

Sample News Article

Social and Business Networking with a Conscience

There can be no doubt that social and business networking sites have taken the internet by storm. Almost every internet user will have encountered the likes of Facebook, LinkedIn and My Space at some time or another. As the competition has grown, then niche networking sites have come on-line, attempting to attract a more focused group of users.

Bringing another fresh take on the idea of social and business networking is the Successful Women Network. As the name suggests, this is a site which is aimed squarely at women. The Successful Women Network is a site which makes a whole range of features available to its members for both social networking and business networking purposes, completely free of charge. Although this concept is not entirely new, there are several existing social and business networks for women only, Gueler Wilkins, CEO of Successful Women Network tells us that, "We are well aware that there is stiff competition in this marketplace, yet we truly believe we are able to bring something innovative to the table in terms of functionality and sheer usefulness. Whilst other sites are beginning to focus on making money from their members, we are firmly committed to concentrating on supplying our members with the best social and business networking site available. Quite simply we are putting our resources into developing the site for our women members, not into lining our own pockets."

In a world where the internet seems to be full of websites trying to pry money out of the hands of their members, it is refreshing to find a new site which is taking the almost opposite route. This situation is further compounded by the rather innovative way in which the Successful Women Network intends to deal with non-profit making organizations which sign up for the site. For every NPO which registers with the Successful Women Network social and business networking site, the owners of the website will donate a sum of money to registrant, no strings attached, simply sign up for free and receive a donation. This is a bold move, and one which could prove costly if a large amount of non-profit making organizations sign up for this business and social networking site. Gueler Wilkins comments on this by saying, "We want to attract as many registered charities as possible, we feel that having a user base with a high percentage of non-profit making organizations is a great way to build a vibrant and caring community of women. So many other networking websites pay no attention to the quality of their membership base. Here at the Successful Women Network we aim to build not just a large group of women, but a kind and caring one as well, a group of women united in a friendly and compassionate community. We are fully prepared to invest resources towards this goal,

making a monetary contribution to every NPO which signs up with the site is a sound business decision”

It would seem that the team at Successful Woman Network are committed to developing an exceptional social and business networking site, one which will encourage its female members to interact in a considerate and consciences fashion. Time will tell if this innovative new site will achieve its goals, although it should be noted that the obvious commitment to excellence shown by the Successful Women Network developers stands them in very good stead.