



Social Networking in Drupal

By Isaac Sukin
Mediacurrent Consultant

Atlanta Drupal User Group
July 13, 2010



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



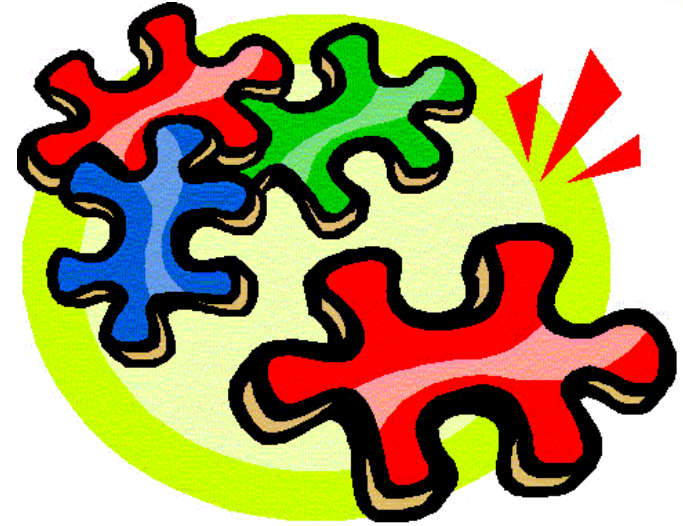
Facebook's Popularity

- 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





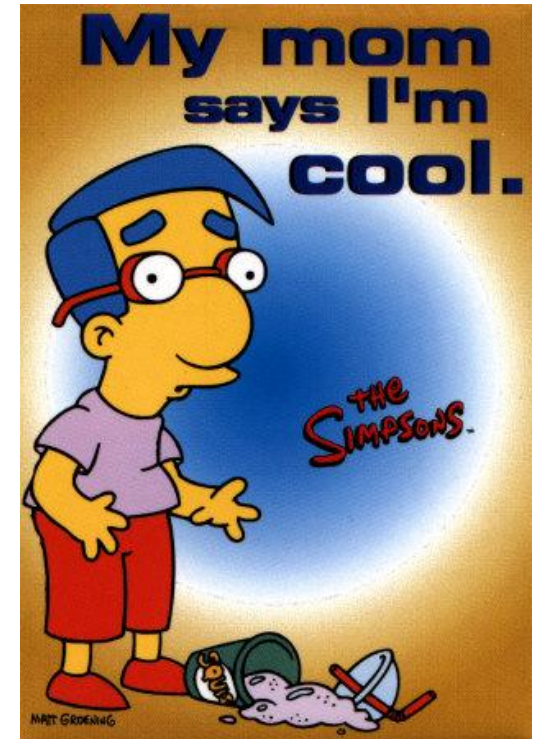
Types of Social Networks

- 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)
- 22% of internet time spent on social networks



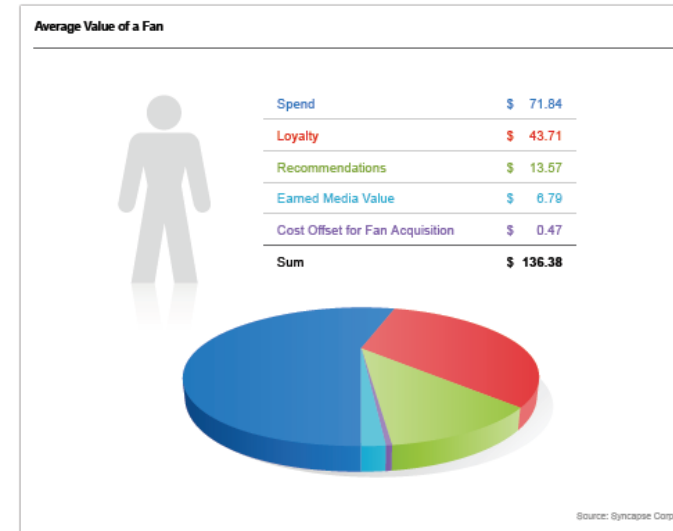
Users Will Like You

- 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
- More likely to buy your products
 - On average, fans spend an additional \$71.84 on products for which they are fans compared to those who are not fans.
 - Fans are 28% more likely than non-fans to continue using the brand.
 - Fans are 41% more likely than non-fans to recommend a fanned product to their friends.



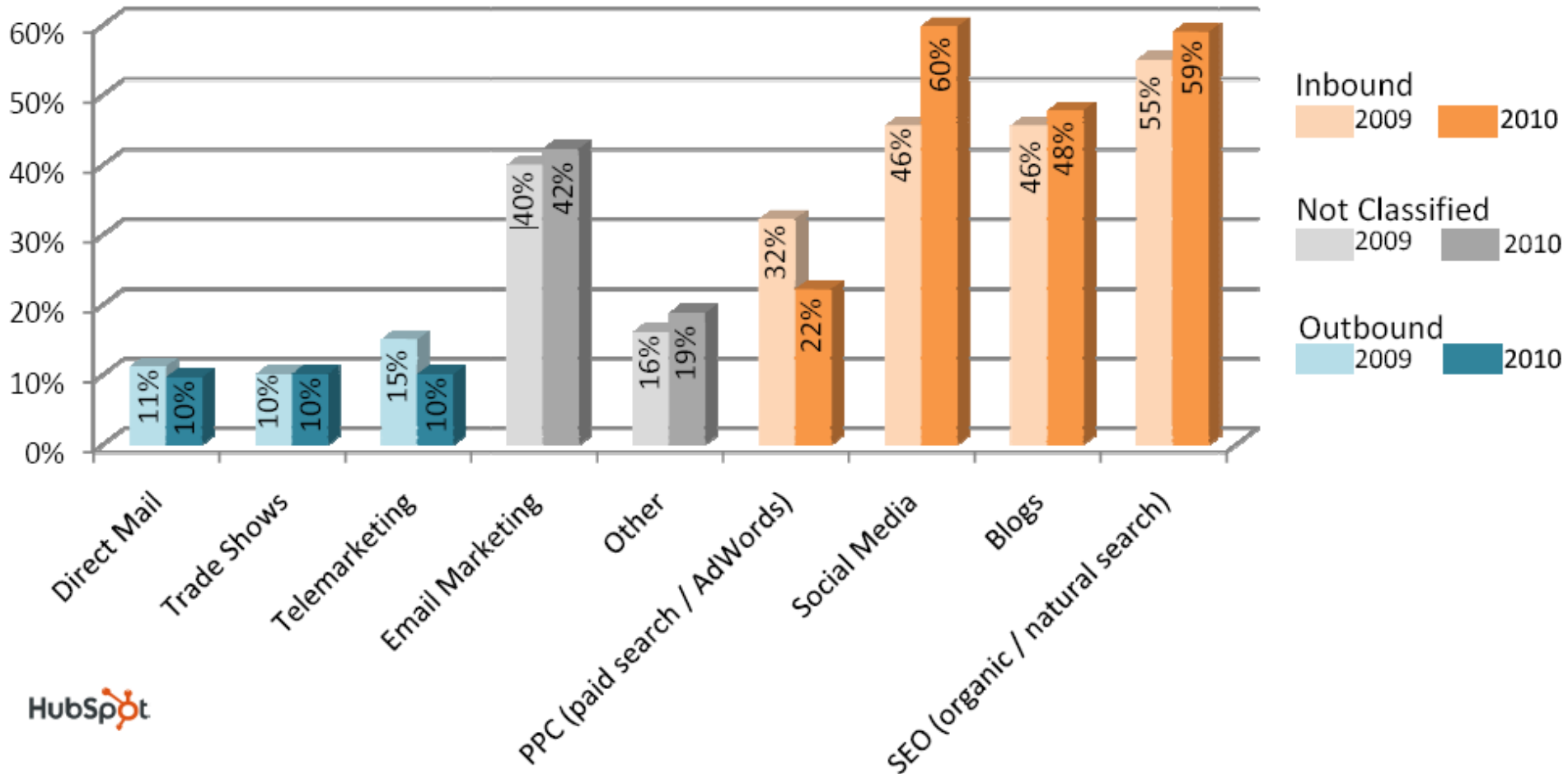


Not for its Own Sake

- Social Networking is a means to an end
- You need to understand what the end is
 - Client/sales leads?
 - Product/brand buzz?
 - Activism/education?
 - Ad money?
 - Community?

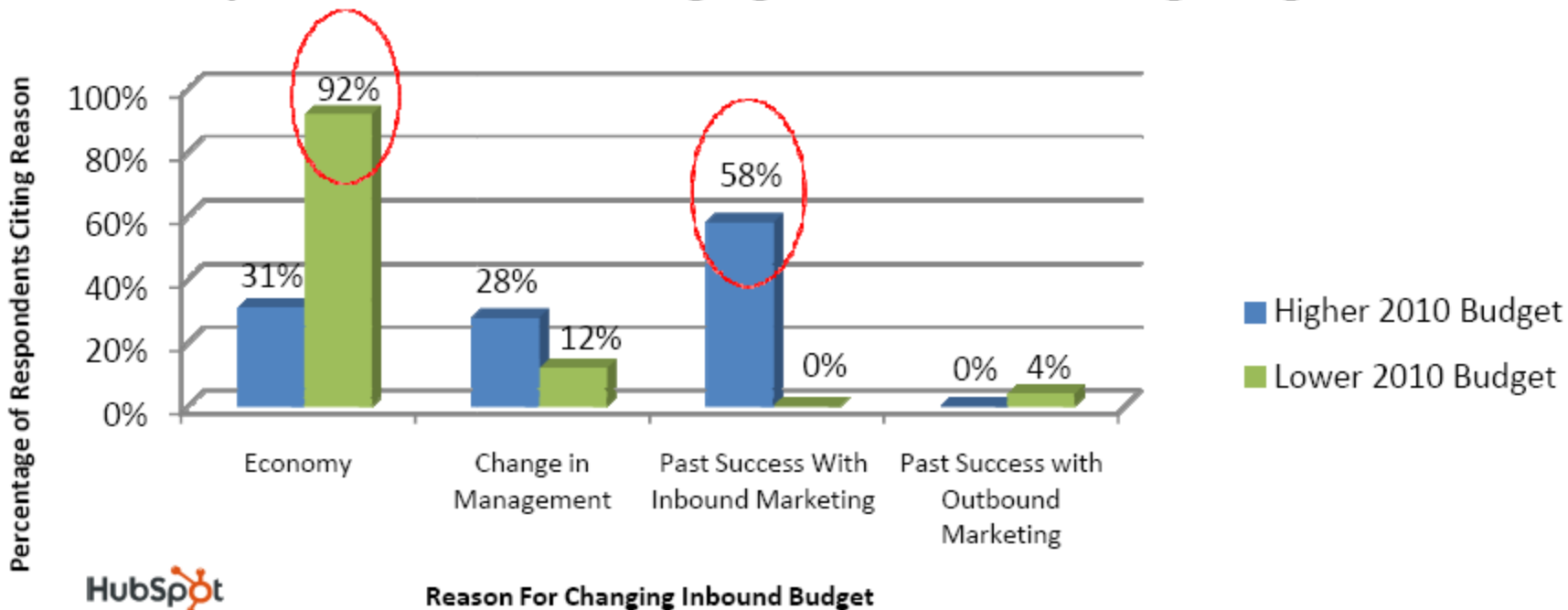


Sources of Leads That Have Become More Important in the Last 6 Months



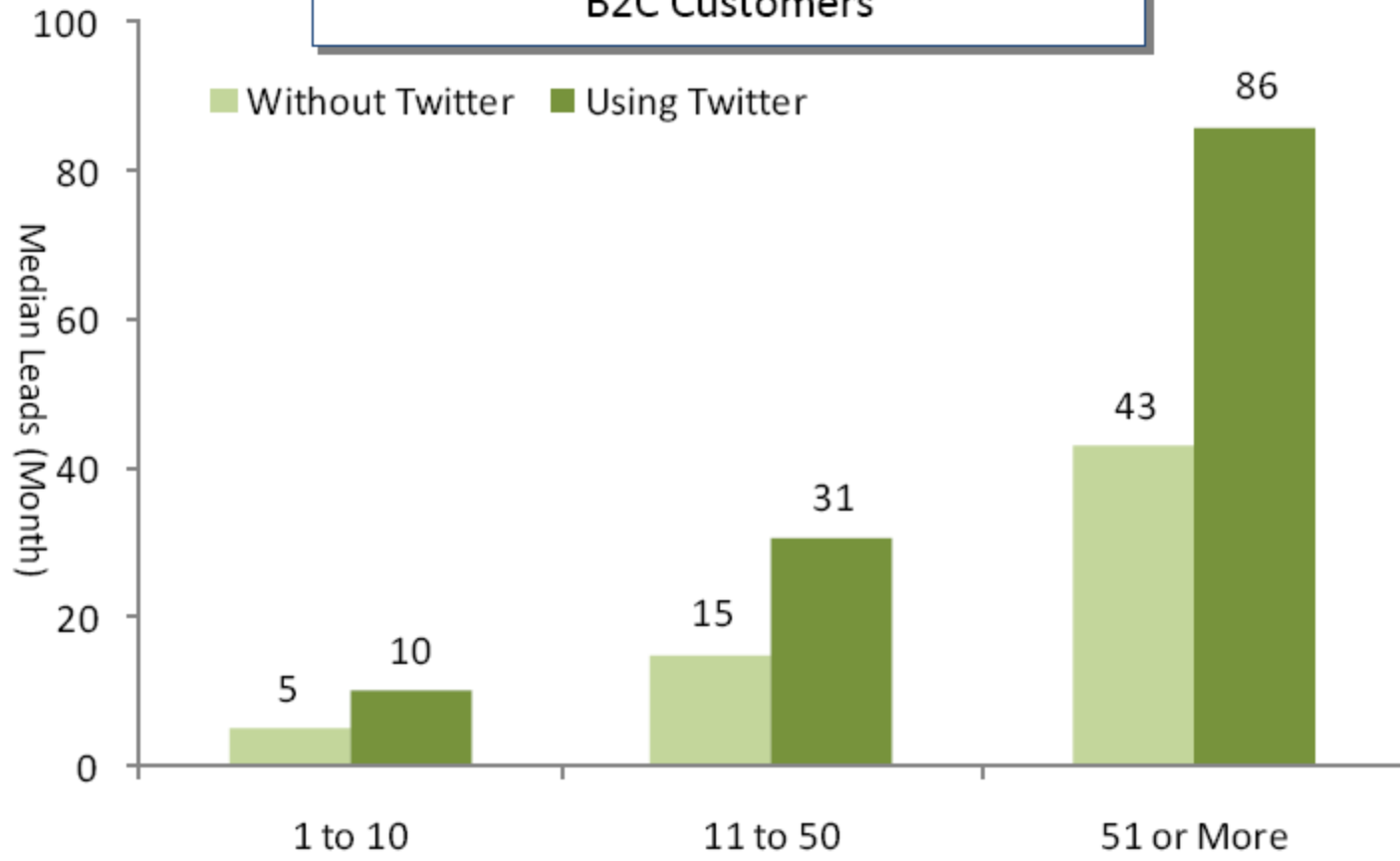


Why Businesses Are Changing Inbound Marketing Budgets





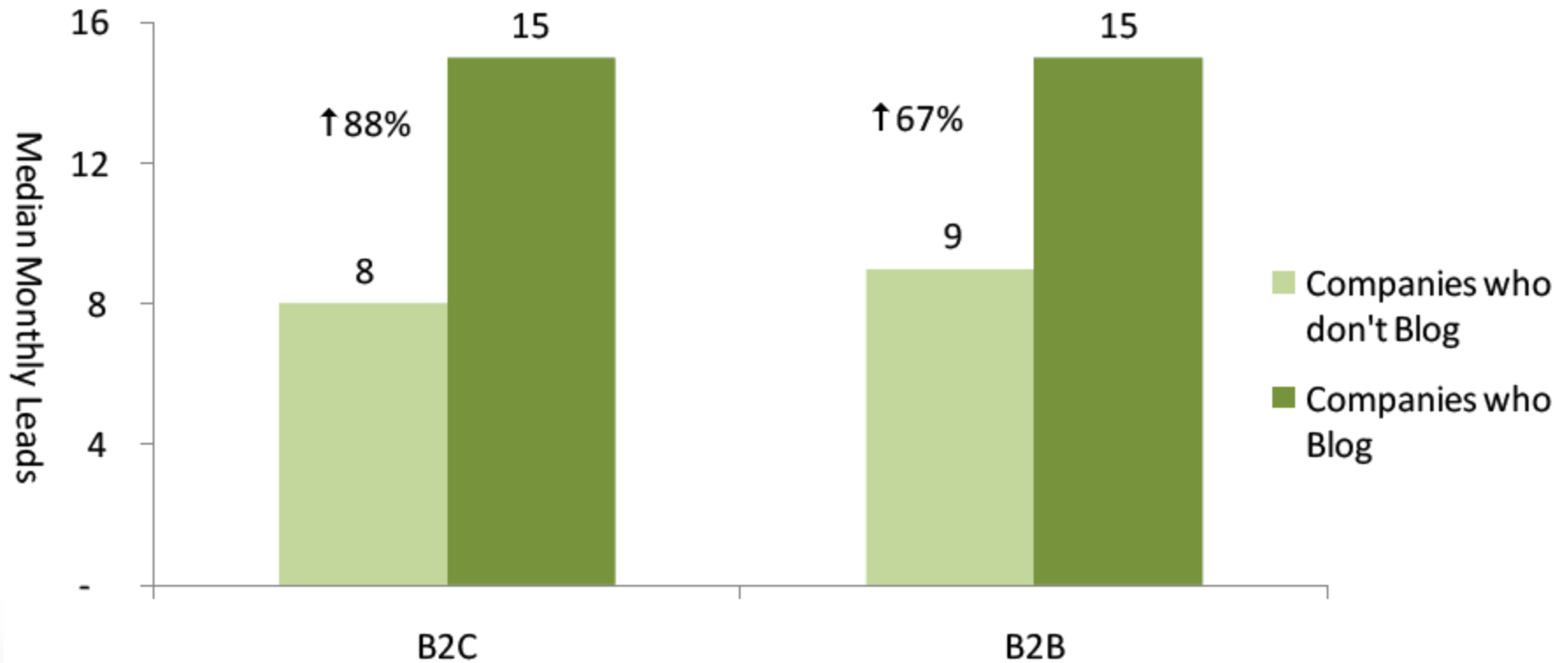
Impact of Twitter on Monthly Leads- B2C Customers



Size of Company by # of Employees
Sample size: 570 B2C firms.



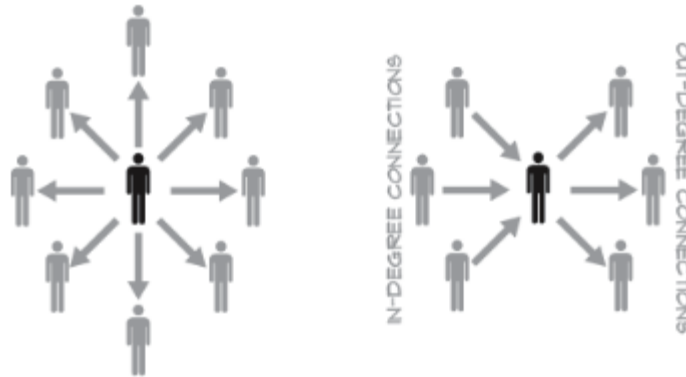
Impact of Blogging on Median Monthly Leads:
B2B vs. B2C





Hubs

- What do hubs look like?



- Design your content for this reality.



Engagement

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



Changing Business World

1. From “Trying to Sell” to “Making Connections”
2. From “Large Campaigns” to “Small Acts”
3. From “Controlling Our Image” to “Being Ourselves”
4. From “Hard to Reach” to “Available Everywhere”



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.



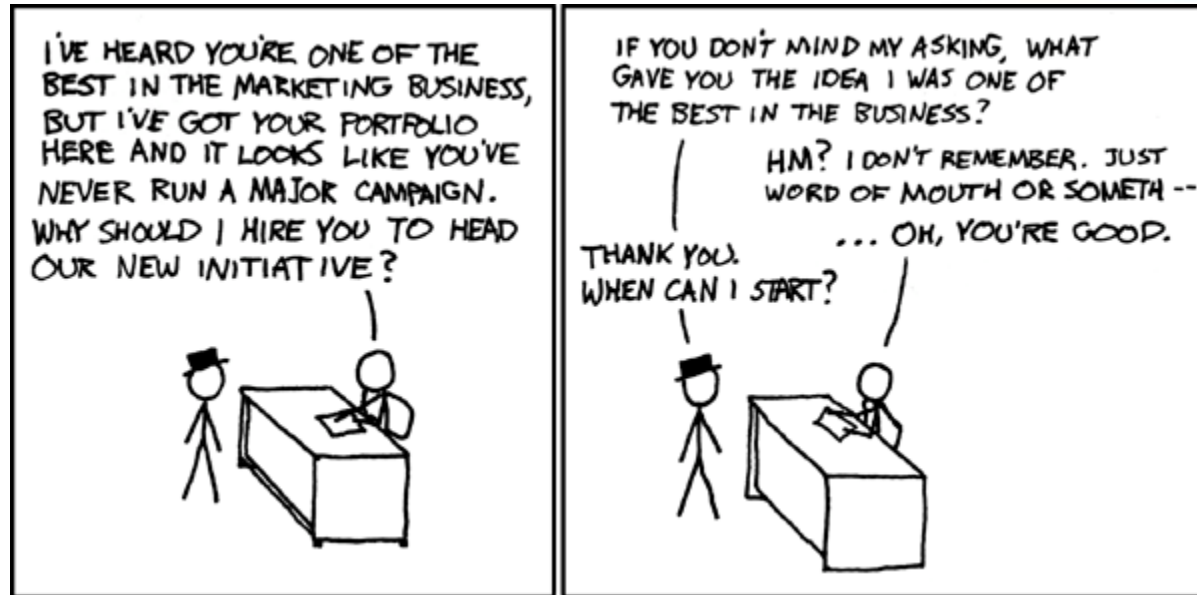
It's not all about you

“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

Content management Site building Site configuration Generate items User management Reports Rules 0 / 1 Log out admin

Social Networking in Drupal

Home > Administer > 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: *

Hashtags
The name for this vocabulary, e.g., "Tags".

Description:

Description of the 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 words".

Content types

Content types:

Page
 Story
Select content types to categorize using this vocabulary.

Settings

Tags
Terms are created by users when submitting posts by typing a comma separated list.

Multiple select
Allows posts to have more than one term from this vocabulary (always true for tags).

Required
At least one term in this vocabulary must be selected when submitting a post.

Weight:
0
Vocabularies are displayed in ascending order by weight.

Save

This demonstration site is part of a presentation given by Isaac Sukin at SouthEast LinuxFest on June 13th, 2010.
Find Isaac: @IceCreamYou | drupal.org | Blog

Drupal



Configure the FBSS suite

Content management Site building Site configuration Generate items User management Reports Rules 0 / 1 Log out admin

Social Networking in Drupal

Home > Administer > Site configuration > Facebook-style Statuses

Facebook-style Statuses

General **Advanced** Send to all

Show AJAX "Refresh" link after status update views
Display a "Refresh" link under content that will be automatically refreshed when the status update form is submitted. Clicking the link will similarly update the related content via JavaScript, without refreshing the page. Obviously, the "Refresh" link will only appear when there is something that can be refreshed. If you disable AJAX refreshing below or if you have no views attached to your status update forms, this setting is useless.

Hide status above textfield

Hide blank and empty statuses above textfield

Convert line breaks
By default, line breaks in the status update form are ignored. If you use an input filter to fix that, the status text will appear on a different line than the username and other information. Enabling this setting allows line breaks to appear without the side-effect of the input filter.

Use AJAX to refresh the status update form without refreshing the page
You should leave this checked unless you know what you're doing.

Vocabulary for #hashtags:
Hashtags

Show a view on the profile:
facebook_status
This is only relevant for the core profile, meaning it will not work if you override the default profile. The default facebook_status view is recommended. Other views may not work correctly.

Show a view on the share-status page:
facebook_status
The default facebook_status view is recommended.

Reply method:
Reply in conversation view

Long status update field size:
40
Sometimes, you just need the status update field to be longer than it is in the block. This applies mainly to the "share-status" page.

Number of rows of the status update box:
2
This only applies if the status update box type is set to "textarea" (not "textfield").

Number of OpenAPI accesses allowed per IP address per hour:
60
If you have problems with external sites or applications accessing the open API too often, disable permissions for using it and build RSS feeds in Views instead.

Location of status-term pages:
statuses/term/{term-name}
Can be an absolute or relative URL. Use the tokens {term-id} and {term-name}. Use Views to build the listing (a default one is provided).

Default text:
@laststatus
If you leave this as @laststatus, the default text in the status update form will be the last status, if it exists; if no statuses have been posted or the last status was blank, you can translate the default text (blank by default, identified by "@fbssdefault" in the translation interface). Otherwise, the text you input here will appear in the status update form and will not be translatable. In both cases, the default text will be automatically cleared when a user clicks in the status update box.

Save configuration Reset to defaults

This demonstration site is part of a presentation given by Isaac Sukin at SouthEast LinuxFest on June 13th, 2010.

Find Isaac: @IceCreamYou | drupal.org | Blog

Drupal



Configure Rules

Content management Site building Site configuration User management Reports Rules 0 / 1 Log out admin

Social Networking in Drupal

Home > Administer > Rules > Triggered rules

Editing rule Submit Facebook-style Status

Rule settings

Label: *
Submit Facebook-style Status
Choose an appropriate label for this rule.

Event: *
User adds or updates a status
Select the event on which you want to evaluate this rule.

Categories:
facebook_status
A comma-separated list of terms describing this rule. Example: funny, bungee jumping.

This rule is active and should be evaluated when the associated event occurs.

Weight:
0
Adjust the weight to customize the evaluation order of rules.

Save changes

Rule elements

ON event *User adds or updates a status*

IF

NOT Status was posted to own profile

+ Add a condition

DO

Send a mail to a user

+ Add an action

This demonstration site is part of a presentation given by [Isaac Sukin](#) at [SouthEast LinuxFest](#) on June 13th, 2010.

Find Isaac: [@IceCreamYou](#) | [drupal.org](#) | [Blog](#)

Drupal



Configure Userpoints

Content management Site building Site configuration User management Reports Rules 0 / 1 Log out admin

Social Networking in Drupal

Home > Administer > Site configuration

Points settings

Configure userpoints moderation and branding translation

- ▷ Moderation
- ▷ Points branding
- ▷ Fun Points expiration
- ▷ Messages
- ▷ Report Settings
- ▷ Fun Points Categorization
- ▷ Transaction stamping

▽ Facebook-style Statuses

Userpoints for changing one's own status:


Userpoints for posting a message on another user's profile:

Maximum number of Userpoints from posting statuses per day:

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.

This demonstration site is part of a presentation given by [Isaac Sukin](#) at [SouthEast LinuxFest](#) on June 13th, 2010.

Find Isaac: [@IceCreamYou](#) | [drupal.org](#) | [Blog](#)

 Drupal



Configure Flag

Content management Site building Site configuration User management Reports Rules 0 / 1 Log out admin

Social Networking in Drupal

Home > Administer > Site building > Flags

Edit Friend flag

Title: *

A short, descriptive title for this flag. It will be used in administrative interfaces to refer to this flag, and in page titles and menu items of some views this module provides (these are customizable, though). Some examples could be *Bookmark*, *Favorites*, or *Offensive*.

Flag link text: *

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

Flag link description:

The description of the "flag this" link. Usually displayed on mouseover.

Flag confirmation message:

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 JavaScript is enabled, it will be displayed below the link. If not, it will be displayed in the message area.

Unflag link text: *

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

Unflag link description:

The description of the "unflag this" link. Usually displayed on mouseover.

Unflag confirmation message:

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 JavaScript is enabled, it will be displayed below the link. If not, it will be displayed in the message area.

—▷ [Token replacement](#)

Roles that may use this flag:

- authenticated user

Checking *authenticated user* will allow all logged-in users to flag content with this flag. Anonymous users may not flag content.

Display options

Flags are usually controlled through links that allow users to toggle their behavior. You can choose how users interact with flags by changing options here. It is legitimate to have none of the following checkboxes ticked, if, for some reason, you wish to **place the links on the page yourself**.

- Display link on user profile page

This demonstration site is part of a presentation given by [Isaac Sukin](#) at [SouthEast LinuxFest](#) on June 13th, 2010.

Find Isaac: [@IceCreamYou](#) | [drupal.org](#) | [Blog](#)

Drupal



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>
--	---	--	---

Click on an item to edit that item's

Save Cancel Revert

Latest Status: Configure Relationship *Flags: like*

Label:

flag

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 content; 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

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.



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"/>
---------------------	--------------------------	-------------------------------------



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



Isaac Sukin
@IceCreamYou

drupal.org/user/201425
isaacsukin.com

THANK YOU