Building A Social Network Website From Scratch



Define the features and functions

The choice of the features and functions is strongly connected with your target audience and the goals they want to reach as well as the actions you want them to do. Define the patterns of user's behavior, find touchpoints with your platform and offer a function for each of them:

messaging system

Write and respond to peers -



others - rating system

Compare their success with



Share ideas – news feed/communities



Search or invite friends – social media integration



Post photos and videos media support



Keep updated - notifications







Provide feedback – comments



Get support – FAQ/Live chat



Get appraisal – likes or shares



strong authentication

Feel secure - privacy settings and

development team to code from scratch.

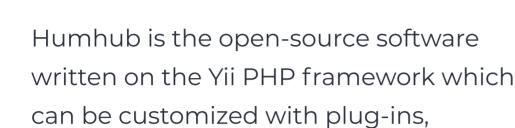
The list may be continued eternally and depends on the specifics of the community

Select a platform

The best way to create a social network free is by using open-source software and customizing it to your needs. Why is it worthy? It doesn't require in-depth coding knowledge and allows for tailoring it with pre-set tools and plug-ins. The market offers a lot of platforms that make it

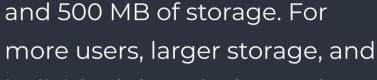
While there a lot of options on the market, we'll check on just a few popular of them:

easier for customers to select something that fits exactly their needs without hiring the



HumHub

modules and integrated with third-party applications. The platform can be employed for private networks with a few users as well for professional use with the paid enterprise edition.



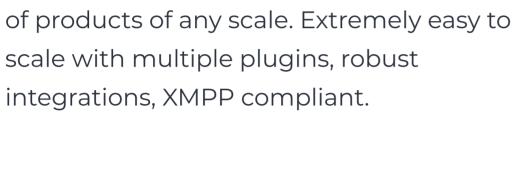
Price

individual domain, be ready to pay from 9 to 99 euros per month. Additional modules may also cost you extra money, though most stuff on the marketplace is free.

A free plan is limited to 3 users

Oxwall is another popular PHP/MySQL social network software for a wide range

Oxwall ()



however, you'll be charged 10

Price

to 20 dollars a month in case you need your hosting and premium support.

The main functionality is free;

Cabin, built using React and Redux with powerful APIs, scalable through services like Stream, Algolia, Mapbox, Keen, and

from the ground up:

cabin

Imgix. Not only the platform provides resources to build a social network but also a powerful 8 step tutorial on using each of the technologies and features.

cost while being scaled.

Price

services come at an additional

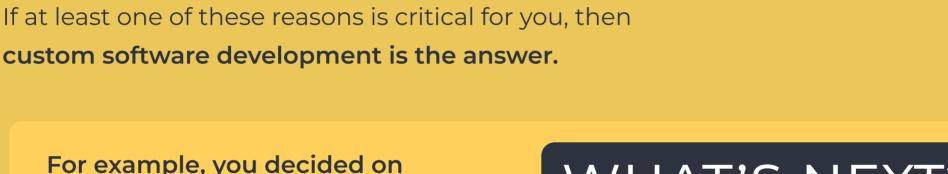
Free. Yet, the integration

As you can see, the easiest way to create a social network website is to find the appropriate open-source platform, select modules, and features and do custom development. However, some considerations require building a network

Developing from scratch

You need the features that don't come out of the box

You need full control over your product



You need organization-specific workflows

Make a responsive website using

For example, you decided on

making PHP social network.

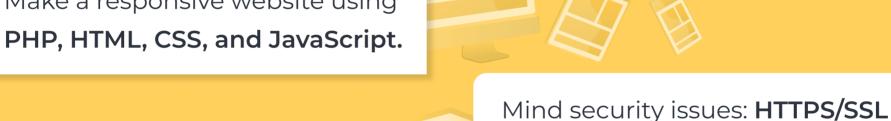
Create a database using

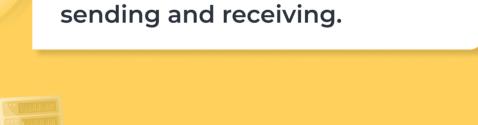
their relations.

something like MySQL or

MongoDB to save all information

on your users, map them and





protocols allow for secure data

how many people could cope with it?

Frontend developer

Elinext success story

One of our social network-building stories began

when a startup business owner from the US

The whole project took us about

platform, with cooperation lasting

for about 7 years spent on scaling,

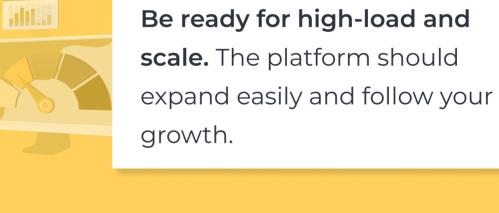
three months on coding the

come to us with the request to develop

a social network with a purpose.

UX/UI designer

QA engineer



Depending on the business needs, tools used, scale, and maintenance of the project, the size of the team will vary and may include more developers, junior assistants, DevOps, and support staff.

Here's where the most interesting question arises:

Backend developer to code functionality

Project manager to get everything together

Our goal was to create a

NET-based platform for

volunteer and donation

opportunities where users

can search for open positions

based on location, interests,

and/or what their friends are

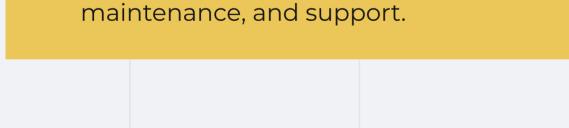
supporting. They can sign up

for jobs, communicate with

the organization, track their

donations and create a

volunteer resume.



solutions might be the way, but what can we offer?

Smart news feed based on AI or machine

learning: a user sets their interests (for

How to spice up your social network? To cope with the competition on the market, business owners should offer unique benefits to users, though it's hard to surprise them nowadays. Considering innovative

Smart feed

example, football, health, horror movies) and a database query will match these interests with keywords from the news section to produce the news feed. The system detects who is interested in the specific keywords.

Image recognition

Blockchain



serve at least two purposes: ■ For finding necessary items and related pages/discussions by photo: for example, to scan the label of favorite wine and

Machine-learned image recognition may

find out how it is rated in the network.

- For filtering out abusive or NSFW content using a convolutional neural network-based algorithm.
- Private social networks are shifting toward decentralized networks with servers all over the world that communicate with each

other seamlessly. A good example is Diaspora* – a social networking platform based on blockchain technology. Its advantages are better privacy, security, and control over the content.

Even though the social media platform may take a couple of months or even weeks to be released, the main work begins when users come and set their rules so that

you need to grow your database, add features and give them support. Don't forget about marketing all the way through: engage with people, activate paid

ads, mention it in blogs and email newsletters.

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