

How much Social is too much Social?

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I just counted over 20 social links off of a single site. My apocalyptic forecast for next year: the social bubble will pop.

Me on Twitter - December 30, 2008



How much social networking is too much social networking? I've been wondering about this for a few months now, as I look at trying to identify which, if any, social links I should have on my site. Are the standard BlogCFC array of Digg, Del.icio.us, and Technorati enough? Are they too many? Are they the right ones for my blog?

I'm beginning to think that there are just too many social sites; everyone knows the "social" buzzword now, so these kind of services are a dime a dozen. **Are there too many?** If not, which ones should you join? **This article on mashable.com** says you can be in four, but I'm only on three (**LinkedIn**, **Facebook**, and **Twitter**), and I don't even check all of those in a month (and the mashable.com interviewee doesn't check her four either).

In the end, I think that dedicated social networking and social referral sites are going to need to consolidate and thin out in order to make themselves more useful. Social elements like reviews and ratings on sites are here to stay, but how many social book marking sites can the web really sustain?