**Facebook: Social Media Tools or LMS??**

With reported daily participation from over 175 million users, who can compete with the global pervasiveness of Facebook? The easy-to-use interface, coupled with instant access to literally millions of individuals has created a catalyst for information-sharing in the 21st century; and it’s only going to grow.

Here are some statistics from [Facebook's Press Room](http://www.facebook.com/press/info.php?statistics):

* Facebook has more than 500 million active users
* People spend over 700 billion minutes per month on Facebook
* There are over 900 million objects that people interact with (pages, groups, events, and community pages)
* More than 30 billion pieces of content (links, news stories, blog posts, notes, photo albums, etc.) are shared each month.
* There are more than 70 translations available on the site.
* People on Facebook install 20 million applications every day
* There are more than 200 million active users currently accessing Facebook through their mobile devices.
* There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products.

With such an impressive track record, everyone’s trying to take advantage of the great opportunities that Facebook has to offer, learning professionals included. It turns out that Facebook’s unique infrastructure contains an API (Application Programming Interface), which enables users to create dynamic content, similar to a website. Facebook’s API distinguishes it from other social media sites, and gives learning professionals the opportunity to create their very own LMS. Plenty of applications already exist to help facilitate this process including whiteboard apps, apps for streaming live video, and perhaps most notably [Udutu](http://www.udutu.com/).

"The myUdutu™ Online Course Authoring Tool is a FREE web-based tool which provides a user friendly platform to create highly interactive elearning courses quickly and easily."Udutu has recently developed an app specifically for Facebook, allowing individuals to create and upload eCourses and closely monitor the learning or training process.

Obviously, learning via Facebook is not appropriate in all situations, but it is undoubtedly a great tool that provides endless opportunities for training and development in a familiar web-based environment.