



# Current Trends in Social Media

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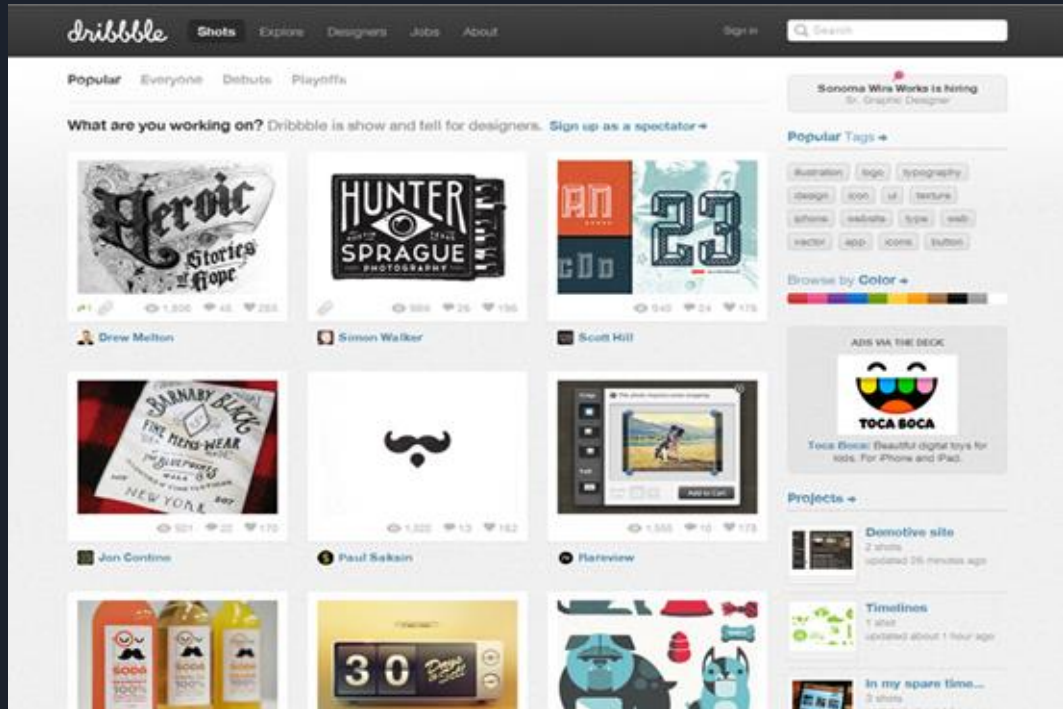
# Social Media on Web Pages

You want to make it as easy as possible for readers to share your content with one click. Placing the sharing buttons in your site's footer vs. the header, rigging them to hover as users scroll down the page, etc. Give your visitors the ability to share your content on a silver platter.

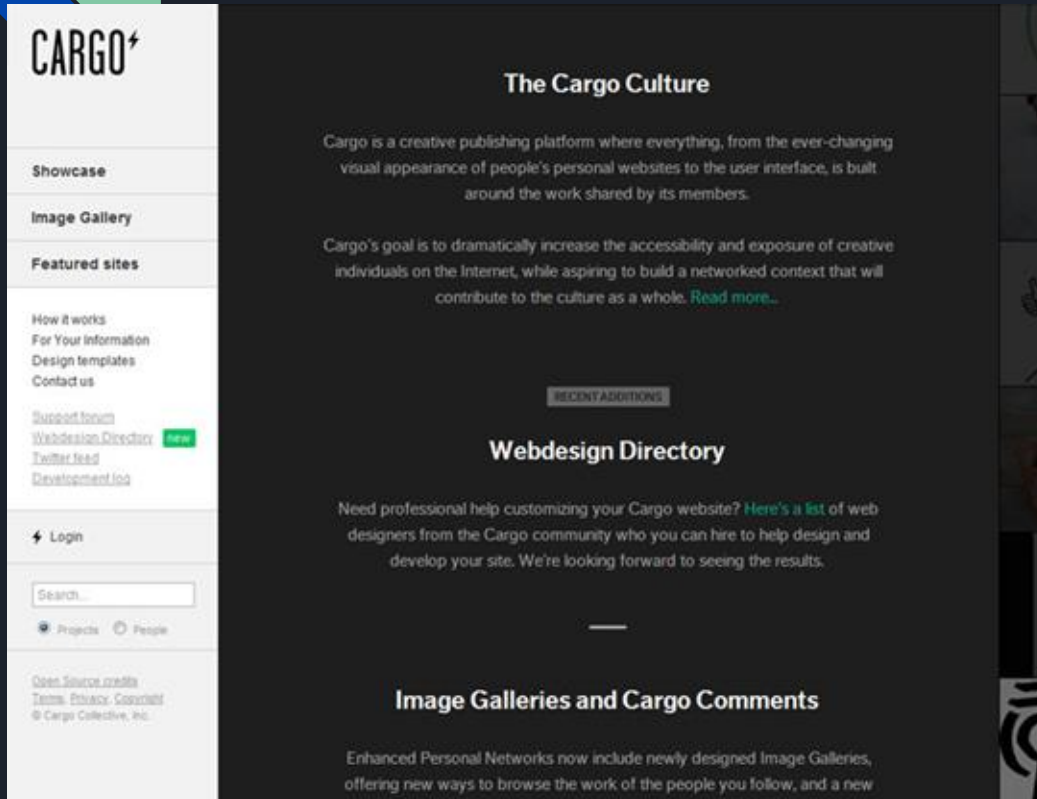


# Dribbble

Dribbble is show and tell for designers where they can share small screenshots of the projects they are working on and get opinions from other designers. There are two types of members at Dribbble, players, who can post shots and comments and are invited by current members, and spectators, who can follow and discover shots and people on Dribbble, but cannot post shots and comments. Anyone can sign up as a spectator.



# Cargo



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## The Cargo Culture

Cargo is a creative publishing platform where everything, from the ever-changing visual appearance of people's personal websites to the user interface, is built around the work shared by its members.

Cargo's goal is to dramatically increase the accessibility and exposure of creative individuals on the Internet, while aspiring to build a networked context that will contribute to the culture as a whole. [Read more...](#)

RECENT ADDITIONS

## Webdesign Directory

Need professional help customizing your Cargo website? [Here's a list](#) of web designers from the Cargo community who you can hire to help design and develop your site. We're looking forward to seeing the results.

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## Image Galleries and Cargo Comments

Enhanced Personal Networks now include newly designed Image Galleries, offering new ways to browse the work of the people you follow, and a new

Cargo is an online portfolio platform that allow its members to create free standing personal websites with their own URL with a wide variety of templates. A personal network of their own creation allows members to follow and comment on the work of others. The Cargo service is by invite only.

# LoveDsgn

The screenshot shows the homepage of LoveDsgn. At the top left, there is a navigation bar with the site logo 'LoveDsgn' and links for 'Browse', 'Members', 'Login', and 'Sign up'. Below the navigation bar, a 'HELLO & WELCOME' section introduces the site as a social platform for designers and typographers, with a 'Find out more...' link and social media follow buttons for Facebook (712 likes) and Twitter (1,663 followers). Two advertisements are visible: 'Convert PSD Designs to HTML5 Websites' and 'Website Photoshop Plugin'. The main content area is divided into two columns. The left column features a 'POPULAR TODAY' section with a large image of a 3D anchor and clock, titled 'Anchor and clock' by user 'eafan', dated 6th February 2012, with 8 likes. Below it is a 'Free Photoshop Vector Bad...' by 'eurove'. The right column features a 'WHAT'S NEW' section with an RSS feed icon, showing the 'Newest Member' as 'itgekey' (of 3036 members). Below this is a 'Live Tools - Button Builder' by 'eurove' and a 'First iPad Interface Design'.

LoveDsgn is a social website for designers, typographers, all kinds of creative people. It's a platform for sharing, discussing and improving creative output. To join the network, you have to be invited by a current user or request an invitation from LoveDsgn.

# Uses of Each Social Media



**If you want to share industry updates, company news and whitepapers**

These content formats are traditionally suitable for audiences who can be predominantly found on professional platforms such as LinkedIn and SlideShare. If you have a company Twitter account or an individual one that you use for professional purposes, these are also ideal platforms on which to engage fellow professionals with industry-specific content.

**If you want to share video content**

If your video content is short-form and targeted at a younger audience, you may want to consider Instagram, Vine, Snapchat or Periscope. If it's longer and more universal in its appeal, Facebook and Twitter can also generate high levels of engagement. Not to mention YouTube, the world's second largest search engine with [over 3 billion](#) searches a month.



# Uses Of Each Social Media



## If you want to share image-based content

If you're a brand with an engaging product to sell, you might want to consider Pinterest. According to Shopify, [93%](#) of users leverage the platform to plan purchases. Instagram is ideal for building an aspirational visual brand story and Tumblr is a channel that leans heavily towards imagery that's suited to a younger demographic.

## If you want to share editorial content


For businesses who want to establish themselves as a trusted industry thought leader, publishing an article on LinkedIn's publishing platform can expose their brand to over 300 million users. Medium is another highly popular publishing platform, [25%](#) of whose readers are college graduates and 43% of whom earn six figures or more.



# Video







<https://digitalmarketinginstitute.com/blog/2016-10-26-how-to-choose-the-best-social-media-channels-for-your-business>

<https://www.webdesignerdepot.com/2014/10/the-web-designers-guide-to-social-media/>

<https://smallbiztrends.com/2015/04/social-media-impacting-web-design.html>