What is claimed is:

1. A computer-implemented method comprising:

storing a first association between a first user of a social network and a first role held by the first user, and storing a second association between a second user of the social network and a second role held by the second user, wherein the first role is different from the second role;

receiving a request to establish a first type of role-based relationship between the first user and the second user, wherein the first type of role-based relationship is specific to the first role and the second role;

storing an indication of the first type of role-based relationship between the first user and the second user;

querying a database storing a plurality of elements, wherein each element of the plurality of elements is associated with one or more types of role-based relationships that are specific to roles of users in the role-based relationships, and wherein the plurality of elements comprises at least one of user interface elements, application features, operations performable by client devices or requestable by client devices to be performed at a remote server, user images, user statistics, or protected user data, in which the querying includes selecting, from the plurality of elements, a subset of elements that are associated with the first type of role-based relationship; and

providing, to a first client device associated with the first user, the subset of elements, at least one of the subset of elements being for display in a graphical user interface of the first client device.

2. The computer-implemented method of claim 1, wherein the subset of elements comprises data associated with the second user, and wherein the first user is excluded from obtaining the data associated with the second user in the absence of the first type of role-based relationship.

3. The computer-implemented method of claim 1 or 2, comprising:

applying a trained image classification machine learning model to a set of images associated with the second user;

obtaining, as an output of the trained image classification machine learning model, image classification labels for images of the set of images; and

based on the image classification labels, storing an association between a first image of the set of images and the first type of role-based relationship,

wherein the subset of elements includes the first image.

4. The computer-implemented method of claim 3, wherein storing the association between the first image and the first type of role-based relationship is based on an object depicted in the first image.

5. The computer-implemented method of any one of claims 1-4, wherein the subset of elements comprises a selectable user interface element.

6. The computer-implemented method of claim 5, comprising:

subsequent to selecting the subset of elements, generating a user interface including the selectable user interface element; and

providing the user interface to the first client device for display on the first client device.

7. The computer-implemented method of any one of claims 1-6, comprising:

providing, to the first client device and to a second client device associated with the second user, a social network profile of the second user;

receiving, from the first client device, a proposed change to the social network profile, wherein the proposed change is indicated on the first client device using a first element of the subset of elements;

providing, to the second client device, the social network profile modified to incorporate the proposed change; and

receiving, from the second client device, an indication of approval or disapproval of the proposed change.

8. The computer-implemented method of any one of claims 1-7,

determining that an image associated with the second user matches a predetermined criteria;

based on determining that the image associated with the second user matches the predetermined criteria, storing an association between the image and the first type of role-based relationship;

providing, to the first client device and to a second client device associated with the second user, the image, wherein the image is included in the subset of elements;

receiving, from the first client device, a proposed change to the image;

modifying the image to incorporate the proposed change, to obtain a modified image; and

providing the modified image to the first client device and the second client device.

9. The computer-implemented method of claim 8, comprising:

adding the modified image to a profile page of the second user.

10. The computer-implemented method of claim 8 or 9, wherein modifying the image comprises modifying the image to incorporate a product proposed by the first user.

11. The computer-implemented method of any one of claims 1-10, comprising:

storing a third association between the first user of the social network and a third role held by the first user, wherein the first user holds the first role and the third role simultaneously;

receiving a request to establish a second type of role-based relationship between the first user and the second user, wherein the second type of role-based relationship is specific to the third role and the second role;

storing an indication of the second type of role-based relationship between the first user and the second user, wherein the second type of role-based relationship exists simultaneously with the first type of role-based relationship;

selecting, from the plurality of elements, a second subset of elements that are associated with the second type of role-based relationship; and

providing, to the first client device, the second subset of elements.

12. The computer-implemented method of any one of claims 1-11, comprising:

prior to receiving the request, providing, as inputs to a machine learning model, data of the first user, data of the second user, the first role, and the second role;

obtaining, as an output of the machine learning model, a recommendation to establish the first type of role-based relationship between the first user and the second user; and

sending, to at least one of the first user and the second user, the recommendation to establish the first type of role-based relationship between the first user and the second user.

13. The computer-implemented method of any one of claims 1-12,

wherein providing the subset of elements to the first client device comprises initiating a live communication session between the first client device and a second client device associated with the second user.

14. The computer-implemented method of claim 13, wherein the live communication session comprises live video communication.

15. A computer-implemented method, comprising:

storing data indicating a first relationship between a first user of a social network and a second user of the social network;

receiving a request to substitute a third user of the social network for the first user in the first relationship;

receiving, from at least one of a second client device associated with the second user and a third client device associated with the third user, at least one corresponding approval of the request; and

in response to receiving the at least one corresponding approval, storing data indicating a second relationship between the second user and the third user.

16. The computer-implemented method of claim 15, wherein storing the data indicating the second relationship comprises initiating the second relationship at a stage matching a latest stage of the first relationship.

17. The computer-implemented method of claim 16, wherein the latest stage of the first relationship comprises an initial stage, and wherein the method comprises:

providing, to the second client device, a user interface configured to be used to approve or disapprove the second user.

18. The computer-implemented method of claim 16, wherein the latest stage of the first relationship comprises an approved stage, and wherein the method comprises at least one of:

enabling network communications between the second user and the third user, or

providing, to the second client device associated with the second user, private data of the third user that is inaccessible to the second user in the absence of an approved match between the second user and the third user.

19. The computer-implemented method of claim 18, wherein the method comprises enabling the network communications between the second user and the third user, and wherein the network communications comprise live video communication.

20. The computer-implemented method of any one of claims 15-19, comprising:

in response to receiving the at least one corresponding approval, storing data indicating a cancellation of the first relationship.

21. The computer-implemented method of any one of claims 15-20, wherein the first relationship comprises a first role-based relationship specific to a first role held by the first user and a second role held by the second user, and wherein the method comprises, prior to receiving the request to substitute the third user:

querying a database storing a plurality of users, wherein each user of the plurality of users is associated with one or more respective roles held by the user, and wherein the querying includes selecting, from the plurality of users, a subset of users that hold the first role; and

providing for selection, to a first client device associated with the first user, the subset of users.

22. One or more tangible, non-transitory, computer-readable media storing instructions that, when executed by a processing system, cause the processing system to perform the steps of the method of any one of claims 1 to 21.

23. A computer-implemented system, comprising:

one or more computers; and

one or more computer memory devices interoperably coupled with the one or more computers and having tangible, non-transitory, machine-readable media storing one or more instructions that, when executed by the one or more computers, cause the one or more computers to perform the steps of the method of any one of claims 1 to 21.