// sending to sender-client only

socket.emit('message', "this is a test");

// sending to all clients, include sender

io.emit('message', "this is a test");

// sending to all clients except sender

socket.broadcast.emit('message', "this is a test");

// sending to all clients in 'game' room(channel) except sender

socket.broadcast.to('game').emit('message', 'nice game');

// sending to all clients in 'game' room(channel), include sender

io.in('game').emit('message', 'cool game');

// sending to sender client, only if they are in 'game' room(channel)

socket.to('game').emit('message', 'enjoy the game');

// sending to all clients in namespace 'myNamespace', include sender

io.of('myNamespace').emit('message', 'gg');

// sending to individual socketid

socket.broadcast.to(socketid).emit('message', 'for your eyes only');