

CUTTING-EDGE TECHNOLOGY

# ALL ABOUT SOCIAL NETWORKING

by Patti Richards



**FOCUS**  
READERS



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# WHAT IS SOCIAL NETWORKING?

**Y**ou just recorded a video of the funniest thing ever, and you want your friend to see it. But she's in another city with her family. What do you do? Log on to your favorite social media site. Go to her page and write, "You have to see this!" **Upload** the video, and then click Share.

**Social networking platforms enable people to share videos almost instantly.**

A few seconds later, you see a bright red heart on your screen. Your friend loved the video!

Social **networking** is a type of electronic communication. It can happen between two people or between many people at once. The creators of social networks wanted to make it possible for people to share pictures, messages, videos, and other parts of everyday life.

Social networking **platforms** are designed for exchanging and sharing information. Some platforms focus on a particular type of information, such as sending messages or sharing photos. Other platforms are used between



Bloggers can share knowledge of a hobby, such as cooking, with a large number of people.



businesspeople. And some platforms combine all of these things in one place.

Social networking got its start in 1997 with a site called Six Degrees. Members could send messages and make friends with other users. Around the same time, personal websites were becoming popular. People called them web logs, or **blogs** for short.

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