

# Social Media Reputation Management System

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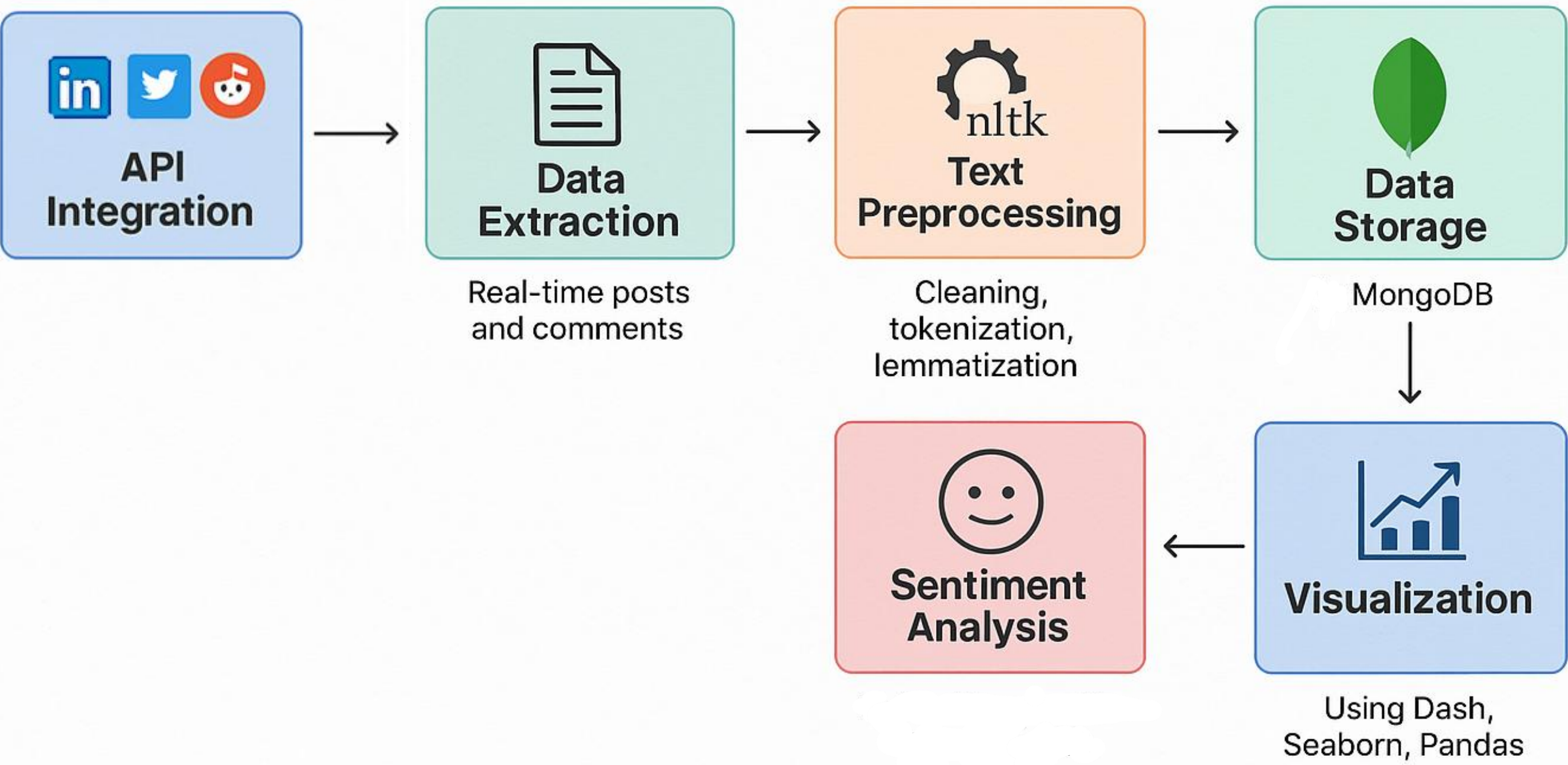


## Problem Statement

Social Media Reputation Manager aims to build a unified social media management tool that enables one-click content posting across multiple platforms such as Reddit, LinkedIn, and Twitter. It also retrieves, analyzes, and visualizes engagement metrics across these platforms. Additionally, it leverages NLP to analyze post content, perform stakeholder sentiment analysis, and examine its correlation with post engagement metrics. This facilitates automated reputation management through real-time monitoring of social media engagement.

The **Social Media Reputation Management System** aims to address this issue by offering a comprehensive, real-time platform that monitors and analyzes public sentiment across multiple social media channels. By integrating data from APIs such as Reddit API, Twitter Developer API, and LinkedIn's Developer API, the system collects posts, comments, and interactions from users worldwide.

## Methodology

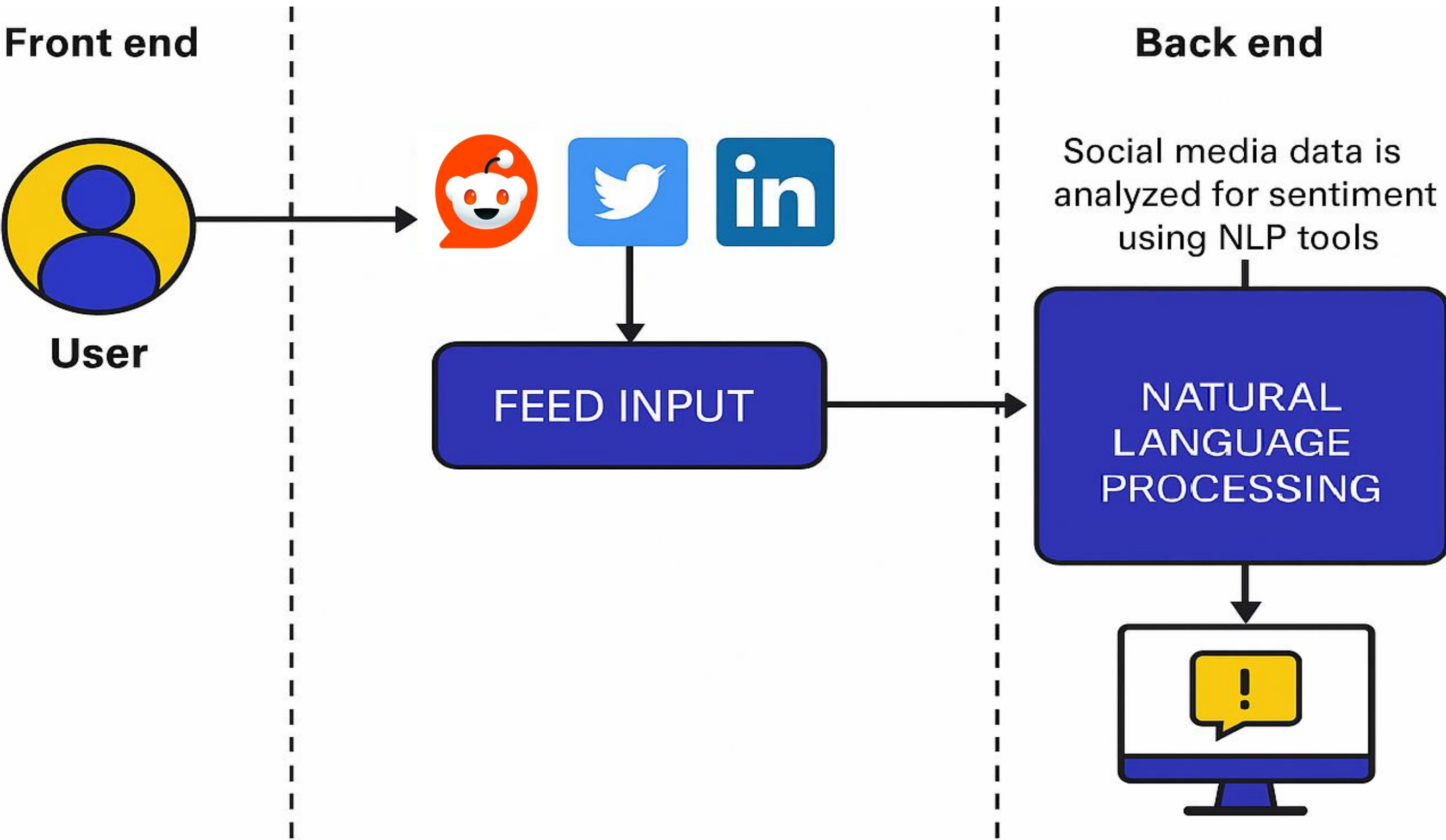


## Innovation and Impact

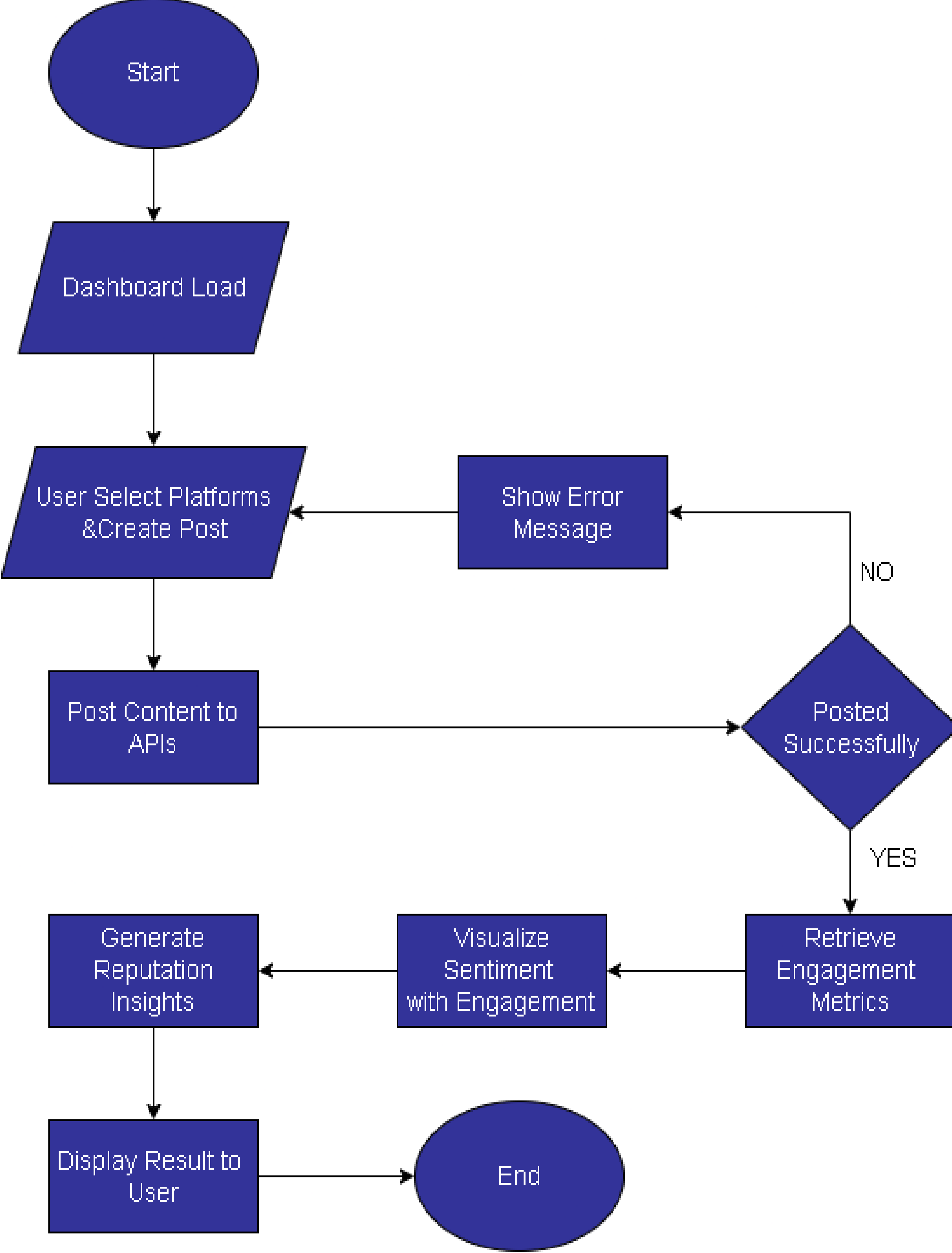
- Innovation:**
- Integration of Reddit, Twitter, and LinkedIn APIs for unified monitoring
  - Real-time sentiment analysis using NLTK.
  - Interactive dashboard using Dash, Seaborn , Pandas.

- Impact:**
- Mitigates risks of reputational damage by identifying negative sentiment early.
  - Allows businesses to address concerns before they escalate.
  - Provides stakeholders with clear, data-driven insights for strategic planning.

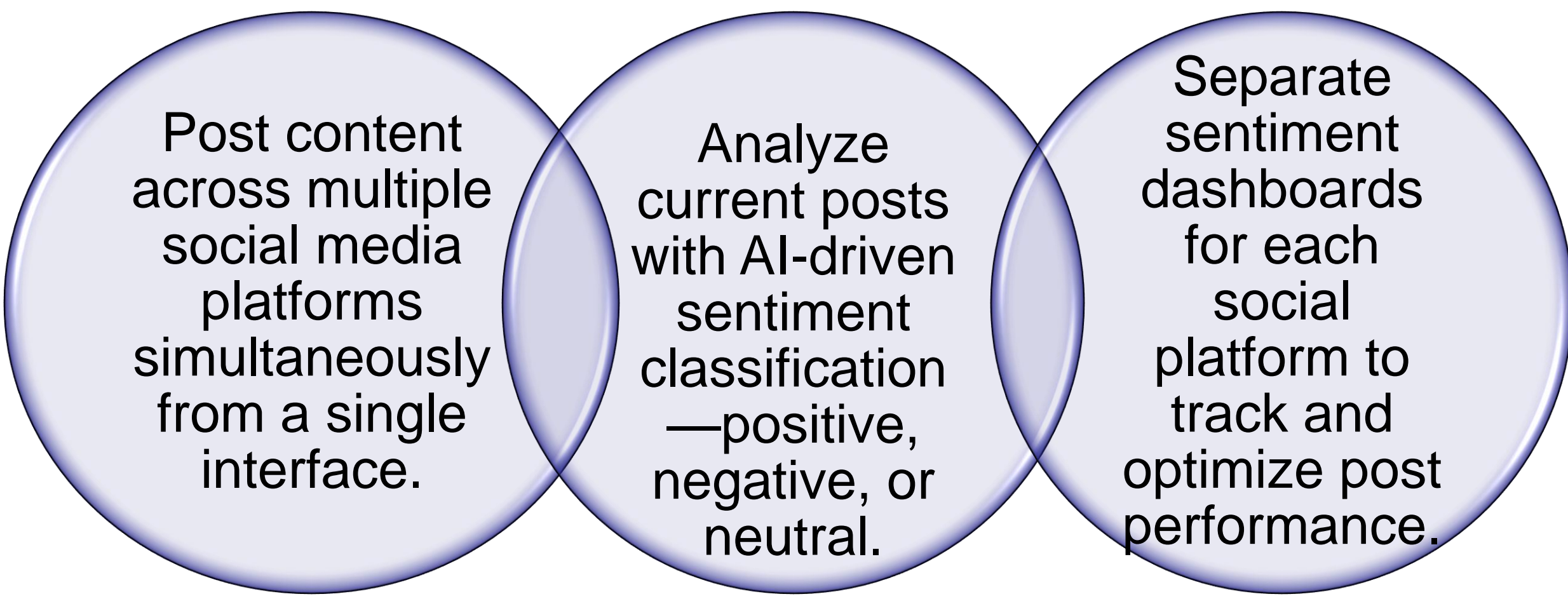
## Interaction Model



## Workflow



## Results/Outcomes



## Language(s) | Technology Stack

### LANGUAGES:

- PYTHON
- HTML
- CSS
- JAVASCRIPT

### TECHNOLOGY STACK:

- FLASK (Web Framework)
- MONGODB (Database)
- BOOTSTRAP (Frontend Framework)
- SWIPER.JS (Frontend Library)

### API(S):

- TWITTER API
- LINKEDIN API
- REDDIT API