

# Beyond Social



ADIS JUGO, MVP

SHAREPOINT AND PROJECT CONFERENCE ADRIATICS 2013  
ZAGREB, NOVEMBER 27-28 2013



# sponsors



# A quick poll



Do you use facebook and/or twitter?



Do you practice social computing in your company?



Do you use SharePoint as a social computing platform?



Did you implement any kind of governance for your SC platform?



# yammer

The Enterprise Social Network



# what is enterprise 2.0?

Enterprise 2.0 aims to help employees, customers and suppliers collaborate, share, and organize information via Web 2.0 technologies.

Enterprise 2.0 is use of emergent social software platforms within companies, or between companies and their partners or customers.



CONTENT + SOCIAL COMPUTING =  
ENTERPRISE SOCIAL



# Enterprise social is...

- Content oriented
- Process oriented
- Compliant
- Helps in implementing internal procedures



# Yammer is...

- Not (yet) integrated with the content
  - Encourages content multiplication
- Not (yet) compliant
  - Permissions separated from content
  - Limited governance enforcement
- Cannot enforce internal procedures
- In cloud only (for now)
  - Hybrid scenarios
  - Trust between cloud and on premise





# What?

- ~~Yammer~~
- SharePoint 2013 social
  - Whole new feature stack
- Custom development
  - On top of the OOB feature set
  - Governance and management of social data
- Development and extensibility
  - Server
  - Client



# Why?

- Extending the feature set
- Governance and management in corporate world
- Internal procedures and compliance regulations
- Devices, devices...



social computing in SP2013:  
the architecture

# What is social?



SharePoint

 **About Garfield**

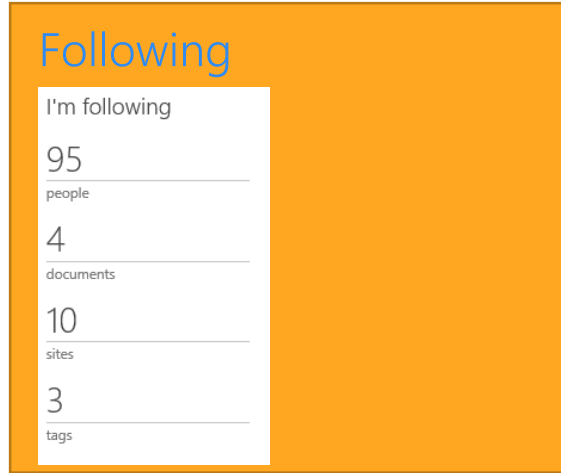
[follow this person](#)  
Feel free to [mention me](#) in a post.

**Garfield's Activities**

- ✓ **Garfield** replied to a post by **Odie**.  
2 days ago [Show conversation](#)
- ★ **Garfield** is now following **John Arbuckle**.  
[Follow Garfield](#) ...
- ★ **Garfield** is now following **Odie**.  
[Follow Garfield](#) ...

**Garfield**

- About Garfield
- Documents
- People
- Blog
- Apps



## Following

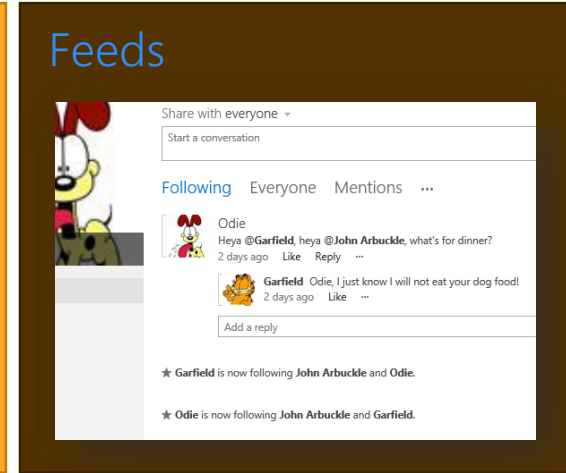
I'm following

95  
people

4  
documents

10  
sites


3  
tags




## Feeds

Share with everyone ▾  
Start a conversation

**Following** Everyone Mentions ...

 **Odie**  
Heya @**Garfield**, heya @**John Arbuckle**, what's for dinner?  
2 days ago [Like](#) [Reply](#) ...

 **Garfield** Odie, I just know I will not eat your dog food!  
2 days ago [Like](#) ...

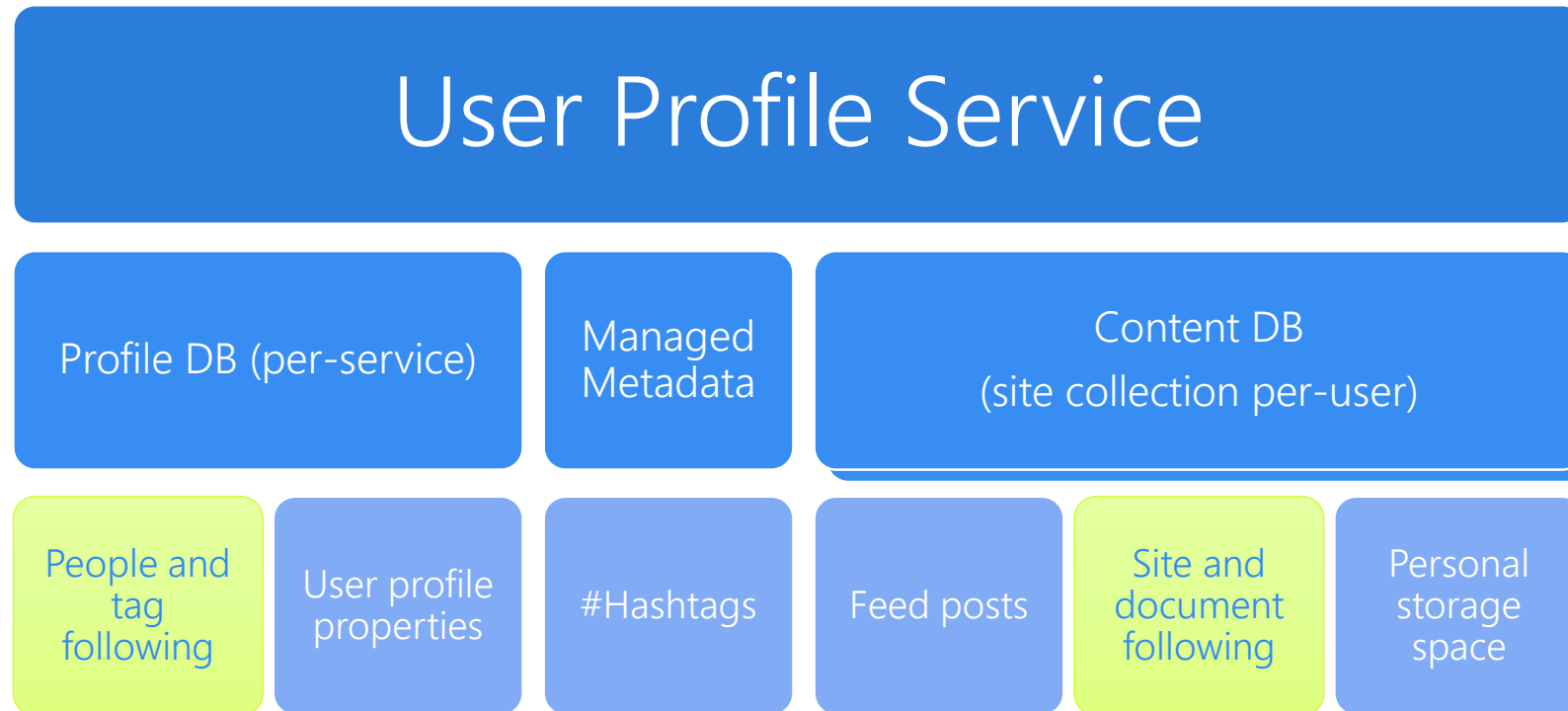
[Add a reply](#)

★ **Garfield** is now following **John Arbuckle** and **Odie**.

★ **Odie** is now following **John Arbuckle** and **Garfield**.



# Social architecture

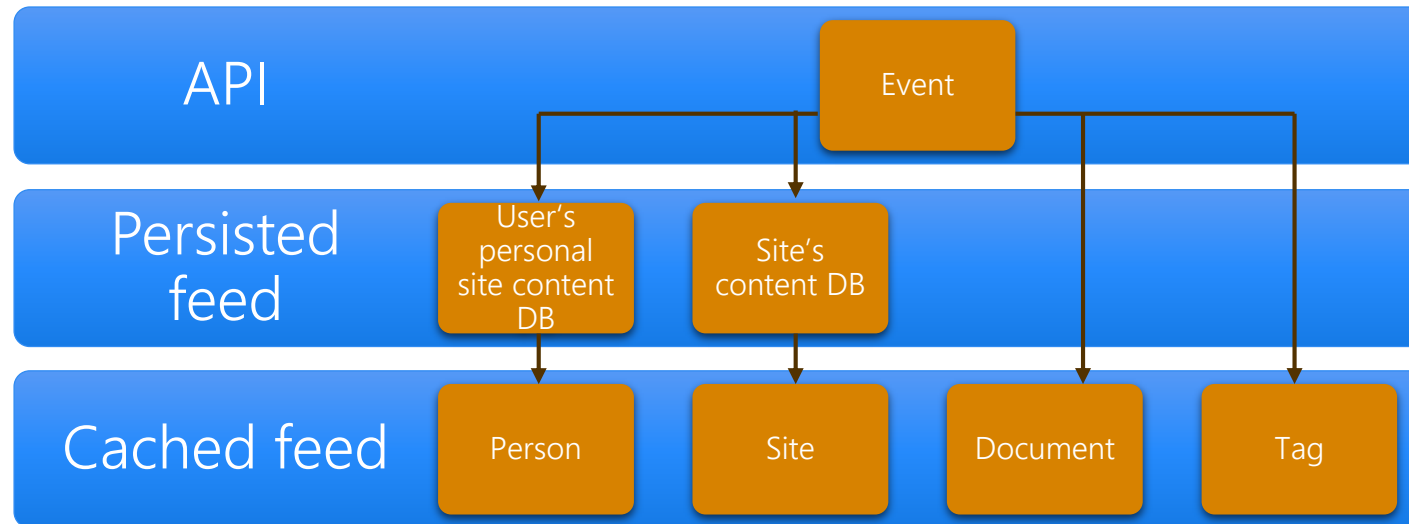


# See and do in real-time

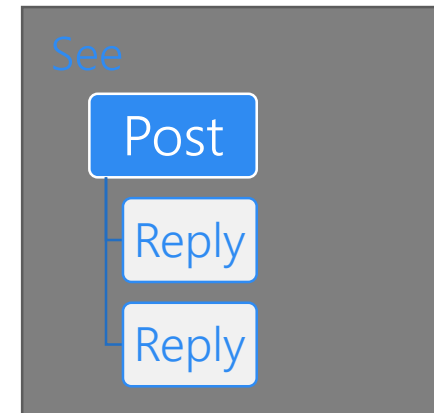
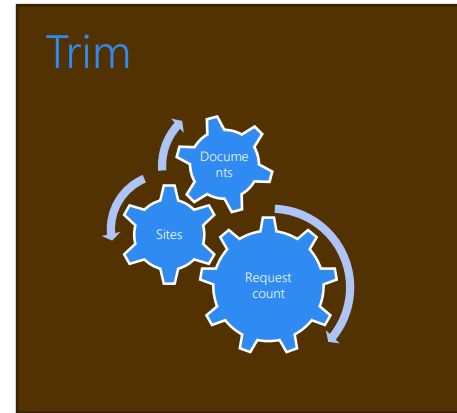
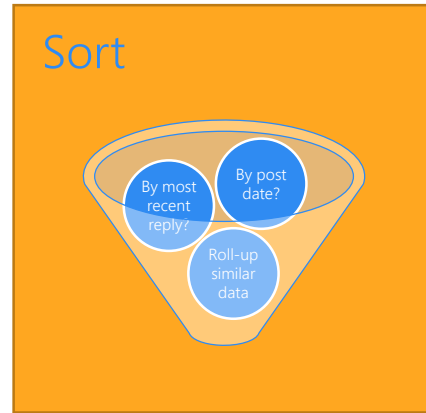
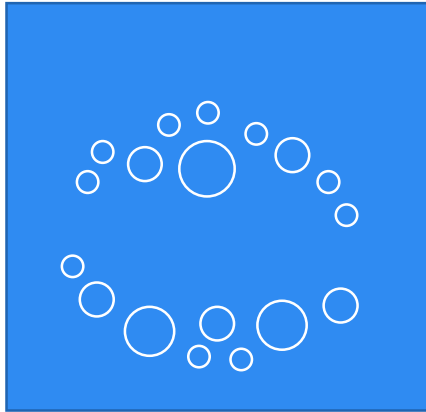
- Distributed caching service removes the need for 'activity gatherers' and timer jobs
- All requests are serviced in real-time based on the current state of the social network
- Requests rely on a mix of social databases, the distributed cache, and search index



# Feeds storage overview



# Creating aggregate feeds on-demand





feeds





Garfield

Newsfeed

About me

Blog

Apps

Tasks

EDIT LINKS

Share with everyone

Start a conversation

Following Everyone Mentions ...

★ John Arbuckle is now following 01.png.

★ John Arbuckle is now following The

★ John Arbuckle is now following



Garfield

Hi, I'm #social now  
@ You and John A  
13 minutes ago



John Arbuckle

Hi Garfield, it's Lasagne, as always :) #food Would you please call @Odie?

3 minutes ago

Stored in Garfield's MySite Microfeed / private

Stored in Odie's MySite Microfeed / private

Stored in John's MySite Microfeed / private folder

Stored in MySite Microfeed / public

Add a reply

★ Garfield is now following 01.png.

★ Garfield is now following The Garfield Crew.

★ Garfield is now following John Arbuckle and Odie.

Stored in the content DB

Stored in the profile DB



# Feed data structure

SocialFeed

SocialThread[]

Actors[]

Attributes

SocialPost[] (RootPost and Replies[])

Attachment

Author

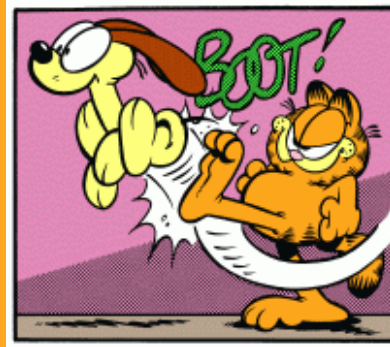
LikerInfo

Text



demo

SP 2013 social feeds



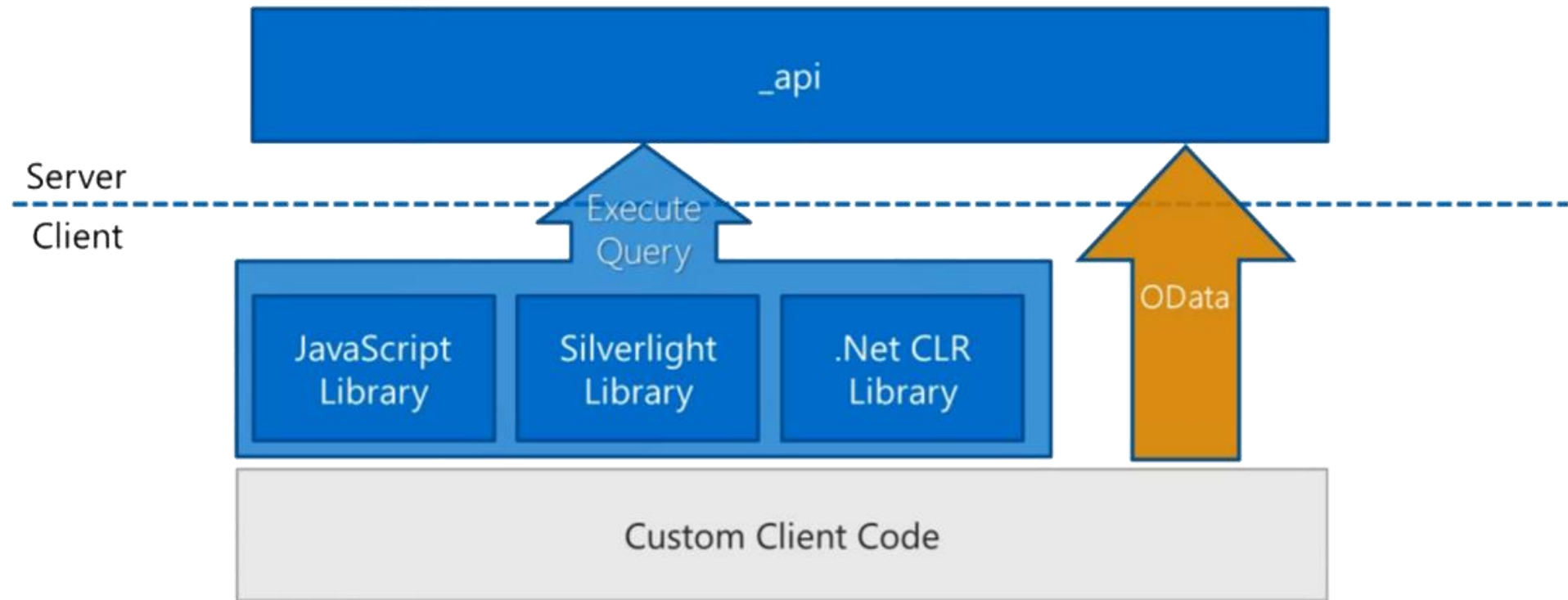
# An API? Five of them!

- Client-side
  - CSOM: Managed C#, Silverlight
  - Mobility API: Windows Phone
  - JavaScript Object model (JSOM)
  - REST / OData
- Server-side
  - Server Object Model





# CSOM + REST



# CSOM & social in SharePoint 2013

- We still have our old friends
  - Microsoft.SharePoint.Client
  - Microsoft.SharePoint.ClientRuntime
- But with social we have a new buddy for social!
  - \*Microsoft.SharePoint.Client.Social
  - \*Microsoft.SharePoint.Client.UserProfiles
  - \*Microsoft.SharePoint.Client.Microfeed
- And a few more new important friends as well
  - \*Microsoft.SharePoint.Client.Taxonomy

\*In SharePoint Server





# CSOM & social in SharePoint 2013

- SocialFeedManager – Get Feeds
  - Everyone, Likes, News, Personal, Timeline
- SocialFollowingManager – Get Followed Content
  - Sites, Users, Documents, Tags
- SocialActor
  - User, Site, Document, or Tag
- SocialPost
  - Text, Attachments, LikerInfo



# What you can do...

- Get Profiles and Properties
- Get Feeds and Replies
- Update the Current Users Picture
- Create posts for the current user
- Use it for
  - SharePoint Apps
  - Device apps
  - Integration purposes



# What you cannot do...

- Find out if an account exists
- Create a User Profile
- Change a User Profile (except of the user picture)
- Delete a User Profile
- Create/delete/like posts on behalf of another user
- Follow/Unfollow social actors on behalf of another user



# demo

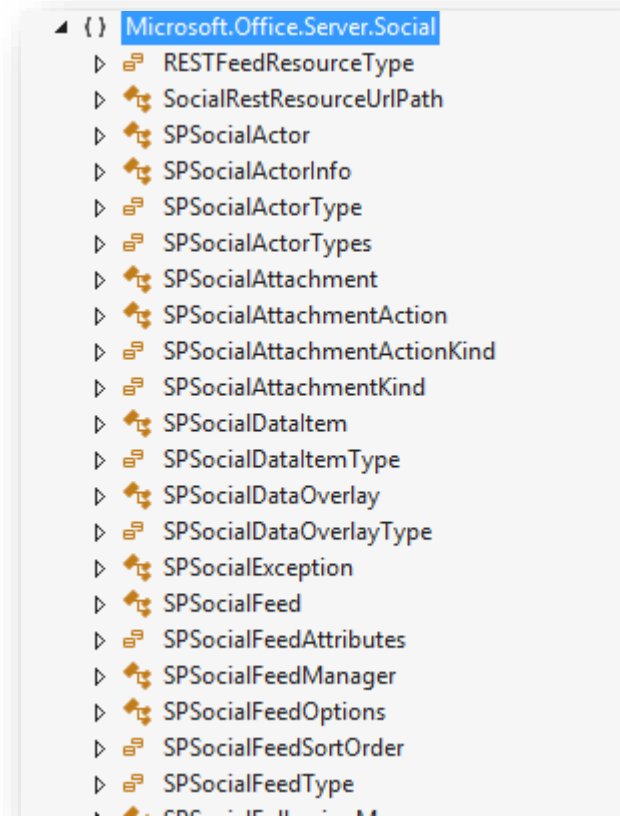
working with social feeds using CSOM



server side

# SSOM & social in SharePoint 2013

- Microsoft.Office.Server.Social
- Microsoft.Office.Server.UserProfiles
- Microsoft.Office.Server.Microfeed



# What you can do...

- As with Client, plus
- Find out if an account exists
- Create MySite
- Create/delete/like posts on behalf of another user
- Follow/unfollow social actors on behalf of another user



# What you cannot do...

- Connect from clients
  - SharePoint Apps
  - Client side & devices





# demo

Implementing governance procedures using SSOM



# A way to go...

From the...	Server OM	JavaScript API	.Net CSOM API	Silverlight API	REST API
Server	X	X	X		X
JavaScript		X			X
Remote .Net Client			X		
SharePoint App		X	X		X
Windows Phone		X		X	X
Other platforms					X



# Recap

- SP2013: new cool social features
  - Lacks governance and advanced management
- Client API
  - Manipulating feeds, following and likes
  - Integration in apps and solutions
  - Lack of governance possibilities
- Server side API
  - Full set of possibilities, no restriction
  - Suitable for implementing governance features



# Call for action!



- Look at the SP 2013 Out of the box features
- Consider compliance regulations
- Consider internal procedures
- Make an implementation plan





questions?



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thank you.

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