

# FACEBOOK

USMANOVA ULYANA 14.6-151





# WHAT IS FACEBOOK?

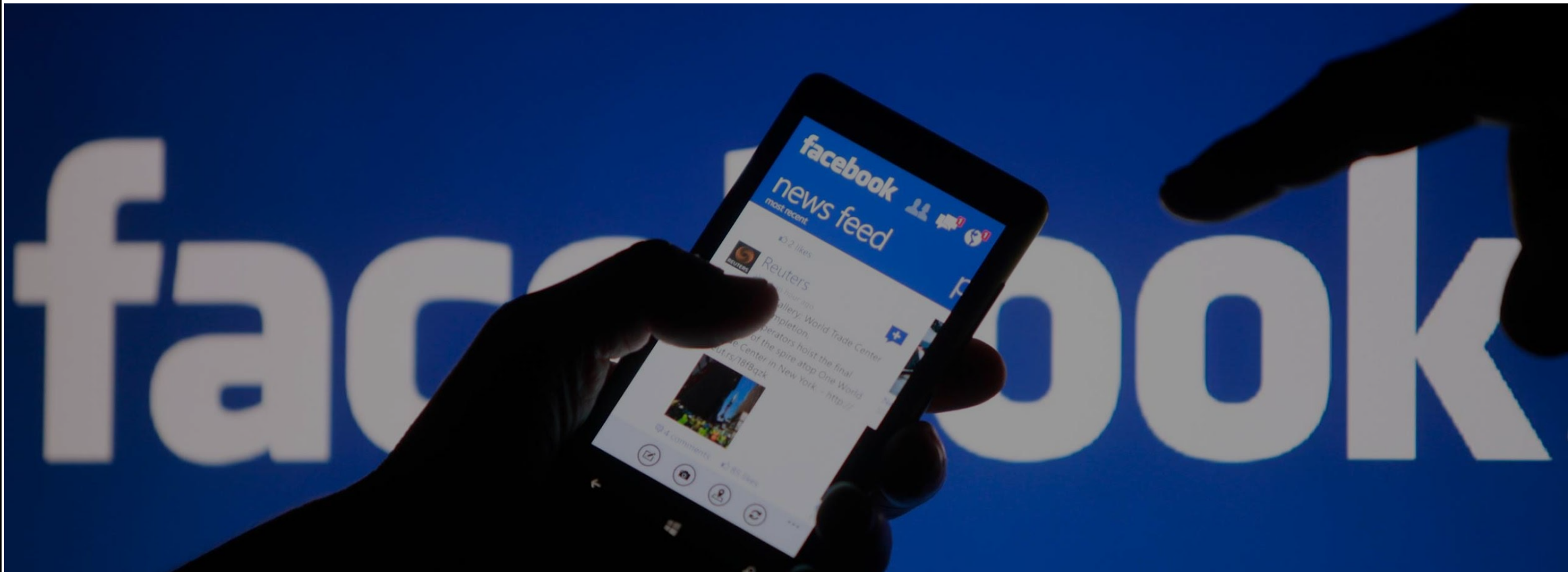
Social networking website connecting people across the street, country and world

Focuses on building and relating social relations among people who share common interests, activities and experiences

# HISTORY

**Facebook**, American online social network service that is part of the company Meta Platforms. Facebook was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of whom were students at Harvard University.

Facebook became the largest social network in the world, with nearly three billion users as of 2021, and about half that number were using Facebook every day. The company's headquarters are in Menlo Park, California.




# ORGANIZATIONAL STRUCTURE




**Mark Zuckerberg**  
Chairman and Chief Executive Officer  
[Bio](#)

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**Sheryl Sandberg**  
Chief Operating Officer  
[Bio](#)  
[Facebook](#)



**David Wehner**  
Chief Financial Officer  
[Bio](#)




**Chris Cox**  
Chief Product Officer  
[Bio](#)




**Javier Olivan**  
Chief Growth Officer  
[Bio](#)




**Mike Schroepfer**  
Chief Technology Officer  
[Bio](#)  
[Facebook](#)




**David Fischer**  
Chief Revenue Officer  
[Bio](#)  
[Facebook](#)




**Maxine Williams**  
Chief Diversity Officer  
[Bio](#)  
[Facebook](#)




**Jennifer Newstead**  
Chief Legal Officer  
[Bio](#)



**Erin Egan**  
Chief Privacy Officer, Policy  
[Bio](#)




**Michel Protti**  
Chief Privacy Officer, Product  
[Bio](#)




**Alex Schultz**  
Chief Marketing Officer & VP of Analytics  
[Bio](#)




**Nick Clegg**  
Head of Global Affairs and Communications  
[Bio](#)




**Lori Goler**  
Head of People  
[Bio](#)



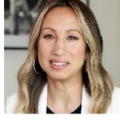
**Andrew 'Boz' Bosworth**  
Head of Facebook Reality Labs  
[Bio](#)  
[Facebook](#)



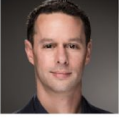
**Will Cathcart**  
Head of WhatsApp  
[Bio](#)




**Stan Chudnovsky**  
Head of Messenger  
[Bio](#)  
[Facebook](#)




**Naomi Gleit**  
Head of Product Management  
[Bio](#)  
[Facebook](#)




**Dan Levy**  
Head of Ads and Business Products  
[Bio](#)




**David Marcus**  
Head of F2 (Facebook Financial)  
[Bio](#)



**David Mortensen**  
Head of Infrastructure  
[Bio](#)




**Adam Mosseri**  
Head of Instagram  
[Bio](#)  
[Facebook](#)




**Tom Alison**  
Head of Facebook App  
[Bio](#)


Board of Directors




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[Bio](#)




**Sheryl Sandberg**  
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**Peggy Alford**  
[Bio](#)




**Marc L. Andreessen**  
[Bio](#)




**Andrew W. Houston**  
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**Nancy Killefer**  
[Bio](#)



**Robert M. Kimmitt**  
[Bio](#)



**Peter A. Thiel**  
[Bio](#)



**Tracey T. Travis**  
[Bio](#)

# FACEBOOK'S ORGANIZATIONAL STRUCTURE

- Facebook's org structure is heavily influenced by the company's corporate vision and mission statement, which are translated to the features of the structure itself.
- Unlike most large organizations, Facebook uses a matrix org structure. The key characteristics of the matrix structure help to facilitate the needs of tech-orientated companies like Facebook—creativity, innovation, and the scope to expand and diversify.

Facebook's org structure can be broken down into three different divisions:

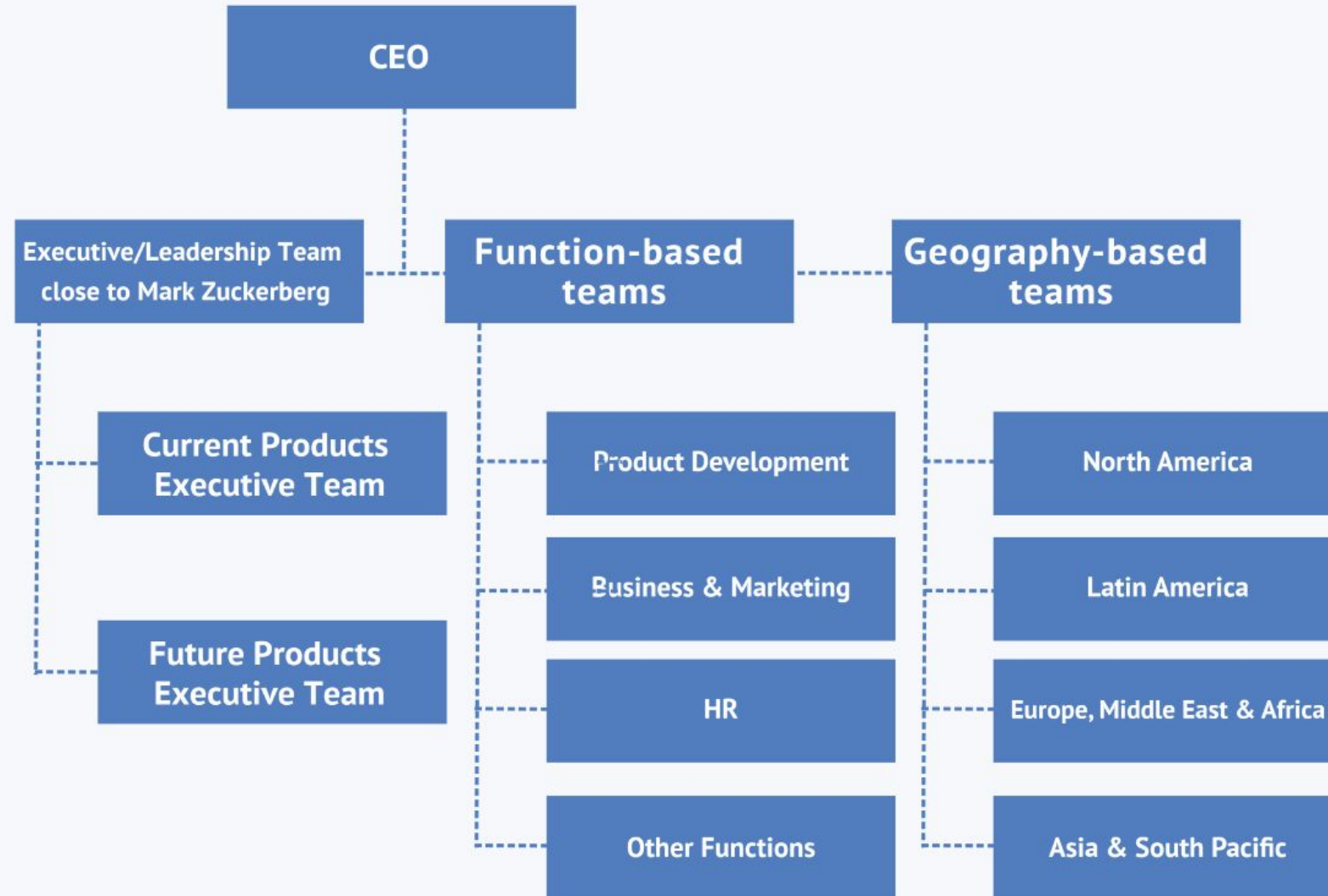
1. A corporate function-based division/teams
2. Geographic divisions
3. Product divisions





# ORGANIZATIONAL STRUCTURE

Facebook is characterized by a multi-faceted matrix organizational structure. The company utilizes a flat organizational structure in combination with corporate function-based teams and product-based or geographic divisions.



# Leadership



Transformational leaders tend to go beyond the normal day-to-day and focus mainly on creating a solid team of employees by promoting team building. Transformational leaders motivate their employees through setting goals, implementing incentives, and providing opportunities for personal and professional growth (Northouse, 2013).

**Mark Zuckerberg** embodies the characteristics of a transformational leader. He is known as being a motivator who inspires his staff of employees with a clear vision of the company's future. He further defines the steps necessary to achieve such goals needed. His ideas are disruptive, and his confidence, courage, and vigor makes him a transformational leader that employees relish following (Duggan,

# WORKING FOR MARK ZUCKERBERG

- This method of leadership gives the employees power, courage, and freedom to choose their action of success. Zuckerberg believes that great people who work with clear direction can produce positive results. He believes that employees should be hired based on their passion and not their skillset.

Zuckerberg's transformational leadership style continues to move Facebook to a promising future. He has flourished as a leader and he understands and motivates continued growth within his company. Mark Zuckerberg is known as an entrepreneur, programmer, and philanthropist. As a leader who appreciates friendly debates, he grants his employees opportunities to offer product improvements and suggestions for Facebook. Zuckerberg understands and admits that he has made many mistakes within his company, but as a transformational leader, he strives to turn those mistakes into growth.



# Why Facebook's org chart is effective

The attractiveness of Facebook stems in part from cofounder Zuckerberg's insistence from the very beginning that members be transparent about who they are; users are forbidden from adopting false identities.

The company's management argued that transparency is necessary for forming personal relationships, sharing ideas and information, and building up society as a whole. It also noted that the bottom-up, peer-to-peer connectivity among Facebook users makes it easier for businesses to connect their products with consumers.

# FACEBOOK SWOT ANALYSIS: MARKET LEADERSHIP AS A MAJOR STRENGTH

## STRENGTHS



1. Market leadership in the global scale
2. Effective leadership by Mark Zuckerberg
3. Efficient capitalization on mobile advertising
4. Evolving role as a news source

## WEAKNESSES



1. Dependence of revenues only on advertising
2. Challenges to sustain the revenue growth rate
3. Dependence of the business on a few key personnel
4. Difficulty to sustain competitive advantage

## OPPORTUNITIES



1. Diversification of revenue sources
2. Investments in data protection and user privacy protection
3. Entering Chinese market via negotiations with the government
4. Formation of strategic alliances

## THREATS



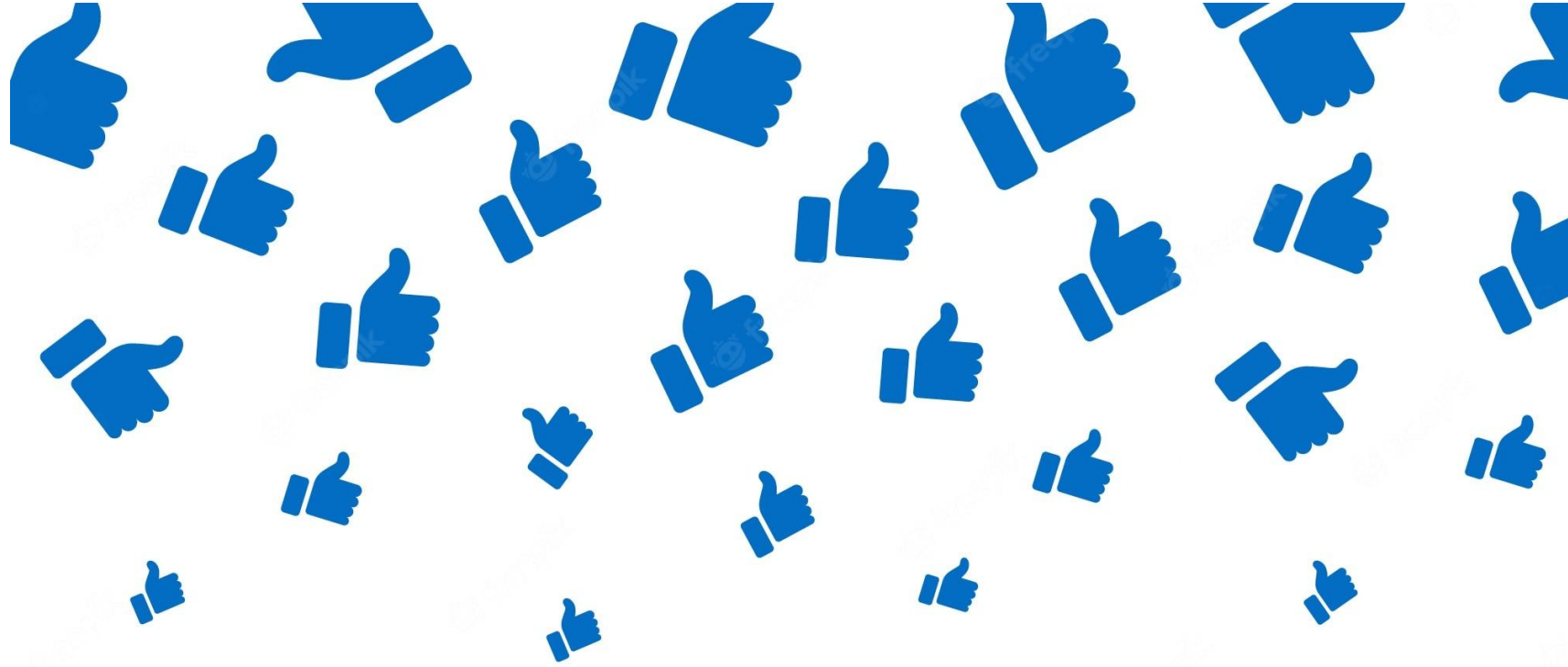
1. Cyber attacks, phishing and threats to online security
2. Facebook may not be able to successfully integrate new business it acquires
3. Increasing popularity and sophistication of ad-block extensions
4. The threat of being banned in developing countries

# CONCLUSION

Facebook's mission statement is "to give people the power to share and make the world more open and connected". Facebook business strategy is associated with an extensive and continuous focus on user experience, growth via acquisitions, new product development and continuously exploring the new ways of monetization.

Facebook continues to grow fifteen years after its founding. As such, Facebook is still a leader in social media, despite the main platform's waning popularity with young audiences. Thus, Facebook doesn't need to reinvent its corporate strategy. As with most large companies, Facebook will experience slower growth unless it acquires newer companies with smaller user-bases and this larger growth potential.





# THANK YOU

This intrenships has let me to get competences of analyzing business, leadership and gave mich practical aspects to the ttheoretical knowledge.