



**Features and Benefits of Social ICE for Owners, Members and Sponsors**

Benefit	Apps	Notes	Owner	Member	Sponsor
<b>1. Revenue Engines</b>	Advertising and Sponsorship	<ul style="list-style-type: none"> <li>Choice of Rotating Banner ( all pages) at top of page or static/ rotatating sponsor advert at bottom of page.</li> <li>Smart Ad app that can target specific individuals or groups</li> </ul>	✓	✗	✓
	Markets	<ul style="list-style-type: none"> <li>Promote your business and your members business in the Marketplace               <ul style="list-style-type: none"> <li>Promote muptiple marketplaces ( e.g. A Business member Market, and a Member to Member Market etc)</li> </ul> </li> </ul>	✓	✓	✓
	Events	Events can be set up, organised and publicised (free and paid for)	✓	✓	✓
	Subscriptions	Charge membership fees	✓	✗	✗
	Premium level	Set premium level memberships and charge for access	✓	✗	✗
<b>2.Promotion</b>	Profile	Build a personal or business profile	✓	✓	✓
	Blogging	Publish inside and outside the platform	✓	✓	✓
	Market	Promote products or services inside and outside the platform	✓	✓	✓
	Groups/ Forums	Create and join groups/ forums	✓	✓	✓
	Events	Publish events and take bookings	✓	✓	✓
	Advertising & Sponsorship	Advertising options (see above)	✓	✗	✓
	Auto SEO	Fast and efficient SEO is automated	✓	✓	✓

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3. Control	Site Owner Dashboard- Easy admin	Easy to use, non technical dashboard	✓	✗	✗
	Reporting	Easy to use reporting	✓	✗	✓
	Send Site Message	Send site wide messages which gets to all members with an email prompt	✓	✗	✗
	App settings	Change the App settings ( see Look & Feel)	✓	✗	✗
	Feedback	Feedback facility on each page	✓	✓	✓
	Appearance	Change the appearance ( See Look and Feel)	✓	✗	✗
	Export/Import	Export data and import members	✓	✗	✗
	Video/ Photo/ Documents/ Pages/ Links	Upload and share with your choice of friends, other members, groups and public	✓	✓	✓
4.Communication & Connection	Profile ( with access levels for each level of info)	Build your profile and choose what level of privacy ( see Privacy and Access below )	✓	✓	✓
	Members list	See other members and make connections	✓	✓	✓
	Suggested Friends	Get suggested friends	✗	✓	✗
	Groups/ Sub- Groups	<ul style="list-style-type: none"> <li>• Start and join groups and sub groups <ul style="list-style-type: none"> <li>• Join group discussions</li> </ul> </li> <li>• Add to and share in the group content ( Videos/ Photos/ Documents) <ul style="list-style-type: none"> <li>• Get notification of group events</li> <li>• Communicate to 'Group only' if needed</li> </ul> </li> </ul>	✓	✓	✓
	Live-stream	See the activity in the platform	✓	✓	✓

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4. Communication & Connection	Blogs	Communicate with fellow members / groups inside the platform and share outside the platform ( if 'Public access chosen)	✓	✓	✓
	Messaging	Send and receive messages from friends. Receive messages	✓	✓	✓
	Site Owner Communication	Wide choice of communication from owner to one, owner to group, owner to owners group ( everyone is a member), site wide message	✓	✗	✗
5.Groups	Open or Closed groups	Create Groups <ul style="list-style-type: none"> <li>• Open groups= Open to all members</li> <li>• Closed group= invitation only</li> </ul>	✓	✓	✓
	Sub-groups/ Sub-Sub Groups	Form sub groups and sub- sub groups if required	✓	✓	✓
	Sub-Group authority	Delegate authority for sub-groups and sub sub groups	✓	✗	✗
	Visibility	Set visibility levels so that groups are visible to the Public or signed-in Users	✓	✗	✗
	Owner group	Every member auto joins the Owner group	✓	✓	✗
6. Media	Photo	Build your album inside the platform and share	✓	✓	✓
	Video	Build your video list inside the platform and share	✓	✓	✓
	Documents	Post documents and share Create folders and sub folders	✓	✓	✓
	Links	Promote you online links	✓	✓	✓
	Pages	Add a page or copy a web page and share	✓	✓	✓
7. Look and Feel	Branding Control	Easily change logos, colours, font size, spacing on all pages	✓	✗	✗

Benefit	Apps	Notes	Owner	Member	Sponsor
7. Look and Feel	Add Apps	Turn Apps on or off with 'Add Apps' in 'My Profile' and 'My Homepage'	✗	✓	✓
	Edit profile layout	Easily edit the layout of ' My Profile' and 'My Homepage'	✗	✓	✓
	Create Categories	Ceate categories in the Marketplace and set site wide categories.	✓	✗	✗
	Appearance	Edit the appearance of Menu	✓	✗	✗
8. Privacy and Access	Privacy	Can choose between Private, Friends, Signed in Users, Public in all communications.	✓	✓	✓
	Sharing	Can choose to easily share with other social networks	✓	✓	✓