**Facebook**

* Founded in 2004 by Mark Zuckerberg in the USA
* Has an office in Ireland with 2000 employees who service 1.9bn users which represent all of non-US accounts, in order to avoid taxation
* Originally Facebook was only for Harvard students but was later introduced in other ivy league universities due to its popularity and eventually was introduced in all US universities.
* As of September 2006, the network was extended beyond educational institutions to anyone with a registered email address. The site remains free to join and makes a profit through advertising revenue.
* The services developed over time, through the introduction of games, a Facebook messenger app in 2011, the ability to like comments and much more
* The number of users has gone from 100 million in 2008 to 1 million in 2012 to over 2 million by 2017
* 27,742 employees as of March 31, 2018
* 40 bn annual global revenue
* Bad global reputation due to privacy scandal
* Facebook has the chance to expand into the eastern market and Russia
* Might be able to acquire other big social networks or tech companies after acquiring Instagram and Whatsapp



