



GUIDE TO SOCIAL NETWORKING:

Twitter



Short messages, usually sent out by celebrities, news / political leaders, companies to update followers on any given topic. Can include images and videos. You have to be registered to view tweets.

Facebook



Allows users to connect with each other and share images, videos, links etc. amongst them. Can be used to share publicly and privately using the messaging function. Profile pictures and some details can be viewed by anyone online, regardless of having an account.

Instagram



Specifically for sharing of videos and images from a smartphone. Allows users to take and upload images / videos to their profile which can then be viewed by their contacts.

Pinterest



Like an electronic pin board—allows users to 'pin' images they want to save to an account which can be accessed on most devices. Often used for design based images but not limited to this use. Users can share pins with other contacts only.

Google+



Designed to be similar to Facebook in as much as it allows you to make connections but it is more aimed at sharing information rather than personal photo's / videos etc.

Tumblr



A social media / microblogging site. Users can create short blogs, share videos / images / links etc. Other

Reddit



Website where users can share web content and have discussions. Users can vote posts or shares up or down which determines where it will be shown in comparison to other content. Users also earn Karma points for posts and interactions. Some discussions are notoriously unpleasant—for example users post

Snapchat



Snapchat is a messaging service designed for using with images. The user takes a photo and then either adds it to their story (like a profile) or sends it directly to other users. The image shows on the other person's phone for a few seconds and then disappears.

Secret

Website which allows users to message each other anonymously, either amongst their group of friends or publicly. Currently closed to new members but those who are already subscribed may still be able to

LinkedIn



Social networking for professionals to collaborate on projects, swap business details, promote themselves and their companies. Similar to Facebook (you have to have an account, some information is held in the public domain and can be searched by anyone) but more specialised .



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WhatsApp



Messenger service which works across all mobile platforms (e.g. Apple, Android, Nokia etc.) and allows users to send messages including images, video and audio for free. Users are added via phone number so are usually people the user knows .

Vine



A video sharing app which allowed users to record and share short video clips of up to 6 seconds. Discontinued in January 2017, users should no longer have access to accounts.

Tinder



Dating app—allows users to rate each other and communicate via messages. Users can message with each other at any stage of the process, regardless of whether they are contacts, this can end with people arranging to meet up in real life.

Path



Designed to be similar to Facebook but with a limit on the number of friends that can be added. The concept is that if you only add your top 150 friends you will be able to be more honest and open with what you write online.

YouTube



A video sharing platform which allows users to create a channel to share their videos with other people. Viewers can then subscribe, like and comment on videos they have seen. Users can earn substantial amounts of money depending on the number of followers , interaction with users and sponsorship from companies.

Keek



A video sharing app which allowed users to record and share short video clips of up to 36 seconds. Discontinued in January 2017, users should no longer have access to accounts.

Foursquare



Provides users with personalised recommendations of places to visit near their location based on their previous browsing history, location check ins and purchases. Users are able to rate locations as and when they visit so that when the recommendations pop up they can access further information about the location.

WeChat



Very similar to Facebook but allows more interaction—booking doctors appointments, transferring money to people, making video calls etc. Developed in China, most of the networks users are based there but it is slowly rolling into more countries.

Kik



A free messaging service which also has a built in web browser to allow users to play games, watch videos, listen to music etc. Encourages users to keep the app open and use the inbuilt software to engage with other users.

Flickr



A photo-sharing platform, much like YouTube but designed for users to showcase their photography or edited images they have created.