



FEATURES OF SOCIAL MEDIA PLATFORMS

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ABSTRACT Social media People have adopted social media networking sites and it has earned huge popularity in the last two decade and its reach is expanding day by day. Social media is an electronic revolution and it became necessity these days. Social media is dynamic in nature. It means it changes from time to time. It is very economical in nature as compared to traditional media. For social networking various features such as upload and share photos, news feeds helps to get the latest news, like and dislike button, messenger, relationship status, timeline, create live event and invite peoples, polls, reviews, tags, create groups, pages, playlist etc.

KEYWORDS : Social media, Social media networking, Social networking sites, features of social media networking sites.

OBJECTIVES

To explain the concept of social media.
To explain the chronology of social media networking sites.
To study the features of social media networking sites.

METHODOLOGY

This paper is conceptual study of Chronology of Social media networking sites and what are the various features of social media networking sites. It is based on the analysis of secondary data availed from various online journals, research reports and internet. This is a refereed paper and is based on theoretical facts and figures.

INTRODUCTION

Global change can be seen easily after the evolution of social media, the technological advancement has given word of mouth a leap of extension from user generated content and web 2.0 to social media networking sites. People have adopted social media networking sites and it has earned huge popularity in the last two decade and its reach is expanding day by day. Social media is an electronic revolution and it became necessity these days. Social media is dynamic in nature. It means it changes from time to time. It is very economical in nature as compared to traditional media. It assists to create innovative content and share it with the potential audience. It also provides assistance in the form of promotion, advertisement, campaign for growth of business. Different online platform provides different features and it can be used differently.

SOCIAL MEDIA

The term social media is very common these days. Internet based websites and mobile based applications are used to create and share content or to participate in social networking or it can be defined as the collective online communications channels dedicated to community-based input, interaction, content sharing and collaboration. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking and wikis are among different types of social media.

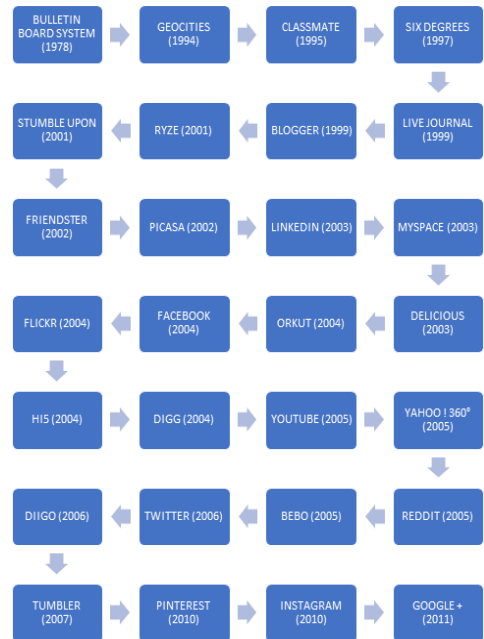
In simple words any website which allows users to share their contents, opinions, views and encourage communication is termed social media. Some popular social media sites are Facebook, YouTube, Twitter, Digg, MySpace, Pinterest, Reddit, LinkedIn, Google+, Stumble Upon, Delicious, Scribd, Flickr etc.

Social media helps to interact with new people and also form a relationship. It works on internet based advance platforms. It assists to form and spread knowledge or any piece of information to enormous audience. Social media represents low-cost tools that are used to combine technology and social interaction with the use of words.

Definitions of Social Media

An interaction among users are based on the free exchange of content, as opposed to traditional media, social media can be considered as "a give-to-get environment" (uzelac,2011)

Source: smartinsights.com

CHRONOLOGY OF SOCIAL MEDIA NETWORKING SITES

(Source: economictimes.com/slideshow/)

FEATURES OF SOCIAL MEDIA NETWORKING SITES

According to techopedia an IT educational website, social media platforms can be defined as, "A social platform is web-based technology that enables the development, deployment and management of social media solutions and services. It provides the ability to create Social media websites and services with complete social media network functionality". Most common social media platforms and their features are as follows:

1) BULLETIN BOARD SYSTEM

Software: CBBS
Launch date: February 1978
Developer: Ward Christensen and Randy Suess.
Software: citadel, CONFER, mystic BBS, Altos 68000, MS-DOS, OS/2, TRS-80 etc.
Monthly active user: Defunct.

Features:

- i. Make announcements.
- ii. Plan meetups.
- iii. Share information.
- iv. Uploading and downloading software.
- v. Reading news and bulletins.
- vi. Chatting.
- vii. Online games.

2) GEOCITIES

Website: www.geocities.com
Launch date: November 1994.
Developer: David Bohnett.

Headquarter: Marina Del Rey, California, United States.
Monthly active users: shut down in 2009.

Features:

- i. Buid websites.
- ii. Posting photos.
- iii. Buy and sell things through online stores.
- iv. Pages built to feature different subjects formed virtual communities.

3) CLASSMATES

Website: www.classmates.com
Launch date: November 1995
Developer: Randy Conrads
Headquarter: Can, Canakkale, Turkey
Monthly active users: 70 million

Features:

- i. Connection with high school friends.
- ii. Digital library.
- iii. 3,00,000-year books available online.
- iv. It also helps to reconnect members.
- v. Reminisce, engage and plan reunions.

4) SIX DEGREES

Website: www.sixdegrees.com
Launch date: May, 1997.
Developer: Andrew Weinreich.
Headquarter: New York City, New York.
Monthly active users: Shut down in 2001.

Features:

- i. Profiles.
- ii. Friend list.
- iii. School affiliations.
- iv. Instant messaging.
- v. Search members.

5) LIVE JOURNAL

Website: www.livejournal.com
Launch date: April 1999.
Developer: Brad Fitzpatrick.
Headquarter: San Francisco, California, United States.
Monthly active users: 30 Million.

Features:

- i. Write online Journals and share them with friends and general public.
- ii. Status update.
- iii. RSS feed.
- iv. Friend list (flist).
- v. Paid account features.
- vi. Voice post.
- vii. Extra storage space.

6) BLOGGER

Website: www.blogger.com
Launch date: August 1999.
Owner: Google.
Developer: evan williams, Meg Hourihan (Pyra Labs).
Headquarters: San Francisco, California, United States.
Monthly active users: 6.7 Million.

Features:

- i. Update blogger content.
- ii. Create new blogs.
- iii. Edit and delete existing posts.
- iv. Comments.
- v. Art Blog.
- vi. Photoblog.
- vii. Video blogging.
- viii. MP3 blog.
- ix. Podcasting.
- x. Micro blogging.

7) RYZE

Website: www.ryze.com
Launch date: October 2001.
Developer: Adrian Scott.
Headquarters: San Francisco, California, United States.

Monthly Active users: 1 million.

Features:

- 1 Helps to get new followers.
- 2 Connect with members around the world.
- 3 Free networking homepage.
- 4 Quality business contacts.
- 5 Reconnect with friends.
- 6 Get practical advice suggestions.
- 7 Paid membership.

8) STUMBLE UPON

Website: www.stumbleupon.com
Launch date: November 2001.
Developer: Garrett camp, Geoff smith and Eric Boyd.
Headquarters: San Francisco, California, United States.
Monthly Active users: 25 million (as on 2012).

Features:

- i. Interest.
- ii. Stumble DNA is personalization based on choice and interest.
- iii. Like page and store page.
- iv. Add page by selecting the plus sign.
- v. Organize and save pages.
- vi. Dislike the page.
- vii. Share the page to various networking sites.
- viii. Check your shares, messages and stumble updates.
- ix. Follow every interest, stumblers, lists and channels page on the stumble upon page.

9) FRIENDSTER

Website: www.friendster.com
Launch date: March 2002.
Developer: Jonathan Abrams, Peter chin, Dave Lee.
Headquarters: Kuala Lumpur, Malaysia.
Monthly Active users: Shut down as a social networking site.

Features:

- i. Connect seamlessly in a global network of social relationship.
- ii. Post pictures.
- iii. Stay in touch with friends.
- iv. Search people.
- v. Create relationship.
- vi. Blog.
- vii. Post products (E-Business).

10) PICASA

Website: www.picasa.google.com
Launch date: October 2002.
Developer: Google.
Founder: Lars Perkins.
Headquarters: Pasadena, California, U.S.A.
Monthly Active users: Service Discontinued as of March 2016.

Features:

- i. Picasa movie maker.
- ii. Picture collage.
- iii. Remove low quality pictures.
- iv. Photo album timeline.
- v. Group by faces.
- vi. Filter by colours.
- vii. Associate an audio track with each album.
- viii. Face movie.
- ix. Create a gift CD.
- x. Annotate places on Google map.
- xi. Importing and tracking.
- xii. Tags.
- xiii. Red eye reduction.
- xiv. Cropping.
- xv. Slide show.
- xvi. Printing.
- xvii. Geo-tagging.
- xviii. Face recognition.

11) LINKEDIN

Website: www.linkedin.com
Launch date: May 2003.
Developer: Reid Hoffman.
Headquarters: Sunnyvale, California, United States.

Monthly Active users: 100 Million.

Features:

- i. In mail messages.
- ii. Introductions.
- iii. Search.
- iv. References.
- v. Skill endorsement.
- vi. Network suggestions.
- vii. Lead builder. (Premium Feature).
- viii. Sales alert. (Premium Feature).
- ix. Reference search. (Premium Feature).

12) MYSPACE

Website: www.myspace.com

Launch date: August 2003.

Owner: Viant Technology.

Developer: Chris De Wolfe, Tom Anderson.

Headquarters: Beverly Hills, California, United states.

Monthly Active users: 50.6 Million.

Features:

- i. Embed YouTube videos in Myspace profiles.
- ii. User can choose and join groups from various categories.
- iii. Join national and local groups.
- iv. Bulletin board helps to see and allow user to send a message to selected people.
- v. Myspace provides polls feature to their users.
- vi. It facilitates moods to convey a message such as an emoji, GIF, photo or video.
- vii. Myspace video provides users to watch videos online.

13) DELICIOUS

Website: www.delicious.com

Launch date: September 2003.

Developer: Joshua Schachter.

Headquarters: San Mateo, California, United States.

Monthly Active users: 3 Million.

Features:

- i. Organizing your resources.
- ii. Action plans.
- iii. Company sharing.
- iv. Backlink recording.
- v. Social networking profiles.
- vi. Social mentions.
- vii. Writing showcase.
- viii. Don't lose your bookmarks.

14) ORKUT

Website: www.orkut.com

Launch date: January 2004.

Owner: Google.

Developer: Orkut Buyukkokten.

Headquarters: Mountain view, California, United States.

Monthly Active users: shut down on 30 September 2014.

Features:

- i. Themes.
- ii. Rating and crush list.
- iii. Orkut scrapbooks.
- iv. Group scraps.
- v. Send scraps to selected people.
- vi. Better privacy.
- vii. Post and update any profile page.
- viii. Tab system.
- ix. Application box.

15) FACEBOOK

Website: www.facebook.com

Launch date: February 2004.

Developer: Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, Chris Hughes.

Headquarters: Menlo Park, California, United States.

Monthly Active users: 2.6 Billion.

Features:

- i. Upload and share photos.
- ii. News feed.
- iii. The like button to approve post of another person.

- iv. Messenger.
- v. Relationship status.
- vi. The wall.
- vii. Embed-in-post.
- viii. Social plug-in.
- ix. Timeline.
- x. Create events and invite peoples.
- xi. Tag your friends in comments.
- xii. Post an MP3 or Video to your status.
- xiii. Develop your own poll.
- xiv. Create groups.
- xv. Block creepy people.
- xvi. Hide status updates and album.
- xvii. Create design and tagged pictures.

16) FLICKR

Website: www.flickr.com

Launch date: February 2004.

Owner: Yahoo

Developer: Stewart Butterfield.

Headquarters: San Francisco, California, United States.

Monthly active users: 122 Million.

Features:

- i. It stores and display images at full resolution.
- ii. Big, beautiful versions of photos on endlessly scrolling pages.
- iii. Share Flickr photos back to Facebook, Twitter, Tumblr, Pinterest, Wordpress, Blogger or Live Journal.
- iv. Add supported.
- v. Drag-and-drop tools for uploading photos and arranging them into albums.
- vi. Geotagged photos.
- vii. Store videos upto 3 minutes.
- viii. No upload limits.
- ix. View, comment and favourites.
- x. Interestingness is a feature which ranks photos according to an algorithm on the basis of views, comments and favourites.

17) Hi5

Website: www.Hi5.com

Launch date: June 2003.

Developers: Akash Garg, Ramu Yalamanchi.

Headquarters: San Francisco, California, United States.

Monthly active users: 20 million.

Features:

- i. Upload pictures.
- ii. Share your interest.
- iii. Create photo albums.
- iv. Add friends.
- v. Meet new people.
- vi. Post comments.
- vii. Update your status.
- viii. Send messages.
- ix. Participate in group chats.
- x. Play games.

18) DIGG

Website: www.digg.com

Launch date: December 2004.

Developers: Jay Adelson & Kevin Rose.

Headquarters: New York City, New York, United States.

Monthly active users: 8 Million.

Features:

- i. Digg recommendations.
- ii. Digg spy offer real time view of Digg.com activity.
- iii. Social Bookmarks.
- iv. Podcast.
- v. Blog connections.
- vi. RSS feed.
- vii. E-mail story.
- viii. Block/report user.

19) YOUTUBE

Website: www.youtube.com

Launch date: February 2005.

Developers: Chad Hurley, Steve Chen, Jawed Karim.

Headquarters: San Bruno, California, United States.

Monthly active users: 2 Billion Unique users.

Features:

- I. Lean back: enjoy videos on the basis of past history without any click.
- ii. Disco: automatically create playlist.
- iii. Charts: bookmark this page to get latest videos.
- iv. Create: create videos without cameras.
- v. Editor: editor helps to add effects, transitions, and cropping videos.
- vi. Watch later: save offline videos.
- vii. Live: live streaming service.
- viii. TV: watching videos on your television.
- ix. Tube radio: listen any radio channel.
- x. Speed: check your YouTube speed.
- xi. Gadget: YouTube gadget displays one of your latest videos and also include a subscribe button.

20) YAHOO! 360°

Website: www.360.yahoo.com

Launch date: March 2005.

Owner: Yahoo!

Developer: Yahoo!

Headquarters: Sunnyvale, California, United States.

Monthly active users: Defunct, 13 July 2009.

Features:

- I. Customized profiles.
- ii. Friend networks.
- iii. Photos upload.
- iv. Chats and blogs.
- v. Select profile skins.
- vi. Themes.
- vii. Blogs.
- viii. Feeds.
- ix. Testimonials.

21) REDDIT

Website: www.reddit.com

Launch date: June 2005.

Developers: Steve Huffman, Alexis Ohanian.

Headquarters: San Francisco, California, United States.

Monthly active users: 330 Million.

Features:

- I. A global community with communities about thousands of unique topics.
- ii. Upvote or downvote posts and comments to help the best content rise to the top.
- iii. Comment on any post to join the conversation.
- iv. Create sub-reddits to build your own community, and moderate it to keep things civil.

22) BEBO

Website: www.bebo.com

Launch date: July 2005.

Developers: Michael Birch (co-founder), Xochi (co-founder)

Headquarters: San Francisco, California, United States.

Monthly active users: 117 Million.

Features:

- I. Messages: Easy to use inbox messages.
- ii. Mails: Get updates from Gmail, Yahoo mail, and AOL mail.
- iii. Recommendations: media recommendations for video, music, groups and games.
- iv. Updates: real-time chronological updates from friends.
- v. Lifestream: updates are available from some other networking sites.
- vi. SMS: sms updates from phones.
- vii. Images: upload and edit photos.
- viii. Gifts: send virtual gifts.

23) TWITTER

Website: www.twitter.com

Launch date: March 2006.

Developers: Jack Dorsey, Noah Glass, Biz Stone, Evan Williams.

Headquarters: San Francisco, California, United States.

Monthly active users: 340 Million.

Features:

- I. Short messages (tweets).
- ii. 140 characters or less.

- iii. Privacy controls with public or restricted to pre-approved followers.

24) DIIGO

Website: www.diigo.com

Launch date: July 2006.

Developers: Wade Ren & Maggie Tsai.

Headquarters: Reno, Nevada, United States.

Monthly active users: 9 Million.

Features:

- I. Highlight any part of webpage.
- ii. Sticky notes to any highlight or to a whole page.
- iii. Annotate web pages and PDF's directly as you browse online.
- iv. It can be shared with a group.
- v. Organize your links, references and personal input to create a structured research base through outliner.
- vi. Search and access from anywhere and anytime.

25) TUMBLR

Website: www.tumblr.com

Launch date: February 2007.

Developer: David Karp.

Headquarters: New York City, New York, United States.

Monthly active users: 327.5 Million.

Features:

- I. It is free to use and publish.
- ii. Customized design based on variety of themes.
- iii. Custom domain makes it easier to easily brand your tumblrlog and makes it appear more professional.
- iv. Publish tumblrlog from email, phone and text message.
- v. Collaboration of multiple publishing.
- vi. No Add, Logos or any other unwanted money-making features.

26) PINTEREST

Website: www.pinterest.com

Launch date: March 2010.

Developers: Paul Sciarra, Evan Sharp, Ben Silbermann.

Headquarters: San Francisco, California, United States.

Monthly active users: 367 Million.

Features:

- I. Pin videos from other platforms.
- ii. Cinematic pins.
- iii. Promote video.
- iv. Promoted App pins.
- v. Sharing.
- vi. Home feed.
- vii. Picked for you.
- viii. Send pins to your friends.
- ix. Mobile notifications.
- x. Friend mentions.
- xi. Suggest search terms.

27) INSTAGRAM

Website: www.instagram.com

Launch date: October 2010.

Developers: Kevin Systrom & Mike Krieger.

Headquarters: Menlo Park, California, United States.

Monthly active users: 2.69 Billion.

Features:

- I. Upload photos.
- ii. Upload videos.
- iii. Add locations.
- iv. Hashtags.
- v. Liking the photos.
- vi. Connect Instagram account to other social media profiles.
- vii. Private messaging.
- viii. Live video.

28) GOOGLE +

Website: www.plus.google.com

Launch date: June 2011.

End date: December 2018 (Officially closed)

Owner: Google.

Developers: Larry Page (co-founder) & Sergey Brin (co-founder).

Headquarters: Mountain view, California, United States.

Monthly active users: 440 million.

Features:

- i. Post photos.
- ii. Status updates.
- iii. Interest based communities.
- iv. Group different types of relationships.
- v. Text and video chat.
- vi. Events.
- vii. Location tagging.
- viii. Edit and upload photos.

CONCLUSION

Today we all are living in digital world and in this world of digitalization, social media is playing a major role to connect the people. It is impossible to avoid social media which connects billions of people. There is a huge internet penetration leading to increase social media presence of an individual or business. The reach of social media is so vast and it has the potential to discover new market for the marketer and even the targeted prospective customer.

For social networking various features such as upload and share photos, news feeds helps to get the latest news, like and dislike button, messenger, relationship status, timeline, create live event and invite peoples, polls, reviews, tags, create groups, pages, playlists and many more engages the users.

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