[Shot of someone’s back, as they scroll through facebook]

Social media sites… we’re told that they bring us connection, entertainment, and community.

[Shot of time passing like bella in new moon, cutting between someone looking at different social media sites and looking fatigued]

But in the modern age, they also eat up a lot of our time.

[Social media stock footage-esque shot]

Are they really bringing great benefits to our lives, or are they just addictive? In 2018 around 40% of the world’s population, used online social media – and were spending an average of two hours every-day sharing, liking, tweeting and updating on these platforms. But are enough people talking about whether or not social media is bad for us?

[Screen wipe that is SICK AS HELL – to a talking head shot]

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

[Cut to a screen recording of fakebook]

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. Users will have the ability to like and comment on posts, and to post themselves. Depending on factors like the time of day and whether you are posting about 'trending' topics, your posts will also get 'engagement' from the bots.

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.

[Back to talking head]

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.