



Social Media Post Classification

This project aims to develop a model that can automatically classify social media posts into three categories: informative, promotional, and personal. Accurate classification of posts will help businesses and individuals better understand and manage their social media presence.



by Sjmusic SJ MUSIC

Importance of Classifying Social Media Posts

1 Targeted Content

Classifying posts allows businesses to create more targeted and relevant content for their audience.

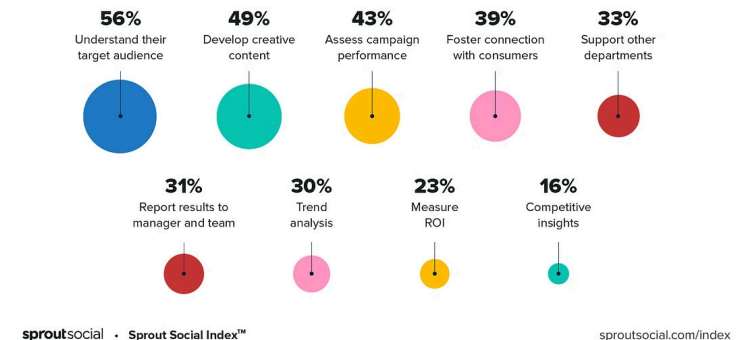
2 Engagement Insights

Understanding post types can provide insights into what resonates with the audience and drives engagement.

3 Reputation Management

Identifying promotional or personal posts can help businesses monitor and manage their online reputation.

How marketers use social data



Dataset and Preprocessing

Data Collection

Collect a diverse set of social media posts from various platforms and sources.

Text Cleaning

Remove noise, such as URLs, hashtags, and special characters, from the post text.

Label Assignment

Manually label each post as informative, promotional, or personal to create the ground truth.

Feature Engineering

1

Textual Features

Extract features like word frequencies, sentiment, and readability from the post text.

2

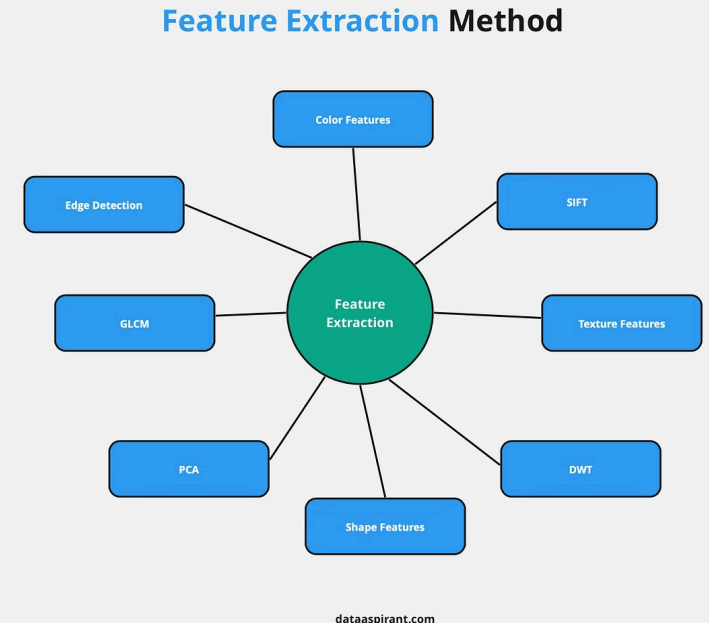
Metadata Features

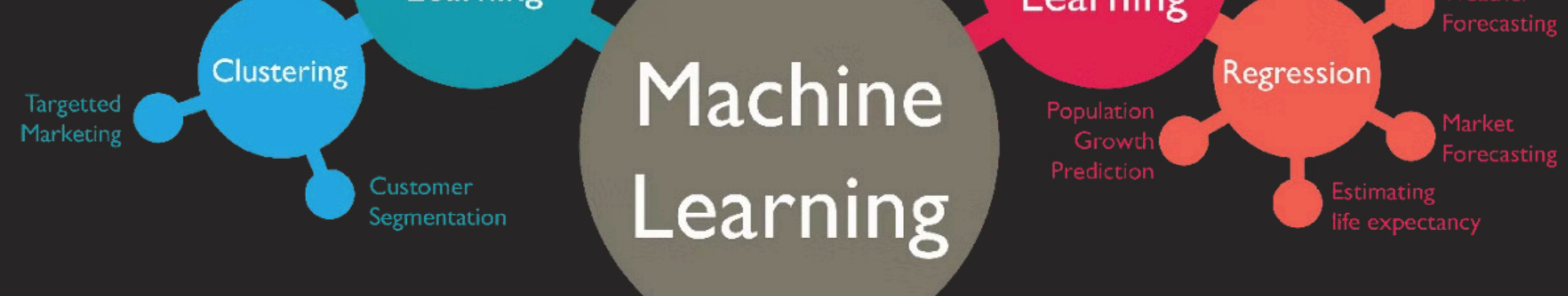
Utilize features such as post length, hashtag usage, and user engagement metrics.

3

Contextual Features

Incorporate features based on the user's profile, network, and historical posting behavior.





Model Selection



Decision Trees

Interpretable and can capture complex relationships in the data.



Neural Networks

Powerful at learning non-linear patterns, especially in text-based data.



Support Vector Machines

Robust to high-dimensional data and can handle diverse feature types.



Random Forest

Ensemble method that combines multiple decision trees for improved accuracy.