**FINAL EXPOSITION**

**SOCIAL MEDIAS**

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time.The ability to share photos, opinions, events, etc in real-time has transformed the way we live and, also, the way we do business. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

**Use of the social network:**

* **As entertainment**: Users share videos, photos and activities made in real time to entertain their contact list or the general public.
* **Information**: it is a great source of information, if the right sources of information are used.
* **Personal contacts**: of course, to find and connect with those you already know: family and friends.
* **Professional contacts**: You can make professional contacts of your sector or profession.
* **Create an online community**: you create it around your personal brand or company brand. If you have quality, that community won in social networks will benefit you, a lot.
* **Advertising**: social networks are good for online advertising of your brand, service or product.

**Importance of social medias:**

Social networks facilitate the way of interaction between society, since we can maintain communication, disseminate information and carry out marketing.

**First social networks:**

* **The Well 1985**
* **Black-planet 1999**
* **Mi gente 2000**
* LinkedIn 2003
* Hi5 2003
* Youtube 2005
* Yahoo 360 2005
* Twitter 2006
* Pinterest 2009
* Instagram 2010
* Google+ 2011

**Here are some prominent examples of social media:**

[**Facebook**](https://whatis.techtarget.com/definition/Facebook) is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Founder: [Mark Zuckerberg](https://www.google.com/search?rlz=1C1SQJL_esDO803DO803&q=Mark+Zuckerberg&stick=H4sIAAAAAAAAAOPgE-LSz9U3yMitTCsuU-IEsS3MUvIqtdSzk630k0qLM_NSi4vhjPj8gtSixJLM_DyrtPzSvJTUokWs_L6JRdkKUaXJ2alFSalF6QDGMu1yVAAAAA&sa=X&ved=2ahUKEwiS9a7M2pHiAhXxpVkKHX5kBXIQmxMoATAYegQICxAH), found on february, 2004.

[**Twitter**](https://whatis.techtarget.com/definition/Twitter) is a free microblogging service that allows registered members to broadcast short posts called tweets. Found on March, 2006, founder: [Jack Dorsey](https://www.google.com/search?rlz=1C1SQJL_esDO803DO803&q=Jack+Dorsey&stick=H4sIAAAAAAAAAOPgE-LSz9U3yMgzLEtOVwKzTSotkvLMtBSzk63084vSE_MyqxJLMvPzUDhWyan5i1i5vRKTsxVc8ouKUysB7_7xmksAAAA&sa=X&ved=2ahUKEwil9Ie325HiAhWHr1kKHRuTBWYQmxMoATAhegQICxAL)

**WhatsApp** is a messaging application for smartphones, which sends and receives messages over the Internet, complementing short message service or multimedia messaging system. In addition to using text mode messaging, users of the contact book can create groups and send images to each other, videos and audio recordings.

[Fundadores](https://www.google.com/search?rlz=1C1SQJL_esDO803DO803&q=whatsapp+fundadores&stick=H4sIAAAAAAAAAOPgE-LSz9U3KEsyySnL0VLPTrbSTyotzsxLLS6GM-LzC1KLEksy8_Os0vJL81JSixaxCpdnJJYUJxYUKKQBRRJT8otSiwFRXRbwTQAAAA&sa=X&ved=2ahUKEwi4kMOa3JHiAhURnFkKHStNBz4Q6BMoADAcegQIDhAc): [Jan Koum](https://www.google.com/search?rlz=1C1SQJL_esDO803DO803&q=Jan+Koum&stick=H4sIAAAAAAAAAOPgE-LSz9U3KEsyySnLUQKz44tNLQsqtNSzk630k0qLM_NSi4vhjPj8gtSixJLM_DyrtPzSvJTUokWsHF6JeQre-aW5AAC3IF5OAAAA&sa=X&ved=2ahUKEwi4kMOa3JHiAhURnFkKHStNBz4QmxMoATAcegQIDhAd), [Brian Acton](https://www.google.com/search?rlz=1C1SQJL_esDO803DO803&q=Brian+Acton&stick=H4sIAAAAAAAAAOPgE-LSz9U3KEsyySnLUQKz44tNTCwKtdSzk630k0qLM_NSi4vhjPj8gtSixJLM_DyrtPzSvJTUokWs3E5FmYl5Co7JJfl5AG2HfGNRAAAA&sa=X&ved=2ahUKEwi4kMOa3JHiAhURnFkKHStNBz4QmxMoAjAcegQIDhAe)

Fundación 2009

**Instagram:** is a social network and application. Its function is to upload photos, videos. Propietary is Facebook, created in 2010.

**Advantages and Disadvantages**

One of the advantages of this virtual communication is that you can communicate quickly and instantaneously with any person wherever you are at any point on the planet. It also allows you to do business, work and even look for work





**Use of the Social Medias:**



