

# FACEBOOK

**Facebook** is an online [social media](#) and [social networking service](#) owned by American technology giant [Meta Platforms](#). Created in 2004 by [Mark Zuckerberg](#) with fellow [Harvard College](#) students and roommates [Eduardo Saverin](#), [Andrew McCollum](#), [Dustin Moskovitz](#), and [Chris Hughes](#), its name derives from the [face book](#) directories often given to American university students. Membership was initially limited to only Harvard students, gradually expanding to other North American universities and, since 2006, anyone over 13 years old. As of December 2022, Facebook claimed 3 billion monthly active users,<sup>[6]</sup> and ranked third worldwide among the most visited websites.<sup>[7]</sup> It was the most downloaded [mobile app](#) of the 2010s.<sup>[8]</sup>

Facebook can be accessed from devices with [Internet](#) connectivity, such as [personal computers](#), [tablets](#) and [smartphones](#). After registering, users can create a profile revealing information about themselves. They can post text, photos and multimedia which are shared with any other users who have agreed to be their "[friend](#)" or, with different [privacy settings](#), publicly. Users can also [communicate directly](#) with each other with [Messenger](#), join common-interest groups, and receive notifications on the activities of their Facebook friends and the pages they follow.

The subject of [numerous controversies](#), Facebook has often been criticized over issues such as [user privacy](#) (as with the [Cambridge Analytica data scandal](#)), political manipulation (as with the [2016 U.S. elections](#)) and mass surveillance.<sup>[9]</sup> Facebook has also been subject to criticism over psychological effects such as [addiction](#) and low [self-esteem](#), and various controversies over content such as [fake news](#), [conspiracy theories](#), [copyright infringement](#), and [hate speech](#).<sup>[10]</sup> Commentators have accused Facebook of willingly facilitating the spread of such content, as well as exaggerating its number of users to appeal to advertisers.

# INSTAGRAM

**Instagram, LLC**<sup>[6][11]</sup> is a [photo](#) and [video sharing social networking service](#) owned by American company [Meta Platforms](#). The app allows users to upload media that can be edited with [filters](#), be organized by [hashtags](#), and be associated with a location — via [geographical tagging](#). Posts can be shared publicly or with preapproved followers. Users can browse other users' content by tags and locations, view trending content, [like](#) photos, and follow other users to add their content to a personal [feed](#).<sup>[12]</sup>

Instagram was originally distinguished by allowing content to be framed only in a square (1:1) [aspect ratio](#) of 640 [pixels](#) to match the display width of the [iPhone](#) at the time. In 2015, this restriction was eased with an increase to 1080 pixels. It also added messaging features, the ability to include multiple images or videos in a single post, and a Stories feature—similar to its main competitor [Snapchat](#)—which allowed users to post their content to a sequential feed, with each post accessible to others for 24 hours. As of January 2019, Stories is used by 500 million people daily.<sup>[13]</sup>

Originally launched for [iOS](#) in October 2010 by [Kevin Systrom](#) and [Mike Krieger](#), Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion by June 2018. In April 2012, [Facebook Inc.](#) acquired the service for approximately US\$1 billion in cash and stock (equivalent to \$1,184,000,000 in 2021). The [Android](#) version was released in April 2012, followed by a feature-limited [desktop](#) interface in November 2012, a [Fire OS](#) app in June 2014, and an app for [Windows 10](#) in October 2016. As of October 2015, over

40 billion photos had been uploaded. Although often admired for its success and influence, Instagram has also been criticized for negatively affecting teens' mental health, its policy and [interface](#) changes, its alleged [censorship](#), and illegal and inappropriate content uploaded by users.

## LINKEDIN

**LinkedIn** ([/lɪŋkt'ɪn/](#)) is a business and employment-focused [social media platform](#) that works through websites and mobile apps. It was launched on May 5, 2003.<sup>[6]</sup> It is now owned by [Microsoft](#).<sup>[7]</sup> The platform is primarily used for professional networking and career development, and allows jobseekers to post their [CVs](#) and employers to post jobs. From 2015 most of the company's revenue came from [selling access to information about its members](#) to recruiters and sales professionals.<sup>[8]</sup> Since December 2016, it has been a wholly owned subsidiary of Microsoft. As of September 2023, LinkedIn has more than 930 million registered members from over 200 countries and territories.<sup>[9]</sup>

LinkedIn allows members (both workers and employers) to create profiles and connect with each other in an online [social network](#) which may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection. LinkedIn can also be used to organize offline events, join groups, write articles, publish job postings, post photos and videos, and more.