

## Are You Using The Full Potential Of Social Networking?

This past year's purchase of YouTube by Google Inc., certainly set in cement, without a doubt, how much clout a social networking site has.

Social networking web sites, come in different themes, personal and/or specifically for finding friends or sharing interesting things such as pictures, music, videos, etc.

i.e. Yahoo! 360, MySpace, Orkut, FriendWise, FriendFinder, Gofish, YouTube and so on.

Not to mention you can pretty much find one for any niche you are into... From books, cats, dogs to even turning yourself into a 3D image at Zwinky. :)

Then there are also many social networks popping up specifically geared toward Business and Online Marketing.

i.e. AdlandPro's Adlander, Ryze, AP Sense, to name a few. And even some of the sites listed above are providing a way for many to promote their business in a way that really gets noticed. Videos for example turned into full blown commercial type presentations. Many that are made interesting enough they capture your attention until the end.

With their recent rise in popularity there is a good chance that you already belong to one or more online social networking communities.

However, it is one thing to be a community member and another to actually participate in that community.

The first step of learning how to use the full potential of social networking, is to familiarize yourself with the features offered by each community or communities that you belong to. Then use those features to get the word out about you and your business.

This can only be done by closely examining the web site. You must take the time to figure out how each type of community and its particular features can benefit you and those you invite to join you in that community.

When learning about each social networking community that you belong to, it is also very important that you clearly read and understand the terms of use agreement. This agreement will outline the rules and restrictions for what you can and cannot do within that community. These rules and restrictions may limit the content that you can have on your community site, as well as your pictures, videos, and other media.

Many social networking web sites, will terminate your membership if you are found violating these agreements. By reading and abiding by all of the rules and restrictions of the social networking web site you belong to, you should be able to ensure that you can continue to use and enjoy the site.

By fully examining the social network you belong to you will also then know each social network's benefits, features, and services.

In addition to giving you your own profile page and allowing you to invite other Internet users into your network, there are a number of other things that you can do with social networking web sites geared towards business.

Many have created features that include areas to list special offers your business has going, or a special services you may provide, the ability to create business related discussion groups, and one of the newest ones even has a handy piece of software that you download on to your computer and are able to read and post bulletins directly to the desktop of other members using the software. Plus it lets you also add your favorite RSS feeds.

By researching each social networking web site, you should easily be able to familiarize yourself with the advantages and disadvantages of each feature or service provided. And, since most social networking web sites are free to use, there are no risks associated with giving the network a try.

So with the many benefits listed, I am sure you see by now, there are a number of different ways to use the full potential of social networking and even more reasons why to take the time to try to learn how to.

The decision is up to you as to whether or not you want to spend the time researching your social networks and everything they offer. But keep in mind, that not doing so can mean that you are missing out not only on all the fun these sites can offer but the huge potential they possibly hold for helping you with your business online.

Sincerely, Debbie Ducker

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