Integration with Social Networking applications

Companies enrolled their marketing strategy with a website. But now marketing campaigns are based on mass markets. The mindset of customers has driven change to the web strategy while the sales funnel is working out.

These custom Android-based social networking apps are easy-to-maintain and can improve your presence on different social networking sites.

Here are some services provided through social networking apps: -

- *Fully custom, full-scale social networks*

- *Messaging, chatting & conferencing tools*

- *API integrations for popular social networks*

- *Social networking widgets for web apps*

- *Social bookmarking tools*

- *Community-based, forums based tools*

- *Blog creation, social network marketing*

Five fundamental principles of good application design for social networking

1. **Consistent User Experience** The interface of your application should be driven by vertical application strategy that allows branding with a company logo and colors. It creates attractive, easy-to-use applications that enrich the user experience and controls, thus letting app designers create anything they can dream up.

2. **Business Intelligence** All mobile applications should be developed with a good data that aid in decision-making. It is important to consider social networking integration options for enterprises with the help of addons that use Web services, standard ERP and CRM adapters. This continuous interaction optimizes the data feeds from legacy sources without writing a single line of code.

3. **Break the Mold** It is very important not to buy any off-the-shelf application templates, or else app users will notice stale applications they have seen before. Always aim to develop mobile applications with your unique business proposition. This will allow you to take a standard industry application and enrich it with features to target your users. So, stay on top of cutting-edge feature that updates your app frequently.

4. **Hybrid Technology** Sometimes there are setbacks in application platforms, and if you have a designed mobile app to reach a broad user base, it is important to have the app developed with hybrid technologies.

5. **Engage the Customer** It is an important aspect to engage your customers by keeping your customers hooked on to your apps:

   - *Provide great deals and personalized offers on their mobile phones, with features directing them to receive these deals through social media.*

   - *Always try to get the real-time feedback from through feedback forms, GPS-based locators, online help, and videos on social sites.*

   - *Provide your consumers with the specific tools to browse the entire catalog from their smartphones. There should be basic features to get all the product details of specific criteria to get their search done effortlessly.*

   - *If you want to develop your mobile app in a unique way in this competitive market, then you need to think strategically about designing your app. It should contain rich features and should be optimized for fast loading speed and above all multiple interactive features.*

Steps to be taken in social networking for mobile application development

- *Look towards getting your social media application to enroll in more users by getting the social impression right.*

- *Always keep sharing your product or service offerings with their customers and fans across different networks and platforms.*

- *Update your app with a buzz feed that is a vital component that converts into sales when the companies launch a new product or a new service.*

- *Tie up with an excellent social media software development service to get the buzz generated and get it viral.*

- *Maintain a good social connectivity to have a social approach to it making it easier for users interact with one another easily.*

Conclusion

By enabling social networking mobile app development, you can encourage visitors to visit your site, and use your services as well. This will help you to create robust, reliable and result-driven social networking mobile apps according to your specific business need and help you to capitalize on the social networking revolution.

Major Types Of Social Media Apps

- Photo/media-sharing platforms like Instagram, Snapchat, YouTube, etc.
- Social network apps like Facebook, Twitter, etc.
- Chatting apps like WhatsApp.
- Blogging and publishing sites like Medium
- Internet discussion forums like Reddit, Quora, etc.
- Business networking sites like LinkedIn.
- Consumer review platforms like TripAdvisor.
- Anonymous social networks like Anonyfish, Minds.com, etc

These apps have a general set of features embedded in them which are a must-have for any social media app. Let us have a glance at them:

Fundamental Features Of Social Media Apps

Captivating user interface: The UI should form a great impression on users enabling easy navigation through the app. It should have a powerful and interactive visual design.

Easy registration and login: Considering the short attention span of today's users, the registration and login processes must be as easy as possible.

Easier search functionality: Users should easily be able to search for anything by user names, tags, location, etc. As they start searching, the results should be filtered out and shown in a drop-down style at the earliest.

Private chatting and calling functionalities: A convenient chat feature for sending messages, photos, or other media and a calling feature to connect seamlessly are vital for these apps.

Message status: The users should be able to know if their message was read by the other users; they should also be able to hide their status if needed.

Ease of connectivity and expand user following: These apps must allow the users to easily access millions of people with ease and thus, build a following at a fast rate.

Creating and editing user profile: A thoughtful user profile that helps users to attract their target audience is essential for a social app. Users must be able to edit or customize it as well.

Push notifications: For keeping the users notified of recent activities and also about promotional activities, this feature is a must-have in the apps.

Appealing and real-time news feed: Relevant, real-time, and engaging news feed helps the users to stay tuned with information from friends and other communities. This potential feature compels the users to keep scrolling continuously.

Commenting, liking, and sharing: These features also ensure more engagement of the users.

Ability to add posts: Users should be able to express their thoughts on the platform. They should be able to share or upload files in the form of text, image, audio, video, etc. formats.

Group or community creating feature: Users, whether individuals or business entities, having common goals, interests, and values should be able to form groups or communities.

Add or remove friends/connections feature: Users must have the freedom to add, remove, or block their connections and also report if needed. This feature is extremely important in a world where unknown people connect so fast.

Emojis, GIFs, and stickers: These functionalities are necessary for ensuring that the apps give a more interactive and intuitive feel to the users.

Ability to integrate with other social media platforms: This feature helps the app owners to increase their user-base and drive adoption, thereby increasing its popularity.

Top-level security and privacy of information: Higher security and privacy features must be employed in the social apps to ensure secure interactions, prevent sensitive information of users, gain their confidence and thus, maintain the good reputation of the social network app.

A Few More Advanced Features

- Go live or broadcast feature
- Hosting Watch Parties
- Ability to highlight best stories
- Ability to edit, crop or rotate images
- Collaborative stories i.e. short-lived stories for one-day or limited time-span

- Person-to-person (P-2-P) payment

Now as we are done with the features part, let us move to the technology stack requirements of these apps. There are two major parts- frontend and backend. Apart from this, we will also discuss the admin panel and database.

Social Networking App Development: Aspects To Look For In Technology Stack

Frontend

Frontend development depends on several factors like frontend features to be inculcated, the framework to be chosen for faster development, best performance, and the flexibility of the app.

For developing a web frontend, AngularJs and Bootstrap are considered reliable. Some can also use ReactJs. After deciding these platforms, one can combine them with HTML and CSS for styling capabilities and develop outstanding social apps.

For developing native apps, native languages like the below can be preferred:

- Android- Java or Kotlin
- iOS- Objective C or Swift

For developing hybrid apps, one can use frameworks like Ionic, React Native, Flutter, Cordova/PhoneGap, etc.

Backend

Backend is a crucial part of development for determining what logic will be used and how. Node.js is being widely used for backend development of dynamic social apps that focus on real-time events that need quick data processing with minimal latency. Apart from Node.js, PHP and Ruby are also being used for backend development.

Admin Panel

The Admin panel can dramatically impact the budgets. Admin panel can be either developed in-house or with the help of other development companies, depending on

your requirements and goals. Since it is a time and money intensive process, several companies don't build their Admin panels from scratch and work with a third-party service. However, with third-party services, there are limitations as customization is not possible.

Database

Social apps need a huge amount of data to be accessed, stored, and processed. There are multiple databases available for the diverse needs of the apps. One can select any database: MySQL, PostgreSQL, SQLite or NoSQL database- for instance, MongoDB. However, we recommend using PostgreSQL or MySQL. For cloud services, Amazon Web Services are highly recommended as storage for all the data.