

*Social Networking
And Its Swift Growth*



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**Chapter 1: Understanding Social Networking
and Its swift Growth**

1.1 The Brief history -

Some years back, staying in contact was not so easy but we had enough time for family and friends. As the world became more complex and the technology became more advanced, there came a need for a platform where people can just log into and stay connected, know what friends are doing and tell them what we are up to.

In the earlier times, it all started with the arrival of BBS, which is the short for Bulletin Board System. These were specifically the online meeting places that allowed the users to connect and communicate with each other through a centralized system. They could even use this to download games or files. It was not popular and limited to businessmen only.

With the growing service of Internet, by the mid-1990s, Yahoo had set up a shop and Amazon was selling books. But, this was not enough; people now thought about whom can I connect with? They now wanted to connect with their friends, or rather classmates, and this was how the concept of Classmates.com came into. The success of this social networking site proved that the idea of a virtual reunion was indeed a very good one. It instantly became a hit and to day has more than 40 million registered users.

1.2 The Sudden Growth -

Soon after the success of Classmates several other social networking sites came up with a similar

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concept. The makers of these sites studied the requirements of the users and soon came up with more social networking sites for businesses, dating and other requirements. With the increase of number of social networking sites, number of users was also increased. Here are a list of similar social networking sites and when they were founded in order.

- Classmates.com was founded in 1995
- Six Degrees of Separation was founded in 1997
- Circle of Friends was founded in 1999
- Friendster.com was founded in 2002
- MySpace.com was founded in 2003
- Orkut.com was founded in 2004
- Facebook.com was founded in 2004
- Yahoo!360 was founded in 2005

We all know that market moves according to the demand of customer. Similarly, as the requirement of the online users continues to grow, the social networking sites will also continue to come up with new features, concepts and flourish.

By the end of 2007, the global active membership in the social networking sites grew up to more than 200 million users. The revenues collected from the use of these networking sites were also huge. It is expected that this sudden growth of the social networking media will continue to flourish and by 2012, this explosive growth would possibly plateau the whole world.

1.3 The Power -

Twenty years back, the only medium available for people to connect and get their message delivered in two to three days was by writing letters and people only wrote mails and hanged around with just a couple of friends. The entire situation has

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changes rapidly with time. Now it is a small and fast connectivity world. With the advancement of the World Wide Web, and a vast array of social networking sites, the power of connectivity has increased by bounds. Now you can come from work, just sign into you account and you are connected with your friends staying at different geographic locations, all at once.

Today we all are living in very fast life. We don't have time to write letter or call our friends to know more about them. Social networking provides us a platform were we can stay connected with all our friends. By spending an hour time or even half an hour time you can get to know everything about all of your friends. These social networking sites improvised a lot as per the requirement of users. Now you can know the updates of all your friends' connected to any social network on a single screen. By going to their profile you can get to know the changes in her/ his personal, professional, and social life. Communicating with public or private messages you can get to know everything you want to know about your friends. And the main advantage of social networking is that you can connect and communicate with all your friends at same time. This is the new generations' power of success.

With the social networking making its swift growth in the world today, there are more people now who keep in touch through the networking sites and forums. Sometime, this goes to the extreme that there are two people sitting next to each other at work and are forwarding jokes to each other.

We have always heard the older generation complain about the way of living that the present generation has. The social networking changes everything as the generation today stays in contact with their school, college friends, and ex-colleagues. The

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social networking sites not only allow you to exchange information but also lets you exchange music, videos, pictures, and files in seconds, such is the power of social networking media.

Just imagine, sitting in Italy and being able to play a game of slots with a German man using an American laptop that is connected via English network. This is the power of digital media and connection.

You don't need to have any technical knowledge of it, and this is the best part of it all. The user interface is very user friendly and you just need to be online to get started and staying connected.

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Chapter 2: Social Networking and Its Significance

As we take our step into the new century, we find that people was more than ever interacting with people for various reasons. Some do it just to stay in connected with their school friends and family members staying away, while others use it for professional reasons, to promote business and gain brand popularity. More and more people increasingly engage in the social networking behaviors in order to have access to all the valuable information, opportunities, and resources.

A recently done survey has made it clear that the effective net workers are recognized and they get quicker promotions than the others. But, it is important to understand the nature of the social networking in professional life and its significance.

The behavior of social networking mainly includes maintaining of contacts, engaging in the professional activities like participating in the community groups, attending seminar, conferences, socializing, and increasing your visibility to others. This is not all, as it also includes other stuff such as emailing, writing and maintaining blogs, online social networking sites such as LinkedIn [<http://www.linkedin.com/>] and Facebook.

Most of the businesses these days are going online and the online marketing medium has caught much fire. If you have good understanding of the social networking tools that you can use for online marketing, it can prove to be a bonus for your company and you can become an asset.

These days you can organize online conferences and seminars. You can send invite to people through the

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internet. You can join the communities in the social networking sites and increase your business network. Getting to know others in the same line of business and those who are actually looking for the services you offer can help you get clients and gain more visibility.

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**Chapter 3: Tips and Ideas For Better Social
Networking**

Today, almost everyone is into social networking. Whether it is just for fun or for some serious business, every Tom, Dick, and Harry has a registered account in any of the various social networking sites. If you are there just for fun and keeping in touch with friends then you may not worry much. However, if you are there for serious business and for making new contact then you must follow some netiquettes to ensure that you leave a good impression over others.

In social networks, you don't converse face-to-face, as there is no contact directly on the face. You need to follow some Netiquettes to hit the right chord and be successful in social networking. Here are some tips and ideas that will help you better your social networking skills.

When you register in any social networking site, it usually allows you to create a profile. It is important that you make your profile interesting. If you are there to look for friends then it is important that you add your interests, hobbies, and passions. The more you tell about yourself; higher will be the chance of getting like minded people.

If you join a social networking site for professional reasons then it is highly important that you add a short description about your line of business and company. You may also add a link to your website, so that people who are interested can further find out more information about you.

Always create profiles with pictures. If it is personal accounts then add your own picture, or if it is strictly for professional use, then it is

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preferable that you add the logo of your company or a picture of yours if you like.

Always search for new friends or people who will be beneficial for your business. Send them invitation or add them as your friends by sending friend request or using other tools of different social networking sites.

Don't join too many communities in the network. Add only those that you have interest in or that relates to your line of business. Participate in the forum, ask question or give answers. It is important that you share information and help your community grow. Lastly, it is very important that you sign in regularly to your account to keep it lively and active.

You must be very clear about your networking and spend time daily to increases it. It will help you to get popular among other users, who are in the same line of business.

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Chapter 4: The Effect of Networking in Daily Life

In the past few years, the popularity of social networking sites has exploded massively. Today there are a wide variety of social networking sites to choose from, depending upon your requirement. It started with the success of Classmates.com, especially built for re-connecting with old school and college friends. It is even used widely today and it has been adding to user base rapidly since then. Some of the other social networking sites that are highly popular include Twitter, Facebook, and MySpace.

The life of common man has been so deeply affected and influenced by the power of these social networking sites that today it is difficult to believe that it never existed in the year 2003. Internet has changed a lot in modern times, and it has been considered a boon for mankind and perhaps one of the biggest achievements is the online social networking, which has made life simpler in many ways. Communication has become swifter than you can imagine, and you can now reconnect to your old school friends and promote your business with just the click of the mouse.

The social networking sites have not only made communication easy for us, but it has also given us more scope for entertainment. Today, there are more avenues for entertainment than there were some years back, and all the credit goes to the social networking sites. There are some social networking sites that are used by celebrities and you will get all information about them.

The social networking sites of course carry a lot of good points but there are some problems as well. Sometimes people get so addictive with the sites

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that they may not like to go out and socialize. There are others who like flirting online and say lies to people. These are unfair practices that make it a bit dirty. However, if you follow your discretion and be a little smart with your judgment, you can just absorb the good things and leave out the rest.

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**Chapter 5: Why is Twitter known as the
Breakthrough tool?**

Twitter.com [<http://twitter.com/>] is one of the fastest growing and more popular social networking site tools available in the Internet. It was first introduced on the World Wide Web in 2006, and since then it has been gaining in popularity. But, what are the reasons behind it becoming a breakthrough tool. In this chapter, we will discuss about its importance and what makes Twitter so popular. If you are into Internet marketing then you must be quite familiar with the concept of Twitter.

With online business growing fast in the market, it is now used as a powerful marketing tool by both small as well as big online businesses. It helps them draw traffic to their website and promote their business among others. Social networking site is a platform through which a person sitting in Japan can tell about his company's services to people in America and Germany.

For people who are not very familiar with the Twitter services, it is a microblogging site that offers social networking service to its users. It enable the members of the site get updated feedback and information on their activities. This is done through Tweets. Tweets are the 140 character posts that you can give on the member's page.

5.1 Analysis of success factors of Twitter.com - It is one of the latest and the most effective web marketing strategies that are widely used by the online marketers. It is recognized as a powerful and effective tool to establish the sales targets to the target audience. Though it is quite a new social networking site, it has now been dubbed as the new 'SMS' concept of the Internet industry.

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Now, Twitter is used not only by the regular web users, but also the online businessmen and the famous celebrities.

5.2 When do you need a network like Twitter - For the success of any online business, it has to be transparent in the online community. Twitter is the best networking tool that you can use to promote your business and gain visibility. The interface is very user friendly and by just following few simple steps you can open your account.

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**Chapter 6: Smart Ways To Use Social
Networking For Business**

Today many of the business throughout the world make use of the Internet to get their work done and keep in touch with existing clients, and look for prospective clients. It cannot be ruled out that in order to succeed in business today, it needs to have an online presence. This is the place where people go these days to find information and get services. Most of the companies have already addressed to this requirement of the customers by putting up their website and going online.

However, if you just have a website and don't do any marketing about it, then most of the people visiting your site will be the ones who already know about it and those who either worked with it or were the previous clients. In order to gain visibility, more traffic, and get more clients, it is important that you let more people know about what you do.

Word of mouth of course helps but its territories are defined, you cannot go beyond that. If you wish to go global and let the entire world know about what you do then the answer is Social networking. With the power of Internet becoming much more powerful than ever, the use of these social networking sites have evolved from mere frivolous use to something that it more vital.

Some of the popular networking sites that are used to promote business online are the following:

6.1 LinkedIn -

This social networking site is mainly used to present diverse work opportunities, build

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professional relationships, as well as supply information about your line of business. The people on LinkedIn usually list their educational as well as occupational history in their profiles, making it look like a bio.

6.2 Twitter -

The basic concept of Twitter lies in the fact that it is very straightforward. The users of this social networking site can post as much as 140 characters and these are known as tweets. Through this website you can tell the world what you are doing, and if you are a company then you can tell them what services you offer. The websites that sell things use Twitter to get more traffic to their website. The websites that run blogs or stores also use the networking by Twitter.com to keep their target market updated about what new posts or products they offer online.

6.3 Blogs -

These days' people of several companies who put up blogs, with several websites like Blogger and Wordpress to get noticed. These blogs work as a great platform to disseminating information to the general public. It also lends a human-face to the company, people can read the posts on the blog, comment on it and stay updated. Blogs are one of the most popular tools of internet marketing. To get the real traffic and increase the number of users to your blog, you must have regular presence at this place with real updated information about your business and the sector it belongs too.

6.4 Facebook -

This is a conventional social networking site that is mainly aimed to the students and young

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professionals. It helps them to build-up connections with one-another. Whilst most of the Facebook users come here to reconnect with the former classmates, there are some companies who have build profile pages this networking site in order to promote their website, their company, and the products and services they offer.

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**Chapter 7: Social Networking Benefits
for Work at Home Moms**

Social networking is fast becoming popular with not only the youth and the business people, but also with the work from home moms. Women who are mothers have lots of responsibilities in their life, it is not possible to give their while time to business. It is tough for them to attend conferences, seminars and go for luncheons parties to develop relationship and get clients.

Social networking sites is like a boon for the work from home moms, who can stay at home and still stay connected with the whole world with just a click of their mouse. They can now fetch customers, get work and get paid, all over the Internet. If a woman loves writing but has problems working in a professional set up because of her kid then she can easily set up a home base business and get clients through Internet. Home based businesses are fast gaining popularity as they are easy to do and now can easily be marketed using Internet.

More and more work at home moms are turning to the professional networking services to get in touch with people and get clients. All they need is a computer at home and Internet connection. By having a profile at Facebook or LinkedIn, the work at home moms can tell people of their services and get more work at home.

They can also going communities that are in the same business and socialize with people there and tell them about the services they cater. All they need to do is spend some time daily in these social networking sites and soon they can have people knowing about their work and gets work flowing in.

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For serious work from home moms who run a full time business at home, this is beneficial too. They don't need to hire a marketing executive or go out of their houses to do marketing for their company and services. All of this can be easily done online by the use of the social networking sites.

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**Chapter 8: Analyzing The Pros and Cons
of Social Networking Sites**

These days the social networking sites have become extremely popular among the youth as well as the professional people. Keeping in mind, the growing popularity of these sites and the effect it has and the benefits that it brings along, it can be easily predicted that its popularity is sure to grow much more. Some of the sites such as Friendster and MySpace are the two most popular sites that aim to build special niche for people who share common interests and passions. Whereas social networking sites such as Twitter and LinkedIn are more professionally related and help the business men promote their businesses.

However, everything has a positive and negative side. Similarly, the social networking sites are also made up of their set of pros and cons.

8.1 Analyzing The Pros of social networking:

The social networking websites are more like the virtual meeting places where people can just chill and hang out with friends. They can discuss on different topics, share information, and exchange files and pictures. There are some people who use these sites as a platform to meet long lost friend and batch mates, whereas there are others for whom it becomes a bridge to meet their future love.

You can either reconnect with your friends and family members or search a dating partner. Some people also use these websites to promote their blogs and services. The professional people uses this as a medium to raise their visibility, get noticed, tell about their company, service, and get more clients.

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By joining different communities, now people can easily know about the latest news related to that community. You can easily get the experts advice on any challenge you may face related to their topic of interest. And the best part of this is that the advice is free. You don't need to pay a single paisa for it. Experts are always ready to give their advice and share information with you.

These are just some of the several positive things that have contributed to make social networking really popular among people and spread smiles. It has made world a small pace and everyone can stay connected.

8.2 Analyzing The Cons of social networking:

Social networking of course helps in a lot of ways but the users have to really careful to stay secure and safe. Security is one of the topmost concerns of social networking sites that you currently use. This is mainly because the social networking sites allow you to display your personal information such as name, location, and email address. There are some people who always in search of a fake identity. If they get all the information about you on internet, they may use your identity for different type of illegal activities, which may cause you problems in future. It is always advisable to don't provide your entire identity information online.

You may get many requests for adding as friends or joining different communities. Always try to know as much as possible before adding anyone as friend or joining any community. Because they may use fake identity or may involve in some illegal activities, which may spoil your image.

Chapter 9: The Top Social Networking Sites Of Modern Times

Today, we have so many social networking sites for different interests. People join according to their interest and requirements of their social, professional, and personal life. Each and every social networking site has its importance and a set of users to promote it. There are few social networking sites which are not only the best in their sector but also appear in list of top social networking sites among all. The top five social networking sites of modern time are:

- ✓ Myspace
- ✓ Facebook
- ✓ Bebo
- ✓ Friendster
- ✓ Hi5

9.1 Myspace: [<http://www.myspace.com/>]:

Myspace is the most popular social networking site. People join Myspace for friends and professional networking. Most of the internet users either hear about it or used it ones in their presence on this platform. User friendly interface and multiple features make it famous among internet users.

9.2 Facebook: [<http://www.facebook.com/>]:

Facebook is another major social networking site, which is giving tough competition to Myspace. It also has user friendly interface with many modern features.

9.3 Bebo: [<http://www.bebo.com/>]:

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Bebo is a social networking site bought by AOL. By the end of 2008 bebo caught the popularity in USA. Now it is popular in word and holds 3rd most popular social networking site I the world.

9.4 Friendster: [<http://www.friendster.com/>]

It is one of the world's quickly grown Social networks. It has cool software associated with many modern features. It appears at 5th place in the list of most popular social networks of the world.

9.5 Hi5: [<http://hi5.com/>]:

Hi5 is another most popular social networking site in the world. It stands at number five in the list of most popular social networking sites in the world.

Conclusion:

The most common factor among the top five social networking sites is that they are mainly there because of friends and fun. People have to increase the use of professional social networks, so that it can get the equal popularity and success. Social networking sites are no doubt the cheapest and the most popular place to promote your business. You just need to know the process to make the best use of it.

Keeping in mind the pace of growth of the social networking sites in the recent times and its growing popularity in personal and professional

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use, it is expected that this will continue to grow for more and more years to come. We hope that it will open more avenues for business growth and better living for people as a whole.