



WordsmithBob's Complete List of the Top Twenty Social Networking Sites

[MySpace](#) - MySpace.com has seen explosive growth in recent years, with a current base of over 59 million users, reflecting both broader cultural trends offline and a unique culture online. MySpace has grown into a complex site where users can create profiles, including photographs, blogs, music or movie preferences. Other features of the site include chat rooms, forums, classified ads, newsgroups and a venue for sharing videos or music. It can be very effective for driving traffic to blogs and web sites.

[Facebook](#) - **Facebook** is no longer just for college kids who want to post their party pics. The average age of Facebook members is 43 years old. Businesses vie for advertising opportunities, event promotion and more on this social-networking site.

[LinkedIn](#) - LinkedIn is a popular networking site where alumni, business associates, recent graduates and other professionals connect online.

[Biznik](#) – We love the tagline of this business networking site, "Business networking that doesn't suck". Here's their definition: Biznik is a community for people who are building their own businesses, not a place for job seekers. It's about sharing ideas, not for posting resumes. It's the place where real conversations about business and entrepreneurship are taking place.

[Naymz](#) - Naymz is a Reputation Network that lets you establish and promote your good name online. Naymz created Reputation Networking to help verify your reputation and connect with other reputable professionals. Your Reputation Network is comprised of people that you invite and those that invite you. Anyone in your Reputation Network is able to give an opinion about your reputation, agree to act as a reference, and/or leave an endorsement on your profile. You have the ability to do the same for them.

[Flickr](#) – Flickr has been around since February of 2004. As opposed to sites such as Webshots, Flickr has more of a professional aura, catering to people who want to promote a business (such as their art work).

Its clean layout makes it a better place to share any photos, personal or not. However, due to its more experienced, professional population, it's a far more sensible realm in which to market something than similar sites, such as Webshots.

[Jump Up](#) – Jump Up is actually a creation of Intuit, the people who brought you Turbo Tax, Quicken and QuickBooks. Here's what they say about Jump Up: We started JumpUp.com to help new businesses and business owners, like you, get up and running *quickly* and *successfully*. We'll do that by taking out the mystery, making things simple, and putting tools at your fingertips to simply get the job done. And, we even provide ways you can connect with other business owners.

[StartupNation](#) - StartupNation is a free service founded *by* entrepreneurs *for* entrepreneurs. We created this site to be your one-stop shop for entrepreneurial success, and we're thrilled that StartupNation has grown to be the leading online content and community resource for entrepreneurs.

[Fast Pitch](#) - Fast Pitch! is a one-stop shop for business professionals to network and market their business. As one of the fastest growing social networks for business professionals, Fast Pitch! has connected millions of businesses across the world and provided a simple and intuitive way for professionals to enhance their online presence.

[Squidoo](#) – Squidoo is a most popular site for building free, single pages about your passions. The website is a good resource. Letting people create "lenses" about any topic, Squidoo is different from LinkedIn in that people are not limited to promoting themselves.

As well as individuals, businesses, services and hobbies are all popular Squidoo lens topics. To clarify, a lens is a page created by a user, and users can create as many lenses as they wish on as many different subjects.

[Ziki](#) - The site allows you to network with others, post links, and receive auto-feeds from blogs and Flickr. The blog feeds are especially effective in bringing a great deal of traffic to your blog or site.

Merchant Circle – Merchant Circle is a great way to connect with other local businesses, pass recommendations, get reviews, and promote your products and services to both other local businesses and the general public.

Yahoo! 360 - The purpose of Yahoo! 360 appears to be much like that of MySpace, but cleaner. Create a MySpace-esque page with a blog, photos, favorite quotes and links.

Care2 - Care2 isn't just a networking community for professionals: It's touted as "the global network for organizations and people who Care2 make a difference." If your business is making efforts to go green, let others know by becoming a presence on this site.

Gather - This networking community is made up of members who prefer to mix socializing with serious discussion. Browse categories concerning books, health, money, news and more to ignite discussions on politics, business and entertainment. This will help your company tap into its target audience and find out what they want.

Blue Dot - Blue Dot combines the friend-accumulating features of MySpace with the news-tagging ideals of other bookmarking sites. After you've created a Blue Dot account, you can write quite a lot about yourself on your profile page. Your profile page is where your bookmarks (or "dots") are displayed.

43 Things - This site bills itself as "the world's most popular online goal setting community." By publicizing your company's goals and ambitions, you'll gain a following of customers, investors and promoters who cheer you on as you achieve success.

WetPaint - Wetpaint lets users create wiki pages with relatively sane URLs, using a template that is quite liberal with images, navigation and secondary pages. If you have something to sell, Wetpaint can be useful for business ventures in that the pages are usually very interest-specific and people who visit a particular page are likely to become customers.

Friendster – Friendster is a social networking site begun in Mountain View, California, in March of 2002. Friendster is much more global than other social networking sites. In fact, 30 percent of all traffic on Friendster originates in the Philippines. Friendster has over 70 million members worldwide and is very popular in Asia.

[Bebo](#) – **Bebo** is a popular social networking web site, founded in January 2005. It can be used in many countries including Ireland, Canada, the United States, the United Kingdom, New Zealand and Australia. Founded by husband and wife Michael and Xochi Birch, Bebo had a major relaunch in July 2005. It was bought by AOL in 2008 for \$850 million American dollars.