

# Building Social Networking Sites with and around Drupal

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# Who am I ?

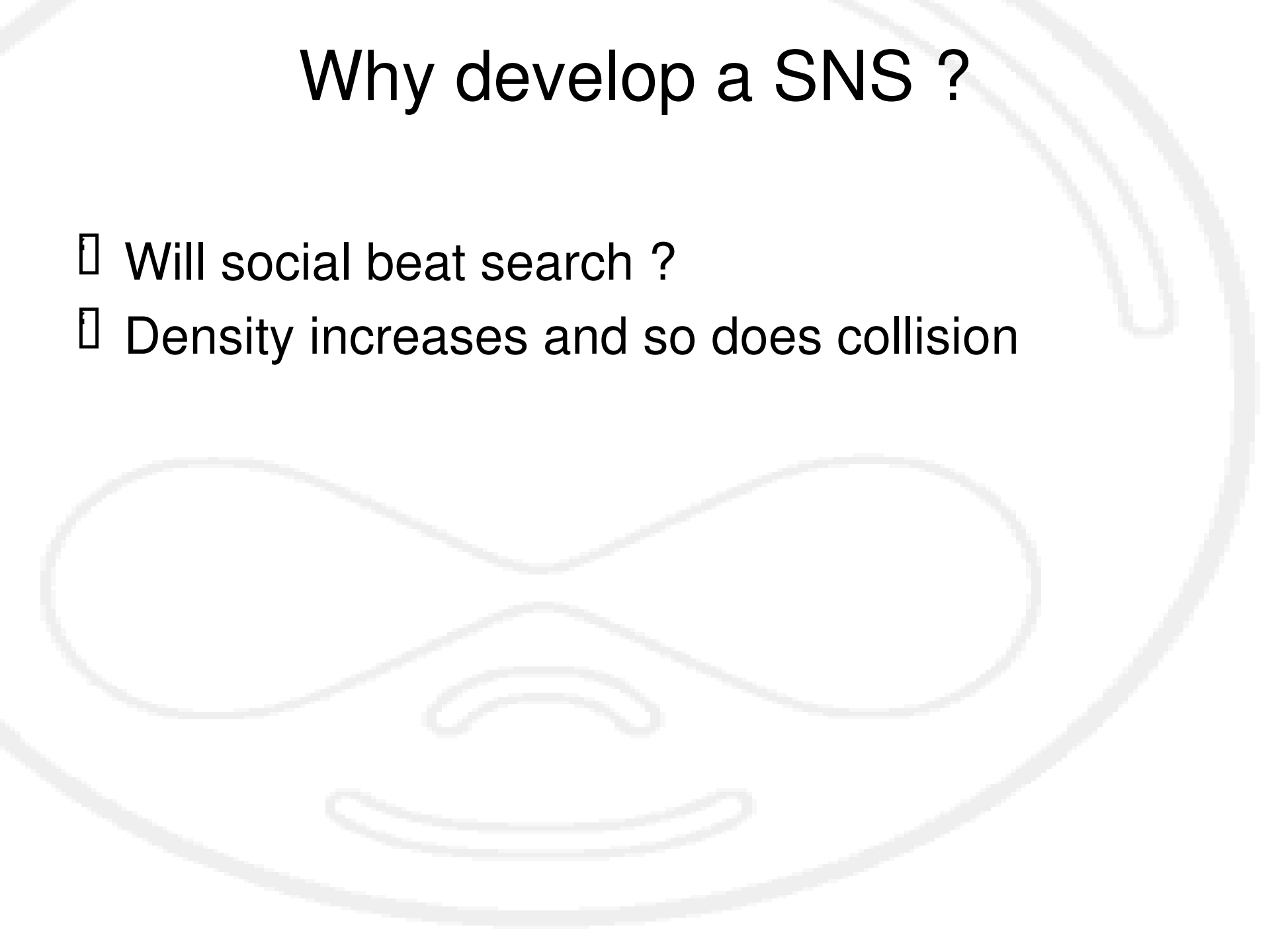
B-tech (CS) from VIT, Vellore graduated in may 2008. My drupal experience has been with 2 social networks careseek.com and ilovebolly.com (will be launching soon) architected and implemented with drupal. Before that I used to maintain server of LUG @ VIT using drupal.

# The Small Index

- ▣ Social Networking Dev from Marketing POV
- ▣ The Viral Effect
- ▣ CMS as an SN platform ?
- ▣ Module Stack available, Issues with them and Ideas to extend them
- ▣ Facebook developer platform
- ▣ OpenSocial – Write once run on many !!
- ▣ Going the extra mile – Ideas to enable drupal as more admin friendly SNS portal.
- ▣ Chit Chat 😊

# Why develop a SNS ?

- Will social beat search ?
- Density increases and so does collision



# The Viral Effect

- 10k people joining fb every week
- booksread was an average venture before opensocial
- Fb is worth 15bn \$+ in how much time ?
- How much time do you spend on orkut? Or lets say a internet savvy indian ?
- To love what you do or to do what you love ? (read domain specific SNS's), have a favorite idea or a issue ? Discuss !!

# CMS as a SNS platform?

- Flexibility of drupal
- Hybrid SNS If I should suggest :P = content + SNS pragmatics
- More work needed to enable a SOA for drupal (read xmlrpc) – Giving ears to drupal.
- Or are we really trying too hard ?

# Lets get to Business !!

DO NOT reinvent the wheel ever !! Your time is more precious

use Modules and make them better !!

# CCK

- Well its like  $2+2=4$  in drupal world.
- Enables important modules to plugin (read emfield, nodeprofile, fivestar) almost anything wrapped with data can be a widget
- CCK support for AHAH – Get web 2.0'ish !!
- As a developer learn cck programming `hook_widget`, `hook_field` and you are almost there.

# Views

- $3+3 = 6$  😊 another popular module
- Mashup your site. You will be overwhelmed
- Views can replace search in need? (read `views_fastsearch` module)
- More work needed in exporting views in open standards ( the 'ml's xml,rss,opml) – SOA enabling starts here and end here.
- Hooking your module in views is a great step for DA across site

# Organic Groups

- ❑ Let your user's have a say and interact the way they want to on the site. Great module for your users to create fan clubs, communities, a school 😊 (communities on orkut, groups on fb)
- ❑ Access control is the topping on the cake
- ❑ As a SN developer most of your work would be to extend your modules to interact with organic groups
- ❑ Look at og\_panels

# Buddy list ui

- ❑ The crux of SN on drupal, Allows your users to make frens with other users around their interests.
- ❑ Its 2 way.
- ❑ Needs to have a api.
- ❑ Needs to have more granular integration with views.

# Panels 2

- ❑ Tired of blocks in only 4 regions ?
- ❑ The layout pwn your ideas hands down !!
- ❑ Panels 2 is as important as any other module when you talk about SNS dev.
- ❑ I'll like to call it RAD tool of drupal for your layout.

# Nodeprofile

- ❑ One of the most important cck type
- ❑ cck with AHAH + nodeprofile = I'm loving it !!
- ❑ As a themer it's a important skill to learn how to theme your nodeprofile's. Ask your developer to call `node_load` in `template.php` and give you a `$vars` array ASAP.
- ❑ Very good integration with all node functions.

# Fivestar

- ❑ Allow your user's to rate the content on your portal.
- ❑ Uses Voting API to collect votes and calculate the average etc.
- ❑ Very good integration with cck and views.
- ❑ Extending rating to multiple axis got easier with the latest release of the module.
- ❑ One needs to get a overview of fivestar code to place it almost anywhere on your portal
- ❑ Cck integration does not give you a live widget, Although is useful for editors to rate a product, movie etc.

# Userpoints

- ☐ Let your user's build their karma.
- ☐ You don't always need money to reward your user's
- ☐ Very good integration with cck and views.
- ☐ It has an api basically 2 versions 2.x and 3.x `hook_userpointsapi`, you can hook your module with userpoints.
- ☐ Also look at userpoints contrib module, userpoints transaction tools is one interesting module

# Invite

- ☐ Let your user's invite their friends.
- ☐ Integration with userpoints, rewards your user for inviting their friends.
- ☐ More work needed to integrate contact api of google.
- ☐ Also look at referral module.
- ☐ Also look at DCL importer

# Advanced Profile Kit

- ☐ Create engaging user profiles
- ☐ Integrates with panels 2 and takes over the user page.
- ☐ Great for creating my account kind of thing. Pulls up content from blogs etc. Basically anything you can do with panels 2, you can pull on Advanced profile.
- ☐ Allow you to give private space to your users.

# Emfield

- ❑ Integrates external media portals with your SNS and users can pull videos from youtube, picture from flickr, podacasts from odeo etc.
- ❑ Supports many providers like photobucket, metacafe, blip, flickr, imageshack.
- ❑ Integrates with cck and gives you a widget.
- ❑ Integrates with feedmapper and feed api
- ❑ Supports playlists.

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# My site

- Lets you give your users their own site, can work great with subdomain manager to give myspace like of url links and for them to maintain their homepages.

# Other Interesting modules

- ❑ Gallery 2 allows users to plugin with image module and allows ur users to create their gallery.
- ❑ Userpoints relationships allows users to be related to each other.
- ❑ Feed mapper : you can build enaging galleries using youtube videos (feeds) flickr images (feeds) by plugging in emfield etc
- ❑ Share/Service Links – allow your users to publish content from your site on social media and share among each other.
- ❑ Cck privacy field

# Facebook apps

- Facebook apps is a way to shoot up ur app/site on facebook and get all the traffic
- drupalforfacebook.org started by dave cohen has released a project called fb to launch your drupal site on fb
- Takes care of fbml and integrates fb api and application access control.
- Can configure your drupal with views to show latest news article on fb

# OpenSocial apps

- ❑ Write once run many times, you can run your opensocial app on orkut, hi5, myspace, linkedn, plaxo, ning.
- ❑ Opensocial book marklet under development for drupal under Google Summer of Code
- ❑ Open Social is architecturally based on gadgets, which is nothing but a xml file and you add logic using javascript CDATA
- ❑ Opensocial also supports Rest API for keeping ur data.

# Going the extra mile !!

- ❑ To have a Social networking installation profile would be good
- ❑ Integrate buddy list with user relationships
- ❑ Understanding social graph and implementing a better workflow to manage it.
- ❑ Integrate other social media, there is already a module for twitter, friendfeed, pownce, jaiku, youtube api 2
- ❑ Myspace DA is a great launch for making myspace data available on your own portals. You can integrate with Myspace DA to get myspace Data on drupal
- ❑ Opensocial containers yet remain to be implemented in drupal, so that opensocial apps can run on drupal.
- ❑ Buddy list UI needs a api.

# Drupal Camp for Code sprint

- We should have 3 – 4 days of code sprint implementing something or fixing bugs in small teams with no sessions, just 15 mins update from all teams at the end of the day.

Thank You !!

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