

Wikipedia, one of the most widely used social media sites, categorizes the predominant uses of social media as:

- **Communication** (blogs, micro-blogs, social networking and events)
- **Collaboration** (like wikis, social news and bookmarking/tagging)
- **Multimedia** (video, photography, music/audio sharing and presentation sharing and live casting)
- **Review and opinion** (product reviews, business reviews, community Q&A)
- **Entertainment** (media platforms, virtual worlds and game sharing)