**Global Social Media Disruption**

[Gulzar Dildar](https://dailytimes.com.pk/writer/gulzar-dildar/)

March 7, 2024

On a fateful Tuesday, the digital world witnessed a widespread disruption as social media giants Facebook, Instagram, and even WhatsApp faced outages across multiple countries. The renowned internet monitor, Netblocks, reported that login sessions were affected on a global scale for these popular platforms.

According to Netblocks, “Facebook, Instagram, and Messenger are currently experiencing outages related to login sessions in multiple countries.” This revelation was further supported by the outage-tracking website Downdetector, which indicated that tens of thousands of users were grappling with connectivity issues.

The disruptions initiated around 10 am Eastern Time, with Downdetector accumulating more than 300,000 outage reports for Facebook and approximately 40,000 for Instagram. Meta’s status dashboard also unveiled issues with the application programming interface for WhatsApp Business, adding another layer to the widespread digital disturbance.

As the digital landscape continues to evolve, incidents like these emphasize the interconnected nature of our online experiences.

Reuters reported that the outage became a significant concern for users, with a surge of more than 300,000 reports for Facebook and 40,000 for Instagram on Downdetector. The incident even reached the top trending topics on X, formerly known as Twitter, as users lamented sudden logouts from Meta-owned social media platforms.

Meta spokesperson Andy Stone addressed the issue on X social media, stating, “We’re aware people are having trouble accessing our services. We are working on this now,” assuring users that efforts were underway to resolve the disruption.

Netblocks clarified that this outage was not linked to “country-level internet disruptions or filtering,” dispelling concerns of deliberate interference in specific regions. However, in Pakistan, reports of platform issues surged after 8 pm. This, coupled with the government’s ongoing throttling of X (previously Twitter), created additional challenges for internet users in the country, limiting their social media options.

It’s worth noting that this isn’t the first time Facebook and Instagram faced simultaneous outages. A similar incident occurred in June 2023, raising questions about the platforms’ infrastructure and resilience in the face of unexpected disruptions.

As the digital landscape continues to evolve, incidents like these emphasize the interconnected nature of our online experiences. Users globally, reliant on these platforms for communication and connection, found themselves momentarily cut off from their digital social spaces. The incident underscores the need for tech giants to invest in robust infrastructure and rapid response mechanisms to ensure uninterrupted services in an increasingly digital-dependent world.

In conclusion, the recent global social media disruption serves as a reminder of the fragility of our interconnected digital lives and prompts a reflection on the resilience and preparedness of major platforms to address unforeseen challenges. As we move forward in this digital age, the expectation remains high for tech companies to prioritize user experience and swiftly resolve issues to maintain the seamless flow of digital communication.

*The writer is a freelance columnist.*