

Co5 Classification of Social Software

Function	Description	Tools	Examples
Collaboration	To collaborate/contribute for a specific purpose in a shared space	Social annotation, Social reading, Wikis, etc.	Wikipedia, Google Docs, Bookliners, Doodle, etc.
Collection	To collect/organise information, resources, materials, etc.	Photo/video hosting, Social bookmarking, Referencing, etc.	Flickr, YouTube, Delicious, Connotea, Twitter, etc.
Communication	To offer/share information, resources, materials, etc.	Blogs, Photo/video hosting, Slide hosting, etc.	Wordpress, Twitter, Flickr, YouTube, Slideshare, etc.
Configuration	To create/reassemble resources, contents, etc.	Photo/video editing, Presentation editing, Screencasting, etc.	Picasa, Animoto, Prezi, CamStudio, etc.
Conversation	To facilitate text, audio and video conversations	Social networking, Instant messaging, VoIP, etc.	Facebook, MySpace, Yahoo messenger, Skype, etc.

Social Media Plan

What	Why	Who	When	Where (!)