

Problem statement

The information acquired through social media has become an integral part of our lives. Now more so than ever, as people in our society is unable to leave their domiciles, the purpose of social networks has heightened, and now the only substitute for societal interaction is social media.

The lockdown has everyone turning to social media for their updates but the recent mass adoption of social media has exposed the shortcoming of large user based social networks – users don't know about the happenings in their own neighborhoods, for example – the opening and closing times of local grocery stores and their products, current local festivals, etc. Print media like posters and banners are ineffective as no one inclines toward leaving their residence. People staying away from their native place are deprived of this information.

The proposition is a location based social media application that overcomes this problem. With the ability to share updates based on location, restrict posts' visibility to an exclusive proximal range, and browse posts based on their location, end users can stay up to date on their local developments. The need for privacy is met by the devising of a follow – following model in which the visibility of posts can be restricted to only a subset of users.