

Social Media Guide



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. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends".



Twitter is an online social networking and microblogging service that enables users to send and read "tweets", which are text messages limited to 140 characters. Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app.



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



LinkedIn is a social networking website for people in professional occupations. It is mainly used for professional networking.



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, in contrast to the 16:9 aspect ratio now typically used by mobile device cameras. Users are also able to record and share short videos lasting for up to 15 seconds.



Flickr (stylized as flickr and pronounced "flicker") 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+ (pronounced and sometimes written as Google Plus) is a social networking and identity service that is owned and operated by Google Inc. 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.



Pinterest is a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. Users can browse other pinboards for images, "re-pin" images to their own pinboards, or "like" photos.



Tumblr, stylized in its logo as tumblr, is a microblogging platform and social networking website owned by Yahoo! Inc. 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.