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P. Diddy

## **P. Diddy Turns to YouTube for A New Secretary**

### *New celebrity looks for employees on the social websites*

The social websites are not just some webpages looking to attract and build a community of users anymore, because they are very often used with a different goal than the main one. After Justin Timberlake found a new start on the popular online video sharing service, P. Diddy, the famous rap star, is now visiting the social websites in order to find a new secretary. "You know I'm the best and I like working with the best," he says in a video posted on MySpace according to BBC News. The same source reported that there are more than 20 video responses on YouTube, the video product owned by Google. "I am definitely the person for the job. I live and breathe the entertainment industry and I know so much about you, because I am already a fan," Sal Sal, a candidate for the job said according to BBC News. "I'm the assistant your (sic) looking for. I can do the job and be the best assistant you ever had," another member of the service added. YouTube is continuously kept in the spotlights and even if the parent company doesn't try anything for that, other users, companies or celebrities are indirectly promoting the online video sharing service. Take this case for example. If P. Diddy manages to find a secretary after he requested the help of YouTube, other celebrities might decide to turn to the official website of the service in order to find new stars or even new employees. This is how YouTube is used with another reason than the one mentioned by the parent company Google. But YouTube is not a simple online video product and this was proved by the numerous users who turned to YouTube to publish their stories. Take the example of a woman fighting against leukemia who decided to upload a clip presenting her case on YouTube and, if possible, to find a matching donor for a transplant that might have saved her life. She managed to find a donor in Denmark after the clip recorded thousands of views.