

vcarddav  
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vCard Format Extension : To Represent the Social Network Information of  
an Individual  
draft-george-vcarddav-vcard-extension-03

#### Abstract

This document defines an extension to the vCard data format for representing and exchanging a variety of social network information.

#### Status of this Memo

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## 1. Introduction

As social networking has become common, it has become clear that users would like to include information in their vCards [I-D.ietf-vcarddav-vcardrev] about their social networks. Well organized social network information allows the vCard owner to share his profile information and to import or subscribe to profile information of others on joining a new network.

### 1.1. Terminology Used in This Document

The key words "MUST", "MUST NOT", "REQUIRED", "SHALL", "SHALL NOT", "SHOULD", "SHOULD NOT", "RECOMMENDED", "MAY", and "OPTIONAL" in this document are to be interpreted as described in [RFC2119].

Syntax specifications shown here use the augmented Backus-Naur Form (ABNF) as described in [RFC5234], and are specified as in the base vcard specification [I-D.ietf-vcarddav-vcardrev].

## 2. Social Network Properties

These properties are related to sharing social-network information. The basis for these properties came from the "Friend of a Friend" (FOAF) specification, <http://xmlns.com/foaf/spec/>, and we should consider other aspects of that specification.

[[anchor1: \*\*\* Do we want to align directly with FoaF items? Are there more FoaF items we want to include, even if we're not aligning completely? \*\*\* Barry]]

### 2.1. Property: OPENID

[[anchor2: \*\*\* Maybe this should be something like "authentication;type=openid:" instead? That would allow for other authentication types. \*\*\* Barry]]

Namespace:

Property name: OPENID

Purpose: OpenID is an open, decentralized user identification standard, allowing users to log onto many services with the same digital identity. Inclusion of an OpenID URI in a vCard lets others add the vCard owner's ID to their authorization lists.

Value type: A single URI value.

Cardinality: \*

Property parameters: (none)

Description:

Format definition:

```
OPENID-param = pid-param / pref-param /  
               any-param  
OPENID-value = uri
```

Example:

```
OPENID:http://www.alice.openid.example.org
```

## 2.2. Property: SOCIALPROFILE

Namespace:

Property name: SOCIALPROFILE

Purpose: Designates the vCard owner's profile page on a particular social network.

Value type: A single URI value.

Cardinality: \*

Property parameters: TYPE

Description: This property SHOULD include the parameter "TYPE" to specify the name of the social network that it refers to. Usually, that will also be discernible from the URI, which is why it's optional. But it can be helpful to have it specified explicitly.

Format definition:

```
SOCIALPROFILE-param = pid-param / pref-param /  
                     any-param  
SOCIALPROFILE-value = uri
```

Examples:

```
SOCIALPROFILE;type=linkedin:http://www.linkedin.com/in/barryleiba
```

```
SOCIALPROFILE;type=facebook:http://www.facebook.com/barackobama
```

### 2.3. Property: ALBUM

Namespace:

Property name: ALBUM

Purpose: Designates an online album, such as a photo album or video album.

Value type: A single URI value.

Cardinality: \*

Property parameters: TYPE

Description: This property SHOULD include the parameter "TYPE" to specify the type of album that it refers to. Usually, that will also be discernible from the URI, which is why it's optional. But it can be helpful to have it specified explicitly.

Format definition:

```
ALBUM-param = pid-param / pref-param /  
              any-param  
ALBUM-value = uri
```

Example:

```
ALBUM;type=photo:http://picasaweb.google.com/barryleiba  
ALBUM;type=video:http://www.youtube.com/user/barryleiba
```

### 2.4. Property: DEPICTION

```
[[anchor3: *** What's the difference between this and "photo", from  
the base spec? This is in FoaF, but do we really need it here? Any  
comments from folks who are well versed in FoaF? I get the sense  
that this is meant to be different, but I'm not sure how. ***  
(Barry)]]
```

Namespace:

Property name: DEPICTION

Purpose: A depiction of something.

Value type: A single value. The default is binary value. It can also be reset to uri value.

Cardinality: \*

Property parameters: VALUE

Description: A common use of depiction is to indicate the contents of a digital image, for example the people or objects represented in an online photo gallery.

The basic notion of 'depiction' could also be extended to deal with multimedia content (video clips, audio),

Format definition:

```
DEPICTION-param = pid-param / pref-param /  
                  any-param  
DEPICTION-value = text
```

Example:

```
DEPICTION;value=uri:http://www.example.com/pub/photos/jqpublic.gif
```

## 2.5. Property: SOCIALCODE

Namespace:

Property name: SOCIALCODE

Purpose: Description of the vCard owner, in the form of a "social code", such as the "geek code" (see [http://en.wikipedia.org/wiki/Geek\\_code](http://en.wikipedia.org/wiki/Geek_code)). Social codes are popularly used to exchange a large amount of social information in a compact way, and provide a somewhat frivolous and willfully obscure "fun" mechanism for characterizing technical expertise, interests, and habits.

Value type: A single text value.

Cardinality: \*

Property parameters: TYPE

Description: This property MUST include the parameter "TYPE" to specify the type of social network code being used. There are no predefined values for "TYPE", here -- the types will be understood (or not) by the vCard users.

If the code contains characters that have to be quoted, such as COLON, SEMICOLON, or COMMA, the value MUST be enclosed in quotes.

Format definition:

```
SOCIALCODE-param = pid-param / pref-param /  
                  any-param  
SOCIALCODE-value = text
```

Example:

```
SOCIALCODE;type=geek:"s: a--"
```

[Which means "I'm average size, and my age is 20-24."]

## 2.6. Property: INTEREST

Namespace:

Property name: INTEREST

Purpose: Lists the vCard owner's interests (social, recreational, technical, etc.). This allows users to identify others with common interests.

Value type: A string value consisting of one or more text values separated by a COMMA character (ASCII decimal 44).

Cardinality: \*

Property parameters: TYPE, LANGUAGE

Description: This property MAY include the parameter "TYPE" to group interests in categories. TYPE might be used to separate "business" interests from "social" interests, for example. There are no predefined values for "TYPE", here -- the types will be understood (or not) by the vCard users, and it's likely that an ad hoc taxonomy will develop, as has happened with social tagging.

Format definition:

```
INTEREST-param = pid-param / pref-param /  
                any-param  
INTEREST-value = text
```

Example:

```
INTEREST;type=business:Internet standards,consulting,job offers
INTEREST;type=social:friends and family,new friends
INTEREST;type=hobby:model trains,reading Sci Fi,travel
INTEREST;type=music:classical,jazz,folk,opera
```

### 2.7. Property: XX

[[anchor4: Template for adding another property, because we expect to add more properties here. Remove this section before publishing.]]  
(This will also hold some references for the time being: [RFC2425] [RFC2426] [RFC2739] [RFC4770] )

Namespace:

Property name:

Purpose:

Value type: A single text value.

Cardinality: \*

Property parameters: VALUE, LANGUAGE

Description:

Format definition:

```
XX-param = pid-param / pref-param /
           any-param
XX-value = text
```

Example:

```
xx:zz
```

### 3. Security Considerations

This presents no security considerations beyond those in section 9 of the base vcard specification [I-D.ietf-vcarddav-vcardrev].

[[anchor5: \*\*\* I'm quite sure there's more to say here, and that there are some real security (and privacy) considerations, so this is just a placeholder. We need to think about this seriously before we're done. \*\*\* (Barry)]]

#### 4. IANA Considerations

The IANA is requested to add the following entries to the vCard Properties registry, defined in [I-D.ietf-vcarddav-vcardrev] section 10.3.1.

Namespace	Property	Status	Reference
	OPENID	Current	RFCXXXX, section 2.1
	SOCIALPROFILE	Current	RFCXXXX, section 2.2
	ALBUM	Current	RFCXXXX, section 2.3
	DEPICTION	Current	RFCXXXX, section 2.4
	SOCIALCODE	Current	RFCXXXX, section 2.5
	INTEREST	Current	RFCXXXX, section 2.6

#### 5. References

##### 5.1. Normative References

- [I-D.ietf-vcarddav-vcardrev]  
Perreault, S. and P. Resnick, "vCard Format Specification", draft-ietf-vcarddav-vcardrev-15 (work in progress), December 2010.
- [RFC2119] Bradner, S., "Key words for use in RFCs to Indicate Requirement Levels", BCP 14, RFC 2119, March 1997.
- [RFC5234] Crocker, D. and P. Overell, "Augmented BNF for Syntax Specifications: ABNF", STD 68, RFC 5234, January 2008.

##### 5.2. Informative References

- [RFC2425] Howes, T., Smith, M., and F. Dawson, "A MIME Content-Type for Directory Information", RFC 2425, September 1998.
- [RFC2426] Dawson, F. and T. Howes, "vCard MIME Directory Profile", RFC 2426, September 1998.
- [RFC2739] Small, T., Hennessey, D., and F. Dawson, "Calendar Attributes for vCard and LDAP", RFC 2739, January 2000.
- [RFC4770] Jennings, C. and J. Reschke, Ed., "vCard Extensions for Instant Messaging (IM)", RFC 4770, January 2007.

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