

Yahoo! will begin integrating Facebook's news feed into its core services today, in a bid to position itself as the "largest social network" in the world, according to its UK chief.



The partnership with Facebook is a commercial one, but Mark Rabe, Yahoo!'s managing director of UK and Ireland, declined to give any financial details. Later this week, people around the world who use both Yahoo! properties, such as Mail, and Facebook, will be able to link their accounts and view and share updates with friends across both networks. Additionally people who are creating content on Yahoo!-owned sites, such as the photo-sharing site Flickr, will be able to easily share these details with their Facebook network.

Rabe said Yahoo! was already the "the largest social network in the world" in terms of its 600 million monthly unique users, but so far the company had not done enough to unite the activity going on across the various social sites the company owns – such as Delicious, the social bookmarking service and Flickr.

"Partnerships with companies such as Facebook, are intended to help our users be as social as they want – without needing to leave the Yahoo! environment."

Yahoo! has also launched Yahoo! Pulse, which is a dashboard feature that allows people to manage their privacy settings across any external social networks or apps linking to Yahoo!. It will replace the Yahoo! Profiles service – which previously allowed people to manage their identity and activities across Yahoo! properties from a central location.

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