



# eMusic Marketing

*The Basics to Get you Started*

by Tomaca Govan

This is just to get anyone started with their own eMusic Marketing campaign. There is so much information on the web on this subject. These are some of the basics. Start here, then go find more and put together a plan of action that will work for you.

## Must Haves - The Summary

The internet age is in full swing. How can the indie artist best maneuver to market themselves and their music? And, where does one begin?

### 1. Have your own website.

- OWN your name or your band's name. It is your brand. This is essential.
- Your website should be appealing to your fans.
- Use wordpress to build your site. There are thousands of templates and plugins to enhance your site and to make it more socially interactive.
- Your domain name comes with email. Use it.

### 2. Get on Facebook.com

- You want a facebook page that all of your fans can "like" and use to stay in touch with what you are doing.

### 3. MySpace.com

- MySpace rapidly lost popularity to facebook and other sites, but it is still a good place to share your music and connect with fans.

### 4. Twitter.com

- Twitter anyone? Yes, twitter everyone.

### 5. YouTube.com

- Your personal YouTube will be used to upload your videos and to stream them from on other sites.

## Your Website

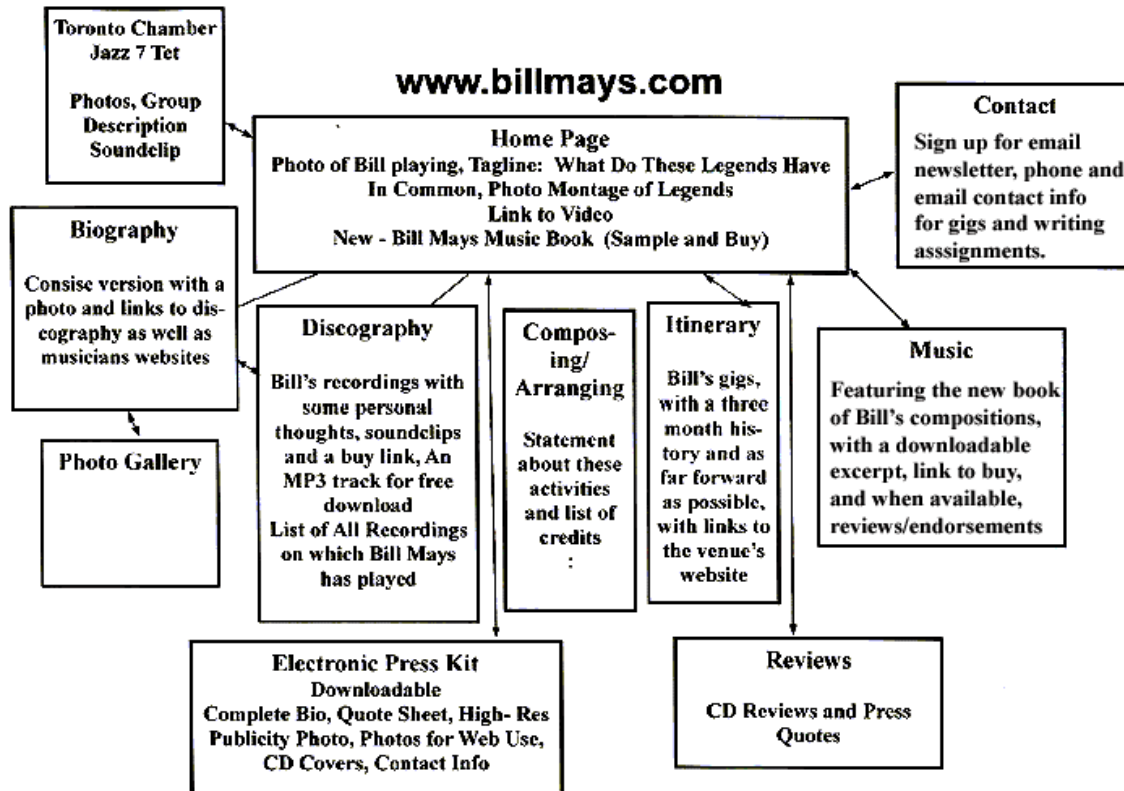
### Own Your Name

This starts with *owning* your name or your band's domain name. This is your company, your corporation, your brand. If people search for your name, you want your own professional website to appear in the search engine. It's the easiest way for people to find you.

If your name is unique, that's even better because you will be at the top of the list. For instance, I am the only Tomaca Govan in the world, so if you search for my name, you will get my sites and not have to filter through other things on the list.

A lot of people get hung up on what is available for free, so they will use a site and have a domain name like <http://wix.com/lamtheband>. Buy *lamtheband.com*. If you use someone else's name, you are advertising them and they will gladly accept the free endorsement and marketing that you give them. Own your name. Brand yourself!

Here is a good example of the information that should be on your website and how it should flow from BillMays.com:



## Giving Your First Impression

In the flesh people get an impression of you within seconds. They see you and decide what kind of person you are and whether or not they are interested in having a conversation. On the internet, it is the same. Three seconds. You may have the greatest music in the world, but if people don't get past the introduction – your website – they will never hear it. Your site needs to be inviting to the viewer and clear and easy to maneuver. If you don't have the money for a designer, there are a number places where you can easily build a website using a provider's software: wix.com, hostbaby.com, bandzoogle.com, bandvista.com, wordpress.org, google.blogspot.

WordPress blogs are my choice for building an interactive site. Many people use WordPress blogs or Joomla to build their websites. Both have thousands of templates and plugins to enhance your website and most of those things are available for free. If you think of a function that you would like your website to have, it's pretty much a given that there is a plugin designed for it.

WordPress blogs are highly interactive enabling your fans to post comments and give feedback just as they can on other social websites and this interaction is what you want. Remember the word "blog." You want to blog and keep people updated to keep a constant buzz.

## Use Your Band Email Address

I tell all of my clients – use your band name email address for all of your band-related correspondence. Your business, your company, your band is not @yahoo.com.

Every time you send out an email @lamtheband.com, you are referring people back to your website and you are exhibiting a level of professionalism. Hotmail loves to advertise at the bottom of every email you send out and they will take the free endorsement if you give it to them.

So, you@lamtheband.com. That is who you are, who your company is, your brand. Use it exclusively for all band-related correspondence.

Add a signature line at the bottom your email. This can include your name, phone number, web address and maybe your band's favorite quote if you want to add something a little fun at the end. Remember, with every email you send out, you are marketing yourself.

## Facebook

Essential. For marketing purposes, you must be there. Facebook is rapidly becoming the most popular website in the world. Right now, in the US as of 11/2010, it is number 2.

Make a facebook page that your fans can “like.” It's a place people can go to leave you a message, browse through your photo collections, or even chat with you while you are online.

The Facebook "wall" is where it all happens. This is where you write comments on what you are up to and share video, photos and articles with your fans. You can also see what your fans are posting on their walls, and anyone on your fan list can come by and write a comment on your wall. Facebook is a place where conversations can be started and feedback can come from everyone on your fan list.

Should you have a facebook page also? Yes, if you choose. Many people have both. If you'd like, you can limit your personal facebook page access to family and close friends by removing your page from the search engines and keep everything private.

How do I get my music on my facebook fan page?

Building profile on Reverbnation.com and follow the steps to link it to your page. Your music player from Reverbnation will appear on your fanpage allowing people to check out your music.

## My Space

MySpace allows people to connect with their friends and make new ones. Users on MySpace have a personal page where they can post information about themselves, pictures, music, video clips and other information. You can also create a blog which entries are displayed on your personal page. Having a presence on MySpace will allow you to interact with existing friends, as well as giving you a platform to meet new friends.

Using MySpace is easy. Simply sign up for an account following the steps below and start connecting with your friends and making new ones.

For adding friends, you can search by location, gender, age and other categories and solicit people. It's not talked about a lot, but a lot of bands use friend adders which is a software that automatically does the search and sends out friend requests. MySpace frowns on the use of this software.

## Twitter

Twitter gives an immediate pulse on news and events, and what people are talking about, often before any news outlet. Twitter is the “office water cooler” and offers your audience direct access to you in real-time. It also broadens your reach to a wider world-wide community.

Twitter is a social messaging platform and micro-blog. It’s like texting and is a great place for keeping people informed on what you are up to without the need to spend a lot of time crafting an entire post on the subject. You just say what's up and leave it at that.

With the ability to follow people and have followers, and the ability to access Twitter on your cell phone, Twitter has become the perfect social messaging tool. Whether you are out touring and want to keep your fans posted of your travels, or keeping people informed of new music, Twitter is a great tool for quickly communicating a message to a group of people.

## YouTube

YouTube is an interactive worldwide community—there are a lot of ways to use the platform to inform people, get them to participate, and grow awareness of your band and your music.

- **Reach Out.** Post videos that get YouTube viewers talking, and then stay in the conversation with comments and video responses.
- **Partner Up.** Find other organizations on YouTube who complement your mission, and work together to promote each other.
- **Keep It Fresh.** Put up new videos regularly and keep them short—ideally under 5 minutes.
- **Spread Your Message.** Share links and the embed code for your videos with supporters so they can help get the word out.
- **Be Genuine.** YouTube has a wide demographic, so high view counts come from content that's compelling, rather than what's "hip."

## Connecting Everything Together

The next step, once you have created your profiles on these sites is to work them. Start connecting with your friends, your fans and others. You can't just build a profile and let it sit unattended. You must begin interacting with people and posting things of interest to your fans on a regular basis. It is a two-way street. Fans get to share their feedback and to take a small part in your music life. That's what they want – the opportunity to share themselves, their feelings and their thoughts with you. Welcome them and make them part of your music life.

All of the social network sites link to each other in some way so if you post on YouTube, it will appear on Facebook. Or, if you post on Facebook, it will automatically post on Twitter, etc. Check your profile settings on each site to establish the connections.

One web dashboard that you can use to make one post and have it disseminate everywhere is <http://Ping.fm>.

With blogging and all of the social networks you are on, your job becomes growing your fanbase by keeping them interested and coming back for more. Post information about the music, your adventures, your travels, your gigs, events in your life, etc. Even mention things that are important to your fans on a personal basis. Anything to keep them coming back and to let them know that you also care about them.

## Create Your Own Social Network

Places like Ning.com and KickApps.com allow you to build your own social community – your personal fan club. Why not? It allows people to stay informed on band happenings and to participate by uploading their own information and photos. If they are having a good time on your site, they will bring their friends and the viral marketing will continue to spread.

From here you can sell your music, posters, tshirts, etc.

## What about all the Indie Sites that Charge a Fee for Marketing?

There are thousands of them out there on the internet. Do a search and decide if there are places out there that offer services that you need. Just remember, their goal is to make money first and market you second. Their services are fee-based. Decide for yourself what you are willing to pay for and what you are not willing to pay for.

## Learn More About Internet Marketing

There are people out there who make a full time job of staying up to date with internet trends and information. Search, find and subscribe to those blogs to stay in the know. There are hundreds of them out there. Here are a few suggestions:

<http://MusicIndustryReport.org/>

<http://www.bob-baker.com/>

<http://MusicianCoaching.com>

<http://www.indiebible.com/>

## Where to Sell Your Music

Use your website first and others second. Software is sold by <http://easybe.com/> to sell music from your own site using paypal.

Other places to sell:

- [Amazingtunes](#)
- [Apollo Tunes](#)
- [Arkade](#)
- [Artistopia](#)
- [Audigist](#)
- [Amazon Advantage](#)
- [Artists First](#)
- [Awal](#)
- [Bandcamp](#)
- [BBC 6Music](#)
- [Beatport](#)
- [Beats Digital](#)
- [Bebo](#)
- [Boost Independent Music](#)
- [Broadjam](#)
- [Cafepress](#)
- [CD Baby](#)
- [CD Fuse](#)
- [CD Unsigned](#)
- [Choosik](#)
- [Earbuzz](#)
- [Emubands](#)
- [Garageband](#)
- [IAC](#)
- [Ijamr](#)
- [Indierhythm](#)
- [Indiestore \(7Digital\)](#)
- [Indietorrent](#)
- [Intomusic](#)
- [Inzu](#)
- [Isound](#)
- [Last.fm](#)
- [Lulu](#)
- [Magnatune](#)
- [Memusic](#)
- [Musicadium](#)
- [Mvine](#)
- [Mymusicstream](#)
- [Myspace](#)
- [Netunes](#)
- [NME](#)
- [Owngig](#)
- [Payplay.com](#)
- [Pledge Music](#)
- [Purevolume](#)
- [Rebeat](#)
- [Record Union](#)
- [Rock affairs](#)
- [Second Life](#)
- [Soundclick](#)
- [Tagets](#)
- [thebizmo](#)
- [The Orchard](#)
- [SongCast](#)
- [Totalband](#)
- [Trackseller](#)
- [Tradebit](#)
- [Tunecore](#)
- [Tunetribe](#)
- [UBL](#)
- [Undergroundmusix](#)
- [Uplaya](#)
- [Voeveo](#)
- [World Music Service](#)

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## Other eSources

[The Hype Machine](#) follows music blog discussions and serves up the most popular finds in the blogosphere.

[Mp3.com](#) links to legal digital music downloads from a wide variety of services.

[Last.fm](#) social music platform.

[Acid Planet](#) create, upload, and listen to music from artists around the world.

[Reverb Nation](#) online indie site.

[Garageband](#) The web's largest independent music community

[Sonicbids](#) Electronic Press Kits (EPKs).

[Podsafe Music Network](#) Artists can upload songs to be used in podcasts.

[Soundcllc](#) Free member pages including unlimited free webspace, free MP3 download and hosting, streaming audio, personalized news, charts, tour calendar, auctions, ecommerce, music greeting cards, and tons more.

[Deezer](#) Create Playlists, upload your entire song library in your private space, no storage limit, and share songs

[PureVolume](#) host their mp3s and get exposure. We showcase unsigned artists, independent labels, and major label artists. Visitors can download over 100,000 mp3s for free.

[Imeem](#) Users interact with each other by watching, posting, and sharing content of all media types, including blogs, photos, audio, and video.

[MOG](#) online community where music lovers can discover people through music and music through people.

[CD Baby](#) Sell your CD's online and through their digital distribution service.

[iJigg](#) Indie Bands/Artists: • Post all your music tracks • Easily share your music •

[Amazon](#) Sell your CDs / Downloads through Amazon.

[Qloud](#) music search service with social features.

[eListeningPost](#) enables musicians to market and sell music directly to consumers all over the world via email, any web site and any P2P network in a way that is termed Super Distribution.

ITunes A digital music jukebox. Download music, TV shows, movies, and more.

[A-Z Lyrics](#) Lyrics collection organized by artists alphabetically. Search engine included. Upload your lyrics so people can find them.

[Hi5](#) Offers a profile page, a friend request feature, photo storage, music reviews, video, and email.

[Veoh](#) Thousands of free videos. Watch long form, television quality content and publish your own videos.

[Craigslist](#) provides local classifieds and forums for jobs, housing, for sale, personals, services, local community, and events.

[Sonic Garden](#) independent artists & indie labels, featuring music, pictures, videos, tour info, reviews, interviews and a music store

[Multiply](#) Users can create, share and discuss blogs, photos, videos and music with others as well as post reviews of movies and books, or share a calendar of events.

[Backstage Commerce](#) Sell Your Music with Secure Mastercard and Visa from Your Own Site.

[Project Opus](#) an online music community designed to support artists, fans and local music.

[Fuzz](#) artist promotion platform, and a feature-rich interactive community that engages artists and fans to promote, discover, share, review, influence, buy, and sell music.

[Absolute Lyrics](#) Supports searches by artists, album or song titles; browsing by artists. Upload your own lyrics so people can find them.

[Slide.co](#) people express themselves and tell stories through personalized photos and videos created on Slide.com and viewed anywhere on the web or desktop.

[MyxerTones](#) share and sell your original ringtones and wallpapers to anyone with a mobile phone

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[Technocrati](#) Real-time search for user-generated media (including weblogs) by tag or keyword. Also provides popularity indexes. Good tool to search for yourself or band to see what's going on with your popularity on the WWW.

You Send It File transfer and email service. Also offer secure and large file transfer. This is an awesome way to share music, or share mixes with people all over the world.

[Discmakers](#) Disc Makers provides CD Duplication, DVD Duplication, CD Manufacturing, DVD Manufacturing, CD Replication, DVD Replication, CD Duplicators, DVD Duplicators.

[Bebo](#) Allows users to share photos with music, and blogs, and draw on members' White Boards.

[The Hype Machine](#) tracks a variety of MP3 blogs.

[Daily Blog Tips](#) Improve your blog with Daily Blog Tips. Articles on design, promotion, SEO, monetization, WordPress and more

[Artistopia](#) community services include profile bio, MP3 song uploads, news press releases, band gigs and events calendar, directory, class ads, promotion tips, radio play, forums and shopping

[Elbows](#) music blog aggregator – search and browse hundreds of thousands of music posts.

[Broadjam](#) of musicians and bands promote their music online.

[Virb](#) community web site that combines social interaction with music and entertainment exploration.

[NowLive](#) connect any time with peers, fans, friends, and new and interesting people.

[Hit Quarters](#) world's largest music industry search directory, including contact information and individual track records.

[INgrooves](#) digital record company and a leader in the digital entertainment industry.

[Musocity](#) music oriented online community. We currently provide accounts designed for music fans, artists, musicians, music retailers and music venues.

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[Yahoo Video](#) Upload and share your videos.

[Hot Lyrics](#) Searchable lyrics database. Submit your lyrics.

[Live365](#) 5,000 stations at Live365.

[Odeo](#) is an online application that allows for recording and sharing podcasts with a simple Macromedia Flash-based interface. It also contains a directory and radio, with podcast channels.

[Google Analytics](#) is free.

[Snocap](#) promote and sell their music through digital retailers and through the SNOCAP MyStore.

[Digg](#) Digg is a place for people to discover and share content from anywhere on the web.

[Number One Music](#) specializing in the online marketing of musicians and their art, online street team direction, online media awareness, targeted email marketing, market research, and cross promotions with our marketing partners.

[Oasis CD](#) provides CD replication, CD duplication.

[Trig](#) platform you need, whether you want to be a fashion designer, musician or maybe just looking for new friends and sharing your thoughts with the world.

[Stumbleupon](#) you discover and share great web sites.

[IODA](#) digital distribution company for the global independent music community.

[Pump Audio](#) Pump Audio represents the best independent music from around the world, for licensing to advertising, television, film and web clients.

[Lyrics.com](#) Includes large archive of lyrics.

[Blogger](#) Free, automated weblog publishing tool that sends updates to a site via FTP.

[Frappr](#) Visitor Map, MySpace Map, Frappr Map – The most social maps on the Web.

[Cafe Press](#) create and sell a variety of customizable products with zero up front costs and zero inventory investment.

[del.ic.ious](#) A social bookmarks manager.

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[Zazzle](#) Design and purchase custom t-shirts, custom mugs, posters, prints, cards, and postage online.

[Dmusic](#) independent musicians and music fans.

[Crucial Music](#) links independent artists and musicians to those in the industry who want their songs.

[All Music Guide](#) the most comprehensive music reference source on the planet.

[iSound](#) Sign up for FREE as an artist to get your music heard by 1,000's of site visitors.

[Pandora](#) explore a vast trove of music

[7Digital](#) UK's leading digital media delivery company, catering for record companies, artists, film and TV companies as well as other digital media owners throughout the world.

[CNET Music Download](#) Music is your source for legal and free MP3 downloads. Download MP3s from thousands of artists.

[Music Submit](#) submits your music to genre-specific radio stations, online music magazines, online music directories, blogs, podcasts, indie record labels, and other electronic music media.

[Podomatic](#) PodOmatic specializes in the creation of sophisticated tools and services that enable anyone to easily find, create, distribute, promote and listen to both audio and video podcasts.

[Flickr](#) online photo management and sharing application in the world.

[Funender](#) Funender.com is mainly an online music distributor (OMD) which promotes both signed and unsigned musicians.

[Smugglers Music](#) Independent artists are encouraged to upload music and sell it through their platform.

[Bandtube](#) Promote your band for free. Watch videos of unsigned bands.

[Unsigned Band Web](#) Free music portal.

[9Vib](#) Unbiased, unsigned music discovery.

[Accuradio](#) independent, multichannel Internet radio station

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[iLike](#) social music discovery service that lets consumers get personalized recommendations and follow what their friends are listening to.

[Artist Log](#) Upload videologs to your favorite artists.

[Gyidget](#) a stand-alone viral promotions tool

[Beta Records](#) discover new artists, network with other artists, and promote themselves, their music and their talents.

[Amie Street](#) social network that facilitates music discovery

[Eventful](#) enables users to discover, promote, share and create events.

[SayNow](#) delivers voice and text services that are used by entertainers, politicians and community leaders to communicate with their fans.

[IAC](#) Independent Artists Company, the Indie Capital of the World.

[Broadtexter](#) Fans join your club from a Broadtexter Widget on your web sites. OR from your Fan Page on a computer or phone browser.

[Friendster](#) global online social network.

[Discogs](#) A community-built database of music information.

[The Live Music Archive](#) online public library of live recordings

Here is an extensive list of social networking sites from

[http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)

Name	Description/Focus	Registration
Academia.edu	Social networking site for academics/researchers	Open
Advogato	Free and open source software developers	Open
ANobii	Books	Open
aSmallWorld	European jet set and social elite world-wide	Invite-only
AsianAvenue	A social network for the Asian American community	Open
Athlinks	Running, Swimming	Open
Audimated.com	Independent music	Open
Avatars United	Online games	Open
Badoo	General, Meet new people, Popular in Europe and LatAm	Open to people 18 and older
Bebo	General	Open to people 13 and older
Bigadda	Indian Social Networking Site	Open to people 16 and older
BigTent	Organization and communication portal for groups	Open to people 18 and older (13-18 parental permission encouraged)
Biip.no	Norwegian community	Requires Norwegian phone number
BlackPlanet	African-Americans	Open
Blauk	Anyone who wants to tell something about a stranger or acquaintance.	Open to people 10 and older.
Blogster	Blogging community	Open
Bolt.com	General	Open
Buzznet	Music and pop-culture	Open
CafeMom	Mothers	Open to moms and moms-to-be
Cake Financial	Investing	Open

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Care2	Green living and social activism	Open
CaringBridge	Not for profit providing free websites that connect family and friends during a serious health event, care and recovery.[35]	Open to people 18 and older[37]
Cellufun	Mobile social game network, Number 8 US mobile website[39]	Open to people 14 and older
Classmates.com	School, college, work and the military	Open to people 18 and older[43]
Cloob	General. Popular in Iran	Open
CouchSurfing	Worldwide network for making connections between travelers and the local communities they visit.	Open
CozyCot	East Asian and Southeast Asian women	Open
Crunchyroll	Anime and forums.	Open
Cyworld	General. Popular in South Korea.	Open
DailyBooth	Photo-blogging site where users upload a photo every day	Open
DailyStrength	Medical & emotional support community - Physical health, Mental health, Support groups	Open
Decayenne	European and American social elite	Invite-only
delicious	Social bookmarking allowing users to locate and save websites that match their own interests	Open
deviantART	Art community	Open
Disaboom	People with disabilities (Amputee, cerebral palsy, MS, and other disabilities)	Open
Dol2day	Politic community, Social network, Internet radio (German-speaking countries)	Open
DontStayIn	Clubbing (primarily UK)	Open
Draugiem.lv	General (primarily LV, LT, HU)	Invitation only
Elftown	Community and wiki around Fantasy and sci-fi.	Open, approval needed
Epernicus	For research scientists	Open

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Eons.com	For baby boomers	Open to people 13 and older
Experience Project	Life experiences	Open
Exploroo	Travel Social Networking.	Open
Facebook	General.	Open to people 13 and older
Faceparty	General. Popular UK.	Invitation only to people 18 and older
Faces.com	British teens	Open to people 13 and older
Fetlife	People who are into BDSM	Open to people "of [legal] age to see adult content"
FilmAffinity	Movies and TV Series	Open
FitFinder	Anonymous UK Student Microblogging Website	Open
FledgeWing	Entrepreneurial community targeted towards worldwide university students	Open to university students
Flixster	Movies	Open to people 13 and older
Flickr	Photo sharing, commenting, photography related networking, worldwide	Open to people 13 and older (Yahoo! Login)
Focus.com	Business to Business, worldwide	Open to people 13 and older
Folkdirect	General	Open to people 16 and older
Fotolog	Photoblogging. Popular in South America and Spain	Open
Foursquare	Location based mobile social network	Open
Friends Reunited	UK based. School, college, work, sport and streets	Open to people 13 and older
Friendster	General. Popular in Southeast Asia. No longer popular in the western world	Open to people 16 and older. No children allowed
Frühstückstreff	General	Open
Fubar	dating, an "online bar" for 18 and older	Open
Gaia Online	Anime and games	Open to people 13 and older
GamerDNA	Computer and video games	Open
Gather.com	Article, picture, and video sharing, as well as group discussions	Open
Gays.com	Social network for LGBT community, Guide for LGBT bars, restaurants, clubs, shopping	Open. Global

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Geni.com	Families, genealogy	Open
Gogoyoko	Fair play in Music - Social networking site for musicians and music lovers	Invite only while in beta
Goodreads	Library cataloging, book lovers	Open
Google Buzz	General	Open
Gossipreport.com	Anonymous gossip	Open to people 16 and older
GovLoop	for people in and around government	
Grono.net	Poland	Open
Habbo	General for teens. Over 31 communities worldwide. Chat Room and user profiles.	Open to people 13 and older
hi5	General. Popular in India, Mongolia, Thailand, Romania, Jamaica, Central Africa and Latin America. Not very popular in the USA.	Open to people 13 and older. No children allowed
Hospitality Club	Hospitality	Open
Hotlist	Geo-Social Aggregator rooted in the concept of knowing where your friends are, were, and will be.	Open
Hub Culture	Global influencers focused on worth creation	Invite-only
Hyves	General, Most popular in the Netherlands.	Open
Ibibo	Talent based social networking site that allows to promote one's self and also discover new talent. Most popular in India.	Open
Indaba Music	Online collaboration for musicians, remix contests, and networking.	Open and Global
IRC-Galleria	Finland	Open to Finnish speaking people 12 and older
italki.com	Language learning social network. 100+ languages.	Open. Global.
InterNations	International community	Invite-only
Itsmys	Mobile community worldwide, blogging, friends, personal TV-shows	
iWiW	Hungary	Invite-only
Jaiku	General. Microblogging. Owned by	Open to people 13 and older

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	Google	
JammerDirect.com	Creative resource website	Open to the General Public
kaioo	General, nonprofit	
Kaixin001	General. In Simplified Chinese; caters for mainland China users	Open to the General Public
Kiwibox	General. For the users, by the users, a social network that is more than a community.	Open to people 13 and older
Lafango	Talent-Focused media sharing site	Open global
Last.fm	Music	Open to any age or gender
LibraryThing	Book lovers	Open to people 13 and older
lifeknot	Shared interests, hobbies	Open to people 18 and older
LinkedIn	Business and professional networking	Open to people 18 and older
LinkExpats	Social networking website for expatriates. 100+ countries.	Open. Global.
Listography	Lists. Autobiography	Open
LiveJournal	Blogging. Popular in Russia and among the Russian-speaking diaspora abroad.	Open (OpenID)
Livemocha	Online language learning - dynamic online courses in 35 languages - world's largest community of native language speakers.	Open
LunarStorm	Sweden	Open
MEETin	General	Open
Meetup.com	General. Used to plan offline meetings for people interested in various activities	Open to people 18 and older
Meettheboss	Business and Finance community, worldwide.	Open
Mixi	Japan	Invite-only
mobikade	mobile community, UK only	Open to people 18 and older
MocoSpace	mobile community, worldwide	Open to people 14 and older
MOG	Music	Open to people 14 and older
MouthShut.com	Social Network, social media, consumer reviews	Open
Mubi (website)	Auteur cinema	Open
Multiply	Real world relationships. Popular in	Open to people 13 and older. No

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	primarily in Asia.	children allowed
Muxlim	Muslim portal site	Open to people 13 and older
MyAnimeList	Anime themed social community	Open to people 13 and older
MyChurch	Christian Churches	Open
MyHeritage	family-oriented social network service	Open
MyLife	Locating friends and family, keeping in touch (formerly Reunion.com)	Open
My Opera	Blogging, mobile blogging, photo sharing, connecting with friends, Opera Link and Opera Unite. Global	Open
MySpace	General	Open to ages 13 and older.
myYearbook	General, Charity	Open to age 13 and up & Grades 9 and up
Nasza-klasa.pl	School, college and friends. Popular in Poland	Open
Netlog	General. Popular in Europe, Turkey, the Arab World and Canada's Québec province. Formerly known as Facebox and Redbox.[195]	Open to people 13 and older
Nettby	Norwegian Community	Open
Nexopia	Canada	Open to people 13 and older [200]
NGO Post	Non-Profit news sharing and networking, mainly in India	Open
Ning	Users create their own social websites and social networks	Open to people 13 and older
Odnoklassniki	Connect with old classmates. Popular in Russia and former Soviet republics	Open
OneClimate	Not for Profit Social networking and Climate Change	Open to People of all ages and locations
OneWorldTV	Not for Profit Video sharing and social networking aimed at people interested in social issues, development, environment, etc.	Open
Open Diary	First online blogging community, founded	Open to people 13 and older

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	in 1998	
Orkut	General. Owned by Google Inc. Popular in India and Brazil.[211]	Open to people 18 and older, (Google login)
OUTeverywhere	Gay/LGBTQ Community	Open
PartnerUp	Social networking site for entrepreneurs and small business owners	Open and Free
Passportstamp	Travel	Open
Partyflock	Dutch virtual community for people interested in house music and other electronic dance music. Since 2001, Partyflock has evolved into the biggest online community for the dance scene in the Netherlands	Open to people 18 years and up
Open	&0000000000366598000000366,598[218]	
Pingsta	Collaborative platform for the world's Internet network Experts	Invite-only, only Internet Experts
Plaxo	Aggregator	Open
Playahead	Swedish, Danish teenagers	Closed
Plurk	Micro-blogging, RSS, updates. Very popular in Taiwan	Open
Present.ly	Enterprise social networking and micro-blogging	Open
Qcapacity	A a business-oriented social networking site and a business directory	Open to people 16 and older
Quechup	General, friendship, dating	Open to those over 16
Qzone	General. In Simplified Chinese; caters for mainland China users	Open to the general public
Raptr	Video games	Open
Ravelry	Knitting and crochet	Open
Renren	Significant site in China. Was known as ?? (Xiaonei) until August 2009.	Open
ResearchGate	Social network for scientific researchers	Open
ReverbNation.com	Social network for musician and bands	Open to people 16 and older
Ryze	Business	Open
ScienceStage	Science-oriented multimedia platform and	Open

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	network for scientists	
Scispace.net	Collaborative network site for scientists	By invitation, but can request an invitation
ShareTheMusic	Music Community. Sharing and listening to music for free and legally	Open
Shelfari	Books	Open
Skyrock	Social Network in French-speaking world	Open
SocialVibe	Social Network for Charity	Open
Sonico.com	General. Popular in Latin America and Spanish and Portuguese speaking regions.	Open to people 13 and older
Stickam	Live video streaming and chat.	Open
StudiVZ	University students, mostly in the German-speaking countries. School students and those out of education sign up via its partner sites schülerVZ and meinVZ.	Open
StumbleUpon	Stumble through websites that match your selected interests	Open
Tagged	General. Subject to quite some controversy about its e-mail marketing and privacy policy	Open
TalentTrove	Online Talent Network	Open
Talkbiznow	Business networking	Open
Taltopia	Online artistic community	Open
Taringa!	General	Open to people 13 and older
TeachStreet	Education / Learning / Teaching - More than 400 subjects	Open
TravBuddy.com	Travel	Open to people 18 and older
Travellerspoint	Travel	Open
tribe.net	General	Open
Trombi.com	French subsidiary of Classmates.com	
Tuenti	Spanish-based university and High School social network. Very Popular in Spain	Invite-only

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Tumblr	General. Micro-blogging, RSS	Open
Twitter	General. Micro-blogging, RSS, updates	Open
Vkontakte	Social Network for Russian-speaking world including former Soviet republics. Biggest site in Russia	Open
Vampirefreaks.com	Gothic and industrial subculture	Open to users 13 and over
Viadeo	Global Social Networking and Campus Networking available in English, French, German, Spanish, Italian and Portuguese	Open
Virb	Social network that focuses heavily on artists, including musicians and photographers	Open
Vox	Blogging	Open
Wakoopa	For computer fans that want to discover new software and games	Open
Wattpad	For readers and authors to interact & e-book sharing	Open
Wasabi	General	Open
WAYN	Travel and lifestyle	Open to people 18 and older
WebBiographies	Genealogy and biography	Open
WeeWorld	Teenagers - 10 to 17	Open to ages 13 and older.
WeOurFamily	General with emphasis on privacy and security	Open, subscription-based
Wer-kennt-wen	General, largest German Social Network	General
weRead	Books	Open
Windows Live Spaces	Blogging (formerly MSN Spaces)	Open
WiserEarth	Online community space for the social justice and environmental movement[295]	Open to people 16 and older
WorldFriends		
Xanga	Blogs and "metro" areas	Open
XING	Business (primarily Europe (Germany, Austria, Switzerland) and China)	Open
Xt3	Catholic social networking, created after World Youth Day 2008	Open
Yammer	Social networking for office colleagues	Must have company email

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Yelp, Inc.	Local Business Review and Talk	Open
Youmeo	UK Social Network (focus on data portability)	Open
Zoo.gr	Greek Web Meeting point	Open
Zooppa	Online Community for Creative Talent (host of brand sponsored advertising contests)	Open to people 14 and older[309]