

## Feature Set of the Branning Group Social Networking Platform

The Branning Group Social Networking Platform comes with the following feature-set:

- Users
  - Custom username
  - Verify email address and password
  - Enter in first name, last name, short biography ("About Me"), and other information relevant to the goals of the social network (Education, Occupation, Favorite Movie, etc)
  - Each user has a profile with a custom URL ([www.thisismarilyn.com/alexbranning](http://www.thisismarilyn.com/alexbranning))
  - Custom settings can be modified by user
    - Display date of birth, email notifications, privacy settings, and change password
  - Search for users by username, first name, last name, email, country, state and city
  - Community Page can be sorted by ranking, popularity and sign-up date
  
- Interactivity Between Users
  - Each user has a message "wall" where other members can leave comments
  - Private messages can be sent between members
    - Each user has an "Inbox" and "Outbox", as well as New Message notifications
  - Members can befriend each other
    - Each user has an "Add to Friends" link, "Friend Requests" page and notification upon Friend Request
    - Users can "arrange" their friends so that their top friends appear on their profile
    - A default friend is given to each new sign-up (like "Tom" on MySpace)
  
- Photos
  - Each user can upload photos
  - Photos can be cropped using custom tool that creates a custom thumbnail for the photo
  - A "gallery" section displays the latest photos uploaded by the community
  - Other members can comment, reply to comments and give a thumbs-up to the uploaded photos
  - Each piece of media has a friendly URL for search engine optimization
  - Photos can be organized using our Folder system
    - The "gallery" section can be customized to only show images that are not designated Personal or Mature (18+)

- Users can give their photos a title, description and keywords (or “tags”) to be used in photo searches on the web site
- Our Social Media Integration package includes one-click photo sharing throughout the most popular social networks, including Facebook, MySpace and Twitter (can be expanded to include dozens of other sites, depending on your goals and demographic)
- Users can select one photo as their “profile picture” (or default photo)
- Search for photos by keyword or user that posted it
- Gallery can be sorted by ranking, popularity and upload date
- Micro-Blogging
  - Each user has a micro-blog that delivers a short message to all of their friends’ activity feeds
  - The micro-blogging application can be integrated with third-party applications like Twitter, Facebook, etc.
- Blogs
  - Each user can post a blog with title, body, and keywords
  - Each blog is given a unique URL for search engine optimization
  - Other members can comment (and reply to existing comments)
  - Our Social Media Integration package includes one-click blog sharing throughout the most popular social networks, including Facebook, MySpace and Twitter (can be expanded to include dozens of other sites, depending on your goals and demographic)
  - Blogs can be “downloaded” from other web sites the member is a part of (Blogger.com, WordPress.com) to boost the content on your web site. NOTE: this can only be done with the user’s permission and participation
- Activity Feed
  - There is an activity feed on the User Home Page that displays the latest activity on the web site. This feed can be filtered by users (friends only, specific friends only, site-wide) and type of activity (comments, photo uploads, micro-blogging, etc).
  - The types of activity that are broadcast on the Activity Feed
    - New sign-ups to the web site
    - New media posted (photos, videos, blogs)
    - Micro-blogging updates
    - New comments on photos and other media
    - New comments on profile message walls
    - New relationships formed (user1 became friends with user2)
  - This functionality is crucial to the growth of your social network; activity begets more activity, thus creating a “snowball” effect of activity on your web site

- Videos
  - Members can share videos they find on other video-sharing web sites (YouTube, Vimeo, Hulu, etc)
  - Each video is given a unique URL for search engine optimization
  - Other members can comment (and reply to existing comments)
  - Our Social Media Integration package includes one-click video sharing throughout the most popular social networks, including Facebook, MySpace and Twitter (can be expanded to include dozens of other sites, depending on your goals and demographic)
  - Each video is given a title and description from the user sharing the media
  
- Inviting Friends
  - The Branning Group comes with an Invite Tool that allows your members to browse their address book(s) and send email invites to their friends.
  - We have also created a template document that guides your members on inviting friends from other popular social networking web sites:
    - Facebook
    - Twitter
    - MySpace
  - Your members can copy/paste HTML code on their personal web site (or profiles on other social networking platforms) with a link to your web site
    - This is great for search engine rankings!
  
- Classifieds System
  - Members can post classified ads on your web site
  - Ad can be categorized based on the categories you define (Default: For Sale, For Hire)
  - Each ad has a title, body and image associated with the ad
  
- Events
  - Members can create events
  - Members can invite friends to their event using your in-site Invite tool
  - Each event has a venue, title, start and end date/time, address with city/state/zip, contact name, phone number, description, image associated with event (flyer?), cost and event URL
  
- Groups
  - Members can create groups
  - Members can invite friends to their group using your in-site Invite tool
  - Each group has a name, administrator, external URL (ex: churches, company-specific groups, etc) and a message "wall" for members to communicate with each other

- Forums
  - The site administrator creates the categories and forums
  - Members can create new topics in your forums
  - Members can post replies in each topic
  - Forums accept "BBCode" (safe mark-ups that allow text formatting, links and images)
  - Members can subscribe to topics and forums
  
- Email Notifications
  - Email notifications are sent to members when:
    - They first sign-up to your web site ("Welcome" email)
    - A new comment was posted on their media (photo, video, blog)
    - A new comment was posted on their profile's message wall
    - Someone replied to one of their comments
    - They receive a friend request
    - A friend request they made was accepted
    - They are invited to a group or event
  - The Branning Group Social Networking Platform is CAN-SPAM compliant and gives all members (and non-members) the option to opt-out of all email notifications with a two-click process
  
- Administration
  - User statistics (sign-ups, logins, who's online now, etc)
  - Block/Unblock users
  - Delete user accounts including all associated media and activity
  - Media statistics (uploads, views)
  - Delete media and all associated activity (comments, ranking, replies)
  
- Content Management System
  - Edit all informational pages on the web site
  - Each page can be edited using an online word process that allows you to format text, upload images, include videos and links!
  - You can create a new page in two easy steps
  - Each page has a unique URL (great for search engine optimization)
  - You can define the title, keywords and meta description of each page
  
- Search Engine Optimization
  - Each user has their own unique URL
  - Each piece of media has a unique URL
  - Each web page has a dynamically-generated URL
  - A Google sitemap is automatically generated each day and submitted to all major search engines