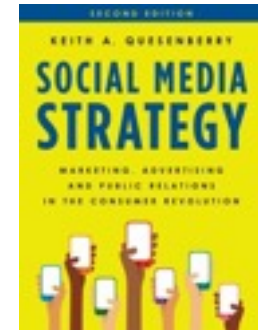


# SOCIAL MEDIA CHANNEL CATEGORIES

Selecting social media channels can be overwhelming with so many options. Some report thousands of social media sites and apps, Wikipedia lists over 200 and Brian Solis's Conversation Prism has 200 social channels in 26 categories. To simplify this process the chart below lists social options in nine categories by key characteristics and lists the top three or more channels per category. This is by far not a comprehensive list, but it does give an update on the top channels by category to choose the best for your social strategy.



Social Networks/ Messaging	Blogs and Forums	Microblogs	Media Sharing	Geo- location	Ratings and Reviews	Social Bookmarking	Social Knowledge/ Podcasts
Sites/apps that connect people sharing personal or professional interests through profiles, groups, posts/updates.	Blogs are websites that contain posts, multimedia and hyperlinks with commenting. Forums are online discussion sites.	A form of traditional blogging where the posts have been limited in size, length or type of content.	This category is for social media channels developed mainly to share image, video, or audio media.	A type of social networking where user-submitted (GPS) location connects local people, business and events.	Reviews give an opinion. Ratings measure how good something is on a scale. Both are crowdsourced.	Services that allow users to save, comment, and share web documents or website links for content discovery and curation.	Social knowledge sites allow users to ask questions and get information from real people. Podcasts are subscription episodes of audio/video content.
<b><u>Facebook</u></b>	<b><u>WordPress</u></b>	<b><u>Twitter</u></b>	<b><u>YouTube</u></b>	<b><u>Foursquare</u></b>	<b><u>TripAdvisor</u></b>	<b><u>Reddit</u></b>	<b><u>Wikipedia</u></b>
<b><u>LinkedIn</u></b>	<b><u>Tumblr</u></b>	<b><u>Pinterest</u></b>	<b><u>Instagram</u></b>	<b><u>Google My Business</u></b>	<b><u>Yelp</u></b>	<b><u>Digg</u></b>	<b><u>Yahoo! Answers</u></b>
<b><u>WhatsApp</u></b>	<b><u>Blogger</u></b>	<b><u>musical.ly</u></b>	<b><u>Snapchat</u></b>	<b><u>Facebook Places</u></b>	<b><u>Amazon</u></b>	<b><u>StumbleUpon</u></b>	<b><u>Quora</u></b>
<b><u>Messenger</u></b>	<b><u>Medium</u></b>	<b><u>Vine (archive)</u></b>	<b><u>Slideshare</u></b>	<b><u>Instagram Locations</u></b>	<b><u>Angie's List</u></b>	<b><u>Buzzfeed</u></b>	<b><u>Ask.fm</u></b>
<b><u>Viber, Kik, Line</u></b>	<b><u>BoardReader, Proboards, Omgili</u></b>		<b><u>Periscope, FB Live, Insta Live</u></b>	<b><u>Nextdoor, Alignable</u></b>	<b><u>Google My Business</u></b>	<b><u>NowThis</u></b>	<b><u>iTunes, SoundCloud, Stitcher</u></b>