Social Networking in Drupal

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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

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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?

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

Even with your mother, probably

SOCIAL NETWORKING IS POPULAR

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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.

Source: http://www.facebook.com/press/info.php?statistics

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

Source: http://www.alexa.com/topsites/countries/US

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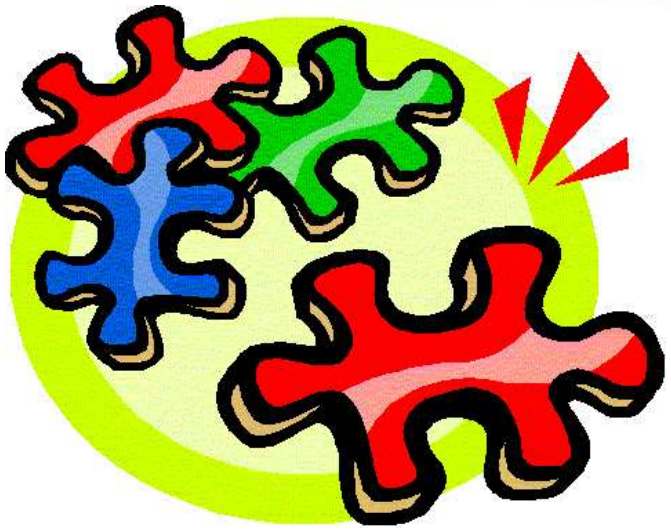

http://www.cuyamaca.edu/title3/

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

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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

http://artquiver.wordpress.com/2009/08/10/share-and-share-alike/

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

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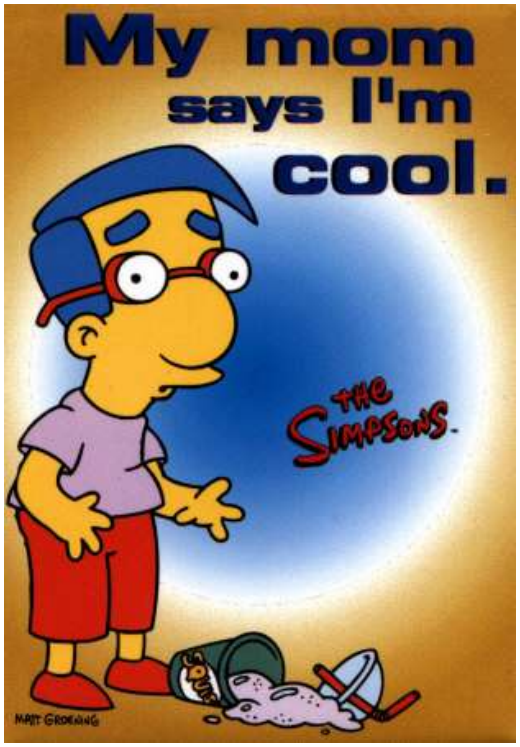

(because it's cool, yo.)

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

http://mashable.com/2009/12/16/community-engagement/

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

http://mashable.com/2009/12/16/community-engagement/

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Builds Connections

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

http://mashable.com/2009/12/16/community-engagement/

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for the bottom line and customer satisfaction

YOU NEED SOCIAL NETWORKING

http://www.perfectduluthday.com
/2006/04/servicing_customers.html

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)

http://www.marketingprofs.com/charts/2010/3501/social-media-consumers-more-likely-to-buy-recommend

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

http://www.marketingprofs.com/charts/2010/3501/social-media-consumers-more-likely-to-buy-recommend

You Like Those Users

- Younger audience
- Evangelists
- Power users

http://www.marketingprofs.com/charts/2010/3501/social-media-consumers-more-likely-to-buy-recommend

Engagement

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

http://www.radian6.com/blog/2010/03/10-key-engagement-metrics-to-track/

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.

http://www.scribd.com/doc/22677572/360i-SearchWhitePaper09-111709

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/

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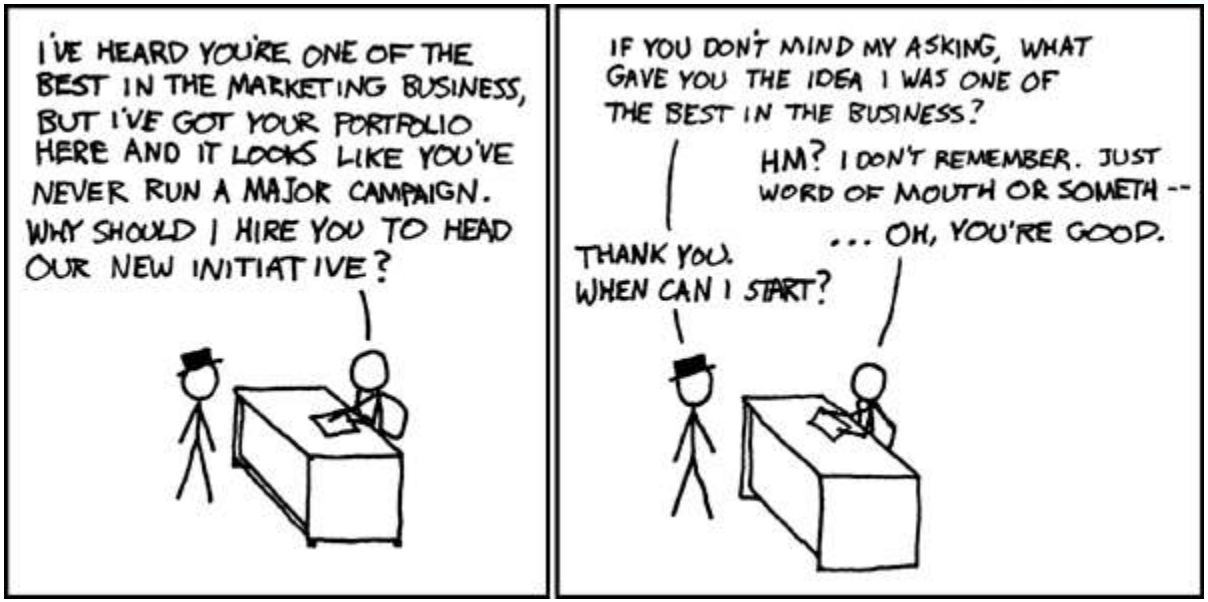
http://xkcd.com/125/



You know, the ones you heard about from your friends

SUCCESSFUL SOCIAL NETWORKS IN DRUPAL

goingon
connect. engage. grow.
DrupalSN
JEWCY
WHAT MATTERS NOW
NowPublic
MTV.CO.UK
INSANELY ADDICTIVE
POPSUGAR
kernel
TRAP

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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*

Bolded modules are contributed, non-bolded are from core. *Italicized* modules are submodules.

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…

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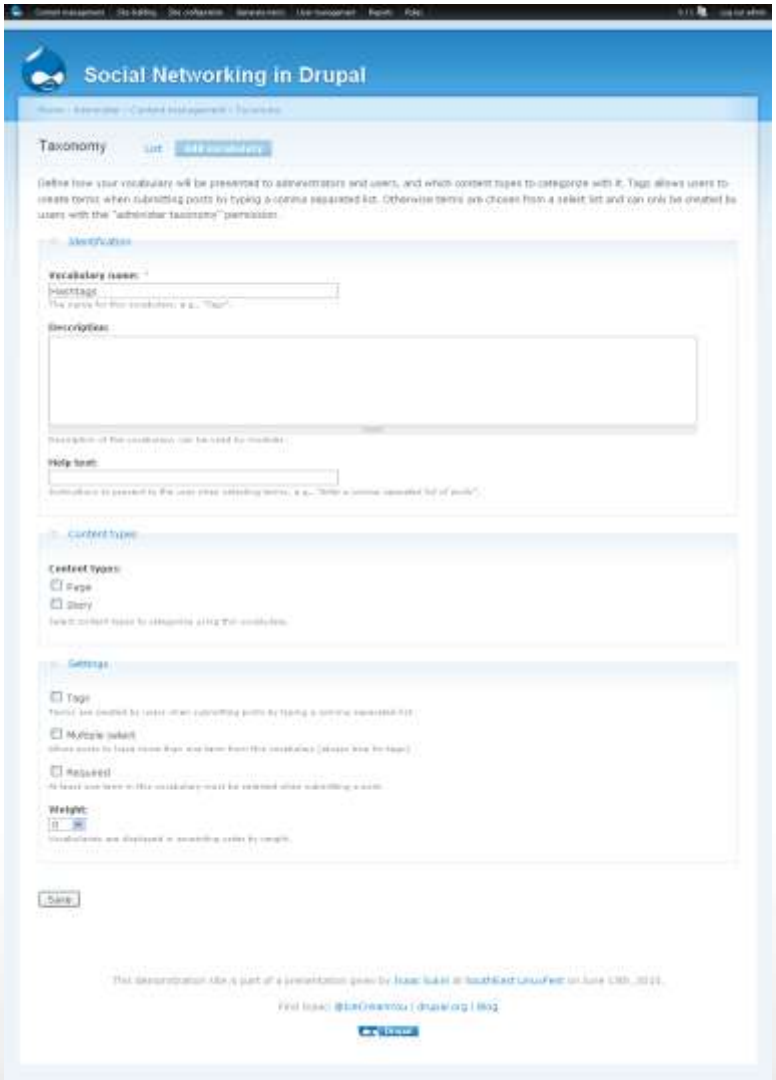
Add a #hashtags Vocabulary



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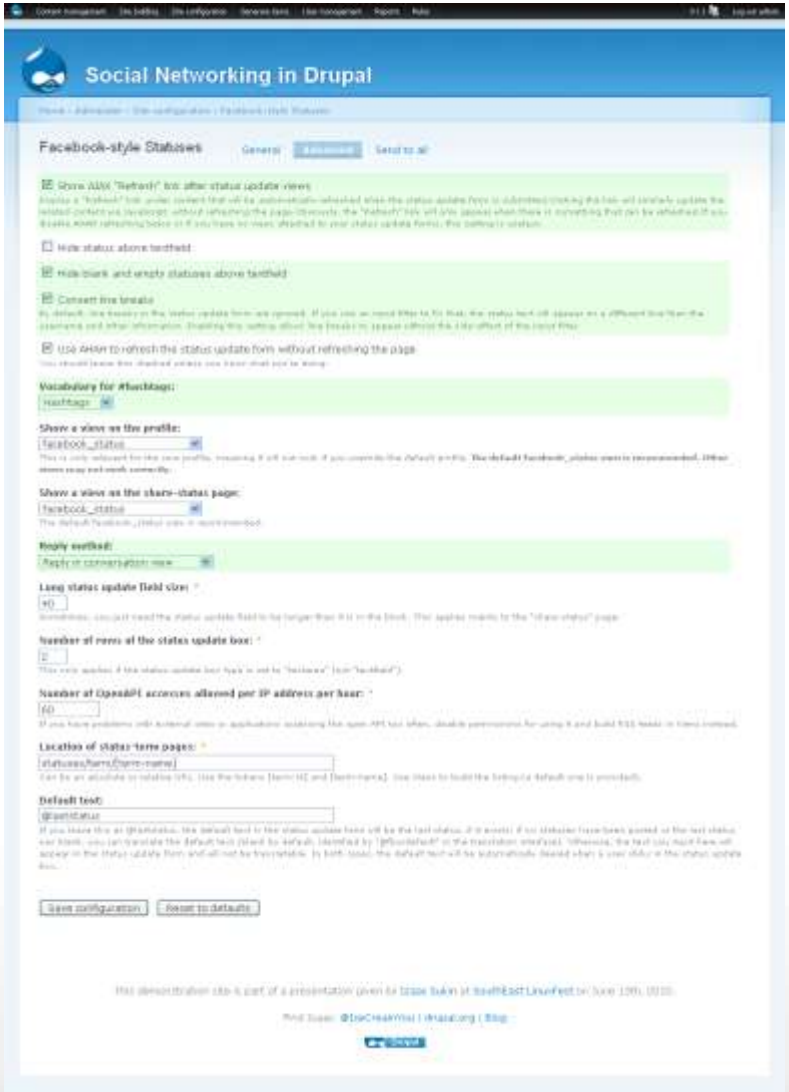
Configure the FBSS suite



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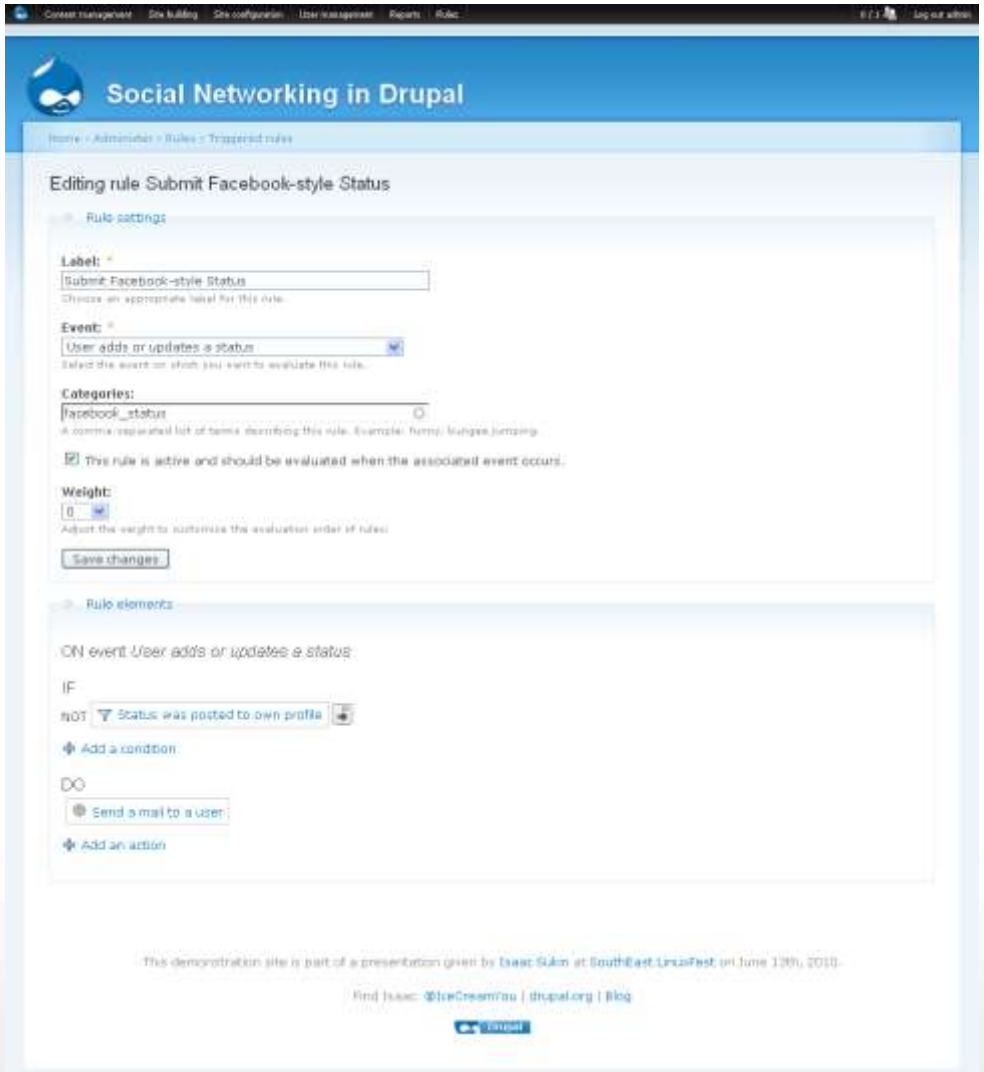
Configure Rules



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Configure Userpoints

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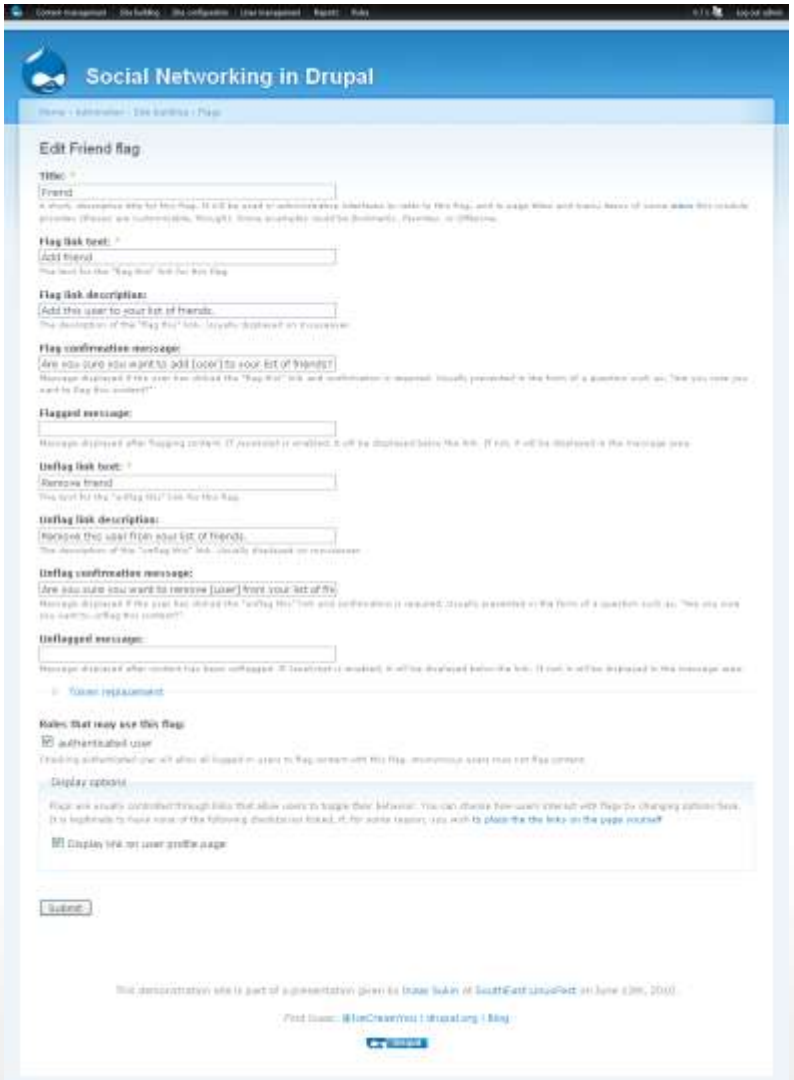
Configure Flag



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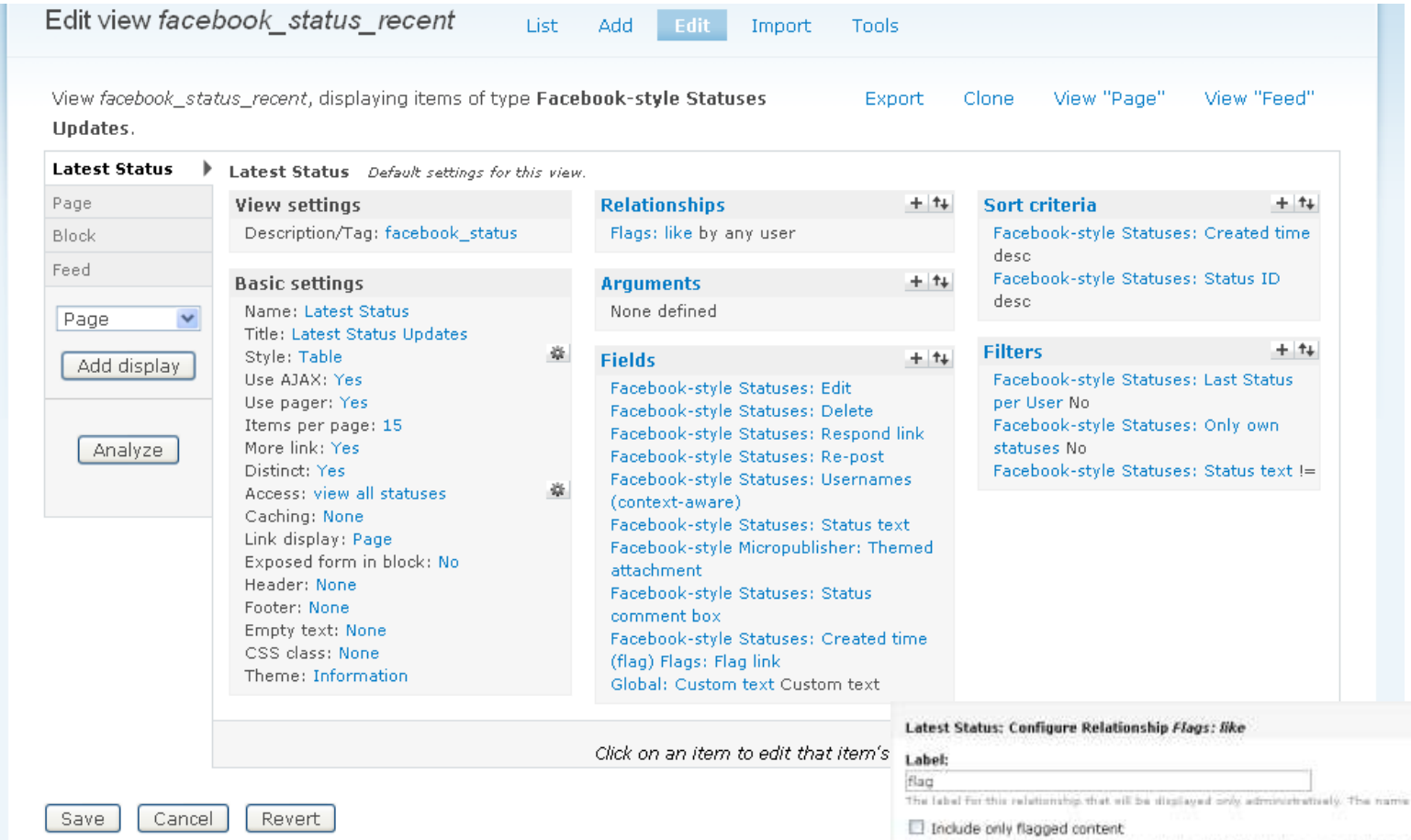
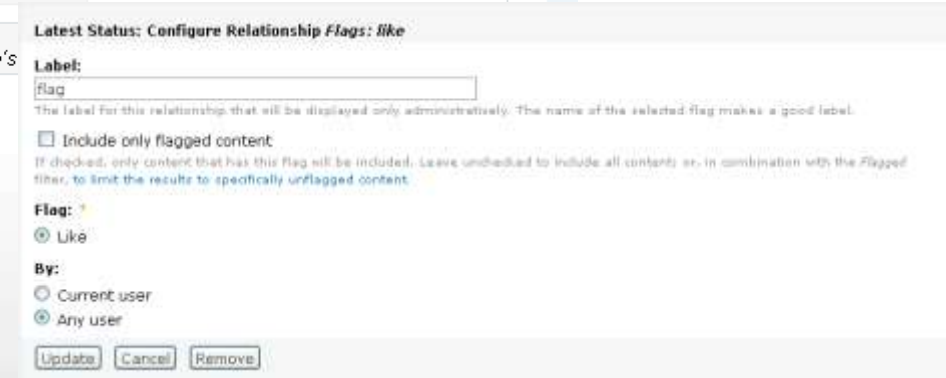
Set up Flag to work with Views





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

Page

Page

Add display

Analyze

Friends' Statuses *Default settings for this view.*

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	☐	☐
edit all statuses	☐	☐
edit own status	☐	☑
post on all profiles	☐	☑
send messages to all users at once	☐	☐
use open API	☐	☑
view all statuses	☐	☑
fbssc module		
delete all status comments	☐	☐
delete comments on own statuses	☐	☑
delete own status comments	☐	☑
edit all status comments	☐	☐
edit comments on own statuses	☐	☑
edit own status comments	☐	☑
post status comment	☐	☑
view all status comments	☐	☑
fbssts module		
use tag suggestions	☐	☑

Test! Profit! Fun!

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

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The Future

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

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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

Isaac Sukin
@IceCreamYou

drupal.org/user/201425
isaacsukin.com

THANK YOU

Slides available from my Twitter feed