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Provide a definition and compare/contrast social networking and social media.

Social media is a platform that allows you to create, share and view content online. A primary function of social media is communication; therefore, having the ability for individuals to create content and share that content with others who want to view or use it (for example, by watching a video) is mostly a part of how social media operates.

Social networking is all about creating and maintaining user relationships by joining different platforms, setting up personal profiles, connecting through sharing information and communicating with each other. Depending on how users choose to interact with each other, interactions can take place using completely different types of communication, such as one-on-one or one-to-many, and many-to-many. The ability to communicate in different ways increases the user's overall experience and builds closer relationships.

The difference between social media and social networking is that social media is designed to let you create/produce content and share with large audiences while social networking is designed to create connections between users and allow them to interact with each other. Social networking allows users to control their interactions, while social media has a wider range of content that may be distributed and thus provides a difference in the experience of both types of use in the digital world.

Source: <https://www.techtarget.com/searchunifiedcommunications/answer/Whats-the-difference-between-social-media-and-social-networking>