Ello (social network)

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Ello is an online social networking service created by Paul Budnitz and Todd Berger in March 2014.[1] It was created as an ad-free alternative to existing social networks. It is currently in beta.

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Ello

Web address	www.ello.co (https://www.ello.co/)
Slogan	*simple, beautiful, and ad-free*
Commercial	No
Type of site	Social network
Registration	Required to post, follow, or be followed
Available in	English
Users	1 Million +
Created by	Paul Budnitz
Launched	March 2014
Current status	Active

Overview

Ello is free to use, but is exploring a freemium model to finance future activities. It is also selling specially branded T-shirts in a partnership with Threadless to generate revenue.[2]

The Ello service claims several notable distinguishing intentions as a social network:[1][3][4]

- never sell user data to advertisers or third parties
- never show advertisements
- not enforce a real-name policy

Features

Ello has several features already built, including an emoji autocomplete, NSFW settings and hashtag implementation, and is planning on adding others such as private messaging.[5]

History

Ello started as a private social network consisting of seven artists and programmers. After a year of the social network being private, the creators redesigned the website and launched Ello to the public.[3]

Seed funding of $435,000 from the venture capital investor FreshTracks Capital in January 2014 helped sustain the company initially. This decision earned some criticism when the network achieved wider popularity.[6]

Ello was launched on March 18, 2014, complete with a manifesto that claimed to distinguish it from other social networks like Facebook. The site promised it would never sell user data, proclaiming that "You Are Not a Product".[1][7] The social network service officially launched on April 3, although membership registration was only by invitation.[8][9]

Ello gained added attention in September 2014, when numerous members of the LGBTQ community left Facebook following the controversial enforcement of its real-name policy, thought to be intended to exclude drag queens in San Francisco.[3][4][10] At its peak, the social network was processing more than 30,000 signup requests an hour.[3][11] It is estimated that 20% of sign ups remain active on the site one week after registration.[12]

In October 2014, Ello reorganized itself as a benefit corporation and raised a further $5.5 million in venture capital.[13][14][15][16]

Criticism

Ello has been criticized by some for its simple, minimalist design.[17] Bona Kim of Gizmodo criticized the general bugginess of the website and accused it of trying too hard to look different from its main competitor, Facebook.[18]

One highly positive review expressed concern that Ello "seems fated to become the betamax of social media: superior to its competitor but failing to win popular traction. But it doesn't matter ... A social network doesn’t need approval from *everyone* to work."[19]

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External links

- Official website (https://www.ello.co)

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Categories: American websites | Internet companies of the United States | Internet properties established in 2014 | Photo sharing | Social networking websites | 2014 establishments in the United States

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