

"The False Value of Facebook" by William George Paul <https://willipaulstudio.com/>

What began as a creative outlet on Facebook—sharing project stories, poetry, and building a small community in my own group—quickly revealed the platform’s shallow promise of connection and opportunity. I posted regularly in multiple groups, hoping to exchange ideas and find like-minded people, but instead encountered a steady stream of members soliciting money or pushing contract work, often with little regard for the content I was trying to share.

The environment became increasingly noisy and distracting: endless low-quality videos, irrelevant ads, and a subtle undercurrent of dating and flirtation that had little to do with the original purpose of the groups. My own group, meant to be a focused space for discussion and collaboration, was slowly drowned out by this clutter and the platform’s algorithm, which favored engagement over substance.

Eventually, Facebook began restricting my ability to post—limiting reach, blocking content without clear explanation, and treating normal sharing as spam. Despite following community guidelines, those restrictions escalated until I was abruptly kicked off the platform entirely, with no meaningful appeal process.

This experience exposed the false value of Facebook: a system that markets itself as a space for community, creativity, and opportunity, but in practice rewards sensationalism, monetization, and conformity, while quietly silencing those who don’t fit its narrow mold.