



# Social Networks, Blogs, & Forums

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2021

Before Facebook there was a pioneering site called Friendster. Friendster was one of the original social network service websites allowing users to make contacts with other members and share online content and media with them.

Launched in 2002, Friendster reached more than 3 million users within months and was considered the top social networking site, eventually reaching 115 million users

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# Social Networks

Founded in 2004, Facebook is an online social-networking service where users create profiles, connect to other users as “friends,” and exchange messages, photos, and videos



Launched in 2003, LinkedIn is a business-focused social-networking service that allows users to create professional profiles of work experience and form connections with other professionals



# Messaging Apps

Because of their personal and social nature, messaging apps will also be discussed under social networks.

Social messaging is instant messaging or chat applications created around social networks for communication on mobile phones with fewer limits and more features than traditional texting



# Blogs and Forums

Blog is an abbreviated version of Weblog, which describes websites that contain a reverse chronological order of entries or posts featuring diary-type commentary or stories on specific subjects that range from personal to political



WordPress is a free, open-source blogging and content-management system launched in 2003. WordPress averages roughly 750 million visitors a month

Blogger is a blog-publishing service that allows free user accounts hosted at the subdomain of [blogspot.com](http://blogspot.com). This free blogging system is very clean, fast, and streamlined. It is the oldest of the three major blogging platforms. It started in 1999 and was acquired by Google in 2003

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Tumblr is a blogging platform and social-networking website that allows users to post multimedia content in a short-form blog. Tumblr is a later blogging platform entry, beginning in 2007 and acquired by Yahoo in 2013





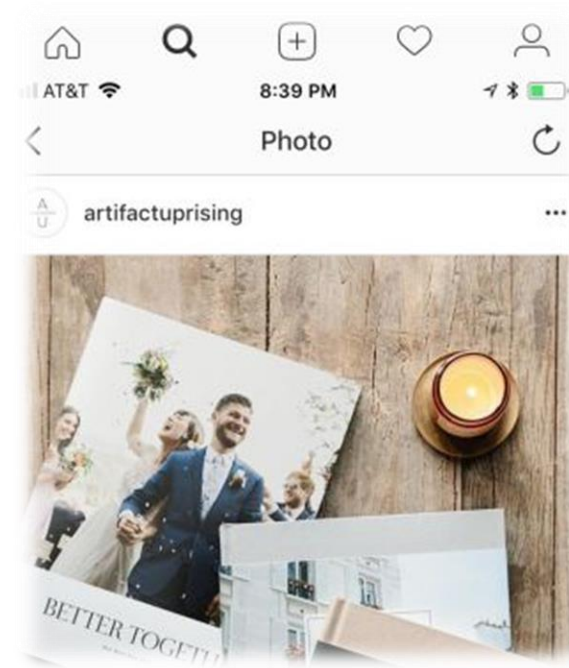
Forums are online discussion sites where people hold conversations on related topics via posted messages. Forums differ from chat rooms in that the messages are usually longer and chat rooms happen in real time, more like a phone call, versus a forum discussion that functions more like an email conversation.

Some estimate there are millions of internet forums.

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# INSTAGRAM FOR BUSINESS STRATEGY

It's amazing how much Instagram has evolved in just a few years. Once a place for selfies and photos of your food, Instagram in 2018 is as much a marketing platform for businesses as it is a social network for over 800 million people.



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