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Twitter Tips in 140 Characters  
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## Twitter versus Facebook: Should you Choose One?

by Guest Poster on January 13, 2009

in [Other Twitter Tips](#)

twitter

VS

facebook

59  
tweets

retweet

*Twitter or Facebook? Or Both? In this post Steve Thornton (follow him at [@stevethornton](#)) explores the decision.*

The phenomenon of social networking is still in its infancy and it remains to be seen exactly which network might become the 800-pound gorilla in the space. It is reminiscent of the dotcom 90s, when I worked in the search industry; dozens of venture-backed search firms battled for dominance and search appeared to become a commodity, with limited monetization potential, or so we all thought at the time.

There are now so many social networks vying for users that even the most elite “Digerati” have trouble keeping up with the ever-shifting landscape. And most are still struggling to find effective monetization strategies, casting doubt on their long term survival and pointing to massive consolidation at some point.

### The Evolution of Social Networking Compared to Search

In the now-infamous dotcom era, Yahoo, Lycos, Excite and others evolved into portals in a desperate attempt to find ways to make money, since nobody had really found effective ways to monetize search. That was, until companies like Goto.com (which became Overture and was eventually bought by Yahoo) and Google invented the concept of paid search and contextual, pay-to-click advertising models. The rest is history and we all knew who won the war.

So it seems today that applications like Twitter and Facebook, while attracting new users at astounding

rates have not fully defined their business models and the 800-pound gorilla has yet to emerge. It is still early in the game and, as with search in the mid 90s, the eventual winners in the social networking space may not even yet exist, but I would argue that Twitter and Facebook are emerging as potential contenders to dominate.

The differences between the two networks are substantial and in some ways a direct comparison between the two is actually difficult to make. Twitter is simple and feels like Google did in 1998, while Facebook offers a portal-like interface somewhat reminiscent of Yahoo.

## **Key Elements of Facebook and Twitter**

Facebook appeals to people looking to reconnect with old friends and family members or find new friends online; the mashup of features like email, instant messaging, image and video sharing, etc. feels familiar, while Twitter is a bit harder to get your arms around at first.

Most people can very quickly grasp how to use Facebook to connect to friends and family, using it to share thoughts, images, etc. Like MySpace but more geared to adults than teens, Facebook is a social networking Portal; beckoning you not to leave but rather to stick around and communicate within the network.

Twitter on the other hand, encourages you grab ideas in byte-size chunks and use your updates as jumping off points to other places or just let others know what you're up to at any given moment.

## **Why People Love Facebook**

Facebook appeals to social animals and can be very addicting to people who have an insatiable appetite to stay connected with friends and make new acquaintances. In fact, some people report they rarely use email or IM tools anymore in their online social communications anymore, relying almost entirely on Facebook for email, chat, image and video sharing.

Facebook addicts prefer the social portal model versus having to log into AIM, Yahoo Messenger, Gmail, Hotmail, Flickr, YouTube, MySpace, etc. Instead, Facebook gives them a single alternative to all these applications, with one login and interface to manage their online social interaction needs. This largely explains the explosive growth Facebook continues to experience and why the company reportedly invested \$200 million in data center upgrades last year to keep up with demand!

## **Why People Love Twitter**

The usefulness of Twitter is not readily as obvious to some people as Facebook; although it may be more addictive once you get the hang of Tweeting; you get more immediate responses and it seems to live somewhere between the worlds of email, instant messaging and blogging. Twitter encourages constant "linking out" to anywhere and, in that respect, is more analogous to a pure search engine; another way to find people and content all over the Net.

Twitter has quickly built brand awareness and a loyal following, especially among the technically adept; bloggers, online marketers, evangelists, basically anyone with something to promote seem to find Twitter extremely valuable.

When asked why they love Twitter, users say like "I can ask a question and get an instantaneous response". They crave the ability to "tap into the collective consciousness" of others on the network,

bouncing ideas off others with whom they would otherwise have no means of connecting. Twitter addicts claim it's like the old fashioned water cooler, where people can gather to shoot the breeze on whatever topic is on their minds. Twitter is like a communications stream you dive into for an invigorating swim.

## **Different Communication Styles for Different Social Settings**

Let's say you go to a wedding or other social gathering where lots of people know each other. The style and tone of communication there will be more like using Facebook; you chat with old friends and acquaintances, mixing and mingling in an intimate manner. In this setting, people tend to feel more relaxed and "in their element". Conversations are familiar and center on shared experiences and connections.

Now, when you go to a large party or social event where you don't know most of the people in attendance, you will use a very different style of communication, more like Twitter; you want to meet people and somehow make yourself known, stand out from the crowd, make an impression, self promote and make new connections. Twitter is like getting the podium and not everyone feels comfortable or knows how to stand comfortably in the spotlight.

In fact, almost all of us, when first approaching Twitter, tend to use it to post useless updates like "Going to lunch", thinking of it as a another tool to communicate with friends, when in fact, it is more like stepping on to a stage, where you are communicating with an audience and quickly find that you need to find a voice and say something useful and interesting or quickly lose the attention of your audience. People refer to Twitter as a mini or micro blogging platform.

## **So Which Social Network is the Best?**

While zealots will immediately point to either Twitter or Facebook as being superior, the truth is that each has its advantages and disadvantages and will tend to appeal more to different types of people and for different reasons. Each can have great or little value to anyone; it really depends on what you are trying to accomplish in a given situation. Consider some of the pros and cons of each network:

### **Twitter Pros**

- Easy to navigate and update, link to and promote anything
- Reach far beyond your inner circle of friends
- One feed pools all users; anyone can follow anyone else unless blocked
- Pure communication tool, rapid responsiveness
- You don't have to be logged in to get updates; you can just use an RSS reader
- Very interactive, extensible messaging platform with open APIs
- Many other applications being developed (Twitterific, Summize, Twhirl, etc.)
- Potential SMS text messaging revenue from wireless networks (although Twitter states they are not currently getting any cut)
- Potential future advertising and/or enterprise subscription-based revenue streams
- With its "thin" overhead, Twitter is probably more scalable than Facebook, giving it a cost advantage

### **Twitter Cons**

- Limited functionality; find people, send brief messages, direct replies

- Limited to 140 characters per update
- Not all people find it immediately useful
- Over-emphasis on follower counts
- Easily abused for spam and increasing the noise level
- Relatively smaller installed user base
- As yet no readily apparent monetization strategy

## Facebook Pros

- Application mashup; find people, make connections, email, instant messaging, image/video sharing, etc.
- Most people can quickly grasp the value of connecting with friends, family and established contacts; some people report they use Facebook instead of email and IM
- More emphasis on deep connections with others vs. who has the most connections
- “True Friends” feature increases your transparency to selected connections; almost like having private and public profiles
- Huge, rapidly growing installed user base
- Inherit stickiness, third party applications, “gift giving” and personal data collection make Facebook a powerful advertising platform

## Facebook Cons

- More difficult to navigate and update
- Requires investment of time to realize sustained benefit
- Opt in model requires a user to allow others to connect
- Less immediate responses; unless you stay logged on continually
- Overhead of mashup and “thick” applications could limit scalability, bloat cost structure

## The Future of Social Networking

In the end, both Twitter and Facebook are simply communication tools; both will continue to evolve and morph as users find new ways to extract value and either network may or may become a long term winner in the rapidly evolving social networking space. Ultimately, the fact remains to be seen whether either application has a profitable, scalable and sustainable business model or whether the exit strategy is simply to be acquired.

As we learned in the search space, consolidation will eventually prevail. Unless they can find a way to turn all those eyeballs into profits, social networks will lose relevance. It does seem obvious that the venture capitalists are betting they will not only continue to enjoy tremendous growth but will also successfully monetize all that traffic.

But, will either Twitter or Facebook become the next Google or will they fade into the rear view mirror of technological and social evolution? What do you think?

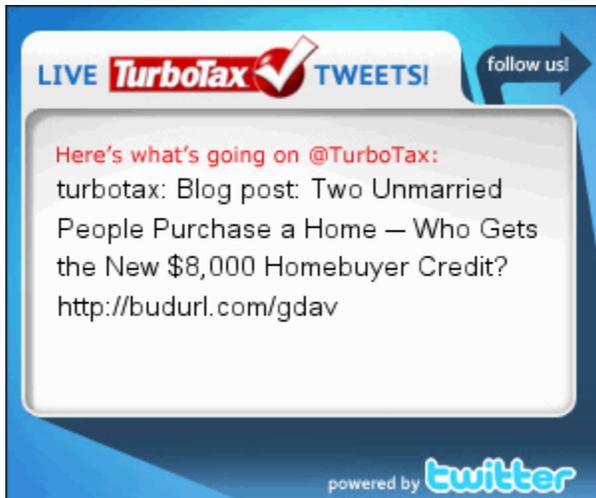
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1 [Mike](#) 01.13.09 at 12:43 am [@mikeslifeblog](#)

I think if we follow the lesson of Google and the search engine race, then the likely winner is going to be Twitter. It keeps things simple and doesn't try to offer loads of choices!



2 [Mark Wanczak](#) 01.13.09 at 12:54 am [@Energy\\_Geek](#)

One of the big differences for me is how my generation uses Facebook versus Twitter. I'm 24, so Facebook has been popular since my freshman year of college. Now, imagine everything you did in college photographed and documented in one place. Those coming to Facebook late use it as a professional social tool first, and a local social tool second. My generation is the opposite. I'm not comfortable with linking to my Facebook account because of the things my friends post. While I remove most of it once I see it, I have no control. And, to be honest, I'd like to leave Facebook as it is. I can use LinkedIn and Twitter to make up for my Facebook's professional shortcomings.

On the other hand, I've begun using Twitter a few months ago. Because of my late arrival, it has become a professional networking tool rather than a way to communicate with friends.



3 [xen](#) 01.13.09 at 12:55 am [@xen\\_yasai](#)

I have both, but more or less only use Twitter.

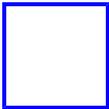
And I fully agree with what Mike says.



4 [WebKarnage](#) 01.13.09 at 12:55 am [@WebKarnage](#)

I was on Facebook first, but actually find it more annoying than useful. Twitter helps me get through the day, and gives me conversation with like minds (mostly other web pros) thousands of miles away. A real plus for me.

I get the feeling that Facebook and Myspace are head to head, with Twitter doing something different, and we may lose one of MySpace and Facebook, but we'll always have something like them, and something like Twitter.



5 [David Feng](#) 01.13.09 at 12:55 am [@DavidFeng](#)

Easy as this:

Twitter for stuff within 140 characters;  
Facebook for stuff 141 characters and longer.

None's going to eclipse the other. They'll just play along real fine.



6 [John Lampard](#) 01.13.09 at 12:55 am [@disassociated](#)

Twitter and Facebook are two very different applications. I doubt I could choose one over the other. What we need here are ways to make the two better compliment each other.



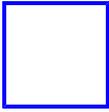
7 [Kaye](#) 01.13.09 at 12:59 am [@SandwichINK](#)

Good article. I had been researching both but decided to try Twitter first because it seemed easier and required less decisions. I have thoroughly enjoyed it. I know I will eventually sign up for FaceBook but it is still rather intimidating to me, so I'll stick with Twitter for now 😊



8 [Brandon Cox](#) 01.13.09 at 1:00 am [@brandonacox](#)

What an excellent post about the difference between the two. I tend to think of Facebook in terms of connecting with my own life - my history, my past, and even my present. Twitter, for me, is about meeting people who are complete strangers to me - I personally know very few of my followers, but I know about all of my Facebook friends. Both are indispensable for me.



[9 Sista GP](#) 01.13.09 at 1:05 am [@sistagp](#)

My preference is Twitter. I can microblog on my own schedule. Facebook would require to much of my sustained time.



[10 Malcolm Bryce](#) 01.13.09 at 1:06 am [@malbryc](#)

I feel that Twitter is the future - In my eyes it hasn't even gone mainstream yet. Facebook has longevity in it too.

I use both Twitter and Facebook...



[11 Ryan Bruce](#) 01.13.09 at 1:06 am [@ryanbruce](#)

I use both Twitter and Facebook since each have specific uses.

Facebook, for me, is more closed than Twitter. Mostly they are people I have meet in person, chatted with online, or a friend introduced me.

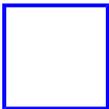
Twitter is like subscribing to RSS feeds but you can talk back. I sometimes follow someone just because their Tweets look interesting.

I use both and I don't see Twitter replacing Facebook although some people might use it less.



[12 Stephan Miller](#) 01.13.09 at 1:06 am [@eristoddle](#)

Definitely Twitter if I had to choose one. But I will be getting the hand of Facebook. I get distracted easily and Facebook just has too much going on. Tools like Digsby clean it up a bit and make easier to use in my case. In other words, running Facebook through Digsby makes it more like Twitter.



[13 dena](#) 01.13.09 at 1:07 am [@denaka](#)

I use both. Facebook is for finding old friends and Twitter is for making new ones. Some of my older friends don't use Twitter so by using both, I am in contact with everyone. I am more active on Twitter. It seems to be more alive than Facebook and less messy.



14 [randulo](#) 01.13.09 at 1:08 am [@randulo](#)

I think your comparison is perceptive, it solidifies my gut feeling about the two. In particular, the wedding (I don't care for weddings or Facebook) and the large party. Twitter makes it easy to watch new people and engage with them as long as you are willing to do a little work, observing what is said by whom and reading profiles.

Many people would gain a lot by taking more care with their own profiles, adding their interests and using a representative photo or an original expressive avatar.

Also, Facebook is so huge and in the large groups, there's plenty borderline spam and "look at my site" links.

I occasionally get mails from old friends inviting me to befriend them on FB, but I deleted my account there. I give them my toll-free phone number if they want to talk.



15 [Shefaly](#) 01.13.09 at 1:08 am [@shefaly](#)

The best and most succinct comment on the matter that I found is this:

"Facebook is about people you used to know; Twitter is about people you'd like to know better."

Much as I wish I had said that, it is not mine.

The credit belongs here: <http://tinyurl.com/77b7ez>



16 [Jennifer Kane](#) 01.13.09 at 1:09 am [@JenKaneCo](#)

I think the 140 character is one of Twitter's strengths, not a weakness. With the amount of data, communication and diatribes to sift through on the internet, I appreciate having access to a tool where people are forced to distill down the essence of what they need to say (and are encouraged to say it many times a day.)

Certainly for the more experienced users (whose words of wisdom I am on Twitter to collect), this is nearly an art form: each word packs a punch, each URL carefully chosen, each Tweet carefully constructed to give the most impact.

I'd rather follow a handful of industry thought leaders who can cull out the garbage and educate me with 140 character knowledge-infused "info charges," than sift through a sea of random blog posts, updates, musing and invitations to "accept a flower" someone that I barely know anymore.

Don't get me wrong. I like Facebook and it has value. But for career advancement, industry insight, and the ability to keep up with the blinding pace that news moves these days, in my opinion, it can't hold a candle to Twitter.

[17 AmplifyGood](#) 01.13.09 at 1:14 am [@http://twitter.com/AmplifyGood](http://twitter.com/AmplifyGood)

in RE: “But, will either Twitter or Facebook become the next Google or will they fade into the rear view mirror of technological and social evolution? What do you think?”

IMHO: Google will buy Twitter. Facebook will start to fade as Myspace is now. LinkedIn up & comer for business networking.



[18 Venkat](#) 01.13.09 at 1:17 am [@vgr](http://twitter.com/vgr)

I am surprised you are even making this comparison. This is beyond apples and oranges. The two things don't even belong in the 'fruit' family together. Facebook is in the business of online identity centralization. Twitter is in the business of online relationship cultivation. As somebody just said on twitter, FB is for people you used to know. Twitter is for people you want to know better.

You need both to be effective in online presence. LinkedIn or a personal blog might be a substitute for FB, but not twitter. Good metaphor: FB can be your car. Twitter is the gas pump. Not much point buying a lot of gas if you have nowhere to put it. That's why Twitter provides a place to put your main online presence HQ on your profile page. I use my blog. Others use FB.

As for your monetization strategy question, I think advertising may be a stop-gap revenue model, but NOT the long-term one. For two reasons. First, traditional advertising itself is undergoing a sea-change as we speak, so the 'source' in its traditional form will dry up and be displaced by smarter relationship marketing/PR models unrecognizable as such. Second, there are other ideas. I am keeping my better ones to myself 😊

Venkat



[19 GaneshaXi](#) 01.13.09 at 1:20 am [@GaneshaXi](http://twitter.com/GaneshaXi)

Someone on Twitter once said “Facebook is for people you used to know, Twitter is for people you hope to know” 😊

My FB friends list consists of people I've not talked to in 14 years (high school) and friends not on Twitter.

My Twitter friends consist of lots of cool people that I have met via Twitter (at tweet-ups), people I hope to meet, and lots of people with great advice, such as this fellow that goes by [@ProBlogger](http://twitter.com/ProBlogger).

Twitter also has a myriad of apps that I can run on my computer (or cell phone) without having to mess with the 40 tabs in my browser.

For me, Twitter is by far and away the better choice.



[20 Anthony Williams](#) 01.13.09 at 1:21 am [@a\\_williams](#)

Twitter and Facebook are quite different in my mind - Facebook has more of an “all about me” feel to it, with photos, events, personal details, zombie games etc., as well as they “what are you doing” status updates of Twitter. In fact, I use a Facebook app to mirror my Twitter updates to Facebook.

Oh, and I agree with Ryan about the nature of who you add as friends: I only add people as Facebook friends if I’ve either met them or had a decent amount of online interaction with them, whereas I might follow people on Twitter that I’ve never heard of before.



[21 ...paul](#) 01.13.09 at 1:21 am [@paulsibley](#)

Great post, thanks. I do use both, though twitter much more so than FaceBook. It’s taken me a while, but I think I’m starting to “get” twitter, whereas FaceBook just leaves me thinking WTF. That could change over time as more of the people I know start to use FaceBook, but at the moment it isn’t really for me.



[22 Maura](#) 01.13.09 at 1:36 am [@mmcgovern](#)

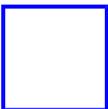
thoughtful post, thank you!

it’s not a choice for me; which one to use - but rather, how to use both of them in ways that are helpful.

facebook is my online phone book; a place where people can and have found me and a place where i have happily re-connected with family and friends. it’s nice to stop by; take a look at recent photos; cruise updates (however dull they can be) and post a few ‘ hey how’s it going’ notes to walls.

twitter is my newsfeed for ‘all things’ inspiring, informative, entertaining. a great place to run around with like-minded ‘information seekers’. i am making connections in the form of friendships and creative collaborations that i would not have made otherwise.

(a bit off topic) i’m curious to see how twitter will grow. advertising seems like a possible next step and would hopefully encourage brands to play more of a role. it seems that some think just being on there is ‘enough’ and a select few understand that ‘interaction’ is what twitter begs for...



[23 Peter Lunn](#) 01.13.09 at 1:40 am [@peterlunn](#)

An excellent article Steve - thank you.

I think both Twitter and Facebook have their place. I think Twitter has more potential to be taken seriously by the business sector, but then its value is more difficult for businesses to appreciate when starting to use it. Facebook on the other hand has a much richer interface with more scope for broadcasting, but in some ways I think that makes it harder to be distinctive.

It's going to be an interesting 2009 😊



[24 ditiesco](#) 01.13.09 at 1:41 am [@ditiesco](#)

Hello. I have just started my twitting adventure (less than one month), and I have to admit that it could be addictive. It is so simple to use that I still don't understand why there are people who thinks it is intimidating. On the contrary, I have signed up for facebook a long time ago and still learning how to use it. It could be complicated specially if you have very little time available for reading FAQs and how to'. In any event, I do agree with most of what people have said here. I also don't think that one is better than the other. Actually, everything you need to know is right here, on your Pros and Cons:) Fantastic post. BTW, thanks for twhirl. Great tool. just installed it..



[25 LemonPoof](#) 01.13.09 at 1:41 am [@lemonpoof](#)

Twitter sometimes reminds me of a swingers party without the 'follow through'.. instant gratification without much substance.. but it is fun!;) Facebook is more 'grown up' and sensible.. therefore.. bit dull...? 😊



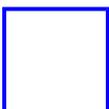
[26 Rich Copley](#) 01.13.09 at 1:46 am [@copiousnotes](#)

I've heard this debate before and never quite understood it, because I have both and use them for entirely different purposes. I'm a cultural journalist and use Twitter primarily for dispensing quick news and getting information. For quite a while, it existed primarily as a headline portal on my blog, though I have begun using it to interact more. Facebook is for keeping up with friends and family, and to a lesser degree work contacts. Again, my use of Facebook has evolved, and probably that's the crux of this discussion, that use of both will continue to evolve.



[27 Collin Udell](#) 01.13.09 at 1:48 am [@collinudell](#)

I love both but enjoy twitter more. The real-time aspect of twitter and the dynamic flow of information appeals to me. On the other hand, I only "friend" those I truly know on facebook. Apples and oranges, at least for me. Like them both, often precisely because of their differences.



[28 Melek](#) 01.13.09 at 1:50 am [@ekmedia](#)

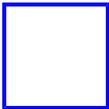
I use FB to connect with people I know or used to know, and I use Twitter to connect with people I've never met but who share similar careers or ideas. So in my case, FB is more personal and Twitter is more professional. I think both are fantastic applications and serve their own purpose.



[29 carrotmadman6](#) 01.13.09 at 1:52 am [@carrotmadman6](#)

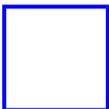
Why choose one of them when you can use both?

Try the Twitter app for Facebook - all my tweets are automatically updated as my Facebook status. Best of both worlds! 😊



[30 Robin @ Heart of Wisdom](#) 01.13.09 at 2:03 am [@heartofwisdom](#)

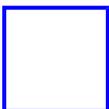
Came over to try out the Twitter comment. Just started using Facebook.



[31 Marc Plancke](#) 01.13.09 at 2:06 am [@marcplancke](#)

I'm wondering why the comparison is not between three networks. In other words why nobody is talking about LinkedIn...For me this was the obvious network. I discovered Facebook when looking to reconstruct the list of my students.

Twitter I saw and see as a micro-blog and therefore like it very much, since I'm a person of few words.



[32 Big Sky Chef](#) 01.13.09 at 2:09 am [@http://twitter.com/bigskychef](http://twitter.com/bigskychef)

I don't see a either or philosophy here between the two. They both have merit, and can be used Together in Harmony. Here is a post from my Blog about what I use and the reasons why.

<http://bigskychef.blogspot.com/2008/12/twitter-as-tool.html>

Keep up the great posts.



[33 Mike](#) 01.13.09 at 2:10 am [@MatchesMalone](#)

I think Twitter will end up going the way of Myspace, and be bought by a large company wishing to exploit its user base for its own ends. Therefore, no monetization strategy needed. FB has limited uses as an effective means of communication, at least for me. YMMV

[34 Chiconya](#) 01.13.09 at 2:13 am [@chiconyaw](#)

I use both twitter and facebook. Actually my tweets update my facebook status. Very effective.



[35 opinionatedant](#) 01.13.09 at 2:24 am [@opinionatedant](#)

I have both too but new to twitter.  
Like it but still haven't got the hang of it.  
Thanks for the article.



[36 Erika Berry a.k.a. CleanyBeany](#) 01.13.09 at 2:26 am [@cleanybeany](#)

Great way to compare the FB and Twitter. I see how they can "play together" FB seems like email to me. I haven't used it that long, and it does have it's place. At first I thought Twitter was a complete waste of time. Twitter to me was like ADHD on Crack. Once I got a little group though, I loved it. I look forward to seeing these people's tweets. It's oddly comforting even if they are just saying they are having a chicken burrito. Once you start tweeting FB seems cumbersome.



[37 Adam Kayce](#) 01.13.09 at 2:29 am [@adamkayce](#)

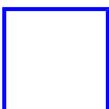
Both, as many do, and using Twitter to update my Facebook updates.

I'm definitely more selective when Friending on Facebook, and that's how I choose to use it. But for meeting new people, and staying up to date on the movers & shakers in my field(s), you can't beat the Twitterverse.



[38 Thomas Flight - Netager.com](#) 01.13.09 at 2:37 am [@thomasflight](#)

Facebook and Twitter don't even seem like competitors to me. I use them in totally different ways. Facebook is how I keep in touch with my "Real Life" friends. Twitter is my public social network.



[39 William](#) 01.13.09 at 2:43 am

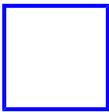
If you are an Open Source Developer or Content creator (If you are a member of either service you are a content creator) you should not use Facebook or Twitter.

By using Facebook or Twitter you are essentially raising the value of their companies and applications. Both Facebook and Twitter are closed source content silos that do not allow you to control the content that you create. Neither Facebook or Twitter put the content creator/members at the top of their pyramids when thinking about revenue models. Each of these companies puts

their Companies first above the members and communities that have given them value and money.

If you are a developer you may be able to make some money by creating applications for Facebook or Twitter ; but I do not believe that Facebook or Twitter will ever allow your application to eat into their users base or their revenue. Because they are both closed source companies that have the ability to literally cut you off by changing the code/api or by using their proprietary knowledge to build an application that you can not possibly compete with. As a coder understand that when build and extend Facebook or Twitters propitiatory platforms that you undermine the longevity of the Open Internet.

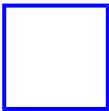
Content owners and Developers do not help these closed source companies (Twitter and Facebook) in their goal creating another closed source content trap that will extract hundreds of Millions on dollars from their member and developer communities and give nothing back in return.



[40 Wedge](#) 01.13.09 at 3:04 am [@Wedge](#)

I'm about to rip through all my Facebook 'friends' to get rid of all the randoms and unknowns. I'm going to use Facebook for people who I know and love, while using Twitter to develop interesting web-relationships with people who I admire or find interesting.

I wish my loved ones used Twitter, but they can't see how it would enhance their day. They don't work online.



[41 Dale](#) 01.13.09 at 3:05 am [@Dale\\_Thomas](#)

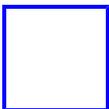
I use both. Twitter for quick chats. Facebook for more indept relationship developement. They work hand in hand. Twitter also updates my Facebook.



[42 Jim Gaudet](#) 01.13.09 at 3:11 am [@thejimgaudet](#)

For me, Twitter is best for listening to people in my field. I tend to get my tech news much faster here.

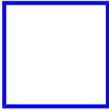
Facebook is only for my friends, the ones I have have met face to face, or have at least conversed with though an email conversation or instant message. I probably have only 5 of my twitters friends on my facebook..



[43 Erin](#) 01.13.09 at 3:23 am [@erin\\_bury](#)

Facebook is great as a personal tool - it helps you keep in touch with old friends. Twitter is better for business - it allows you to learn from people you wouldn't normally have direct contact with.

I also think that niche social networking sites are going to be increasingly prevalent. Facebook is extremely general - but sites aimed toward certain demographics or industries (like entrepreneurs) will allow people to knowledge share and connect in a more meaningful way.



[44 Raven](#) 01.13.09 at 3:40 am [@matarotwellness](#)

i love using twitter-i like to call it "crack for geminis". facebook is annoying and intrusive (yes, that's intentionally ironic). my tweets are generally those in the metaphysical arts but really enjoy connecting outside of that circle, too. it's quick and easy-easy to walk away from, so tempting to return.



[45 Maurice](#) 01.13.09 at 3:54 am [@maurice\\_castle](#)

Awesome article, I get that question quite a bit since I consult SEO and related. I'll definitely share this article with my clients. Nice clean breakdown of the pros and cons of each platform.

For me, I like FB better than Twitter just because I like to stay in touch with friends but Twitter is hot for sharing your voice, presenting your wares and getting input from real people at almost real time, few seconds here and there.

Thanks for taking the time to share these thoughts!



[46 Erik Hare](#) 01.13.09 at 4:01 am [@wabbitoid](#)

I use both, and I work to combine them into one promotional vehicle for my blog. The three together are my online presence, each with its own advantages. Twitter is conversational, facebook is more about my my connections to the world, and my blog is my intellect. They are the heart and arm and brain of my persona in this world.

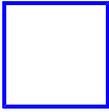
Tweets can be automatically loaded onto facebook, and my blog is part of the NetworkedBlogs app on facebook. I often tweet my updates. All of these are linked on my blog as well.

If you are going to use all of these for what they are, linking them up is the key.



[47 Luke Williams](#) 01.13.09 at 4:02 am [@socialtech](#)

I think Twitter will flounder as noise > value, similar to mySpace which lost a lot of regular users as the level of spam increased - I wrote about it [over here](#)

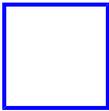


[48 Hazel Grace](#) 01.13.09 at 4:53 am [@socialbees](#)

I use both. Facebook only for people I know in real life - as a tool to streamline my social life and enrich my relationships. I also use Facebook for social ads and my fan page - which is working out very well for bringing in new business and helping me to serve existing clients -

<http://www.facebook.com/socialbees>

My team and I use Twitter in a very public way. Meet new people, network and stay on top of what the world is talking about outside my own group of friends (esp since I'm in the Silicon Valley bubble!). Still, I take it all with a grain of salt for now because it's not yet mainstream enough to give me a REAL sample of what the world cares about - beyond the very tech savvy, more cutting edge user... they also don't have a tool to show me how many of my Tweets are actually being read by my followers, so this is a pretty major drawback, as I don't gauge success by number of followers/fans, but rather on whether my message is actually reaching those people.



[49 Genex Business Solutions](#) 01.13.09 at 4:53 am [@genexbs](#)

I liked Twitter a lot, since I used to be an IRC chatter. Ever since I joined business and web, its for the first time, any social app on web gave me a feel like IRC! So thats why I liked it more.

If someone has a lot of time to look around on the web, Facebook is more applicable.

If someone wants to be fast and free, Twitter is best.

If someone wants to be everywhere, he should go to twitter, facebook, orkut, myspace, blah blah blah.

I agree with the thoughts of William that we should look at Open Source solutions and adopt them, rather working for Facebook and Twitter, promoting their brands. Its not that I don't like them, they are surely providing free service, and spending money on servers, technology and all the arrangements. However, its a fact that they do not give any return back to users who joined their networks and promoted them.



[50 Nancy Marmolejo, Viva Visibility](#) 01.13.09 at 5:12 am [@NancyMarmolejo](#)

On a recent webcast interview with [@LeesaBarnes](#) she asked us (the panel) which sites we preferred the most. Overwhelmingly the answer was Twitter.

Twitter exists in the moment. No prepping for it, no inboxes to deal with, no backlog. If you miss a stream of Tweets, no biggie. Another opportunity will arise. If Twitter were a book, it would be Eckhart Tolle's *The Power of Now*. No need to think about yesterday or tomorrow, it's all about the present moment.

That's what keeps me Tweeting.

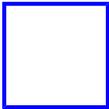


Nancy



[51 Robin Millette](#) 01.13.09 at 5:19 am

@William, agreed! Which is why I use [Identicia](#) mostly instead of Twitter, and work on its AGPL Free Software. Only together can we create a big decentralized federation of open source software services.



[52 Laurel Papworth](#) 01.13.09 at 5:24 am [@SilkCharm](#)

There are two types of communication channels - synchronous and asynchronous. Real time and delayed, if you prefer. Blogs and Facebook are 'delayed' -> you can check in next day or next week for comments and messages. Twitter is real time or synchronous -> it's much harder to continue the conversation once the chat channel has passed. There are three types of social networks in general: depth of content such as a blog where the content is created in isolation and then presented finished for comment to the social network (MySpace is a good example). Then distribution networks where a link to the content is offered up with only a little comment (you can't blog on Facebook). Then discussion networks where the links are offered up for real time discussions (Twitter).

It is highly unlikely that one of them will disappear - depth of content, distribution or discussion - but it is likely they will become hybridized. Facebook is moving more and more into real time chat like Twitter, and MySpace is offering applications and distribution mechanisms to their blog network.

Or short answer - they are different types of networks for different purposes. 😊

Oh and Erin? I use Facebook for business and Twitter for personal.



[53 David Spinks](#) 01.13.09 at 6:17 am [@spinko](#)

Steve,

Thank you for a non-biased, well thought out post. Personally I have gotten kind of tired of facebook and have been a recent regular on twitter. I feel as though facebook may be spreading themselves too thin by encompassing so many features. It can be very overwhelming for a user who simply wants to communicate with others. Twitter, while hard to grasp its concept at first glance, does provide a very simple, straightforward method of communicating. It will definitely be interesting to see how these two services find success or failures in the next few years.

Thanks,  
Dave



[54 MC Milker](#) 01.13.09 at 6:41 am [@mcmilker](#)

For personal brand building, I use Twitter and Linked in - I have a presence on Facebook but is more for social reasons.

I've set my clients up on both sites and for a business I think that it really depends on your industry. Media sites with an automatic feed are a natural for Twitter. So too for airlines and industries that need to get information out fast Twitter is an unbelievable tool

For online stores and anyone else with a well established web site, Twitter is great and can supplement and direct consumers back to the web site.

Facebook on the other hand, is terrific for offline stores, without an online presence. It's also great for manufacturers and any large company where making changes to the web site takes 14 sign-off- Facebook can be a supplement for quick additions.

I think that the two need to be used in conjunction since they both have their strengths. Twitter is quicker for attracting followers - facebook is better for detail.



[55 Sandi](#) 01.13.09 at 6:41 am [@bizmanualz](#)

I use both, and I use both for business and personal reasons. (i.e., I have both personal and business Twitter and Facebook accounts.)

Twitter has been much more useful professionally than Facebook. Being of the original Facebook generation (it came out when I was in college), I tend to look at it much more from a personal viewpoint. I have something like 50 albums dating all the way back to senior year spring break (hence, creating a separate business account). But using Facebook for business purposes, to promote our company, has been tough. It's time consuming and difficult to gain users on our Fan page ... or at least, you have to be MUCH more proactive about it.

Twitter makes that much easier. I can update it often throughout the day without getting sucked in (especially using the 40Twitter app). I can link to our blogs and articles and pretty much guarantee we'll see traffic from Twitter.

So, both Twitter and Facebook have their place, and I don't think one will conquer the other. Actually, a lot of apps out there make them work together quite harmoniously. 😊



[56 Murray Izenwasser](#) 01.13.09 at 6:46 am [@murrayiz](#)

Imho (and that's the only one I have) they are two separate animals. FB is, by and large, used to reconnect and stay connected with people at a macro-level. True, there is the status update, but that has become almost secondary to the updates that occur at a larger level in people's lives -

what's going on with their kids, with their lives, etc. On FB, there is definitely a blurring of the line between personal and professional. But it has definitely allowed much more rich personal relationships to come back to me with people that I would probably have never reconnected with, and also has allowed some professional relationships to become more personal.

Twitter is much more of an immediate gratification resource. What's going on with specific people right now. And it's not nec something that I would browse through, as I would in FB. Also, it is pretty much on the professional side - no-one that I know only on the personal side of my life is yet on Twitter.

Maybe it's a generational thing.



[57 A Maui Blog](#) 01.13.09 at 6:49 am [@amauiblog](#)

I like Twitter better than Facebook. The only reason I am keeping my Facebook account and viting it is because many of our friends at church uses Facebook (except for a couple...)



[58 Amanda B](#) 01.13.09 at 6:55 am [@mandawahoo](#)

@Mark Wanczak

I agree completely. I'm 25, and I use my Facebook as a social tool only because my profile and pictures are more personal and less professional.

Twitter I use primarily for business, information, links, etc.

Both tools are constructed to perform in such different ways, I don't think you can fairly compare the two.



[59 FionaC](#) 01.13.09 at 6:57 am [@katchooo](#)

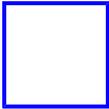
Facebook for friends and family; Twitter for future friends and business networking  
Facebook for photos of events; Twitter for live-blogging the event; both for invites  
Facebook for a once a day dip and deleting ninja requests; Twitter for ongoing interest and linkouts

Preferring Twitter since May 08.

[60 Stevie Miller](#) 01.13.09 at 7:01 am [@webfamiliar](#)

I started out using Twitter, Plurk, and Facebook at the same time (about a month ago) because I

wanted to build up a following for a professional blog I'm preparing to launch. Without intending it to end up this way, I found all real-life friends on Facebook and only online contacts on Twitter and Plurk. So already as a professional I'm not looking at Facebook as a place where a lot of readers are going to follow me, and I may not be comfortable directing them there since my real-life friends post lots of personal and frivolous messages. I agree with the earlier sentiment that Facebook and Twitter don't make for a good comparison. I suppose both are designed to connect you to people, but Facebook is built around YOU and your profile, while Twitter is built around headlines, links, and the content you're providing. People friend you on Facebook because they like \*you\*; they follow you on Twitter because they like what you have to \*say\*.



61 [Rebecca Herson](#) 01.13.09 at 7:01 am [@rebeccaherson](#)

I use FB extensively, and have just started Twitter, and I agree with your extremely well-written and well-thought-out sentiments. The major problem I have encountered is with the time difference between the US (where many of the folks I "want to know" from a professional perspective are located) & where I am located, which is GMT +2. So unfortunately for those of us located overseas, twitter is just as asynchronous as FB, blogs, email, etc. I wonder how many others of us over on this side of the Atlantic feel similarly?



62 [Miguel @ Simply Blog](#) 01.13.09 at 7:03 am [@migwickert](#)

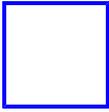
Hey Steve

I've had Facebook back when it was only the college thing to do. Now, it's opened up to a wider audience, which is great for them for obvious reasons. I have tons of connections on Facebook because of family, friends from H.S. and College and now because of different blogging ventures and social networking sites.

@ Stephan, I agree with him, Facebook like any service, can get out of control. WE see some examples here of people who signed up for Facebook because of a business or other social reason (nothing wrong with that) but other people are on Facebook for different reasons than trying to expand your brand, sell a product or to talk about a new product launch and so on.

For me, Facebook is a more closer to home (personal) than most other services. If someone wanted to know if I was a real human, the real Miguel (beside visiting my site) they could learn all about me from viewing my facebook profile, within reason of course. Don't stock me! I'll block you! 😊

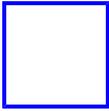
haha, anyhow... as long as different, new and exciting addons are being created, among other factors, I don't see it going away but I wouldn't be surprised if it slowed down or even fell of the map. Anything can happen. Myspace was going strong, people didn't think it would take a hit, but they were wrong. By the way, I don't even use myspace- I never got into it. 😊



[63 Lee Jarvis](#) 01.13.09 at 7:18 am [@leejarvis](#)

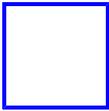
Twitter has certainly influenced how i now use Facebook professionally. I think that the two are very different and can sit side-by-side - i use them both and gain from them both and will be happy to see both evolve and blossom 😊

Lee.



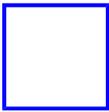
[64 Marci Diehl](#) 01.13.09 at 7:20 am [@writerdiehl](#)

Thanks for this post. I bookmarked it as well — an excellent source for instructing a client of mine (who works with lots of Boomers that need to attract Gen Y's) on the options of social media and what the pros and cons are for these. This is a great help, because it's clear and simple to understand for those less familiar — or in this case, unfamiliar — with the options.



[65 LipGloss712](#) 01.13.09 at 7:21 am [@LipGloss712](#)

I have my tweets posted as my facebook status updates.



[66 Steve Thornton](#) 01.13.09 at 8:18 am [@stevethornton](#)

I want to thank Darren Rouse for publishing this guest post. I also want to thank all of you who have commented and added so many more ideas and thoughts about using Twitter and Facebook. It is interested how many of you posted that you find both useful in different ways (as i do also). I look forward to conversing with many of you on Twitter very soon.

Regards,  
Steve Thornton



[67 Will Hawkins](#) 01.13.09 at 8:52 am [@arrayawke](#)

Twitter is a much more informative medium than I expected. I thought it was going to be full of the “useless” comments mentioned above but, in fact, there are some very interesting links and articles and the ability to find subjects that you are interested in are much easier than in Facebook. Twitter is more refreshing in the speed at which links come through and, in the digital marketing business I am in, the technology trends move quickly and I want to hear the information quickly.

Sure, there is a lot of “Just eaten chillies on toast” and I have been learning quickly about this and not to be tempted to write it. But, you can skim past this and get to the details you are interested in

far more quickly with Twitter.



68 [Dana](#) 01.13.09 at 8:58 am [@principled](#)

I don't have much choice. Facebook has been connected to so many viruses that my browser settings don't even let me use any of the features. I get a sort of weird page where everything runs down one side and Can't navigate or even log in.

Oh well, never used it much anyway.



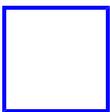
69 [Graeme Hunter](#) 01.13.09 at 10:48 am [@graemehunter](#)

I like to hedge my bets and use [Ping FM](#), so I can post onto both at once, and also to other services that may or may not become more useful/popular in future.



70 [Kendra Kellogg](#) 01.13.09 at 11:00 am [@kendrakellogg](#)

This is a fantastic post. The differences between Twitter and Facebook are also far more profound than what is described here. What Twitter created was a bridge between a user and a site such as a blog, Facebook, website, etc. For that reason, we will always need social sites similar to both. I find Twitter to be the extremely effective in meeting new people, because you can hop right into a conversation with them. But unless that person has a more complicated destination url in their Twitter bio, their tweets are only interesting banter. Their url gives them substance. People are constantly linking to websites and blogs, usually their own, for expansions to their tweets.



71 [Scott Mahler](#) 01.13.09 at 11:02 am [@datexmedia](#)

I see the two as totally different animals. It's like comparing apples and oranges. I use Facebook strictly for friends and family, and twitter is strictly for business networking. Both have been invaluable to me, but for very different reasons. That's the beauty of social media, you can categorize your life and keep it more organized. As far as who will end up being the "gorilla," social media is still so new that I agree with you, that remains to be seen.



72 [Jeremy](#) 01.13.09 at 11:05 am [@jeremylindh](#)

Interesting post. After resisting both, I have been using Twitter and Facebook a lot lately.

It seems I'm with the majority on this one.

Facebook: connected to people I know personally - great for staying in touch with friends and family.

Twitter: connected to people I am interested in, but do not know personally - great during the day at work - use like an extension of my RSS feed reader.



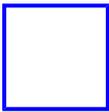
[73 Igor The Troll](#) 01.13.09 at 11:18 am [@igorthetroll](#)

Twitter Banned because of my support for Israel  
<http://www.igorthetroll.com/blog/twitter-account-suspended-bc-support-4-israel/>



[74 Mollybob](#) 01.13.09 at 11:44 am [@mollybob](#)

Interesting post which explains the concepts in plain English well. I agree with Scott that they are two “totally different animals” Twitter is but a small part of what we can do on facebook. Our facebook status is a similar equivalent of a twitter microblog, some people even connect them. I tend to disagree with the 140 character restriction in twitter being seen in a negative light. The 140 character restriction in Twitter means we need to be succinct and makes messages easy to read. I think it’s the essence of Twitter in that respect. I hadn’t thought about social media along the lines of the dot com boom, but that really makes alot of sense - thanks for provoking thought on my part.



[75 Justin - YGG](#) 01.13.09 at 11:58 am [@younggogetter](#)

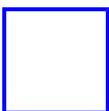
I much prefer twitter, facebook seems full of “junk” to me. I think I might abandon FB completely soon....



[76 deb](#) 01.13.09 at 12:24 pm [@debmarkham](#)

I use both, and I used the Twitter app on Facebook to post status messages to Facebook. Then, I realized that Facebook included way more friends and Twitter way more people who cared about work-related things. So, I dropped the app until it allows me to post only specific messages from Twitter to Facebook. Right now, I use Ping.fm to post messages to all my networks (MySpace, Twitter, Jaiku and Facebook) when appropriate.

As far as who will win.... neither if they don’t figure out how to properly monetize. No business can sustain itself without some sort of profit.



[77 Andrew Simpson](#) 01.13.09 at 4:26 pm [@http://twitter.com/ONLINE2KADAY](http://twitter.com/ONLINE2KADAY)

MMMM thats a really good question I have both, Never use my FaceBook account for marketing i use use Twitter. And I fully agree with what will Hawkins says.

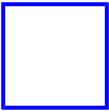
<http://online2kaday.com>



78 [Martin Lindeskog](#) 01.13.09 at 4:29 pm [@http://twitter.com/lyceum](http://twitter.com/lyceum)

I think I will keep using both Facebook and Twitter and start using FriendFeed more in the future. It will also test out Tumblr as something to use as tool between tweet messages and a blog posts.

Steve Thornton: I “chewed” a bit on your question (“Ultimately, the fact remains to be seen whether either application has a profitable, scalable and sustainable business model or whether the exit strategy is simply to be acquired.”) in my latest post, Will Social Media Tools Be Monetized In 2009?, on Open Forum (by AMEX).



79 [Andrew Simpson](#) 01.13.09 at 4:30 pm [@http://twitter.com/online2kaday](http://twitter.com/online2kaday)

( done something wrong on that one )

MMMM thats a really good question I have both, Never use my FaceBook account for marketing i use use Twitter. And I fully agree with what will Hawkins says.

<http://online2kaday.com>

Andrew Simpson



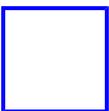
80 [Julian Donici \(NEO\)](#) 01.13.09 at 9:11 pm [@neozn](http://twitter.com/neozn)

Great article but it’s not like Google “invented” the concept of paid search - in fact Google implemented the idea from another small search engine at that time (I’m sorry I don’t recall the name right now). The idea belonged to someone else and Google is the one who implemented it the best way possible!

81 [Becca](#) 01.13.09 at 11:29 pm [@beccus](http://twitter.com/beccus)

I have to admit, last year I was slating facebook to be replaced by something new and better this year. Although I am an avid user of both platforms.

I’m interested to see who will win.



82 [Travelwriter](#) 01.14.09 at 12:17 am [@travelwriticus](http://twitter.com/travelwriticus)

In my opinion the 140 limitation of twitter it’s not a con, it’s a pro. It helps me to read many

thoughts in a fast way.



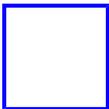
[83 kriaden](#) 01.14.09 at 1:51 am

I closed both my Facebook and Myspace accounts and opened a trekden account. I couldn't stand all the inappropriate and annoying advertisements on both sites. Trekden.com is more than a social network, it's a community of people that truly care about each other and connect in a way that Facebook and Myspace will never be able to. I support the vision of trekden.com and have met some really great people there.



[84 Ryan Martin](#) 01.14.09 at 1:57 am [@ryanre](#)

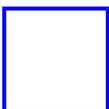
I like and use both Twitter and Facebook. I would say that I spend equal time on both social networks, but I try to limit the amount of time that I spend on social networking sites in general. That gives me more time to actually work, as well as drop comments on interesting blogs such as this one 😊



[85 Robert Murphy](#) 01.14.09 at 2:38 am [@ramhatter](#)

I use both for work purposes but prefer Twitter. The simplicity is great and the community is better than Facebook, in my opinion. I think in tech/creative fields you have to be knowledgeable in both and utilize them for your work. Even though MySpace is way behind in popularity, I still use it in work because there are some customers that stick with it.

Who knows who will win. MySpace was once thought to be the dominant player, and even though it has major sponsors, music companies and more behind it, it isn't used as much as Facebook. You can have money, but you still have to have a good product. Hopefully Twitter figures out how to be profitable while maintaining their identity and not becoming the Beta to another company's VHS.



[86 Jared O'Toole](#) 01.14.09 at 5:06 am [@jotoole4](#)

I use both sites but for very different purposes. Facebook is really my social tool to keep in touch and see what my friends from high school and college are doing today. It's a great way to easily touch base with people that I haven't talked to in months maybe even years.

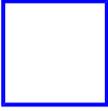
Twitter is much more business oriented for myself. I'm very focused on building my brand as an enthusiastic entrepreneur and finding people who share similar goals.

I really wouldn't want to live without either. If I had to choose Facebook would have to go though.



[87 Hector A. Henry S.](#) 01.14.09 at 5:26 am [@hectorhenry17](#)

Great pots



[88 Lee Horton](#) 01.14.09 at 4:24 pm [@LeeHorton](#)

Facebook rich. Twitter not. Rich get richer; Twitter trying to figure out how to get rich.

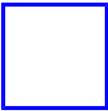


[89 Paul Kortman](#) 01.15.09 at 12:13 am [@namtrok](#)

We're finding so many more uses with twitter than with facebook for our clients. But it depends on the client.

For example Education clients need to have a strong presence on facebook (because that's where it started!) On the other hand a widget manufacturer is finding more benefit through dialog on twitter about it's products etc.

Personally? It's all about how your build you network. I find it much easier to build a network of followers on twitter for any client than on facebook. What are tips for facebook network building from you all?



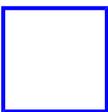
[90 John of Celtic Ways](#) 01.15.09 at 2:49 am [@celticways](#)

I like both but for me Facebook has developed my business much more than Twitter. Twitters seems to be best for those working in communications business but I am in tourism. It does seem that that services and most manufacturing businesses can do more on Facebook with its photos and video features. In my case I seem to do more biz on Facebook and more social exchange on Twitter.



[91 jonaha](#) 01.16.09 at 5:12 am [@jonaha](#)

Twitter is the new Instant Messenger  
Facebook is the new E-mail



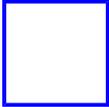
[92 MissouriAgent](#) 01.16.09 at 5:30 am [@missouriagent@msn.com](#)

Twitter is perfect for information gathering, especially on a specific topic (i.e. SEO). I find some

of the reply features of Twitter annoying; I'm not part of the conversation and the limit on characters makes the thread hard to follow. I don't use any of the plug in's / outside sites, so all the "chatter" shows up on my screen.

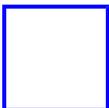
Facebook is perfect for networking with relatives, friends and others in my profession. It provides an easy way to share information, video, etc. It's not as immediate as Twitter and not as broad but allows me to track conversations and easily save links, videos, notes that I find useful.

I don't see either one of them going away or one taking over the other. Their purpose in my mind, is totally different.



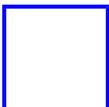
[93 John of Celtic Ways](#) 01.16.09 at 7:41 am [@celticways](#)

For biz networking use I still think it depends what your business you are in. I imagine Twitter is a goldmine for communication with media and communication biz clients but for clients in tourism, education and most retail Facebook seems to work best. I do tourism and education. Often I send messages on Twitter to network with clients and they message me back on Facebook wanting to continue our dialogue there.



[94 tmorgs](#) 01.17.09 at 10:52 pm [@caboodledigital](#)

Another con re Facebook, it's very addictive and can end up taking over people's lives!



[95 Helen Story](#) 01.20.09 at 4:23 am [@None](#)

I am concerned that people are becoming addicted to social media websites, particularly to social networking sites such as MySpace, Facebook and Bebo but also to sites like Twitter. What happened to sending photos to your friends via e-mail and showing friends your photos when they come to visit you? And why do you need:

Social bookmarking sites? Searching the Internet for information is often frustrating enough anyway but I don't see the point of social bookmarking as you won't be interested in most of the content other people post anyway - better to conduct your own searches!

Social news sites? BBC News is perfectly adequate for me; news does not need to be social.

Social networking sites? OK, people think it's fashionable to have their own page where they can upload & share photos, videos and post their events. But what happened to showing friends your photos when they come to visit you or looking at their photos when you visit their house? Sending photos via e-mail is another great way of sharing photos without all the unnecessary and, frankly, boring social networking features - and it's much more personal.



[96 Mollybob](#) 01.20.09 at 1:40 pm [@www.twitter.com/mollybob](http://www.twitter.com/mollybob)

Hi Helen,

I can't resist to highlight the irony here: you are expressing your view using what is essentially a social networking tool. I use social networking sites to keep in touch with my friends because our busy lives mean we can't catch up as often as we would like to. I use it for work because I am the only person with my position and specialisation in my company, being in contact with others like me gives me a source of ideas and understanding.

I also don't like to receive photos by email as a personal preference because people often fail to resize them or consider download speeds. Viewing them online is faster and in some ways is more personal for me as I can leave comments against each one AND reply with a personal message if I wish.

So while I recognise what you are saying, and appreciate you putting it out there in an open forum, I cannot agree that social networking is impersonal, unnecessary or boring.



[97 Laurel Papworth](#) 01.20.09 at 3:16 pm [@SilkCharm](http://www.twitter.com/SilkCharm)

I've got into the habit of deleting videos sent via email - at least YouTube doesn't have viruses 😊  
I think the value of social networks is for the housebound, terminally ill, home carers and remote area workers. The power of offering these people connectivity is invaluable.

Not sure that Helen is genuine - there does seem to be some irony in discussing this blog post in comments, but on the offchance she is - the BBC is a world leader in social media. And after the Mumbai bombings, most leading news sources paid tribute to bloggers and Twitterers and Facebook members on the ground for keeping information flowing when otherwise it would've dried up.



[98 Brian Sole](#) 01.21.09 at 11:04 am [@raiontaiko](http://www.twitter.com/raiontaiko)

I prefer Twitter. Find Facebook difficult to navigate.



[99 John Welsh](#) 01.24.09 at 12:53 am [@johnwelsh](http://www.twitter.com/johnwelsh)

I think that whether it is Facebook or Twitter, the key lesson for me is how each one provides the opportunity to learn how to identify and then cultivate a community.



[100 Pete](#) 02.06.09 at 2:35 am [@TweeterTips](http://www.twitter.com/TweeterTips)

I think they both have their uses, to a degree.

Twitter seems to me to be the more immediate medium, where you get more instantaneous feedback through your twitterstream. Facebook feels more like a static webpage or bulletin board where you check it a few times a day/week whereas twitter is more of an ongoing stream.

I use both, and find both to be useful - although I've gotten more readers and links from twitter - so I tend to focus more on it.

[101 James](#) 02.06.09 at 11:25 pm

I stopped using twitter in 2007, it as just too demanding! I mostly use Facebook - twitter is a flexible 'plugin' for richer applications, and great if you are in the business of going to events with ad-hoc communications groups, but Facebook unites a range of different communications mechanism in one, with the people am in longer term communities with.



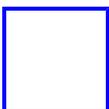
[102 Kim, Ordinary Recipes Made Gourmet](#) 02.08.09 at 2:27 am [@ORMGrecipes](#)

I use both Facebook and Twitter. I started out with Twitter, hated it at first. Finally I got the gist of it and I definitely agree with this article about how Twitter is hard to understand at first and not immediately useful. But I must say I use Facebook more now. All it took to understand it more was a couple of days sitting and playing with its components. I use both apps for different purposes. I like that my blog's feed automatically updates my Facebook with my recipe photos so I don't have to type some long URL everytime I post a new recipe. My connection on Facebook are with other foodies and so we share recipes, posts, and what not. Not everyone who follows me on Twitter is a foodie. So I basically use Twitter to post a quick link and I DM some of my friends there, but most of them are on FB and I'm able to write emails to them longer than 140 characters which I love. I also like posting events and articles with photos right from Firefox to my Facebook Wall. Anything to make my life easier, I enjoy and while I like both Twitter and FB, Facebook is where I spend most of my time.

[103 rita roney](#) 02.08.09 at 3:58 am

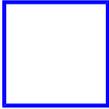
I have a "friend" on facebook that has all his twitter posts automatically updated to his facebook. He obviously posts alot on twitter. I had to limit him in my newsfeed because he filled my page. Once a day from the same person is plenty - 20 times in a row is scary.

Facebook is great to find your old elementary, high school, college, work friends amd relatives. It is very social and personal. I agree with the many that say facebook is for people they know.



[104 Jackson](#) 02.09.09 at 4:54 am [@longhorns554](#)

Facebook is kind of annoying. My whole family may have it, but I'm using twitter for now.

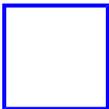


[105 Outside Observer](#) 02.24.09 at 3:29 am [@aintsharing](#)

For me, there are too many social networking options and I dread the personal time and effort to set up yet another social networking of the day thing. I usually delete them when someone emails one to me.

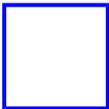
It's not clear to me whether Twitter, with its very stripped down approach will make it long term. I tried hard to use it for a few months, then drifted away. Do you really care or have time to want to know the mundane things people are up to? Do you really want that garbage sent via text to your phone? I've heard the same from lots of friends. I think Twitter is a "feature", not a company, as we used to say in the dot com days.

My gut feel is that Facebook is ramping in number of users at an astonishing rate. However, I agree with many of the previous comments that it is very easy to let your Facebook site get overrun with people you used to know. I don't want Facebook to be my business networking site, its a bad mix having many old friends & relatives posting crap to you while at the same time, you have your business colleagues also connected to that? I use LinkedIn for all business networking and it seems to be the leader there versus all the other wanna bees. (Plaxo, yammer, etc.)



[106 Josh](#) 02.28.09 at 10:23 am

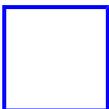
Facebook is a waste of time, myspace too childish ... cestagi + twitter is what I vote for 😊



[107 Richard Brian Penn](#) 03.04.09 at 3:52 pm [@RichardBPenn](#)

Great article! I use both facebook and twitter (new to twitter), but love both. I do get overwhelmed with my responses on twitter as most responses are from strangers vs. most of my responses on facebook are people I know in the everyday world. I dumped myspace months ago, but may create a new account under the comedy section. I think myspace still has a purpose if you're involved in the entertainment world.

Thanks for sharing - RBP



[108 Jon Reid](#) 03.07.09 at 5:06 am [@jonmreid](#)

I enjoy both (though I am becoming positively obsessed with Twitter). An important difference between the two that I don't see mentioned above is that friendship on Facebook must be mutual, whereas connections on Twitter are one-way. I explore this on <http://jonreid.blogs.com/oneanother/2009/02/twitter-vs-facebook.html>

[109 Alexander the Great](#) 03.24.09 at 6:02 am

Twitter is for older people (30+) looking to meet new people. Facebook is for the younger crowd who already know many people and want to keep from losing touch.



[110 Ann Bevans-Selig](#) 03.28.09 at 1:05 am [@annbevans](#)

I think Facebook and Twitter are here to stay, even if they don't end up monetizing (although Facebook has this worked out to some degree). They'll survive because they play into the human need to be heard - a need that, increasingly, is seen as an entitlement. At present, Facebook offers more opportunities to segment audiences, which is of extraordinary value to marketers. I suspect Twitter will get there too.

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