

The Pivotal Social Media Platform

Version 2.5



The Value Proposition

- Your development effort can focus on your differentiating features
- Our code handles all the standard social media features
- You tailor the things you care most about
- Everything else is developed based on best practices from our years of social media experience

Modular Architecture

- Components are external to your application code
- Your application can configure, extend, modify, or even replace behavior as needed
- It all just works out of the box

Social Media Building Blocks

- Users, Invitations and Profiles
- Content Management System
- Asset Management and Storage Tools
- Pals, Bookmarks and Associations
- Testimonials, Reviews and Ratings
- Message Center and Notifications
- Blogs, Groups and Forums

Users and Accounts

- Simple sign-up with email validation and optional Captcha
- Secure login
- Secure password management tools
- Terms of Service management
- SEO-friendly URLs and user names
- Blacklisting

Profiles

- Configurable profile questions and question hierarchy
- Avatar stock photos and stock photo management
- User-uploadable avatar photos and photo sets

Invitations

- Invitations to the site, to be pals, to groups, etc.
- Address book import from GMail, Yahoo!, AOL, Hotmail, and Outlook
- Streamlined pre-validation

Content Management System

- Radiant CMS packaged as a Plug-In
- Deep integration with User, Photo, and Video management
- Full-text Search through SOLR

Photo Management

- Photo resizing and asset management
- Photo storage and serving through Amazon S3 or local storage
- Pluggable integration with other photo stores

Video Management

- Video storage and serving through Amazon S3
- Video transcoding through Amazon EC2 and SQS
- Supports Flash movie serving, mobile video, and other standard video formats

Connections

- Supports all standard connection styles
 - one-way or two-way
 - requiring approval or automatic
 - mix and match any or all of the above
- Supports multiple *types* of connections
- Streamlined *pending connection* management

Favorites

- Users can create bookmarks to any content you choose
- Your application can create arbitrary custom types of associations, to build custom functionality

Testimonials, Reviews and Ratings

- Users can comment on any content you choose
- Users can rate any content you choose
- Your application can sort based on ratings

Message Center

- Users can message other users on the system
- Users can send messages to multiple recipients
- Users are notified of new messages, and other activity
- Elegant, compact backend architecture

Notifications

- Any event in the system can trigger notifications
- Notifications can result in message center messages, email notifications, or other external notifications, e.g. SMS
- Users can control routing of notifications, at coarse or fine grain
- 'What's new in my network?' box and RSS

Blogs

- Integrated individual and group blogs
- Comments can require login or captcha
- Users can save drafts, and control publishing
- Per-user and systemwide categorization
- Article archives by year and month
- File attachments

Blog Syndication

- RSS 2.0 feeds
- SEO-Friendly URLs
- Permalinks
- Trackback ping

Groups

- Public and private groups
- Extensible role system
- Group invitation and membership request management
- Bulk invitation
- Integrated with message center
- Abuse management

Forums

- Leverages membership rules in Groups
- Supports threaded and unthreaded discussion styles
- Forums can be associated with any content type

Admin Tools

- Administrative review tools
- Support for “Flag as offensive”
- Account suspension and revocation tools

Search

- Integrated, scalable full-text search
- Extensible search metadata

And More...

- If you have a feature that's not on our roadmap, and we agree it should be, we'll build it at no additional charge.