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**FACULTY OF COMPUTING AND INFORMATICS TECHNOLOGY**  
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# GOOGLE PLUS FROM GOOGLE

NABENDE EDWARD

## 1 INTRODUCTION

Google+ launched in June 2011. Features included the ability to post photos and status updates to the stream or interest based communities, group different types of relationships into Circles.

## 2 LITERATURE REVIEW

In November 2015, Google Plus underwent a redesign with the stated intent of making the site simpler and faster, making the new features of Communities and Collections more prominent, and removing features such as Hangouts, Events and Custom URLs.

Like it or not, Google plus is becoming more important in the digital marketing landscape. Google plus is not just a Facebook redux. Instead, it comprises a Huge part of the social milieu of your online existence

When Google+ entered the social space in 2011, it was met largely with skepticism. Joining a crowded field with platforms such as Facebook and Twitter, many users questioned the need for another social network.

But roughly two years later, Google+ has established itself as the second-largest social media site in the world and boasts a monthly active user base of 235 million. And some of the products that Google built into the platform, such as Hangouts and Communities, along with its added integration in Google News that can benefit an active poster, have made Google+ an intriguing network for all users.[2]

## 3 Google plus vs Facebook

There was a day when people would compare Facebook and Google. Obviously, there were major differences; Google was a search engine, Facebook was a social network. However, now Google has entered the picture with Google+, their version of a social network. Facebook and Google+ have a few more similarities.[1]

## References

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