University of Bristol – Industrial Liaison Office Software Engineering Project

Kickoff meeting – 9th Oct 2022

Project Briefing

AI AND ML POWERED SOCIAL MEDIA CONTENT GENERATOR

Objectives

- To create an easy to use application that acts like a personal assistant by providing user with an optimally planned social media content
- Optimize the posting schedule based on multiple metrics
- Provide flexibility to alter the posts before posting
- Provide a web interface and/or Android phone application
- Sufficient security layers

Application Features

- Name/Title
- Alternate image options
- Time/Date of the post
- Can also set on 'Autonomous' mode (when confident about the system)
- Change suggested trend out of top three suggestions every week/day

Project Briefing

AI AND ML POWERED SOCIAL MEDIA CONTENT GENERATOR

Collected Information

- Which domain to post (Facebook, Instagram, etc)

- Keywords, Hash tags

- Geography

- Demography

- Observances and happenings

- Trends

Target Customers

- Freelancers, companies and organisations that strive to keep their social media presence active and up to date with small/no team

Similar Products

	Canva	DALL E	Venngage	Copy Smith	Copy AI	Predis AI
Text content (Auto)	No	No	No	Yes	Yes	Yes
Image content (Manual)	Yes	Yes	Yes	No	No	Yes
Image content (Auto)	No	Yes	No	No	No	
Video	Yes	No	No	No	No	No
Auto post to SM platform	Yes	No	No	No	No	Yes
Animation	Yes	No	No	No	No	No
Template Customize	Yes	No	yes	No	No	Yes

Thank You

If you always do what you've always done, you always get what you've always gotten