**Goal:** To build a tool that goes through reviews, comments, or posts on a company's social media page and tracks user sentiment towards the company

**Metrics**

* **brand summary:** a weighted average of different performance metrics to determine the overall image of the company based on social media performance; included performance metrics may include popularity, reach, and sentiment, with different filters
* **sentiment summary:** a simple display of different emojis relating to various sentiments the client wants to track with the corresponding number of reviews/comments/posts for that sentiment
  + satisfied / very satisfied: [😄](https://emojipedia.org/grinning-face-with-smiling-eyes/) / [🥰](https://emojipedia.org/smiling-face-with-hearts/)
  + neutral: [😶](https://emojipedia.org/face-without-mouth/)
  + confused / frustrated: [🤔](https://emojipedia.org/thinking-face/) / [😞](https://emojipedia.org/disappointed-face/)
  + angry / very angry: [😠](https://emojipedia.org/angry-face/) / [🤬](https://emojipedia.org/face-with-symbols-on-mouth/)
  + *as a different view,* general positive / general negative: [👍](https://emojipedia.org/thumbs-up/) / [👎](https://emojipedia.org/thumbs-down/)
* **reaction totals:** a metric with the combined number of likes (and other reactions) to clients’ postings

**Filters**

* **user attributes:** age, gender, location, etc. (accessible via Facebook API; would need to infer age and gender for Twitter)
* **keywords:** a certain product or quality, such as “customer service”, etc.
* **specific posts:** only look at responses to a company/influencer post
* **social media type:** organic vs paid, when applicable

**Features**

* **cross-platform:** combine results from different social media platforms; *filtering cross-platform will be done at a later time*
* **competitor comparison:** compare the above with a competing brand; highlight areas with opportunity for growth
* **interactive dashboard:** the above will be available in a fully customizable and interactive dashboard that will show summaries, as well as performance over time.
* ***[future] multi-language support****:**able to ingest customer posts/reviews/comments in languages other than English*