**WEEK 8: CLASSWORK (SOCIAL MEDIA SITES)**

TWITTER

YOU TUBE

MYSPACE

INSTAGRAM

1. TWITTER

Twitter is an example of a social networking site. It has 500 million users and more than 215 million online users. Twitter is unique because it allows users to share what they are doing and what is on their minds. It also allows them to post picture and chat with your friends thorough your “tweets”. Users can also follow their favourite artists. Twitter is very helpful when introducing a product because it can make people talk about it and it can be easily exposed to the users. It is also easy to target and ad to users base on their profile information.

1. YOU TUBE

You Tube is an example of a media sharing site. It has 1 billion users and 4 billion views per day. You Tube is a very good site where people can watch as much videos they want for free. It also allows users to upload their own individual videos. You Tube is helpful to marketers or advertisers introducing a new product because it can be exposed quickly to them and can make the product viral and be known.

1. MYSPACE

MySpace is an example of media sharing site. It has 36 million online users. MySpace is a music focused site. It only focuses in music unlike You Tube. The other unique thing about MySpace is they have a “product before profit” approach. When it comes to marketing/advertising a product MySpace is like You Tube, it can make product go viral and be quickly exposed to the public.

1. INSTAGRAM

Instagram is an example of a social networking site. It has 150 million users. Instagram is very unique because it allows users to post as many pictures they want and be able to share and like pictures of others. Users can also follow their favourite artists and see their own pictures. The advantage for marketers/advertisers are they are able to set up a profile where they can post the pictures of their products. This can increase online exposure and make the product quickly known.