Facebook, Inc. is an American online social media and social networking service company based in Menlo Park, California. It’s website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes.

Facebook can be accessed from a large range of devices with Internet connectivity, such as desktop computers, laptops and tablet computers, and smartphones. After registering, users can create a customized profile indicating their name, occupation, schools attended and so on. Users can add other users as "friends", exchange messages, post status updates, share photos, videos and links, use various software applications ("apps"), and receive notifications of other users' activity.

Facebook has more than [2.2 billion monthly active users](https://en.wikipedia.org/wiki/List_of_virtual_communities_with_more_than_100_million_active_users) as of January 2018. Its popularity has led to prominent media coverage for the company, including significant scrutiny over privacy and the psychological effects it has on users. In recent years, the company has faced intense pressure over the amount of [fake news](https://en.wikipedia.org/wiki/Fake_news), [hate speech](https://en.wikipedia.org/wiki/Hate_speech) and [depictions of violence](https://en.wikipedia.org/wiki/Criticism_of_Facebook#Facebook_Live) prevalent on its services, all of which it is attempting to counteract.

statistics on facebook

* As of July 2016, about 1.71 billion people use facebook accounts. Currently, Facebook is the social account with the highest number of users, ranked second as Wechat with about 1.12 billion users.
* Over 1.1 billion Facebook users and over 2 billion Facebook searches a day, up 17% over last year.
* The number of Facebook users through mobile phones is up to 1 billion a day, up 22 percent from a year ago. 84% of Facebook's revenue comes from running ads.
* Every day, Facebook has an additional 500,000 new users, with six new subscribers each.
* 72% of US people visit Facebook at least once a month
* An estimated 81 million Facebook accounts are fake.
* Fan page Facebook for Every Phone has the highest like on facebook with 509.772.152 likes.
* According to statistics, up to 40 million small businesses are operating on Facebook, but only 2 million businesses pay for facebook to run ads
* A good number of different things mean that businesses are better at understanding customer behavior: Facebook accounts for 62% of all social network sign-ups to log on to businesses and applications.