

## Online Social Networking

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### Abstract

Social network service focuses on the building and verifying of online social networks for communities of people who share interests and activities, or who are interested in exploring the interests and activities of others, and which necessitates the use of software. Most services are primarily web based and provide a collection of various ways for users to interact, such as messaging, queries, Advices and file uploading.

**KEYWORDS:** Social Network, Advantages, Disadvantages and Media.

### INTRODUCTION

Online social networking encompasses networking for business, pleasure, and all points in between. Networks themselves have different purposes, and their online counterparts work in various ways. Loosely speaking, a social network allows people to communicate with friends and acquaintances both old and new.

### FEATURES:

1. **Messages:** This application provides the message passing between friends through online. So communication facility is easy through this application.
2. **Edit Profile:** End users will modify and upload the photos
3. **Invite the friends:** End users send the invitation request to his/her friends. After login the corresponding user he will see the invitation request and two text boxes (Yes, No).If user clicks on the "Yes" then that user is added into community else otherwise that user is just ignored.
4. **Communities:** In the communities section all the friends of end users will show with photos and names. If end user clicks on a particular photo then it will show the details of that particular user.
5. **File Attachments:** This module is an added advantage of this application. Because in this module dynamically create one folder and upload the personal documents to that folder. This folder is having personal documents of a particular user.

### SOCIAL NETWORK

A website that provides a virtual community for people interested in a particular subject or just to 'hang out' together

#### ➤ SOCIAL NETWORKING FOR PERSONAL USE

Many people join a social network because their current friends and family are using the service and they want to stay in contact. Once you've been using a social networking site for a while, you'll inevitable come in contact with other people you know, or knew long ago. These networks are great places to catch up with old friends, share current and old photos, and find other friends whom you may have lost contact with along the way.

## ➤ **SOCIAL NETWORKING FOR PROFESSIONALS**

Professionals have always networked in one way or another. Whether it's a business meeting, a conference, or a larger industry event, meeting other people who are involved in the same profession is a necessity. Social networks, especially those like LinkedIn that cater to businesses and professionals, provide another platform to meet career peers and influential people in the industry. Putting yourself out there in a social network and spreading the word of your business is easy to do, and can result in catching the attention of many people in your profession.

## ➤ **ESTABLISHING YOURSELF ON A SOCIAL NETWORK**

One thing that all social networking websites have in common is the ability for users to post a profile. These profiles are basically lists of information that you wish to share with your connections. Profiles serve to give friends and acquaintances basic information about you at a glance. They list things like your profession and work history, current contact information, likes and dislikes, and your location. Most of this information is protected and can be optional, though it does serve to help others find you more easily.

## **POPULAR SOCIAL MEDIA SITES**

### **FACEBOOK**

This is easily the largest social networking site in the world and one of the most widely used. And, Facebook was perhaps the first that surpassed the landmark of 1 billion user accounts. Apart from the ability to network with friends and relatives, you can also access different Facebook apps to sell online and you can even market or promote your business, brand and products by using paid Facebook ads.

### **WHATSAPP**

Despite having been acquired by Facebook in 2014, this instant messaging platform exists as an independent entity. It arrived on the scene much later than Facebook, but has been able to capture the imagination of millions of people across the world by giving them the ability to communicate and share instantly with individuals and groups. **WECHAT**

This is an all-in-one communications app for messaging and calling (similar to WhatsApp) that enables you to connect with the people of your choice. As per the BI intelligence report, the number of We Chat users are fast catching up with the number of WhatsApp users.

### **INSTAGRAM**

Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app thus enables you to capture the best moments of your life, with your phone's camera or any other camera, and convert them into works of art.

## **TWITTER**

This social networking site enables you to post short text messages (called tweets), containing a limited number of characters (up to 140), to convey your message to the world. With the growing craze for online shopping, Twitter also makes it possible to promote your businesses and even shop directly through tweets

## **GOOGLE+**

Owned by the tech giant Alphabet (Google), this interest-based social networking platform enables you to stay in touch with people by sharing messages, photos, videos, useful links to sites and so on. It also extends support for video conferencing through Hangouts and allows businesses to promote their brands and products through Google+ business pages.

## **SKYPE**

Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows you to connect with people through voice calls, video calls (using a webcam) and text messaging. You can even conduct group conference calls. And, the best part is that Skype-to-Skype calls are free and can be used to communicate with anyone.

## **ADVANTAGES OF ONLINE SOCIAL NETWORKING:**

### **1. Worldwide Connectivity**

No matter if you are searching for a former college roommate, your first grade teacher, or an international friend, no easier or faster way to make a connection exists than social media. Although Facebook, Twitter, LinkedIn and Pinterest are probably the most well-known social networking communities, new websites are popping up regularly that let people connect and interact over the Web.

### **2. Commonality of Interest**

When you opt to participate in a social network community, you can pick and choose individuals whose likes and dislikes are similar to yours and build your network around those commonalities. For instance, if you are a chess aficionado, a knitter, a book lover or have a particular political leaning, you can find and interact with those who share your interest.

### **3. Real-Time Information Sharing**

Many social networking sites incorporate an instant messaging feature, which lets people exchange information in real-time via a chat. This is a great feature for teachers to use to facilitate classroom discussions because it lets them utilize the vast store of information available on the Web. This can be a great time saver for the teacher - since students no longer need to visit a library to conduct research- and it can be a great way to engage distracted learners.

#### **4. Targeted Advertising**

Whether you are non-profit organization that needs to get the word out about an upcoming fundraiser or a business owner marketing a new product or service, there's no better way than social media to get your message in front of millions of people 24/7.

### **DISADVANTAGES OF ONLINE SOCIAL NETWORKING**

#### **1. Backlash**

A joke among friends is one thing but a joke with the world at-large is much different. When potentially offensive content is posted online, the amount of feedback can be excessive and is often brutal. This is particularly true with highly opinionated subjects like politics and religion. This backlash can also have a long-term impact on a person's future, especially in a world that has fallen prey to over-sharing.

#### **3. Risks of Fraud or Identity Theft**

Whether you like it or not, the information you post on the Internet is available to almost anyone who is clever enough to access it. Most thieves need just a few vital pieces of personal information to make your life a nightmare. If they successfully steal your identity, it could cost you dearly.

#### **4. Time Waster**

Business Insider reports that social media is the most popular use of the Internet - surpassing email - and smartphones and other mobile devices seem to be the driving force behind this trend since 60 percent of the traffic is from a mobile source. The Global WebIndex poll shows that 28 percent of the time spent online is on social networks.

### **CONCLUSION**

To be fair and honest we need to mention that social media has its positive outcomes and has its drawbacks as well. As it has been relived in this article at the end it is your choice to either use social media in a positive way and benefit from it in your social and academic life, or fall as victim of social media's negative impacts.

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