

## Facebook Timeline

### 2011

#### May 2011

- Page owners can no longer apply to have commenting removed from Pages.
- Facebook adds “Subscribe via RSS” to Pages.
- Users can recommend Pages and Places to friends, via the “Recommend This Place” feature.
- Page administrators can target individual wall posts to subsets of viewers.
- A new Pages dashboard launches.
- Facebook no longer blanket-prohibits promotions for tobacco, dairy, gambling, firearms, prescription drugs, and gasoline.
- Marketers can require a purchase for entry, and target those below age 18.
- Bing search results include content your friends have liked, and links to wall posts.
- “Subscribe” buttons are added to the Comments Box Social Plugin.
- Places functionality is available on some Pages representing physical spaces.
- Promotions, contests, and sweepstakes may no longer use the Like button, comments, or other Facebook features as voting mechanisms.
- A new overview showing complete details of all of the Pages an admin manages is introduced.
- Users can tag photos with the names of Pages.
- The “Share” button can now post content to Facebook Groups or a specific friend’s wall.
- A new Ads Manager is introduced.
- Old groups are eliminated and migrated to the new Groups feature.
- Advertisers can access a creative library of their previous ads.

#### April 2011

- Facebook hit 677 million users worldwide.
- Several new self-serve ad targeting options are tested.
- Only Page admins can send suggestions, and they can only suggest their own Page.
- Three new types of Sponsored Stories are launched: Page Post Like Story; App Used and Game Played Stories; and Domain Story.
- Page admins can now tell the percentage of Post Likes and comments that came through a mobile device.
- Local Deals launch to San Francisco, Austin, Dallas, Atlanta and San Diego.
- Groups can now post questions and polls for only members to weigh in on.
- Advertisers can include or exclude current fans, app users, or Event attendees in ads targeted to “Friends of Connections”.
- Page admins can sort Likse into people, Pages, admins and banned users.
- A Like button change is tested that shows users a full preview of the story that will be published.
- Page admins are asked to “Confirm Your Page Category”.
- A Profile to Business Page Migration Appeal is introduced.

#### March 2011

- Personal user profiles can now be converted into official business Pages.
- Google announces the +1 button.
- Facebook overhauls Questions.
- A “Related Adverts” ad unit is tested.
- “Related Stories” launch.
- The ability to merge and unmerge a Place and a Page is revoked.

- Users are urged to subscribe to Deals updates.
- Users can now tag friends, Pages, apps, Groups, and Events in comments to news feed stories and wall posts to create linked mentions.
- Places and Deals metrics are added to Page insights for admins.
- In the self-serve ad tool, replacing Like keyword targeting with broad category is tested.
- A new version of Insights for Websites for launches.
- Users now see a “Suggest Edits” for Places Pages.
- The embeddable Comments Box social plugin receives a major update.

#### February 2011

- The Like and Recommend button on third-party websites now publish a full news feed story.
- The default number of tabs on the left hand side of Pages increased from six to eight.
- Microsoft announces an expanded implementation of Facebook plugins within Bing’s search results, which now display data on Likes
- Microsoft releases a new version of its Bing Bar downloadable browser tool bar that includes several Facebook capabilities.
- The instant typeahead search results in the drop-down beneath the Facebook search bar are split into profiles, Pages, apps, groups, Events, and Questions.
- Ads begin appearing in the new photo album design.
- Self-serve advertisers can now publish sponsored stories.
- Page administrators can select specific landing tabs for ads.

#### January-2011

- The Suggest to Friends link from Pages is removed.
- Users can now access the site via a HTTP Secure (HTTPS) connection.
- A “Buy With Friends” feature is tested.
- “Sponsored Stories” launch.
- Real-time analytics now appear in Facebook’s Insights program.
- Users are encouraged to list their current city.

## 2010

#### December-2010

- The new redesigned Profile is introduced.
- Facebook announces “photo tag suggestions” using face recognition software.
- Page admins can now invite email contacts to become fans of their Page.

#### November-2010

- Facebook introduces “Deals”.

#### October-2010

- Facebook users can now see friends' faces next to web pages they've liked in Bing search results.
- A new version of Groups launches.

#### September-2010

- News Stories are integrated into the search feature.
- Facebook announces improvements to its photos feature: high resolution images, a better viewer for browsing photos, and a simpler uploader.
- Facebook releases the Page Browser.



#### August - 2010

- Places launches.
- Facebook updates the way some ads appear to users, featuring friends' reviews and a quote/review from them.
- A new box on user profiles displaying which Pages the user Likes is tested.
- The Notes app receives an update.

#### July - 2010

- Facebook launches beta of Questions.
- The email interface for Facebook events is updated.
- When new people join Facebook, they see a list of Pages that other people in a similar demographic Like.
- The Facebook platform no longer supports HTML in application info tabs.

#### June-2010

- User images are displayed next to notifications at the top of the users' Page.

#### May-2010

- The "unlike" option is added.
- Page administrators cannot move a photo to a different gallery.

#### April-2010

- Facebook announces Open Graph API.
- Community Pages are introduced.
- Instant Personalization is introduced.
- Facebook Lite is shut down.
- Facebook asks users to match their personal profile interests to publicly accessible Pages.
- The "Connect" brand is officially retired.
- An updated version of Insights is launched.

#### March-2010

- Maximum photo size increases.

#### February - 2010

- Facebook reaches over 400 million active users.

#### January-2010

- Per post insights are introduced.
- The Notes app can now includes images with blog feeds.

## 2009

#### December - 2009

- Facebook reaches over 350 million active users.

#### September - 2009

- Facebook reaches over 300 million active users.
- Facebook turns cash flow positive for the first time.
- Facebook Lite is launched.

#### August - 2009

- Real-time search is launched

July - 2009

- Facebook reaches over 250 million active users.

June - 2009

- Facebook Usernames become available.

April - 2009

- Facebook reaches over 200 million active users.

February - 2009

- Facebook reaches over 175 million active users.
- Facebook joins the OpenID board.
- Facebook adds the “Like” feature.

January - 2009

- Facebook reaches over 150 million active users.

## 2008

December - 2008

- Facebook Connect is available to the general public.

August - 2008

- Facebook reaches over 100 million active users.

April - 2008

- Facebook Chat launches.

## 2007

November - 2007

- Facebook Ads launch.

October - 2007

- Facebook reaches over 50 million active users.
- The Facebook Platform for Mobile launches.
- Microsoft takes a \$240 million equity stake in Facebook.

May - 2007

- Facebook launches the Marketplace application for classified listings.

April - 2007

- Facebook reaches 20 million active users.
- Facebook updates its site design and adds network portals.

February - 2007

- Virtual Gift Shop launches.

## 2006

December - 2006

- Facebook reaches more than 12 million active users.

November - 2006

- A Share feature is added to Facebook.

September - 2006

- News Feed and Mini-Feed are introduced with additional privacy controls.
- Facebook expands registration to anyone 13+.

August - 2006

- The Facebook development platform launches.
- The Notes application is introduced.
- Facebook and Microsoft form a strategic relationship for banner ad syndication.

May - 2006

- Facebook expands to add work networks.

April - 2006

- Facebook Mobile feature launches.

## 2005

December - 2005

- Facebook reaches more than 5.5 million active users.

October - 2005

- Photos is added as an application.
- Facebook adds international school networks.

September - 2005

- Facebook expands to add high school networks.

August - 2005

- The company officially changes its name to Facebook from thefacebook.com.

May - 2005

- The Facebook grows to support more than 800 college networks.

## 2004

December - 2004

- The Facebook reaches nearly 1 million active users.

September - 2004

- A Groups application is added.
- The Wall is added as a Profile feature.

April 2004

- Mark Zuckerberg, Dustin Moskovitz, and Eduardo Saverin form Thefacebook.com LLC, a partnership.

March - 2004

- The Facebook expands from Harvard to Stanford, Columbia and Yale.

February - 2004

- Mark Zuckerberg and co-founders Dustin Moskovitz, Chris Hughes and Eduardo Saverin launch The Facebook.

January - 2004

- Mark Zuckerberg registers thefacebook.com domain.

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