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Since the Internet is making those technologies more social, the term "social media" was coined to refer to the highly interactive qualities of newer forms of electronic media, which allow different ways of communicating and sharing information than traditional. A good general social media definition is simply the technologies people use to socialize and communicate with one another. Other ways to define social media involve describing the content people create and share with social media tools, often referred to as user-generated content. Most forms of social media are electronic and allow people to communicate and interact with one another using computers, smart phones and the Internet.

Social media takes many forms and includes social networks, which are a subset of the larger social media universe. Social networking refers to the use of services such as Facebook, MySpace and LinkedIn, which provide online tools for making, organizing and managing connections with other people. Typically these social networks allow people to form by groups and allow communication among group members.

Social media as a concept, though, typically refers to one of the most fundamental traits of all Internet media, which is the ability to have two-way, dynamic information exchanges. People often define social media to mean media that involves an online "conversation," thus emphasizing the two-way or many-to-many nature of dialogue resulting from the use of social media. Thus, social media definition is broad enough to include file-sharing technologies.

â€œOn Time Workersâ€™ also introduced Social Media Experts (SMEs) to industries without infrastructure costs. Regarding this, a SME is the one that could create and manage social media profiles; create and manage bookmarking profiles; co twitter updates; and build face book fan page and twitter followers. Like other jobs provided by the site, Social Media Experts will be working for 8 hours a day, 22 days a month, and 176 hours a month. They will be pay of \$1500 per month. Communication process in this kind of job happens via Skype, Google talk, Email, or phone.

Social Media Expert provides the most effective broad-based exposure on popular internet sites. Their primary function is to establish business profile of the certain company on social media sites. Most browsed social networking sites include Facebook, Twitter, Delicious, Digg, and more. A SME should be kept updated on whatever else becomes current and widespread.

As they establish business profile on social media sites they were ought to create effective text that would describes the business, a text that would attract its target population. SME also did tailoring copies to its most appropriate marketplace.

The last but not the least task would be something to do with creating and maintaining blog sites. They will be taking advantage of the wide readership that Blogs attract and the fact that Wide readership helps with your websiteâ€™s Search Engine Optimization. SME will also provide blog followers with information on what continues to be new and important: new services, new products, new locations, etc. maintaining regular flow of fresh, interesting, and updated entries. They are also going to write copy that interests those specific readers and makes sure that a blog attract and hold many potential customers.

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