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You'll see this at the top of Accounts Center. 6 Tap your Facebook account. A few options for managing your Facebook account will appear. 7 Tap Username. Your Facebook username appears here. Advertisement 1 Go to in a web browser. By default, your home page should be your feed.[2] If you aren't logged in, enter your email address (or phone number) and password in the upper-right side of the page to log in, or create a new account. Use this method if you need your user ID to contact a game or app developer on Facebook. 2 Click your profile icon. This will be at the top-right corner. A drop-down menu will open. 3 Click Settings & privacy. You can find this below your profile name. 4 Click Settings. A new page will open. 5 Click Apps and Websites. This will be on the left panel, underneath Mobile. You may need to scroll down to find this option. You'll see a list of games currently connected to your Facebook account. 6 Click View and Edit. This will be on the right side of the app. You'll have a unique User ID and/or Player ID for each app. 7 View your User ID. This will be located at the very bottom of the page. Click the document icon next to User ID or Player ID to copy the ID to your computer's clipboard. You'll need to copy and paste this number when you contact the app's developer. If you're worried about your post privacy, you can manage your privacy settings. User IDs can be used to view your profile and any information made public, so be wary if you're sharing this information to anyone outside of Facebook's apps or game developers. Advertisement 1 Open the Facebook app. This looks like a white f on a blue background.[3] If you aren't logged into Facebook, enter your email address (or phone number) and password to log in. Facebook is available for iOS in the App Store and for Android in the Google Play Store. Use this method if you need your user ID to contact a game or app developer on Facebook. 2 Tap ☰. This will be at the bottom-right corner (iOS) or top-right corner (Android). 3 Scroll down and tap Settings & privacy. You can find this underneath the See More button. 4 Tap Settings. A new page will open. 5 Tap Apps and websites. Scroll towards the bottom of the screen. This will be underneath the Permissions header. You'll see a list of games currently connected to your Facebook account. 6 Tap an app. You'll have a unique User ID and/or Player ID for each app, so click the one you're having issues with. 7 Scroll down to find your User ID. This will be located at the very bottom of the page. Tap the document icon next to User ID or Player ID to copy the ID to your device's clipboard. You'll need to paste this number when you contact the app's developer. If needed you can remove an app connection. User IDs can be used to view your profile and any information made public, so be wary if you're sharing this information to anyone outside of Facebook's apps or game developers. 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If you don't see this option, your account hasn't been migrated to Accounts Center yet. In this case, click Username in the center panel to view your Facebook username. 5 Click your Facebook account. If you have multiple Facebook accounts (or you're also on Instagram), you'll see multiple accounts here. Click the name of the Facebook account for which you want to find the username. 6 Click Username. You will see your username here. You can change your username here as well. If you don't see your username, click your profile photo at the top-right corner of Facebook, then click your name to open your profile. Your Facebook username now appears in your web browser's address bar, right after . If you didn't select a custom username, it may be a long string of numbers rather than a name you recognize. 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[2] If you aren't logged in, enter your email address (or phone number) and password in the upper-right side of the page to log in, or create a new account. Use this method if you need your user ID to contact a game or app developer on Facebook. 2 Click your profile icon. This will be at the top-right corner. A drop-down menu will open. 3 Click Settings & privacy. You can find this below your profile name. 4 Click Settings. A new page will open. 5 Click Apps and Websites. This will be on the left panel, underneath Mobile. You may need to scroll down to find this option. You'll see a list of games currently connected to your Facebook account. 6 Click View and Edit. This will be on the right side of the app. You'll have a unique User ID and/or Player ID for each app. 7 View your User ID. This will be located at the very bottom of the page. Click the document icon next to User ID or Player ID to copy the ID to your computer's clipboard. You'll need to copy and paste this number when you contact the app's developer. If you're worried about your post privacy, you can manage your privacy settings. User IDs can be used to view your profile and any information made public, so be wary if you're sharing this information to anyone outside of Facebook's apps or game developers. Advertisement 1 Open the Facebook app. This looks like a white f on a blue background.[3] If you aren't logged into Facebook, enter your email address (or phone number) and password to log in. Facebook is available for iOS in the App Store and for Android in the Google Play Store. Use this method if you need your user ID to contact a game or app developer on Facebook. 2 Tap ☰. This will be at the bottom-right corner (iOS) or top-right corner (Android). 3 Scroll down and tap Settings & privacy. You can find this underneath the See More button. 4 Tap Settings. A new page will open. 5 Tap Apps and websites. Scroll towards the bottom of the screen. This will be underneath the Permissions header. You'll see a list of games currently connected to your Facebook account. 6 Tap an app. You'll have a unique User ID and/or Player ID for each app, so click the one you're having issues with. 7 Scroll down to find your User ID. This will be located at the very bottom of the page. Tap the document icon next to User ID or Player ID to copy the ID to your device's clipboard. You'll need to paste this number when you contact the app's developer. If needed you can remove an app connection. User IDs can be used to view your profile and any information made public, so be wary if you're sharing this information to anyone outside of Facebook's apps or game developers. Advertisement Add New Question Question What if the result are numbers? Nicole Levine, MFA wikiHow Technology Writer Nicole Levine is a Technology Writer and Editor for wikiHow. 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Your Facebook username and ID are crucial components of your online identity, often used for login, account recovery, and in some cases, sharing your profile with others. Whether you’re looking to update your username to better reflect your personal brand or need to retrieve your Facebook ID for a specific purpose, understanding how to locate and modify these details is essential. This guide walks you through the steps to find and change your Facebook username on both PC/Mac and mobile devices. Additionally, we’ll cover how to retrieve your Facebook ID, which can be necessary for various tasks such as integrating with third-party apps or recovering your account. How to Find and Change Your Facebook Username on a PC or Mac When using a desktop or laptop, you can easily find and change your Facebook username through the profile settings. This method is useful if you want to personalize your account or secure a unique username. Open Facebook Settings Click on the small arrow in the top-right corner of your Facebook page and select “Settings & Privacy.” Click on “Settings” Access Account Center In the settings menu, locate and click on “Account Center“. This section allows you to manage your connected Facebook and Instagram profiles. Navigate to Profiles Within the Account Center, click on “Profiles“. Here, you will see a list of all profiles associated with your Facebook account. Select Your Profile Choose the profile for which you want to change the username. This will take you to a detailed settings page for that profile. Show Facebook Username Find the “Username” field and click on it. Change Facebook Username You can now type in your desired username. If the username is available, you’ll see a confirmation. After entering the new username, click on “Done” to confirm your changes. Your Facebook username is now updated. Verify the Updated Facebook Username Navigate back to your profile page and check the changed Facebook username. Verify the New Facebook Username in the URL Check the address bar to ensure that the new username is reflected in the URL. How to Find and Change Your Facebook Username on the Mobile App If you’re primarily using Facebook on your mobile device, you can still find and change your username directly through the app. This method is convenient for users who prefer managing their account settings on the go. Open the Facebook App Menu Launch the Facebook app and tap on the menu icon (three horizontal lines) located at the bottom-right corner of the screen. Access Settings & Privacy Scroll down and tap on “Settings & Privacy“. Select “Settings” from the expanded menu. Go to Account Center In the settings menu, locate and tap on “Account Center” to manage your connected profiles. Select Your Profile Tap on “Profiles” within the Account Center. Choose the profile you want to edit Show Facebook Username Tap on the “Username” field. Enter your new Facebook username Ensure that it meets Facebook’s username guidelines. Once you’ve entered a valid username, tap “Done” to apply the changes. How to Find Your Facebook ID on a PC or Mac Your Facebook ID is a unique numerical identifier tied to your account. Knowing how to find it can be particularly useful for integrating Facebook with other applications or services. Open Facebook Settings Tap your profile picture in the top-right corner and select “Settings & Privacy“. Choose “Settings” Access Apps and Websites In the left-hand menu, click on “Apps and Websites“. This section lists all the apps and websites connected to your Facebook account. Select one app or website, then click on “View and Edit“. Find Your ID Scroll down to check your Facebook ID, which will be displayed at the bottom. How to Find Your Facebook ID on the Mobile App For mobile users, retrieving your Facebook ID is just as straightforward and can be done through the app settings. Open the Facebook App Menu Open the app and tap on the menu icon (three horizontal lines) at the bottom-right corner. Access Settings & Privacy Scroll down to find “Settings & Privacy” and tap on it. Go to Apps and Websites In the settings menu, scroll down to “Apps and Websites.” This section will show all the apps connected to your account. Select an App or Website See Your Facebook ID Check your Facebook ID, which will be displayed at the bottom. FAQ – Frequently Asked Questions About Facebook Username and Facebook ID Facebook does not allow the use of special characters in usernames. You can only use alphanumeric characters (letters A-Z and numbers 0-9) and periods (“.”), however, the period cannot be at the beginning or end of the username, nor can you have more than one in a row. This helps keep usernames simple and ensures they are easy for other users to remember and type. Yes, Facebook imposes limits on how frequently you can change your username to help maintain consistency and avoid confusion among your friends and followers. While Facebook does not specify a fixed number of allowed changes, it is generally recommended to limit changes as much as possible. If you change your username too often, you might temporarily be blocked from making further changes. When choosing a new Facebook username, pick one that closely aligns with your personal or business identity to enhance recognition. It should be simple, easy to remember, and unique to you or your brand. Also, ensure it complies with Facebook’s character restrictions and is not misleading or suggestive of an official affiliation with Facebook or any other unauthorized entities. After you change your Facebook username, the URL associated with your old username will no longer direct visitors to your profile. Although Facebook might temporarily redirect visitors from the old URL to your new profile URL, this redirection is not permanent. Therefore, it is important to update any external links that might use your old username. Your Facebook ID is a unique identifier for your account and is generally safe to share since it alone does not allow access to your account without additional authentication factors. However, be cautious about sharing it in public forums as it can be used to gather more information about your activities on Facebook, potentially leading to privacy concerns. Changing your username has no impact on your previous interactions such as tags or comments. These are linked to your profile ID, which remains unchanged. All your historical activities, including tagged photos and posts, will still be associated with your profile but will reflect your new username. You might be unable to change your Facebook username if you’ve recently changed it, as Facebook only allows infrequent changes. Restrictions might also apply if the chosen username doesn’t meet Facebook’s standards for length, character use, or appropriateness. If an account is under review for suspicious activities, username changes may also be temporarily locked. When you change your Facebook username, it is critical to update this information in any apps or services where you use Facebook to log in. If the apps use your Facebook URL, they may require you to reauthenticate or update your login details to continue accessing their services seamlessly. Can someone else use my former Facebook username once I change it? Yes, once your former username is released (typically immediately after you change it), it becomes available for others to register. However, Facebook may sometimes reserve certain popular or recently active usernames temporarily to prevent impersonation and confusion. How long does it take for my new Facebook username to reflect on my profile? Changes to your Facebook username are typically reflected immediately across the platform. However, due to different caching mechanisms on various devices and networks, some users may experience a delay before they see the update. It is advisable to log out and then log back into your account to prompt the update if it doesn’t appear right away. What should I do if my preferred Facebook username is taken? If your desired username is already taken, try alternative combinations by incorporating numbers, underscores, or abbreviations that still convey your identity. You can also consider slight variations in spelling or adding meaningful prefixes or suffixes. Can changing my Facebook username impact my visibility or searchability on Facebook? Yes, changing your username can affect how people find you on Facebook. Users who search for your old username may not be able to find you unless they know your new username. To minimize confusion, inform your friends and followers about the change and consider updating your username on other platforms for consistency. How do I recover my Facebook account if I forget my username? If you can’t remember your username, you can use the email address or mobile number associated with your account to regain access. Visit the Facebook login page, click on ‘Forgotten account?’, and follow the instructions to recover your account using your registered email or phone number. When is it not possible to change my Facebook username? You cannot change your Facebook username if your account has been flagged for review due to suspicious activity or if you have recently changed your username. Facebook places these restrictions to maintain platform integrity and ensure that changes are legitimate and not misleading to others. What is the purpose of a Facebook ID? A Facebook ID is a numeric code that uniquely identifies your profile. It is used primarily for developer purposes, such as integrations with external apps and websites. Your Facebook ID helps these services to link with your Facebook account securely and efficiently, enabling features like social login, sharing, and content personalization. Related: How to Deactivate Facebook Messenger You may have reasons to deactivate Facebook Messenger, such as privacy concerns, data usage, or simply wanting to take a break from social media. 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You can use this to keep those chats organized and clutter-free by regularly clearing out old messages — ensuring that only the content that matters to you remains visible. In our other guide, we show you how to delete / unsend individual messages or entire conversations quickly. Last Updated on November 7, 2024 3:08 pm CET Apps and advertisers can get data relating to audiences, like email addresses, Facebook User ID(UID), phone numbers, names, date of birth, gender, locations, app user IDs, etc. Custom audiences allow advertisers to target or retarget their ads to specific people by using defined audiences, like Facebook UID. These day’s many WordPress plugins or Online tools ask you for your Facebook Profile ID or Facebook Page ID, But What is my Facebook ID? or How do i find my Facebook id ?. These questions comes to everyone’s mind when they are asked to share their page or profile ID’s. In this article I’m going show you How to find your Facebook profile or page id. 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Now push the CTRL+F buttons at the same time on your computer, and a Search box will open on the top right corner of your page. Paste your profile or page ID here Now If you want to check the profile id Paste profile_id= or if you want to check the page Id paste page_id= on the search box and hit enter. Facebook ID Found from Source code This way you will get your required profile or page id. That’s it, If you still have any question, you can ask me in the comment section below. You can also read my another article about How to see hidden friends on facebook , How to get more followers on Facebook page or How to find a friend on Facebook. Download Article A user-friendly guide to viewing your Facebook username and user ID Download Article Do you need to find your Facebook username and don't know where to look? Your Facebook username is the customizable part of your profile URL, which you can easily locate in your settings. 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By default, your home page should be your feed.[2] If you aren't logged in, enter your email address (or phone number) and password in the upper-right side of the page to log in, or create a new account. Use this method if you need your user ID to contact a game or app developer on Facebook. 2 Click your profile icon. This will be at the top-right corner. A drop-down menu will open. 3 Click Settings & privacy. You can find this below your profile name. 4 Click Settings. A new page will open. 5 Click Apps and Websites. This will be on the left panel, underneath Mobile. You may need to scroll down to find this option. You'll see a list of games currently connected to your Facebook account. 6 Click View and Edit. This will be on the right side of the app. You'll have a unique User ID and/or Player ID for each app. 7 View your User ID. This will be located at the very bottom of the page. Click the document icon next to User ID or Player ID to copy the ID to your computer's clipboard. You'll need to copy and paste this number when you contact the app's developer. If you're worried about your post privacy, you can manage your privacy settings. User IDs can be used to view your profile and any information made public, so be wary if you're sharing this information to anyone outside of Facebook's apps or game developers. Advertisement 1 Open the Facebook app. This looks like a white f on a blue background.[3] If you aren't logged into Facebook, enter your email address (or phone number) and password to log in. Facebook is available for iOS in the App Store and for Android in the Google Play Store. Use this method if you need your user ID to contact a game or app developer on Facebook. 2 Tap ☰. This will be at the bottom-right corner (iOS) or top-right corner (Android). 3 Scroll down and tap Settings & privacy. You can find this underneath the See More button. 4 Tap Settings. A new page will open. 5 Tap Apps and websites. Scroll towards the bottom of the screen. This will be underneath the Permissions header. You'll see a list of games currently connected to your Facebook account. 6 Tap an app. You'll have a unique User ID and/or Player ID for each app, so click the one you're having issues with. 7 Scroll down to find your User ID. This will be located at the very bottom of the page. Tap the document icon next to User ID or Player ID to copy the ID to your device's clipboard. You'll need to paste this number when you contact the app's developer. If needed you can remove an app connection. User IDs can be used to view your profile and any information made public, so be wary if you're sharing this information to anyone outside of Facebook's apps or game developers. Advertisement Add New Question Question What if the result are numbers? Nicole Levine, MFA wikiHow Technology Writer Nicole Levine is a Technology Writer and Editor for wikiHow. 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Co-authors: 9 Updated: September 20, 2024 Views: 716,777 Categories: Facebook Print Send fan mail to authors Thanks to all authors for creating a page that has been read 716,777 times. Finding your Facebook ID might sound complicated, but it’s actually super easy. You just need to know where to look. Whether you’re trying to integrate with an app or just curious about your unique identifier, follow these simple steps to get your Facebook ID in no time. In this section, we’ll walk you through the steps to find your Facebook ID. This unique number can be essential for various tasks, like linking your profile to apps or for troubleshooting. First, log in to your Facebook account and navigate to your profile by clicking your name or profile picture. Once you’re on your profile page, you’ll be looking at all your posts, photos, and personal information. This is the starting point for finding your Facebook ID. Now, look at the address bar in your web browser. You will see a URL that starts with “ ►►. After “facebook.com/”, there may be a username or a series of numbers. If you see numbers, that’s your Facebook ID. If you see a username, you’ll need to do a bit more work. If you don’t see a series of numbers, right-click on your profile page and select “View Page Source.” A new tab or window will open, showing a bunch of code. Don’t worry; you don’t need to understand it all. You’re just looking for a specific string. Press “Ctrl + F” (Windows) or “Cmd + F” (Mac) to open the search bar, and type “profile_id”. The search will highlight the term “profile_id” in the code. The number next to it is your Facebook ID. It will look something like “profile_id=123456789”. Copy the number you found next to “profile_id”. This is your unique Facebook ID. Having this ID can come in handy for various applications and integrations. Make sure to keep it in a safe place. After completing these steps, you’ll have your Facebook ID, which can be used for app integrations, troubleshooting, or satisfying your curiosity. If you’re using the mobile app, you might not see the URL directly. Use a desktop browser for these steps. If you have a custom username, viewing the page source is usually necessary. Bookmark your profile page for quicker access to the URL next time. Be careful when using your Facebook ID for third-party apps; make sure they are trustworthy. Write down your Facebook ID to avoid repeating these steps in the future. Your Facebook ID is a unique identifier used for various third-party apps and tools. It’s easier to find your Facebook ID using a desktop browser, but you can use similar steps with the mobile app by requesting the desktop site. No, your Facebook ID is a series of numbers. Your username is different and can be customized. Generally, it’s safe, but be cautious about sharing it with unknown or untrusted third-party apps. No, you can’t change your Facebook ID. It’s a unique number assigned by Facebook and remains constant. Open your Facebook profile. Check the URL. Right-click and view page source. Find your ID in the source code. Note down your Facebook ID. Finding your Facebook ID is a straightforward process once you know where to look. Whether you need it for app integration or troubleshooting, having this unique identifier can be pretty useful. Just remember to use it wisely and be cautious when sharing it with third-party services. If you ever lose it, you can always follow these simple steps to find it again. Stay curious and keep exploring the features and tools Facebook has to offer. If you want to dig deeper, check out Facebook’s help center for more detailed guides and tips. Happy Facebooking! Matthew Burleigh has been writing tech tutorials since 2008. His writing has appeared on dozens of different websites and been read over 50 million times. After receiving his Bachelor’s and Master’s degrees in Computer Science he spent several years working in IT management for small businesses. However, he now works full time writing content online and creating websites. His main writing topics include iPhones, Microsoft Office, Google Apps, Android, and Photoshop, but he has also written about many other tech topics as well. Read his full bio here. Facebook ID Share or copy Facebook ID Find My Facebook ID is a tool to quickly get a Facebook ID, such as a numeric FB user ID, group ID or page ID by entering a Facebook profile, group or page link. Why do I need my Facebook ID? Social Facebook plugins, like the FB like button and other social applications, require your personal numeric Facebook ID to retrieve the correct data. Our tool, Find My Facebook ID, helps you quickly and easily find your Facebook ID. With our app, you can get your Facebook Account ID, Page ID, or Facebook Group ID from both public and private accounts. If you need your Facebook ID for any reason, our findmyfbid app can help you get it quickly. To use our app, we need access to your Facebook account. Make sure to enable the 'Do you want search engines outside of Facebook to link to your profile?' setting in your privacy settings, as this allows our app to link to your profile and retrieve the necessary information. findmyfbid Many users may have noticed that the website findmyfbid.in stopped working in 2022. However, our tool, Find My Facebook ID (findmyfbid), is still available and can help you quickly and easily find your Facebook ID. If our tool is unable to retrieve your Facebook ID, you can find it yourself by right-clicking on the profile, page, or group and selecting 'View page source'. In the page source, search for one of the following values: 'entity_id', 'userID', 'pageID', 'fb://profile/', 'fb://group/', or 'fb://page/'. The numeric value that follows the matching value is your Facebook ID. This method can be useful if you need to access certain features or services that require your Facebook ID. If you're experiencing any issues or problems finding your Facebook ID using our tool or the manual method, please don't hesitate to contact us via Facebook or Instagram. Our support team is available to help you troubleshoot any issues you might be experiencing and assist you in finding your Facebook ID. A Facebook profile or user ID is a unique identifier attached to a Facebook profile. It allows you to access certain features and services on Facebook, such as third-party apps and websites that require your Facebook ID to link to your profile or retrieve certain data. Each Facebook user has a unique personal numeric FB user ID, created by Facebook to identify the user and ensure that their account is secure. You can quickly find your Facebook user ID by entering your Facebook profile link in our tool. How to find your Facebook profile link? Open your Facebook app. Tap on the hamburger menu in the lower right corner. Tap on the item "See your profile". Tap on the 3 dots next to "Add Story". Scroll down until you See "Your profile link" with your personalized link. Copy Facebook Profile Link by clicking the "Copy link" button. You could also click this link and copy the URL from the browser address bar. The link will redirect you to your personal Facebook account. Open Facebook in your browser. Press your username in the navigation bar. The browser will navigate to your Facebook profile page, where you can copy your Facebook profile link from the browser address bar. A typical Facebook profile URL could look like this: . . . After you have copied your Facebook profile URL, you can enter the link in our tool to get your Facebook ID. If we have found your Facebook profile ID, you can grab and copy the user ID from the results. A Facebook Page ID is a unique identifier assigned to a Facebook page, in addition to a unique page name which is mostly used on Facebook. A Page ID can be used by third-party applications to retrieve data from the Facebook Page or connect to an API. For example, if you're running a business with a Facebook Page, you might need to know your Page ID to connect it to a marketing tool or analytics platform and track engagement metrics with your audience. You can get your Facebook page ID by entering the link of your Facebook page in our tool. How to get your Facebook Page URL? Open browser and login with Facebook. Navigate to Pages via the menu or open your Facebook pages via this link. Press the Facebook page. Copy the Facebook Page URL from the browser address bar. Launch the Facebook app. Search for your page via the search bar. Tap on the page from which you want the ID. Tap on the three dots in the right upper corner. Tap the Share button and choose Copy Link. The Facebook page URL is now copied to your clipboard. A typical Facebook page URL will look like this: . . You can find your Facebook page ID by entering the Facebook page link in our tool. A Facebook group ID is a unique identifier that belongs to a Facebook group, in addition to the group name. This Group ID can be used by third-party applications to show group posts or connect your group to an external application or service. For example, if you're managing a group for a specific interest or community, you might need to know your Group ID to connect it to a social media management tool or integrate it with a messaging app for group communication. You can get your Facebook group ID by entering your Facebook Group URL in the tool. We support both private / closed and public Facebook groups. How to get your Facebook group URL? Open Facebook.com in your browser. Navigate to Groups via the menu. Navigate to Groups You Manage. Click on your Facebook group. Copy the group link from the browser bar. Launch the Facebook app. Search for your group or navigate via Groups in the menu. If you are on the group page, click on the three dots in the right upper corner. Click on Share and choose Copy Link. The Facebook group link is now copied to your clipboard. A Facebook Group URL could look like this: . . After you find the Facebook group link, you can enter it in our tool to get your Facebook group ID. Learn how to find your Facebook ID with our Facebook ID finder tool by watching our how-to video. You can find answers of frequently asked questions about the tool in the list below. Is your specific question not listed? Please send us a message via Facebook or Instagram. Is Find My Facebook ID free to use? Find My Facebook ID is free to use without any limit. You can use the tool to get any Facebook ID from a Facebook user profiles, pages or groups. A Facebook ID is a unique numeric identifier connected to a Facebook user, group, or page. Facebook creates this ID when you create a new profile, group, or page, and it cannot be changed. Your Facebook ID is used for a variety of purposes, such as connecting with friends, promoting your page or to look up a Facebook user. What types of Facebook ID do you support? We support Facebook ID for Facebook users, pages, and groups. You can use our tool to quickly and easily find your personal numeric Facebook ID for any of these entities, whether they are public or private. View Help Center Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution — You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Social networking service owned by Meta Platforms This article is about the social media service. For its owner, formerly known as Facebook, Inc., see Meta Platforms. Not to be confused with Face book or The World Factbook. Facebook Logo used since September 2023Screenshot Mark Zuckerberg's profile (viewed when logged out), 2023Type of siteSocial networking serviceAvailable in112 languages[1]List of languagesMultilingualAfrikaans, Albanian, Amharic, Arabic, Armenian, Assamese, Azerbaijani, Basque, Belarusian, Bengali, Bosnian, Breton, Bulgarian, Burmese, Catalan, Cebuano, Corsican, Croatian, Czech, Danish, Dutch, Dutch (België), English (UK), English (US), English (upside down), Esperanto, Estonian, Faroese, Filipino, Finnish, French (Canada), French (France), Frisian, Fula, Galician, Georgian, German, Greek, Guarani, Gujarati, Haitian Creole, Hausa, Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Irish, Italian, Japanese, Japanese (Kansai), Javanese, Kannada, Kazakh, Khmer, Kinyarwanda, Korean, Kurdish (Kurmanji), Kyrgyz, Lao, Latvian, Lithuanian, Macedonian, Malagasy, Malay, Malayalam, Maltese, Marathi, Mongolian, Nepali, Norwegian (bokmal), Norwegian (nynorsk), Odia, Pashto, Persian, Polish, Portuguese (

news content appearing on the platform. The pledge would be in addition to the $600 million ($729 million in 2024 dollars[32]) paid since 2018 through deals with news companies such as The Guardian and Financial Times.[86][87][88] In March and April 2021, in response to Apple announcing changes to its iOS device's Identifier for Advertisers policy, which included requiring app developers to directly request to users the ability to track on an opt-in basis, Facebook purchased full-page newspaper advertisements attempting to convince users to allow tracking, highlighting the effects targeted ads have on small businesses.[89] Facebook's efforts were ultimately unsuccessful, as Apple released iOS 14.5 in late April 2021, containing the feature for users in what has been deemed "App Tracking Transparency". Moreover, statistics from Verizon Communications subsidiary Flurry Analytics show 96% of all iOS users in the United States are not permitting tracking at all, and only 12% of worldwide iOS users are allowing tracking, which some news outlets deem "Facebook's nightmare", among similar terms.[90][91][92][93] Despite the news, Facebook stated that the new policy and software update would be "manageable".[94] Further information: Facebook like button The Facebook "like" button The "like" button, stylized as a "thumbs up" icon, was first enabled on February 9, 2009,[95] and enables users to easily interact with status updates, comments, photos and videos, links shared by friends, and advertisements. Once clicked by a user, the designated content is more likely to appear in friends' News Feeds.[96][97] The button displays the number of other users who have liked the content.[98] The like button was extended to comments in June 2010.[99] In February 2016, Facebook expanded Like into "Reactions", allowing users to choose from five pre-defined emotions: "Love", "Haha", "Wow", "Sad", or "Angry".[100][101][102][103] In late April 2020, during the COVID-19 pandemic, a new "Care" reaction was added.[104] Main article: Facebook Messenger Facebook Messenger is an instant messaging service and software application. It began as Facebook Chat in 2008,[105] was revamped in 2010[106] and eventually became a standalone mobile app in August 2011, while remaining part of the user page on browsers.[107] Complementing regular conversations, Messenger lets users make one-to-one[108] and group[109] voice[110] and video calls.[111] Its Android app has integrated support for SMS[112] and "Chat Heads", which are round profile photo icons appearing on-screen regardless of what app is open,[113] while both apps support multiple accounts,[114] conversations with optional end-to-end encryption[115] and "Instant Games".[116] Some features, including sending money[117] and requesting transportation,[118] are limited to the United States.[117] In 2017, Facebook added "Messenger Day", a feature that lets users share photos and videos in a story-format with all their friends with the content disappearing after 24 hours;[119] Reactions, which lets users tap and hold a message to add a reaction through an emoji;[120] and Mentions, which lets users in group conversations type @ to give a particular user a notification.[120] In April 2020, Facebook began rolling out a new feature called Messenger Rooms, a video chat feature that allows users to chat with up to 50 people at a time.[121] In July 2020, Facebook added a new feature in Messenger that lets iOS users to use Face ID or Touch ID to lock their chats. The feature is called App Lock and is a part of several changes in Messenger regarding privacy and security.[122][123] On October 13, 2020, the Messenger application introduced cross-app messaging with Instagram, which was launched in September 2021.[124] In addition to the integrated messaging, the application announced the introduction of a new logo, which will be an amalgamation of the Messenger and Instagram logo.[125] Businesses and users can interact through Messenger with features such as tracking purchases and receiving notifications, and interacting with customer service representatives. Third-party developers can integrate apps into Messenger, letting users enter an app while inside Messenger and optionally share details from the app into a chat.[126] Developers can build chatbots into Messenger, for uses such as news publishers building bots to distribute news.[127] The M virtual assistant (U.S.) scans chats for keywords and suggests relevant actions, such as its payments system for users mentioning money.[128][129] Group chatbots appear in Messenger as "Chat Extensions". A "Discovery" tab allows finding bots, and enabling special, branded QR codes that, when scanned, take the user to a specific bot.[130] Facebook's data policy outlines its policies for collecting, storing, and sharing user's data.[131] Facebook enables users to control access to individual posts and their profile[132] through privacy settings.[133] The user's name and profile picture (if applicable) are public. Facebook's revenue depends on targeted advertising, which involves analyzing user data to decide which ads to show each user. Facebook buys data from third parties, gathered from both online and offline sources, to supplement its own data on users. Facebook maintains that it does not share data used for targeted advertising with the advertisers themselves.[134] The company states: "We provide advertisers with reports about the kinds of people seeing their ads and how their ads are performing, but we don't share information that personally identifies you (information such as your name or email address that by itself can be used to contact you or identifies who you are) unless you give us permission. For example, we provide general demographic and interest information to advertisers (for example, that an ad was seen by a woman between the ages of 25 and 34 who lives in Madrid and likes software engineering) to help them better understand their audience. We also confirm which Facebook ads led you to make a purchase or take an action with an advertiser."[131] As of October 2021[update], Facebook claims it uses the following policy for sharing user data with third parties: Apps, websites, and third-party integrations on or using our Products. When you choose to use third-party apps, websites, or other services that use, or are integrated with, our Products, they can receive information about what you post or share. For example, when you play a game with your Facebook friends or use a Facebook Comment or Share button on a website, the game developer or website can receive information about your activities in the game or receive a comment or link that you share from the website on Facebook. Also, when you download or use such third-party services, they can access your public profile on Facebook, and any information that you share with them. Apps and websites you use may receive your list of Facebook friends if you choose to share it with them. But apps and websites you use will not be able to receive any other information about your Facebook friends from you, or information about any of your Instagram followers (although your friends and followers may, of course, choose to share this information themselves). Information collected by these third-party services is subject to their own terms and policies, not this one. Devices and operating systems providing native versions of Facebook and Instagram (i.e. where we have not developed our own first-party apps) will have access to all information you choose to share with them, including information your friends share with you, so they can provide our core functionality to you. Note: We are in the process of restricting developers' data access even further to help prevent abuse. For example, we will remove developers' access to your Facebook and Instagram data if you haven't used their app in 3 months, and we are changing Login, so that in the next version, we will reduce the data that an app can request without app review to include only name, Instagram username and bio, profile photo and email address. Requesting any other data will require our approval.[131] Facebook will also share data with law enforcement if needed to.[131] Facebook's policies have changed repeatedly since the service's debut, amid a series of controversies covering everything from how well it secures user data, to what extent it allows users to control access, to the kinds of access given to third parties, including businesses, political campaigns and governments. These facilities vary according to country, as some nations require the company to make data available (and limit access to services), while the European Union's GDPR regulation mandates additional privacy protections.[135] A Facebook "White Hat" debit card, given to researchers who report security bugs, May 2014 On July 29, 2011, Facebook announced its Bug Bounty Program that paid security researchers a minimum of $500 ($699.00 in 2024 dollars[32]) for reporting security holes. The company promised not to pursue "white hat" hackers who identified such problems.[136][137] This led researchers in many countries to participate, particularly in India and Russia.[138] Facebook's rapid growth began as soon as it became available and continued through 2018, before beginning to decline. Facebook passed 100 million registered users in 2008,[139] and 500 million in July 2010.[140] According to the company's data at the July 2010 announcement, half of the site's membership used Facebook daily, for an average of 34 minutes, while 150 million users accessed the site by mobile.[141] In October 2012, Facebook's monthly active users passed one billion,[142][143] with 600 million mobile users, 219 billion photo uploads, and 140 billion friend connections.[144] The 2 billion user mark was crossed in June 2017.[145][146] In November 2015, after skepticism about the accuracy of its "monthly active users" measurement, Facebook changed its definition to a logged-in member who visits the Facebook site through the web browser or mobile app, or uses the Facebook Messenger app, in the 30-day period prior to the measurement. This excluded the use of third-party services with Facebook integration, which was previously counted.[147] From 2017 to 2019, the percentage of the U.S. population over the age of 12 who use Facebook has declined, from 67% to 61% (a decline of some 15 million U.S. users), with a higher drop-off among younger Americans (a decrease in the percentage of U.S. 12- to 34-year-olds who are users from 58% in 2015 to 29% in 2019).[148][149] The decline coincided with an increase in the popularity of Instagram, which is also owned by Meta.[148][149] The number of daily active users experienced a quarterly decline for the first time in the last quarter of 2021, down to 1.929 billion from 1.930 billion,[150] but increased again the next quarter despite being banned in Russia.[151] Historically, commentators have offered predictions of Facebook's decline or end, based on causes such as a declining user base;[152] the legal difficulties of being a closed platform, inability to generate revenue, inability to offer user privacy, inability to adapt to mobile platforms, or Facebook ending itself to present a next generation replacement;[153] or Facebook's role in Russian interference in the 2016 United States elections.[154] This graph was using the legacy Graph extension, which is no longer supported. It needs to be converted to the new Chart extension.Facebook popularity. Active users (in millions) of Facebook increased from just a million in 2004 to 2.8 billion in 2020.[135] Population pyramid of Facebook users by age As of 2010[update][155] The highest number of Facebook users as of April 2023 are from India and the United States, followed by Indonesia, Brazil, Mexico and the Philippines.[156] Region-wise, the highest number of users in 2018 are from Asia-Pacific (947 million) followed by Europe (381 million) and US-Canada (242 million). The rest of the world has 750 million users.[157] Over the 2008–2018 period, the percentage of users under 34 declined to less than half of the total.[135] Further information: Censorship of Facebook and Censorship by Facebook Map showing the countries that are either currently blocking or have blocked Facebook in the past Currently blocked Formerly blocked In many countries the social networking sites and mobile apps have been blocked temporarily, intermittently, or permanently, including: Brazil,[158] China,[159] Iran,[160] Vietnam,[161] Pakistan,[162] Syria,[163] and North Korea. In May 2018, the government of Papua New Guinea announced that it would ban Facebook for a month while it considered the impact of the website on the country, though no ban has since occurred.[164] In 2019, Facebook announced it would start enforcing its ban on users, including influencers, promoting any vape, tobacco products, or weapons on its platforms.[165] Main article: Criticism of Facebook "I'm here today because I believe Facebook's products harm children, stoke division, and weaken our democracy. The company's leadership knows how to make Facebook and Instagram safer, but won't make the necessary changes because they have put their astronomical profits before people." —Frances Haugen, condemning lack of transparency around Facebook at a US congressional hearing (2021).[166] "I don't believe private companies should make all of the decisions on their own. That's why we have advocated for updated internet regulations for several years now. I have testified in Congress multiple times and asked them to update these regulations. I've written op-eds outlining the areas of regulation we think are most important related to elections, harmful content, privacy, and competition." —Mark Zuckerberg, responding to Frances Haugen's revelations (2021).[167] Facebook's importance and scale has led to criticisms in many domains. Issues include Internet privacy, excessive retention of user information,[168] its facial recognition software, DeepFace[169][170] its addictive quality[171] and its role in the workplace, including employer access to employee accounts.[172] Facebook has been criticized for electricity usage,[173] tax avoidance,[174] real-name user requirement policies,[175] censorship[176][177] and its involvement in the United States PRISM surveillance program.[178] According to The Express Tribune, Facebook "avoided billions of dollars in tax using offshore companies".[179] Facebook is alleged to have harmful psychological effects on its users, including feelings of jealousy[180][181] and stress,[182][183] a lack of attention[184] and social media addiction.[185][186] According to Kaufmann et al., mothers' motivations for using social media are often related to their social and mental health.[187] European antitrust regulator Margrethe Vestager stated that Facebook's terms of service relating to private data were "unbalanced".[188] Facebook has been criticized for allowing users to publish illegal or offensive material. Specifics include copyright and intellectual property infringement,[189] hate speech,[190][191] incitement of rape[192] and terrorism,[193][194] fake news,[195][196][197] and crimes, murders, and livestreaming violent incidents.[198][199][200] Commentators have accused Facebook of willingly facilitating the spread of such content.[201][202][203] Sri Lanka blocked both Facebook and WhatsApp in May 2019 after anti-Muslim riots, the worst in the country since the Easter Sunday bombing in the same year as a temporary measure to maintain peace in Sri Lanka.[204][205] Facebook removed 3 billion fake accounts only during the last quarter of 2018 and the first quarter of 2019;[206] in comparison, the social network reports 2.39 billion monthly active users.[206] In late July 2019, the company announced it was under antitrust investigation by the Federal Trade Commission.[207] The consumer advocacy group Which? claimed individuals were still utilizing Facebook to set up fraudulent five-star ratings for products. The group identified 14 communities that exchange reviews for either money or complimentary items such as watches, earbuds, and sprinklers.[208] Main article: Privacy concerns with Facebook See also: Privacy concerns with social networking services § Facebook Details of information collected via PRISM Facebook has experienced a steady stream of controversies over how it handles user privacy, repeatedly adjusting its privacy settings and policies.[209] Since 2009, Facebook has been participating in the PRISM secret program, sharing with the US National Security Agency audio, video, photographs, e-mails, documents and connection logs from user profiles, among other social media services.[210][211] On November 29, 2011, Facebook settled Federal Trade Commission charges that it deceived consumers by failing to keep privacy promises.[212] In August 2013 High-Tech Bridge published a study showing that links included in Facebook messaging service messages were being accessed by Facebook.[213] In January 2014 two users filed a lawsuit against Facebook alleging that their privacy had been violated by this practice.[214] On June 7, 2018, Facebook announced that a bug had resulted in about 14 million Facebook users having their default sharing setting for all new posts set to "public".[215] Its data-sharing agreement with Chinese companies such as Huawei came under the scrutiny of US lawmakers, although the information accessed was not stored on Huawei servers and remained on users' phones.[216] On April 4, 2019, half a billion records of Facebook users were found exposed on Amazon cloud servers, containing information about users' friends, likes, groups, and checked-in locations, as well as names, passwords and email addresses.[217] The phone numbers of at least 200 million Facebook users were found to be exposed on an open online database in September 2019. They included 133 million US users, 18 million from the UK, and 50 million from users in Vietnam. After removing duplicates, the 419 million records have been reduced to 219 million. The database went offline after TechCrunch contacted the web host. It is thought the records were amassed using a tool that Facebook disabled in April 2018 after the Cambridge Analytica controversy. A Facebook spokeswoman said in a statement: "The dataset is old and appears to have information obtained before we made changes last year...There is no evidence that Facebook accounts were compromised."[218] Facebook's privacy problems resulted in companies like Viber Media and Mozilla discontinuing advertising on Facebook's platforms.[219][220] A January 2024 study by Consumer Reports found that among a self-selected group of volunteer participants, each user is monitored or tracked by over two thousand companies on average. LiveRamp, a San Francisco-based data broker, is responsible for 96 per cent of the data. Other companies such as Home Depot, Macy's, and Walmart are involved as well.[221] In March 2024, a court in California released documents detailing Facebook's 2016 "Project Ghostbusters". The project was aimed at helping Facebook compete with Snapchat and involved Facebook trying to develop decryption tools to collect, decrypt, and analyze traffic that users generated when visiting Snapchat and, eventually, YouTube and Amazon. The company eventually used its tool Onavo to initiate man-in-the-middle attacks and read users' traffic before it was encrypted.[222] Facebook was accused of committing "systemic" racial bias by the Equal Employment Opportunity Commission based on the complaints of three rejected candidates and a current employee of the company. The three rejected employees along with the Operational Manager at Facebook as of March 2021 accused the firm of discriminating against Black people. The EEOC initiated an investigation into the case in March 2021.[223] A "shadow profile" refers to the data Facebook collects about individuals without their explicit permission. For example, the "like" button that appears on third-party websites allows the company to collect information about an individual's internet browsing habits, even if the individual is not a Facebook user.[224][225] Data can also be collected by other users. For example, a Facebook user can link their email account to their Facebook to find friends on the site, allowing the company to collect the email addresses of users and non-users alike.[226] Over time, countless data points about an individual are collected; any single data point perhaps cannot identify an individual, but together allows the company to form a unique "profile". This practice has been criticized by those who believe people should be able to opt-out of involuntary data collection. Additionally, while Facebook users have the ability to download and inspect the data they provide to the site, data from the user's "shadow profile" is not included, and non-users of Facebook do not have access to this tool regardless. The company has also been unclear whether or not it is possible for a person to revoke Facebook's access to their "shadow profile".[224] Main article: Facebook–Cambridge Analytica data scandal Facebook customer Global Science Research sold information on over 87 million Facebook users to Cambridge Analytica, a political data analysis firm led by Alexander Nix.[227] While approximately 270,000 people used the app, Facebook's API permitted data collection from their friends without their knowledge.[228] At first Facebook downplayed the significance of the breach, and suggested that Cambridge Analytica no longer had access. Facebook then issued a statement expressing alarm and suspended Cambridge Analytica. Review of documents and interviews with former Facebook employees suggested that Cambridge Analytica still possessed the data.[229] This was a violation of Facebook's consent decree with the Federal Trade Commission. This violation potentially carried a penalty of $40,000 ($50,087 in 2024 dollars[32]) per occurrence, totalling trillions of dollars.[230] According to The Guardian, both Facebook and Cambridge Analytica threatened to sue the newspaper if it published the story. After publication, Facebook claimed that it had been "lied to". On March 23, 2018, the English High Court granted an application by the Information Commissioner's Office for a warrant to search Cambridge Analytica's London offices, ending a standoff between Facebook and the Information Commissioner over responsibility.[231] On March 25, Facebook published a statement by Zuckerberg in major UK and US newspapers apologizing over a "breach of trust".[232] You may have heard about a quiz app built by a university researcher that leaked Facebook data of millions of people in 2014. This was a breach of trust, and I'm sorry we didn't do more at the time. We're now taking steps to make sure this doesn't happen again. We've already stopped apps like this from getting so much information. Now we're limiting the data apps get when you sign in using Facebook. We're also investigating every single app that had access to large amounts of data before we fixed this. We expect there are others. And when we find them, we will ban them and tell everyone affected. Finally, we'll remind you which apps you've given access to your information – so you can shut off the ones you don't want anymore. Thank you for believing in this community. I promise to do better for you. On March 26, the Federal Trade Commission opened an investigation into the matter.[233] The controversy led Facebook to end its partnerships with data brokers who aid advertisers in targeting users.[209] On April 24, 2019, Facebook said it could face a fine between $3 billion ($3.69 billion in 2024 dollars[32]) to $5 billion ($6.15 billion in 2024 dollars[32]) as the result of an investigation by the Federal Trade Commission.[234] On July 24, 2019, the FTC fined Facebook $5 billion, the largest penalty ever imposed on a company for violating consumer privacy. Additionally, Facebook had to implement a new privacy structure, follow a 20-year settlement order, and allow the FTC to monitor Facebook.[235] Cambridge Analytica's CEO and a developer faced restrictions on future business dealings and were ordered to destroy any personal information they collected. Cambridge Analytica filed for bankruptcy.[236] Facebook also implemented additional privacy controls and settings[237] in part to comply with the European Union's General Data Protection Regulation (GDPR), which took effect in May.[238] Facebook also ended its active opposition to the California Consumer Privacy Act.[239] Some, such as Meghan McCain, have drawn an equivalence between the use of data by Cambridge Analytica and the Barack Obama's 2012 campaign, which, according to Investor's Business Daily, "encouraged supporters to download an Obama 2012 Facebook app that, when activated, let the campaign collect Facebook data both on users and their friends."[240][241][242] Carol Davidsen, the Obama for America (OFA) former director of integration and media analytics, wrote that "Facebook was surprised we were able to suck out the whole social graph, but they didn't stop us once they realised that was what we were doing".[241][242] PolitiFact has rated McCain's statements "Half-True", on the basis that "in Obama's case, direct users knew they were handing over their data to a political campaign" whereas with Cambridge Analytica, users thought they were only taking a personality quiz for academic purposes, and while the Obama campaign only used the data "to have their supporters contact their most persuadable friends", Cambridge Analytica "targeted users, friends and lookalikes directly with digital ads."[243] In July 2019, cybersecurity researcher Sam Jadali exposed a catastrophic data leak known as DataSpii involving data provider DDMR and marketing intelligence company Nacho Analytics (NA).[244][245] Branding itself as the "God mode for the internet", NA through DDMR, provided its members access to private Facebook photos and Facebook Messenger attachments including tax returns.[246] DataSpii harvested data from millions of Chrome and Firefox users through compromised browser extensions.[247] The NA website stated it collected data from millions of opt-in users. Jadali, along with journalists from Ars Technica and The Washington Post, interviewed impacted users, including a Washington Post staff member. According to the interviews, the impacted users did not consent to such collection. DataSpii demonstrated how a compromised user exposed the data of others, including the private photos and Messenger attachments belonging to a Facebook user's network of friends.[246] DataSpii exploited Facebook's practice of making private photos and Messenger attachments publicly accessible via unique URLs. To bolster security in this regard, Facebook appends query strings in the URLs so as to limit the period of accessibility.[246] Nevertheless, NA provided real-time access to these unique URLs, which were intended to be secure. This allowed NA members to access the private content within the restricted time frame designated by Facebook. The Washington Post's Geoffrey Fowler, in collaboration with Jadali, opened Fowler's private Facebook photo in a browser with a compromised browser extension.[244] Within minutes, they anonymously retrieved the "private" photo. To validate this proof-of-concept, they searched for Fowler's name using NA, which yielded his photo as a search result. In addition, Jadali discovered Fowler's Washington Post colleague, Nick Mourtoupalas, was directly impacted by DataSpii. Jadali's investigation elucidated how DataSpii disseminated private data to additional third-parties, including foreign entities, within minutes of the data being acquired. In doing so, he identified the third-parties who were scraping, storing, and potentially enabling the facial-recognition of individuals in photos being furnished by DataSpii.[248] On September 28, 2018, Facebook experienced a major breach in its security, exposing the data of 50 million users. The data breach started in July 2017 and was discovered on September 16.[249] Facebook notified users affected by the exploit and logged them out of their accounts.[250][251] In March 2019, Facebook confirmed a password compromise of millions of Facebook lite application users also affected millions of Instagram users. The reason cited was the storage of password as plain text instead of encryption which could be read by its employees.[252] On December 19, 2019, security researcher Bob Diachenko discovered a database containing more than 267 million Facebook user IDs, phone numbers, and names that were left exposed on the web for anyone to access without a password or any other authentication.[253] In February 2020, Facebook encountered a major security breach in which its official Twitter account was hacked by a Saudi Arabia-based group called "OurMine". The group has a history of actively exposing high-profile social media profiles' vulnerabilities.[254] In April 2021, The Guardian reported approximately half a billion users' data had been stolen including birthdates and phone numbers. Facebook alleged it was "old data" from a problem fixed in August 2019 despite the data's having been released a year and a half later only in 2021; it declined to speak with journalists, had apparently not notified regulators, called the problem "unfixable", and said it would not be advising users.[255] In September 2024, Meta paid a $101 million fine for storing up to 600 million passwords of Facebook and Instagram users in plain text. The practice was initially discovered in 2019, though reports indicate passwords were stored in plain text since 2012.[256] Facebook acquired Onavo's virtual private network to harvest usage data on its competitors. After acquiring Onavo in 2013, Facebook used its Onavo Protect virtual private network (VPN) app to collect information on users' web traffic and app usage. This allowed Facebook to monitor its competitors' performance, and motivated Facebook to acquire WhatsApp in 2014.[257][258][259] Media outlets classified Onavo Protect as spyware.[260][261][262] In August 2018, Facebook removed the app in response to pressure from Apple, who asserted that it violated their guidelines.[263][264] The Australian Competition and Consumer Commission sued Facebook on December 16, 2020, for "false, misleading or deceptive conduct" in response to the company's unauthorized use of personal data obtained from Onavo for business purposes in contrast to Onavo's privacy-oriented marketing.[265][266] In 2016, Facebook Research launched Project Atlas, offering some users between the ages of 13 and 35 up to $20 per month ($26.00 in 2024 dollars[32]) in exchange for their personal data, including their app usage, web browsing history, web search history, location history, personal messages, photos, videos, emails and Amazon order history.[267][268] In January 2019, TechCrunch reported on the project. This led Apple to temporarily revoke Facebook's Enterprise Developer Program certificates for one day, preventing Facebook Research from operating on iOS devices and disabling Facebook's internal iOS apps.[268][269][270] Ars Technica reported in April 2018 that the Facebook Android app had been harvesting user data, including phone calls and text messages, since 2015.[271][272][273] In May 2018, several Android users filed a class action lawsuit against Facebook for invading their privacy.[274][275] In January 2020, Facebook launched the Off-Facebook Activity page, which allows users to see information collected by Facebook about their non-Facebook activities.[276] The Washington Post columnist Geoffrey A. Fowler found that this included what other apps he used on his phone, even while the Facebook app was closed, what other web sites he visited on his phone, and what in-store purchases he made from affiliated businesses, even while his phone was completely off.[277] In November 2021, a report was published by Fairplay, Global Action Plan and Reset Australia detailing accusations that Facebook was continuing to manage their ad targeting system with data collected from teen users.[278] The accusations follow announcements by Facebook in July 2021 that they would cease ad targeting children.[279][280] The company first apologized for its privacy abuses in 2009.[281] Facebook apologies have appeared in newspapers, television, blog posts and on Facebook.[282] On March 25, 2018, leading US and UK newspapers published full-page ads with a personal apology from Zuckerberg. Zuckerberg issued a verbal apology on CNN.[283] In May 2010, he apologized for discrepancies in privacy settings.[282] Previously, Facebook had its privacy settings spread out over 20 pages, and has now put all of its privacy settings on one page, which makes it more difficult for third-party apps to access the user's personal information.[209] In addition to publicly apologizing, Facebook has said that it will be reviewing and auditing thousands of apps that display "suspicious activities" in an effort to ensure that this breach of privacy does not happen again.[284] In a 2010 report regarding privacy, a research project stated that not a lot of information is available regarding the consequences of what people disclose online so often what is available are just reports made available through popular media.[285] In 2017, a former Facebook executive went on the record to discuss how social media platforms have contributed to the unraveling of the "fabric of society".[286] Main article: Facebook content management controversies See also: Oversight Board Facebook relies on its users to generate the content that bonds its users to the service. The company has come under criticism both for allowing objectionable content, including conspiracy theories and fringe discourse,[287] and for prohibiting other content that it deems inappropriate. Criticism of Facebook during the Hands Off protests in Minneapolis on April 5, 2025 Facebook has been criticized as a vector for fake news, and has been accused of bearing responsibility for the conspiracy theory that the United States created ISIS,[288] false anti-Rohingya posts being used by Myanmar's military to fuel genocide and ethnic cleansing,[289][290] enabling climate change denial[291][292][293] and Sandy Hook Elementary School shooting conspiracy theorists,[294] and anti-refugee attacks in Germany.[295][296][297] The government of the Philippines has also used Facebook as a tool to attack its critics.[298] In 2017, Facebook partnered with fact checkers from the Poynter Institute's international fact-checking network to identify and mark false content, though most ads from political candidates are exempt from this program.[299][300] As of 2018, Facebook had over 40 fact-checking partners across the world, including The Weekly Standard.[301] Critics of the program have accused Facebook of not doing enough to remove false information from its website.[301][302] Facebook has repeatedly amended its content policies. In July 2018, it stated that it would "downrank" articles that its fact-checkers determined to be false, and remove misinformation that incited violence.[303] Facebook stated that content that receives "false" ratings from its fact-checkers can be demonetized and suffer dramatically reduced distribution. Specific posts and videos that violate community standards can be removed on Facebook.[304] In May 2019, Facebook banned a number of "dangerous" commentators from its platform, including Alex Jones, Louis Farrakhan, Milo Yiannopoulos, Paul Joseph Watson, Paul Nehlen, David Duke, and Laura Loomer, for allegedly engaging in "violence and hate".[305][306] In May 2020, Facebook agreed to a preliminary settlement of $52 million ($63.2 million in 2024 dollars[32]) to compensate U.S.-based Facebook content moderators for their psychological trauma suffered on the job.[307][308] Other legal actions around the world, including in Ireland, await settlement.[309] In September 2020, the Government of Thailand utilized the Computer Crime Act for the first time to take action against Facebook and Twitter for ignoring requests to take down content and not complying with court orders.[310] According to a report by Reuters, beginning in 2020, the United States military ran a propaganda campaign to spread disinformation about the Sinovac Chinese COVID-19 vaccine, including using fake social media accounts to spread the disinformation that the Sinovac vaccine contained pork-derived ingredients and was therefore haram under Islamic law.[311] The campaign was described as "payback" for COVID-19 disinformation by China directed against the U.S.[312] In summer 2020, Facebook asked the military to remove the accounts, stating that they violated Facebook's policies on fake accounts and on COVID-19 information.[311] The campaign continued until mid-2021.[311] Professor Ilya Somin reported that he had been the subject of death threats on Facebook in April 2018 from Cesar Sayoc, who threatened to kill Somin and his family and "feed the bodies to Florida alligators". Somin's Facebook friends reported the comments to Facebook, which did nothing except dispatch automated messages.[313] Sayoc was later arrested for the October 2018 United States mail bombing attempts directed at Democratic politicians. Force v. Facebook, Inc., 934 F.3d 53 (2nd Cir. 2019) was a case that alleged Facebook was profiting off recommendations for Hamas. In 2019, the US Second Circuit Appeals Court held that Section 230 bars civil terrorism claims against social media companies and internet service providers, the first federal appellate court to do so. In October 2020, Pakistani Prime Minister Imran Khan urged Mark Zuckerberg, through a letter posted on government's Twitter account, to ban Islamophobic content on Facebook, warning that it encouraged extremism and violence.[314] In October 2020, the company announced that it would ban Holocaust denial.[315] In October 2022, Media Matters for America published a report that Facebook and Instagram were still profiting off advertisements using the slur "groomer" for LGBT people.[316] The article reported that Meta had previously confirmed that the use of this word for the LGBT community violates its hate speech policies.[316] The story was subsequently picked up by other news outlets such as the New York Daily News, PinkNews, and LGBTQ Nation.[317][318][319] There are ads on Facebook and Instagram containing sexually explicit content, descriptions of graphic violence and content promoting acts of self harm. Many of the ads are for webnovel apps backed by tech giants Bytedance and Tencent.[320] Facebook was criticized for allowing InfoWars to publish falsehoods and conspiracy theories.[304][321][322][323][324] Facebook defended its actions in regard to InfoWars, saying "we just don't think banning Pages for sharing conspiracy theories or false news is the right way to go."[322] Facebook provided only six cases in which it fact-checked content on the InfoWars page over the period September 2017 to July 2018.[304] In 2018, InfoWars falsely claimed that the survivors of the Parkland shooting were "actors". Facebook pledged to remove InfoWars content making the claim, although InfoWars videos pushing the false claims were left up, even though Facebook had been contacted about the videos.[304] Facebook stated that the videos never explicitly called them actors.[304] Facebook also allowed InfoWars videos that shared the Pizzagate conspiracy theory to survive, despite specific assertions that it would purge Pizzagate content.[304] In late July 2018, Facebook suspended the personal profile of InfoWars head Alex Jones for 30 days.[325] In early August 2018, Facebook banned the four most active InfoWars-related pages for hate speech.[326] See also: State-sponsored Internet propaganda Graffiti in Berlin of Facebook founder Mark Zuckerberg; the caption is a reference to George Orwell's novel Nineteen Eighty-Four, December 2008 As a dominant social-web service with massive outreach, Facebook has been used by identified or unidentified political operatives to affect public opinion. Some of these activities have been done in violation of the platform policies, creating "coordinated inauthentic behavior", support or attacks. These activities can be scripted or paid. Various such abusive campaign have been revealed in recent years, best known being the Russian interference in the 2016 United States elections. In 2021, former Facebook analyst within the Spam and Fake Engagement teams, Sophie Zhang, reported more than 25 political subversion operations and criticized the general slow reaction time, oversightless, laissez-faire attitude by Facebook.[327][328][329] In 2018, Facebook said that during 2018 they had identified "coordinated inauthentic behavior" in "many Pages, Groups and accounts created to stir up political debate, including in the US, the Middle East, Russia and the UK."[330] Campaigns operated by the British intelligence agency unit, called Joint Threat Research Intelligence Group, have broadly fallen into two categories; cyber attacks and propaganda efforts. The propaganda efforts utilize "mass messaging" and the "pushing [of] stories" via social media sites like Facebook.[331][332] Israel's Jewish Internet Defense Force, the Chinese Communist Party's 50 Cent Party and Turkey's AK Trolls also focus their attention on social media platforms like Facebook.[333][334][335][336] In July 2018, Samantha Bradshaw, co-author of the report from the Oxford Internet Institute (OII) at Oxford University, said that "The number of countries where formally organised social media manipulation occurs has greatly increased, from 28 to 48 countries globally. The majority of growth comes from political parties who spread disinformation and junk news around election periods."[337] In October 2018, The Daily Telegraph reported that Facebook "banned hundreds of pages and accounts that it says were fraudulently flooding its site with partisan political content – although they came from the United States instead of being associated with Russia."[338] In December 2018, The Washington Post reported that "Facebook has suspended the account of Jonathon Morgan, the chief executive of a top social media research firm" New Knowledge, "after reports that he and others engaged in an operation to spread disinformation" on Facebook and Twitter during the 2017 United States Senate special election in Alabama.[339][340] In January 2019, Facebook said it has removed 783 Iran-linked accounts, pages and groups for engaging in what it called "coordinated inauthentic behaviour".[341] In March 2019, Facebook sued four Chinese firms for selling "fake accounts, likes and followers" to amplify Chinese state media outlets.[342] In May 2019, Tel Aviv-based private intelligence agency Archimedes Group was banned from Facebook for "coordinated inauthentic behavior" after Facebook found fake users in countries in sub-Saharan Africa, Latin America and Southeast Asia.[343] Facebook investigations revealed that Archimedes had spent some $1.1 million ($1.35 million in 2024 dollars[32]) on fake ads, paid for in Brazilian reais, Israeli shekels and US dollars.[344] Facebook gave examples of Archimedes Group political interference in Nigeria, Senegal, Togo, Angola, Niger and Tunisia.[345] The Atlantic Council's Digital Forensic Research Lab said in a report that "The tactics employed by Archimedes Group, a private company, closely resemble the types of information warfare tactics often used by governments, and the Kremlin in particular."[346][347] On May 23, 2019, Facebook released its Community Standards Enforcement Report highlighting that it has identified several fake accounts through artificial intelligence and human monitoring. In a period of six months, October 2018 – March 2019, the social media website removed a total of 3.39 billion fake accounts. The number of fake accounts was reported to be more than 2.4 billion real people on the platform.[348] In July 2019, Facebook advanced its measures to counter deceptive political propaganda and other abuse of its services. The company removed more than 1,800 accounts and pages that were being operated from Russia, Thailand, Ukraine and Honduras.[349] After Russia's invasion of Ukraine in February 2022, it was announced that the internet regulatory committee would block access to Facebook.[350] On October 30, 2019, Facebook deleted several accounts of the employees working at the Israeli NSO Group, stating that the accounts were "deleted for not following our terms". The deletions came after WhatsApp sued the Israeli surveillance firm for targeting 1,400 devices with spyware.[351] In 2020, Facebook helped found American Edge, an anti-regulation lobbying firm to fight anti-trust probes.[352] The group runs ads that "fail to mention what legislation concerns them, how those concerns could be fixed, or how the horrors they warn of could actually happen", and do not clearly disclose that they are funded by Facebook.[353] In 2020, the government of Thailand forced Facebook to take down a Facebook group called Royalist Marketplace with one million members following potentially illegal posts shared. The authorities have also threatened Facebook with legal action. In response, Facebook is planning to take legal action against the Thai government for suppression of freedom of expression and violation of human rights.[354] In 2020, during the COVID-19 pandemic, Facebook found that troll farms from North Macedonia and the Philippines pushed coronavirus disinformation. The publisher, which used content from these farms, was banned.[355] In the run-up to the 2020 United States elections, Eastern European troll farms operated popular Facebook pages showing content related to Christians and Blacks in America. They included more than 15,000 pages combined and were viewed by 140 million US users per month. This was in part due to how Facebook's algorithm and policies allow unoriginal viral content to be copied and spread in ways that still drive up user engagement. As of September 2021, some of the most popular pages were still active on Facebook despite the company's efforts to take down such content.[356] In February 2021, Facebook removed the main page of the Myanmar military, after two protesters were shot and killed during the anti-coup protests. Facebook said that the page breached its guidelines that prohibit the incitement of violence.[357] On February 25, Facebook announced to ban all accounts of the Myanmar military, along with the "Tatmadaw-linked commercial entities". Citing the "exceptionally severe human rights abuses and the clear risk of future military-initiated violence in Myanmar", the tech giant also implemented the move on its subsidiary, Instagram.[358] In March 2021, The Wall Street Journal's editorial board criticized Facebook's decision to fact-check its op-ed titled "We'll Have Herd immunity by April" written by surgeon Marty Makary, calling it "counter-opinion masquerading as fact checking."[359] Facebook guidelines allow users to call for the death of public figures, they also allow praise of mass killers and 'violent non-state actors' in some situations.[360][361] In 2021, former Facebook analyst within the Spam and Fake Engagement teams, Sophie Zhang, reported on more than 25 political subversion operations she uncovered while in Facebook, and the general laissez-faire by the private enterprise.[327][328][329] In 2021, Facebook was cited as playing a role in the fomenting of the 2021 United States Capitol attack.[362][363] See also: Internet Research Agency and Russian interference in the 2016 United States elections In 2018, Special Counsel Robert Mueller indicted 13 Russian nationals and three Russian organizations for "engaging in operations to interfere with U.S. political and electoral processes, including the 2016 presidential election."[364][365][366] Mueller contacted Facebook subsequently to the company's disclosure that it had sold more than $100,000 ($131,018 in 2024 dollars[32]) worth of ads to a company (Internet Research Agency, owned by Russian billionaire and businessman Yevgeniy Prigozhin) with links to the Russian intelligence community before the 2016 United States presidential election.[367][368] In September 2017, Facebook's chief security officer Alex Stamos wrote the company "found approximately $100,000 in ad spending from June 2015 to May 2017 – associated with roughly 3,000 ads – that was connected to about 470 inauthentic accounts and Pages in violation of our policies. Our analysis suggests these accounts and Pages were affiliated with one another and likely operated out of Russia."[369] Clinton and Trump campaigns spent $81 million ($106 million in 2024 dollars[32]) on Facebook ads.[370] The company pledged full cooperation in Mueller's investigation, and provided all information about the Russian advertisements.[371] Members of the House and Senate Intelligence Committees have claimed that Facebook had withheld information that could illuminate the Russian propaganda campaign.[372] Russian operatives have used Facebook polarize the American public discourses, organizing both Black Lives Matter rallies[373][374] and anti-immigrant rallies on U.S. soil,[375] as well as anti-Clinton rallies[376] and rallies both for and against Donald Trump.[377][378] Facebook ads have also been used to exploit divisions over black political activism and Muslims by simultane

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Facebook at Wikipedia's sister projects Definitions from WiktionaryMedia from CommonsNews from WikinewsQuotations from Wikiquote Scholia has a topic profile for Facebook. Official website Retrieved from " 2Social network and photo sharing service 23snaps Ltd.Type of businessPrivateType of siteSocial networking, Photo sharing, Video sharingAvailable inEnglishFoundedLondon, United KingdomHeadquartersLondon, United KingdomArea servedWorldwideFounder(s)Ivailo Jordanov Yury TereshchenkoKey peopleIvailo Jordanov Yury Tereshchenko Andrew Kempe Meaghan Fitzgerald Dimitar LazarovEmployees20URLwww.23snaps.comRegistrationRequiredUsers300,000LaunchedJune 2012Current statusActive 23snaps Ltd.is a free, private social network for users to upload photos, videos, measurements and stories of their children to a digital journal and privately share those updates with other family members or close friends. 23snaps is available online and on mobile devices and launched 1 June 2012.[1] 23snaps was initially available as an iPhone application and a website, and later released apps for Android, iPad, and Windows 8. The company competes with other private photo sharing services for families such as Notabli, Tinybeans and social networks that allow photo sharing such as Instagram and Facebook. The company is based in London, and was founded by former Espotting executive Ivailo Jordanov and Yury Tereshchenko. The company is self-funded by the founders.[1] 23snaps generates revenue through the sale of photo books and photo prints.[2] In November 2013, 23snaps announced that the service had passed half a million users in 179 countries.[3] Users register for a free 23snaps account and create profiles for their children within the app. They can add photos, metrics like height and weight, and make status updates. They then invite only close family and friends to view this content of their children. This content will appear in the news feeds of their authorized connections, and be sent to connections by email depending on the user's settings.[4][5] A user can share photos and updates with someone who does not have a 23snaps account by inviting them to receive updates by email only. While there is no limit to the number of connections that a user can add on 23snaps, founder Ivailo Jordanov says that they expect most users to have a "group of approximately 5 to 10 people that can't get enough of their updates, photos, videos etc., and outside of that group 'over sharing' is an irritation."[1] The service's intention is to provide a secure place to share photos with a select group of family members to counter parental concerns about online privacy and copyright issues.[6] On 1 May 2013, 23snaps expanded the service to allow users to purchase photo books and photo prints of their content from the app.[2] Stories, a new feature that allows users to combine photos, videos and text to create a multimedia story within their news feed, launched on 7 March 2014.[7] 23snaps was selected by The Next Web as the best photo, video or camera app of 2012[8] and by ZDNet as one of 2012's top apps of the year.[9] In June 2013, 23snaps was named Best Family App in the Loved by Parent Awards[10] and in November 2013, 23snaps was selected as both the Best Lifestyle App and People's Choice in the Lifestyle App Category in the Lovie Awards hosted and judged by the International Academy of Digital Arts and Sciences.[11] On 12 February, The Next Web announced that 23snaps had been selected for The Next Web Boost program, which provides exposure and support for promising European startups[12] and on 25 March, Red Herring named 23snaps as one of the 2014 Red Herring 100 European Finalists.[13] ^ a b c Perez, Sarah. "23snaps Tries its Hand at Being the Facebook for Families". TechCrunch. ^ a b O'Hear, Steve. "23snaps, The Facebook For Families, Flicks The Monetization Switch With Printed Photo Books". TechCrunch. ^ Perez, Sarah. "Family-Focused Mobile Social Network 23snaps Hits Half A Million Users". TechCrunch. ^ Rayford, Meg. "Share Your Kids' Special Moments with Your Inner Circle with 23Snaps". Tech Cocktail. ^ Elliot, Matt. "Getting started with 23snaps, an Instagram for parents". CNET. ^ Russell, Kate. "BBC Click Webscape: Sharing photos safely". BBC. ^ O'Hear, Steve. "23snaps, The Facebook For Families, Adds Multimedia "Stories" To News Feed". TechCrunch. ^ Sawers, Paul. "15 of the best photo, video and camera apps of 2012". The Next Web. ^ O'Grady, Jason. "Best iOS apps of 2012". ZDNet. ^ "Lovedbyparents Award Winners 2013". Loved by Parents. Archived from the original on 2014-04-13. Retrieved 2014-04-10. ^ "The Lovie Award Winners 2013". International Academy of Digital Arts and Sciences. Archived from the original on 2013-10-29. ^ De Haan, Wytze. "15 Early Stage Startups to Watch". The Next Web. ^ "2014 Red Herring Europe: Finalists". Red Herring. Official website Retrieved from " 3 The following pages link to 23snaps External tools (link count transclusion count sorted list) · See help page for transcluding these entries Showing 50 items. View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)LiveJournal (links | edit) Online dating (links | edit) Panopticon (links | edit) Virtual community (links | edit) Online community (links | edit) Meetup (links | edit) LunarStorm (links | edit) Friendster (links | edit) Orkut (links | edit) EWorld (links | edit) Xanga (links | edit) Tribe.net (links | edit) Last.fm (links | edit) Small-world experiment (links | edit) LinkedIn (links | edit) Friends Reunited (links | edit) Myspace (links | edit) Small-world network (links | edit) Yahoo 360° (links | edit) Cyworld (links | edit) Online identity (links | edit) SixDegrees.com (links | edit) Social networking service (links | edit) Online petition (links | edit) IWiW (links | edit) XING (links | edit) Ning (website) (links | edit) List of social networking services (links | edit) Wretch (website) (links | edit) Open-access poll (links | edit) Mixi (links | edit) Hyves (links | edit) Use of social network websites in investigations (links | edit) Piczo (links | edit) Bolt (website) (links | edit) Grono.net (links | edit) Mugshot (website) (links | edit) Windows Live Spaces (links | edit) Social media (links | edit) Ivailo Jordanov (links | edit) Fishbrain (links | edit) EConozco (links | edit) Facebook (links | edit) Mobile social network (links | edit) StudiVZ (links | edit) Netlog (links | edit) Central Bank of Yemen (links | edit) Hi5 (links | edit) Twitter (links | edit) Keek (links | edit) View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500) Retrieved from " WhatLinksHere/23snaps"