# Social Media & Communication Platforms

Timeline, definitions, and estimated user numbers of key social media and communication platforms

| Year | Platform | Definition | Maximum Users | Current Status |
|---|---|---|---|---|
| 1997 | Six Degrees | One of the first recognised social media sites, allowing users to create profiles and connect with friends. | 3.5 million users in 1999 | Closed in 2000 |
| 1999 | Blogger | Publish weblogs (blogs) with optional comments for interaction. Purchased by Google in 2003 and still active. | 1.2 million live and historical sites | 539,748 live sites |
| 2000 | Friends Reunited | A social media network focused on connecting friends and family members. | 15 million (2005) | Closed in 2016 |
| 2002 | Friendster | Sharing online content and media between users. Relaunched as social gaming platform in 2011. | 117 million (2009) | Services ended 2015, closed in 2018 |
| | Moodle | A virtual learning environment for education, focusing on interactive and collaborative learning. | 397 million current users | Still active |
| 2003 | LinkedIn | Networking site for professional profiles and connecting with other professionals. | 950 million current users | Still active |
| | MySpace | Personalised music, video, blog, and photo sharing. A fault in 2019 removed all content created before 2015. | 90 million (2009) | 6 million current users |
| 2004 | Facebook | Largest platform, originally created for students. Users connect with friends, share content, and join groups. | 2.99 billion current users | Still active |
| 2005 | YouTube | Largest platform, originally created for students. Users connect with friends, share content, and join groups. | 2.99 billion current users | Still active |
| 2006 | Twitter / X | Post and interact with "tweets", originally <140 characters, later expanded to 280. Renamed 'X' in 2023. | 373 million current users | Still active |
| 2007 | Tumblr | Microblogging platform sharing a variety of media. Adult content banned (2018) and numbers dropped. | 521 million (2018) | 213 million current users |
| 2009 | WhatsApp | Messaging using internet for video, audio, and text-based messaging. The third most popular social network. | 2 billion current users | Still active |
| 2010 | Instagram | Photo and video sharing service that is estimated to be the 4th most popular globally. | 1.63 billion current users | Still active |
| | FaceTime | Apple iOS app for video and voice calls over the internet. Installed n all iOS devices. | Data not published | Still active |
| | Pinterest | Users curate collections of images, infographics, GIFs, and videos 'pins' from websites or uploading. | 463 million current users | Still active |
| 2011 | Google+ | Communities and Collections for shared interests and topics, as well as user-created networks called Circles. | 540 million maximum users (date unknown) | Closed in 2019 |
| | Snapchat | A multimedia messaging app used globally, known for its temporary messages called "snaps". | 750 million current users | Still active |
| | WeChat/Weixin | Instant messaging, social media, and payment app. Operated separately as Weixin in China and WeChat overseas. | 1.32 billion current users | Still active |
| | Zoom | A communication platform allowing users to connect with video, audio, and chat. | 985 million (2022) | 810 million current users |
| 2013 | Telegram | An end-to-end encrypted chat, video calling, and file sharing messaging service. | 1.07 billion current users | Still active |
| 2014 | Slack | A communication platform primarily used for work-based collaboration and messaging. | 20 million current users | Still active |
| 2016 | Discord | An online community platform where users can communicate by voice, video, chat, and forums. | 514 million current users | Still active |
| | TikTok | A video-sharing social networking service, known for its short videos | 1.09 billion current users | Still active |
| 2017 | Microsoft Teams | Communication software, app and web-app that combines text and video communication with collaboration. | 270 million current users | Still active |
| 2023 | Threads | Users post and interact with text, images, and videos. Similar functionality to Twitter/X. | 132 million current users | Still active |

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