

The Evolution of Social Media

Social Media History · Answer Key · 10 Questions

1. Which website is widely considered to be the first recognizable social media platform, launched in 1997?

- A) MySpace
- B) SixDegrees**
- C) Friendster
- D) LinkedIn

2. In what year was Facebook first launched to the public?

- A) 2002
- B) 2004**
- C) 2006
- D) 2008

3. What was the original character limit for posts on Twitter at the time of its 2006 launch?

- A) 120
- B) 140**
- C) 160
- D) 280

4. Which video-sharing platform was purchased by Google in 2006 for \$1.65 billion?

- A) Vimeo
- B) DailyMotion
- C) YouTube**
- D) Vine

5. Which platform, originally released in 2010, was acquired by Facebook in 2012 for approximately \$1 billion?

- A) Snapchat
- B) Pinterest
- C) Instagram**
- D) Tumblr

6. LinkedIn, the social network focused on professional networking, was founded in which year?

- A) 2000
- B) 2003**
- C) 2005
- D) 2007

7. What was the original name of the platform that later became known as X?

- A) Twit
- B) Twitter**
- C) PostIt
- D) BlogIt

8. Which company famously launched the 'Stories' feature in 2016, originally popularized by Snapchat?

- A) Instagram**
- B) LinkedIn
- C) Pinterest
- D) Reddit

9. Which social media platform is primarily known for its 'pinboard' style interface focused on visual discovery?

- A) Flickr
- B) Pinterest**
- C) DeviantArt
- D) Tumblr

10. In 2011, which major search engine launched its own social network, which was eventually shut down in 2019?

- A) Bing
- B) Yahoo
- C) Google+**
- D) AskJeeves