Rachel Bell

Handelman

English 1102

20 February 2018

Types of Social Media

 Social media has taken over our everyday lives. From the time that we wake up in the morning to the time that we go to bed at night, we are on some form of social media. We use social media to do work, for entertainment, and to stay connected to other people. Laptops, phones, and tablets are a couple of the different places to connect on social media. Where do you connect?

 Social media can be a valuable tool for businesses. Social media profiles help businesses gain new cliental. It also helps older clients stay loyal and connected to that specific business. Social media helps businesses learn about their target audiences are into, so businesses can discover new, creative ways to reach new audiences. Most customers use social media to give businesses their feedback. You can identify the competition and learn how to improve upon their business. When clients learn about new businesses from social media, it can help to increase sales, and to help customers get to know about their brand. Some of the apps businesses use are Office Mobile for Office 365, Dropbox, Square Register, etcetera. These social media platforms help businesses stay connected and be able to communicate with one another. How do you connect with the businesses you use?

 Entertainment is another major way people connect to social media. The largest group of people on entertaining social media apps are teenagers to mid-20s. This group of is large in social media because of the growing popularity by social media advertisements. The major entertaining apps used by these people are YouTube, Vine, Netflix, Hulu, etcetera. Most of the apps used to entertain, show people videos made for many different reasons. Some of the videos are made for education, joy, and to tell you how to do something, such as DIY. How do you use this type of social media?

 People nowadays are always connected. Phones have become global, so they are able to connect someone from one part of the world to another. The major social media apps that are used to connect people are Snapchat, Instagram, Facebook, Twitter, etcetera. These social media platforms help people stay updated on each other’s lives, relationships, and hobbies. Most of the apps that help us stay connected involves posting pictures and commenting on them. These apps do not usually seem like good, productive things, but many people think otherwise. Social media can be used to boost people’s self-confidence, keeps family and friends informed, even if they live far away, and gives people a large basis to turn to if they need help with something. How do you use social media?

 Social media has taken over the world. Social media is used in business, social interactions, and entertainment. Businesses can expand and improve their businesses. The entertainment apps are a major part of today’s world and have helped to expand our knowledge. Connecting on social media helps to keep up with one another and to connect with people from around the world for many different reasons. What do you use social media for?