will be hidden from the recipient's device and deleted from Snapchat's servers. According to Snapchat in May 2014, the app's users were sending 700 million photos and videos per day.

Pinterest 2010 **Pinterest** is a visual discovery tool that people use to collect ideas for their different projects and interests. People create and share collections (called "boards") of visual bookmarks (called "Pins") that they use to do things like plan trips and projects, organize events or save articles and recipes.

Vine 2013 **Vine** is a mobile app owned by Twitter that enables its users to create and post short looping video clips. Video clips created with Vine have a maximum clip length of six seconds and can be shared to Vine's social network, or to other services such as Twitter and Facebook. Vine enables users to record short video clips while recording through its in-app camera.

Twitter 2006 **Twitter** is an online social networking and microblogging service that enables users to send and read short 140-character text messages, called "*tweets*". Registered users can read and post tweets, but unregistered users can only read them. The service rapidly gained worldwide popularity, with 500 million registered users in 2012, who posted 340 million tweets per day. In 2013 Twitter was one of the ten most-visited websites.

Flickr 2004 **Flickr** is an image hosting and video hosting website, and web services suite. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media.

Google+ 2011 **Google+** is a social networking and identity service. Google has described Google+ as a "social layer" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that

associates web-content directly with its owner/author. It is the second-largest social networking site in the world after Facebook.

YouTube 2005 YouTube is a video-sharing website, on which users can upload, view and share videos.

Vimeo 2004 Vimeo is a U.S.-based video-sharing website on which users can upload, share and view videos.

Quora 2010 Quora is a question-and-answer website where questions are created, answered, edited and organized by its community of users. Quora aggregates questions and answers to topics. Users can collaborate by editing questions and suggesting edits to other users' answers.

StumbleUpon 2002 StumbleUpon is a discovery engine (a form of web search engine) that finds and recommends web content to its users. Its features allow users to discover and rate Web pages, photos, and videos that are personalized to their tastes and interests using peer-sourcing and social-networking principles.

Myspace 2003 Myspace is a social networking service with a strong music emphasis. Myspace was launched in August 2003. From 2005 until early 2008, Myspace was the most visited social networking site in the world, and in June 2006 surpassed Google as the most visited website in the United States. Since then, the number of Myspace users has declined steadily in spite of several redesigns.

LinkedIn 2003 LinkedIn is a business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. As of June 2013, LinkedIn reports more than 259 million acquired users in more than 200 countries.

Meetup 2002 Meetup is an online social networking portal that facilitates offline group meetings in various localities around the world. Meetup allows members to find and join groups unified by a common interest, such as politics, books, games, movies, health, pets, careers or hobbies. Users enter their postal code or their city and the topic they want to meet about, and the website helps them arrange a place and time to meet. Topic listings are also available for users who only enter a location.

MeetMe 2005 MeetMe (formerly **MyYearbook**) is a social networking service. The name change in 2012 was due to the fact that "Yearbook" means more about meeting friends from the past while "MeetMe" will give the meaning of users making new friends, which is what the website is intended for. The rebranding of the site proved to be successful. In October 2013, MeetMe launched Charm, a mobile dating app.

Wikipedia 2001 Wikipedia is a collaboratively edited, multilingual, free Internet encyclopedia that is supported by the non-profit Wikimedia Foundation. Volunteers worldwide collaboratively write Wikipedia's 30 million articles in 287 languages, including over 4.5 million in the English Wikipedia. Anyone who can access the site can edit almost any of its articles, which on the Internet comprise the largest and most popular general reference work.

Facebook 2004 Facebook is an online social networking service. Users must register before using the site, after which they may create a personal profile, add other users as friends, exchange messages, and receive automatic notifications when they update their profile.

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