# NING

# DIY - Building a Social Network from Scratch

Presenter:
Michael G. Wagner, Webmaster
Hofstra Law School

# What is a Social Network?

"A social network service focuses on building online communities of people who share interests and/or activities."

– Wikipedia

# It's A Dialogue, Not A Monologue!

– Marta Kagan, bonafidemarketinggenius.com

# Our Goal

* To build a social network for our Current Students.
* Go live by Fall 2009.

# Where Do I Begin?

# Our Current Web Platform

* Our current CMS (Hannon Hill's Cascade CMS) and Portal (Uportal) did not currently offer a simple way to integrate a social networking platform.

# Using Web 2.0 Tools:

* We are currently using a number of Web 2.0 tools including: B2Evolution, Facebook, Flickr, LiveStream, and YouTube.

# Social Networking Platforms:

* We looked at a number of social networking platforms including: E-Crowds, Facebook, Ning, and SocialEngine.

# THE TIME HAS COME, YOU MUST CHOOSE

# We chose Ning!

* It allowed us to develop in-house.
* Ning has been very easy to use.
* We are able to fully customize the template and branding.

"OVER 850,000 SOCIAL NETWORKS ON NING, GROWING AT THE RATE OF OVER 3,000 EACH DAY (FEBRUARY 2009) AND ABOUT 100,000 IN JANUARY 2009 ALONE."

http://blog.ning.com/2009/02/850000-social-networks-on-ning.html

“As Facebook and MySpace connect people to friends and family, **Ning** gathers users around common interests.”

– CNN.com

http://www.cnn.com/2009/TECH/05/25/ning.social.networking.interest/

# SO HOW HARD IS IT TO SET UP?

The first step is to sign up for a Ning Account.

**Ning** lets you discover and create new social networks for your interests and passions.

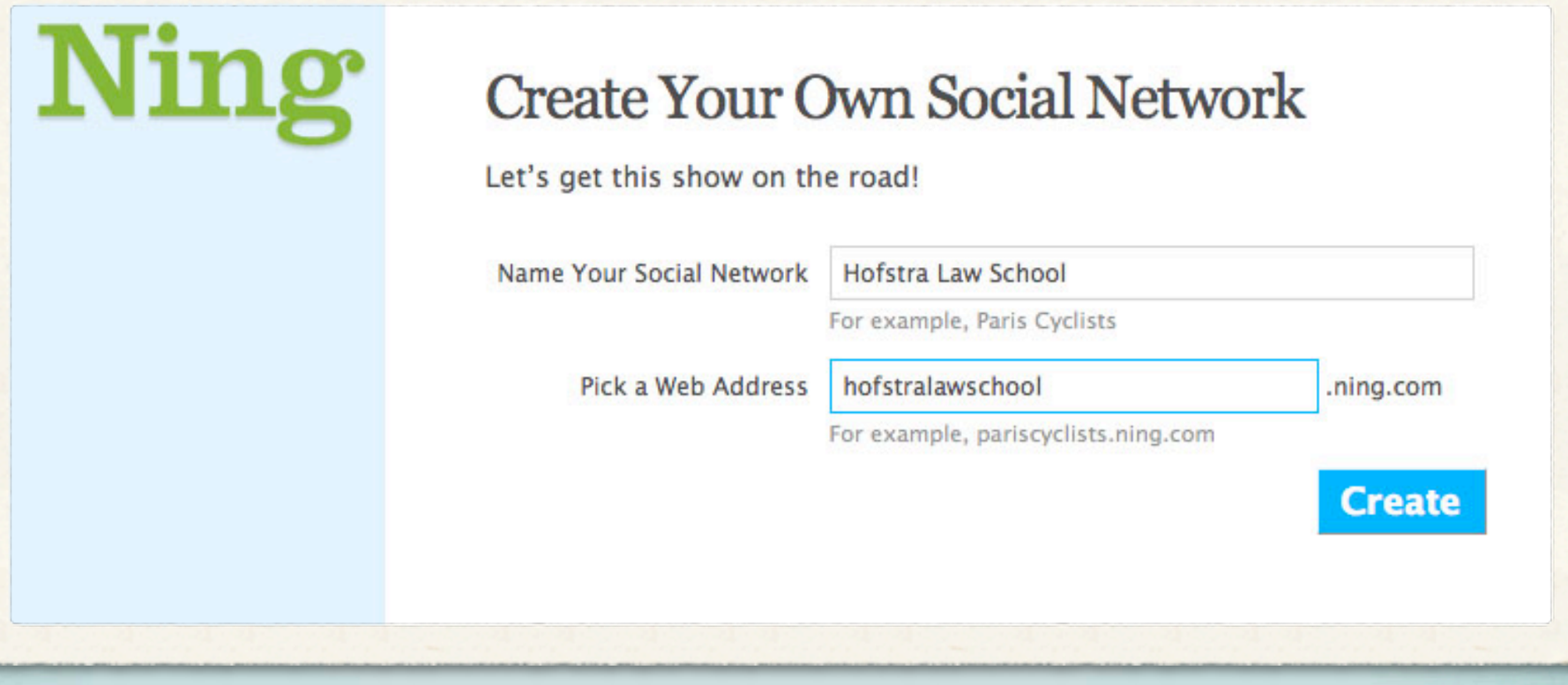
Sign Up to create a new social network

...or Sign In

# Go to Ning.com

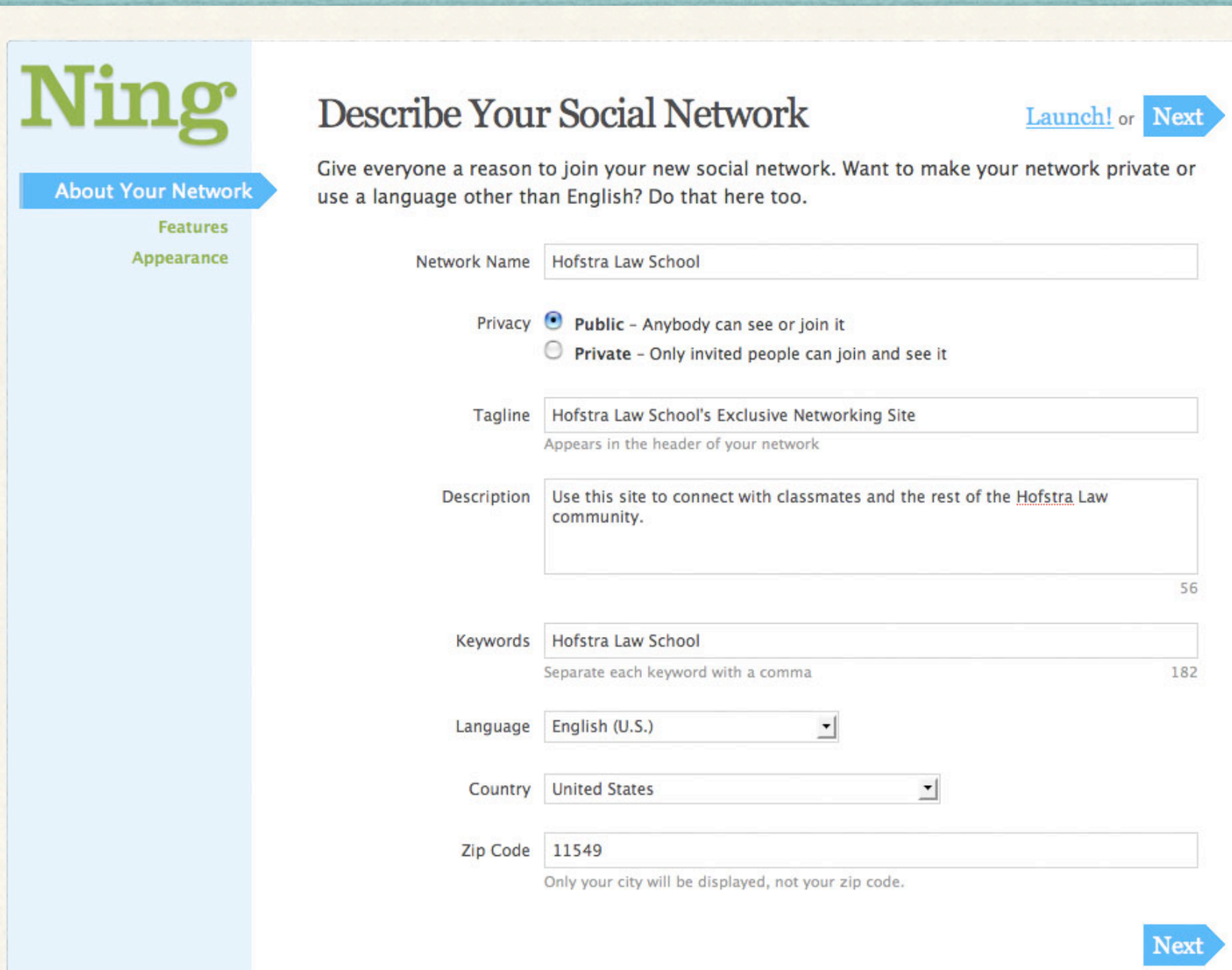
# Sign up for an account

And the next step is to create your own social network.

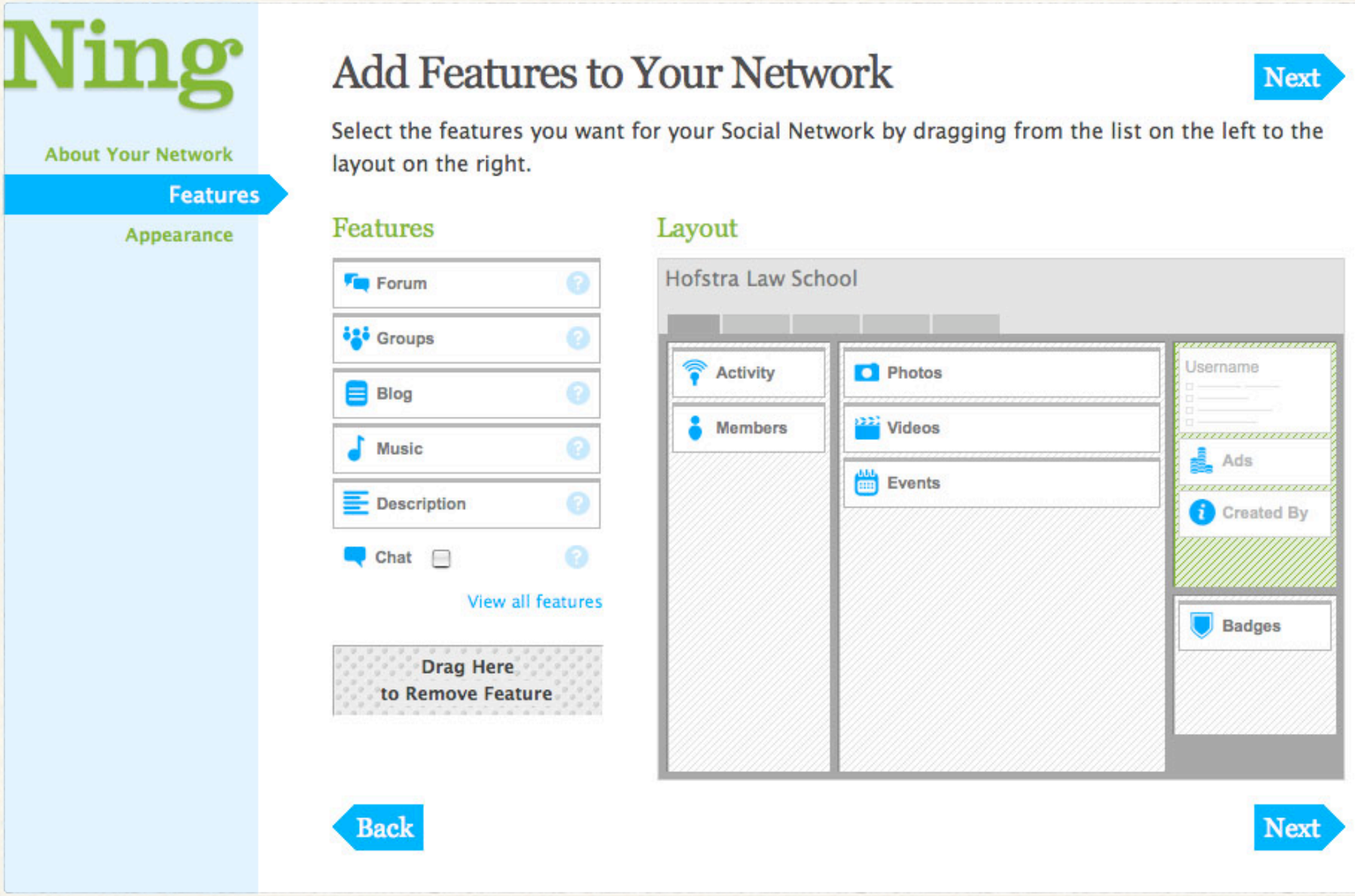



# Create your own Social Network

# Customizing your social network.




# About Your Network




# Features

## It's a Drag-and-Drop!

Ning

About Your Network

Features

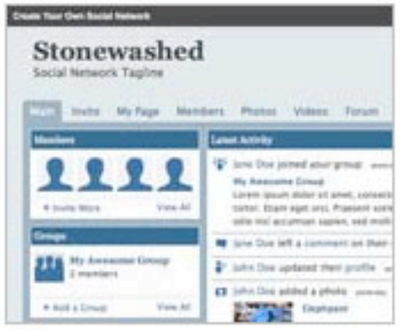
Appearance

# Customize Appearance

Launch!

Make your new social network stand out from the crowd by choosing a theme and customizing it below.

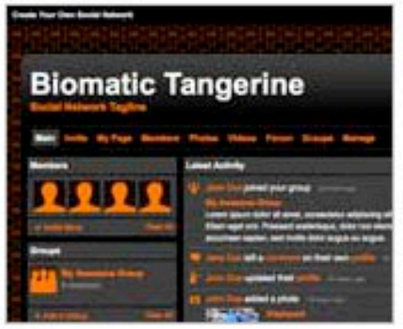
## First, choose a theme




Stonewashed

Hipster Purple

Crimson




Biomatic Tangerine

ColorWave Twist

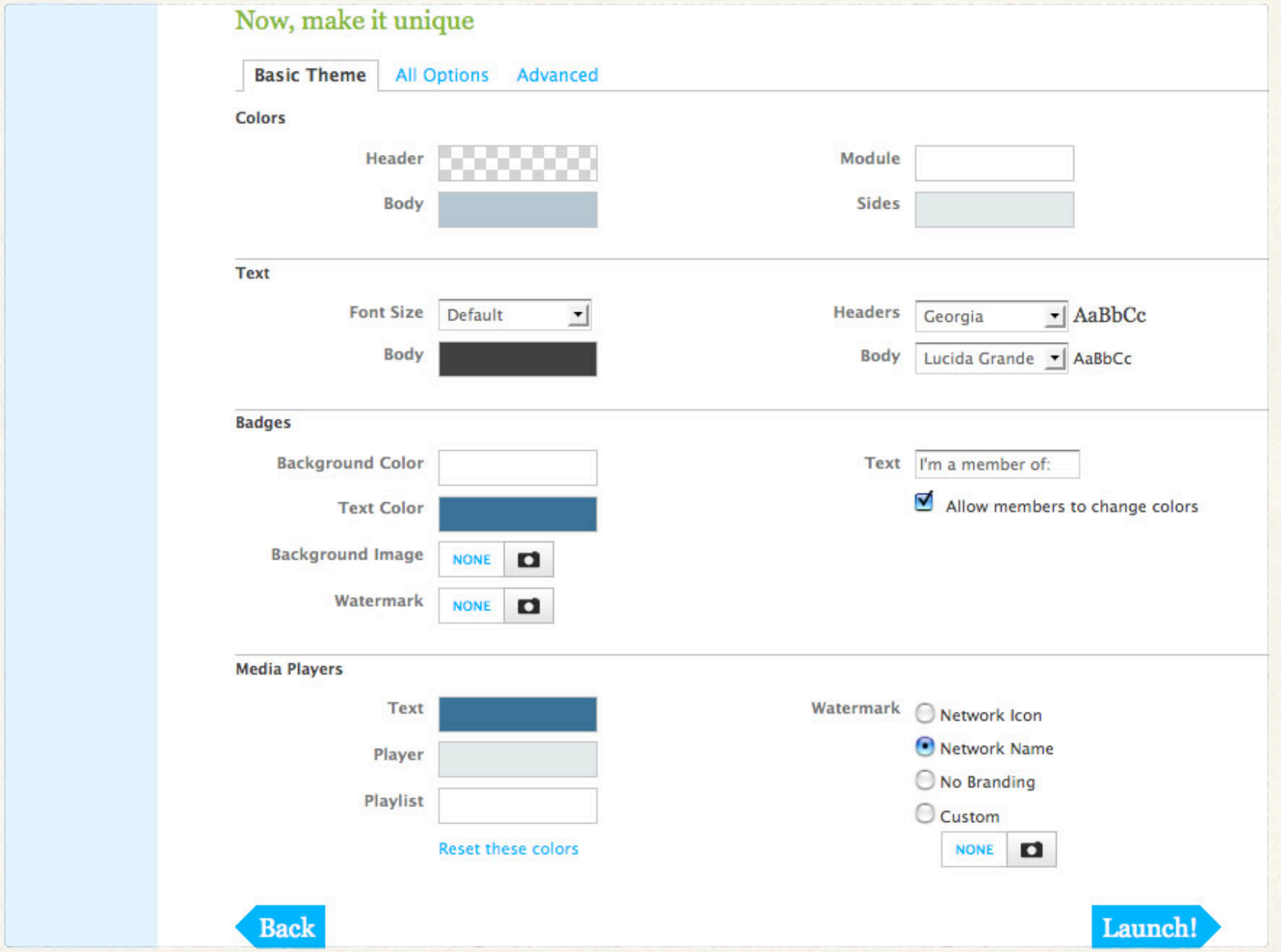
UrbanTek

Overlay

Social Blue

# Appearance

## Picking a template




# Appearance

Customizing the colors and images.

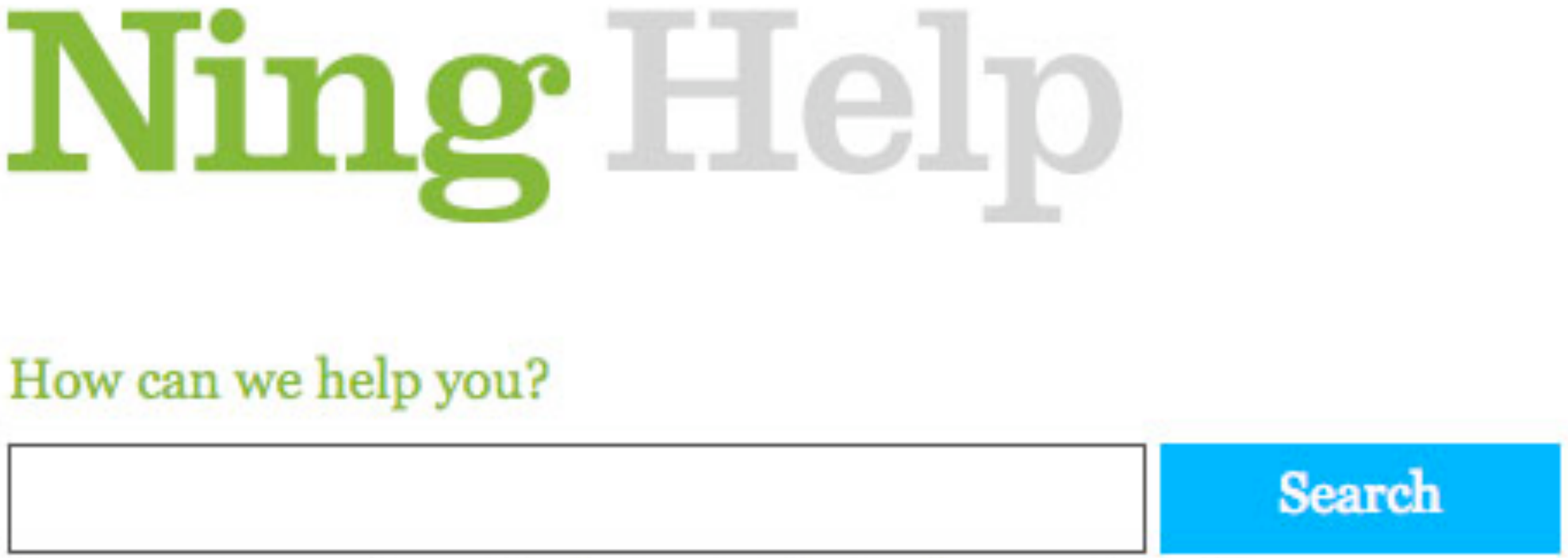
Now seriously,
is it really that easy?

# Ok, now that I have a social network, how do I get people to use it?

# Rollout Strategy

- Phase One:
    - Begin with a small test group of about 12 people.
- Phase Two:
    - Once they test it, then ask them to invite 3 friends.
    - This will build upon the idea of “trusted relationships”.
    - Observe what they do and see where the site can be improved. Get feedback from them in terms of design.
- Phase three: Go live!

# RESOURCES




# Ning Help

http://help.ning.com/

# Ning Developer

Main My Page Members Forum Documentation Create a Sandbox Submit Your App

## Get Started

## Introducing Ning Apps

Ning Apps are OpenSocial applications that are able to appear on a social network's Main page, as a dedicated navigation tab and across all member profile pages. They'll be launching soon across the over 1 million social networks on Ning, so stay tuned!

If you're interested in getting involved, you can explore the documentation, create a sandbox (for development purposes only) and submit to our directory.

### Ning Apps Developer Sneak Peek

# Ning Developer

http://developer.ning.com/

Michael G. Wagner

Michael.G.Wagner@hofstra.edu