

THE HISTORY of social media

Social media channels seem to be everywhere and with 135 minutes of our time spent on social media platform's, *every day*, it's crazy to think that it's only been 20 years since the first social media site was made. Without any further ado, here we have the history of social media.

THE BEGINNING

Samuel Morse made the first step towards some resemblance of social media when he sent a telegraph from Washington D.C to Baltimore. Morse's first message read "What Have God Wrought?".

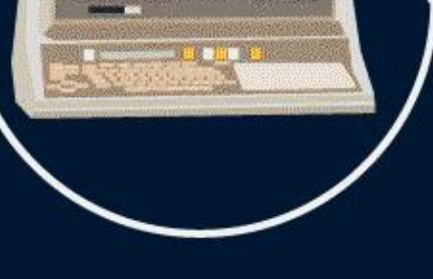
1844



MILITARY'S FIRST SOCIAL MEDIA ATTEMPT

ARPAN (Advanced Research Projects Agency Network) wanted to connect Universities on a proto-internet. It worked great, if transmitting two letters was the goal. Unfortunately, the letters 'LO' weren't the complete 'LOGIN' that they had planned to send over.

1969



START OF SOCIAL SITES

From 1997 to 2001, Six Degrees had a peak of about 1 million members who were able to create profiles and 'friend' each other.

1997



CREATIVITY AND STATUS BLOGS

LiveJournal was a platform where users could blog as a form of keeping friends updated with their lives, a format later used by Facebook for their status'.

1999



A CHALLENGER EMERGES

Friendster, one of the first social media sites, is created and launched by Peter Chin, Jonathan Abrams, and Dave Lee. Within the next year, they reject \$30 million dollars from Google, widely considered one of the biggest blunders of Silicon Valley.

2002



LINK UP WITH BUSINESSES

LinkedIn gave users a place to post their resume and private message people with a business-orientated mind. It's now a very popular way for businesses to scout for new employees and for users to search for jobs. By 2004 the number of users on the site would reach 1 million, 13 years later they would break 500 million users.

2003



GMAIL RECEIVED

Google creates its own email service, Gmail, in January. In the UK Gmail was branded as Google Mail, due to a trademark dispute, until 2009 when they changed the branding back after the dispute was over.

2004



FACEBOOK BEGINS

In February 2004, Facebook was launched by Mark Zuckerberg, along with his Harvard roommates. The site was initially limited to Harvard students but in the following months and years, this membership would be worldwide rocketing the number of users to around 2.2 billion in 14 years.

2004



BIRTH OF YOUTUBE

YouTube a platform on which users can upload and share videos, was made public in February 2005. the first video to hit one million views also came within this year thanks to a Nike advert featuring Ronaldinho.

Facebook is now made available in the UK, Ireland, Canada, Australia and New Zealand on October 1st.

2005



MYSPACE IS BOOMING

Myspace became the most popular social network in the US during 2006! That's just 3 years after it was founded.

Twitter is launched publically on July 15th

2006



750 TWEETS PER SECOND!

65 million tweets a day are being sent out on Twitter, that's around 750 tweets every second.

2010



LAUNCH OF SNAPCHAT

Snapchat, an image messaging app, is launched in September after being tested as an IOS only app known as Picaboo in July. One of the founding members is pushed out before Snapchat is released.

2011



SHORT VIDEOS, MEGA VIEWS

Vine, a video hosting service specialising in short videos, goes public in June, Twitter acquires Vine for \$30 million in the October of that year.

2013



UK'S INSTA ADS

Instagram brings sponsored Ads to target the UK in September following their inclusion on the app in America.

2014



LIFE OF A STARMAN

NASA's #AYearInSpace started, giving Twitter followers updates on Scott Kelly an astronaut who lived in space for a year!

2015



VR AND FAKE NEWS

Virtual Reality, live videos, and 360-degree videos reigned all video content on social media sites like Facebook, Twitter, and Instagram.

There was a crackdown on fake news throughout social media platforms like Facebook and Twitter.

2018



After all of this, we now have a beautiful array of social media channels to pick and choose from; Facebook, Instagram, Twitter, Snapchat and more. We wonder what next advancement social media creators will think up. What do you think will happen in the future world of social media?



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