

# Timeline of social media

This page is a **timeline of social media**. Major launches, milestones, and other major events are included.

## Contents

[Overview](#)

[Timeline](#)

[See also](#)

[References](#)

## Overview

| Decade      | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1970s–1980s | The PLATO system (developed at the <a href="#">University of Illinois</a> and subsequently commercially marketed by Control Data Corporation) offers early forms of social media with Notes, PLATO's message-forum application; TERM-talk, its instant-messaging feature; Talkomatic, perhaps the first online chat room; News Report, a crowd-sourced online newspaper, and blog; and Access Lists, enabling the owner of a notes file or other application to limit access to a certain set of users, for example, only friends, classmates, or co-workers. Tom Truscott and Jim Ellis conceived the idea of <a href="#">Usenet</a> in 1979 at the <a href="#">University of North Carolina at Chapel Hill</a> and <a href="#">Duke University</a> , and it was established in 1980. |
| 1980s–1990s | As operating systems with a graphical user interface, such as <a href="#">Windows</a> and <a href="#">Mac OS</a> , begin to emerge and gain popularity, this creates an environment that allows for early social media platforms to thrive and exist.<br><br>Bulletin board systems (BBS) and <a href="#">Internet Relay Chat (IRC)</a> were popular during this time period, and IRC is still widely used today. <sup>[1][2]</sup> <a href="#">The WELL</a> , established in 1985, is one of the oldest still-operating online communities. Its name is an acronym for "Whole Earth 'Lectronic Link, coined by <a href="#">Stewart Brand</a> , creator of the <a href="#">Whole Earth Catalog</a> .                                                                                   |
| 1990s–2000s | Various notable social media platforms such as <a href="#">Myspace</a> and <a href="#">Facebook</a> are developed and released, and blogging begins to gain popularity. Instant messaging platforms such as <a href="#">AOL Instant Messenger (AIM)</a> and <a href="#">Windows Live Messenger</a> also become increasingly popular. <sup>[3]</sup> <a href="#">Wikipedia</a> is launched in 2001.                                                                                                                                                                                                                                                                                                                                                                                     |
| 2010s       | Many social media platforms that have remained are now thriving, and new ones are appearing sporadically. This includes popular blogs, instant messaging servers, and various <a href="#">social networking</a> platforms such as <a href="#">Facebook</a> , <a href="#">LinkedIn</a> , <a href="#">Snapchat</a> , and <a href="#">Twitter</a> . <sup>[4]</sup><br><br>With advances in <a href="#">smartphone</a> technology, almost all social media services now have their own <a href="#">mobile apps</a> . <sup>[5]</sup>                                                                                                                                                                                                                                                        |

## Timeline

| Year       | Event type        | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1973       | Invention         | <u>Talkomatic</u> is created by Dave Woolley and Douglas Brown at the University of Illinois, as a multi-user chat room application. It is an instant sensation among users in the <u>PLATO System's</u> online community.                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 1973       | Invention         | TERM-Talk is created by the staff at the Computer-based Education Research Laboratory at the University of Illinois, as an instant-messaging application enabling any two users on the <u>PLATO system</u> to conduct a live, character-by-character typed conversation on the bottom of the screen of their PLTO terminals. Soon many features would be added to it including "Monitor Mode," enabling one user in the TERM-talk to share their own screen with the other user, to ask questions or point out something that they're seeing. Years later this concept would be introduced as "Screen Sharing" or Remote Desktop Software. |
| 1973       | Invention         | PLATO Notes is created by 17-year-old student Dave Woolley at the Computer-based Education Research Laboratory at the University of Illinois, as a conferencing and bulletin board forum system for communicating with the user community. In 1976, Notes expanded to enable any user to create a "notesfile" on any subject. PLATO Notes would serve as the inspiration for <u>Lotus Notes</u> developed by former PLATO users Ray Ozzie, Len Kawell, and Tim Halvorsen.                                                                                                                                                                  |
| 1974       | Invention         | ARPANET evolved into the Internet following the publication of the first Transmission Control Protocol (TCP) specification, RFC 675 ( <a href="https://datatracker.ietf.org/doc/html/rfc675">https://datatracker.ietf.org/doc/html/rfc675</a> ) ( <i>Specification of Internet Transmission Control Program</i> ), written by <u>Vint Cerf</u> , <u>Yogen Dalal</u> and Carl Sunshine. <sup>[6]</sup>                                                                                                                                                                                                                                      |
| circa 1980 | Milestone         | <u>Bulletin Board System (BBS)</u> emerges as one of the earliest known forms of social media, and remains popular and under development until the late 1990s. <sup>[7]</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 1984       | Invention         | <u>FidoNet</u> forms as BBSs start to exchange email in North America and later internationally.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 1988       | Invention         | IRC rises from the roots of BBS (and was initially intended to extend it), offering a similar service and experience. <sup>[8][9]</sup> It has remained in use to this day.<br><br>An example of a popular IRC client today is <u>mIRC</u> .                                                                                                                                                                                                                                                                                                                                                                                               |
| 1995       | Launch            | <u>Classmates.com</u> , originally launched as a list of school affiliations, is launched in December 1995. The site, founded by Randy Conrads, later incorporated features to help former and current classmates find and contact each other online. <sup>[10]</sup>                                                                                                                                                                                                                                                                                                                                                                      |
| 1996       | Launch            | The Swedish social networking website <u>LunarStorm</u> , originally called <u>Stajlplejs</u> , is launched in 1996. The site, founded by <u>Rickard Eriksson</u> , was renamed LunarStorm in 2000 and has been described as "the world's first social media on the Internet" by the founder. <sup>[11]</sup>                                                                                                                                                                                                                                                                                                                              |
| 1996       | Launch            | ICQ is released by Israeli company <u>Mirabilis</u> . <sup>[12]</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 1996       | Launch            | <u>Bolt.com</u> was started as the first social networking and video website.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 1997       | Launch, Milestone | Social networking website <u>SixDegrees.com</u> is created. <sup>[13]</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 1998       | Launch            | <u>Open Diary</u> launches the first social blogging network, inventing the reader comment and friends-only content. <sup>[14]</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 1997       | Launch            | AOL Instant Messenger is released. <sup>[12]</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 1998       | Acquisition       | ICQ is acquired by AOL, and the service is patented. <sup>[15]</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 1999       | Acquisition       | <u>SixDegrees.com</u> is purchased by <u>YouthStream Media Networks</u> for \$125 million. <sup>[16]</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 1999       | Launch            | <u>Yahoo! Messenger</u> , another popular instant messaging service, launches. <sup>[12]</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 1999       | Launch            | <u>MSN Messenger</u> (also known as Windows Live Messenger), a popular messaging, video and voice calling service, launches. <sup>[12]</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

| Year | Event type        | Description                                                                                                                                                                                                                                                                 |
|------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1999 | Launch            | <u>LiveJournal</u> , an early <u>blogging</u> platform and social network launches.                                                                                                                                                                                         |
| 2000 | Launch            | <u>Habbo</u> , a game-based social networking site, launches.                                                                                                                                                                                                               |
| 2000 | Launch            | Friends Reunited exploiting a gap in the UK market following the success of US website Classmates.com                                                                                                                                                                       |
| 2001 | Defunction        | SixDegrees.com shuts down. <sup>[7]</sup>                                                                                                                                                                                                                                   |
| 2001 | Launch, Invention | Windows Messenger is released, and is shipped with <u>Windows XP</u> . This is an integrated version of MSN Messenger.                                                                                                                                                      |
| 2002 | Launch            | Social networking and gaming site <u>Friendster</u> launches. The service would be popular in Asia and the Pacific Islands. <sup>[17]</sup>                                                                                                                                 |
| 2003 | Launch            | Business-oriented social networking service <u>LinkedIn</u> launches. <sup>[18]</sup>                                                                                                                                                                                       |
| 2003 | Launch            | Social networking website <u>Hi5</u> launches. <sup>[4]</sup>                                                                                                                                                                                                               |
| 2003 | Launch            | Another business-oriented social networking website, <u>XING</u> , launches. This service is more popular in Europe. <sup>[19]</sup>                                                                                                                                        |
| 2003 | Launch            | 4chan, an english-language <u>imageboard</u> , launches. <sup>[20]</sup>                                                                                                                                                                                                    |
| 2003 | Launch            | Myspace launches.                                                                                                                                                                                                                                                           |
| 2003 | Launch            | <u>Skype</u> , a very popular instant messaging and video/voice calling service ( <u>VoIP</u> ), launches. <sup>[21]</sup>                                                                                                                                                  |
| 2004 | Launch, Milestone | <u>Facebook</u> , the most popular social networking service to-date, launches. It now features a voice and video calling service, as well as a widely used instant messaging service. <sup>[22]</sup>                                                                      |
| 2004 | Launch            | <u>Flickr</u> , an image and video hosting website, launches. Many users use Flickr to keep personal photos, and it is also widely used as a platform for hosting images and videos that are later embedded in other websites and services (such as blogs). <sup>[23]</sup> |
| 2004 | Launch            | <u>Orkut</u> , a social networking website owned by <u>Google</u> , launches. <sup>[24]</sup>                                                                                                                                                                               |
| 2004 | Launch            | <u>Tagged</u> , a social discovery website, launches. <sup>[4]</sup>                                                                                                                                                                                                        |
| 2005 | Launch            | <u>Bebo</u> , a social networking website, launches. <sup>[25]</sup>                                                                                                                                                                                                        |
| 2005 | Acquisition       | Myspace is acquired by <u>News Corporation</u> for \$580 million. <sup>[26]</sup>                                                                                                                                                                                           |
| 2005 | Launch            | <u>Qzone</u> , a Chinese social networking website, launches. <sup>[27]</sup>                                                                                                                                                                                               |
| 2005 | Launch            | <u>Reddit</u> , an American social news aggregation, web content rating, and discussion website, launches. <sup>[28]</sup>                                                                                                                                                  |
| 2005 | Launch            | <u>Renren</u> , a Chinese social networking website, launches. <sup>[29]</sup>                                                                                                                                                                                              |
| 2005 | Acquisition       | <u>Yahoo!</u> acquires Flickr. <sup>[30]</sup>                                                                                                                                                                                                                              |
| 2005 | Launch            | Facebook launches its photos feature with no restrictions on storage (but without the ability to tag friends). <sup>[31]</sup>                                                                                                                                              |
| 2006 | Launch            | <u>Twitter</u> , one of the most popular social networking sites worldwide, launches. This website was very popular in Brazil and India. <sup>[32]</sup>                                                                                                                    |
| 2006 | Launch            | <u>VK</u> ( <u>Vkontakte</u> ), an extremely popular Russian-based social networking service that resembles Facebook, launches. This service is very popular in Europe. <sup>[33]</sup>                                                                                     |
| 2006 | Launch            | Facebook launches News Feed. The original news feed is an algorithmically generated and constantly refreshing summary of updates about the activities of one's friends. <sup>[34]</sup>                                                                                     |
| 2007 | Launch            | <u>Tumblr</u> , a popular <u>microblogging</u> and social networking website, launches. <sup>[35]</sup>                                                                                                                                                                     |

| Year | Event type          | Description                                                                                                                                                                                                                                                                                                          |
|------|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2007 | Launch              | <u>FriendFeed</u> , a real-time social media <u>feed aggregator</u> , launches.                                                                                                                                                                                                                                      |
| 2007 | Launch              | <u>Justin.tv</u> , a <u>live-streaming</u> that allowed anyone to broadcast video online, launches. <sup>[36]</sup>                                                                                                                                                                                                  |
| 2008 | Acquisition         | AOL buys Bebo for \$850 million. <sup>[26]</sup>                                                                                                                                                                                                                                                                     |
| 2009 | Acquisition         | FriendFeed is acquired by Facebook for \$15 million in cash, and \$32.5 million in stock. <sup>[37]</sup>                                                                                                                                                                                                            |
| 2009 | Launch              | <u>Sina Weibo</u> , a Chinese <u>microblogging website</u> , launches. <sup>[38]</sup>                                                                                                                                                                                                                               |
| 2010 | Launch              | <u>Pinterest</u> , a photo-sharing website, launches. This service allows users to submit images or "pins", then other users can "pin" them on personalized "pinboards". Users can then comment on each other's content and interact with it. <sup>[39]</sup>                                                        |
| 2010 | Acquisition         | AOL sells ICQ to <u>Mail.Ru</u> (formerly known as Digital Sky Technologies) for \$185 million. <sup>[40]</sup>                                                                                                                                                                                                      |
| 2010 | Acquisition         | Bebo is sold by AOL to <u>Criterion Capital Partners</u> . <sup>[41]</sup>                                                                                                                                                                                                                                           |
| 2010 | Launch              | <u>Instagram</u> , a photo/video sharing and social media service, launches. <sup>[42]</sup>                                                                                                                                                                                                                         |
| 2010 | Launch              | <u>Path</u> , a social networking-enabled photo sharing and messaging service for mobile devices, launches. <sup>[43]</sup>                                                                                                                                                                                          |
| 2010 | Launch              | <u>Quora</u> , a popular question-and-answer platform, launches. <sup>[44]</sup>                                                                                                                                                                                                                                     |
| 2011 | Launch              | <u>Snapchat</u> , a photo/video sharing and social media service, launches. <sup>[45]</sup>                                                                                                                                                                                                                          |
| 2011 | Acquisition         | Microsoft acquires <u>Skype Technologies</u> for \$8.5 billion. <sup>[46]</sup>                                                                                                                                                                                                                                      |
| 2011 | Launch              | <u>Google+</u> , a social networking service, launches. <sup>[47]</sup>                                                                                                                                                                                                                                              |
| 2011 | Launch              | <u>Keek</u> , a video sharing and social media service, launches. <sup>[48]</sup>                                                                                                                                                                                                                                    |
| 2011 | Acquisition         | Myspace is sold to <u>Specific Media</u> by News Corp. for \$35 million. <sup>[49]</sup>                                                                                                                                                                                                                             |
| 2011 | Launch              | LinkedIn files for an <u>IPO</u> and trades its first shares under the NYSE symbol "LNKD", at \$45 per share. <sup>[50]</sup>                                                                                                                                                                                        |
| 2011 | Launch              | <u>Twitch</u> , a live-streaming service that is popular worldwide, launches. This service is a spin-off from Justin.tv, as it is more focused on broadcasting users playing <u>video games</u> . <sup>[51]</sup>                                                                                                    |
| 2011 | Launch              | Twitter overhauls its website to feature the "Fly" design, which the service says is easier for new users to follow and promotes advertising. In addition to the <i>Home</i> tab, the <i>Connect</i> and <i>Discover</i> tabs are introduced along with a redesigned profile and timeline of Tweets. <sup>[52]</sup> |
| 2012 | Launch, Milestone   | Facebook goes public, negotiating a share price of \$38 apiece, valuing the company at \$104 billion, the largest valuation to date for a newly listed public company. <sup>[53]</sup>                                                                                                                               |
| 2012 | Launch              | Snapchat launches video sharing, allowing users to share 10 second videos. <sup>[54]</sup>                                                                                                                                                                                                                           |
| 2012 | Launch              | <u>Tinder</u> , a widely popular dating-oriented social networking service, launches. <sup>[55]</sup>                                                                                                                                                                                                                |
| 2012 | Acquisition         | Facebook acquires Instagram for \$1 billion in cash and stock. <sup>[56]</sup>                                                                                                                                                                                                                                       |
| 2013 | Launch, Acquisition | <u>Vine</u> , a widely popular video sharing and social media service, launches shortly after being acquired by Twitter for \$30 million. <sup>[57][58]</sup>                                                                                                                                                        |
| 2013 | Launch              | Twitter files for its IPO, and begins trading on the New York Stock Exchange. The share closed at \$44.90, giving the company a valuation of around \$31 billion. <sup>[59]</sup>                                                                                                                                    |
| 2013 | Launch              | Instagram launches video sharing. <sup>[60]</sup>                                                                                                                                                                                                                                                                    |
| 2013 | Acquisition         | <u>Tumblr</u> is purchased by <u>Yahoo! Inc.</u> for \$1.1 billion. <sup>[61]</sup>                                                                                                                                                                                                                                  |

| Year | Event type            | Description                                                                                                                                                                                                     |
|------|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2013 | Launch                | <u>Slack</u> , an instant messaging service designed for internal use by organizations and professionals, launches. <sup>[62]</sup>                                                                             |
| 2013 | Launch                | <u>Yik Yak</u> , a social media app for local discussion, is launched. <sup>[63]</sup>                                                                                                                          |
| 2013 | Launch                | <u>8chan</u> , a decentralized English-language imageboard, is launched by <u>Fredrick Brennan</u> . <sup>[64]</sup>                                                                                            |
| 2013 | Launch                | <u>Patreon</u> , a crowdfunding site that would later become a popular subscription service for content creators on social media sites, is launched.                                                            |
| 2013 | Acquisition           | Bebo is purchased from Criterion Capitol Partners for \$1 million by Bebo's founders. <sup>[65]</sup>                                                                                                           |
| 2013 | Launch                | Instant messaging and video/voice calling service <u>Google Hangouts</u> launches. <sup>[66]</sup>                                                                                                              |
| 2013 | Launch *              | <u>Myspace</u> re-launches, coming out with a re-designed website, and a mobile app. <sup>[67]</sup>                                                                                                            |
| 2014 | Defunction            | <u>Justin.tv</u> shuts downs to focus work on <u>Twitch</u> . <sup>[68]</sup>                                                                                                                                   |
| 2014 | Launch                | <u>Musical.ly</u> , a lip-syncing app, launches. <sup>[69]</sup>                                                                                                                                                |
| 2014 | Launch                | <u>Snapchat</u> launches collaborative timelines based on events. <sup>[70][71]</sup>                                                                                                                           |
| 2014 | Acquisition           | <u>Amazon</u> acquires <u>Twitch</u> for \$970 million. <sup>[72]</sup>                                                                                                                                         |
| 2014 | Defunction            | <u>Orkut</u> is shut down by Google. <sup>[73]</sup>                                                                                                                                                            |
| 2015 | Defunction, Milestone | <u>Friendster</u> shuts down due to "the evolving landscape in our challenging industry" and lack of engagement by the online community. <sup>[74]</sup>                                                        |
| 2015 | Launch, Acquisition   | <u>Periscope</u> , a live video sharing app, launches shortly after being acquired by Twitter. <sup>[75]</sup>                                                                                                  |
| 2015 | Launch *              | Bebo re-launches as a messaging app for iOS and Android. <sup>[76][77]</sup>                                                                                                                                    |
| 2015 | Launch                | <u>Beme</u> , a short video sharing app, launches. The creators are <u>Casey Neistat</u> and <u>Matt Hackett</u> . <sup>[78]</sup>                                                                              |
| 2015 | Launch                | <u>Discord</u> , a free instant messaging and video/voice calling service (VoIP) designed for the gaming community, launches. <sup>[79]</sup>                                                                   |
| 2015 | Launch                | <u>Meerkat</u> , an application similar to <u>Periscope</u> , launches. <sup>[80]</sup>                                                                                                                         |
| 2016 | Launch                | <u>Triller</u> , a video editing app, is converted into a social networking service by allowing users to follow each other and share their videos publicly. <sup>[81]</sup>                                     |
| 2016 | Acquisition           | Microsoft says it will be acquiring LinkedIn for \$26.2 billion, and is expected to finalize the deal by the end of 2016. <sup>[82][83]</sup>                                                                   |
| 2016 | Acquisition           | <u>Time Inc.</u> buys <u>Myspace</u> and its parent company. <sup>[84]</sup>                                                                                                                                    |
| 2016 | Defunction, Milestone | Yahoo! discontinues its services for Windows, Mac, Linux, and Solaris clients in early August 2016. It will now only support Yahoo! Messenger on <u>Android</u> , <u>iOS</u> , and web clients. <sup>[85]</sup> |
| 2016 | Defunction            | <u>Vine</u> announced that Twitter would be discontinuing the <u>Vine</u> mobile app, later renamed to "Vine Camera". <sup>[86]</sup>                                                                           |
| 2016 | Acquisition           | <u>CNN</u> acquires <u>Beme</u> , with the terms of acquisition remaining undisclosed. <sup>[87]</sup>                                                                                                          |
| 2016 | Launch                | <u>Mastodon</u> , a <u>free and open-source</u> software for <u>self-hosting</u> interlinking social networking services, is launched.                                                                          |
| 2017 | Launch                | <u>Gab</u> , an <u>alt-tech</u> microblogging site, <sup>[88]</sup> is launched publicly on May 8th, 2017. <sup>[89]</sup>                                                                                      |
| 2017 | Acquisition           | <u>ByteDance</u> acquires <u>Musical.ly</u> for \$1 billion. <sup>[90]</sup>                                                                                                                                    |

| Year | Event type  | Description                                                                                                                                                                                                              |
|------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2017 | Launch      | <u>Pillowfort</u> , a microblogging and social networking service, is launched, and is billed as an alternative to <u>Tumblr</u> . <sup>[91]</sup>                                                                       |
| 2017 | Defunction  | Yik Yak is shut down following a rapid decline in users, accusations of rampant bullying, and the app's banning from some schools. <sup>[92]</sup>                                                                       |
| 2017 | Milestone   | Snapchat files for its IPO, and begins trading on the New York Stock Exchange. The share closed at \$24.48, giving the company a valuation of around \$33 billion. <sup>[93]</sup>                                       |
| 2017 | Launch      | <u>TikTok</u> , a short video sharing and social media service, launches. <sup>[94]</sup>                                                                                                                                |
| 2017 | Launch      | <u>Co-Star</u> , an astrological social networking service, launches. <sup>[95]</sup>                                                                                                                                    |
| 2017 | Milestone   | <u>Tumblr</u> announces a complete ban on adult content after <u>Apple Inc.</u> removes <u>Tumblr</u> from its <u>App Store</u> . The move triggers a massive drop in online traffic for <u>Tumblr</u> . <sup>[96]</sup> |
| 2017 | Defunction  | <u>AIM</u> is discontinued as a service.                                                                                                                                                                                 |
| 2017 | Defunction  | Beme shuts down on January 31, following its acquisition by CNN in 2016. <sup>[97][87]</sup>                                                                                                                             |
| 2018 | Defunction  | Yahoo! Messenger shuts down on July 17, 2018. <sup>[98]</sup>                                                                                                                                                            |
| 2018 | Defunction  | Musical.ly shuts down and migrates its users to <u>TikTok</u> . <sup>[69]</sup>                                                                                                                                          |
| 2018 | Defunction  | Path announces the termination of its service on September 17, 2018. <sup>[99]</sup> Its closure takes place nearly a month later, on October 18, 2018. <sup>[99]</sup>                                                  |
| 2018 | Launch      | Parler launches, billing itself as an unbiased and free speech alternative to larger social media platforms, such as Twitter and Facebook.                                                                               |
| 2019 | Defunction  | Google+ shuts down in April 2019 due to low user engagement and an API flaw. <sup>[100][101][102]</sup>                                                                                                                  |
| 2019 | Acquisition | Verizon Media announces it will sell <u>Tumblr</u> to Automattic, owner of <u>WordPress.com</u> and backer of <u>WordPress</u> for less than \$3 million. <sup>[103]</sup>                                               |
| 2020 | Launch      | <u>Clubhouse</u> , an audio-chat social networking app, launches. <sup>[104]</sup>                                                                                                                                       |
| 2020 | Launch      | <u>BeReal</u> , a social media application that emphasizes authenticity, launches. <sup>[105]</sup>                                                                                                                      |
| 2021 | Launch      | <u>Gettr</u> , an alt-tech social media platform aimed at conservatives, is launched by <u>Jason Miller</u> , a former aide to U.S. President <u>Donald Trump</u> . <sup>[106]</sup>                                     |
| 2021 | Launch      | <u>Truth Social</u> , an alt-tech social media platform, is launched by former U.S. President <u>Donald Trump</u> . <sup>[107]</sup>                                                                                     |
| 2022 | Launch *    | Yik Yak relaunches on the app store.                                                                                                                                                                                     |
| 2022 | Acquisition | <u>Twitter</u> is acquired and taken private by businessman <u>Elon Musk</u> in a \$44 billion deal. <sup>[108]</sup>                                                                                                    |

(\*) Such launches are not initial launches, but rather relaunches.

## See also

- Timeline of Facebook
- Timeline of Instagram
- Timeline of LinkedIn
- Timeline of Pinterest
- Timeline of Snapchat
- Timeline of Twitter

# References

---

1. "The BBS Corner - Main Page" (<http://www.bbscorner.com/usersinfo/bbshistory.htm>). *www.bbscorner.com*. Archived (<https://web.archive.org/web/20160609222755/http://www.bbscorner.com/usersinfo/bbshistory.htm>) from the original on 2016-06-09. Retrieved 2016-07-25.
2. Williams, Alex. "IRC Has Lost 60% Of Its Users Since 2003, But Life As A Robot Is Just Beginning" (<https://techcrunch.com/2013/01/06/irc-has-lost-60-of-its-users-since-2003-but-life-as-a-robot-is-just-beginning/>). *TechCrunch*. Archived (<https://web.archive.org/web/20160531114450/http://techcrunch.com/2013/01/06/irc-has-lost-60-of-its-users-since-2003-but-life-as-a-robot-is-just-beginning/>) from the original on 2016-05-31. Retrieved 2016-07-25.
3. "The Rise and Fall of Instant Messengers" (<http://www.whoishostingthis.com/blog/2014/10/22/instant-messengers/>). 2014-10-22. Archived (<https://web.archive.org/web/20160710162616/http://www.whoishostingthis.com/blog/2014/10/22/instant-messengers/>) from the original on 2016-07-10. Retrieved 2016-07-25.
4. "29 social networks that have at least one million visitors per day" (<http://royal.pingdom.com/2011/03/25/social-networks-one-million-visitors-per-day/>). *Pingdom Royal*. 2011-03-25. Archived (<https://web.archive.org/web/20160716070418/http://royal.pingdom.com/2011/03/25/social-networks-one-million-visitors-per-day/>) from the original on 2016-07-16. Retrieved 2016-07-26.
5. "The 16 social media apps everyone should have" (<http://www.businessinsider.com/best-social-media-apps-2015-11>). *Business Insider*. Archived (<https://web.archive.org/web/20160725111640/http://www.businessinsider.com/best-social-media-apps-2015-11>) from the original on 2016-07-25. Retrieved 2016-07-25.
6. Cerf, Vinton; Dalal, Yogen; Sunshine, Carl (December 1974), RFC 675 (<https://datatracker.ietf.org/doc/html/rfc675>), *Specification of Internet Transmission Control Protocol*
7. "The history of social networking" (<http://www.digitaltrends.com/features/the-history-of-social-networking/>). 2016-05-14. Archived (<https://web.archive.org/web/20160723095904/http://www.digitaltrends.com/features/the-history-of-social-networking/>) from the original on 2016-07-23. Retrieved 2016-07-23.
8. "History of IRC (Internet Relay Chat)" (<https://daniel.haxx.se/irchistory.html>). *daniel.haxx.se*. Archived (<https://web.archive.org/web/20160919170547/https://daniel.haxx.se/irchistory.html>) from the original on 2016-09-19. Retrieved 2016-07-23.
9. Ltd., mIRC Co. "mIRC: Founding IRC" (<http://www.mirc.com/jarkko.html>). *www.mirc.com*. Archived (<https://web.archive.org/web/20160611020751/http://www.mirc.com/jarkko.html>) from the original on 2016-06-11. Retrieved 2016-07-23.
10. "Then and now: a history of social networking sites" (<https://www.cbsnews.com/pictures/then-and-now-a-history-of-social-networking-sites/>). *www.cbsnews.com*. Archived (<https://web.archive.org/web/20190402184221/https://www.cbsnews.com/pictures/then-and-now-a-history-of-social-networking-sites/>) from the original on 2019-04-02. Retrieved 2020-07-30.
11. Nyheter, S. V. T.; Alexandersson, Lina (29 August 2016). "20 år sedan Lunarstorm föddes" (<http://www.svt.se/nyheter/lokalt/halland/20-ar-sedan-lunarstorm-foddes>). *SVT Nyheter* (in Swedish). Archived (<https://web.archive.org/web/20210520180743/https://www.svt.se/nyheter/lokalt/halland/20-ar-sedan-lunarstorm-foddes>) from the original on 2021-05-20. Retrieved 2021-05-20.
12. Petronzio, Matt (25 October 2012). "A Brief History of Instant Messaging" (<http://mashable.com/2012/10/25/instant-messaging-history/>). *Mashable*. Archived (<https://web.archive.org/web/20160716183005/http://mashable.com/2012/10/25/instant-messaging-history/>) from the original on 2016-07-16. Retrieved 2016-07-26.

13. boyd, danah m; Ellison, Nicole B. (2007). "Social Network Sites: Definition, History, and Scholarship" (<https://doi.org/10.1111%2Fj.1083-6101.2007.00393.x>). *Journal of Computer-Mediated Communication*. 13 (1): 210–230. doi:10.1111/j.1083-6101.2007.00393.x (<https://doi.org/10.1111%2Fj.1083-6101.2007.00393.x>). S2CID 52810295 (<https://api.semanticscholar.org/CorpusID:52810295>).
14. Macnamara, Jim (2010). *The 21st century media (r)evolution : emergent communication practices*. New York: Peter Lang. p. 48. ISBN 978-1-4331-0936-2.
15. "AOL wins instant messaging case" (<http://news.bbc.co.uk/2/hi/technology/2591723.stm>). *BBC*. 2002-12-19. Archived (<https://web.archive.org/web/20160916210830/http://news.bbc.co.uk/2/hi/technology/2591723.stm>) from the original on 2016-09-16. Retrieved 2016-07-23.
16. Angwin, Julia (2009). *Stealing MySpace: The Battle to Control the Most Popular Website in America* ([https://archive.org/details/stealingmyspaceb00angw\\_332](https://archive.org/details/stealingmyspaceb00angw_332)). Random House. p. 52 ([http://archive.org/details/stealingmyspaceb00angw\\_332/page/n148](http://archive.org/details/stealingmyspaceb00angw_332/page/n148)). ISBN 9781400066940.
17. "Then and now: a history of social networking sites" (<https://www.cbsnews.com/pictures/then-and-now-a-history-of-social-networking-sites/4/>). *CBS News*. 2014-02-04. Archived (<https://web.archive.org/web/20160505153210/http://www.cbsnews.com/pictures/then-and-now-a-history-of-social-networking-sites/4/>) from the original on 2016-05-05. Retrieved 2016-07-26.
18. "About Us | LinkedIn Newsroom" (<https://press.linkedin.com/about-linkedin>). *LinkedIn Newsroom*. Archived (<https://web.archive.org/web/20150204055540/https://press.linkedin.com/about-linkedin>) from the original on 2015-02-04. Retrieved 2016-07-26.
19. "Nothing found for 2008 10 5 Years Of Xing %25E2%2580%2593 Some Memorable Moments And Milestones" (<https://blog.xing.com/2008/10/5-years-of-xing-%25E2%2580%2593-some-memorable-moments-and-milestones/>). *net.work.xing - The corporate blog of XING*. Archived (<https://web.archive.org/web/20150920232548/https://blog.xing.com/2008/10/5-years-of-xing-%e2%80%93-some-memorable-moments-and-milestones/>) from the original on 2015-09-20. Retrieved 2016-07-26.
20. moot (October 1, 2003). "Welcome" (<https://www.4chan.org/4channews.php?all#2>). *4chan*. Retrieved November 19, 2022.
21. Agencies. "Happy Birthday Skype: Even monkeys use it now" (<https://www.emirates247.com/news/happy-birthday-skype-even-monkeys-use-it-now-2013-08-28-1.519060>). Archived (<https://web.archive.org/web/20201028024944/https://www.emirates247.com/news/happy-birthday-skype-even-monkeys-use-it-now-2013-08-28-1.519060>) from the original on 2020-10-28. Retrieved 2016-07-26.
22. "The Only 8 Features Facebook Had When It Launched In 2004" (<http://www.businessinsider.com/facebook-first-8-features-from-2004-2014-8>). *Business Insider*. Archived (<https://web.archive.org/web/20160816133837/http://www.businessinsider.com/facebook-first-8-features-from-2004-2014-8>) from the original on 2016-08-16. Retrieved 2016-07-26.
23. "Photo Site a Hit With Bloggers" (<https://www.wired.com/2004/12/photo-site-a-hit-with-bloggers/>). *Wired*. 9 December 2004. Archived (<https://web.archive.org/web/20140320190118/http://www.wired.com/culture/lifestyle/news/2004/12/65958>) from the original on 2014-03-20. Retrieved 2016-07-23.
24. "A Look Back at Google's History of Social Media Failures" (<http://www.adweek.com/news/technology/look-back-googles-history-social-media-failures-158700>). Archived (<https://web.archive.org/web/20160818063604/http://www.adweek.com/news/technology/look-back-googles-history-social-media-failures-158700>) from the original on 2016-08-18. Retrieved 2016-07-26.
25. "Bebo - SEO DIR" (<http://seo-dir.com/item/bebo/>). Archived (<https://web.archive.org/web/20160910094839/http://seo-dir.com/item/bebo/>) from the original on 2016-09-10. Retrieved 2016-07-26.

26. "AOL acquires Bebo social network" (<http://news.bbc.co.uk/2/hi/business/7294174.stm>). *BBC*. 2008-03-13. Archived (<https://web.archive.org/web/20160821161745/http://news.bbc.co.uk/2/hi/business/7294174.stm>) from the original on 2016-08-21. Retrieved 2016-07-26.
27. "Qzone: China's Biggest Social Network — China Internet Watch" (<https://www.chinainternetwatch.com/3346/tencent-qzone/>). *www.chinainternetwatch.com*. Archived (<https://web.archive.org/web/20160816122015/https://www.chinainternetwatch.com/3346/tencent-qzone/>) from the original on 2016-08-16. Retrieved 2016-07-26.
28. "Reddit.com — The Guardian" (<https://www.theguardian.com/technology/2005/dec/08/innovations.guardianweeklytechnologysection1/>). *www.theguardian.com*. Archived (<https://web.archive.org/web/20171114040458/https://www.theguardian.com/technology/2005/dec/08/innovations.guardianweeklytechnologysection1/>) from the original on 2017-11-14. Retrieved 2017-11-12.
29. "Renren - HOME" (<http://www.renren-inc.com/en/>). *www.renren-inc.com*. Archived (<https://web.archive.org/web/20160727092212/http://www.renren-inc.com/en/>) from the original on 2016-07-27. Retrieved 2016-07-26.
30. "Yahoo actually does acquire Flickr | Flickr Blog" (<http://blog.flickr.net/en/2005/03/20/yahoo-actually-does-acquire-flickr/>). *blog.flickr.net*. 20 March 2005. Archived (<https://web.archive.org/web/20140728181713/http://blog.flickr.net/en/2005/03/20/yahoo-actually-does-acquire-flickr/>) from the original on 2014-07-28. Retrieved 2016-07-26.
31. Editor, Craig Kanalley Senior; News, Big; Events, Live; Post, The Huffington (2011-08-02). "INFOGRAPHIC: A History Of Facebook Photos" ([https://www.huffingtonpost.com/2011/08/02/facebook-photos-infographic\\_n\\_916225.html](https://www.huffingtonpost.com/2011/08/02/facebook-photos-infographic_n_916225.html)). *The Huffington Post*. Archived ([https://web.archive.org/web/20160918185009/http://www.huffingtonpost.com/2011/08/02/facebook-photos-infographic\\_n\\_916225.html](https://web.archive.org/web/20160918185009/http://www.huffingtonpost.com/2011/08/02/facebook-photos-infographic_n_916225.html)) from the original on 2016-09-18. Retrieved 2016-08-28. {{cite web}}: |last1= has generic name (help)
32. "The Real History Of Twitter" (<http://www.businessinsider.com/how-twitter-was-founded-2011-4>). *Business Insider*. Archived (<https://web.archive.org/web/20190506072901/https://www.businessinsider.com/how-twitter-was-founded-2011-4>) from the original on 2019-05-06. Retrieved 2016-07-26.
33. "Russia's Mark Zuckerberg Resigns as VKontakte CEO" (<http://www.ibtimes.co.uk/russias-mark-zuckerberg-resigns-vkontakte-ceo-1443012>). 2014-04-02. Archived (<https://web.archive.org/web/20160811055445/http://www.ibtimes.co.uk/russias-mark-zuckerberg-resigns-vkontakte-ceo-1443012>) from the original on 2016-08-11. Retrieved 2016-07-26.
34. "Facebook Gets a Facelift" (<https://www.facebook.com/notes/facebook/facebook-gets-a-facelift/2207967130/>). *www.facebook.com*. Archived (<https://web.archive.org/web/20160815063051/https://www.facebook.com/notes/facebook/facebook-gets-a-facelift/2207967130/>) from the original on 2016-08-15. Retrieved 2016-08-28.
35. "About | Tumblr" (<https://www.tumblr.com/about>). *www.tumblr.com*. Archived (<https://web.archive.org/web/20150313222200/https://www.tumblr.com/about>) from the original on 2015-03-13. Retrieved 2016-07-26.
36. "The Many Pivots Of Justin.tv: How A Livecam Show Became Home To Video Gaming Superstars" (<http://www.fastcompany.com/1839300/many-pivots-justintv-how-livecam-show-became-home-video-gaming-superstars>). 2012-06-15. Archived (<https://web.archive.org/web/20160604042924/http://www.fastcompany.com/1839300/many-pivots-justintv-how-livecam-show-became-home-video-gaming-superstars>) from the original on 2016-06-04. Retrieved 2016-07-26.
37. Siegler, M. G. "The Cost Of FriendFeed: Roughly \$50 Million In Cash And Stock" (<https://techcrunch.com/2009/08/10/the-cost-of-friendfeed-roughly-50-million-in-cash-and-stock/>). *TechCrunch*. Archived (<https://web.archive.org/web/20131203074343/http://techcrunch.com/2009/08/10/the-cost-of-friendfeed-roughly-50-million-in-cash-and-stock/>) from the original on 2013-12-03. Retrieved 2016-08-28.

38. "Special: Micro blog's macro impact" ([http://www.chinadaily.com.cn/china/2011-03/02/content\\_12099500.htm](http://www.chinadaily.com.cn/china/2011-03/02/content_12099500.htm)). *www.chinadaily.com.cn*. Archived ([https://web.archive.org/web/20200128020858/http://www.chinadaily.com.cn/china/2011-03/02/content\\_12099500.htm](https://web.archive.org/web/20200128020858/http://www.chinadaily.com.cn/china/2011-03/02/content_12099500.htm)) from the original on 2020-01-28. Retrieved 2016-07-26.
39. "Pinning: These are a few of my favourite things" (<http://www.mysanantonio.com/life/article/Pinning-These-are-a-few-of-my-favorite-things-1882964.php>). 11 August 2011. Archived (<https://web.archive.org/web/20160303221215/http://www.mysanantonio.com/life/article/Pinning-These-are-a-few-of-my-favorite-things-1882964.php>) from the original on 2016-03-03. Retrieved 2016-07-23.
40. "FT.com / Media - AOL sells ICQ to Russian internet company" (<https://web.archive.org/web/20100430191635/http://www.ft.com/cms/s/0/2ba3294a-52c1-11df-a192-00144feab49a.html>). 2010-04-30. Archived from the original on 2010-04-30. Retrieved 2016-07-23.
41. "AOL To Sell Bebo to Criterion Capital Partners" (<http://www.businessinsider.com/aol-to-sell-bebo-to-criterion-capital-partners-2010-6>). *Business Insider*. Archived (<https://web.archive.org/web/20160715003746/http://www.businessinsider.com/aol-to-sell-bebo-to-criterion-capital-partners-2010-6>) from the original on 2016-07-15. Retrieved 2016-07-26.
42. "Instagram" (<https://www.instagram.com/press/>). *www.instagram.com*. Archived (<https://web.archive.org/web/20160726080235/https://www.instagram.com/press/>) from the original on 2016-07-26. Retrieved 2016-07-26.
43. "A Path the world isn't meant to see" (<https://www.cnet.com/news/a-path-the-world-isnt-meant-to-see/>). Archived (<https://web.archive.org/web/20181018122554/https://www.cnet.com/news/a-path-the-world-isnt-meant-to-see/>) from the original on 2018-10-18. Retrieved 2018-10-20.
44. "Adam D'Angelo" (<https://www.forbes.com/profile/adam-dangelo/>). *Forbes*. Archived (<https://web.archive.org/web/20160721125826/http://www.forbes.com/profile/adam-dangelo/>) from the original on 2016-07-21. Retrieved 2016-07-26.
45. Ang, Sarah (13 February 2014). "11 Things You Didn't Know About Snapchat's Founders" (<http://mashable.com/2014/02/13/snapchat-founder-facts/>). *Mashable*. Archived (<https://web.archive.org/web/20160804052133/http://mashable.com/2014/02/13/snapchat-founder-facts/>) from the original on 2016-08-04. Retrieved 2016-07-26.
46. "Microsoft finalizes acquisition of Skype, Tony Bates shares his thoughts (video)" (<https://www.engadget.com/2011/10/14/microsoft-finalizes-acquisition-of-skype-tony-bates-shares-his/>). *Engadget*. Archived (<https://web.archive.org/web/20191108094110/https://www.engadget.com/2011/10/14/microsoft-finalizes-acquisition-of-skype-tony-bates-shares-his/>) from the original on 2019-11-08. Retrieved 2016-07-23.
47. "Introducing the Google+ project: Real-life sharing, rethought for the web" (<https://googleblog.blogspot.com/2011/06/introducing-google-project-real-life.html>). *Official Google Blog*. Archived (<https://web.archive.org/web/20190930062723/https://googleblog.blogspot.com/2011/06/introducing-google-project-real-life.html>) from the original on 2019-09-30. Retrieved 2016-07-26.
48. Dobby, Christine (17 January 2013). "Toronto's Keek raises \$18M for social video networking platform" (<http://business.financialpost.com/fp-tech-desk/torontos-keek-raises-18m-for-social-video-networking-platform>). *Financial Post*. Archived (<https://web.archive.org/web/20160724133350/http://business.financialpost.com/fp-tech-desk/torontos-keek-raises-18m-for-social-video-networking-platform>) from the original on 2016-07-24. Retrieved 2016-07-26.
49. "MySpace sold to Specific Media by Murdoch's News Corp - BBC News" (<https://www.bbc.com/news/business-13969338>). *BBC News*. 29 June 2011. Archived (<https://web.archive.org/web/20160915042408/http://www.bbc.com/news/business-13969338>) from the original on 2016-09-15. Retrieved 2016-07-26.
50. Byers, Ann (2013-07-15). *Reid Hoffman and LinkedIn* (<https://books.google.com/books?id=GR2EAAAAQBAJ>). The Rosen Publishing Group. ISBN 9781448895373.

51. Wilhelm, Alex (2011-06-06). "TwitchTV: Justin.tv's killer new esports project" (<https://thenextweb.com/media/2011/06/06/twitchtv-justin-tvs-killer-new-esports-project/#gref>). Archived (<https://web.archive.org/web/20180614221301/https://thenextweb.com/media/2011/06/06/twitchtv-justin-tvs-killer-new-esports-project/#gref>) from the original on 2018-06-14. Retrieved 2016-07-26.
52. "Twitter 2.0: Everything You Need to Know About the New Changes | Fox News" (<http://www.foxnews.com/tech/2011/12/09/what-need-to-know-about-new-twitter.html?test=faces>). *Fox News*. 2011-12-09. Archived (<https://web.archive.org/web/20160810221131/http://www.foxnews.com/tech/2011/12/09/what-need-to-know-about-new-twitter.html?test=faces>) from the original on 2016-08-10. Retrieved 2016-08-28.
53. Caulfield, Brian. "Facebook IPO: Time For A Drink [Update: No Hoodies At The Rosewood]" (<http://www.forbes.com/sites/briancaulfield/2012/05/17/facebook-goes-public-time-for-a-drink/#6bc89cf85493>). *Forbes*. Archived (<https://web.archive.org/web/20160920230127/http://www.forbes.com/sites/briancaulfield/2012/05/17/facebook-goes-public-time-for-a-drink/#6bc89cf85493>) from the original on 2016-09-20. Retrieved 2016-08-28.
54. Gallagher, Billy. "Snapchat Releases Video Sharing, Is Prototyping Monetization Features (Oh, And It's Still Not For Sexting)" (<https://techcrunch.com/2012/12/14/snapchat-does-video/>). *TechCrunch*. Archived (<https://web.archive.org/web/20160917204750/https://techcrunch.com/2012/12/14/snapchat-does-video/>) from the original on 2016-09-17. Retrieved 2016-08-28.
55. "What Ignited Tinder's Explosive Growth?" (<https://growthhackers.com/growth-studies/what-ignited-tinders-explosive-growth>). Archived (<https://web.archive.org/web/20160726122247/http://growthhackers.com/growth-studies/what-ignited-tinders-explosive-growth>) from the original on 2016-07-26. Retrieved 2016-07-26.
56. "Facebook Buys Instagram for \$1 Billion" (<https://abcnews.go.com/blogs/technology/2012/04/facebook-buys-instagram-for-1-billion/>). ABC News. Archived (<https://web.archive.org/web/20160627184847/http://abcnews.go.com/blogs/technology/2012/04/facebook-buys-instagram-for-1-billion/>) from the original on 2016-06-27. Retrieved 2016-07-23.
57. Langer, Eli (2013-06-23). "Instagram Video Taking a Swing at Vine: Study" (<https://www.cnbc.com/id/100836937>). *CNBC*. Archived (<https://web.archive.org/web/20181106213547/https://www.cnbc.com/id/100836937>) from the original on 2018-11-06. Retrieved 2016-07-23.
58. "Twitter Buys Vine, a Video Clip Company That Never Launched" (<http://allthingsd.com/20121009/twitter-buys-vine-a-video-clip-company-that-never-launched/>). Archived (<https://web.archive.org/web/20140925082926/http://allthingsd.com/20121009/twitter-buys-vine-a-video-clip-company-that-never-launched/>) from the original on 2014-09-25. Retrieved 2016-07-23.
59. "Twitter shares jump 73% in market debut - BBC News" (<https://www.bbc.com/news/business-24851054>). *BBC News*. 7 November 2013. Archived (<https://web.archive.org/web/20160811190556/http://www.bbc.com/news/business-24851054>) from the original on 2016-08-11. Retrieved 2016-08-28.
60. Taylor, Colleen. "Instagram Launches 15-Second Video Sharing Feature, With 13 Filters And Editing" (<https://techcrunch.com/2013/06/20/facebook-instagram-video/>). *TechCrunch*. Archived (<https://web.archive.org/web/20201020044346/https://techcrunch.com/2013/06/20/facebook-instagram-video/>) from the original on 2020-10-20. Retrieved 2016-08-28.
61. "Yahoo's Board Approves \$1.1 Billion Purchase of Tumblr" (<http://www.businessinsider.com/yahoos-board-approves-11-billion-purchase-of-tumblr-2013-5>). *Business Insider*. Archived (<https://web.archive.org/web/20170311144522/http://www.businessinsider.com/yahoos-board-approves-11-billion-purchase-of-tumblr-2013-5>) from the original on March 11, 2017. Retrieved November 19, 2022.
62. Zax, David (2013-08-13). "Flickr Cofounders Launch Slack, An Email Killer" (<https://www.fastcompany.com/3015730/flickr-cofounders-launch-slack-an-email-killer>). *Fast Company*.

63. Shontell, Alyson (2015-03-12). "How 2 Georgia fraternity brothers created Yik Yak, a controversial app that became a ~\$400 million business in 365 days" (<https://www.businessinsider.com/the-inside-story-of-yik-yak-2015-3>). *Business Insider*. Retrieved 2022-11-20.
64. Brennan, Fredrick (March 17, 2015). "Full transcript: Ars interviews 8chan founder Fredrick Brennan" (<https://arstechnica.com/business/2015/03/full-transcript-ars-interviews-8chan-founder-fredrick-brennan/>). *Ars Technica* (Interview). Interviewed by Sam Machkovech. Retrieved June 15, 2022.
65. "Bebo founder pays \$1m to buy back site sold for \$850m | Bebo | The Guardian" (<https://www.theguardian.com/technology/2013/jul/02/bebo-founder-buys-back-site>). *TheGuardian.com*. 2 July 2013. Archived (<https://web.archive.org/web/20200227082247/https://www.theguardian.com/technology/2013/jul/02/bebo-founder-buys-back-site>) from the original on 2020-02-27. Retrieved 2020-02-27.
66. Summers, Nick (2013-05-15). "Google Launches Hangouts Messaging Service for iOS, Android and Web" (<https://thenextweb.com/google/2013/05/15/google-launches-a-new-unified-cross-platform-messaging-service/#gref>). Archived (<https://web.archive.org/web/20190923022057/https://thenextweb.com/google/2013/05/15/google-launches-a-new-unified-cross-platform-messaging-service/#gref>) from the original on 2019-09-23. Retrieved 2016-07-26.
67. "The new, new Myspace leaves beta — launches a revised design, new features, & a mobile app" (<https://venturebeat.com/2013/06/12/the-new-new-myspace-leaves-beta-launches-a-revised-design-new-features-a-mobile-app/>). *VentureBeat*. 12 June 2013. Archived (<https://web.archive.org/web/20161009043503/http://venturebeat.com/2013/06/12/the-new-new-myspace-leaves-beta-launches-a-revised-design-new-features-a-mobile-app/>) from the original on 2016-10-09. Retrieved 2016-07-26.
68. Popper, Ben (2014-08-05). "Justin.tv, the live video pioneer that birthed Twitch, officially shuts down" (<https://www.theverge.com/2014/8/5/5971939/justin-tv-the-live-video-pioneer-that-birthed-twitch-officially-shuts>). *The Verge*. Archived (<https://web.archive.org/web/20170806180246/https://www.theverge.com/2014/8/5/5971939/justin-tv-the-live-video-pioneer-that-birthed-twitch-officially-shuts>) from the original on 2017-08-06. Retrieved 2016-07-23.
69. Jennings, Rebecca (2018-12-10). "TikTok, explained" (<https://www.vox.com/culture/2018/12/10/18129126/tiktok-app-musically-meme-cringe>). *Vox*. Archived (<https://web.archive.org/web/20191204213402/https://www.vox.com/culture/2018/12/10/18129126/tiktok-app-musically-meme-cringe>) from the original on 2019-12-04. Retrieved 2019-12-04.
70. Crook, Jordan. "Snapchat Launches Collaborative Timelines Based On Events" (<https://techcrunch.com/2014/06/17/snapchat-launches-collaborative-timelines-based-on-events/>). *TechCrunch*. Archived (<https://web.archive.org/web/20160528222327/http://techcrunch.com/2014/06/17/snapchat-launches-collaborative-timelines-based-on-events/>) from the original on 2016-05-28. Retrieved 2016-08-28.
71. Wagner, Kurt (17 June 2014). "Snapchat Rolls Out Group-Sharing Feature for Concerts, Live Events" (<http://mashable.com/2014/06/17/snapchat-our-story/>). *Mashable*. Archived (<https://web.archive.org/web/20160720210957/http://mashable.com/2014/06/17/snapchat-our-story/>) from the original on 2016-07-20. Retrieved 2016-08-28.
72. Welch, Chris (2014-08-25). "Amazon, not Google, is buying Twitch for \$970 million" (<https://www.theverge.com/2014/8/25/6066295/amazon-reportedly-buying-twitch-for-over-1-billion>). *The Verge*. Archived (<https://web.archive.org/web/20160719225746/http://www.theverge.com/2014/8/25/6066295/amazon-reportedly-buying-twitch-for-over-1-billion>) from the original on 2016-07-19. Retrieved 2016-07-23.
73. "Adeus ao Orkut" (<https://brasil.googleblog.com/2014/06/adeus-ao-orkut.html>) (in Brazilian Portuguese). 30 June 2014. Archived (<https://web.archive.org/web/20160819100334/https://brasil.googleblog.com/2014/06/adeus-ao-orkut.html>) from the original on 2016-08-19. Retrieved 2016-07-26.

74. "Friendster.com - Living the Game" (<https://web.archive.org/web/20021120140852/http://www.friendster.com/index.jsp>). *www.friendster.com*. Archived from the original (<http://www.friendster.com/>) on 2002-11-20. Retrieved 2016-07-23.
75. "Introducing Periscope | Twitter Blogs" (<https://web.archive.org/web/20150403100430/https://blog.twitter.com/2015/introducing-periscope>). *blog.twitter.com*. Archived from the original (<https://blog.twitter.com/2015/introducing-periscope>) on 2015-04-03. Retrieved 2016-07-26.
76. "After Selling For \$850 Million, Failed Social Network Bebo Is Relaunching As Something Much Cooler" (<http://www.businessinsider.com/bebo-is-relaunching-as-a-chat-app-2014-12>). *Business Insider*. Archived (<https://web.archive.org/web/20160816134527/http://www.businessinsider.com/bebo-is-relaunching-as-a-chat-app-2014-12>) from the original on 2016-08-16. Retrieved 2016-07-26.
77. "Bebo Swipe To Chill" (<https://web.archive.org/web/20140403215513/http://bebo.com/>). Bebo, Inc. Archived from the original (<https://bebo.com>) on 3 April 2014. Retrieved 26 July 2016.
78. "Casey Neistat's Video App Avoids the Artificial Self-Image - artnet News" (<https://news.artnet.com/art-world/casey-neistats-new-video-app-asks-renounce-artificial-self-image-327383>). *artnet News*. 2015-08-24. Archived (<https://web.archive.org/web/20180612140937/https://news.artnet.com/art-world/casey-neistats-new-video-app-asks-renounce-artificial-self-image-327383>) from the original on 2018-06-12. Retrieved 2018-04-19.
79. Marks, Tom (2016-05-13). "One year after its launch, Discord is the best VoIP service available" (<https://www.pcgamer.com/one-year-after-its-launch-discord-is-the-best-voip-service-available/>). *PC Gamer*. Future plc. Retrieved 2022-11-20.
80. "Meerkat is the biggest hit at SXSW" (<http://www.fromthegrapevine.com/blogs/innovation/meerkat-biggest-hit-sxsw>). *From the Grapevine*. Archived (<https://web.archive.org/web/20160915101249/http://www.fromthegrapevine.com/blogs/innovation/meerkat-biggest-hit-sxsw>) from the original on 2016-09-15. Retrieved 2016-07-26.
81. Ha, Anthony. "Music video app Triller becomes a social network" (<https://social.techcrunch.com/2016/08/12/triller-social/>). *TechCrunch*. Archived (<https://web.archive.org/web/20211027180942/http://techcrunch.com/2016/08/12/triller-social/>) from the original on 2021-10-27. Retrieved 2020-10-29.
82. Greene, Jay (2016-06-14). "Microsoft to Acquire LinkedIn for \$26.2 Billion" (<https://www.wsj.com/articles/microsoft-to-acquire-linkedin-in-deal-valued-at-26-2-billion-1465821523>). *Wall Street Journal*. ISSN 0099-9660 (<https://www.worldcat.org/issn/0099-9660>). Archived (<https://web.archive.org/web/20210124182442/https://www.wsj.com/articles/microsoft-to-acquire-linkedin-in-deal-valued-at-26-2-billion-1465821523>) from the original on 2021-01-24. Retrieved 2016-07-23.
83. "Microsoft to acquire LinkedIn | News Center" (<http://news.microsoft.com/2016/06/13/microsoft-to-acquire-linkedin/#sm.00001gk37aj54fcunvkc68k6otk6o>). *news.microsoft.com*. 13 June 2016. Archived (<https://web.archive.org/web/20210212052050/https://news.microsoft.com/2016/06/13/microsoft-to-acquire-linkedin/#sm.00001gk37aj54fcunvkc68k6otk6o>) from the original on 2021-02-12. Retrieved 2016-07-23.
84. Spangler, Todd (2016-02-11). "Time Inc. Buys Myspace Parent Company Viant" (<https://variety.com/2016/digital/news/time-inc-myspace-viant-1201703860/>). Archived (<https://web.archive.org/web/20201111211738/https://variety.com/2016/digital/news/time-inc-myspace-viant-1201703860/>) from the original on 2020-11-11. Retrieved 2016-07-26.
85. "Old Yahoo Messenger App to Shut Down on August 5" (<http://gadgets.ndtv.com/apps/news/old-yahoo-messenger-app-to-shut-down-on-august-5-848476>). Archived (<https://web.archive.org/web/20160613223213/http://gadgets.ndtv.com/apps/news/old-yahoo-messenger-app-to-shut-down-on-august-5-848476>) from the original on 2016-06-13. Retrieved 2016-07-23.

86. "Twitter Is Shutting Down Vine" (<https://variety.com/2016/digital/news/twitter-vine-shutting-down-1201902457/>). 27 October 2016. Archived (<https://web.archive.org/web/20171109134849/http://variety.com/2016/digital/news/twitter-vine-shutting-down-1201902457/>) from the original on 2017-11-09. Retrieved 2017-11-08.
87. Spangler, Todd (2016-11-28). "CNN Acquires Social-Video Startup Beme, Co-Founded by YouTube Star Casey Neistat" (<https://variety.com/2016/digital/news/cnn-casey-neistat-beme-acquisition-1201927533/>). *Variety*. Archived (<https://web.archive.org/web/20161206035307/http://variety.com/2016/digital/news/cnn-casey-neistat-beme-acquisition-1201927533/>) from the original on 2016-12-06. Retrieved 2018-04-19.
88. Alina, Selyukh (May 21, 2017). "Feeling Sidelined By Mainstream Social Media, Far-Right Users Jump To Gab" (<https://www.npr.org/sections/alltechconsidered/2017/05/21/529005840/feeling-sidelined-by-mainstream-social-media-far-right-users-jump-to-gab>). *NPR*. Archived (<https://web.archive.org/web/20181121120145/https://www.npr.org/sections/alltechconsidered/2017/05/21/529005840/feeling-sidelined-by-mainstream-social-media-far-right-users-jump-to-gab>) from the original on November 21, 2018. Retrieved 2022-11-20.
89. "Gab" (<https://web.archive.org/web/20170712215207/https://www.startengine.com/startup/gab>). *StartEngine*. 2017-07-12. Archived from the original (<https://www.startengine.com/startup/gab>) on July 12, 2017. Retrieved 2022-11-20.
90. Mozur, Paul (2017-11-10). "Musical.ly, a Chinese App Big in the U.S., Sells for \$1 Billion" (<https://www.nytimes.com/2017/11/10/business/dealbook/musically-sold-app-video.html>). *The New York Times*. ISSN 0362-4331 (<https://www.worldcat.org/issn/0362-4331>). Archived (<https://web.archive.org/web/20191204012748/https://www.nytimes.com/2017/11/10/business/dealbook/musically-sold-app-video.html>) from the original on 2019-12-04. Retrieved 2019-12-04.
91. Valens, Ana (2021-04-29). "Tumblr alternative Pillowfort returns after messy launch" (<https://www.dailydot.com/irl/pillowfort-returns-tumblr-alternative/>). *The Daily Dot*. Retrieved 2022-11-20.
92. Bauer-Wolf, Jeremy (2021-08-17). "Anonymous messaging app Yik Yak returns after 4-year shutdown" (<https://www.highereddive.com/news/anonymous-messaging-app-yik-yak-returns-after-4-year-shutdown/605120/>). *Higher Ed Dive*. Archived (<https://web.archive.org/web/20210817213817/https://www.highereddive.com/news/anonymous-messaging-app-yik-yak-returns-after-4-year-shutdown/605120/>) from the original on August 17, 2021. Retrieved 2022-11-20.
93. Balakrishnan, Anita (2017-03-02). "Snap cluboses up 44% after rollicking IPO" (<https://www.cnbc.com/2017/03/02/snapchat-snap-open-trading-price-stock-ipo-first-day.html>). *CNBC*. Archived (<https://web.archive.org/web/20180419183120/https://www.cnbc.com/2017/03/02/snapchat-snap-open-trading-price-stock-ipo-first-day.html>) from the original on 2018-04-19. Retrieved 2018-04-19.
94. Noble, Audrey (2020-11-25). "TikTok's global social media takeover is starting to slow down" (<https://www.theverge.com/2019/11/4/20948731/tiktok-bytedance-china-social-media-growth-users-decline-first-time>). *Vogue*. Archived (<https://web.archive.org/web/20201112023309/https://www.theverge.com/2019/11/4/20948731/tiktok-bytedance-china-social-media-growth-users-decline-first-time>) from the original on 2020-11-12. Retrieved 2020-11-25.
95. Statt, Nick (2019-11-04). "What's Co-Star? Meet the Astrology App That's Intriguing Millennials Everywhere" (<https://www.vogue.com/article/whats-co-star-astrology-app-technology-spirituality>). *The Verge*. Archived (<https://web.archive.org/web/20191219080114/https://www.vogue.com/article/whats-co-star-astrology-app-technology-spirituality>) from the original on 2019-12-19. Retrieved 2019-12-04.
96. Kan, Michael (March 14, 2019). "Tumblr Traffic Plummets After Porn Ban" (<https://web.archive.org/web/20221120034027/https://www.pcmag.com/news/tumblr-traffic-plummets-after-porn-ban>). *PCMag*. Archived from the original (<https://www.pcmag.com/news/tumblr-traffic-plummets-after-porn-ban>) on 2019-11-20. Retrieved 2022-11-20.

97. "beme" (<https://web.archive.org/web/20161222222612/https://beme.com/>). 2016-12-22. Archived from the original on 2016-12-22. Retrieved 2018-04-19.
98. "Yahoo Messenger will be discontinued" (<https://web.archive.org/web/20180617165417/https://help.yahoo.com/kb/messenger/SLN28776.html?impressions=true>). Archived from the original (<https://help.yahoo.com/kb/messenger/SLN28776.html?impressions=true>) on 2018-06-17. Retrieved 2019-09-28.
99. "The Last Goodbye" (<https://web.archive.org/web/20180917105158/http://blog.path.com/post/178172780707/the-last-goodbye>). *Path*. Archived from the original (<http://blog.path.com/post/178172780707/the-last-goodbye>) on 2018-09-17. Retrieved 2018-09-17.
100. "Shutting down Google+ for consumer (personal) accounts on April 2, 2019" (<https://support.google.com/plus/answer/9195133?hl>). *Google+ Help*. January 30, 2019. Archived (<https://web.archive.org/web/20200515081435/https://support.google.com/plus/answer/9195133?hl>) from the original on May 15, 2020. Retrieved February 1, 2019.
101. Amadeo, Ron (January 31, 2019). "Google+ shuts down April 2, all data will be deleted" (<https://arstechnica.com/gadgets/2019/01/google-shuts-down-april-2-all-data-will-be-deleted/>). *Ars Technica*. Archived (<https://web.archive.org/web/20190131163203/https://arstechnica.com/gadgets/2019/01/google-shuts-down-april-2-all-data-will-be-deleted/>) from the original on January 31, 2019. Retrieved January 31, 2019.
102. Thacker, David (December 10, 2018). "Expediting changes to Google+" (<https://www.blog.google/technology/safety-security/expediting-changes-google-plus/>). *Google: The Keyword (company blog)*. Archived (<https://web.archive.org/web/20181210233906/https://www.blog.google/technology/safety-security/expediting-changes-google-plus/>) from the original on December 10, 2018. Retrieved December 11, 2018.
103. Alexander, Julia (August 12, 2019). "Verizon is selling Tumblr to WordPress' owner" (<https://www.theverge.com/2019/8/12/20802639/tumblr-verizon-sold-wordpress-blogging-yahoo-adult-content>). *The Verge*. Retrieved 2022-11-20.
104. Burch, Sean (23 December 2020). "Behind Clubhouse, the Invite-Only App Connecting Hollywood and Silicon Valley During the Pandemic" (<https://www.thewrap.com/behind-clubhouse-the-invite-only-app-connecting-hollywood-and-silicon-valley-during-the-pandemic/#:~:text=Since%20launching%20in%20April%2C%20the,valuin%20Clubhouse%20at%20%24100%20million.>). *The Wrap*. Archived (<https://web.archive.org/web/20210118154343/https://www.thewrap.com/behind-clubhouse-the-invite-only-app-connecting-hollywood-and-silicon-valley-during-the-pandemic/#:~:text=Since%20launching%20in%20April%2C%20the,valuin%20Clubhouse%20at%20%24100%20million.>) from the original on 2021-01-18. Retrieved 2021-01-10.
105. Davis, Wynne (2022-04-16). "BeReal is Gen Z's new favorite social media app. Here's how it works (<https://www.npr.org/2022/04/16/1092814566/bereal-app-gen-z-download>)". NPR. Archived (<https://web.archive.org/web/20220416183500/https://www.npr.org/2022/04/16/1092814566/bereal-app-gen-z-download>) from the original on 2022-04-16. Retrieved 2022-11-20.
106. Panetta, Grace (July 1, 2021). "Trump's former top aide launches GETTR, a new conservative social media platform (<https://www.businessinsider.com/gettr-trump-new-social-media-platform-2021-7>)". *Business Insider*. Archived (<https://web.archive.org/web/20210701212833/https://www.businessinsider.com/gettr-trump-new-social-media-platform-2021-7>) from the original on July 1, 2021. Retrieved November 19, 2022.
107. "Trump to launch new social media platform TRUTH Social (<https://www.bbc.com/news/world-us-canada-58990330>)". BBC News. October 21, 2021. Archived (<https://web.archive.org/web/20211021025919/https://www.bbc.com/news/world-us-canada-58990330>) from the original on October 21, 2021. Retrieved November 19, 2022.

108. Conger, Kate; Hirsch, Lauren (2022-10-28). "Elon Musk Completes \$44 Billion Deal to Own Twitter" (<https://www.nytimes.com/2022/10/27/technology/elon-musk-twitter-deal-complete.html>). *The New York Times*. ISSN 0362-4331 (<https://www.worldcat.org/issn/0362-4331>). Retrieved 2022-11-20.

---

Retrieved from "[https://en.wikipedia.org/w/index.php?title=Timeline\\_of\\_social\\_media&oldid=1123240712](https://en.wikipedia.org/w/index.php?title=Timeline_of_social_media&oldid=1123240712)"

---

**This page was last edited on 22 November 2022, at 19:42 (UTC).**

Text is available under the Creative Commons Attribution-ShareAlike License 3.0; additional terms may apply. By using this site, you agree to the Terms of Use and Privacy Policy. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.