



## WHAT IS SOCIAL MEDIA?

**Social media is a name for websites and applications that make it easy for people to share things online. Two of the most well known social media applications are Facebook and Twitter.**

### Facebook

With Facebook, anyone who wants one can have a profile – a kind of homepage – which they can modify according to their interests, for example by adding photos and games. Because Facebook links together people who know each other, it is a very powerful way of spreading a message quickly among lots of people. Ideal for Cake A Difference.

For Cake A Difference 2012 we have created a Facebook app, which Facebook users can add to their profile to help their friends find a local cupcake sale. It's a great way of extending the reach of the Cake A Difference website.

### Twitter

Unlike Facebook, with Twitter you can't store photos, add games and so on. Instead, Twitter lets you send out short (140 characters) messages, which are seen by anyone who chooses to 'follow' you, or by anyone who visits your homepage (known as your 'Twitter feed').

One of the reasons Twitter has become so popular so quickly is that it's possible to follow someone you don't know. Thus, Stephen Fry has nearly 2 million followers – all of whom will receive his tweets in their Twitter feeds.

Twitter also enables you to forward – or 'retweet' – what someone else writes, with a single click. In this way messages can spread through Twitter incredibly quickly, reaching a huge number of people. The subjects being talked about most are said to be 'trending', and they appear in a list alongside your Twitter feed. If we could get Cake A Difference trending in the UK this February it would mean we are reaching millions of people.

