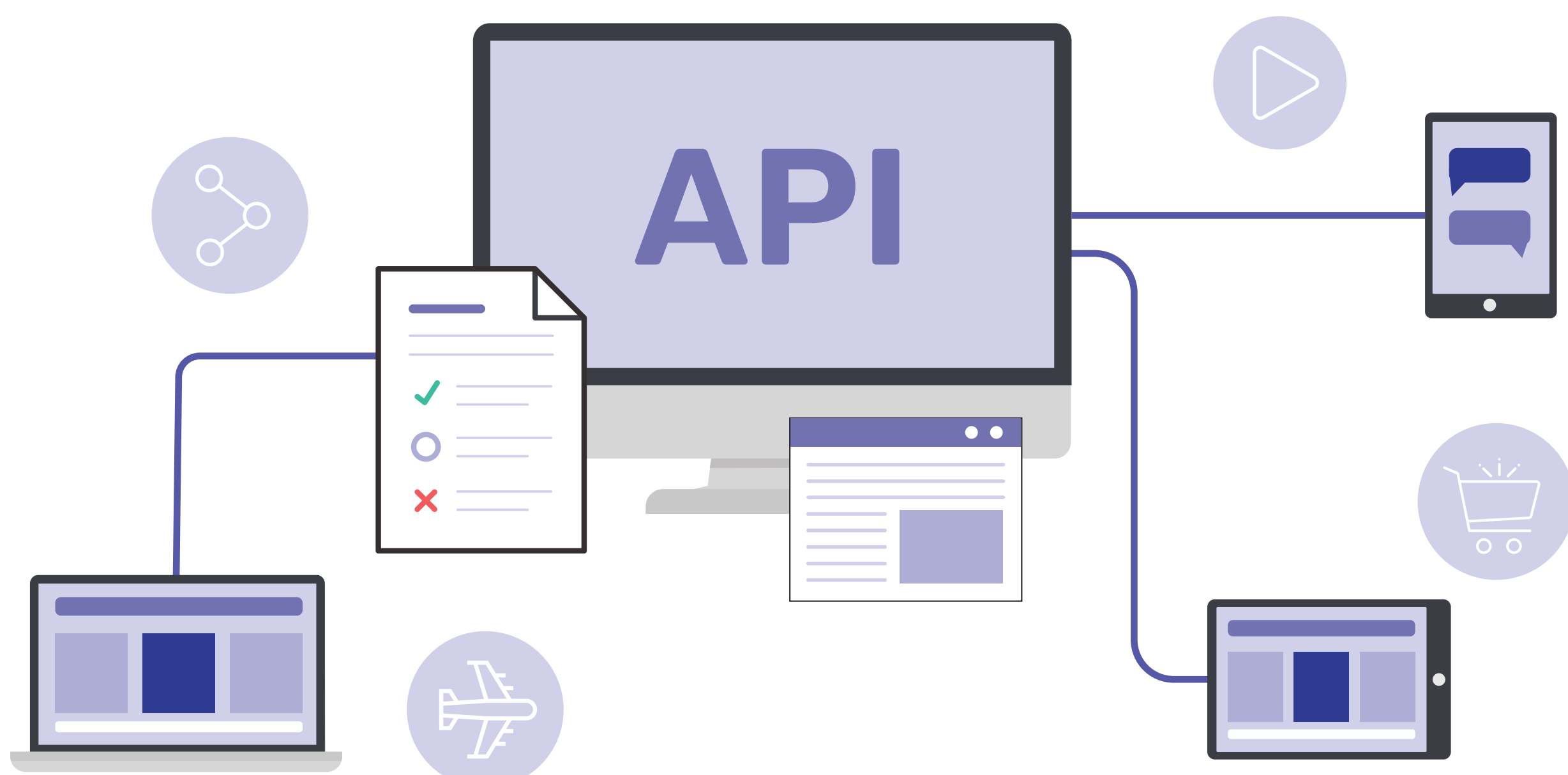# What Do APIs Do For You?

An application programming interface (API) is needed for software programs to be able to share information. This has the potential for more freedom to create and manage new tools and products by streamlining the processes of creation, administration, and use, and opening up new avenues for creativity.

API

An API powers third-party apps, widgets, gadgets, badges, social sharing, and mobile apps.

BENEFITS OF USING APIs

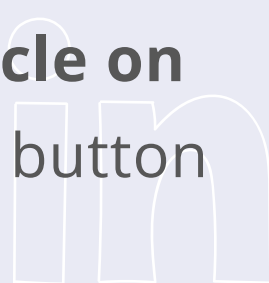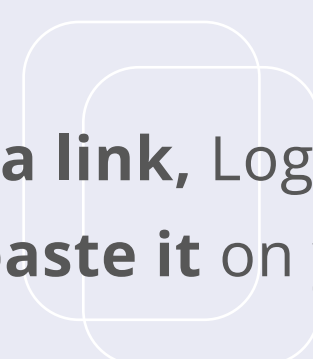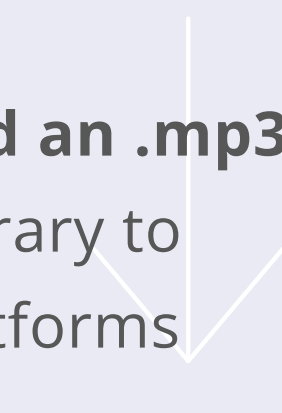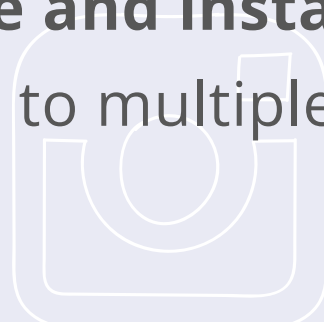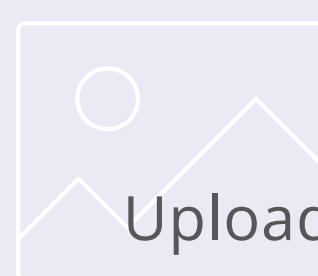| WITH APIs		WITHOUT APIs
You can **add a Facebook "Like" button** to your website	vs.	Encourage users to **go to your Facebook page** to click the "Like" button
You can **share an article on LinkedIn** by clicking a button	vs.	**Copy a link,** Log into LinkedIn, **and paste it** on your profile
Easily share what you're listening to on Spotify to other social media platforms	vs.	**Download and upload an .mp3 file** from the music library to other social media platforms
Use Instagram to **upload photos once and instantly share them** to multiple social media sites	vs.	Upload and post photos to social media platforms **manually and individually**
Check product prices and features in a store from your mobile device	vs.	**Visit one store to another** to compare prices
Access government data using sites like OpenGov or NYC Open Date	vs.	**Search thousands of data sets** to gather information you need