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Microblogging is a relatively new phenomenon. Popular since 2006, Microblogging embeds into peopleâ€™s daily lives through various means including custom microblogging toolbars. We share, connect and expand our groups at a community, global or business level.

Microblogging is a variation of blogging. The term â€œmicroâ€• introduces the word limit for blogging. Generally, people share their daily activities over microblogging platforms. However, these platforms prove to be beneficial in many more sectors such as education and business. They are useful for quick information sharing.

Twitter is one of the microblogging platforms, which attracts almost everyone ranging from celebrities to politicians and a common man. Every person is chained in some network according to some criteriaâ€”common likes, interests or favorites. Adopted across the world, Twitter is a platform that currently has a 6939 Tweet per Second (TPS) record. Easily accessible over the web or mobile devices, Twitter-like websites help users perceive the future of networking.

What Does Microblogging Support?

Twitter being a major microblogging platform, we will take a look at the Microblogging concept with the help of Twitter. It is an organic platform full of tweets, link sharing and unique content. Since its inception, the power of Twitter entered every arena, as follows:

Business: Retailers and businessmen have realized the benefits of online presence; however, mere online presence would do no good. Hence, Twitter helps leverage businesses. It is a platform for businessmen to connect to potential leads. Businesses can simply follow their customers or people interested in their products. This, in turn, would leverage the sale, market position as well as revenue.

Several Microblogging platforms help perform business activities with utmost ease. They include tools to assist in attracting business. Tools such as Twitter Adder, BufferApp and HootSuite help build a strong customer relationship and have support for all major browsers and mobile phones. They also help find potential customers according to geographical locations.

Education: Educational sector predicts a change in the teaching mediums. Mobile learning is going to be the next big thing in the educational sector as students desire information from anywhere at any time. Learning could be possible through a microblogging platform that connects the users and integrates features that would simplify the entire learning process.

Community building:Realizing the importance of living connected in a society. In such a busy world, Microblogging helps people share and connect with friends and family.

Easiest Way to Access a Microblogging Website

An individual can engage in microblogging through websites as well as mobile applications. However, the simplest way of accessing it is through a microblogging toolbar. May be for social marketing or personal use, the toolbar comes to the rescue and helps user receive notifications, accept requests, update status and chat with friends without navigating frequently.

Custom microblogging toolbar development helps to perform a multitude of functions tailored to user

requirements. Depending upon an individualâ€™s usage, the microblogging toolbar developers provide several business or personal functionalities. These toolbars provide a plethora of benefits, as follows:

Â·   Browser-top access to notifications, alerts, request and status updates

Â·   Integration of frequently used applications

Â·   Helpful in quick communication with friends, clients, etc.

Â·   Helpful in tracking leads

One-click sharing on important micro-blogging site configured according to the users preference

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Total-toolbar is a Custom Toolbar and Plug-in Development Company which crafts its niche in cost-effective a Microblogging toolbar development using cutting-edge technology. At Total-toolbar, you get latest technology and experienced staff to convert your requirements into perfection.

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