

# Yookos upgrades its social networking site

Yookos, the Africa-born social network, is pleased to announce the release of the latest version of its platform as part of the company's ongoing initiatives to offer an engaging product. The platform was unveiled at a demo session that was held on 9 February 2013 at the company's regional office in Lagos, Nigeria.



The release of the desktop version dovetails the recent launch of its much anticipated mobile web version late last year. By offering the mobile version meant especially for feature phones, Yookos has made it possible for more people to join the growing social network in Africa.

What makes Yookos to be a social networking site of choice is its ability to blend a multiplicity of social media functionalities and features into one platform. Thus, its users do not have to have accounts on diverse social media platforms as all their requirements are met on a single platform. Users are not only able to sign-in with their other existing social media accounts such as Facebook, Twitter, Gmail, and LinkedIn but they can now easily share all their Yookos posts with friends and family on these platforms as well.

"After we launched Yookos about two years ago we took time to really listen and understand our users much better to make sure they get the best out of our product", said Tomisin Fashina, CEO at Yookos

"We've made huge investments to ensure that Yookos becomes a highly competitive and world-class platform that users can really enjoy and be proud of."

"In addition to the social sharing and sign-in integration we went further to give users more control over their own Yookos account by even allowing them to customise their streams and groups just by simply clicking, dragging, and dropping. That's how easy it is now."

Yookos has always tried to ensure that users can get all the functionality they require from a social network in one place with their offering. The intention on this latest version is no different but a significant step-up in the offering once a user signs-up.

"And users can enjoy all these benefits with the comfort of knowing that they are in a safe and clean online environment free from any violent or abusive content", adds Fashina.

Some of the interesting features that can be found on Yookos include the ability to post or comment straight from your email by simply replying to the notification email.

For more, go to [www.yookos.com](http://www.yookos.com) or [m.yooko.com](http://m.yooko.com) through any mobile device.

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