**Types of Social Media**

Social Media gives you a platform to connect with potential customers, build your brand, and drive new sources of traffic to your site.

**What types of Social Media are available?**

1. **Blogging** – This is an on-line journal or diary  
   WordPress, Tumblr or Blogger
2. **Microblogging** – These blog entries are limited to 140 characters. These are good for mobile devise or quick interaction. They work well for branding  
   Twitter, Pownce & Jalku
3. **Social Networks** – Social interaction and networking with friends and colleagues. There is currently a crossover of professional and business use of this platform.  
   Facebook, Linkedin, Google+ & MySpace
4. **Article Distribution** – Distribute useful, educational content and establish yourself as an authority to potential clients  
   Eziearticles & Squidoo
5. **Photos, Videos, Podcasting** – A distribution of visual content is a interactive format. Good for “How-to-Videos” and product demos.  
   Flickr, Photobucket, Instagram, Slideshare & YouTube
6. **Social News** – News or content information is submitted then voted on by the on-line community.  
   Digg & Reddit
7. **Social Bookmarking –** Users catalog and share sites they like  
   StumbleUpon, Pinterest, WeHeartIt & Delicious
8. **Social Shopping –** Product reviews by consumers  
   Stylehive & Kaboodle
9. **Forms/Q&A –** Online chat rooms for any topic. This is a place to establish yourself as an authority and answer questions.  
   Yahoo Answers