



Facebook

Value Proposition: Everyone you know is using it.

Founder(s) and Start Date: Mark Zuckerberg, 2004

Historical Milestones:

- February 2004 - Facebook.com was launched by Mark Zuckerberg
- September 2005 - High school students began using Facebook
- September 2006 - Facebook became open for anyone to use
- April 2010 - The Facebook “like” button debuted
- October 2012 - Facebook had more than one billion active users
- February 2016 - Facebook replaced “likes” with various reaction options

Source of Income: Facebook makes about \$15 per user through various methods of advertising. The purchase of Facebook credits for use in apps and games also generates income for the company.

User-Generated Content: Users are able to post a variety of content, including status updates, photos and videos, and life events.

Benefits for Users: With over 1.55 billion users, Facebook is the largest social network in existence. In some ways, Facebook acts as a “Google” for people you know, making it an integral part of the fabric of the internet.

Largest User Demographics: 45-54+, retirees, women

Analytics: Facebook provides a full range of “Insights” (the analytics suite) that cover ads and promotions, page likes, reach, page views, actions on page, posts, events, videos, people, and messages. Each of those categories, when selected, also offer options for further refining and filtering the information presented.

Further Reading:

- [Facebook's Creation Story](#)
- [Facebook's Ad Revenue](#)
- [Top 15 Valuable Facebook Statistics](#)
- [Facebook "Reactions" Debut](#)
- [The Facebook Effect](#)
- [Using Page Insights to Improve Metrics](#)