

Public note

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Monday, November 14, 2022

The toxicity of social media makes it easy to forget how truly magical this innovation felt when it was new. From 2004 to 2009, you could join Facebook and everyone you'd ever known—including people you'd definitely lost track of—was right there, ready to connect or reconnect. The posts and photos I saw characterized my friends' changing lives, not the conspiracy theories that their unhinged friends had shared with them. LinkedIn did the same thing with business contacts, making referrals, dealmaking, and job hunting much easier than they had been previously. I started a game studio in 2003, when LinkedIn was brand new, and I inked our first deal by working connections there.

Found on The Age of Social Media Is Ending - The Atlantic on 2022-11-14 18:30:02.

Tags: #social-media #history #computer-history