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**A lot of investors figured that handing money to Mark Zuckerberg in 2012 would be like handing money to Bill Gates in 1986.**

**If you’d bought 100 shares of Microsoft in 1986 they’d have split nine times, and you’d feel like a genius.**

**However, if you’d bought 100 *Facebook* shares at the opening price… you’d … feel like an idiot.**

**So -- Brian Cooley, editor-at-large for CNET, has the social media bubble burst? (Cooley:) It depends how you're viewing it. If you're an investor, you could definitely make that argument." (:06)**

**How COULD YOU have made money on Facebook? I’ll tell you, after this from Charlie:**

**(((SPOT)))**

**The way to make money on Facebook would have been to buy a piece of it BEFORE it went public, and then to SELL on opening day for the full $38 price to some sucker – I mean savvy investor.**

**Peter Thiel co-founder of Pay Pal, did just that. Invested half a million early on, sold 16.8 million shares on opening day. Founder Mark Zuckerberg sold 30 million. Let’s see… 30 million at $38 each… well there’s one twenty-something who doesn’t have to worry about Social Security.**

**But as for those who decided to buy those shares...and to hold them, their stake as of yesterday was worth half what they paid.**

**So lesson learned. Sometimes you should SELL on opening day. Of course that would have meant buying in BEFORE Facebook went public, which by definition most of us, being members of the public, could not do. That’s why much of the public just spends the night at the Casino. At least you can get a good steak.**

**If it’s any consolation, under the rules Zuckerberg and his fellow insiders can’t sell ALL their shares right away. There’s a waiting period. BUT it expires in a few months, and Brian Cooley of CNET-- remind us what happens then:**

**"Their shares are coming on the market. That's increased supply. That of course affects demand and price - classic economics." (:06)**

**I smell a bargain price for Facebook shares! Or is that a steak. I can’t decide.**