**Nature of Enterprise Computing**

Evolution of social media platforms

**Introduction**

This case study will look at the evolution of social media and how it became a major milestone in computing by reshaping how people and businesses interact with each other. Social media has elevated the idea of collaboration, global communication, how information is created and shared and how businesses engage and operate within a global marketplace.

Within the case study, we discuss the different perspectives social media has impacted such as the business side and from a societal point of view.

**Timeline**

The rise of digital communication and social media platforms began in the early 1970s starting with a simple email.  
  
**1971 Email –** Up until the early 1970s, mail could only be sent on the same machine until ARPANET, a computer network created by the US Department of Defence, was developed. ([MDN Web Docs, 2024](https://developer.mozilla.org/en-US/docs/Glossary/Arpanet#:~:text=The%20ARPANET%20(Advanced%20Research%20Projects,was%20closed%20in%20early%201990.)) A software engineer, Ray Tomlinson implemented a system allowing users to send messages between different computers known as the email. ([UK, 2016](https://www.experian.co.uk/blogs/latest-thinking/marketing-solutions/email-world-without-imagine/#:~:text=e%2Dmail%20on%20ARPANET,computer%20they%20were%20sitting%20at.))

**References**

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