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NetVillage.com ups the ante on “social interest” graphs with capability to follow anything on its service.

Laurel, Maryland. – The netVillage Social Networking suite now allows community members the ability to not only follow other members, but also forum topics, files, blogs, news articles, photos and other items of interest within a web community.

The concept of a “Social Interest Graph” has been generating interest on the web. It defines the world by your interests, not just the people you may know or admire. This is a powerful concept and makes it easier to share your knowledge and experience with people who need it. It can also make it easier to do more of the things you want to do with people who can actually help you do it.

NetVillage is the next step from sites like Quora, which allow people to follow questions, as it allows following, rating, and even commenting on a wide range of items. “It is addictive”, adds Doug Bell, Sales Director of netVillage, “as you see a post you made, or file you uploaded develop a following.”

By allowing someone to follow both individuals and topics, you can get a very good sense of what one’s contribution and interests are, much more so than typical Social Networking sites. By understanding a member’s interest and allowing them to shape their experience through this additional filter, netVillage’s architecture creates an environment where someone can accumulate relevant knowledge very quickly.

About netVillage, Inc.

NetVillage is a leading provider of interactive communication and collaboration solutions (Social Networking) for creating, hosting, and managing community-enabled web sites, or special-interest user groups. We provide a complete set of tightly-integrated Social Networking

services that provide solutions for businesses wishing to create revenue generating virtual e-communities. For further information call 1-888-NETVILLAGE, or visit www.netvillage.com.

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