

Facebook Development **With over 140 million users Facebook is one of the most popular social networking sites on the Internet. Social networking is a phenomenon that allows people to visualize and understand social relations that might not be observable in the real world. This has important implications and allows for many innovative and exciting opportunities.**

### **What is Facebook?**

With over 140 million users, Facebook is one of the most popular social networking sites on the internet. Social networking is a phenomenon that allows people to visualize and understand social relations that might not be observable in the real world. This has exciting implications for advertising online, allowing you to reach a specific audience with relevant targeted ads.

When it started out, Facebook was a simple way for American college students to socially interact online, messaging each other and sharing photos. Now users can join networks organized by cities, workplaces, schools, regions and countries to connect with their peers.

Facebook has evolved into an incredibly useful and powerful online platform for businesses. It serves as an online 'base' for users where a vast amount of information and media is available in one place.

**The statistics are hard to ignore:**

#### **GENERAL GROWTH**

**Ĭ More than 140 million active usersĬ More than half of Facebook users are outside of collegeĬ The fastest growing demographic is those 25 years old and older**

#### **USER ENGAGEMENT**

**Ĭ The average user has 100 friends on the siteĬ Across the globe, 2.6 billion minutes are spent on Facebook every dayĬ Every day more than 2.5 million users become 'fans' of companies, products or people**

#### **APPLICATIONS**

**Ĭ Over 700 million photos are uploaded to the site every monthĬ Over 4 million videos are uploaded every monthĬ Over 15 million pieces of context (web links, new stories, blog posts, notes, photos etc are shared every month)**

#### **INTERNATIONAL GROWTH**

**Ĭ More than 35 translations available on the site, with more than 60 in developmentĬ Over 70% of Facebook users are outside the United States**

#### **PLATFORM**

**Ĭ More than 660,000 developers and entrepreneurs from over 180 countriesĬ Over 52,000 applications are currently available on Facebook PlatformĬ 140 new applications are added per dayĬ More than 95% of Facebook members have used at least one application built on Facebook Platform**

Source: [www.facebook.com](http://www.facebook.com)

### **What Can Facebook Do For You?**

From a business perspective, Facebook presents a multitude of opportunities for expanding and staying in touch with your market.

### **How can Dimnet can help You grow on Facebook?**

**Ĭ Facebook Ads** placed on the left space of user profiles, enables you to target a chosen audience based upon the content of their profile and interests. Facebook's huge number of users makes this feature limitless.**Ĭ Facebook Pages** keep clients, fans or even entire networks up-to-date on promotions, events and changes within your organization. You can send event invitations, share photos and receive comments. Facebook pages are a bit like websites within the framework of Facebook.**Ĭ Facebook Applications** are applications based in and carried out through the Facebook platform. They vary from games and music players, to news feeds and applications that bring facebook to mobile devices.

[Check out our online profile or contact us through the form below to find out how Dimnet can use Facebook to grow your business online.](#)