

Spring 2018

Facebook: Mark Zuckerberg

Andrew Quesnell
Bowling Green State University

Follow this and additional works at: <https://scholarworks.bgsu.edu/mclp>

Recommended Citation

Quesnell, Andrew, "Facebook: Mark Zuckerberg" (2018). *Media Company Leader Presentations*. 14.
<https://scholarworks.bgsu.edu/mclp/14>

This Book is brought to you for free and open access by the School of Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Media Company Leader Presentations by an authorized administrator of ScholarWorks@BGSU.

Mark Zuckerberg

CO-FOUNDER OF FACEBOOK, AND CURRENTLY
OPERATES AS ITS CHAIRMAN AND CEO

Background of Facebook

- ▶ Facebook is an American online social media and social networking service company, it works all around the world.
- ▶ users can post comments, share photographs and links to news or other interesting content on the Web, they can even play games, chat live, and stream live video.
- ▶ Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person.

Personal Life

- ▶ Born on May 14, 1984 in White Plains, New York, into a well-educated, well-off family raised by both his parents.
- ▶ He was interested in computers at the young age of 12 and created a messaging program called the Zucknet.
- ▶ Took graduate college courses at Mercy college at age 12
- ▶ went to high school at Philips Exeter Academy which is a preparatory school in New Hampshire. received a diploma in classic literature, and created an early version of the music software known as Pandora (he called it Synapse)

Leadership

- ▶ In terms of their hiring process Facebook has a certain Culture that they want to keep and that's hiring those who not only think outside the box but like to take risks.
- ▶ Once they are in, they take part in intensive training that teaches them the "hacker way" of fast, creative coding that Zuckerberg prizes.
- ▶ He also allows his employees to work on projects that they are interested in and develop their projects and take risks instead of just assigning them jobs they won't like.
- ▶ Mark Zuckerberg incorporates the Y leadership style in how he wants his employees to have self-control and self-direction to get the job at task done.
- ▶ He wants his employees to think outside of the box and to challenge the status que, he constantly repeats the phrase "Move fast and break things"

Personal Accomplishments/Leadership

- ▶ Released Facemash in 2003
- ▶ In 2004, Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz and Chris Hughes found what was then called “thefacebook”. It was the first student only social network platform
- ▶ Time’s person of the year (2010)
- ▶ Acquired Instagram in 2012 for \$1 billion
- ▶ Wins CEO of the year at annual crunchies in 2013
- ▶ Grew Facebook from having 1 million active users in 2004 to having 1.72 billion active users in 2016
- ▶ Achieved a net worth of \$73.3 billion

The Social Network

- ▶ <https://www.youtube.com/watch?v=VKnNUYknsuQ>