

Zuckerberg, Trump and the protests: Facebook's muddled makeover | Financial Times

By Hannah Murphy

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Earlier this year, [Mark Zuckerberg](#) told [Facebook](#) investors in a rare personal revelation that he no longer cared about being liked.

Having seen his reputation take a battering in recent years, the boyish social media titan admitted that he now strived to be “understood” above all else. “In order to be trusted, people need to know what you stand for,” the Facebook boss said.

For a brief period after the outbreak of [coronavirus](#), Mr Zuckerberg appeared to see a chance to be appreciated again. He embarked on a charm offensive, seizing on the pandemic as an opportunity to rehabilitate Facebook from the persistent criticism that the platform's content is helping to poison political life.

[...]

Source: [Zuckerberg, Trump and the protests: Facebook's muddled makeover | Financial Times](#)