# Social Media

## Introduction

A platform to help users communicate to each other by the means of any type of multimedia. The following may be the benefits

* Users may increase/establish their brand awareness
* Users may generate lead by reaching huge audience
* Users may partner with influencers to increase their growth
* Users may promote content

## Expected List of features

* Support one to one communications by means of text or media
* Support one to many communications by means of text or media
* Support many to many communications by means of text or media
* Ability to express feelings to a media from a list a many media
* Ability to promote content through analytics

## Market Survey

The following are a few popular platforms already present

* Facebook
* YouTube
* WhatsApp
* Messenger

These platforms contain most of the features included the features list though they differ by the user experience provided.

## References

* <https://buffer.com/library/social-media-sites/>
* <https://blog.hootsuite.com/social-media-for-business/>
* <https://www.facebook.com/>
* <https://www.whatsapp.com/>
* <https://www.youtube.com/>
* https://www.messenger.com/