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Social Networking Is Going Corporate

Social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision, if you will. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online.

Social networking is popular because it is instantaneous and somehow a little addicting at the same time, and it makes people feel closer together, even if they are separated from one another. It is not just about connecting people, it is also a new way to distribute all types of content.

Social networking is a way of life and it's becoming a popular communication tool often used as an alternative to email. It is hugely influential and is here to stay with a growing importance within our daily lives. Good or bad we need to look at how this is changing things and then start applying the value judgements.

Social networking is going corporate. The popular technology is used by millions of people to share ideas and photos and companies are catching on to it so they can improve productivity and communication among workers.

Social networking is about you, what you contribute, what you offer and what helps you.

Did you know that blogs can become a powerful tool when it comes to search results? For some clients, who are interested in increasing their search engine rankings, end up building a blog into their web site and come to find that it is a great tactic. Fresh, regular content = better search engine rankings.

Blogs, social networks and other social apps that allow a community to interact with the brand are good examples. The key is transparency about what providing an email address means, in terms of receiving commercial messages and offers. Blogging is an excellent way to attract targeted traffic and links back to your website.

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