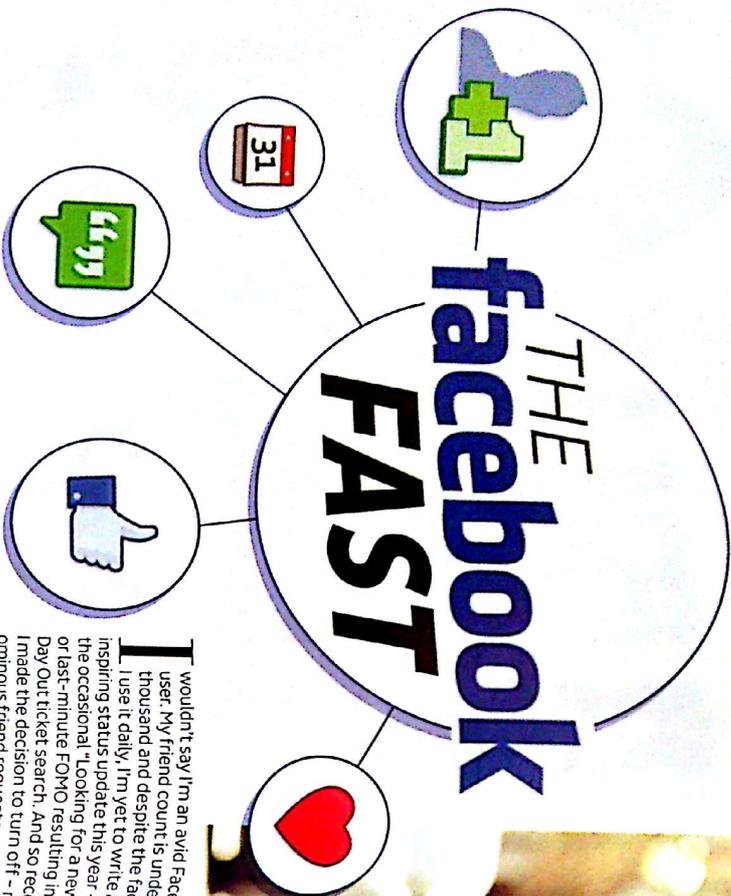
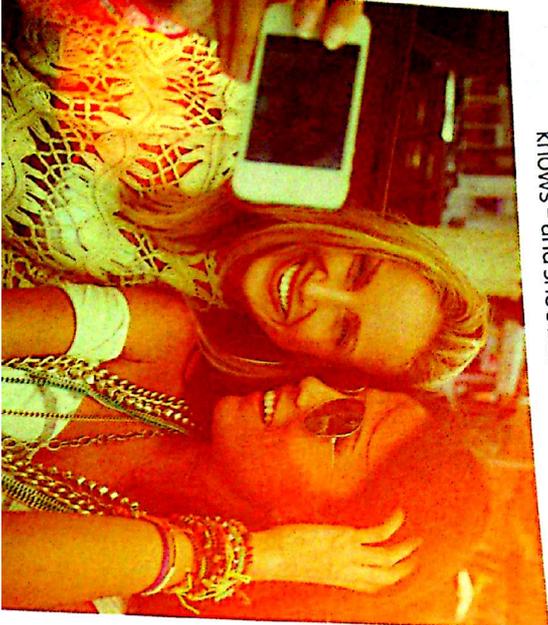


THE facebook FAST



The social networking site has become perhaps a little too social. **Daisy Stills** has had enough of oversharing and updates from people she hardly knows – and she's not the only one logging off.



I wouldn't say I'm an avid Facebook user. My friend count is under a thousand and despite the fact that I use it daily, I'm yet to write an inspiring status update this year – only the occasional "Looking for a new flat! Day Out ticket search. And so recently I made the decision to turn off – no more ominous friend requests, spam mails or tailored advertising. I'm tapping out. And it seems I'm not alone.

Facebook turned 10 this year. That's a decade of Saturday night party photos, embarrassing status updates, Facebook is celebrating a milestone. It also faces the harsh reality that younger users are fleeing the site in droves. And for good reason.

Since its humble beginnings as a university networking site Facebook has grown at breakneck speed – it now has 230 million monthly users globally, with a massive 80 per cent of online New Zealanders visiting the site every month. And it's this growth that is being blamed for a drop in younger audiences (including Nana!), the nosy boss and those narcissistic oversharing. It's no wonder Facebook says it is aware of an activity drop but believes it is due to younger generations signing up to other social media products such as Instagram and Twitter. "Some of our users, particularly our younger users, are aware of and actively engage with other products and services similar to, or as a substitute for Facebook," it says.

Yay – another selfie your friends are just dying to see! (Or not.)



the most common reasons for people deleting their profiles were that they were too busy to spend time trawling through a news feed, the content had become irrelevant and that Facebook had become a general waste of time. Cathy Mellet, social media guru and director of the organisation Net Branding, confirms there has been a decrease within the younger generation's use of Facebook.

"I believe that this is associated with the increase in uptake of a more mature audience, aka their parents.

"For teens, they would prefer to socialise and communicate within environments that do not include their mum or dad," says Mellet.

It seems that privacy is trending and being elusive is the next big thing. Now

61%
OF FACEBOOK USERS
HAVE AT ONE POINT
OR ANOTHER TAKEN
A VOLUNTARY BREAK

messages with a maximum of 150 people – your "inner circle". The average path user sits at about 40 connections and the app features an awesome function that allows you to see who has viewed your updates. The ultimate in stalker prevention for the privacy-conscious! Other networks like Between and

So if you're thinking about deleting your FB profile, before you do anything drastic, try requesting your data history from Facebook by clicking 'Account Settings' followed by 'Download a copy of your Facebook data'. This will provide you access to a potentially disturbing vault containing every comment, poke, friend request, photo and private message you've shared since day one Facebook holds the key to your online existence – whether you like it or not.

I'm now a week into my Facebook-free life and it's been nothing but positive results for me. I've had more time and fewer distractions all with no