

SOCIAL MEDIA AND HOW IT BEGAN

1979 Brand new networking technology UseNet allows users to communicate through a virtual newsletter

1988 Home computers became slightly more common and internet relay chats (ICRs) were used well into the 1990s

1997 The first social media site, Six Degrees, is launched, allowing users to upload a profile and make friends with others

2000 AOL Instant Messenger was popular among many internet users, allowing direct communication between users within seconds

2004 MySpace launches, becoming one of the most important social media sites of the 21st century, connecting users all around the world to upload videos, photos, and text posts

2006 Twitter and Facebook open to the public, attracting millions of users in their first few years of operating

2007 The first-generation iPhone is introduced in the US with a multi-touch screen, breaking traditional mobile phone standards

2008 The Apple App Store is created, allowing users to download a range of extra features to the device in the palm of their hand

2011 Snapchat is released on the App Store, once again re-inventing the way we communicate, this time using self-deleting picture messages

2021 3.96 billion people are using social media worldwide with 2.7 billion Facebook users, 1 billion Instagram users, and 192 million Twitter users

KEY FACTS

Social media are applications made up of interactive, user generated content. The content can be text posts, comments, digital photos, and videos

How to access social media: Applications from 'App Stores' allow users to download the site to their devices, or using a web browser and search engine, users can 'log in'

Audiences: International

Money generated through: Advertisement

Types of social media: Friendship, dating, blogs, opinion forums, 'fandoms', advice

Examples

