

# **STRATEGY OF DIGITAL MEDIA: FACEBOOK AND THE EGYPTIAN YOUTH**

**MONA BADRAN**

PhD, 11 El Mashad St. El Mahkama Square. Heliopolis, Cairo, Al Qahirah, Egypt

## **ABSTRACT**

Who could have imagined that a social network created to connect college students after leaving campus would turn in only six years to have a population larger than that of Mexico, France and the US combined! Facebook, a social network created by Mark Zuckerberg early 2004, was only meant to allow college students to stay in touch after they had left their campus. The chief executive of Facebook, Mark Zuckerberg, said he could have never imagined when they were getting started with creating Facebook all of the ways people would be using Facebook. He added that Facebook users are the ones who have created the worldwide movement. The speed with which Facebook hit the five hundred million users is a sign of its accelerating growth. (Pepitone, 2010, July 21)

**KEYWORDS:** Digital Strategy, Digital Media, Facebook and Egyptian Youth