

# Celebrated Social Networking / Web 2.0 Sites

## **MySpace** (2003)

The most well known social networking site. Also a huge marketing tool for musicians, comedians and other artists.

## **Facebook** (2004/2006)

A couple of Harvard students wanted an alternative to the traditional student directory so they created Facebook. Its popularity quickly spread to other colleges. Facebook has exploded since September 2006, when it removed the requirement for users to have a valid university or college email address.

It is now the No. 2 social networking site.

## **Yelp** (2004)

### **Yelp Portland**

A personal recommendation and social networking site. Yelpers read and write about restaurants, stores, shows, services and other things around town.

## **LinkedIn** (2003)

A popular business oriented social networking site. Free to join. Also offers paid accounts that give access to more tools for finding and reaching the right people.

Read [Sree Sreenivasan's column](#) on how a journalist can benefit from registering for this site.

## **Friendster** (2002)

Started out strong but got too big too fast and couldn't respond to the market, so others, mainly MySpace with its flexible formats and policies, stepped in. Now revived, it is finding success again, especially in Southeast Asia.

## **Del.icio.us** (2003)

Store your bookmarks on line using this **social bookmarking** website. Uses **tags** to organize your bookmarks.

## **Twitter** (2006)

One year ago I first described Twitter as a new kid on the block and cautioned that they could be short lived because others were copying them. No so today. Twitter is a fast growing technology that [defies easy description](#).

## **Bebo** (2005)

Based in San Francisco. Top networking site in the UK, Ireland and New Zealand. Fast growing.

## **Orkut** (2004)

Google-owned site. Popular in Brazil.

## **Live Journal** (1999)

One of the originals. More of a blogging site but has some social networking features.

## **Hi5**

Has an international flavor.

## **Classmates (1995)**

The first social networking site. It is free to put your information up but a subscription is required to make contact with anybody. Not limited to those 35 and younger.

## **MEETin (2003)**

A web-based network created to connect with folks at live social events. No politics, no single events and no networking.

## **MeetUp (2002)**

A social network that focuses on facilitating face-to-face group meetings. Popular with political activists. This is where Howard Dean gained his footing. Will likely be very active again as the 2008 election season heats up.

## **Windows Live Spaces/MSN Spaces (2004)**

Microsoft's platform.

# **Niche Social Networking**

## **Black Planet**

Currently [ranked 5th by Hitwise](#), and the only niche social-networking site in the top 5. Growing

## **Ning**

**The ultimate niche site. Ning lets you create your own customized social network in minutes.**

BOOKS

## **LibraryThing**

**A popular social cataloging application.**

PETS

## **Dogster / Catster**

Animals need social time too!

TRAVEL

## **Couchsurfing**

A network of couches available for the low budget traveler to crash on as they travel around from destination to destination.

## **Where Are You Now**

Based in the UK. This is where users can keep in contact with people they meet during their travels and keep everyone back home up to date on where they are and what they are doing.

## **Zoom & Go**

This travel review site, with a new social - networking feature is a "Facebook meets Frommers".

Also pays (nominal fee) travelers a nominal fee for accepted submissions

## VIDEO & PHOTO SHARING

Technically not social networking but keep in mind, people don't use these sites expecting privacy. They go to them to be seen. There are many of these sites. The two most well known are **YouTube** and **Flickr**.