



Founded: February 4, 2004.

Facebook's mission is to give people the power to share and make the world more open and connected.

Quick Links to Facebook Areas

Create a Fan Page

<http://www.facebook.com/facebook?ref=pf#/pages/create.php>

Create a Group

<http://www.facebook.com/facebook?ref=pf#/groups/create.php>

Resources

http://www.facebook.com/facebook?ref=pf#/facebook?v=app_10531514314&ref=pf

FB Stats

<http://www.facebook.com/facebook?ref=pf#/press/info.php?statistics>

Vanity URL – User Name

<http://www.facebook.com/username/>

Widgets

<http://www.facebook.com/facebook-widgets/index.php>

Help Center

<http://www.facebook.com/help/>

HTML Cheat Sheet

http://www.facebook.com/notes_cheatsheet.php

Facebook for Developers

http://wiki.developers.facebook.com/index.php/Fan_Box

Statistics (as of 2-10-10)

Company Figures

- More than 400 million active users
- 50% of our active users log on to Facebook in any given day
- More than 35 million users update their status each day
- More than 60 million status updates posted each day
- More than 3 billion photos uploaded to the site each month
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3.5 million events created each month
- More than 3 million active Pages on Facebook
- More than 1.5 million local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day
- Pages have created more than 5.3 billion fans

Average User Figures

- Average user has 130 friends on the site
- Average user sends 8 friend requests per month
- Average user spends more than 55 minutes per day on Facebook
- Average user clicks the Like button on 9 pieces of content each month
- Average user writes 25 comments on Facebook content each month
- Average user becomes a fan of 4 Pages each month
- Average user is invited to 3 events per month
- Average user is a member of 13 groups

International Growth

- More than 70 translations available on the site
- About 70% of Facebook users are outside the United States
- Over 300,000 users helped translate the site through the translations application

Platform

- More than one million developers and entrepreneurs from more than 180 countries
- Every month, more than 70% of Facebook users engage with Platform applications
- More than 500,000 active applications currently on Facebook Platform
- More than 250 applications have more than one million monthly active users
- More than 80,000 websites have implemented Facebook Connect since its general availability in December 2008
- More than 60 million Facebook users engage with Facebook Connect on external websites every month

- Two-thirds of comScore's U.S. Top 100 websites and half of comScore's Global Top 100 websites have implemented Facebook Connect

Mobile

- There are more than 100 million active users currently accessing Facebook through their mobile devices.
- People that use Facebook on their mobile devices are twice more active on Facebook than non-mobile users.
- There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products

Facebook Resources

Mashable's Facebook Guidebook– Comprehensive, excellent resource

<http://mashable.com/2009/12/28/facebook-guide-book/>

Inside Facebook

<http://www.insidefacebook.com/>

Facebook for Business Super Guide

<http://www.interactiveinsightsgroup.com/blog1/facebook-for-business-superguide/>

Create a Page for Your Business on Facebook – The Social Media Guide

<http://thesocialmediaguide.com.au/2009/07/01/create-page-business-facebook/>

10 Privacy Settings Every Facebook User Should Know

<http://www.allfacebook.com/2009/02/facebook-privacy/>

How to Use Facebook – video series

http://www.expertvillage.com/video-series/1261_facebook-use.htm

30+ Apps for Doing Business on Facebook

<http://mashable.com/2009/01/22/business-facebook-apps/>