You found an unexpectedly brilliant YG remix or a promising movie trailer on an early afternoon YouTube binge.

You know just the person who’d appreciate it.

How do you send it?

Email is quick, but it’s drab and a bit too formal for any follow-up conversation.

Posting on their Wall is too exhibitionist; the song is a guilty pleasure, anyway.

Sending them a private Facebook message might work, but if you’re chatting at the moment, and they don’t check it out right away, it’ll be lost in an hour’s worth of messages. Facebook is best reserved for Ice Bucket videos.

Texting links is clunkycopying URLs is hard on phones.

On any medium: Tell them to go look up a title and artist, and chances are just about nil they’ll actually do it. After all, it’s you, the sender, who’s excited about it – they shouldn’t have to (and don’t want to) do any work.

So what do you do? Use Link*Me*Upa dedicated mobile app for sharing and viewing songs and YouTube videos.

What does this mean?

1) Your friend gets a push notification as soon as they get your link.

2) All song and video recommendations go to one place. If you don’t feel like checking something out right away, you can always come back to itsay, when you’re specifically looking for new music.

3) You can forward a great link to *another* friend.