

Social Networking

Social Networking is the act of interacting and networking with others in a social online environment via the use of a website. Social networking is very popular between teenagers and people in the working age group. Some of the most popular social networking websites are Facebook, hi-fi, MySpace, Google Plus etc.

Social networking websites helps people share their information, picture and video along with their friends and families. It provides a common platform to people living far away from each other. This type of networking allows users to virtually connect with each other. All you have to do is open an account on any popular site such as Facebook, create your profile and find your friends. You can even make new friends.

Following are the advantages of using a social networking:-

It helps you keeping in touch with your family and friends. You might not be in touch with your friends for many years, when you join a social networking site and find about your friend, what he is doing and watch his pictures and videos your happiness will reach is height. It helps in both connections with a new friend and reconnection with an old friend.

Interacting with people online helps you gain confidence; it also increases your knowledge when you share information with others.

It is the cheapest way to connect with your closed one. You can even have a video chat which not only makes you feel as if the person is right there in front of you, it also reduces your loneliness.

It is not only advantageous on personal level, but it provides great value on professional level also. It is a great advertising media. And also helps you to connect directly with your existing and potential customers. The feedback of your customer can provide valuable information for your business.

It helps in building credibility. You can easily gain the confidence of your customer if you're connected to them both professionally and personally.

It is making people more tech-savvy. One becomes more familiar with new and emerging technologies, it also promotes literacy