

facebook®

by M-Phanindra

Introduction :

- About: Social networking service
- Mission: To give people the power to share and make the world more open and connected
- HQ : Menlo Park, California, United States

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History :

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- On February 04 2004
- It was launched by Mark Zuckerberg
- With Harvard College students and roommates



Mark Zuckerberg

Chairman and CEO

Co-founders:



Eduardo Saverin



Chris Hughes



Andrew McCollum



Dustin Moskovitz

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- ◎ All founders were students at **Harvard university**
- ◎ The founders had initially limited the website's membership to **Harvard** students.
- ◎ However, later they expanded it to higher education institutions in the Boston area.
- ◎ On September 26, 2006, it was opened to everyone at least age 13 with a valid **email address**.
- ◎ Facebook may be accessed by a large range of desktops, laptops, tablet computers, and smart phones over the Internet and mobile networks.

Features:

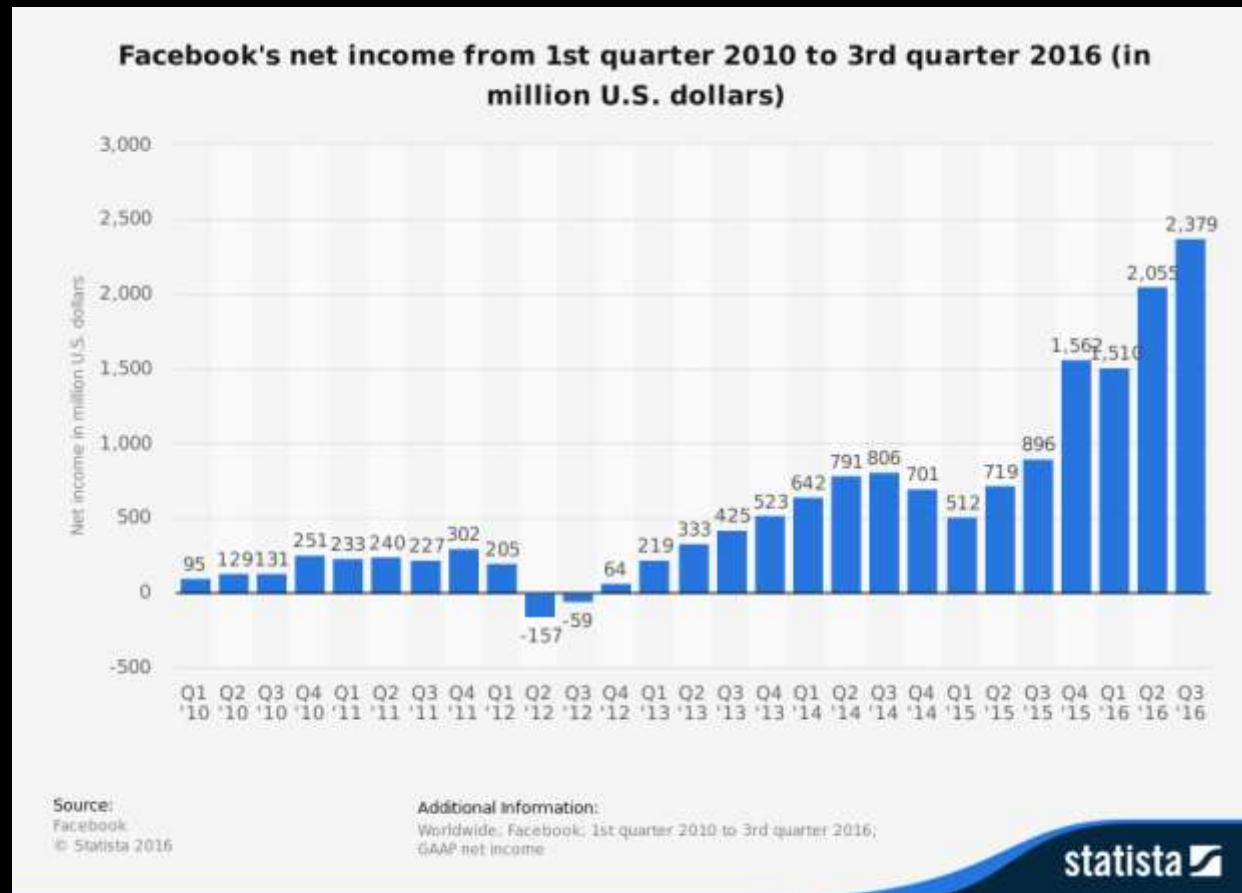
- Facebook chat
- “Friending”: sending friend request to users.
- Photos, videos
- Tags
- Likes and Comments
- Allows to create online page and groups
- Poke: Gesture to attract another user’s attention.
- Notifications
- Share
- Newsfeed, Location
- Follow
- Online games

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Net Income :



- Revenue from advertisements which appear onscreen.



Acquisition :



- Facebook acquired **Instagram** for \$1 billion in **April 2012**.



- **WhatsApp** in **February 2014**, for \$16 billion.
\$4 billion in cash and \$12 billion remaining in Facebook shares.



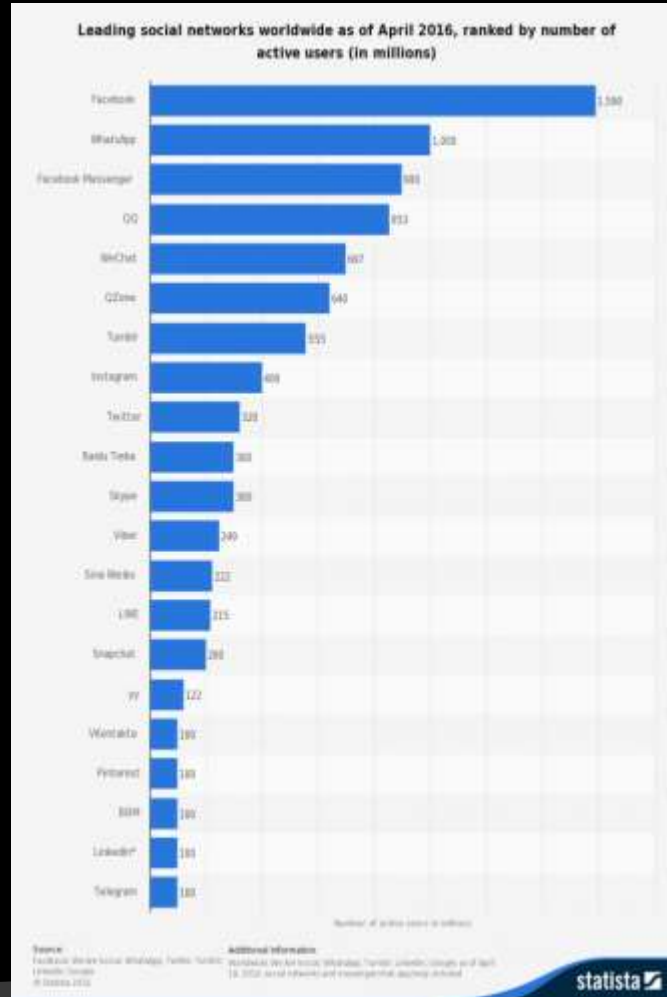
Company profile :

- ❖ 15,724 employees as of September 30, 2016
- ❖ Daily active users – DAUs were 1.18 billion on average for September 2016, an increase of 17% year-over-year.

Ranking :



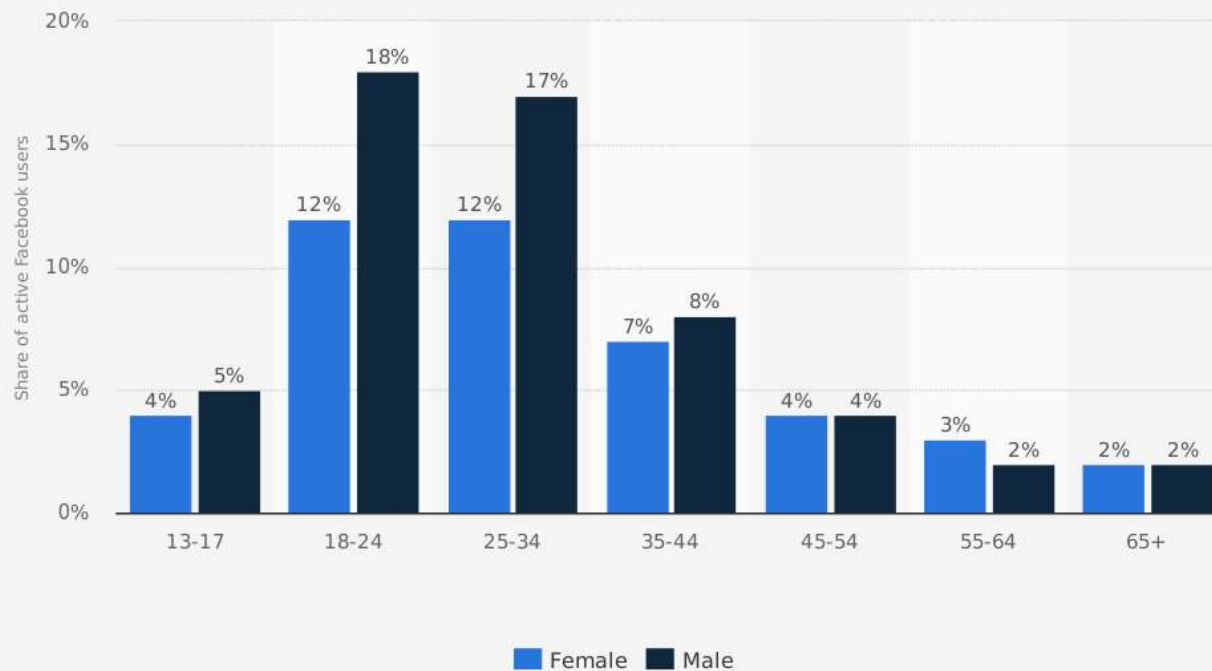
- It is the leading social network worldwide.



Users information :



Distribution of Facebook users worldwide as of January 2017, by age and gender



Source:
We Are Social
© Statista 2017

Additional Information:
Worldwide; We Are Social; 4th quarter 2014

Benefits:

- ◎ Easy to use.
- ◎ A connecting tool to stay in touch family and friends.
- ◎ You can freely express thoughts and ideas.
- ◎ It is a more effective way of advertising.

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Criticism :

- ◎ Time consumption
- ◎ Facebook addiction
- ◎ Privacy consideration
- ◎ Scams

Conclusion :

- ◎ The most famous social network.
- ◎ It is widely used by the people.
- ◎ It helps to be interactive with family & friends.
- ◎ If we use correctly, then we can avoid all disadvantages.

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Sources :

- Google
- Wikipedia
- Statista

Thank you...!

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