Abstract
We plan to develop a Private Social Networking for each colleges and organizations to share information. Online social networks are increasingly utilized by many users. These networks allow people to publish details about themselves and connect to their friends, family members and colleagues. There are many social networking sites and many of them are vulnerable. Some of the information revealed inside these networks is private and it is possible that corporations could use learning algorithms on the released data to predict undisclosed private information. In this paper, we introduce an approach that facilitates security and multiple services to private social network. Its main aim is to provide the privacy and multiple services such as Video conferencing, group chatting, news or forums. Private social networking site also facilitates user to create your profile to communicate with each user and collecting information.

Keywords: Blogs, Forum, Fictolab, System Architecture, Impact on Organization.

Introduction
Over the last decade social networking sites have increased in popularity. This popularity has brought many people together, increasing their ability to share information. While in general information sharing is desirable, some users might be worried with the privacy implications of disclosing so much personal information online. Currently users have options such as: They can either refuse to enter the information they are uncomfortable disclosing, or they may limit access to the information via privacy controls provided by the social networking site. Internet is a very essential part of life from shopping to electronic mails and education, internet is very important. It is a very large community which is using internet for pure education but unfortunately we have also a very large number of people including majority of youth and teenager using Internet only for social networks. Internet is very big evolution of technology but when we talk about the social networks it is extremely dangerous for youth and become enormously common and widespread in past few years. In such networking sites people get connected to one another after registration and then post news, information, fake news and other things including videos and pictures etc. Although social network can be used for good purposes but it is generally used for involvement of digital snapshots, illuminating demographic material and information, exposing securities, and conducting online conversations, because many communities motivate user for this kind of inappropriate actions and these communities has almost spoiled the image of social networks.

Referring to Fitcolab experimental online social network here, we consider some of the most standard users’ activities on online social networking websites. These include:
- Friendships,
- Private messages,
- Forum messages,
- Blog messages/comments,
- “comment wall” comments.

The rest of the paper is structured as follows. Section 2 analyzes individually each of the above mentioned users’ activities. In section 3 System Architecture of such websites is mentioned. In section 4,5 impact of such websites on organization and their advantages are mentioned. And Section 6 concludes the paper.
System Architecture

In this system architecture, first the admin need to register his/her organization. When the organization is registered the admin of organization create a private network for their users. For this purpose we need organization id and name of their Website.

Once Organization has been registered the user can easily register in their private network. Each organization has its own admin, and admin can control their users.

The records of organization and their users are stored in database. User’s records are stored separately in organization and user database.

General Activities

Friendship Activity

209 users had 1162 online friendship connections. On an average, a user had 5.56 friends. User with most friends had 71 outgoing friendship links. More than 61.2% of users had one or more online friends.

Messaging Activity

Population of 209 users sent 705 messages. On average, a user sent 3.37 messages to other users. And the maximum number of sent messages were 63 messages by one User.

Forum Messages

Forum was a very popular place for users’ activities on Fitcolab network. On average users posted 11.9 forum messages. 56% of users were active on the Forum. They totaled 2457 regular and 40 anonymous forum postings. The most active forum user had 281 forum posts. Interesting to note is that forum activity is distributed “unpredictably” uniform for users between 7 and 42 forum postings.

Blog Messages/Comments

Only 35 or 16.7% users participated in blog activities, i.e. posting a new blog article or a comment to an existing blog. There were only 77 blog activities. Most active blog users made 8 blog activities. 31.1% of users participated in activities related to photo-gallery. Altogether there were 267 such activities. The most active photo-gallery user had 26 photo activities.
“Comment Wall” Comments

There were 31.1% of users that participated in Comment Wall (CW) activity. Posted were 207 CW comments. The most active CW user had 16 CW comments.

Impact of Online Social Network on Organizations

We have just studied different activity analysis of standard Online Social Networking Functionalities. So now let us see its impact on organization. As we know education is very essential part of an individual’s life for every teenager education is more important than anything. Today teenager shows a keen interest for using social networks but unfortunately Social Networks affect education badly. Previous research has calculated that more than 90% of college students use social networks. Technology has shown a fast development by producing small communication devices but these small communication devices can be used for accessing social networks any time anywhere, devices such as pocket computers, laptops, iPads and even simple mobile phones. Technology is step towards betterment, no doubt but any technology which can provide ease of social networks can be dangerous for social network addicts. Social Networks grab the total attention and concentration of the students and diverts them towards non-educational, unethical and inappropriate actions such as useless chatting, time killing by random searching and not doing their jobs.

One of very common action performed by almost every user on social networks is eavesdropping. It is phenomenon of understanding the other users by spying their profiles, actions, likes, comments and other activities performed. In this regards opposite gender can be attracted by one another and to find loyalty of any friend all most each and every student spoils months, weeks on eavesdropping. Social networking websites obligate a very negative impression people of every age including teenagers, young adults and adults are continuously attracted towards social networks, international and national jurisdiction must take action against social networking website.

Advantages

Some advantages of an Private Social Networking site for an organization by refering to above concepts are mentioned below:

- Members will feel safe and feel freer to add (personal) content and therefore become more active.
- Members are assured that what they contribute won't be public anywhere. This can be an absolute trigger to get more members.
- You are less likely to be subject to spam as none off your content can be picked up by malicious sites.
- You will not lose privacy compared to on a social network as it is limited to an organization.
- Lesser possibilities of Fake accounts.

Conclusion

The social networking websites has become essential need today, but it should not be motivated at all. There is no third party which could check for what actions are been performed by which user, so it is strongly recommended to check children’s activities on social networks and don’t let them use social networking websites. It was found that largest proportion of the users used the site for its primary purpose for making friends. Most popular functionalities, not counting the friendship feature, were forum and private messaging. Blog was found as lastly used activity. It was also found that activity can vary strongly by user attributes. Interesting findings include those of online learning students having preference for private communication channels, and that, once they cross a certain system


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usage barrier, regular students tend to use system very diversely, by using many of its communication channels.

References


[2] “Online Social Networks: Enhancing user trust through effective controls and identity management” by Ryan Galpin Department of Information Systems University of Fort Hare