

# What Is Social Media and Why Does it Matter - Intro to Social Media

## What is social media?

In this day and age everyone is familiar with social media, platforms like Facebook, Twitter, and LinkedIn have become all but ubiquitous. At its core social media is about leveling the playing field and valuing user created content above published content. Working with social media takes some getting used to but is worth the effort.

## Why should I care about social media?

[People trust their friends](#), people will be more receptive to your content if it a friend has shared it than if you delivered it personally.

Your competitors and clients are already talking about you on social media, if you want your story heard how you want it you need to be there to deliver it.

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