

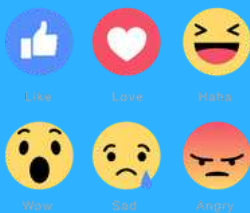
# 2016 SOCIAL MEDIA TIMELINE

2016 brought change to marketers and users alike. Here's a recap and timeline of the top changes that transpired in the social media industry in 2016.

## FEBRUARY



Twitter announced GIF Feature

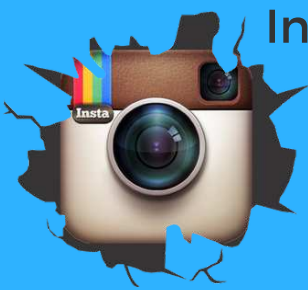


Facebook introduced expressions (Love, Haha, Surprised, Sad, & Angry)

## APRIL

facebook launches Live

## MAY



Instagram rolls out business tools

Snapchat added 300 stickers



## JUNE



Instagram's new algorithm shows your friend's posts first

## SEPTEMBER



Google rolls out Penguin 4.0 update

## OCTOBER

Vine announced the discontinuation of its app



## #HASHTAGS

#RIP ranked 9th in most tweeted hashtag



#Rio2016 Number 1 top trending

#Election2016 Number 2 top trending



#PokemonGo Number 3 top trending

#GameofThrones Number 10 top trending