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Learning More About Online Social Networking

Internet has invaded our homes true. But that does not mean that every one is aware of everything happening on the Internet. Many people limit the usage of Internet to emails and do not venture to find out more beyond that. So how can such people be expected to know about social networking? Obviously they may not connect the word with Internet at all.

Just like how people or a group meets together face-to-face in real life, people do meet together on the Internet and chat online with each other. Such a group is referred to as social networking groups.

Just like how emails have changed the way we communicate and do business, social networking too has change the way people and groups interact with each other, it has give way for singles to find communities and friends online, it has helped people find their friends from across the world and re connect, people have grown to love social networking and are addicted to it like how we are to the newspaper. Business and online marketing has been redefined by social networking.

Quite a few sites have become very famous for social networking and boast of millions of subscribers. Most famous ones are twitter, linkedin, facebook, youtube etc. Online marketers are discovering new ways of using these sites for business purposes.

Social networking sites is where the online marketing companies find their niche markets all at one location. They have a huge goldmine of customers converging in one place. The use of social networking sites is not limited to this alone. You can use the sites to look for right talent from across the globe. You can source vendors as well as look for cheaper manufacturing facilities. What ever be your business need, these sites are ideal for you to do your business.

Sites such as Linkedin cater to professional communities. This site which was started in 2003 already boasts of over 50 million members spread over 200 countries and across the world.

Facebooks is by far the most popular site where people make friends. With over 150 million users and half of them online every day, you can make friends with over 75 million people from across 170 countries speaking 35 languages through facebook. The members do not belong to any one age group but people of all ages are members here.

Twitter is yet another fastest growing sites with over 4.1 million users joining up monthly. This site is being accessed more by the tech savvy people on the move who are in tune with the current happenings in politics, economy and current affairs around the world besides other things.

This author additionally often gives advice on products such as [guest towels](#) and [bridal shower gift ideas](#).

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