

The Difference Between Social Networking and Social Management

Websites such as Facebook and MySpace are categorized as social networking tools. Both have been extremely successful and have helped feed the social media frenzy we're seeing today.

Although Iglued can also be categorized as a social networking tool, it actually falls into a subset of social networking called "social management."

Unlike Facebook, MySpace and other similar sites, Iglued is about simplifying your life by bringing organization to your daily activities. So whereas Facebook does a great job of reconnecting people, Iglued is about helping you manage your interactions with the core group of people you interact with on a daily basis.

There's also a significant difference in the target audience. Facebook's demographic, although widespread, is still strongest in the 18 – 30 age group. Iglued, on the other hand, is geared toward parents in the 30 – 50 age categories.

A close friend recently commented that it was great to reconnect with one of his high school classmates. However, he doesn't want to be interacting with this individual on a daily basis. He has a hard-enough time trying to manage all his current personal commitments to be starting a dialog with a dozen or more past classmates.

Iglued is a social management site that helps you plan and coordinate trips, volunteer efforts or gatherings of family and friends, manage and share events and memories for group activities such as sports teams or church events, and overcome the never ending challenges of managing your to do lists.