WHAT IS CLAIMED IS:

1. A social media platform that provides a loyalty system comprising:

a group of processors that includes at least one processor;

memory accessible by the group of processors; and

instructions stored in the memory that configure the group of processors to:

maintain a cumulative purchase record of total amount of purchases by a user from a set of participating vendors wherein the cumulative purchase record stores a cumulative purchase metric that indicates a total amount of purchases by the user from the set of participating vendors,

maintain a specific vendor purchase record of total amount of purchases by the user from a subset of vendors in the set of participating vendors wherein the specific vendor purchase record stores a specific vendor metric that indicates a total amount of purchases from the subset of vendors, wherein the cumulative purchase metric and/or specific vendor metric are utilized for redeeming a reward and providing a user-specific recommendation to the user from competing and non-competing vendors of the participating vendors,

receive an indication of a purchase from one of the set of participating vendors wherein the indication includes an amount of the purchase, an identification of the user and an identity of the one of the set of participating vendors of the purchase,

update the cumulative purchase record of total purchases of the user wherein the cumulative purchase metric is updated based upon a set of rules for cumulative purchases applicable to the user which comprises the amount of the purchase, special circumstances of the purchase and whether the purchase is made from a competing or non-competing vendor,

determine whether a specific vendor purchase record exists for a subset of the set of participating vendors that includes the one of the set of participating vendors of the purchase,

update the specific vendor purchase record wherein the specific vendor metric is updated based upon a set of rules for specific vendor purchases applicable to the user which comprises the amount of the purchase, and special circumstances of the purchase and whether the purchase is made from a competing or non-competing vendor.

2. The system of claim 1 wherein the subset of the set of participating vendors is one of a single specified vendor and a plurality of affiliated vendors wherein the number of the plurality of affiliated vendors is less than the total number of the participating vendors.

3. The system of claim 1 wherein the instructions include instructions for configuring the group of processors to:

determine whether a mobile device is associated with the user from stored user account information and information received in the indication of the purchase in response to receiving the indication of a purchase;

provide a feedback template to the mobile device associated with the user in response to a determination that the mobile device is associated with the user;

receive a populated template from the mobile device that includes feedback data input by the user;

store the feedback data; and

link the feedback data to at least one of a group selected from the user, a product, a service, a vendor and a vendor location.

4. The system of claim 1 wherein the instructions include instructions for configuring the group of processors to:

provide a purchase code that corresponds to the purchase to a point of sale device for printing on a receipt in response to receiving the indication of a purchase;

receive the purchase code from a user device associated with the user;

provide feedback template to the user device in response to receiving the purchase code;

receive a populated template from the user device that includes feedback data input by the user;

store the feedback data; and

link the feedback data to at least one of a group selected from the user, a product, a service, a vendor and a vendor location.

5. The system of claim 1 wherein the instructions includes instructions for configuring the group of processor to:

receive an indication that a user device associated with the user is detected at a vendor location;

determine whether the user is eligible for a reward for being at the vendor location; and

update the user account of the user with an indication of the reward in response to a determination that the user is eligible for the reward.

6. The system of claim 1 wherein the instructions includes instructions for configuring the group of processors to:

receive an indication that a user device associated with the user is detected at a vendor location;

determine a number of devices associated with users affiliated with the user that are detected in the vendor location;

determine whether the number of devices in the vendor location is greater than a threshold;

determine whether the user and users affiliated with the user at the vendor location are entitled to a reward based upon the comparison of the number of devices to the threshold; and

update the user account of the user and user account of each user affiliated with the user in the vendor location with an indication of the reward in response to a determination that the user and the users affiliated with the user in the vendor location are eligible for the reward.

7. The system of claim 1 wherein the instructions include instructions for configuring the group of processors to:

receive a request from a user to redeem a selected metric from one of the cumulative purchase metric in the cumulative purchase record and the specific vendor metric stored in the specific vendor purchase record for a reward;

determine rewards that may be obtained using the selected metric;

provide a list including the determined rewards to the user;

receive a selection of a particular reward from the user; and

provide a voucher for the reward to the user account of the user.

8. The system of claim 7 wherein the instructions include instructions for configuring the group of processors to:

update the selected metric in the selected one of the cumulative purchase record and the specific vendor purchase record to indicate the redemption of the reward.

9. The system of claim 7 wherein the instructions include instructions for configuring the group of processors to:

receive a request for use of a reward by user from a vendor system;

verify the reward in the user account of the user;

update the user account of the user to indicate the reward is redeemed; and

transmit an indication of the reward to the vendor system.

10. The system of claim 1 wherein the instructions include instructions for configuring the group of processors to:

receive a request from a user to provide information about a particular item to the user account of the user;

retrieve information related to the item from the memory;

determine a source user of each piece of information related to the item;

compare stored user information about the user to stored user information about the source user for each piece of information to generate a comparison metric for the source user;

rank each piece of information about an item based on the comparison metrics for each of the source users; and

generate a display of the information based upon the ranked information about the item.

11. The system of claim 1 wherein the instructions include instructions configuring the group of processor to:

select a group of other users;

retrieve user information for the user and each user in the group of other users;

compare the user information of the user to the user information for each user in the group of other users to generate a comparison metric;

determine whether the comparison metric for each user in the group of other users is greater than a threshold; and

add a link between the user and each user in the group of other users that has a comparison metric determined to be greater than the threshold.

12. The system of claim 11 wherein the instructions include instructions for configuring the group of processors to provide information to the user that is added to by each other user that is linked to the user based on the comparison metric.

13. The system of claim 1 wherein the instructions include instructions configuring the group of processor to:

detect an interaction from the user;

determine whether the interaction meets a reward metric for a reward available to the user; and

add the reward to available rewards for redemption in the user account of the user in response to a determination that the interaction meets the reward metric.

14. The system of claim 13 wherein the instructions include instructions configuring the processor to:

update the reward metrics based upon the interaction in response to a determination that interaction does not meet the reward metric.

15. A method for providing a loyalty system using a social media platform that is provided by a group of processing systems including at least one processing system, the

method including:

maintaining a cumulative purchase record of total amount of purchases by a user from a set of participating vendors wherein the cumulative purchase record stores a cumulative purchase metric that indicates a total amount of purchases by the user from the one of the set of participating vendors;

maintaining a specific vendor purchase record of total amount of purchases by the user from a subset of vendors of the set of participating vendors wherein the specific vendor purchase record stores a specific vendor metric that indicates a total amount of purchases from the subset of vendors, wherein the cumulative purchase metric and/or specific vendor metric are utilized for redeeming a reward and providing a user-specific recommendation to the user from competing and non-competing vendors of the participating vendors;

receiving an indication of a purchase from one of the set of participating vendors wherein the indication includes an amount of the purchase, an identifier of the user and an identifier for the one of the set of participating vendors of the purchase;

updating the cumulative purchase record of total purchases of the user wherein the cumulative purchase metric is updated based upon a set of rules for cumulative purchases applicable to the user which comprise the amount of the purchase, special circumstances of the purchase and whether the purchase is made from a competing or non-competing vendor;

determining whether a specific vendor purchase record exists for a subset of the set of participating vendors that includes the one of the set of participating vendors of the purchase;

updating the specific vendor purchase record wherein the specific vendor metric is updated based upon a set of rules for specific vendor purchases applicable to the user which comprise the amount of the purchase, special circumstances of the purchase and

whether the purchase is made from a competing or non-competing vendor.

16. The method of claim 16 wherein the subset of the set of participating vendors includes one of a single specified vendor and a plurality of affiliated vendors wherein the number of the plurality of affiliated vendors is less than the total number of the participating vendors.

17. The method of claim 15 further comprises:

determining whether a mobile device is associated with the user from stored user account information and information received in the indication of the purchase in response to receiving the indication of a purchase;

providing a feedback template to the mobile device associated with the user in response to a determination that the mobile device is associated with the user;

receiving a populated template from the mobile device that includes feedback data input by the user;

storing the feedback data; and

linking the feedback data to at least one of a group selected from the user, a product, a service, a vendor and a vendor location.

18. The method of claim 15 further comprising:

providing a purchase code that corresponds to the purchase to a point of sale device for printing on a receipt in response to receiving the indication of a purchase;

receiving the purchase code from a user device associated with the user;

providing feedback template to the user device in response to receiving the purchase code;

receiving a populated template from the user device that includes feedback data

input by the user;

storing the feedback data; and

linking the feedback data to at least one of a group selected from the user, a product, a service, a vendor and a vendor location.

19. The method of claim 15 further comprising:

receiving an indication that a user device associated with the user is detected at a vendor location;

determining whether the user is eligible for a reward for being at the vendor location; and

updating the user account of the user with an indication of the reward in response to a determination that the user is eligible for the reward.

20. The method of claim 15 further comprising:

receiving an indication that a user device associated with the user is detected at a vendor location;

determining a number of devices associated with users affiliated with the user that are detected in the vendor location;

determining whether the number of devices in the vendor location is greater than a threshold;

determining whether the user and users affiliated with the user at the vendor location are entitled to a reward based upon the comparison of the number of devices to the threshold; and

updating the user account of the user and user account of each user affiliated with the user in the vendor location with an indication of the reward in response to a determination that the user and the users affiliated with the user in the vendor location are

eligible for the reward.

21. The method of claim 15 further comprising:

receiving a request from a user to redeem a selected metric from one of the cumulative purchase metric stored in the cumulative purchase record and the specific vendor metric stored in the specific vendor purchase record for a reward;

determining rewards that may be obtained using the selected metric;

providing a list including the determined rewards to the user;

receiving a selection of a particular reward from the user; and

providing a voucher for the reward to the user account of the user.

22. The method of claim 21 further comprising:

updating the selected metric in the selected one of the cumulative purchase record and the specific vendor purchase record to indicate the redemption of the reward.

23. The method of claim 21 further comprising:

receiving a request for use of a reward by user from a vendor system;

verifying the reward in the user account of the user;

updating the user account of the user to indicate the reward is redeemed; and

transmitting an indication of the reward to the vendor system.

24. The method of claim 15 further comprising:

receiving a request from a user to provide information about a particular item to the user account of the user;

retrieving information related to the item from the memory;

determining a source user of each piece of information related to the item;

comparing stored user information about the user to stored user information about the source user for each piece of information to generate a comparison metric for the source user;

ranking each piece of information about an item based on the comparison metrics for each of the source users; and

generating a display of the information based upon the ranked information about the item.

25. The method of claim 15 further comprising:

selecting a group of other users;

retrieving user information for the user and each user in the group of other users;

comparing the user information of the user to the user information for each user in the group of other users to generate a comparison metric;

determining whether the comparison metric for each user in the group of other users is greater than a threshold; and

adding a link between the user and each user in the group of other users that has a comparison metric determined to be greater than the threshold.

26. The method of claim 25 further comprising providing information to the user that is added to by each other user that is linked to the user based on the comparison metric.

27. The method of claim 15 further comprising:

detecting an interaction from the user;

determining whether the interaction meets a reward metric for a reward available to the user; and

adding the reward to available rewards for redemption in the user account of the

user in response to a determination that the interaction meets the reward metric.

28. The method of claim 27 further comprising:

updating the reward metrics based upon the interaction in response to a determination that interaction does not meet the reward metric.

29 A social media platform that includes a loyalty system wherein the social media platform is provided at least one processor, memory accessible by the at least one processor, and instructions in the memory that cause the at least one processor to configure circuitry in the system to:

maintain a cumulative purchase record of total amount of purchases by a user from a set of participating vendors wherein the cumulative purchase record stores a cumulative purchase metric that indicates a total amount of currency spent on purchases by the user from the set of participating vendors;

maintain a specific vendor purchase record of total amount of purchases by the user from a subset of vendors in the set of participating vendors wherein the specific vendor purchase record stores a specific vendor metric that indicates a total amount of purchases from the subset of vendors, wherein the cumulative purchase metric and/or specific vendor metric are utilized for redeeming a reward and providing a user-specific recommendation to the user from competing and non-competing vendors of the participating vendors;

receive an indication of a purchase from one of the set of participating vendors wherein the indication includes an identifier of the user, an amount of the purchase and an identifier of the one of the set of participating vendors of the purchase;

update the cumulative purchase record of total purchases of the user wherein the cumulative purchase metric is updated based upon a set of rules for cumulative

purchases applicable to the user which comprise the amount of the purchase, special circumstances of the purchase and whether the purchase is made from a competing or non-competing vendor;

determine whether a specific vendor purchase record exists for a subset of the set of participating vendors that includes the one of the set of participating vendors of the purchase;

update the specific vendor purchase record wherein the specific vendor metric is updated based upon a set of rules for specific vendor purchases applicable to the user which comprise the amount of the purchase, special circumstances of the purchase and whether the purchase is made from a competing or non-competing vendor.

30 The system of claim 29 wherein the subset of the set of participating vendors includes one of a single specified vendor and a plurality of affiliated vendors wherein the number of the plurality of affiliated vendors is less than the total number of the participating vendors.

31. The method of claim 29 wherein the at least one processor further configures circuitry in the system to:

determine whether a mobile device is associated with the user from stored user account information and information received in the indication of the purchase in response to receiving the indication of a purchase;

provide a feedback template to the mobile device associated with the user in response to a determination that the mobile device is associated with the user;

receive a populated template from the mobile device that includes feedback data input by the user;

store the feedback data; and

link the feedback data to at least one of a group selected from the user, a product, a service, a vendor and a vendor location.

32. The system of claim 29 wherein the at least one processor further configures circuitry in the system to:

provide a purchase code that corresponds to the purchase to a point of sale device for printing on a receipt in response to receiving the indication of a purchase;

receive the purchase code from a user device associated with the user;

provide feedback template to the user device in response to receiving the purchase code;

receive a populated template from the user device that includes feedback data input by the user;

store the feedback data; and

link the feedback data to at least one of a group selected from the user, a product, a service, a vendor and a vendor location.

33. The system of claim 29 wherein the at least one processor further configures circuitry in the system to:

receive an indication that a user device associated with the user is detected at a vendor location;

determine whether the user is eligible for a reward for being at the vendor location; and

update the user account of the user with an indication of the reward in response to a determination that the user is eligible for the reward.

34. The system of claim 29 wherein the at least one processor further configures

circuitry in the system to:

receive an indication that a user device associated with the user is detected at a vendor location;

determine a number of devices associated with users affiliated with the user that are detected in the vendor location;

determine whether the number of devices in the vendor location is greater than a threshold;

determine whether the user and users affiliated with the user at the vendor location are entitled to a reward based upon comparison of the number of devices to the threshold; and

update the user account of the user and user account of each user affiliated with the user in the vendor location with an indication of the reward in response to a determination that the user and the users affiliated with the user in the vendor location are eligible for the reward.

35. The system of claim 29 wherein the at least one processor further configures circuitry in the system to:

receive a request from a user to redeem a metrics from one of the cumulative purchase metric stored in the cumulative purchase record and the specific vendor metric stored in the specific vendor purchase record for a reward;

determine rewards that may be obtained using the selected metric;

provide a list including the determined rewards to the user;

receive a selection of a particular reward from the user; and

provide a voucher for the reward to the user account of the user.

36. The system of claim 35 wherein the at least one processor further configures

circuitry in the system to:

update the selected metric in the selected one of the cumulative purchase record and the specific vendor purchase record to indicate the redemption of the reward.

37. The system of claim 35 wherein the at least one processor further configures circuitry in the system to:

receive a request for use of a reward by user from a vendor system;

verify the reward in the user account of the user;

update the user account of the user to indicate the reward is redeemed; and

transmit an indication of the reward to the vendor system.

38. The system of claim 29 wherein the at least one processor further configures circuitry in the system to:

receive a request from a user to provide information about a particular item to the user account of the user;

retrieve information related to the item from the memory;

determine a source user of each piece of information related to the item;

compare stored user information about the user to stored user information about the source user for each piece of information to generate a comparison metric for the source user;

rank each piece of information about an item based on the comparison metrics for each of the source users; and

generate a display of the information based upon the ranked information about the item.

39. The system of claim 29 wherein the at least one processor further configures

circuitry in the system to:

select a group of other users;

retrieve user information for the user and each user in the group of other users;

compare the user information of the user to the user information for each user in the group of other users to generate a comparison metric;

determine whether the comparison metric for each user in the group of other users is greater than a threshold; and

add a link between the user and each user in the group of other users that has a comparison metric determined to be greater than the threshold.

40. The system of claim 39 wherein the wherein the at least one processor further configures circuitry in the system to provide information to the user that is added to by each other user that is linked to the user based on the comparison metric.

41. The system of claim 29 wherein the at least one processor further configures circuitry in the system to:

detect an interaction from the user;

determine whether the interaction meets a reward metric for a reward available to the user; and

add the reward to available rewards for redemption in the user account of the user in response to a determination that the interaction meets the reward metric.

42. The system of claim 41 wherein the at least one processor further configures circuitry in the system to:

update the reward metrics based upon the interaction in response to a determination that interaction does not meet the reward metric.