

Google's Social Fails

Google does many things well, but a successful search engine, the Chrome web browser, their ad networks, business apps, and maps don't even begin to cover it everything Google does. It seems Google can do anything...well, except maybe, social.

 **January 24, 2004**
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Orkut was launched 11 days before Facebook. Though it was not shut down until 2014, this network did not have the features and quality content Facebook had.

 **October 9, 2007**
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Jaiku was a microblogging social service comparable to twitter. Google's neglect of the service led to dissatisfied users mass-migrating to Twitter.

 **July 8 2008**
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Lively was a 3D online world much like SecondLife. Users could express themselves by creating avatars, and chat with others online. It lasted a mere 5 months before it was shut down by Google.

 **May 19, 2009**
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Google Wave was a web-based computing platform that combined email, instant messaging, wikis, and social networking. It was supposed to be the ultimate collaboration tool, but in 2010, further development was stopped.

 **February 9, 2010**
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In an attempt to compete with Facebook and Twitter, Buzz users could share links, photos, videos, statuses, messages, and comments. With nothing new to offer, Google Buzz was shut down in December of 2011.

May 11, 2005 
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Dodgeball was location-based social networking software acquired by Google in 2005. It was only available in 22 metropolitan areas. It was discontinued in 2009 and succeeded by Google Latitude.

May 12, 2008 
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Google launched Friend Connect to add a "dash of social" to websites. When Google did what they called a "spring cleaning" in 2012, the web widget was eliminated.



February 5, 2009 
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The successor of Dodgeball.com, Google Latitude launched early 2009. Users were able to see their friends location on a map. With the same fate as Dodgeball, it was discontinued in 2012.

February 1, 2010  **Aardvark**
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Created in early 2008, Google bought Aardvark in 2010. It was meant to connect users with friends, or friends-of-friends to ask and answer questions. Aardvark was shut down by the end of 2011.

December 15, 2011 
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Google Plus launched amidst much hype, introducing new features like Hangouts, Circles and Messenger. It was supposed to be the "Facebook killer" but could not do that. Vic Gundotra's departure from Google in 2014 signaled the network's demise.