



To trust or not to trust a social network

Social networks, big or small, in my personal opinion, abide to the same business rules as any other business located in one or another country. But one may say: "Ok, but it is on internet, and internet is everywhere, no?". Yes and no. Yes because the nature and clients of those networks are located worldwide, but the registration, and in my personal opinion, the data storage rules, abide to a single country, where this business and social network is registered. Moreover, when registering a business, not much questions are asked except things like the nature of your business, and in what economic sector is it, like buy and sell, communications (which defaults to 'services offered' sector), services offered. Because later, the rules and regulations are going to come and ask you: "What do you want me to bill you for? For services offered or for stuff sold?".

This is accounting 101, and each business, in my personal opinion, must have official single ledger of income, profit and loss, and revenue, which it is going to show the "rules and regulations" or country, in which it is registered, to pay taxes based on those services or goods offered, and gain revenue in turn.

In my personal opinion, social networks follow the same principle everywhere. And opening a social network, should, and must, come after reading every possible law, restriction, offers, guidelines, and standards for all the countries of the world. Because one or another country might have a better offer for your social network.

As an end user, what makes me trust one or another social network ? Here the colors are blurred, its "the grey area", or "the fog area", where one could not see things clearly, if acting very fast, and taking fast decisions. For example, some countries, have different names for businesses, including social networks. Some have "incorporated", "single entity", and "standard line". Forgive me if the accounting names are not one hundred percent correct, but the meaning and understanding that I am trying to convey are crystal solid true.

So, given those three options for a particular country X. Which one would I chose to open my social network? "Incorporated" means that the network is registered under my name, and also the same network pays me salary, meaning that I do not get paid directly from the clients, but from my network. I am also a worker there. In the long, long, run it is much more better because the income tax return on this kind of registration is way bigger than the other options, of course, if the net income of this social network is greater than 80 000 dollars per year. If less than that amount it is worthless for me, as an owner to open this kind of business (social network) because in the end I will have to pay more each year for taxes.

Registering my social network under "Single entity" option, may seem good and right in the beginning, since I do not know how much income and revenue I am going to generate for years,

provided that I am planning to stay and stick with my social network for years, but I may lose earning very big money if I earn greater than 80 000 dollars per year. Also registering my social network under "single entity" makes me sole owner, where clients pay directly me, and not my registered company. Because in first case, as I mentioned earlier, I get paid from my own social network, my social network is my boss in that case. In this case no, my clients are my bosses, and they pay directly to me, and then I have to handle all the income tax returns by myself at the end of the year. Again, that is dependent on the country where I am planning to open my social network.

The third option "standard line", and NOT "standard life". Is when I open a social network under my friends name, and get regular payslips as registered employee of this company, and this company handles all income tax statements, insurance, and so on.

In my personal opinion, the third option is highly irrelevant in my case.

After said all that, and returning back to the question I asked earlier: "To trust or not to trust a particular social network?" Would I take into consideration all those factors mentioned before ? Definitely not. Because they are all hidden from the end user, and rarely users do understand the difference between companies, countries and so on.

In my personal opinion I would chose those factors to cast my vote for trustworthiness of one or another social network:

- What services does this social network offer?
- Are those services crystal clearly identified and explained?
- Does it have a mission statement? (Very Important!!!!)
- Do I spend more than five seconds (s) on a landing page to understand the starting general idea of this social network? If yes, then there is something not clearly shown, and additional research might be needed (or at least browse more pages of this social network for more explanation)

- Does it have free plans ? Or not ?
- Does one have to be registered for a specific time to receive additional offers ?

The reason for some of those questions, in my personal opinion, is standards. If a particular country puts rules and regulations that require one site or another to have at least 500 registered continuous users for at least a month and a half or 45 days in order to be considered social networking site, then one can see this directly from the landing page. No one, ever, will put a sign on his website saying: "I am social network", or "Once we reach 500 users, in month and a half time, we will become a social network". It looks weird, and no one will be doing this, especially if there is return on taxes involved. On the other hand, in this particular scenario, what will happen, is continuous blurry signs, slogans, until they reach a required number of users. It is the same principle, in my personal opinion, when one or another government in one or another country of the world asks employment and staffing agencies to have a particular number of employees registered to be considered for a top 50 best staffing agencies, or top 50.

As I have always said, the Mr. Big Money is a double edged sword ! What I mean is that if one really wants quality delivered one hundred percent and return on his investment, small or big, it does not matter, one should chose Mr. Big Money. Especially with the emerging Cloud Services worldwide. No one will be better at giving you the best deal for using the Cloud than the Mr. Big Money. On the other hand, the philanthropy of "Legalize it and Tax it" hurts many small good positive emerging people and companies, small to mid-size, and the result is poverty because it stops being a competition.

To me, and in my personal opinion, it would be great if I see this on the first page of social network:

- Play games online and offline with others (in real time)
- Share documents (word, excel, power point, open office docs, google docs)
- Upload, embed, watch, and share videos (all possible video formats offered here)
- A space for professional portfolio

- Convert documents and videos from one format to another (should and must include ALL formats available nowadays)
- Before logging in, pick a country that you are located in.
- Send money to friends by Trusted Worldwide providers
- Mobile friendly Social Network.
- Professional Social Media Marketing tools
- Professional Social Media sharing tools

I would also trust a social network, if it said on its front page, that it exposes me, as a user, to all groups, sectors, and its worldwide sections and networks, instead of keeping me with 114 local people, because statistical research studies have shown that I will adapt and function better within those circles, and especially 114, because that research came from social adaptation studies.