

# PAST-TIMES



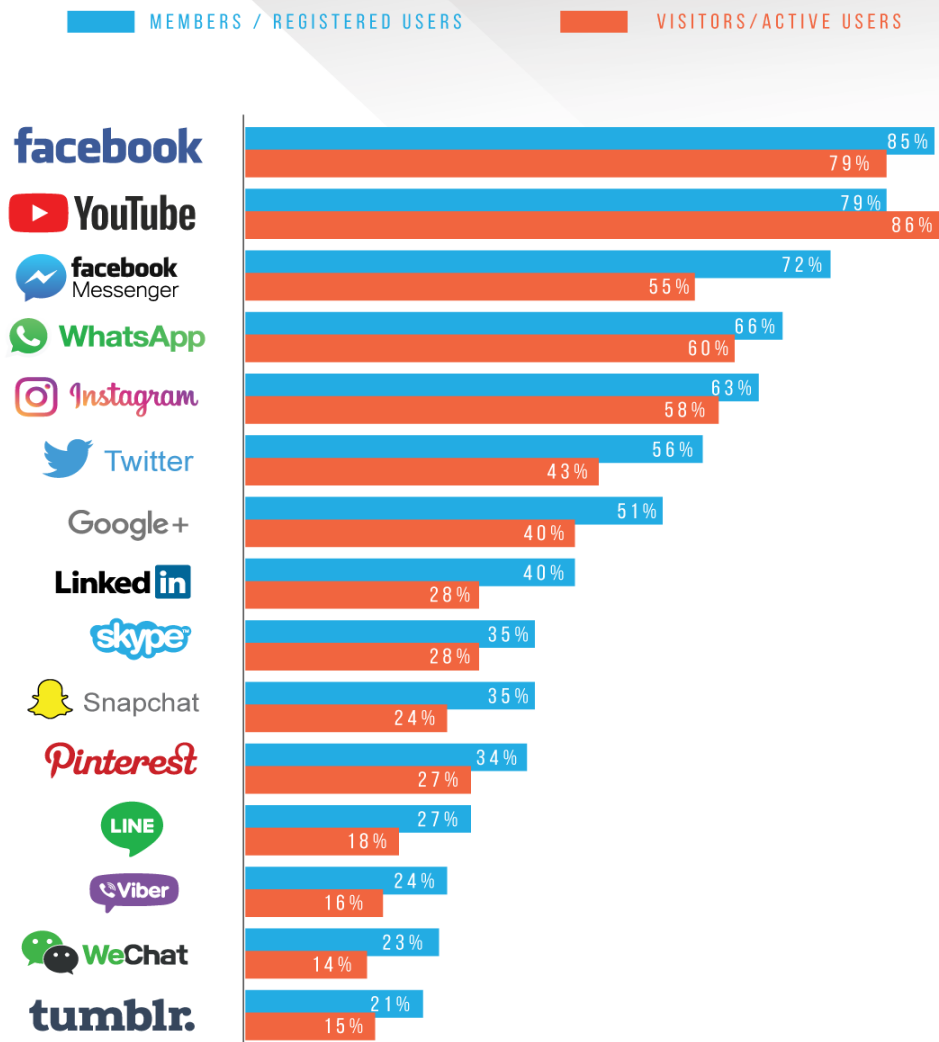
Module 5 – A Social Media introduction and characteristic

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## Unit 1 : Know your tools and adjust them to your needs

*Most popular social media portals*

# TOP 15 MOST POPULAR SOCIAL NETWORKS



# The Different Types Of Social Media Platforms

- ▣ Social networking (Facebook, LinkedIn).
- ▣ Microblogging (Twitter, Tumblr).
- ▣ Photo sharing (Instagram, Snapchat, Pinterest).
- ▣ Video sharing (YouTube, Facebook Live, Vimeo).

## Social networking



- ▣ Almost all content format works great on Facebook — text, images, videos, live videos, and Stories. LinkedIn is a professional social media site where industry experts share content, network with one another, and build their personal brand.

## Microblogging



- ▣ Platforms like Twitter and Tumblr can be often used outside of the blogosphere. Twitter in particular has many accounts that have been set up by companies, organizations, media outlets, celebrities, politicians, etc. Users of both networks share different types of content (news, links, images, videos).

## Photo sharing



- ▣ With image sharing platforms, visual aspects are put at the forefront: the focus here lies on publishing photos and videos; comments play a smaller role. What counts the most are entertaining posts that leave a strong and lasting visual impression on target groups.

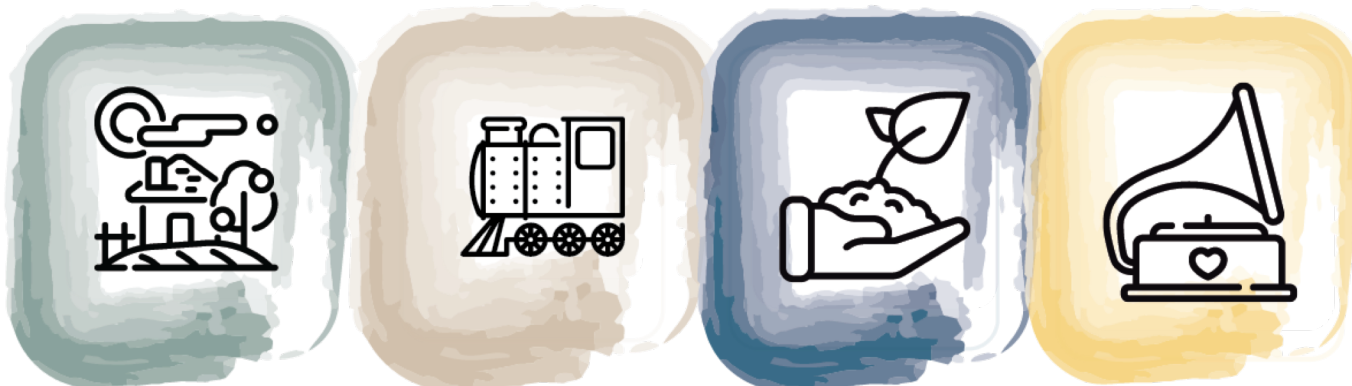
## Video sharing



- ▣ The video portals let individuals gain hundreds of thousands of subscribers — innovative ideas are awarded on these channels, allowing some to turn their hobby into a career and make money.



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