
UNIT 4: BUILDING AN ONLINE SOCIAL NETWORK USING SOCIALGO

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WHAT IS SOCIALGO??

- SocialGO is a UK-based provider of online community and social networking software.
- It's a Cloud-based networking solution which helps firms with advertising, event management, social media integration and group management.
- It allows both existing communities and aspiring social network creators to create a flexible, customizable social networking website.
- It is a Social networking platform that helps businesses of all sizes with social media marketing, customizable layouts, web advertising, chat user interface, comments moderation and more.

WHAT IS SOCIALGO?? CONTD...

- SocialGO offers two products:
 - SocialGO for communities, focusing on providing existing communities with a flexible tool to create an integrated web presence (www.socialgo.com). With powerful website building tools and a core host of community features (membership, private messaging, events), it is the best choice for existing communities who need a beautiful, scalable online home.
 - SocialGO Network Maker, focusing on providing software to allow anyone to create a social network. With classic social networking features (friending, poking, customizable profiles), this is the best choice for aspiring social network creators.
- Both products are browser-based and hosted in dedicated servers. This means that as long as you've got a browser and an internet connection, you can get started straight away - without having to download or install any software.

SOCIALGO ALTERNATIVES

- There are many alternatives to SocialGO, not only websites but also apps for a variety of platforms, including Self-Hosted solutions, Android, iPhone and Linux.
- Disciple: Create a passion-fuelled community with a private, owned community social network on Web, iOS and Android
- Mighty Networks: Create your own social network with an activity feed, member profiles, sub-groups and more._
- Tribe: Tribe offers a fully customizable community platform to create highly engaging social networks. Users can ask questions, post answers, react, discuss, upload videos, and share interactive posts.

SOCIALGO ALTERNATIVES(CONTD...)

- **HumHub:** HumHub is a free social network software and framework which is lightweight, powerful and comes with an user-friendly interface. With HumHub you can create your own customized social network, social intranet or huge social enterprise application that really fits your needs..
- **BuddyPress:** Social networking in a box. Build a social network for your company, school, sports team or any community all based on the power and flexibility of WordPress. Install BuddyPress directly through your WordPress dashboard plugins page, or download it manually from the WordPress.org plugins repository.
- **Open Source Social Network (OSSN):** opensource-socialnetwork also know as OSSN is a social networking software written in PHP. It allows you to make a social networking website, helps your members build social relationships with people who share similar professional or personal interests.