

Twitter API

There are 2 versions of the Twitter API, Standard v1.1 and Twitter API: v2 (Early Access), however, although the use of v2 is recommended as it provides new functions adjusted to current standards, in practice this API does not allow the publication of content.

Therefore, the Twitter API Standard v1.1 should be used.

Note: It is possible to observe and test all available endpoints in API v2 via postman (does not exist for v1): <https://documenter.getpostman.com/view/9956214/T1LMi5U>

Previous requirements:

- 1) In order to use the Twitter API, it is necessary to make a request for a developer account from the following link: <https://developer.twitter.com/en/apply-for-access>
- 2) It is necessary to obtain the access token through login by OAuth1 (<https://developer.twitter.com/en/docs/authentication/oauth-1-0a>), unlike v2 that uses OAuth2.
- 3) To have access to the metrics of a tweets you need the "Engagement API" in the Enterprise version to which you must apply through the following link: <https://developer.twitter.com/en/products/twitter-api/enterprise/application>

Limitations:

- 1) The multimedia content available are Images (up to 4), Gif and Videos have some limitations and recommendations: <https://developer.twitter.com/en/docs/twitter-api/v1/media/upload-media/uploading-media/media-best-practices>.
- 2) Multimedia elements must be uploaded first in order to be used when posting a Tweet.

Available options:

The API allows you to manage the following elements:

Note: The extended information is in the following link (<https://developer.twitter.com/en/docs/twitter-api/v1>):

- 1) Tweets:

It allows to create, get and delete Tweets, Retweets and Likes programmatically in addition to obtaining the feed (timeline), creating collections y searching for Tweets.

2) Users:

Allows to manage user profile information.

3) Direct Messages

4) Media

Upload Photos, Gif and Videos.

5) Trends

Trends by Geolocation and topics.

6) Geo

Linkedin API

The LinkedIn API is divided into 6: Compliance Solutions, Consumer Solutions, Learning Solutions, Marketing Solutions, Sales Solutions, Talent Solutions.

Compliance Solutions (<https://docs.microsoft.com/en-us/linkedin/consumer>) and Marketing Solutions (<https://docs.microsoft.com/en-us/linkedin/marketing/integrations/community-management/shares/activity-feed>) are needed to achieve the objectives.

To enable access to both, it is necessary to request the permissions at the time of authentication.

<https://docs.microsoft.com/en-us/linkedin/shared/authentication/authentication#permission-types>

<https://docs.microsoft.com/en-us/linkedin/shared/references/v2/profile/full-profile?context=linkedin/consumer/context>

Previous requirements:

1) In order to make full use of the API it is necessary:

- Create a LinkedIn Company Page (<https://www.linkedin.com/help/linkedin/answer/710/create-a-linkedin-page?lang=en>)
- Register the App (<https://www.linkedin.com/developers/apps/new>)

- 2) It is necessary to obtain the access token through login by OAuth2 (<https://docs.microsoft.com/en-us/linkedin/shared/authentication/authorization-code-flow?context=linkedin%2Fconsumer%2Fcontext&tabs=HTTPS>)

Limitations:

- 1) In order to make use of the metrics, Marketing Solutions is necessary, which in turn requires LinkedIn Company Page. Otherwise, you will not be able to obtain any type of metric or the feed.

Available options:

The API allows you to manage the following:

- 1) LinkedIn Consumer Solutions Platform
 - Share on LinkedIn (<https://docs.microsoft.com/en-us/linkedin/consumer/integrations/self-serve/share-on-linkedin?context=linkedin/consumer/context>)

Publication of content on the platform.

- Live Video APIs

Live video management.

2) LinkedIn Marketing Developer Platform

The information in this section is quite extensive and full of terminology, therefore I tried to focus on the necessary aspects for the project.

- Shares (<https://docs.microsoft.com/en-us/linkedin/marketing/integrations/community-management/shares>)

Note: Even after an exhaustive analysis it is not completely clear how to obtain publication statistics beyond Ads type publications. (<https://docs.microsoft.com/en-us/linkedin/marketing/integrations/ads-reporting/getting-started?tabs=http>)