



BIRTHDAYS

ON FACEBOOK

Celebrating birthdays on Facebook has always been part of our history.

2005

Events

Facebook rolls out Events, previously called My Parties, to help people organize their birthday celebrations and other events.

My Profile [edit]
My Friends
My Groups
My Parties
My Messages
My Away Messages
My Mobile Info
My Account
My Privacy

3 million+

this past year

birthdays were celebrated via Facebook Events

Today's Birthdays

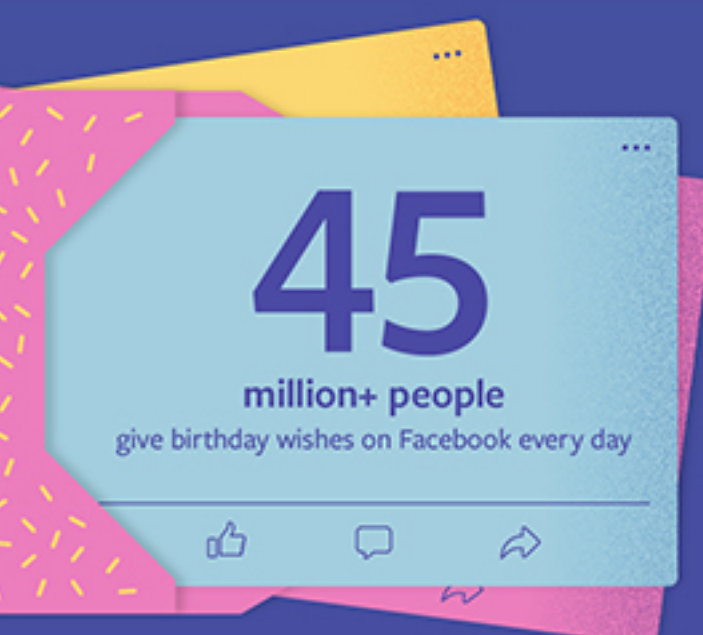
See All



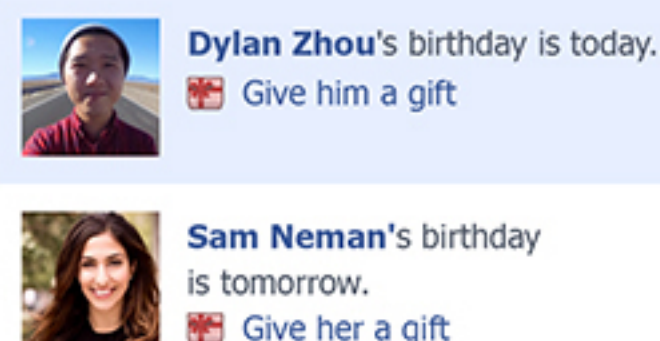
2011

Timeline Posts

Timeline is launched, creating a place to capture all birthday activity from friends, including photos and posts.



Birthdays

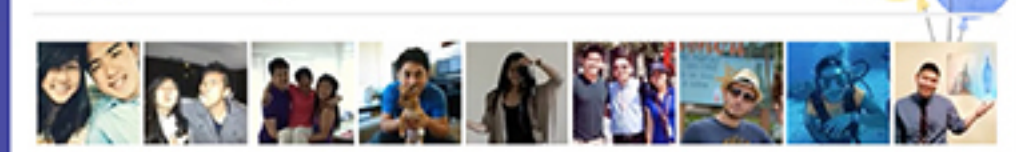


Notifications

When a friend has a birthday, people receive notifications reminding them of the special day.

2013

Happy Birthday, Jesse!



2014

Cards

Facebook aggregates a person's birthday messages to visually show them all the celebratory sentiments.

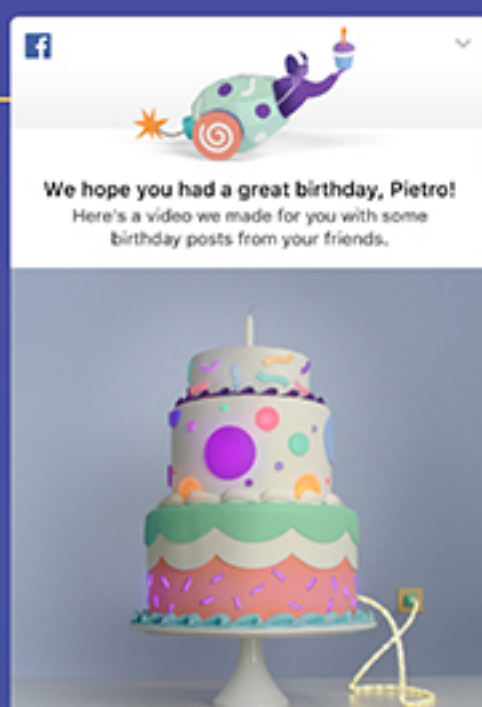
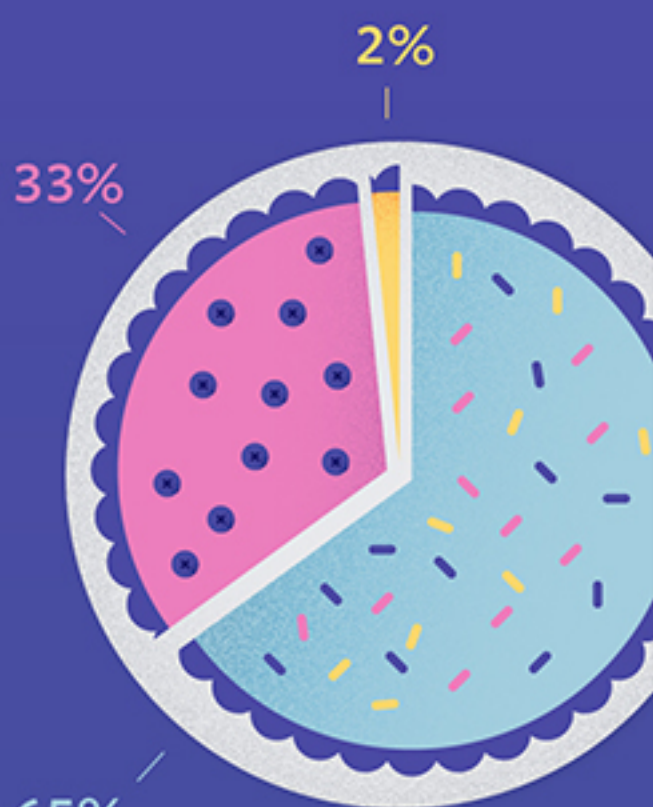
2016

Video Cam

People are offered the opportunity to record a 15 second birthday video to their friend.



While posts and comments are the leading ways people wish their friends a happy birthday, re-sharing or sharing photos, videos and albums are also fun ways that people celebrate birthdays.



2016

Personalized Video

The day after a person's birthday, a personalized video is shared with birthday posts and photos from a person's Timeline.



2017

Fundraisers

For those in the US, Facebook introduces birthday fundraisers so people can create a fundraiser for a meaningful cause and friends can donate in honor of the person's special day.

Birthdays on Facebook are a celebration of love, family and friendship. According to most frequently used keywords in birthday posts, people come to Facebook to share their gratitude and love for their friends and family on their special day.



2017

Video for Friends

Made especially for people to share with their closest friends, these personalized videos are shown on the day of a close friend's birthday.

