

## 16.S: Social media platforms(Summary)

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Social media refers to the creation and sharing of content by consumers on the Internet. It gives all Internet users, including brands and organisations, the opportunity to become both creators and consumers of content.

Social media refers to a collection of sites and platforms that include the following activities:

- Creating and engaging in social networks
- Creating and sharing content
- Using other Internet users' preferences to find content.

Most social media services are free to all users and rely on advertising for revenue. Social media provides targeted demographic information to advertisers looking to direct their advertising.

In this chapter we have discussed some of the main platforms, but there are many other smaller niche platforms, such as Tumblr, Vine, Spotify and SlideShare.

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