FACEMASH/FACEBOOK

Facebook is a social networking service launched on February 4, 2004. It was founded by Mark Zuckerberg with his college roommates and fellow Harvard University student Eduardo Saverin. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and gradually most universities in Canada and the United States, corporations, and by September 2006, to everyone of age 13 and older with a valid email address.

Facemash, the Facebook's predecessor, opened on October 28, 2003. Initially, the website was invented by a Harvard student, Mark Zuckerberg, and three of his classmates – Andrew McCollum, Chris Hughes and Dustin Moskovitz. Zuckerberg wrote the software for the Facemash website when he was in his second year of college. The website was set up as a type of "hot or not" game for Harvard students. The website allowed visitors to compare two student pictures side-by-side and let them decide who was hot or not.

According to *The Harvard Crimson*, Facemash "used photos compiled from the online facebooks of nine Houses, placing two next to each other at a time and asking users to choose the 'hotter' person". To accomplish this, Mark Zuckerberg hacked the "facebooks" Harvard maintained to help students identify each other and used the images to populate his Facemash website. That the initial site mirrored people's physical community—with their real identities—represented the key aspects of what later became Facebook.

On October 1, 2005, Facebook expanded to twenty-one universities in the United Kingdom and others around the world. Facebook launched a high school version in September 2005, which Zuckerberg called the next logical step. At that time, high-school networks required an invitation to join. Facebook later expanded membership eligibility to employees of several companies, including Apple Inc. and Microsoft.

On December 11, 2005, universities in Australia and New Zealand were added to the Facebook network, bringing its size to 2,000+ colleges and 25,000 + high schools throughout the United States, Canada, Mexico, the United Kingdom, Australia, New Zealand, and Ireland. Facebook was then opened on September 26, 2006, to everyone aged 13 and older with a valid e-mail address.

Late in 2007, Facebook had 100,000 business pages, allowing companies to attract potential customers and tell about themselves. These started as group pages, but a new concept called company pages was planned.

In October 2008, Facebook announced that it would set up its international headquarters in Dublin, Ireland.

In 2010, Facebook began to invite users to become beta testers after passing a question-and-answer-based selection process, and a set of Facebook Engineering Puzzles where users would solve computational problems which gave them an opportunity to be hired by Facebook.

As of February 2011, Facebook had become the largest online photo host, being cited by Facebook application and online photo aggregator Pixable as expecting to have 100 billion photos by summer 2011. As of October 2011, over 350 million users accessed Facebook through their mobile phones, accounting for 33% of all Facebook traffic.

On March 12, 2012, Yahoo! filed suit in a U.S. federal court against Facebook weeks before the scheduled Facebook initial public offering. In its court filing, Yahoo said that Facebook had infringed on ten of its patents covering advertising, privacy controls and social networking. Yahoo had threatened to sue Facebook a month before the filing, insisting that the social network license its patents. A spokesperson for Facebook issued a statement saying "We're disappointed that Yahoo, a long-time business partner of Facebook and a company that has substantially benefited from its association with Facebook, has decided to resort to litigation". The lawsuit claims that Yahoo's patents cover basic social networking

ideas such as customising website users' experiences to their needs, adding that the patents cover ways of targeting ads to individual users.

In 2012, Facebook App Center, an online mobile store, was rolled out. The store initially had 500 Facebook apps which were mostly games

On April 24, 2014, Facebook and Storyful announced a new feature called FB Newswire.

Facebook Worth:

Facebook has a net worth of $190 billion which is its market valuation (The price its apps and services fetch in the marketplace). And has a $1 Billion revenue. The revenue is the amount of money the company makes over a specific period including its discounts and merchandise deductions.

In 2015 Facebook's stock increased by more than ~11% (much of this rise was dues to Facebook's new video ads) making it worth $235 Billion and on the other side during the same period Walmart's stock went down by ~15% (due to its rising competitors like Amazone, Tech30 and others) making it worth ~230 Billions.

Facebook Apps:

NAME	RATING
Facebook	4.0
Facebook Lite	4.2
Facebook Mentions	3.6
Mini for Facebook	4.1

Video Downloader for Facebook	4.5
Facebook at Work	4.0
Messenger	3.9

This and many other uncountable apps that have ratings between 3.6 – 4.5. These apps are mostly available to android, and apple users. There is a cross-platform application for all operating software.

The Categories by which these apps are made includes:

1. Custom Tab Apps: used to includes an image, a restaurant menu, a video, and an opt-in form on a single custom tab to basically install a mini-website on Facebook. E.g. Heyo, Tabfoundry, ShortStack, Pagemodo, Tabsite, Static HTML – Thunderpenny, LeadPages, Woobox, wishpond.
2. Email Capture forms or contact form apps: used to create seamless email custom tabs. Constant contact, aWeber, MailChimp.
3. Quiz and Poll Apps: used to integrate quiz and poll apps within facebook page. E.g. SurveyMonkey, AgoraPulse, Woobox, Antavo
4. Blog or RSS Feed Apps: used to get RSS feeds of your blog posts. E.g. Dlvr.it, RSS Graffiti, Social RSS, NetworkedBlogs.
5. Automatic or Scheduled Posting Apps: These tools aren't necessarily for automatic posting and scheduling to Facebook, they can also help with posting to several places at once. E.g. Post Planner, Buffer, Hootsuite, Sprout Social, Dlvr.it, IFTTT, Shareist, Rignite.
6. Social Media integration Apps:
- **Pinterest:** pinning strategy shared with facebook audience – e.g. Woobox, TabSite, Pagemodo.
- **Instagram:** platform for sharing pictures etc. software used to sync with Facebook includes Iconosquare, Woobox, TabSite, Pagemodo

- **Twitter:** you could use Facebook's own twitter app to tweet out every post. On the other hand to bring twitter followers on to Facebook use the following apps; e.g. Woobox, Tabsite, ShortStack Pagemodo

- **YouTube:** Facebook's own video tab is a gaining functionality with featured Videos and playlists. But if you have a YouTube channel with lots of videos, you can use the YouTube Tab app or Woobox.

- **Podcasts:** it can be very tricky to import a podcast to a page depending on how you deliver your broadcast. At Social Media Examiner, We use a custom tab to showcase the variety of ways people can listen to our podcast. Alternatively, if you use Libsyn service, you can easily add a tab with your episodes using the **Libsyn podcast app**

- **E-commerce or Page Storefront Apps:** used for integrating e-commerce sites/hubs with facebook. E.g. EasySocialShop, Ecwid, Shopify, Shop Tab, Storefront Social, Storenvy, Volusion

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