



## Review Facebook

### Facebook Inc

Facebook is the social network with the most active users in the world and possibly the best known and used by millions of users. You can do a lot of things with it, like add some friends, play games, upload photos, make phone calls, video calls, and it can be used on both mobile devices and desktop computers

Not too long ago the term **social network** was not in the vocabulary of any person and surely if you asked anyone on the street, few would know how to give you an explanation of that term, and especially what it would mean after a few years. Today, we live in many cases by and for social networks, which have become part of our daily lives.

Probably, **Facebook**, which we are going to talk about today, was not the first social network to be created, but it was **the first to become the social network par excellence**. And it is that the majority of people who have access to the Internet, have a profile on Facebook and use it daily to keep in touch with their loved ones, get information, publish their funniest and most pleasant images or to play and enjoy the many entertainment that offers us.

Despite popular belief, **Facebook** was officially launched on February 4, 2004, not only by Mark Zuckerberg, but also along with his peers at Harvard University, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes, Although as is commonly known, all credit is attributed to Zuckerberg, current owner and CEO of the social network, which is part of a conglomerate of successful companies, including WhatsApp or Instagram.

The advantage of **Download Facebook** is that you maintain full control of your messages and can use it as a professional tool.

The Facebook company has 1.5 billion monthly active users and is the largest social network with a population greater than India and China. Anyone planning a digital journey should consider facebook as a base and create a profile on the site, whether they are young or senior executives. Many do not like the idea of ??sharing their personal lives and the advantage of facebook is that you have full control of your messages, thus being able to use the page as a professional tool.

Facebook is the best channel to create a community and many world leaders already have a profile on the site. Barack Obama, for example, has a proven profile and his page was created for the 2008 elections as it was also used for his reelection in 2012, he has 47 million followers and the number continues to grow, obviously he has a team that is in charge from his page which is a tool for the political campaign. It is not the official site of the President of the United States to be passed on to the next President-elect.

The interesting thing about **Facebook** is that private moments such as travel photos can be shared, following the case of Barack Obama, he also shares photos and moments outside the political scene in which he meets his family, in that sense Facebook offers a new interactive personal approach where we can like or comment on posts.

**Facebook** now has new emoticons apart from likes, it has evolved and different emotions can be expressed, for example, you saw a post from a friend in which it is said that a relative passed away, you do not want to like, so those new emoticons They are an evolution of the classic I like, there must be more emotions in life and Facebook tries to get involved with it.

As mentioned above, **Facebook** is the best channel to create communities, a personal profile could become a public page if it exceeds 5,000 followers.

Another Facebook innovation is the live broadcast of press conferences, videos or question or answer sessions. If a white house official or the president himself wants to do a question and answer session that can be done through online broadcasts, that being said, you don't need to have millions of followers to create a facebook page.

**Facebook** is also a good way to promote business. All companies and organizations should have an official Facebook page because it is an excellent way to create a community. For companies it is interesting to use different group classifications that the site offers so that you can communicate with specific followers such as employees and customers, they can also include secret groups to share the information of the exclusive company, this is a professional aspect of Facebook that is Developing a new set of tools to share documents, therefore its function goes beyond maintaining contact with friends and family.

| Pros  | Cons   |
|---|--|
| <ul style="list-style-type: none"> <li>- It is a social network that allows us to maintain contact with family, friends or any other person.</li> <li>- It is free, which in the days we live, is almost a privilege.</li> <li>- Facebook is available for almost all the platforms you can imagine, so you can use it wherever you prefer.</li> <li>- Despite having acquired WhatsApp and Instagram, for the moment we have not had to undergo a merger that scares almost everyone.</li> </ul> | <ul style="list-style-type: none"> <li>- In recent times we have had to suffer several problems related to the privacy of Facebook, which almost nobody likes.</li> <li>- Facebook has become a great monster in recent times that has made it lose some of the essence of its beginnings.</li> <li>- The ads, that every time you find in a greater quantity, are undoubtedly a great disadvantage for any user.</li> <li>- The interface is not very intuitive.</li> </ul> |

**Links Facebook:** <https://www.facebook.com/facebook>

**Twitter:** <https://twitter.com/facebook>

**Instagram:** <https://www.instagram.com/facebook/>

**Web:** <https://www.facebook.com/>

**Play Store:** [https://play.google.com/store/apps/details?id=com.facebook.katana&hl=en\\_419](https://play.google.com/store/apps/details?id=com.facebook.katana&hl=en_419)

**Apple Store:** <https://apps.apple.com/ca/app/facebook/id284882215>