

# Facebook vs. E-mail: Battle of the heavyweights

December 10 2010, By Jeff Herring and Maritza Parra

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Just the other day we were asking Jonathon, our 16-year-old son, if he had gotten the picture we sent to his e-mail.

His answer really got our attention:

"You know what? I haven't checked my e-mail in about 3 weeks. None of my friends do. We all stay connected through [texting](#) and [Facebook](#)."

And I thought everyone was using e-mail.

## THE END OF E-MAIL?

So does this mean the end of e-mail? Well, we don't know yet, only time will reveal the end of the e-mail story. But it's evident younger generations consider it more of a spam-filled waste of time. They have embraced Facebook, texting and other forms of social media over using e-mail to communicate with friends and to cultivate new ones.

## FACEBOOK TAKING OVER?

On Dec. 5, Facebook CEO [Mark Zuckerberg](#) appeared on "60 Minutes" for most of the program. It was his second interview in 3 years for the 26-year-old.

When asked if part of his agenda was taking over the Internet, he gave a slight grin, downshifted into a Facebook philosophy statement, and really

did not answer the question.

Between the grin and the words, pay attention to the grin.

Just last month, the 5 million-plus membership of this social media site received more traffic than [Google](#) for the first time. It won't be the last.

Just this week, Facebook launched its new look for your profile page. This change brings with it a new focus on pictures and a snapshot of who a person is at the top.

I really like the feature in the top right hand corner, where you can click "send message" to e-mail someone within Facebook. If the person is currently online you can click on "chat" and send a message in that form.

Quick and easy, with no spam worries.

## WHAT THIS MEANS FOR THE CONSUMER

"Quick and easy" says it all.

Want to catch up with a friend? Just a click gets you from your friend list to a specific friend and you are sending them a message.

And this can be accessed from anywhere you have an Internet connection. Better yet, right from your mobile phone.

## WHAT THIS MEANS FOR THE SMALL BUSINESS OWNER

We get asked every day: "Do you think I need a Facebook Fan Page (or Pro Page)?"

Our answer is always the same: "Do you have a business card?" If so,

then absolutely!

Please explain to me, just how your business could not benefit from getting your message in front of 500 million users?

We can hear some of you now, because we've heard so many small business owners say, "Yes, but my business different."

Back to the same question: "Do you have a business card?"

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