

Mercer University

Social Media Tools Analysis

Assignment 1

TCO 691 – Social Media Management

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1.



Introduction

StumbleUpon is a discovery engine that delivers personalized Web content based on your interests. You can rate sites by thumbing them up or by thumbing them down.

You can specify your areas of interest and see great Web sites on your personalized StumbleUpon home page. The intent is entertainment. Online marketers can use the Paid Discovery service to direct interested users to their clients' Web sites.

According to a survey, 65% of the users are between 18 and 49 years old. 54% are male and 46% are female.

Seven Building Blocks

Identity: To register, you must specify your name, e-mail ID, user ID, date of birth, and gender. When you are online, only your user name is displayed.
Conversations: The intent is sharing and entertainment. Humor, music, movies, photography, travel, cooking, and shopping are hot topics.
Sharing: You can link your Facebook, Twitter, or LinkedIn accounts to StumbleUpon to share information, photos, and videos. You can share directly through StumbleUpon with another user if you are following each other. You can report shared content as not interesting or as spam. You can report loading problems or block sites. You can adjust your settings to, say, view only text and no photos or videos.
Presence: Presence is not shared because the intent is not real-time conversation.
Relationships: You can choose to follow the lists or channels that you like. You can compare your Stumble DNA with that of other Stumblers. StumbleUpon also displays the number of likes each site has.
Reputation: An expert is a Stumbler who consistently finds quality content. The rating is determined by the likes and additions they have in an area of interest. Follow an expert to view quality content.
Groups: The Lists feature allows you to group followers into groups.

Conclusion and Recommendations

StumbleUpon delivers personalized content at the click of a button. The site is primarily targeted at adults who want to find information quickly. StumbleUpon's Mobile applications are available for iPhone and Android mobile devices.

My take: If you use the site for a week and identify the lists and Stumblers that you want to follow, you can pretty much have the best content delivered on your home page. You can also selectively promote your own content.

Online marketers can build buzz around a product or site, and direct traffic to sites.



2. We Love Transactions

Introduction

Ibibo aims to establish trusted connections between buyers and sellers. The ibibo group has several services (and sites) linked from its home page:

- **Goibibo:** Online travel e-commerce platform
- **Tradus:** Online trading or marketplace community of buyers and sellers
- **payu India:** Online payment gateway
- **Gaadi:** Online automobile marketing service
- **WeChat:** Text and voice messaging service for mobiles
- **ibibo Ads:** Ad networking service
- **ibibo Games:** Online and mobile games



For further analysis, I picked **WeChat**.

WeChat provides multimedia communication with text messaging for the Web and a variety of mobile platforms. It supports social networking through shared content feeds and location based social media plugins. You can broadcast messages, and share videos, photos, and contact information. The application was initially launched as Weixin in China in 2011 and then rebranded as WeChat.

Seven Building Blocks

Identity: You must register using your Facebook account or phone number.
Conversations: The theme is instant communication and sharing. Topics are mainly around dating, travel, and lighter moments.
Sharing: Text, photos, audio messages, and videos are shared. You can control the visibility of the photos and video that you share using the Moments feature. If you use the User Finding feature, your ten most recent photos will be public. You cannot share voice messages.
Presence: Your user name is displayed. Your phone number is not shared.
Relationships: You can search for friends by their WeChat IDs or phone numbers. You can also link your phone address book to WeChat. The Look Around feature allows other users in your area to see that you are online. The Shake feature allows to friend random friends. You can share secrets using the Drift Bottle feature on Web Chat.
Reputation: You can blacklist people who tried to snoop on your Moments or Timeline.
Groups: You can organize your contacts in a variety of ways. You can create group chats with several friends together.

Conclusion and Recommendations

WeChat started off as a chat application for China. It has added international language support in the last two years and become popular in other parts of the world as well.

My take: It is very similar to any other messaging application. You can try the Hold To Talk feature that allows you to send short audio messages quickly. You can send both text and audio messages to offline users.



3.

Introduction

Tagged allows you to browse the profiles of other members, play games, and share tags and virtual gifts. Tagged was originally aimed at school and college students but now people of all ages use it. Its popularity has been declining since a peak in 2009.

Seven Building Blocks

Identity: You must register using your name, e-mail ID, date of birth, city, and gender. In conversations, only your user name is displayed.
Conversations: The theme is sharing and fun. You can write on walls and tag friends with pictures.
Sharing: You can share photos and videos. You can share more personal data through the MeetMe option. Tagged also has a growing number of applications and games such as Mafia Wars and Pets.
Presence: Your user name is displayed. You can choose to share more information by adjusting your settings. You can also set your online status to Invisible.
Relationships: Friendships and groups are formed. From the look of it, the site also serves as an adult friend finder.
Reputation: You can get Tagged VIP status for your profile at a fee. The advertisements and content on the site are not kid-friendly. You have the Parental Controls option to filter out advertisements or you can delete your child's Tagged account by emailing Tagged.
Groups: You can chat with people who share your interests or hobbies. You can create or join a community of friends.

Conclusion and Recommendations

Tagged is popular among the youth in spite of uninspiring design and questionable content. It is a site where you can play games, indulge in some gossip, and find friends. There have been complaints that Tagged spams users' inboxes with multiple mails.

My take: I cancelled my account after exploring Tagged for a while. The profile-building questionnaire makes me think that the site is used for the wrong reasons. I would not recommend this site.



4.

Introduction

WAYN (Where are you now?) is a social travel network. It is aimed at helping people discover places to visit, meet like-minded people, and share experiences. Around 40% of WAYN users are between 18 and 24 years of age. Travel agents in several cities advertise on WAYN about the services they provide.

Seven Building Blocks

Identity: You must register using your name, e-mail id, date of birth, city, and gender. In conversations, only your user name is displayed.
Conversations: Conversations are around places of interest, places to see, and travel tips.
Sharing: You can leave tips on the site. You can like or share comments through e-mail, forums, text messages, WAYN messages, and e-cards.
Presence: You can tweak your privacy Setting to reveal more details when you browse for friends and send requests.
Relationships: You can build your profile specifying the places of interest and your likes. You can view profiles, send requests, and add friends based on the location that you are searching. You can link your Facebook, Twitter, and foursquare accounts to WAYN.
Reputation: You can get WAYN VIP status for a fee. If you are a VIP, all members can read your messages and reply for free. VIPs get information about the hot travel deals.
Groups: There are no groups.

Conclusion and Recommendations

WAYN is ideal for people who travel a lot and would like to meet people while on travel. You get great travel tips and deals. WAYN is a good site to advertise if you are a travel agent. WAYN applications are available for iPhones and Android phones.

My take: I plan at least one holiday a year. This year, I will spend a week in Andaman in November. The travel is booked but I am exploring what I can get out of WAYN for the sightseeing and stay. You can try this site out if you are planning a vacation.



5.

Introduction

Friends Reunited originated as a British social network. Unable to withstand competition from Facebook, it re-launched its website with a focus on past memories.

Seven Building Blocks

Identity: You must register using your name, e-mail ID, year of birth, and gender. In conversations, only your user name is displayed.
Conversations: The topics discussed are mainly about school day memories, school excursions, sports memories, and photographs.
Sharing: You specify the type of memories that interest you. The memory boxes that match your interest are displayed. You can make your own box of memories and share it

the way you want. You can also play games with your friends. Typically, photos and videos are shared. Family boxes are dedicated places for families to share memories and build family trees.

Presence: You cannot hide your online status.

Relationships: The focus is nostalgia. You can search for people and add them to your Contact list.

Reputation: You can report abuse and block people.

Groups: The groups are now replaced by memory boxes. You can still be a member of groups that you joined before the re-launch. However, you cannot join or create any new groups.

Conclusion and Recommendations

Even after the re-launch, Friends Reunited does not inspire. It definitely offers options to store your photos and videos but does not seem to be focused on reunion. I canceled my account after playing around for an hour.

My take: In my view, Friends Reunited can sustain its existing membership base. I will be surprised if it grows. Many other sites are just better. I would not recommend this site.

6.

Introduction

ColShare is a community for people who collect items like coins, stamps, and so on. The link [Filatelia Francobolli](#) takes you to several sites for stamp collection but most of the information is in Italian. From the home page, you can navigate to several other options for stock trading, website creation, and social network creation.

Seven Building Blocks

Identity: ColShare just provides links to several other websites. You must register for the sites you like based on the rules of the site.

Conversations: No conversations are shared. The site seems to be a portal of links.

Sharing: No information is shared.

Presence: Not applicable.

Relationships: Not applicable.

Reputation: Not applicable.

Groups: Not applicable.

Conclusion and Recommendations

The site is targeted at collectors. However, it just provides links to other sites. ColShare could be getting advertising revenue from the linked sites.

My take: By far, ColShare was the most uninspiring site in my list. I still had to spend around half an hour to browse the site. Don't waste your time on this site.

7.

Introduction

CarGurus is a very basic website for sharing information on buying and selling automobiles.

Seven Building Blocks

Identity: You must register using your screen name and e-mail ID. Only your screen name is shared. While shopping, you must provide additional details.
Conversations: The conversations are about mechanics of different models, reviews of new cars, and their ratings by experts.
Sharing: You can post your reviews of cars. If you have a car to sell, you can list the model, your price, and other details.
Presence: Presence is not tracked.
Relationships: You can transact online. You can add your cars to your garage and follow other garages.
Reputation: You build your reputation or points by adding cars to your garage and by answering questions on the forum.
Groups: There are no groups.

Conclusion and Recommendations

CarGurus provides good information for car lovers. The blogs are informative. CarGuru mobile applications are available.

My take: I liked the site and kept my registration active. I plan to use this site if I need to buy a new car or sell my old one.



Note: My original choice was Bottletalk. CNet terms Bottletalk as a free online service for wine lovers. However, the website is down. I researched English Baby instead.

Introduction

English Baby (or EBaby) is a social networking site for learning conversational English. Around 25% of its users are from China.

Seven Building Blocks

Identity: You must register by using your user name, date of birth, e-mail ID, and country of residence. Only your user name is shared.
Conversations: Conversations are around basic English, business English, and slang. Teachers Talk is an option for teachers to interact and share ideas. You can chat using the English Chat feature.
Sharing: You can join the forums to contribute ideas or comment on other blogs.
Presence: Presence information is not shared.
Relationships: You can find tutors and friends. You can also search for good English schools in an area.
Reputation: If you are good at English, you can submit a request to EBaby and create your own lessons as a teacher.

Groups: For a fee, you can become a super member and get advanced lessons. The lessons are in mp3 format.

Conclusion and Recommendations

EBaby is definitely a good site for non-native speakers of English. It provides a fun atmosphere of learning online through features such as Celebrity lessons.

My take: The site has lots of good information. I would not recommend this site to technical communicators. However, you might find this site useful if you teach English to non-native speakers of English. I cancelled my registration.



Introduction

BeRecruited is a networking website where high school athletes and coaches can meet.

Seven Building Blocks

Identity: You register using your user name and e-mail ID. You can register as an athlete or as an athlete's parent. You must provide additional details about your skills and education if you want to search for coaches and colleges.

Conversations: Conversations are around training tips, players, and player statistics.

Sharing: You can share photos and videos. You can also post to blogs.

Presence: Presence information is not shared.

Relationships: The Coach Tracker enables you to see which college coaches have bookmarked or viewed your profile. You can follow up with the coach. The College Tracker suggests suitable colleges for your skills.

Reputation: You get a basic membership on registration. For a fee, you can upgrade to Deluxe or DeluxePlus. You get fan points for participating in the forums.

Groups: You can search for athletes, follow them, and form a network of friends.

Conclusion and Recommendations

BeRecruited is a good website if you want to pursue athletics. You can get valuable tips from the site. You can also create a resume that coaches can view.

My take: I registered as the father of a kid looking for tennis coaches. I got good information from the site and also one e-mail from a coach during the time that I was browsing the site. I recommend it to aspiring athletes and their parents.



Introduction

AsianAve or AsianAvenue is a social networking site for Asian Americans. You can search for dates, jobs, music, videos, and a variety of other information.

Seven Building Blocks

Identity: You must register using your user name, date of birth, country of residence, marital status, and e-mail ID. Your user name is displayed when you are online.
Conversations: Conversations are focused on jobs, dating, and music. You can also chat with other members.
Sharing: Photos, videos, and music are shared.
Presence: Presence is shared in the form of user name. The website displays the number of users online.
Relationships: The focus seems to be on dating and professional networking. You can also play a game named Secret Admirer.
Reputation: You can use the Rate Me option to know your status. You can accumulate points by posting on forums and by building your network. Good work is recognized with tags such as Member of the Day and Member of the Month. You have options to report abuse and to block people.
Groups: Popular groups are Culture, Relationships, Entertainment, and Music. You can create a new group or join an existing group.

Conclusion and Recommendations

The site added new features when it got renamed from AsianAvenue to AsianAve. It seems to work best as a dating and music sharing avenue. I doubt if professionals looking for career growth will benefit from this site.

My take: I had difficulty registering. The site's design, layout, and content do not inspire. I would not recommend it. There have been complaints that AsianAve spams users' mail boxes.