



Facebook



Twitter

Social Media

Company Analysis

- *Facebook*
- *Twitter*

Swipe to Learn
More

Overview

Facebook

VS

Twitter

Facebook is an **American online social media** and social networking service owned by **Meta Platforms**. Founded in 2004 by Mark Zuckerberg with fellow Harvard College students and roommates. It was once the most downloaded mobile app (In 2010s). Facebook helps people with common interests to come on a platform and express themselves and connect with others.



Twitter (initially called **Twtrr**) is an **American microblogging** and social networking service on which users post and interact with messages known as "**tweets**". Registered users can post, like, and retweet tweets, but unregistered users can only read those that are publicly available. Twitter was created by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in March 2006 and launched in July of that year.

CSR Initiative

Facebook

At Facebook, they aim to give **people the power to build community and bring the world closer together.**

Their sustainable work helps us to operate and grow efficiently and responsibly, and empower people to build sustainable communities

They contribute in terms of Climatic changes, Energy and Water by bringing sustainable and renewable energy and reducing and efficiently utilizing the existing resources.

VS

Twitter

Twitter is committed to corporate responsibility, **sustainability**, and **philanthropy**, which are core to serving the purpose and they believe these are the right things to do. They strive to unite philanthropy with their **business objectives** and be good stewards in the communities where they work and live. They believe in healthy participation and investing in people and culture. **They have been prioritizing health and safety, especially in the COVID-19 pandemic.**

Future Prospects

Facebook

VS

Twitter

Facebook announced plans to knit its **messaging apps** WhatsApp, Facebook Messenger and Instagram's direct messenger — into one encrypted system and cut down on how long user data are held. The integration was originally expected to be completed by 2020. But at the conference, Mr Zuckerberg conceded that the “massive undertaking” would take years, without setting a deadline for the changes. They are also looking towards enhancing the **e-marketplace and maintaining the privacy and security** of all the users.

In 2019, Twitter said it was working on **Bluesky**, a project focused on creating "an open and decentralized standard for social media" that could help the site better combat online abuse and misinformation. The social network also began testing a **forum called Birdwatch that let users spot misleading tweets and weigh in on why they think the information is wrong.**

USP

Facebook

Facebook is a very strong platform to **connect with friends** and get news around the world. With its linkage with other apps like Whatsapp and Instagram, people find it a very convenient way to connect. Having a **vast user base** with **easy access** and a platform for like-minded people to connect, Facebook has grown immensely. They also provide personalized content which further enhances the user's experience.

VS

Twitter

Twitter have almost all the most **influential people** in the world. It is a micro-blogging platform with the most credible accounts. From **celebrities** to **politicians** to **business personnel**, all are on Twitter which promotes its use among the others.

Marketing Strategies

Facebook

VS

Twitter

Facebook uses a **mix of demographic, geographic and psychographic segmentation** variables in order to understand the preferences and engage people accordingly so as to generate revenues.

Since the target market for Facebook is huge so by using a **value-based positioning strategy** and believes in engaging people so that they can share more and more, and connect with others.

It also **advertises its products hugely on all platforms.**

Twitter's interface is very **simple** and **minimalistic** that even a not so tech-savvy person can easily understand and use it. **Celebrity influence** is another factor leading to Twitter's growth.

The people who like to follow celebrities are ought to use Twitter as celebrities often use it as a medium to reach the public. Twitter has made **appearances** in major traditional publications such as the New York Times and Time Magazine. It's not only because of its widespread use but also because of how Twitter has changed how people consume and share information.

Financials

Evaluation Criteria

Facebook

VS

Twitter

Market Capitalization

\$930.14 billion

\$32.51B

Total Funding

\$16.1 B

\$1.5 B

Funding Type

Post IPO- Equity

Post IPO- Equity

Number of Funding Rounds

16

18

Number of Sub organization

6

1

Acquisitions

94 Organisations

67 Organization

**For the purpose of Financials, the Parent Companies are studied.

Highlights

Facebook

VS

Twitter

Facebook Inc. is rechristening itself, **Meta**, decoupling its corporate identity from the eponymous social network mired in toxic content, and highlighting a shift to an emerging computing platform focused on virtual reality.

Research shows that there have been recent **allegations** of data privacy breaches among youngsters.

After a **flood of leaks**, the company formerly known as Facebook is getting more secretive.

Twitter may suspend accounts, temporarily or permanently, from their social networking service. **Suspensions** of high-profile individuals often attract media attention. There have been concerted campaigns by Twitter to shut down terrorist organizations and accounts that promote terrorist activities, such as those promoting the Islamic State of Iraq and the Levant (ISIL), and to shut down QAnon conspiracy theorists since 2020. Twitter's use of suspensions has been **controversial**.