

# **Living in the IT Era: Social Media Apps**

***The Evolution of Social Media***

# The Evolution of Social Media: From Early Networks to Modern Platforms

Social media has transformed from simple networking sites to powerful digital ecosystems that influence communication, business, politics, and culture.



# **The Early Days (1990s – Early 2000s): The Birth of Social Networking**

- 1997: Six Degrees – The first social networking site allowing users to create profiles and connect with others.
- 2002: Friendster – One of the first major platforms, focused on connecting people through mutual friends.
- 2003: MySpace – Popular among musicians and artists, MySpace allowed users to customize profiles and share media.
- 2003: LinkedIn – A professional networking site aimed at business professionals and job seekers.

# **The Rise of Major Social Media Platforms (Mid-2000s – Early 2010s)**

This era saw the emergence of platforms that still dominate today.

- 2004: Facebook – Started as a Harvard-exclusive platform but expanded globally, revolutionizing social networking.
- 2005: YouTube – Video-sharing became a major trend, setting the foundation for influencer culture.
- 2006: Twitter – Introduced the microblogging format with a 140-character limit (later expanded), emphasizing real-time updates.
- 2007: Facebook launched its first advertising platform, allowing brands to run banner ads. YouTube introduced the YouTube Partner Program (YPP), enabling creators to earn revenue through ad placements on their videos.

# **The Shift to Visual and Mobile-First Platforms (2010s – Mid-2010s)**

As smartphones became widespread, social media evolved to focus on mobile experiences and visual content.

- 2010: Instagram – A photo-sharing app with filters and visual storytelling. Twitter introduced Promoted Tweets, letting businesses pay to boost their content.
- 2011: Snapchat – Introduced disappearing messages and short-lived stories, influencing other platforms.
- 2012: Facebook Acquires Instagram – Facebook expands its dominance by integrating Instagram's visual appeal.
- 2013: Vine – A short-video app that laid the foundation for later platforms like TikTok (shut down in 2017).

# **The Short-Video & AI-Driven Era (Mid-2010s – Present)**

Social media has shifted toward short-form video content and AI-driven personalization. Introduction of Stories (Snapchat pioneered, later adopted by Instagram and Facebook). Live streaming (Facebook Live, YouTube Live, Periscope). Hashtags and algorithms became central to content discovery.

- 2016: TikTok (originally Musical.ly) – A Chinese app that took over the short-video market, influencing trends, challenges, and viral content.
- 2018: Facebook & Instagram Integrate Stories, IGTV, and Reels – Competing with Snapchat and TikTok. Brands started partnering with Instagram influencers for sponsored posts.
- 2020s: AI & Personalization – Platforms like TikTok, Instagram, and YouTube use advanced AI to tailor content feeds. Short-form video made influencer marketing more accessible to everyday users.



# **The Rise of Influencer Marketing (Mid-2010s – Present)**

As users spent more time on social media, brands realized that influencers (users with large followings) could promote products more authentically than traditional ads.

YouTube Sponsorships & Brand Deals – Creators began securing multi-million-dollar sponsorship deals.

Types of Influencer Monetization:

Sponsored Posts – Brands pay influencers to promote products.

Affiliate Marketing – Influencers earn commissions on product sales.

Creator Funds – Platforms like TikTok and YouTube pay creators based on engagement.

# **The Shift to E-Commerce & Social Shopping (2020s – Present)**

Social media has become a direct shopping platform, reducing the need for users to visit external websites.

2020: Instagram Shopping – Users can browse and buy products without leaving Instagram.

2021: TikTok Shop – A built-in e-commerce marketplace, allowing influencers to sell directly.

2022: YouTube Shopping – Integrates with brands for product placements in videos.

2016: Facebook Marketplace – Peer-to-peer selling within Facebook.

Users discover products through influencers and trends.

Shopping is now seamless—no need to leave the app.

AI-powered personalization makes recommendations more relevant.



# ***The Future of Social Media***

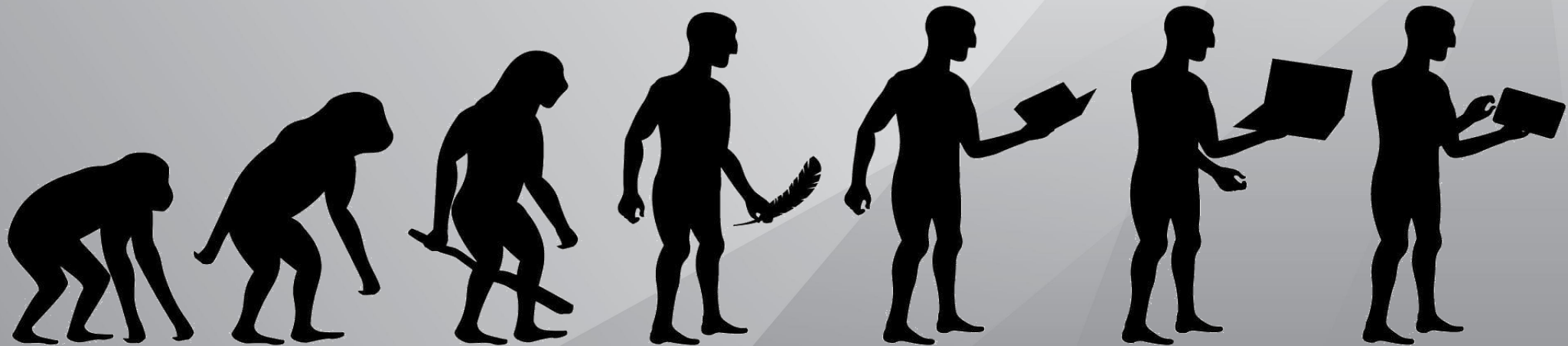
The next phase will likely focus on:

AI & Automation – Smarter content curation and chatbot interactions.

Metaverse & Virtual Reality – Facebook (Meta) is leading efforts in virtual social spaces.

Decentralized Social Media – Blockchain-based platforms may offer greater user control over data.

Social media has evolved from basic networking sites to immersive digital experiences, shaping how we communicate, consume information, and do business. As technology advances, platforms will continue to adapt, making the future of social media an exciting space to watch.



# **The Future of Social Media Monetization**

More AI-Powered Ad Targeting – Platforms will use AI to make ads even more personalized.

Live Shopping & Streaming Commerce – TikTok and Instagram are pushing live shopping experiences.

Metaverse & Virtual Goods – Meta (Facebook) is investing in VR shopping and digital products.

Better Creator Monetization – Expect more revenue-sharing programs for influencers (TikTok, YouTube, etc.).

# Monetization is Now a Social Experience

Ads are still important, but influencer marketing and social shopping now drive massive revenue.

Influencers and content creators are essential to brand marketing.

E-commerce on social media is making platforms one-stop shops for discovery and purchasing.

Social media is no longer just about connecting—it's a business powerhouse for brands, creators, and everyday users.



