History of social media

1997: The Birth of Social Media

The [first social media site](https://en.wikipedia.org/wiki/SixDegrees.com) that everyone can agree actually was social media was a website called Six Degrees. It was named after the [‘six degrees of separation’ theory](https://en.wikipedia.org/wiki/Six_degrees_of_separation) and lasted from 1997 to 2001. Six Degrees allowed users to create a profile and then friend other users. Six Degrees even allowed those who didn’t register as users to confirm friendships and connected quite a few people this way.

2000: The Internet is Everywhere

By the year 2000, around 100 million people had access to the internet, and it became quite common for people to be engaged socially online. Of course, then it was looked at as an odd hobby at best. Still, more and more people began to utilize chat rooms for making friends, dating and discussing topics that they wanted to talk about. But the huge boom of social media was still to come.

2003: The First Social Media Surge

Although the younger generation of today might not know about it, back in the early 2000’s the website [MySpace](https://myspace.com/) was the popular place to set up a profile and make friends. MySpace was the original social media profile website, leading into and inspiring websites like Facebook.

But even though MySpace has a very small user base today compared to Facebook and Twitter, there are musicians who have used MySpace to promote their music and even be heard by record producers and other artists. Colbie Caillat is an example.

In 2004, Mark Zuckerberg launched what would soon become the social media giant that would set the bar for all other social media services. Facebook is the number one social media website today and it currently boasts over a billion users.

However, back in 2004, Facebook (TheFacebook.com then) was launched just for Harvard students. Zuckerberg saw the potential and released the service to the world at the website facebook.com.

In 2006, the popularity of text messaging or SMS inspired Jack Dorsey, Biz Stone, Noah Glass and Evan Williams to create [Twitter, a service that had the unique distinction of allowing users to send “tweets” o](http://en.wikipedia.org/wiki/Twitter)f 140 characters or less. Today, Twitter has over 500 million users.

### Around 2010: The Rest of the Pack

Before long, there were dozens of other websites providing social media services of some kind. Flickr was one of the earliest and still is one of the[most popular photo sharing sites](http://www.ebizmba.com/articles/photo-sharing-sites), but others include Photobucket and Instagram, with Instagram gaining popularity today as one of the top social media sites to include on business cards and other media.

### Social Media Today

Social media today consists of thousands of social media platforms, all serving the same – but slightly different purpose. Of course, some social media platforms are more popular than others, but even the smaller ones get used by a portion of the population because each one caters to a very different type of person.

### The Future of Social Media

Although it is impossible to know [what the future of social media holds](http://www.theguardian.com/best-awards/the-future-of-social-media), it is clear that it will continue. Humans are social animals and the more ability to communicate with each other on the level that each person likes best, the more prevalent social media will become. With new and exciting technologies just around the corner, social media will be interesting to see in the coming decades.