Facebook is a social network service and website created in 2004 which has more than 600 million active users. Most of Facebook’s revenue comes from advertising. Microsoft is Facebook’s exclusive partner for serving banner advertising and Facebook only serves advertisements that exist in Microsoft’s advertisement inventory (Wikipedia 2011).

Users are allowed to:

- Create a profile, add other users and join common interest groups and “like” pages.
- Have privacy settings, modified according to the user’s preferences.
- Exchange messages, using public (the “wall”), private and chatting features.
- Create photo albums where users can upload 200 photos per each one. Photos can be shared (“tagged”) or become private according to the privacy settings.
- Advertise events.
- Share videos.
- Tag and embed images, importing pictures from different blogs.
- Chat to several networks.
- Post free classified ads (Marketplace feature).
• Access throughout official Facebook applications for iPhone, Android, Blackberry, Nokia and Research in Motion.

Facebook has a varied set of applications and this is due to the wide range of its features. It may be implemented in different fields such as business and recreation, but it has been an important tool for political strategies. Obama’s Presidential Campaign for example, had a tremendous success because of the strong networking tools used, especially Facebook, where people could follow Obama’s activities, daily phrases and give suggestions to the campaign’s teamwork. Other organizations and individuals are making of Facebook a profitable and easy way to promote their activities. We can say now that Facebook has become a “virtual” need that many people have to have.

The value that I give to this Web 2.0 Apps is considerable. As an international student, I use this network to keep in touch with my friends, family and Colombian organizations with whom I am involved. My family and I have a folklore school and I use Facebook as a tool to find new cultural alliances with different arts organizations around the world. Through Facebook, I have set up appointments with committees in order to get invitations for national and international folklore festivals for my school; I have established connections for future academic and professional projects and I have had the possibility of joining classmates’ posts that have been worth for me in my process of acquiring all kind of appropriate information.

Knowing that Facebook does not give me enough security about the confidentiality of my information, I have found it as a useful tool (for now) to enjoy, share and be constantly updated.