

What is Social Media?

Social media are online tools that allow people to create, share or exchange information, ideas, pictures, and videos online with others.

Different types of social media tools serve different purposes, such as social or business networking, photo and video sharing, and information sharing. Popular social media websites now combine many of these tools.

These tools may be accessed online through your desktop or laptop computer, netbook, tablet, or smart phone.

Popular Social Media Tools

(Note: Any reference to non-State of Hawaii services does not constitute or imply an endorsement by the State of Hawaii.)

Some of the categories of social media and examples of popular, free social media tools are:

Social Networking

Social networking services allow people, companies and government entities to form social relationships to share their backgrounds, activities, thoughts and interests.



Facebook is the world's most popular social networking service. Register to create your own facebook page to share photos, posts, and other information.

Connect with others by giving them access to your page by "friending them." Friends may add comments on your page and use the "like" button to show their opinion of pictures and posts.






You may "like" the Facebook pages of other individuals, companies and government agencies to receive updates of activities on their pages. Simply click where you see the "like" button. 

Photo and Video Sharing

Photo and video sharing tools allow you to upload photos and videos online to easily allow others to see them. Some sites also allow you to upload videos and to store your photos and videos.



Instagram is an online photo-sharing and social networking service with applications that let users take, edit, and share photos. These photos may also be shared through other social networking services like Facebook.

 Flickr and  Google Photos are other photo sharing websites. These services also provide video sharing and online photo and video storage, called hosting services.



YouTube is the most popular video sharing service that allows you to share videos and to watch videos posted by others. Videos hosted on YouTube may be posted in other places, such as your Facebook page.

Individuals, companies and government entities post videos, which may be viewed by anyone on the Internet. Popular videos include step-by-step instructional videos and music performances.



Snapchat is a mobile-based application that allows you to share a photo or short video as a message (a Snap). Snaps automatically disappears from the recipient's device a few seconds after viewed (although a screenshot may be taken).

Blogs

A blog (short for "web log") is a web page containing an individual's or group of individuals' short and usually interactive entries ("posts") of thoughts, opinions, etc. on topics.



Tumblr is a popular blog service used to post text, photos, quotes, links, audio and video. *(Note that many blogs place few restrictions on the content that may be posted.)*

Microblogs

Microblogs are a form of blog that allow its users to exchange small messages, such as a short sentence, a link to a website or video, or a picture.



Twitter is a popular microblog used by individuals, companies and government entities. Account holders post ("tweet") short messages online.



You may “follow” specific twitter accounts to automatically receive tweets of the account holder posted in real-time.

Social Curation

These tools allow the collection and sharing of content related to an identified topic or area of interest.



Reddit is a social news website and forum with content shared by and voted on by members. One feature allows users to ask questions to public figures who participate in an “ask me anything” session.



Pinterest is a content sharing service for images. Members ‘pin’ photos, videos and other objects to their pinboards, which are organized by selected categories.

Reviews and Ratings

These tools provide access to online reviews, ratings, and recommendations provided by other users. Popular websites include:



Yelp provides user reviews on restaurants and businesses.



Amazon.com provides user reviews on the vast list of products it sells.



TripAdvisor provides reviews on travel-related services including hotels, restaurants and tours in cities around the world.

Location

These tools allow location-specific information sharing. Examples include:

Google Person Finder. Google Person Finder helps people connect in the aftermath of natural and humanitarian disasters by providing a registry and an online message board.



Waze is the world’s largest community-based traffic tool. Drivers share real-time traffic and road information, such as accident information.

Business Networking

These tools are used to form and foster business relationships.



Linkedin is the world’s largest business professional online network. Post your work history, capabilities, accomplishments, resume and search for jobs or join work-related groups.

Social Gaming

Play games, including puzzle, board and video games, with one or more persons online.



The Department of Commerce and Consumer Affairs, Cable Television Division, works to promote broadband adoption and use.

Internet Basics

Social Media

