**Social Network in College?**

In today’s world most of people would know Facebook or Google+. They are very popular among a large section of society, but its success lies in overwhelming use by youth. But why are people using it throughout the day, 365 days a year. To get this answer, let us first understand what is social network?

A social network is a social structure made up of a set of actors (such as individuals or organizations) and the dynamic ties between these actors. The social network provides a clear way of analyzing the structure of all social entities or the study of these structures uses social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics. Social networks and its analysis is an inherently interdisciplinary academic field which emerged from social psychology, sociology, statistics, and graph theory. Now let us study what is social networking service?

A social networking service is an online service, platform, or site that focuses on facilitating the building of social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks. The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust.

After learning social networking service, let us study about its application. Can this be used in college? One of the points to remember here is that Facebook was made and used in Stanford University, so why can’t it be used in any other college as an intranet. This will help in better communication between students and college staff. All the timetables and events can be posted on the site. It can help save paper. Students can give independently suggestions and complaints about staff to the Principal without worrying about retaliation by hiding their identity.

Now let us see about practical solution and how it can be implemented:

Anyone can enter the website using valid student login, administrator login, placement officer login and staff login. The administrator has the utmost authority. This account may be handled by principal or other senior member.  
This website notifies students about various college events and placement opportunities. Only staff, placement officer and administrator have the permission to post events. Students can view these notifications. Whenever a new event or notification is posted students are automatically notified by message to their mobile number that is registered on the website so that information is not missed.   
It also informs the staff and gives them a list of students with high marks and those below standard attendance on a single button click. It also includes a student grievance page (as discussed) where students may post college inconsistencies and other problems. These posts will only be visible to the administrator.

This can help in student as well as college for better communication among themselves and help college to solve issues that are unknown to the management and build transparency.