

### 3.4.19: Introduction to Additional Social Media Platforms

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What you'll learn to do: Identify social media platforms that are typically less frequently used by businesses

What we may consider to be a “second tier” of social media platforms are LinkedIn, Pinterest, Snapchat, and Google Plus. While these platforms have similar social media function as the “first” tier or most common platforms, they all have a more niche audience, which means they have less market share.

As with the more common platforms, these platforms all attempt to . . .

1. Bring services or products to market and increase awareness.
2. Engage customers, often with respect to service issues or problems.
3. Encourage a “buzz” or interest around a company and its product(s) or service(s).

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