Automatic Social Media Publishing Platform Project

Project: Automatic Social Media Publishing Platform

Objective

Develop an automatic social media publishing platform specifically for Facebook and Instagram, allowing users to schedule and customize posts using pre-designed templates. The platform will include multilingual options, customization, a trial period, and carousel posts.

Starting Point

Enhance Posteum's functionalities by integrating advanced artificial intelligence to generate posts more efficiently and accurately.

Main Features

1. Automatic Publishing:
   - Collect user information through a form that gathers relevant elements:
     - Company creation date
     - Company name
     - Slogan
     - Number of employees
     - Contact information
     - Business purpose
     - Relevant photos (which can be automatically added to posts)
     - Review - questions listed on POSTEUM.COM

- Users can automate their Facebook and Instagram posts from a single platform.

- Show users a preview of posts scheduled for the upcoming month, with the option to make manual changes or generate new creative content.

2. Customizable Templates:

  - The platform will offer multiple pre-designed templates to ensure quality and consistency.

  - Users can customize elements like text, colors, fonts, and styles within the templates.

  - Add the company logo to posts, either as an image or text.

  - Always include contact phone or email.

3. Carousel Posts:

  - Ability to create carousel-format posts (multiple images or creatives) for social networks like Instagram and Facebook.

4. AI Creativity:

  - The system will use AI to generate creative content within the templates, adjusting text and images without errors.

  - Users can adjust certain creative elements while maintaining coherence and quality.

  - Users can choose between entering their own content or using AI-generated posts, if preferred.

5. Multilingual System:

  - Support for multiple languages: Spanish, English, French, and German.

  - Users can select their preferred language, and the platform will adjust automatically.

6. Trial Period:

  - Users can register and enjoy a free 5-day trial period.

  - After the trial, access will be restricted until the user subscribes to a paid plan.

7. Subscription Management:

   - Implementation of a subscription system that allows users to register and manage payments securely through PayPal or Stripe.

Development Details

A clean and intuitive user interface will be designed, easy to navigate without the need to switch tabs, following the example of Posteum.com.

- Languages and Technologies:

  - Development will use web technologies like HTML, CSS, JavaScript, and frameworks like React for the user interface.

  - The backend could be based on Node.js or Python, with an SQL or NoSQL database system.

- Multilingualism:

  - Internationalization libraries will be used to facilitate content translation into multiple languages.

- Security and Authentication:

  - User authentication via OAuth for secure social media integration.

  - Secure payment options through PayPal or Stripe.

  - Registration and login via Google.

The next step would be to finalize the 3 available packages and determine the number of posts and features each would offer.