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How can we send Diwali gifts to India through Social Media in 2012 by [Aanchal Sharma](#)

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The end of the year of 2011 kicks off the new era of social media. With the advent of Twitter and Facebook, the social networking platforms have introduced a new force in the world. Diwali gifts to India can be spent from USA or any country or world easily by emailing animation cards or sending a cool gadget via ecommerce websites.

Competitive technologies have been invented with each website trying to outdo the other and steal the larger share of traffic of the World Wide Web. Gifts are presented to near and dear ones on their birthdays, anniversaries, wedding, or on any special occasion like Diwali, Rakhi etc, through e-cards and wishes on their Facebook walls. Such has been the craze about the internet media that people have started sponsoring these social networking sites by advertising on them to gain a fraction of the viewers on their sites.

Every business enterprise has its own Facebook official page providing special offers to promote its products online. These strategies of marketing have boosted the rise of social media among the business class and the degree of e-commerce. The New Year is seeing increased growth of online marketing and e-trading as with time the digitalization of the society is gripping the human mind. The families prefer to get in touch and relive their memories through Skype video chatting and sharing their photos on their Facebook profile. To counter the popularity and the share of the internet traffic of Facebook, Google launched Google plus whereas Microsoft has its own MySpace.

This New Year means new expectations for every user. More subscribers on Facebook, more followers on twitter are two top wishes in everyman's wish list this year. Especially for photo maniacs the number of likes of plus ones on a particular display picture of one's profile is a big deal and the more the better. This activity is addictive and has lured the users to their pcs and their laptops for unthinkable hours. The importance of social media thus can't be ignored and it cannot now be ignored as an ideal man's leisure. Various attractive deals can be availed without having to cross international boundaries just by using the advantages of the developed electronic media and gadgets.

Here are few things to keep in mind while using a profile on a social networking website. It is very important to keep it illustrative and to put one's own photo as the display picture as people often ignore fake profiles on viewing animated photos. The reason behind this is to shorten the range of networking in the vast world of usage of this media. It is better to do away with the sites like Flickr or Orkut as they are hardly used nowadays. Sticking to these sites mean less exposure which in turn does not fulfill the motive behind the usage of the social media that is publicizing one's social existence or financial establishment. Diwali gifts to India can be a good way on the occasion of Diwali or Deepavali to gain popularity among fellow mates on these sites as everyone loves presents.

But it is also advised to be aware of the increased threat of hackers in such forums to prevent encroachment upon privacy.

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Aanchal Sharma is a professional content writer, I have written different articles for different topics like gift vouchers, greeting cards, a [gifts to India](#), a [Diwali gifts](#), a [gifts to Delhi](#), Mumbai, birthday gifts, anniversary gifts, wedding gifts, corporate gifts, corporate gifting ideas, gifts etc.

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