



Different Types of Social Media

Presented by the Burnaby Neighbourhood House

Social Media Terms You May Need To Know:

<https://youtu.be/Kt5xBs3Banc?t=27>

1. Social networking (Facebook, LinkedIn, Google+, WhatsApp, Telegram)

- Why people use these networks: To connect with other people (and brands) online.

The image shows a Facebook profile for Dustin Brohm, a Realtor in Salt Lake City. The profile includes a profile picture of a man in a light blue shirt, a cover photo of a city at night with the text "SEARCH SALT LAKE", and a navigation menu on the left with options like Home, Reviews, About, Property Search, Photos, Posts, Videos, Contact us, Groups, and Community. A green button "Create a Page" is at the bottom of the menu. The "Reviews" section shows a 5.0 star rating with 21 reviews. A review from Kasey Kavanaugh, dated April 25, 2017, is visible, praising Dustin's patience and expertise. The review text is: "To anyone searching for a realtor.... Look no further. This opening line may seem bias, but I assure you my mother is from New Jersey so I would not hold back if a poor review was warranted. 😊 I can't thank Dustin enough for his patience and expertise. My situation was unique. I was residing out of state while looking to invest in a condo in Salt Lake City. I work long hours and can't text or call from work. Dustin worked around my crazy schedule. He was willing to text,.... See More". The review has 5 stars and is accompanied by a small photo of Kasey and her family. The profile also has buttons for "Like", "Follow", "Recommend", "Visit Group", and "Send Message".

Dustin Brohm - Salt Lake's Favorite Realtor
@DustinBrohmRealtor

Home
Reviews
About
Property Search
Photos
Posts
Videos
Contact us
Groups
Community
Create a Page

5.0 ★ 5.0 of 5 stars 21 reviews

5 stars
4 stars
3 stars
2 stars
1 star

Kasey Kavanaugh reviewed Dustin Brohm - Salt Lake's Favorite Realtor — 5.0
April 25, 2017 · 🌐

To anyone searching for a realtor.... Look no further. This opening line may seem bias, but I assure you my mother is from New Jersey so I would not hold back if a poor review was warranted. 😊 I can't thank Dustin enough for his patience and expertise. My situation was unique. I was residing out of state while looking to invest in a condo in Salt Lake City. I work long hours and can't text or call from work. Dustin worked around my crazy schedule. He was willing to text,.... See More

Like Comment Share

Search for people, jobs, companies, and more...

Advanced

Home

Profile

My Network

Learning

Jobs

Interests

Business Services

Go to Referrals

Find your next big career jump - 3,000 tech companies compete for you on Hired. Work for industry leaders | [Read More](#) | Ad

Patrick West

1st

Senior Financial Analyst at First National Bank

Toronto, Canada Area | Financial Services

Previous

Freshing, Trustway, Oustia

Education

University of Toronto

Send a message

345

connections

https://www.linkedin.com/in/patrickwest

Contact Info

Background

Summary

Experienced analyst specializing in financial analysis, modeling and regulation with can-do attitude and problem-solving skills. Worked for CFO, identified weakness in banks and impacts of regulation on the industry.

Experience

Senior Financial Analyst

First National Bank

January 2009 – Present (7 years 8 months) | Toronto, Canada Area

People also viewed

Keith Henderson
Account Manager

People Also Viewed

Chris Owens
Senior Analyst

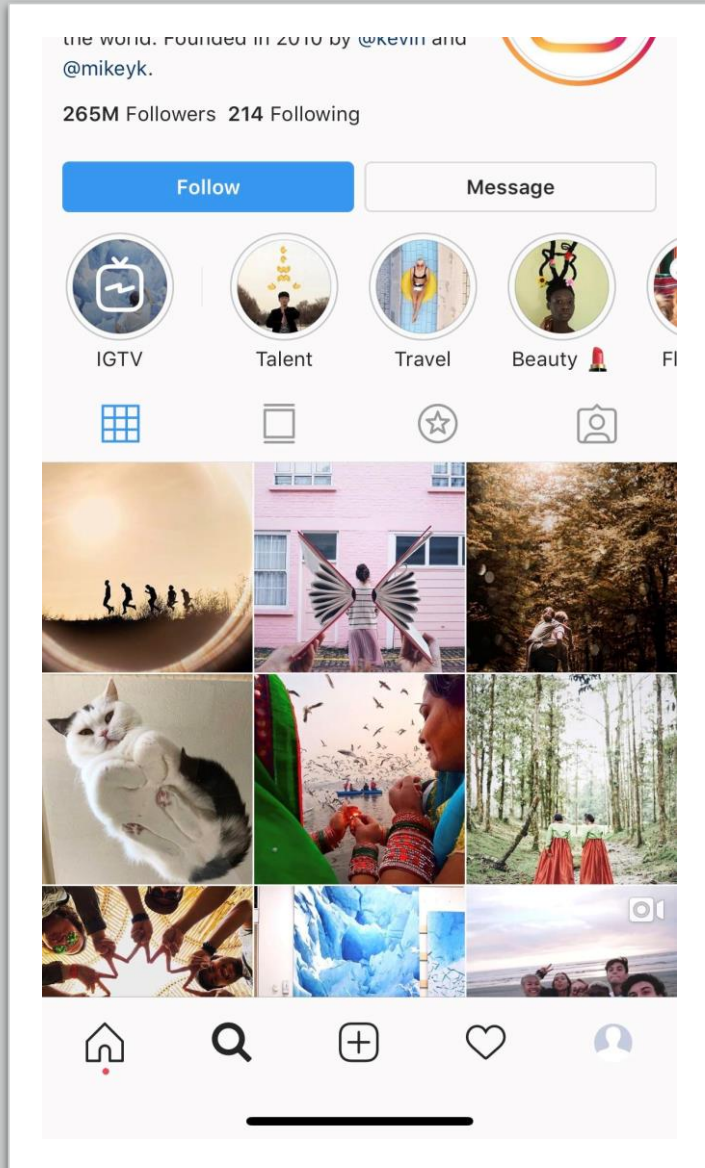
Amy Ballard
Risk Analytics Manager

Travis Meyer
Business System Consultant

Samuel Hall
Regional Director

Mary Holmes
Quality Assurance Engineer

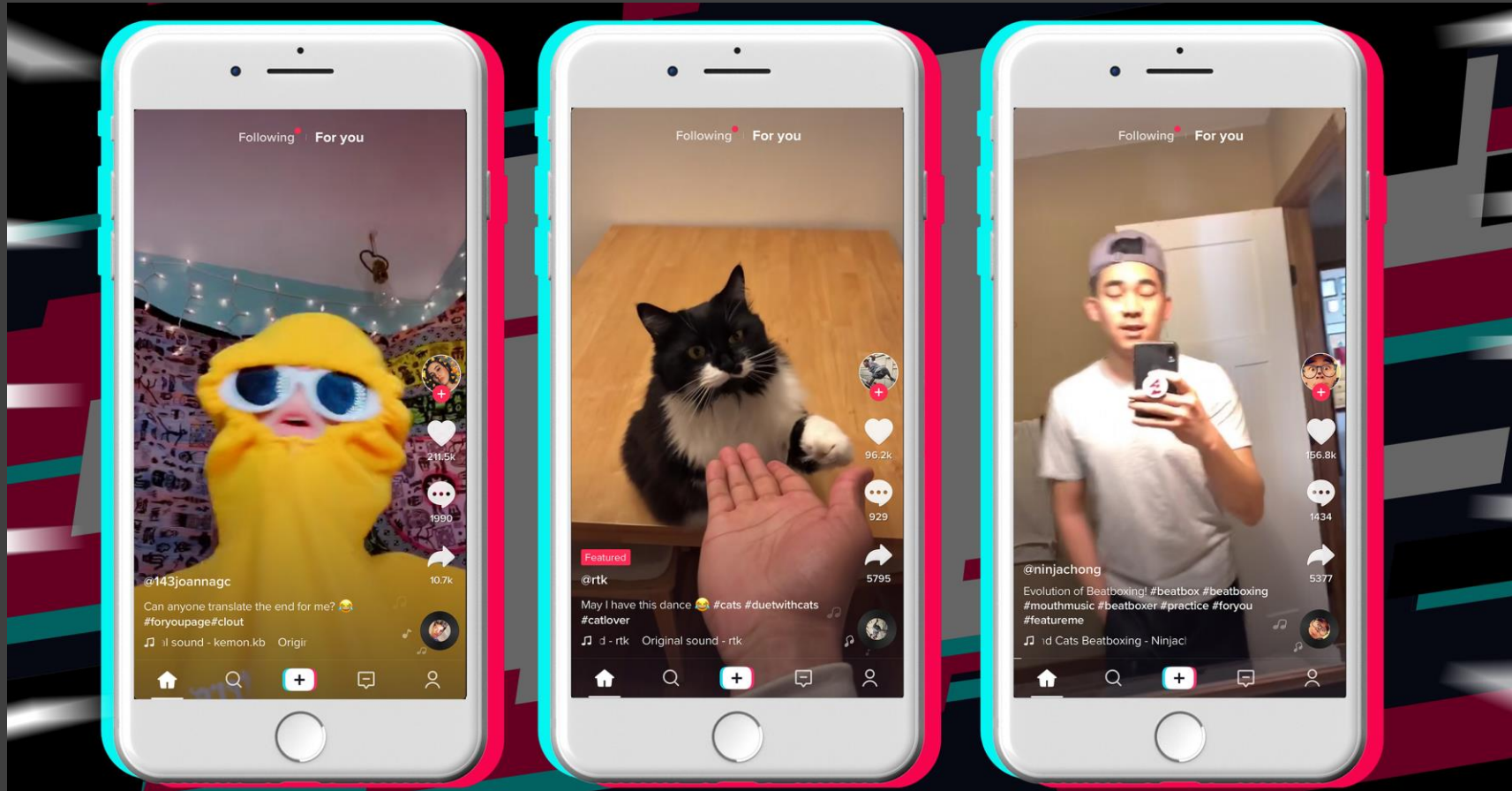
Scott Walker



2. Media sharing networks (Instagram, Snapchat, Tic Toc, YouTube, Flickr)

Why people use these networks: To find and share photos, video, live video, and other media online.

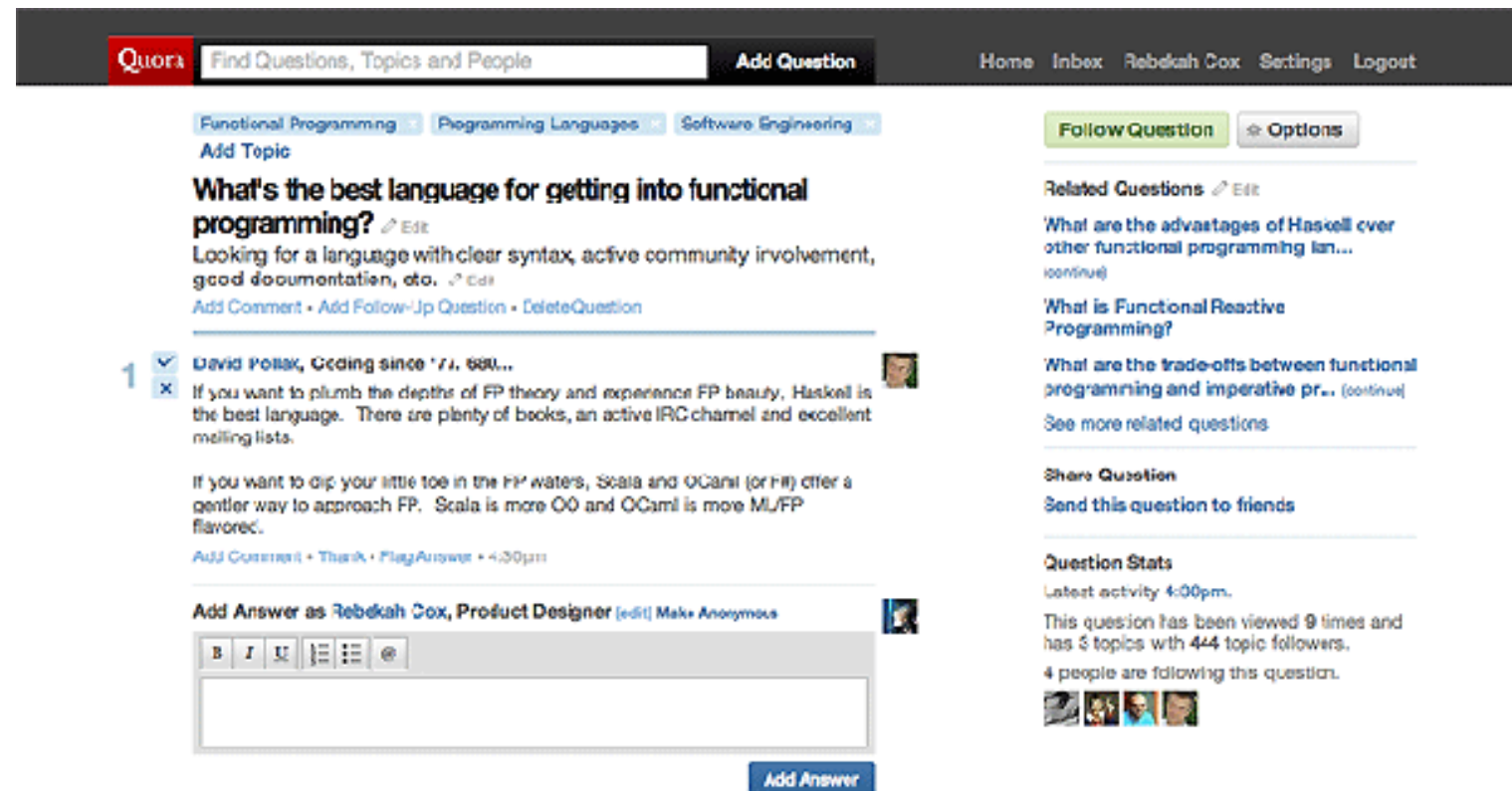
TikTok



At first, TikTok videos could only be up to 15 seconds long, but the company recently extended the limit to 60 seconds when you string 4 15-second segments together. However, this only applies to videos recorded natively on the app. If you upload a video that was created elsewhere, it can be longer than 60 seconds.

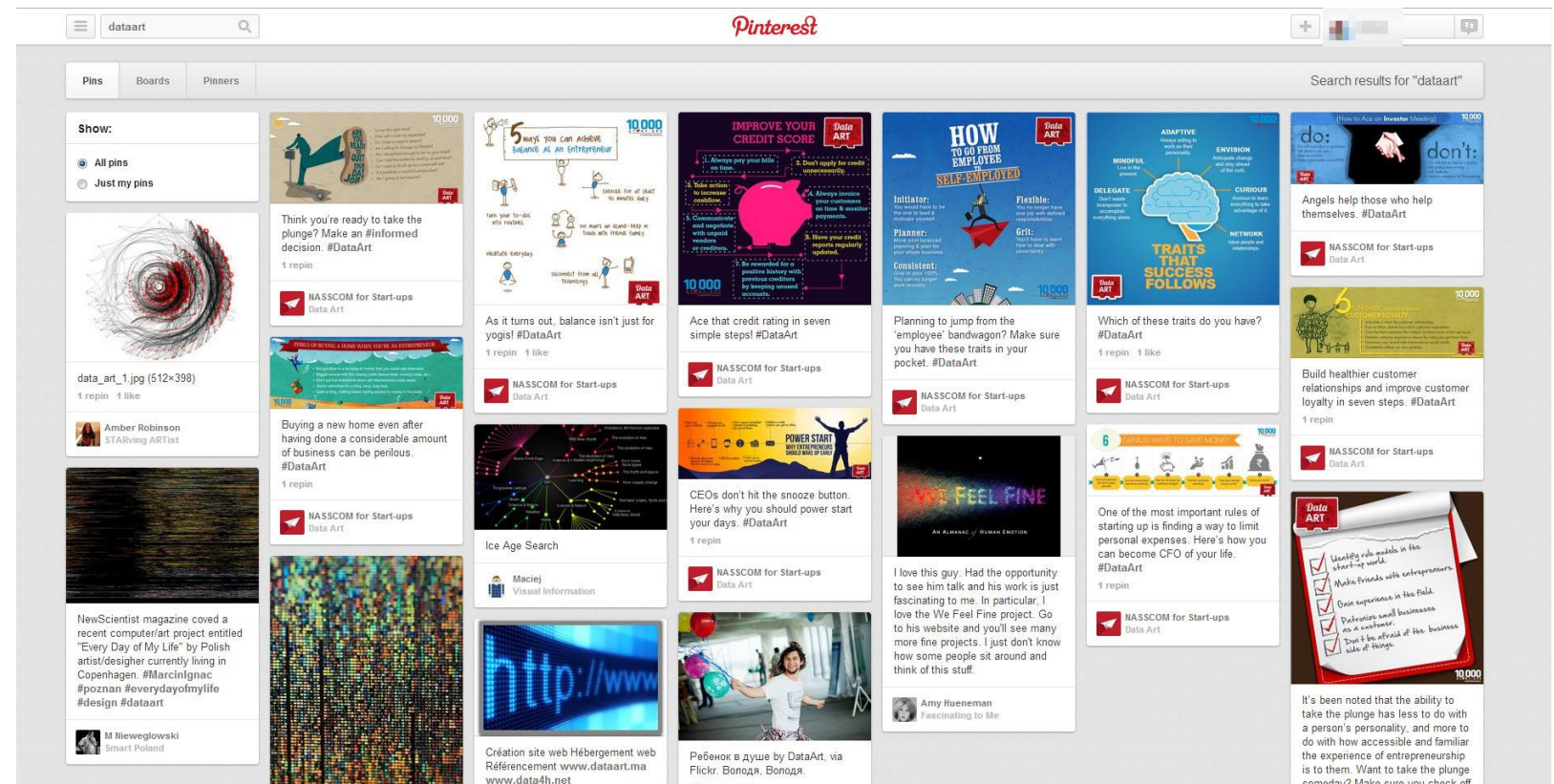
3. Discussion forums (reddit, Quora, Digg)

- Why people use these networks: To find, discuss, and share news, information, and opinions.



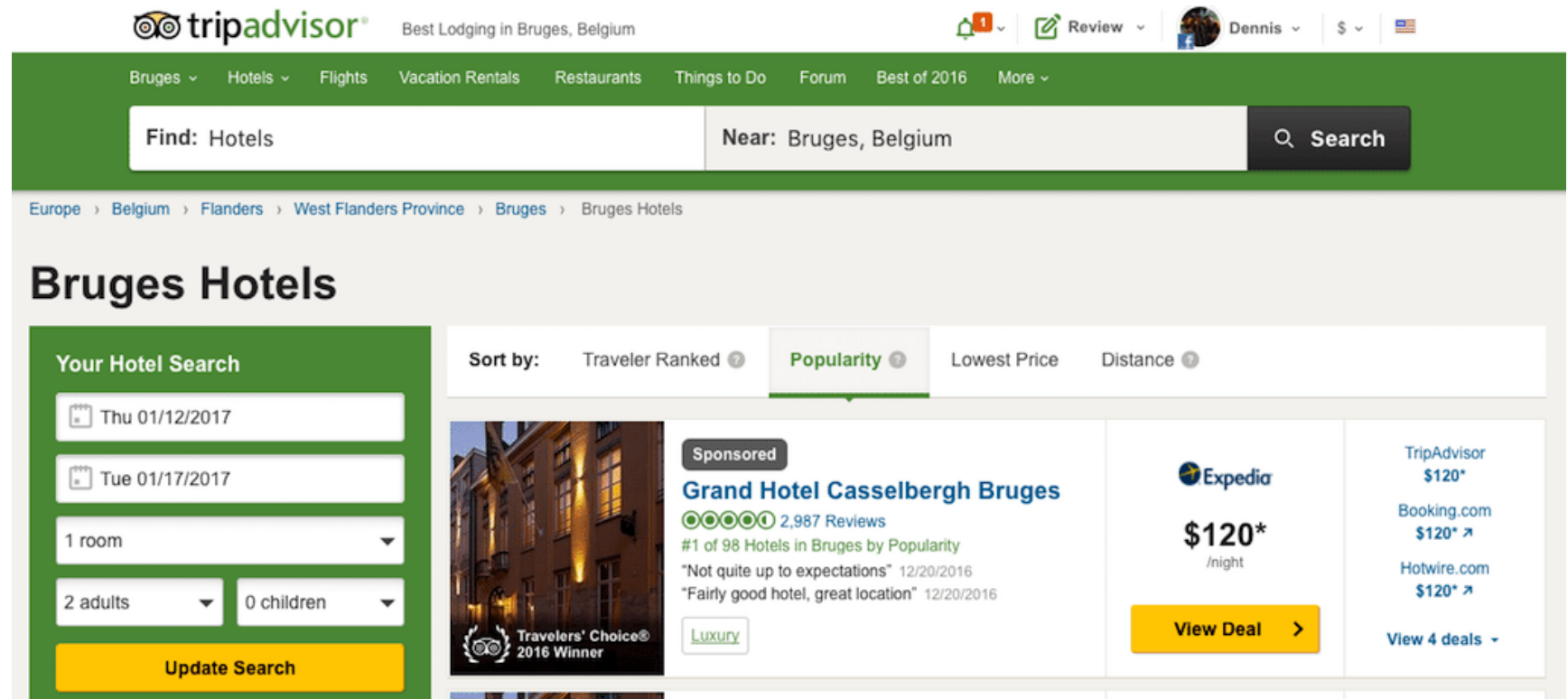
4. Bookmarking and content curation networks (Pinterest, Flipboard)

- Why people use these networks: To discover, save, share, and discuss new and trending content and media.



5. Consumer review networks (Yelp, Zomato, TripAdvisor)

- Why people use these networks: To find, review, and share information about brands, products, and services, as well as restaurants, travel destinations, and more.



The screenshot displays the TripAdvisor website interface for searching hotels in Bruges, Belgium. The top navigation bar includes the TripAdvisor logo, the text "Best Lodging in Bruges, Belgium", and user account options for "Dennis". Below this is a green navigation menu with links for "Bruges", "Hotels", "Flights", "Vacation Rentals", "Restaurants", "Things to Do", "Forum", "Best of 2016", and "More". A search bar is positioned below the menu, with "Find: Hotels" and "Near: Bruges, Belgium" entered, and a "Search" button. The main heading is "Bruges Hotels". On the left, a "Your Hotel Search" sidebar contains filters for dates (Thu 01/12/2017 to Tue 01/17/2017), 1 room, 2 adults, and 0 children, with an "Update Search" button. The main content area shows sorting options: "Sort by: Traveler Ranked", "Popularity" (selected), "Lowest Price", and "Distance". A sponsored listing for "Grand Hotel Casselbergh Bruges" is featured, showing a 5-star rating, 2,987 reviews, and a price of \$120* per night. The listing also mentions it is a "Travelers' Choice 2016 Winner" and a "Luxury" hotel. To the right of the listing are links to "Expedia", "TripAdvisor", "Booking.com", and "Hotwire.com", each showing the price of \$120* and a "View Deal" button.

tripadvisor® Best Lodging in Bruges, Belgium

Bruges Hotels

Find: Hotels Near: Bruges, Belgium Search

Europe > Belgium > Flanders > West Flanders Province > Bruges > Bruges Hotels

Bruges Hotels

Your Hotel Search

Thu 01/12/2017

Tue 01/17/2017

1 room

2 adults 0 children

Update Search

Sort by: Traveler Ranked Popularity Lowest Price Distance

Sponsored

Grand Hotel Casselbergh Bruges

2,987 Reviews

#1 of 98 Hotels in Bruges by Popularity

"Not quite up to expectations" 12/20/2016

"Fairly good hotel, great location" 12/20/2016

Travelers' Choice® 2016 Winner

Luxury

Expedia

\$120*/night

View Deal

TripAdvisor \$120*

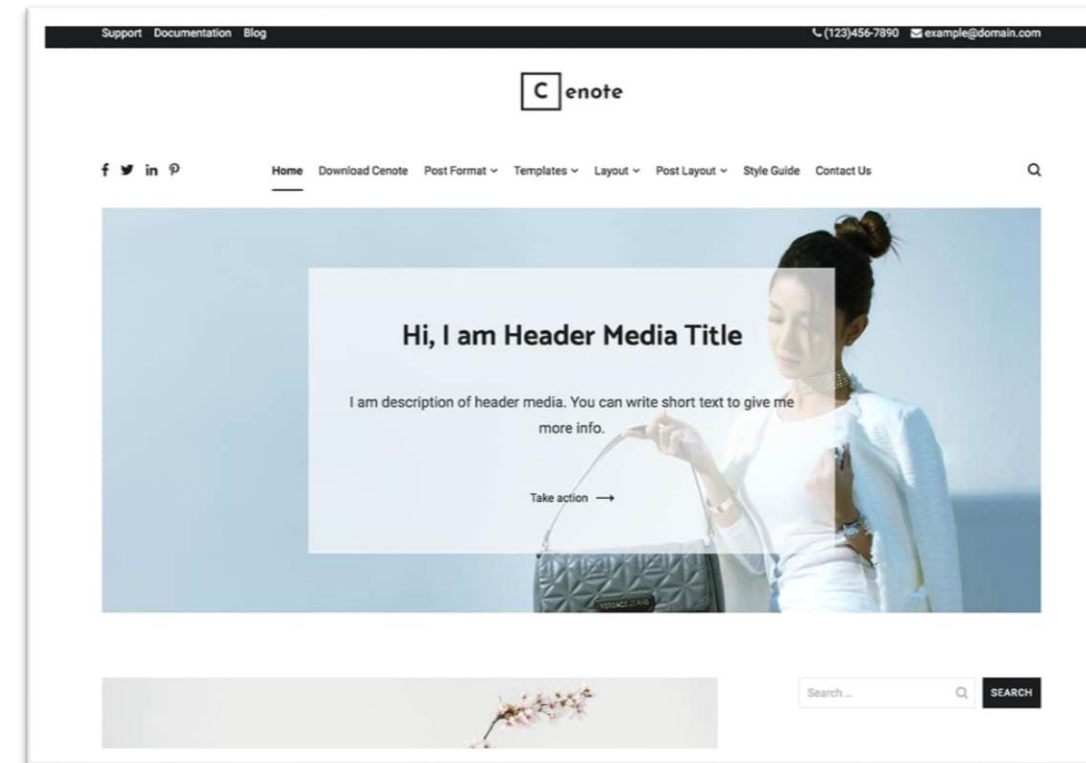
Booking.com \$120*

Hotwire.com \$120*

View 4 deals

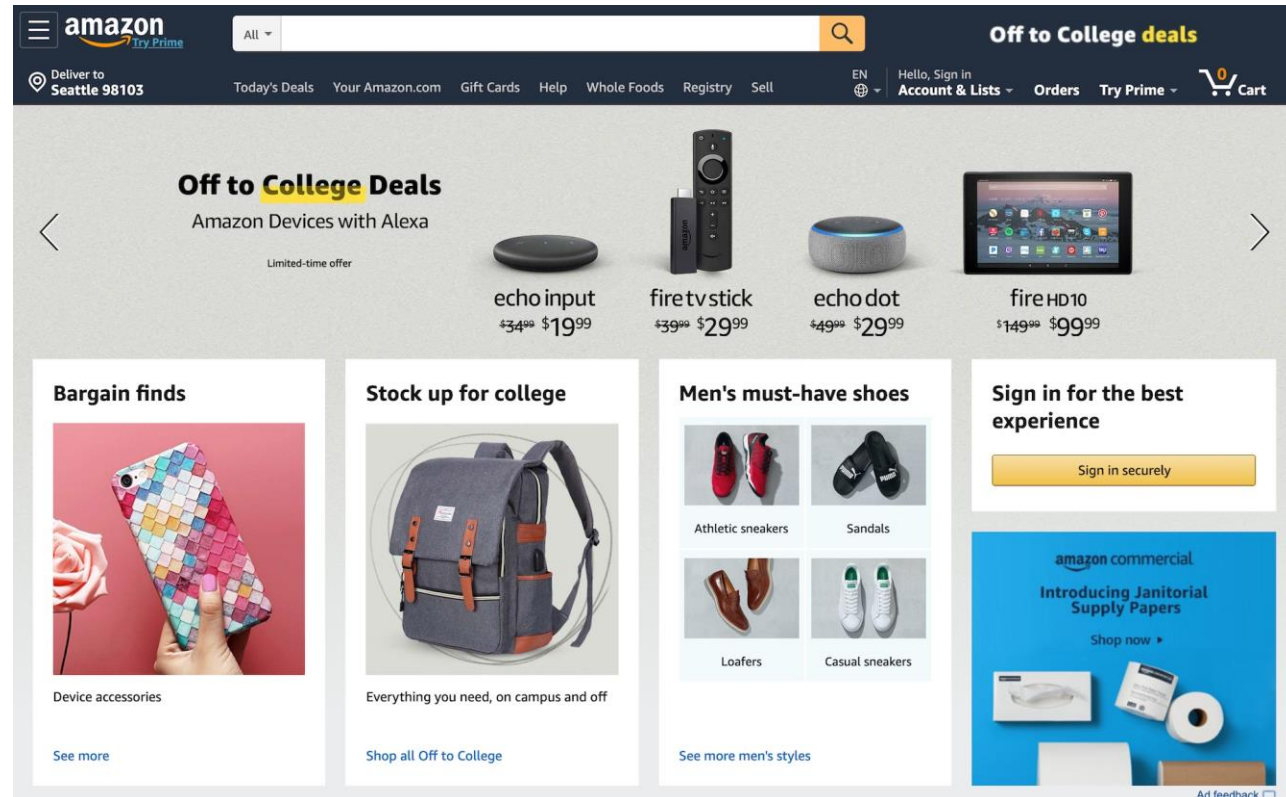
6. Blogging and publishing networks (WordPress, Tumblr, Twitter)

- Why people use these networks: To publish, discover, and comment on content online.



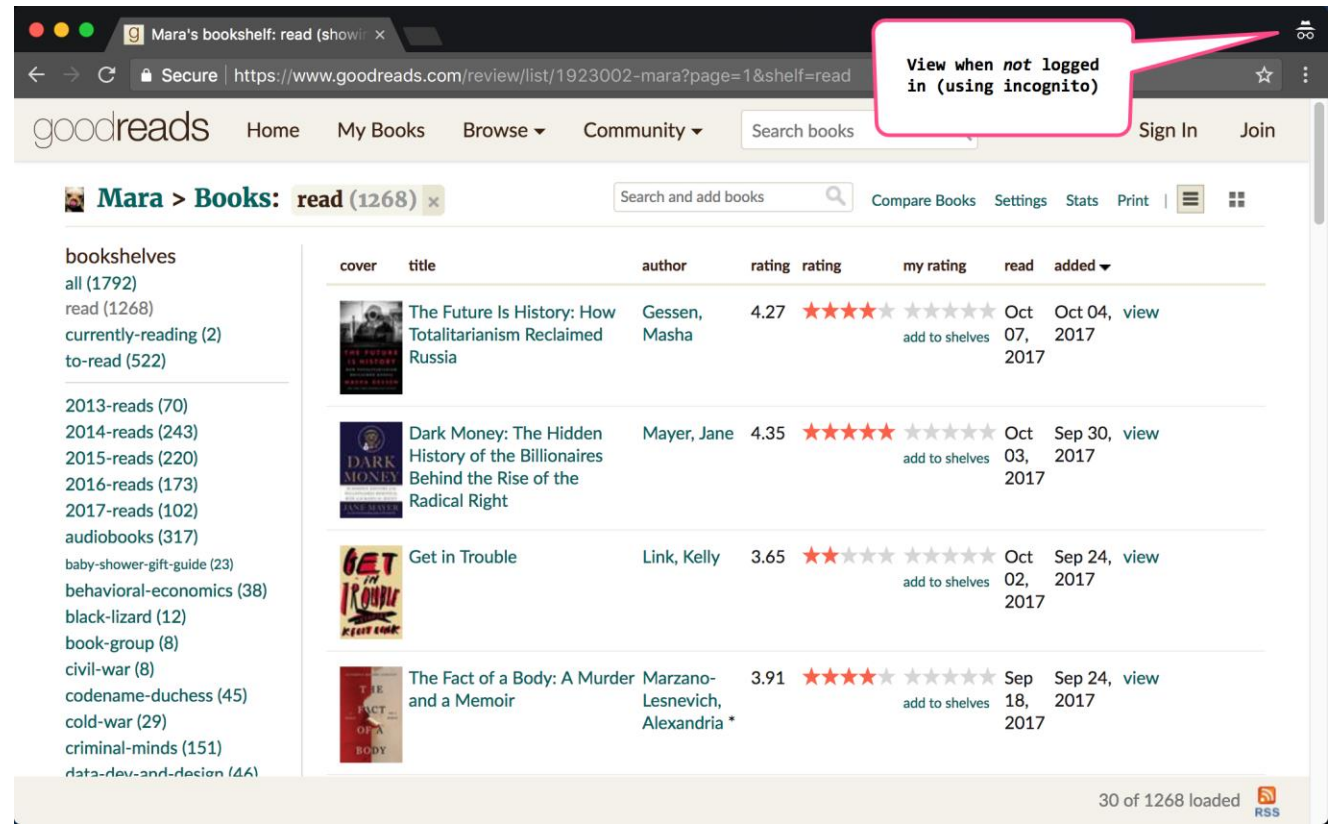
7. Social shopping networks (Amazon, Etsy, Fancy)

- Why people use these networks: To spot trends, follow brands, share great finds, and make purchases.







8. Interest-based networks (Goodreads, Houzz, Last.fm)

- Why people use these networks: To connect with others around a shared interest or hobby.



The screenshot shows a web browser displaying a Goodreads profile for a user named 'Mara'. The browser's address bar shows the URL: <https://www.goodreads.com/review/list/1923002-mara?page=1&shelf=read>. The Goodreads navigation bar includes links for Home, My Books, Browse, Community, and a search bar. The user's profile header shows 'Mara > Books: read (1268)'. On the left, a sidebar lists various bookshelves and categories. The main content area displays a list of books with columns for cover, title, author, rating, my rating, read date, and added date. A pink callout box with a speech bubble points to a link in the top right corner that says 'View when not logged in (using incognito)'.

cover	title	author	rating	my rating	read	added
	The Future Is History: How Totalitarianism Reclaimed Russia	Gessen, Masha	4.27	★★★★★	Oct 07, 2017	Oct 04, 2017
	Dark Money: The Hidden History of the Billionaires Behind the Rise of the Radical Right	Mayer, Jane	4.35	★★★★★	Oct 03, 2017	Sep 30, 2017
	Get in Trouble	Link, Kelly	3.65	★★★☆☆	Oct 02, 2017	Sep 24, 2017
	The Fact of a Body: A Murder and a Memoir	Marzano-Lesnevich, Alexandria	3.91	★★★★★	Sep 18, 2017	Sep 24, 2017

30 of 1268 loaded

9. 'Sharing economy' networks (Airbnb, Uber, Marketplace, Craigslist. Kijijii)

- Why people use these networks: To advertise, find, share, buy, sell, and trade products and services between peers.

