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(57) Abstract :

The present disclosure relates generally to field of social networking systems. More specifically the present invention relates to a system for monitoring social network interactions with external web content. The system (100) includes a web content provider (102) with web content (110), a social networking device (104) with a user interface (106), and a data analysis unit (108). The social networking device (104) comprises the user interface (106) for users to interact with the web content (110). Further the present invention relates to a method for monitoring social network interactions with external web content. Advantageously, the present invention relates to a system that enable users to engage with web content that is external to a social networking system within the social networking system itself and that also gives detailed information about user interactions with the web content.

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