

3.4.2: Google Plus

Learning Objectives

Describe the primary use of Google Plus

Google Plus (also written as Google+) is Google's answer to Facebook. Using very similar features, Google Plus integrates (naturally) very well into other Google services, especially YouTube. While it never caught on the way Facebook has—its usage is relatively low at 111 million versus Facebook's 2.07 billion—it has elegant tools, many of which could be used for various business-communication purposes.

Perhaps the most useful feature of Google Plus is the Communities tool. This tool brings users together around a given theme, such as, “home education in California,” and then allows people to connect and interact around that theme. It is similar to Facebook's Groups feature.

When assessing the usefulness of Google Plus, you should keep the pros and cons listed in Table 1 in mind:

Table 1. Pros and Cons of Google Plus as a Social Media Platform	
Pros	Cons
Potential for large audience (integration with other Google services)	Never caught on like Facebook; relatively low usage
Created local search engine optimization (SEO)	More manual work to integrate with other social media platforms (minus YouTube)

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