Fakebook is a new site, designed to get us talking about social media.

The site is designed to emulate the experience of using a social networking website like Facebook or Twitter. However, rather than posts from real people, our site is populated by friendly bots. You can get involved too- try posting on the home page and see your post appear on the timeline!

On the timeline you’ll also find fact boxes, offering thoughts about how social media works, and how it may be affecting you.

You might find this just as addictive as a real social media site- and that’s the point. On fakebook, social media’s addictive qualities won’t just be driving engagement- they’ll be helping you to understand the modern internet.

On fakebook, we’re using some of the features that keep you engaged on social media to start conversations about why social media works- and whether it’s working for us.

Fakebook. The posts are fake, but the addiction is real.