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)