



Understanding Social Media:

- **Social News** - people post, comment and vote on news or other content considered newsworthy.
- **Social Networks** - people and businesses connect with each other using pictures, status updates, news updates and other applications.
- **User-Generated Content** - users upload content and make public. UGC also includes comments, ratings and reviews, plus other feedback mechanisms.

Sometimes there are overlaps:

- Blogs mix all three of the above categories. Blog content is generated by users, it can have news value, plus is often viewed by a network of followers or subscribers.
- Twitter works as a network collection that follow each other's brief status updates, via short messages
- RSS, (Really Simple Syndication) provides an opportunity for a network of subscribers to receive news or updated content as live information.