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Submission date: 08-Jun-2021 03:51PM (UTC-0400)

Submission ID: 1603019211

File name: Social-media.docx (16.71K)

Word count: 620

Character count: 3161

Social media platforms develop an effective opportunity for one to relate with interested leads, learn more about one's audience and produce sales. There are various different forms of social media accessible, thus one should identify all the potential options to choose the best one. It is a part of everyday life for majority of the children, since they dedicate large amount of their time to these networks.

3 Types of Social Media

The various types of social media include social networks which are used to connect with individuals online; Media sharing networks are used to find and share photos, video, live video as well as media online; Discussion forums are used to identify, discuss and share information as well as choices; Bookmarking and content curation networks are used to identify, save, share and identify new and trending content as well as media; consumer review networks are used to discover, review as well as share data on brands, products as well as services; Blogging and publishing networks are used for publishing, discovering, as well as commenting on content online; and interest based networks are used to connect with other within a shared interest as well as talents (Kapoor, et al., 2017).

Social Media Used by Children

There are several social media platforms that are used by children from different age groups. Scuttle pad is among the commonly used social media platform used by preschoolers between the age of 3 to 5 years. It is a social network that has training wheels that is safe but limited. This tends to be a simple social networking site which was developed with the young user in mind and creates an online space for the babies between the ages of 3 to 5 years. Majority of the children in the middle childhood age mainly use WhatsWhat.me which is a social network

platform with high standard safety features. It majors on showing children the safe as well as friendly online behaviors. The young teens between the ages of 12 and 14 years mostly used pop jam which is mainly used to create content, follow various individual and as well play games. This is an effective platform since it restricts the use of private chats and the time that one can post on the app is restricted to 6 am to 11 pm in order for the kids to rest. YouTube, instagram as well as snap chat are the commonly used platforms among the teenagers. This is because almost all the teenagers have access to smartphone and 45% tend to be online almost all the time. (WeLiveSecurity, 2020).

Discussion on Social Media Platforms

There are various types of social media platforms. Facebook provides one with the capability to network with others. WeChat is as well an all in one communication application for messaging as well as calling with allows one to connect with the individuals that one chooses. Instagram is another platform which is used for sharing photos as well as videos. Twitter is as well a social networking site which allows one to post short text messages which have a given number of characters to display to the twitter users.

Conclusion

Social media platform is a web based as well as mobile based internet application which may enable the creation, access as well exchange of user based content. For the kids it is a major way of entertaining children. There are several social media platforms which are safe and can be used to entertain the babies.

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