

ONNLINE PRESENCE

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Social media

websites and applications that enable users to create and share content or to participate in social networking.

What is Social Media? Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks

Cont..

What Are The Types of Social Media?

Social Networking Sites. These are sites mainly used for connecting with friends and family. ...

Image-based sites. Image-based types of content have gained more prominence in recent times. ...

Video sharing/streaming platforms. ...

Discussion forums. ...

Blogs and community

Cont...

) Facebook. Facebook is arguably one of the most recognizable brands in the world, let alone social media apps. Facebook is one of the pioneers when it comes to mainstream social media. ...

2) Instagram. ...

3) Twitter. ...

4) TikTok. ...

5) LinkedIn. ...

6) Pinterest. ...

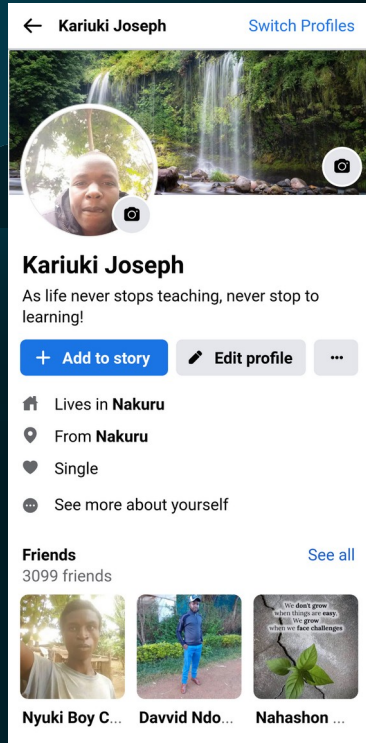
7) Snapchat. ...

Facebook

Facebook was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of whom were students at Harvard University. Facebook became the largest social network in the world, with nearly the world, with nearly three billion users as of 2021, and about half that number were using Facebook every day

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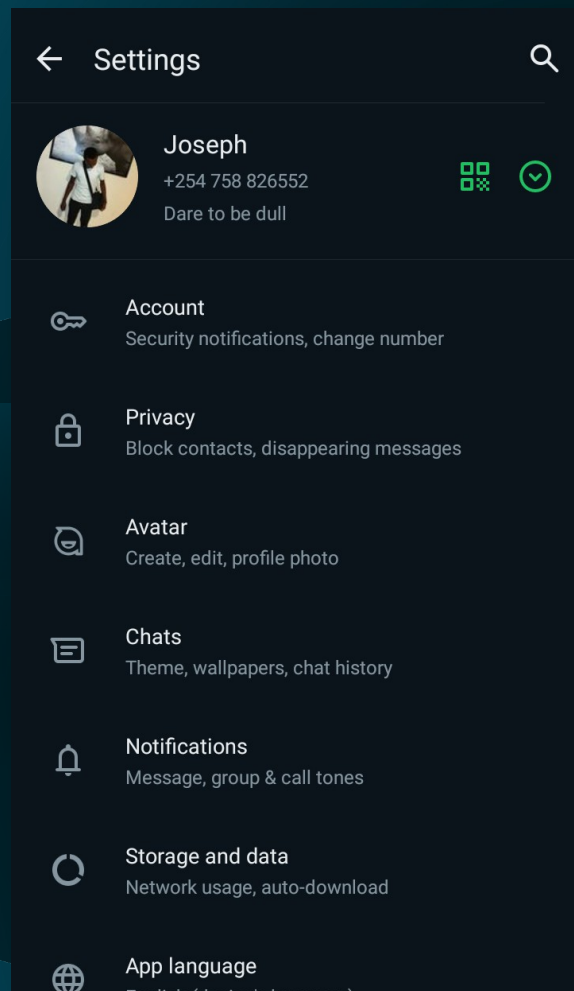
Because of its wide appeal, Facebook has attracted a significant user base, which translates to ad revenue, since companies desire to spend their ad budgets on platforms that receive the most viewership, and with 2 billion active users monthly, it's hard to top Facebook. Wall Street



My Facebook Account

WhatsApp

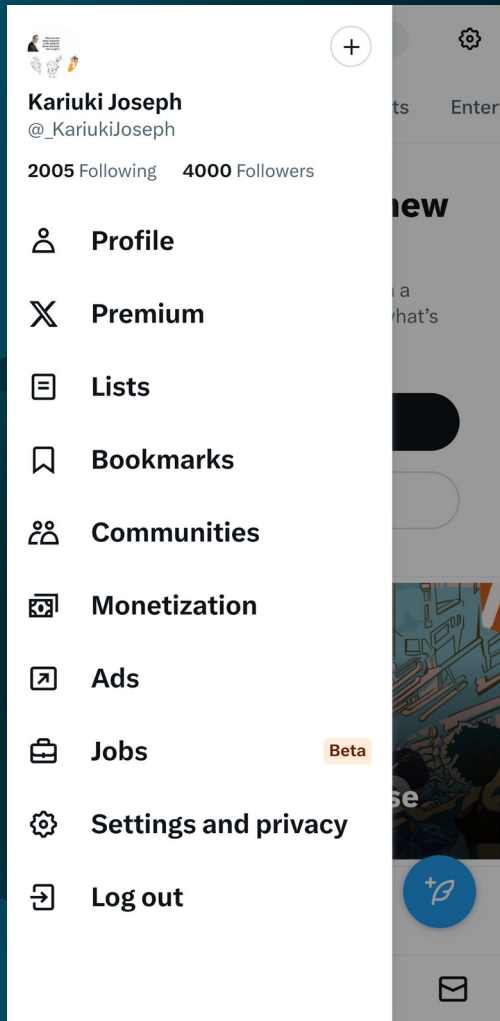
WhatsApp (officially WhatsApp Messenger) is a freeware, cross-platform, centralized instant messaging (IM) and voice-over-IP (VoIP) service owned by United States tech conglomerate Meta Platforms.[14] It allows users to send text, voice messages and video messages,[15] make voice and video calls, and share images, documents, user locations, and other content.[16][17] WhatsApp's



My WhatsApp Account

Twitter

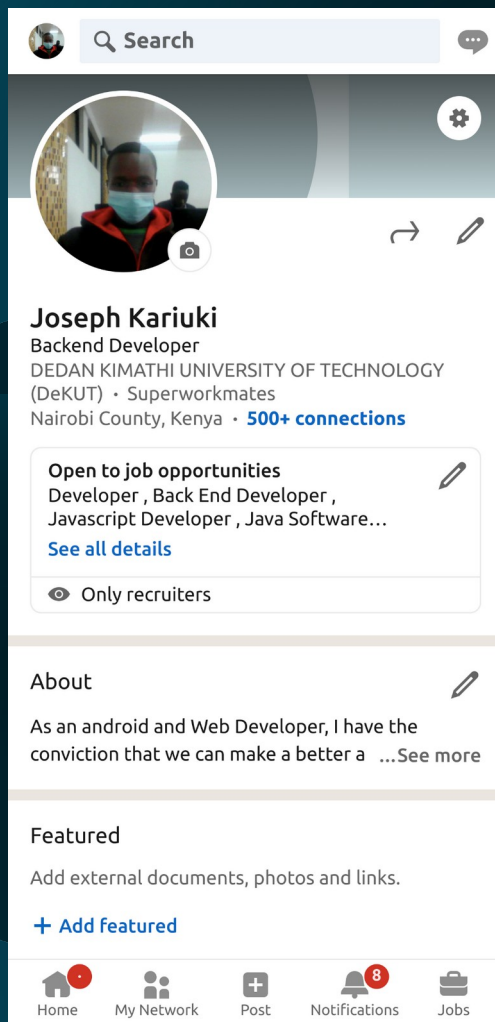
Twitter is a microblogging platform where users share thoughts, news, and updates in short, 280-character messages called tweets. It's a global social media platform that facilitates real-time communication, networking, and information dissemination.



My Twitter Account

LinkedIn

LinkedIn is a professional networking platform used for career development, job searching, and business networking. It allows users to connect with colleagues, showcase their skills and experience, and access industry news and insights



My LinkedIn Account

Conclusion

Conclusion. There are a lot of social media advantages and disadvantages. Some people find them helpful in keeping in touch with friends, while others view them as a distraction from their work or studies. Social media can be addictive and can lead to feelings of loneliness

**THANK
YOU!**