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**Essential Features to Consider While Social Media App Development**

Most of the people describe social media only with WhatsApp, Instagram, Facebook, and Twitter. But the fact is entirely different; the gamut of social media apps is even broader than they usually think. A **social media app features** put a high impact on the growth and brand image of your business in a short time. A competent **social media app development** certainly gives outstanding returns of productivity for your company.

According to market experts, currently, there are around 2.3 billion active social media users across the world. And it is not shocking to state that this number increased by 1 million from the past year. Therefore, to create a mobile **social media app**, there are several vital features need to consider to be included in the app.

* **User profile-** It is the first and the critical feature that a user requires in a social media app. This feature comprises necessary details of a user. It will help them to know about anyone in particular. A strong user profile will help you to attract more users towards your platform, and it also converts them to visit or subscribe to your app, whereas a weak profile may result in losing your potential users. Hence, this feature plays a significant role in your app.
* **Search-**It is one of the significant features thathighly require in an app. It is almost impossible to find anything or anyone without this feature. It will help users to find their particular things quickly. Therefore, this feature must include as a default feature.
* **News feed-**The feature helps a user always to stay updated. With this, a user can get every new update and all essential information from any community or their friends. It will help in enhancing user-engagement.
* **Messaging-**Messaging feature is the key reason which attracts several users towards the social media platform. It increases communication between the users. It allows the user to send and receive- messages, images, videos to their loved ones. Hence, to keep this experience highly customized is one of the critical challenges. A right feature ultimately gives an excellent chatting experience to your users.
* **Media files sharing-**With this feature, users can share interesting posts or videos with their friends and family. It will help in increasing their creativity skills. Today, everyone prefers to share their ideas or thoughts with some image or video content, so the app users highly recommend this feature.
* **Push notifications-**This feature offers the latest updates running on social media. For instance, if your friend uploads any picture, you will get a direct notification, or if a news post published in a group which you joined, a push notification appears on your home screen window. It ultimately increases engagement of users.
* **Invitations-**This feature allows the users to send an invitation to their friends and others to join their social group, or accept their requests to become a part of their friend's list. It is one of the most crucial features of social media apps.

So, these are some of the basic features on which a social media app depends. If you want to identify more about **social media app development** in detail, then visit the **SVAP InfoTech** website.