



Social Networking in Drupal

By Isaac Sukin
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About Me

- Intern at Mediacurrent
- Attending UPenn (Wharton) undergrad next year
- 3 years of Drupal experience
- Built websites and did social media consulting for the Woodruff Arts Center in Atlanta and the Royal United Services Institute in London
- Author of Facebook-style Statuses, Tweet, Shorten URLs, Appbar, and other modules



Topics

- Is Social Networking popular? Why?
- What are the fundamental components of a social network?
- Why will Social Networking help your site succeed?
- Where has Social Networking been used successfully before?
- How can I build a social network in Drupal?



<http://startupblog.wordpress.com/2008/10/03/the-best-social-networking-tools/>

Even with your mother, probably

SOCIAL NETWORKING IS POPULAR



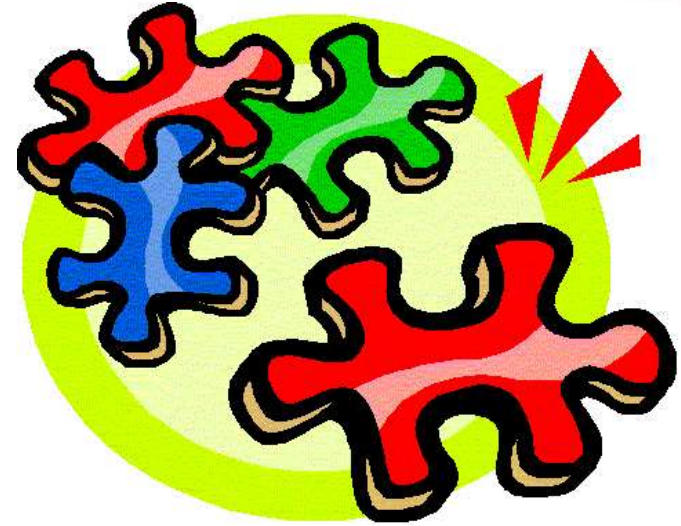
Facebook's Popularity

- More than 400 million active users
- People spend over 500 billion minutes per month on Facebook
- Average user creates 70 pieces of content each month
- More than 25 billion pieces of content shared each month
- Most popular website in the U.S.



Top 20 U.S. Websites

- Search: 3
- **Social: 6**
- Video: 1
- Wiki: 1
- Portal: 4
- Sports: 1
- Shopping: 3
- News: 1
- Allow user-generated social content: 11
 - Status updates
 - Blogs
 - Videos
 - Articles



<http://www.cuyamaca.edu/title3/>

of a social network

COMPONENTS



The “Social” Component

- Content sharing
- Share content with friends (get attention)
- See friends’ shared content (give attention)
- Types of shared content
 - Status updates
 - Blog posts
 - Forums
 - Pictures
 - Videos



The “Network” Component

- Friends and collaborators
- May be existing (real-world) or discovered
- People you like and want to interact with
- People whose attention you want





Types of Social Networks

- Standalone
 - User-centric
 - Facebook/LinkedIn
 - Update-centric
 - Twitter/Buzz
 - Quality-centric
 - Digg/Reddit
 - Media-centric
 - Youtube/Flickr
 - Goal-centric
 - TakingItGlobal/Care2
- Corporate sites
 - Social as feedback
 - Social as a product complement



(because it's cool, yo.)

WHY SOCIAL NETWORKING IS POPULAR





Low Entry Barrier

- Short content
- Low effect (small audience at first)
- Instant feedback
- Easy to use



<http://www.youngprogrammer.com/?p=327>



Encourages Power Users

- Effort and attitude (i.e. more, better content) are rewarded with larger audiences
- Larger audiences = more discussion/sharing
- More discussion and sharing = influence
- Allows self-promotion



Builds Connections

- Personal
- Business
- Creates a stake in the website
- Creates value in building additional connections



for the bottom line and customer satisfaction

YOU NEED SOCIAL NETWORKING



Users Want It

- 1 in 4 Facebook and Twitter users follow/fan a product/brand to join a community
- People want to be able to share what they do (not just on your site, but to other social networking sites too)



Users Will Like You

- 2 of 3 Twitter followers and 1 of 2 Facebook fans are more likely to buy a product from a brand they follow
- 80% of Twitter followers and 60% of Facebook fans are more likely to recommend a product they follow to friends



You Like Those Users

- Younger audience
- Evangelists
- Power users



Engagement

- Social content increases engagement metrics: comments, commenters, time on site, sharing, spinoff content
- Social is fun
- Game mechanics



Control

- 77% of social media search results are not controlled by the brand they are about.
- People *will* talk about your brand on social networks. It's better to have it where you can easily monitor it.
- You don't have to worry about every single negative comment. Just be responsive.



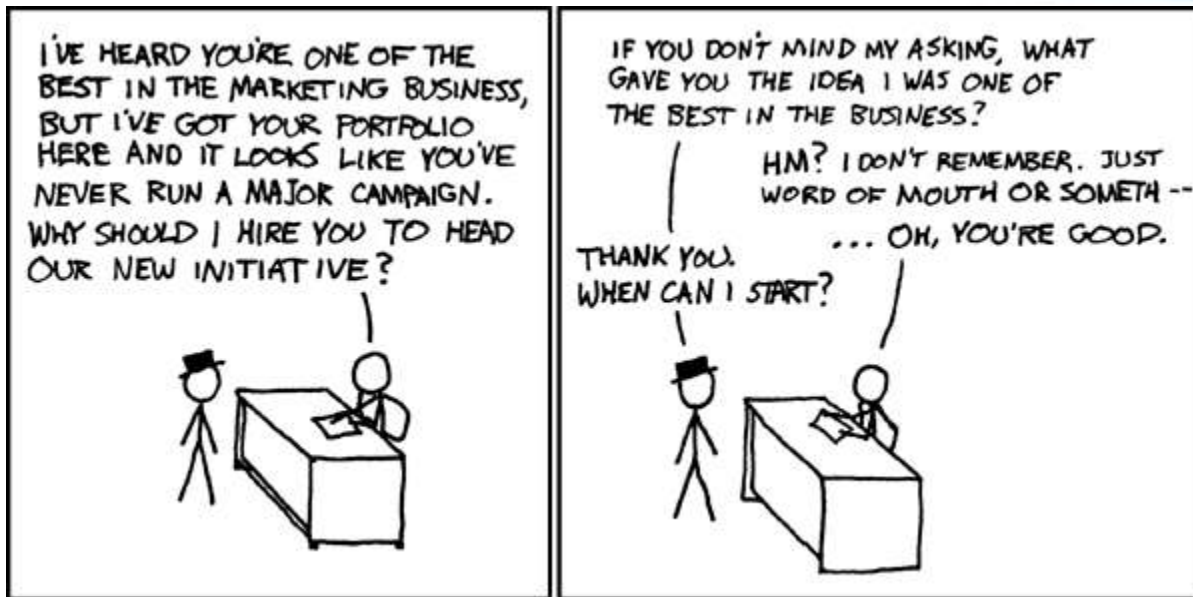
It's not all about you

“If you build a community platform, realize that the goal of that community is to empower your members, and to equip them with added benefits from belonging. Don't use it as a marketing ground, or a place from which to advertise your products. Use it as a way to inform, to share, to give something back.”

<http://www.chrisbrogan.com/the-building-blocks-of-social-media-for-business/>



<http://xkcd.com/125/>



You know, the ones you heard about from your friends

SUCCESSFUL SOCIAL NETWORKS IN DRUPAL





It's dev time

BUILDING A SOCIAL NETWORK IN DRUPAL



What We're Building

- A standalone social network
- A cross between Twitter and Facebook
- Features:
 - A simple AJAX publisher with limited characters
 - A stream with status updates, images, links
 - Friends
 - Activity can be “liked” and easily RT'd
 - Status updates can include #hashtags and @mentions
 - Users can post in other users' streams and view threaded conversations
 - Users can comment on activity
 - Users receive an email when someone writes on their profile
 - Users get points for creating content



Modules

- Admin menu
- Chaos Tools
- Facebook-style Statuses
 - *Facebook-style Statuses Tags*
 - Facebook-style Micropublisher
 - Facebook-style Statuses Comments
 - Facebook-style Statuses Tag Suggestions
- Flag
 - Flag Friend
- Menu
- Rules
 - *Rules Administration UI*
- Taxonomy
- Token
- Userpoints
- Views
 - *Views UI*



The Process

1. Enable Modules
2. Add a #hashtags Vocabulary
3. Configure FBSS suite
4. Configure Rules
5. Configure Userpoints
6. Configure Flag
7. Add Flag to Views
8. Build a “Friends’ Statuses” view
9. Configure Permissions
10. Profit!

...and set up menus, and set the front page, and set the date, and set Clean URLs...



Add a #hashtags Vocabulary

Drupal 7.10

Social Networking in Drupal

Home > Administration > Content Management > Taxonomy

Taxonomy list [Add vocabulary](#)

(define how your vocabulary will be presented to administrators and users, and which content types to categorize with it. Tags allows users to create terms when submitting posts by typing a comma separated list. Otherwise terms are chosen from a select list and can only be created by users with the "administer taxonomy" permission.)

Identification

Vocabulary name:

The name for this vocabulary, e.g., "tag".

Description:

Description of this vocabulary can be used by modules.

Help text:

Instructions to present to the user when selecting terms, e.g., "Enter a comma separated list of posts".

Content types

Content types:

- Page
- Story

Select content types for categorizing using this vocabulary.

Settings

- Tags**
Users can create terms when submitting posts by typing a comma separated list.
- Multiple select**
Allows users to type more than one term from the vocabulary (always use the tags).
- Required**
At least one term in the vocabulary must be entered when submitting content.

Weight:

Vocabularies are displayed in ascending order by weight.

This description file is part of a presentation given by Isaac Scales at DrupalCon Chicago on June 13th, 2011.
Visit Isaac @isaacscales | drupal.org | Blog

[Drupal](#)



Configure the FBSS suite

Content management | Site building | Site configuration | Services build | User management | Reports | Help

Social Networking in Drupal

Home | Facebook | Facebook (FBSS) | Facebook (FBSS) | Facebook (FBSS)

Facebook-style Statuses

General | **Advanced** | Search all

Show WWW "Facebook" box after status update views
Enables a "Facebook" box (with content that will be automatically-removed when the status update form is submitted) showing the box will instantly update the status. Content is temporary, unless otherwise specified. The "Facebook" box will only appear when there is something that can be updated. It will display a WWW (with content) box if you have no user selected for your status update form. For default status.

Hide status above threshold

Hide blank and empty statuses above threshold

Contact link create
By default, the contact link in the status update form will appear. If you use an email field, it will show the status text will appear on a different line than the username and other information. Disabling this setting about the results will appear without the display effect of the user field.

Use AJAX to refresh the status update form without refreshing the page
You should know the updated status you have that will be using.

Vocabulary for #hashtags:

Show a view as the profile:

This is only allowed for the user profile, meaning it will not work if you use the default profile. The default facebook_statuses is recommended. Other views may not work correctly.

Show a view as the share-status page:

The default facebook_status view is recommended.

Reply method:

Long status update field view:

Sometimes, you can't read the status update field to be longer than it is in the block. The update reads to the "facebook_statuses" page.

Number of rows of the status update box:

This view works if the status update box has a set to "facebook_statuses" (with "facebook_statuses").

Number of Drupal/E access allowed per IP address per hour:

If you have problems with external users or applications updating the user API but when, double permissions for using it and build FSS fields in time needed.

Location of status-form pages:

Can be an absolute or relative URL. Use the format {form-id} and {form-type}. Use these to build the template default one is provided.

Default text:

If you have this as @username, the default text for the status update form will be the text status. If it exists if no status (or blank) of the text status and blank, you can't create the default text (used by default, identified by "fbdefault" in the translation interface). Otherwise, the text will not be set, will accept in the status update form and will not be translated. In HTML form, the default text will be automatically loaded when a user clicks on the status update box.

[Open configuration](#) [Reset to defaults](#)

This demonstration site is part of a presentation given by Jesse Sabin at DrupalCon Europe 2010, June 10th, 2010.

Find us on: @DrCheerful | Drupal.org | Blog

Log in



Configure Rules

The screenshot shows the Drupal administration interface for configuring a rule. The breadcrumb trail is: Home > Administration > Rules > Triggered rules. The page title is "Social Networking in Drupal". The rule being edited is "Submit Facebook-style Status".

Rule settings

- Label:** Submit Facebook-style Status (Text input field)
- Event:** User adds or updates a status (Dropdown menu)
- Categories:** facebook_status (Text input field)
- This rule is active and should be evaluated when the associated event occurs.
- Weight:** 0 (Spinners)

Rule elements

- ON event:** User adds or updates a status
- IF:** NOT Status was posted to own profile (Dropdown menu)
- DO:** Send a mail to a user (Dropdown menu)

At the bottom of the page, there is a footer: "This demonstration site is part of a presentation given by Isaac Gálm at SouthEast LinuxFest on June 13th, 2010." and "Find Isaac: @toocream/au | drupal.org | Blog". The Drupal logo is at the bottom center.



Configure Userpoints

The screenshot shows the Drupal administration interface for the 'Userpoints' module. The page title is 'Social Networking in Drupal'. The breadcrumb trail is 'Home > Administer > Site configuration'. The main heading is 'Points settings' with the subtitle 'Configure userpoints moderation and branding translation'. There are several expandable sections: 'Moderation', 'Points branding', 'Fun Points expiration', 'Messages', 'Report Settings', 'Fun Points Categorization', 'Transaction stamping', and 'Facebook-style Statuses'. The 'Facebook-style Statuses' section is expanded, showing three input fields: 'Userpoints for changing one's own status:' (value: 10), 'Userpoints for posting a message on another user's profile:' (value: 12), and 'Maximum number of Userpoints from posting statuses per day:' (value: 0). A note below the last field states: 'Set to zero for no limit. Note that the actual number of points awarded per day could be higher than this if this value is not a multiple of the points given above.' At the bottom of the configuration area are two buttons: 'Save configuration' and 'Reset to defaults'. At the very bottom of the page, there is a footer with the text: 'This demonstration site is part of a presentation given by Isaac Bakin at SouthEast LinuxFest on June 13th, 2010. Find Isaac: @IceCreamYou | drupal.org | Blog' and a small 'Drupal' logo.



Configure Flag

Content management | Site building | Site configuration | User management | Rights | Roles

Social Networking in Drupal

Home > Administration > Site building > Flag

Edit Friend flag

Title:
Friend

A short, descriptive title for this flag. It will be used by administrators (checkboxes) to edit this flag, and to assign when and how many users who use this module provide (Please see restrictions, Weight, Show available could be (admin), System, or (None).

Flag link text:
Add friend

The text for the "Flag this" link for this flag.

Flag link description:
Add this user to your list of friends.

The description of the "Flag this" link. Usually displayed on hover.

Flag confirmation message:
Are you sure you want to add [user] to your list of friends?

Message displayed if the user has clicked the "Flag this" link and confirmation is required. Usually presented in the form of a question such as, "Are you sure you want to flag this content?"

Flagged message:

Message displayed after flagging content. If feedback is enabled, it will be displayed below the link. If not, it will be displayed in the message area.

Unflag link text:
Remove friend

The text for the "Unflag this" link for this flag.

Unflag link description:
Remove this user from your list of friends.

The description of the "Unflag this" link. Usually displayed on hover.

Unflag confirmation message:
Are you sure you want to remove [user] from your list of friends?

Message displayed if the user has clicked the "Unflag this" link and confirmation is required. Usually presented in the form of a question such as, "Are you sure you want to unflag this content?"

Unflagged message:

Message displayed after content has been unflagged. If feedback is enabled, it will be displayed below the link. If not, it will be displayed in the message area.

[Cancel registration](#)

Users that may see this flag:

authenticated user

Enabling authenticated user will allow all logged-in users to flag/unflag with this flag. Anonymous users may not flag content.

Display options

Flags will usually be added through links that allow users to toggle their behavior. You can choose how users interact with flags by changing where they display. It is legitimate to have some of the following checkboxes checked, if, for some reason, you wish to place the links on the page manually.

Display link on user profile page

This demonstration site is part of a presentation given by Bruce Baker at SouthWest DrupalCamp on June 12th, 2010.

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Set up Flag to work with Views

Edit view *facebook_status_recent*

List Add **Edit** Import Tools

View *facebook_status_recent*, displaying items of type **Facebook-style Statuses**

Export Clone View "Page" View "Feed"

Updates.

Latest Status ▶ **Latest Status** *Default settings for this view.*

<p>Page</p> <p>Block</p> <p>Feed</p> <p>Page ▼</p> <p>Add display</p> <p>Analyze</p>	<p>View settings</p> <p>Description/Tag: <i>facebook_status</i></p> <p>Basic settings</p> <p>Name: <i>Latest Status</i></p> <p>Title: <i>Latest Status Updates</i></p> <p>Style: <i>Table</i> ✖</p> <p>Use AJAX: <i>Yes</i></p> <p>Use pager: <i>Yes</i></p> <p>Items per page: <i>15</i></p> <p>More link: <i>Yes</i></p> <p>Distinct: <i>Yes</i> ✖</p> <p>Access: <i>view all statuses</i></p> <p>Caching: <i>None</i></p> <p>Link display: <i>Page</i></p> <p>Exposed form in block: <i>No</i></p> <p>Header: <i>None</i></p> <p>Footer: <i>None</i></p> <p>Empty text: <i>None</i></p> <p>CSS class: <i>None</i></p> <p>Theme: <i>Information</i></p>	<p>Relationships + ↑↓</p> <p>Flags: <i>like by any user</i></p> <p>Arguments + ↑↓</p> <p>None defined</p> <p>Fields + ↑↓</p> <p><i>Facebook-style Statuses: Edit</i></p> <p><i>Facebook-style Statuses: Delete</i></p> <p><i>Facebook-style Statuses: Respond link</i></p> <p><i>Facebook-style Statuses: Re-post</i></p> <p><i>Facebook-style Statuses: Usernames (context-aware)</i></p> <p><i>Facebook-style Statuses: Status text</i></p> <p><i>Facebook-style Micropublisher: Themed attachment</i></p> <p><i>Facebook-style Statuses: Status comment box</i></p> <p><i>Facebook-style Statuses: Created time (flag) Flags: Flag link</i></p> <p><i>Global: Custom text Custom text</i></p>	<p>Sort criteria + ↑↓</p> <p><i>Facebook-style Statuses: Created time desc</i></p> <p><i>Facebook-style Statuses: Status ID desc</i></p> <p>Filters + ↑↓</p> <p><i>Facebook-style Statuses: Last Status per User No</i></p> <p><i>Facebook-style Statuses: Only own statuses No</i></p> <p><i>Facebook-style Statuses: Status text !=</i></p>
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Click on an item to edit that item's

Save Cancel Revert

Latest Status: Configure Relationship *Flags: like*

Label:

The label for this relationship that will be displayed only administratively. The name of the selected flag makes a good label.

Include only flagged content

If checked, only content that has this flag will be included. Leave unchecked to include all contents or, in combination with the Flagged filter, to limit the results to specifically unflagged content.

Flag:

Like

By:

Current user

Any user

Update Cancel Remove

Create a "Friends' Activity" View



Edit view *friends_status*

List

Add

Edit

Import

Tools

View *friends_status*, displaying items of type **User**.

Export

Clone

View "Page"

Friends' Statuses

Friends' Statuses *Default settings for this view.*

Page

Page

Add display

Analyze

View settings

Description/Tag: [facebook_status](#)

Basic settings

Name: [Friends' Statuses](#)

Title: [Friends' Statuses](#)

Style: [Table](#)

Use AJAX: [Yes](#)

Use pager: [Yes](#)

Items per page: [15](#)

More link: [No](#)

Distinct: [No](#)

Access: [view all statuses](#)

Caching: [None](#)

Exposed form in block: [No](#)

Header: [None](#)

Footer: [None](#)

Empty text: [None](#)

CSS class: [None](#)

Theme: [Information](#)

Relationships

Flags: [like by any user](#)

Arguments

Flag friend: [Friends of](#)

Fields

Facebook-style Statuses: [Status ID](#)

Facebook-style Statuses: [Poster picture](#)

Facebook-style Statuses: [Usernames \(context-aware\)](#)

Facebook-style Statuses: [Status text](#)

Facebook-style Micropublisher: [Themed attachment](#)

Facebook-style Statuses: [Created time \(flag\)](#)

Flags: [Flag link](#)

Facebook-style Statuses: [Edit](#)

Facebook-style Statuses: [Delete](#)

Facebook-style Statuses: [Re-post](#)

Facebook-style Statuses: [Respond link](#)

Facebook-style Statuses: [Status comment box](#)

Global: [Custom text](#)

Sort criteria

Facebook-style Statuses: [Created time desc](#)

Facebook-style Statuses: [Status ID desc](#)

Filters

Facebook-style Statuses: [Status text !=](#)

Facebook-style Statuses: [Only own statuses Yes](#)

Click on an item to edit that item's details.

Save

Cancel

Delete



Configure Permissions

facebook_status module

administer Facebook-style Statuses settings	<input type="checkbox"/>	<input type="checkbox"/>
edit all statuses	<input type="checkbox"/>	<input type="checkbox"/>
edit own status	<input type="checkbox"/>	<input checked="" type="checkbox"/>
post on all profiles	<input type="checkbox"/>	<input checked="" type="checkbox"/>
send messages to all users at once	<input type="checkbox"/>	<input type="checkbox"/>
use open API	<input type="checkbox"/>	<input checked="" type="checkbox"/>
view all statuses	<input type="checkbox"/>	<input checked="" type="checkbox"/>

fbssc module

delete all status comments	<input type="checkbox"/>	<input type="checkbox"/>
delete comments on own statuses	<input type="checkbox"/>	<input checked="" type="checkbox"/>
delete own status comments	<input type="checkbox"/>	<input checked="" type="checkbox"/>
edit all status comments	<input type="checkbox"/>	<input type="checkbox"/>
edit comments on own statuses	<input type="checkbox"/>	<input checked="" type="checkbox"/>
edit own status comments	<input type="checkbox"/>	<input checked="" type="checkbox"/>
post status comment	<input type="checkbox"/>	<input checked="" type="checkbox"/>
view all status comments	<input type="checkbox"/>	<input checked="" type="checkbox"/>

fbssts module

use tag suggestions	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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Test! Profit! Fun!

<http://sndemo.dev3.webenabled.net/>



The Future

- Complete FBSMP
- Abstraction away from users
- Port to 7.x
- Social Networking install profile





Learn More, Get Involved

1. Read more about SN on my blog
 - isaacsukin.com/blog
2. Download the demo site Feature module
 - community.featureservers.org/project/self-social-network
3. Contribute in the issue queue
 - drupal.org/project/issues/facebook_status
4. Read the Micropublisher proposal
 - groups.drupal.org/node/57743
5. Join the Social Networking Sites group
 - groups.drupal.org/social-networking-sites
6. Follow my progress on Twitter
 - @IceCreamYou



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THANK YOU