**Founded**

* 2004 at Harvard University by Mark Zuckerberg with 3 co-founders

**Growth (change over time, process)**

* 2006, 12 million users, over 1 billion active users in 2013
* 2.2 billion monthly active users in Q1 2018 (most popular social network world wide)
* positive trend of users (amount increasing), however Q4 2017 was slowest ever quarter over quarter percentage daily user growth; up 2.18% from 1.37 billion in Q3 to 1.4 billion in Q4; quarter-over-quarter growth in Q3 was 3.8% -> can be interpreted that time spent on Facebook per user is declining
* monthly user growth sped up (3.39% growth in Q4 2017 from 2.06 billion to 2.13 billion, 3.19% growth in Q3)
* Average revenue per user increased although not as much as previous years – up 27% from 2016 (to $6.18), average year-over-year growth was up 47%
* In Q4 2017 the daily active user base in US and Canada dropped to 184 million from 185 million; small decline, however in Facebooks most valuable market (most revenues per user, see graph)

**Turnover/Employment (scale, power)**

* Revenue: $40.7 billion in 2017 ($39.9 billion from advertising), up from $7.87 billion in 2013 $6.99 billion from advertising)
* Net income: $15.9 billion in 2017 -> makes Facebook largest social media platform in terms of revenue as well
* 27 742 employees as of March 2018

**Global Reputation/representation/strategy**

* Place
  + 42 international offices, 13 within the USA, 12 data centers
  + Most users in India (12%), USA (11%), Brazil and Indonesia (6%)
  + Dominating the market in North and South America, Europe, Africa and Oceania
  + Emerging economies provide largest addition of users
* Acquisitions (66 in total) + strategy
  + Improving Facebook: FriendFeed (adopted like button and newsfeed)
  + Mobile Strategy: Instagram, 2012, $1 billion; WhatsApp, 2014, $19 billion (both valuable as personal data sources and mean Facebook is staying up to date)
  + Talent acquisition: E.g. Nextstop, Drop.io, Hot Potato for employees (all 3 were quickly shut down
  + Diversification: Oculus VR (produces virtual reality headsets) in 2014, Ascenta (drone producer) in 2014 for bringing internet to remote locations (potential for integration in the future)
* Power
  + User activity provides information for targeted advertisements (specific groups (by gender, age, income level, etc.) can be targeted), also used to work out what hooks users to the site and makes them reuse.
  + Provides news to many users (2016 poll: 66% of Americans get their news from social media, 44% of Americans get news from Facebook) ­– can influence news that reach the population
  + Through acquisition of other companies, the monopoly of Facebook is building, it is expanding into other areas and preventing growth of opponents and potential competition by acquiring them prior to growth
* Problems
  + Facebook blocked in China – missing out on major emerging market
  + Criticized for misusing user data, lack of transparency
    - Cambridge Analytica scandal March 2018, according to Facebook 87 million users had their data shared, large majority of which are from the United States
    - Suspected Russian involvement in US 2016 presidential election through Facebook
  + Competition from Snapchat neutralized via Instagram, biggest threat to Facebook is further scandals that reduce user growth





