

## **Types of media platforms**

Social media nowadays is diverse as a result of the explosion of the Internet. The users required more specific platforms for their objectives; there are many categories of social media platforms that can be classified, such as job-related platforms for works and connecting employees with employers or networking or social networks for ordinary users. First, there are social networking sites, such as Facebook and Instagram, platforms that make it easier for users to connect and share with family and friends online, enhancing communication among individuals. As a consequence of their accessibility on both mobile and web platforms, supporting different operating systems and a wide range of devices, this type of platform has the largest number of users among all the categories. Additionally, there are community platforms and discussion forums such as Reddit and Voz where users can engage in discourse on a wide range of subjects. This category is the predecessor of contemporary networking sites. In the 2000s, when social networking sites had not been developed, forums and community platforms had the most traffic because of their convenience and user-friendliness. Another well-received category is multimedia sharing platforms, exemplified by TikTok, a platform for short videos or photos that allows users to create, curate, and share video content. Despite only being introduced in 2016, it has a significant user base spanning all ages. Lastly, there are applications like Facebook Messenger or Telegram whose sole purpose is to provide direct and secure communication among individuals and groups via features like audio and video. These platforms allow users to message, audio, and video call with others in real time. Collectively, these categories demonstrate the variety of features and user experiences that social media platforms provide.