





















What's Your Social Media Quotient (SMQ)?
Social Media Sophistication Quiz: Answer Key

Symbol	Name	Brief Description	Similar Sites/Tools
	37 Signals	An online collaboration/digital workspace/project management site	Box.com, Huddle, Google Groups, SharePoint, IGLOO.
	Disqus	A tool for commenting on news articles and blog posts, and in online communities	IntenseDebate, LiveFyre, Comment Luv. Commenting ability is now widespread on a variety of websites and social media platforms.
	EBay	A digital marketplace	Craigslist, Etsy, Amazon, Fiverr, 99designs, crowdSPRING, Envato – and more!
	Facebook	A social networking site	Google+, Orkut, Bebo, hi5. Facebook-like functionality is now present in many proprietary social platforms (e.g., Yammer, Chatter).
	Flickr	A photo and image sharing site	Picasa, Photobucket, Kodak's EasyShare, Instagram, Pinterest. Also a function in platforms like Facebook, Google+, Ning and proprietary social platforms.
	HootSuite	A platform/tool for individuals and organizations to manage their social media activity	Buffer, TweetCaster, UberSocial, TweetDeck (web only), SproutSocial, SpredFast.
	LinkedIn	A professional networking platform	BranchOut, BeKnown, Google+, Naymz, Viadeo. Partial: Plaxo, ZoomInfo, VisualCV, about.me
	NetVibes	A personalized dashboard publishing platform; also used by organizations to aggregate and share content	My Yahoo!, Flipboard, Feedly, The Old Reader, NewsBlur, RebelMouse, Storify, Listly, Facebook Paper (new), LinkedIn Pulse.
	Ning	An online platform for people and organizations to create custom social networks/digital communities	Jive, BuddyPress, JomSocial.
	Quora	A community driven question-and-answer website	Jelly, Need (both new), Ask.fm. The idea of crowdsourcing answers to questions is integrated into a wide variety of platforms, both public and private.

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Symbol	Name	Brief Description	Similar Sites/Tools
	Reddit	A social bookmarking site	StumbleUpon, Digg, Delicious, BuzzFeed, Pinterest (sort of).
	ShareThis	A tool (widget) for sharing web content	AddThis, AddtoAny. Sharing functionality is also integrated into many sites/blogs without a separate widget.
	SlideShare	A platform for sharing presentations and other documents	Dropbox, Google Docs, Box.com.
	Snapchat	A mobile group messaging application used to share a variety of content	WhatsApp, GroupMe, LINE, WeChat, Tango, KIK Messenger, Facebook messenger.
	Tumblr	A short-form, multi-media blogging platform	RebelMouse, Storify, and Pinterest are used in similar ways. Long-form blogs now have multi-media sharing options as well.
	Twitter	A micro-blogging service	Sina Weibo (China: akin to hybrid of Twitter and Facebook). Status updates in LinkedIn, Facebook and elsewhere are built on the same concept.
	Wikipedia	A co-created encyclopedia	Wikimedia Commons, Wikia, Wikitravel. Plus, the wiki concept is now embedded in many 2.0 solutions.
	WordPress	A blogging (and website development) platform	TypePad (SixApart), Blogger.
	Yelp	A site for reviewing restaurants and other consumer-oriented organizations	TripAdvisor, Expedia. Other consumer review sites: Angie's List, Rotten Tomatoes, GoodReads. Plus, the ability to read peer reviews is also embedded on many retail and catalog sites (e.g., Amazon, Land's End).
	YouTube	A video sharing site	Vimeo, Flickr. And for podcasts: iTunes and BlogTalk radio. Also a function in platforms like Facebook, Google+, and proprietary social platforms. The ability to create short-form videos is now part of Twitter (Vine) and Instagram.