

Small Business Forum Digital Marketing and Social Networking April 16, 2009

LPCC's Top 10 Digital Marketing and Social Networking Sites

1. Facebook

Boasting more than 175 million active users across the globe, Facebook serves as the most popular social networking site available today. Launched in the dorms and hallways of Harvard University in 2004, Facebook gives businesses a free resource to post photos, events and messages to help drive their network of friends locally or nationally to their location. After limiting itself to university and high school students only, Facebook has now become a popular resource for anyone looking to link their business – or themselves – to the masses.

2. Twitter

Famous for asking its users to answer the question “What are you doing?” Twitter has continued to gain popularity and exposure over the past year. The first “micro-blogging” site of its kind, Twitter offers users a chance to share their news, interesting links and random thoughts in 140-word snippets. Through this resource, businesses can form instant, direct relationships with clients, colleagues and their competition.

3. MySpace

Also founded in 2003 and once the most popular social networking site, MySpace has waned in popularity over the past few years, being out-paced by Facebook in 2008. Also available free of charge, MySpace has become a haven for up-and-coming bands, comedians and more. Businesses can grow their network and expand their outreach through MySpace's blogs, classifieds, forums and bulletins.

4. LinkedIn

Launched in 2003, LinkedIn serves as a “professional networking site” that offers individuals and businesses the platform to make “connections” to both colleagues and friends. Members of LinkedIn can discuss current industry trends, browse available job openings and recommend current and past coworkers for other positions. A popular resource for businesses looking to connect is the “Groups” feature, giving members a free way to highlight news, events and general “goings-on” at their location.

5. Xanga

Xanga boasts 40 million members for their free service offering weblogs, photoblogs, videoblogs, audioblogs and social networking profiles.

6. **Blogspot**

This free blog hosting site, now operated through Google, offers users the opportunity to post virtually as much – or as little – information as they wish on seemingly any topic. A **blog** (a contraction of the term *weblog*) is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

7. **Flickr**

Flickr is an image and video hosting website and online community platform. In addition to being a popular website for users to share personal photographs, the service is widely used by bloggers as a photo repository. As of November 2008, it claims to host more than 3 billion images.

8. **Yelp!**

Yelp! is a service that operates a social networking, user review, and local search website component featuring user-generated reviews of restaurants, gyms, spas, doctors, parks, entertainment venues and much, much more. Over 10.6 million people access Yelp's website each month, putting it in the top 100 of U.S. Internet websites.

9. **del.iciou.us**

The website del.iciou.us is a social bookmarking web service for storing, sharing and discovering web bookmarks. Everything from photos to tips about blogging can be found within this network of bookmarks. Add some of your own to start the next wave online.

10. **Digg**

Digg is a website made for people to discover and share content from anywhere on the internet. This is accomplished by members submitting links and stories and the Digg “world” voting and commenting on the submitted links and stories. Everything from random blogs to articles posted on the world’s most popular news agencies can be found on Digg.