

# CROSS PLATFORM CONTENT REPURPOSER

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# PROBLEM STATEMENT & DESCRIPTION

## PROBLEM STATEMENT :

Content creators and marketers spend a lot of time and effort manually rewriting, reformatting, and adapting the same content to fit the unique requirements of each social media platform.

## DESCRIPTION :

-  Every platform (Instagram, LinkedIn, Twitter, YouTube, etc.) has different formats, tones, and audience expectations.
-  Adapting content manually is time-consuming, inconsistent, and often not optimized.
-  Lack of a smart, automated, AI-powered tool to handle this challenge effectively.
-  This affects productivity and the ability to scale content creation efforts.

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# OBJECTIVES OF THE PROJECT

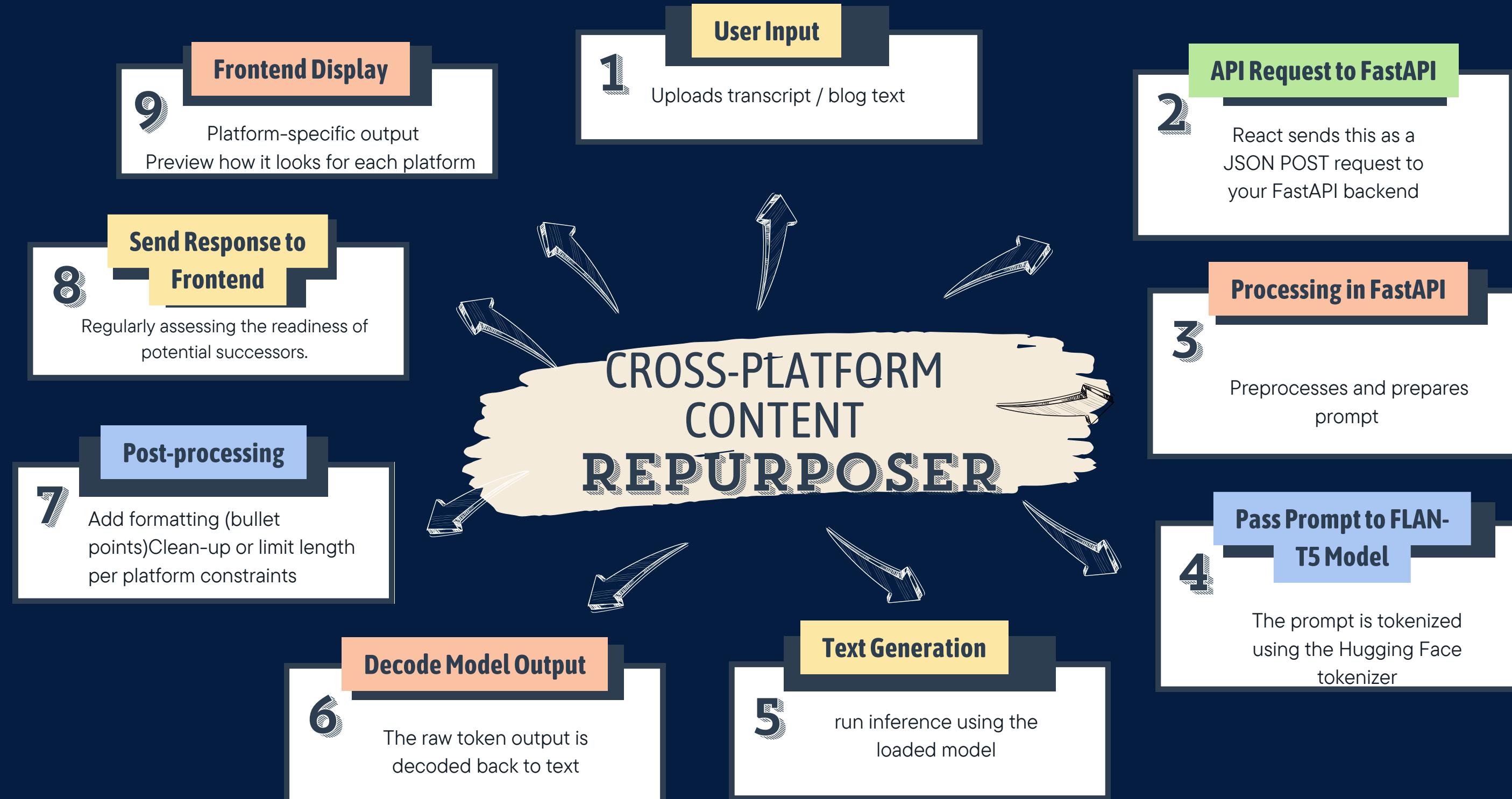
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1. To develop an AI-powered application that helps users automatically repurpose a single piece of content into multiple platform-ready formats.
  2. To save time and reduce manual effort for creators and businesses.
  3. To ensure the generated content is optimized for length, tone, and style appropriate for each platform.
  4. To make the process of multi-platform publishing more efficient and scalable

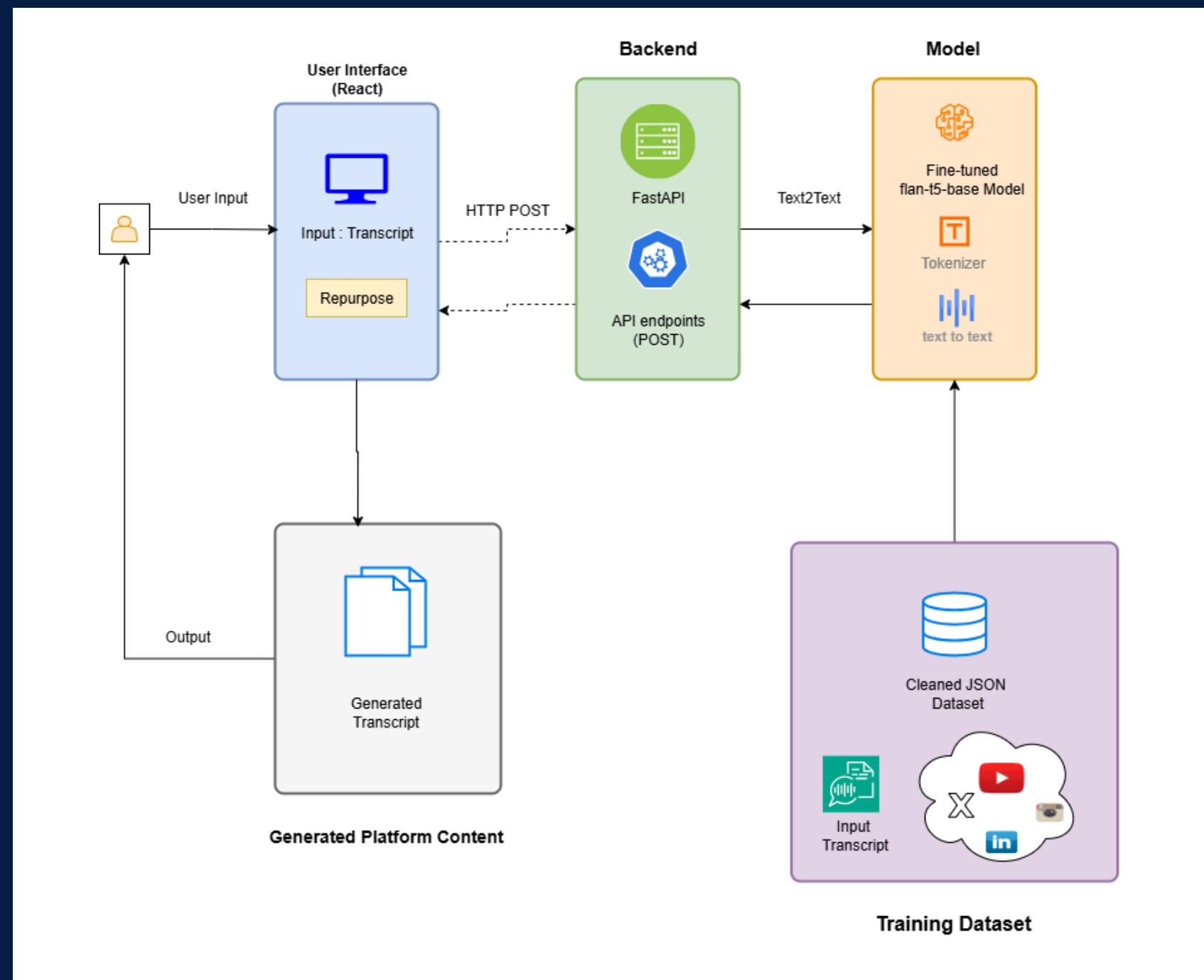
# PROPOSED SOLUTION

- Build a web-based tool where users can upload or input their original content (text, audio, or video).
- Use advanced NLP/Generative AI models to rewrite and transform the content into formats suitable for specific platforms (like reels captions, blog posts, LinkedIn summaries, YouTube descriptions).
- The application presents the different versions of the content in a user-friendly interface, ready to preview, download, or post.
- Designed to be fast, consistent, and easy-to-use, even for non-technical users.
- Flexible enough to adapt to new platforms in the future.

TECHNOLOGY	WHY IT IS USED
<b>ReactJS</b>	To build a dynamic, responsive, and intuitive frontend UI that enhances user experience.
<b>FastAPI</b>	To build a lightweight and high-performance backend API layer to handle user requests and communicate with the model.
<b>Python</b>	Chosen for its rich ecosystem of NLP and ML libraries, and to implement backend logic and model integration.
<b>HuggingFace Transformers</b>	To leverage pre-trained language models and fine-tune them for text generation and adaptation tasks.
<b>Flan-T5 (Model)</b>	An open-source, efficient GenAI model, fine-tuned for creative and platform-aware text generation.
<b>Google Colab</b>	To train and test the model on powerful cloud GPUs, making experimentation fast and cost-effective.
<b>Axios</b>	To make seamless HTTP requests from frontend to backend, sending user inputs and receiving AI-generated outputs.
<b>Git + GitHub</b>	To enable version control, collaboration, and code management for the development team.

# 06 WORKFLOW DIAGRAM





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# CONCLUSION

- Our project offers a smart and scalable solution to a common content creation bottleneck.
- Enables creators and businesses to save time, stay consistent, and improve productivity by automating content repurposing.
- Built on a modern and robust tech stack, ensuring the solution is efficient, scalable, and ready for real-world deployment.
- Future improvements can include support for more languages, more platforms, and richer media formats.