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How to Classify Social Media for a better Online Strategy

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Selecting social media for an online marketing campaign



What is social media? User generated content is no longer unfamiliar to us. The question rather is which social media to use for a specific social media marketing campaign. With thousand of different social media content platforms available, it has increasingly become more difficult to distinguish among them all.

Social media marketers should reflect on which social networking sites would best meet their customers' needs in terms of how they are being used and accessed. When considering which social media to include in a social media marketing strategy, attention should be paid to the significance, current demand and even future demand and possibilities of a social networking site.

CONTENTS AT A GLANCE

[Different types of social media](#)

[Categorizing social media](#)

[Planning](#)

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by **Tess10**

I am Tricia from South Africa (aka Tess10) and write for Squidoo about topics that I am really interested in. Writing is a hobby which I really enjoy and... [more »](#)



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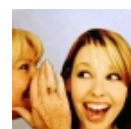
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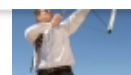


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Different types of social media

Thousands of different social media content platforms exist which are categorized below. This list is by no means extensive as new social media emerge almost on a weekly basis. The examples are also few as numerous others exist. This categorization, some of which are already acknowledged by social media marketers, provide us with an idea of how social media can be used in terms of their many possibilities.



Categorizing social media

The categorization of social media can be the following:



General networking sites are used for finding and keeping in touch with friends and family or participating in online groups or fan clubs covering different topics of interest (for instance, Facebook and Google +) .

Facebook is still the most popular social network. As a result, users are increasingly flooded with information and now want more control over their newsfeeds. Social media marketers need to consider how they will use Facebook if users had more control over the marketing content they receive. Google + has the potential to become a serious competitor for Facebook in terms of management of information and better privacy. Facebook and Google + can be used by marketers to discuss products and services.

Niche market networking sites are used to connect with other users with specific interests (Buzznet - music and culture, Focus - business to business world wide, Goodreads - book lovers and Raptr - video game players). Some social media experts are convinced that MySpace still has much potential as a "niche" market.

Professional networking (for instance, LinkedIn is a social networking site aimed at only business and professional networking or Academia.edu directed at academics and researchers). Some social media experts are convinced that Google+ may even become a competitor for LinkedIn as a professional social network.

Micro blogging is used to convey information with more or less only 140 characters available (for instance, Twitter). Users can follow other users' tweets and retweet them to their followers. Micro blogging is a powerful communication tool for positive viral marketing (word of mouth). Unfortunately the opposite can also happen if users are unhappy with a company's products or services. Twitter, for instance, can be used to alert users to a product or service.

Blog publishing platforms where users can generate and publish their own blogs (for instance, Wordpress, Windows Live, Livejournal and Blogspot). Social media marketers often create product blogs to generate more traffic to their companies' websites.

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Blog networking communities (for example, Blogster). Blog networks host numerous different sites and pay their users with advertisement revenue, a monthly salary, or even per blog posting provided that the content remains excellent.

Social bookmarking sites are used by users to locate and save web content that are of interest to them (for instance, Digg, Delicious, and Stumbleupon. These sites can also be used by social media marketers to increase traffic to their companies' websites or to their marketing postings. I intend to write about this strategy in another lens at a later stage.

Social news websites allow its users to submit news stories, articles and multimedia to share with other users or to the general public (for instance, Propeller). Numerous such applications, are now also available on tablets, for instance, Flipboard on the iPad.

User generated worldwide **video sharing communities** (for instance, Youtube and 4videosharing). Different types of video sharing communities are also emerging that specialize in specific content (for instance, Metacafe). Videosharing communities can be used by marketers to demonstrate a product.

User generated worldwide **photo and photographic sharing communities** (for instance, Flickr, Photobucket, webshots and fotki). Some of these communities also share videos.

Social media search engines track user generated content such as blogs, comments, bookmarks, events, news, videos, etc (for instance, Socialmention, Whostalkin).

Web based encyclopaedia are written and edited by volunteers around the world (for instance, Wikipedia, Britannica and Bartleby).

Social web content discovery tools allow users to find interesting Internet content by subscribing to a feed (for instance, RSS feeds).

Community answer sites where questions are posted and answered by members of the community (for instance, e-how.com, about.com).

Social media aggregators make accessing users' and their friends' favorite social-networking sites fast and easy (for instance, Friendfeed and the free software Flock).

Social event calendars are community driven websites where users can find and promote social events for free (for instance, Google calendar, 30 Boxes and social web).

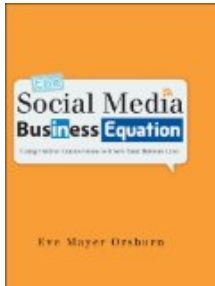
Mobile based social networking are used to connect and stay in touch with friends and family at the tip of their fingers (for instance, MXit and Foursquare). Numerous Smartphone applications also allow web based social networking sites to turn mobile, for instance, for Facebook, Twitter and LinkedIn.

Can you think of more types of social media not listed above?

Planning

the social media marketing
strategy is essential to select the
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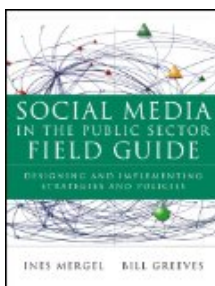
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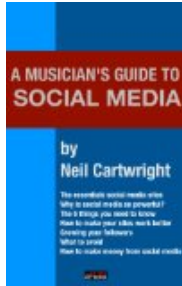
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paidsocialmediajobs Jun 27, 2012 @ 1:23 am

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Very good points! It's super important to use each social media for it's own purpose.



Aboutlowercholesterol May 24, 2012 @ 2:36 pm

Reply

You know it is absolutely amazing that there are soooooooo many networks out there - it blows my mind. Thanx for the info, great lens



Aboutlowercholesterol May 24, 2012 @ 2:36 pm

Reply

You know it is absolutely amazing that there are soooooooo many networks out there - it blows my mind. Thanx for the info, great lens



denysaputra Jan 12, 2012 @ 6:16 am

Reply

First thanks and good luck with a interesting and useful lense!
Cheers! How to get LinkedIn connections



JaredBroker Jan 2, 2012 @ 12:28 pm

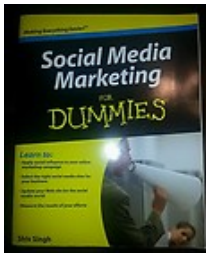
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Social media is also gaining a lot of importance in the SEO world. Google is looking harder at social signals to see how a site's audience is interacting with it. Nice lens!

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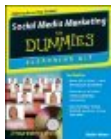
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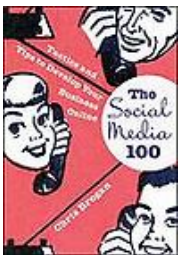
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