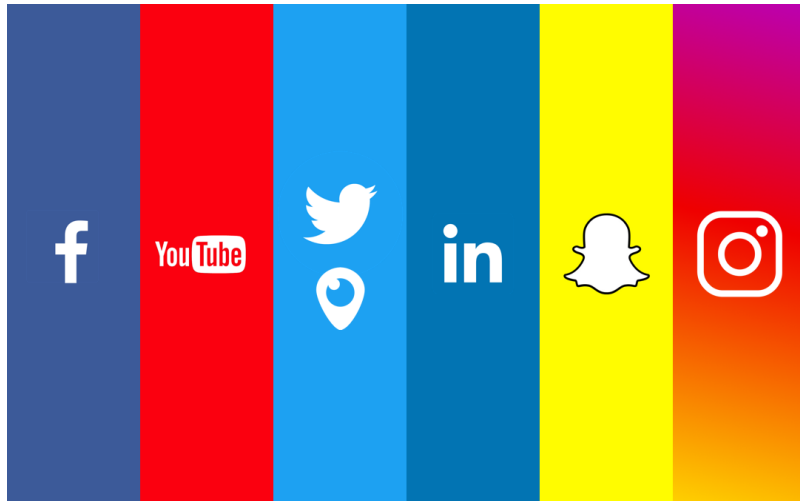


Social Media Applications

Social media refers to websites and applications that enable users to create and share content or to participate in social networking.



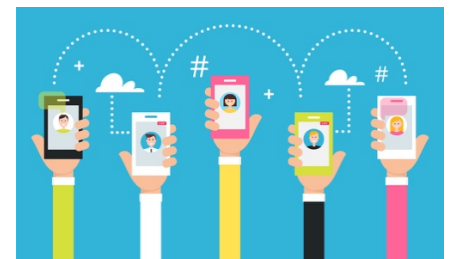
A Brief History

With the rise of more powerful technologies and better computer networks connecting computers sites like Six Degrees, one of the earliest recognized social media platforms, became popular fast. With the ability for users to connect and share photos and information people with access to the internet and a computer were able to interact with anyone. Eventually as technology progressed Myspace and Facebook became more relevant social media applications. With

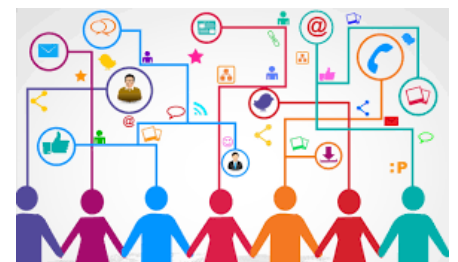
this came the need for cybersecurity on social media since many people were very new and would share personal information on such sites.

Uses of Social Media

Advertisement - With so many individuals signing up and accessing social media platforms, companies are able to create their own accounts and increase their reach for advertisements. They are able to quickly spread information about sales and products to the palms of people within seconds.



Communication - Like many other forms of technology, people often use social media to connect and get to know people from virtually any point on the globe. People are able to create communities who share the same interests with them and often collaborate with one another on whatever they choose.



Entertainment - Many social media platforms such as YouTube and Instagram have created multiple careers for people. Through company sponsoring and advertisements, people are able to make a living from posting on social media. Users are able to filter what kind of content gets displayed on their application. Being able to find others with similar interests such as gaming, beauty, and many other subjects.

FAU Courses

- COP 4655 - Mobile App projects
- COP 6315 - Social Networks and Big Data Analytics
- COP 6018 - Multimedia Programming

Related Companies

- SherlockTalent (Fort Lauderdale)
- Mercury Development (Miami)
- Koombea (Miami)
- Core Mobile Apps (Miami)