

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

Ning

Sign Up

...or Sign In

Sign up for a free Ning account

Your Ning ID lets you create new social networks and join existing social networks on Ning. Already have a Ning ID? [Sign In](#).

Name

Email Address

You'll use this email to sign into any social network on Ning.

Password

Retype Password

Birthday

Month



Day



Year



Type the Code
on the Right

AYHrr

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#).

[Problems signing up?](#)

Sign Up

Sign up for an account

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

Ning

Create Your Own Social Network

Let's get this show on the road!

Name Your Social Network

For example, Paris Cyclists

Pick a Web Address

.ning.com

For example, pariscyclists.ning.com

Create

Create your own Social Network

Customizing your
social network.



Describe Your Social Network

[Launch!](#) or [Next](#)

About Your Network

Features

Appearance

Give everyone a reason to join your new social network. Want to make your network private or use a language other than English? Do that here too.

Network Name

Privacy **Public** - Anybody can see or join it
 Private - Only invited people can join and see it

Tagline

Appears in the header of your network

Description

56

Keywords

Separate each keyword with a comma

182

Language

Country

Zip Code

Only your city will be displayed, not your zip code.

[Next](#)

About Your Network

Ning

About Your Network

Features

Appearance

Add Features to Your Network

Next

Select the features you want for your Social Network by dragging from the list on the left to the layout on the right.

Features

- Forum
- Groups
- Blog
- Music
- Description
- Chat

[View all features](#)

Drag Here
to Remove Feature

Layout

Hofstra Law School

Activity

Members

Photos

Videos

Events

Username

Ads

Created By

Badges

Back

Next

Features

It's a Drag-and-Drop!

Ning

About Your Network
Features

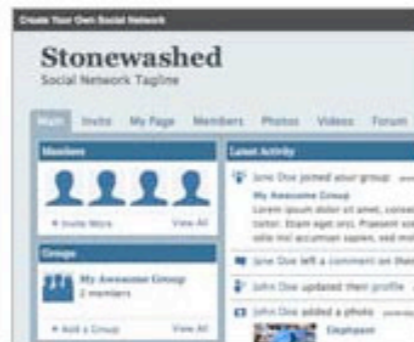
Appearance

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

Now, make it unique

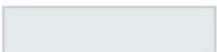
Basic Theme All Options Advanced

Colors

Header 


Body 

Module

Sides 

Text

Font Size


Body 


Headers AaBbCc


Body AaBbCc

Badges

Background Color


Text Color 


Background Image 

Watermark 

Text Allow members to change colors

Media Players


Text 

Player 

Playlist

[Reset these colors](#)

Watermark Network Icon
 Network Name
 No Branding
 Custom



[Back](#) [Launch!](#)

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

How can we help you?

Search

Enter search terms above, like "upload a video" or "use my domain"

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