

What is social media? In simple English (Video transcript)

Many of you interested in search engine optimisation or Internet marketing may have heard of the term social media. It is a phrase that gets _____ a lot nowadays in the search engine marketing world, but upon questioning, many people do not know what social media actually is, and what types of websites are classed as social media websites.

So what is social media? Essentially social media incorporates the online technology and methods through which people can share content, personal opinions, swap different perspectives, and insights into world issues and generally discuss the evolution of media itself. Social media website content can come in many shapes and forms:

Text: Text is often used to _____ opinions or write blog posts.

Images: Images and photos can display anything from holiday photos to shots by professional photographers.

Audio: Social media lets you create podcasts for users to download.

Video: Video sites mean that you'll be able to record a video of your child's birthday for friends all over the world to see.

The most popular types of social media websites are huge at the moment. A few example of the social media websites are **social networking:** websites allow you to create a personal profile about yourself, then chat, discuss and share information with others, such as friends and family. Prime examples of social networking sites are MySpace, Bebo and Facebook.

Wikis: Wikis are websites that allow you create, edit and share information about a subject or topic. Wikipedia for instance is one of the most popular wikis.

Video sharing: Video sharing sites allow you to upload and share your personal videos with the rest of the web community. A perfect example of a video sharing website is YouTube.

Photo sharing: Photo sharing websites allow users to upload pictures and images to a personal account which can then be viewed by web users the world over. Flickr acts as a great example of a successful photo sharing site.

News aggregation: News aggregators provide a list of the latest news stories published by users from a range of different websites. Digg, for instance, is one of the world's largest news aggregators with one of the most dedicated communities.

Social bookmarking: Social bookmarking sites allow users to publicly bookmark webpages they find valuable in order to share them with other Internet users.

Online gaming: Online gaming is often based around communities. World of Warcraft is a prime example of online gaming.

Presence Apps: These websites allow you to post microblog-like posts to announce what you're currently doing. Twitter is a good example of a presence app.

This list is by no means exhaustive and there are many more types of social media sites available on the Internet. And because the social media front is moving so fast, even if it was possible to list all the varieties of social media websites that exist, new and innovative social media sites _____ nearly everyday.

While watching

1. Fill in the blanks using the phrasal verbs below:

put across spring up thrown around

2. Listen for these expressions in the video:

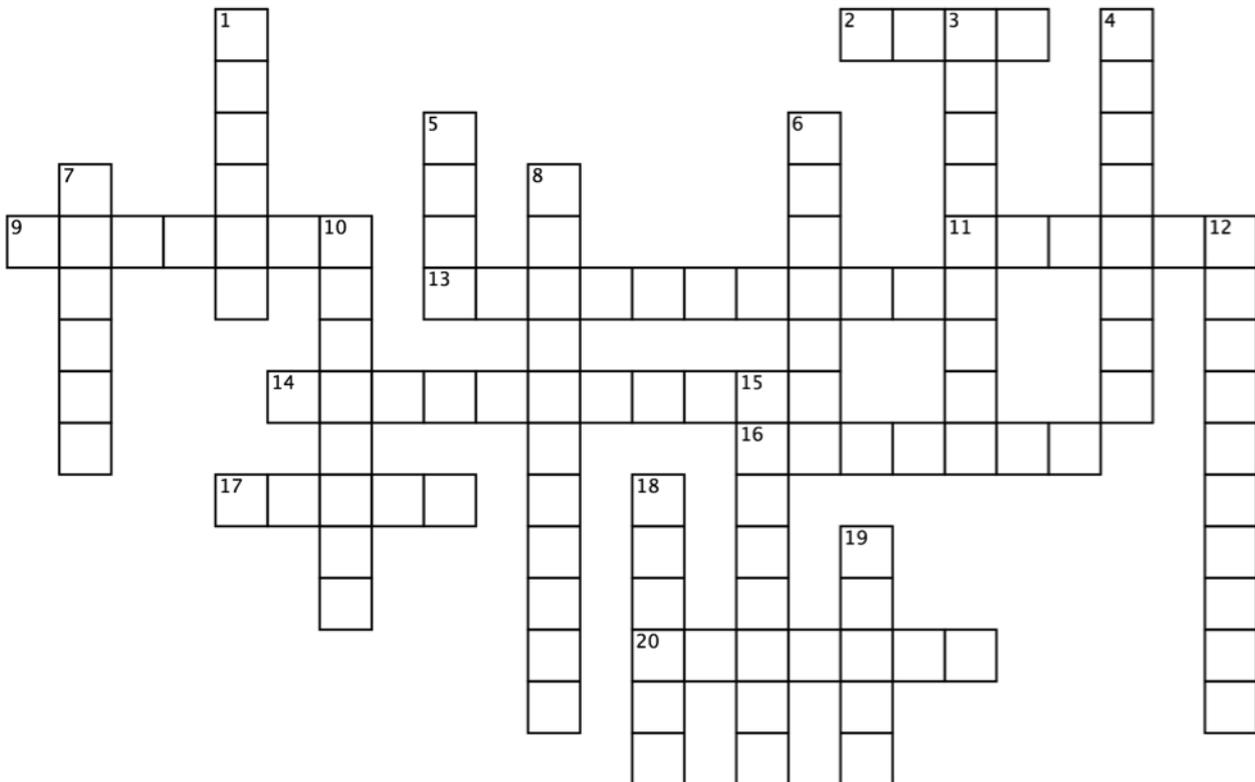
a prime example search engine optimisation different perspectives by no means spring up at the moment

After watching

Of the types of social media mentioned, which is the most important for you? Which is the least important?

Complete the puzzle below with vocabulary from this unit.

What is Social Media?



Across

2. a word that means "trade" (found in video transcript)
9. A phrasal verb that means to leave a place suddenly.
11. Google is an example of a search _____.
13. The noun form of "interact".
14. viewpoint
16. A story in a newspaper is called an _____.
17. wide
20. "i don't have any _____ to speak Italian."

Down

1. "It was a bad experience, but now I want to _____ with my life." (two words)
3. real
4. a word that means "separate and different"
5. What kind of social media website is wikipedia?
6. A popular microblogging website
7. He had a fight with his friend, but afterwards they _____. (two words)
8. right now (3 words)
10. The most popular social networking site in the world.
12. complete; full (found in video transcript)
15. kinds of something
18. to grow bigger
19. A _____ example