Capestone Project | Greyatom

Overview

Problem Statement

The Social Media Managers across Companies face a huge problem in visiting every single social media platform (Facebook, Twitter, Linkedin, Pinterest & Instagram) to post their content manually. This results in loss of time, thus leaving less time for more important things like strategizing and planning the social media. Bigger brands need to be active on social media in order to keep their brand in touch with their customer base and other prospective customers. Most companies have a huge user base on each social media platform. They have to plan all of their post's ahead of time with a proper schedule in terms of time at which a post should go and on which platform it should go. Missing out on even a single post might lead to some amount of online engagement/sales loss (Eg: missing out on a post about a special offer to increase sales).

Proposed Work

We're going to build a Web application which will let user's connect their social media accounts to our platform and allow them to create post (Text + Images), schedule post, update scheduled posts, view scheduled posts and delete a scheduled post all in one single place.

> 💡 *(For this specific project the requirement is to only connect Twitter you're free to explore other social media platform's Developer API's to integrate)*

Success Criteria

- Once this project is complete
    - User will be able to connect their Twitter account with our webapp
    - User will be able to create a post from the create post page
    - Once the user creates a post he will be able to schedule it for a specific date and time he likes.
    - User will be able to update the post's content that he had scheduled
    - User will be able to delete any of his scheduled post
    - User will be able to see the Queue of their scheduled posts

User Stories

> 💡 User stories are short, simple descriptions of a feature told from the perspective of the person who desires the new capability, usually a user or customer of the system. They typically follow a simple template
> *"As a < type of user >, I want < some goal > so that < some reason >"*

Social Media Managers (User)

- As a user, I should be able to register/login to the site using ("Email ID and password" or Social Login), so that I can use the service

- As a user, I want a way to connect my social media account to the Website so that I can schedule my posts from the platform itself

- As a user, I should be able to create a post so that I can schedule it for the date and time as per my plans

- As a user, I should be able to view all queued posts so that I can either modify/update or delete a post.

Must-Haves

- User should be able to connect his/her twitter account

- User should be able to schedule a tweet as per date and time given by the user

- User should be able to update his/her scheduled tweet with the new content/date/time

- User should be able to delete his scheduled tweet

- User should be able to view his past 12 tweets

Stretch Goals

- Try to build a calendar UI for Social Media Managers to plan their tweet's using it. Reference(https://fullcalendar.io/)

- Implement Auto Hashtag recommender for the Tweet's Content when scheduling.
  API reference(https://ritekit.com/api-demo/hashtag-suggestions)
  (http://ritekit.docs.apiary.io/#reference/0/hashtags/hashtag-suggestions)
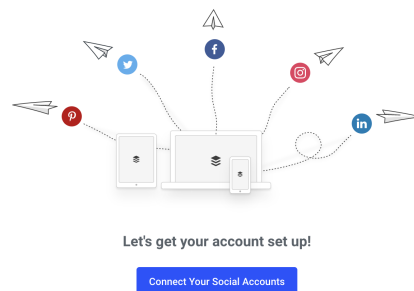
Scope

Requirements

- Creating a UI with React for user's to cosume social media post scheduling service
- Integrating Twitter API

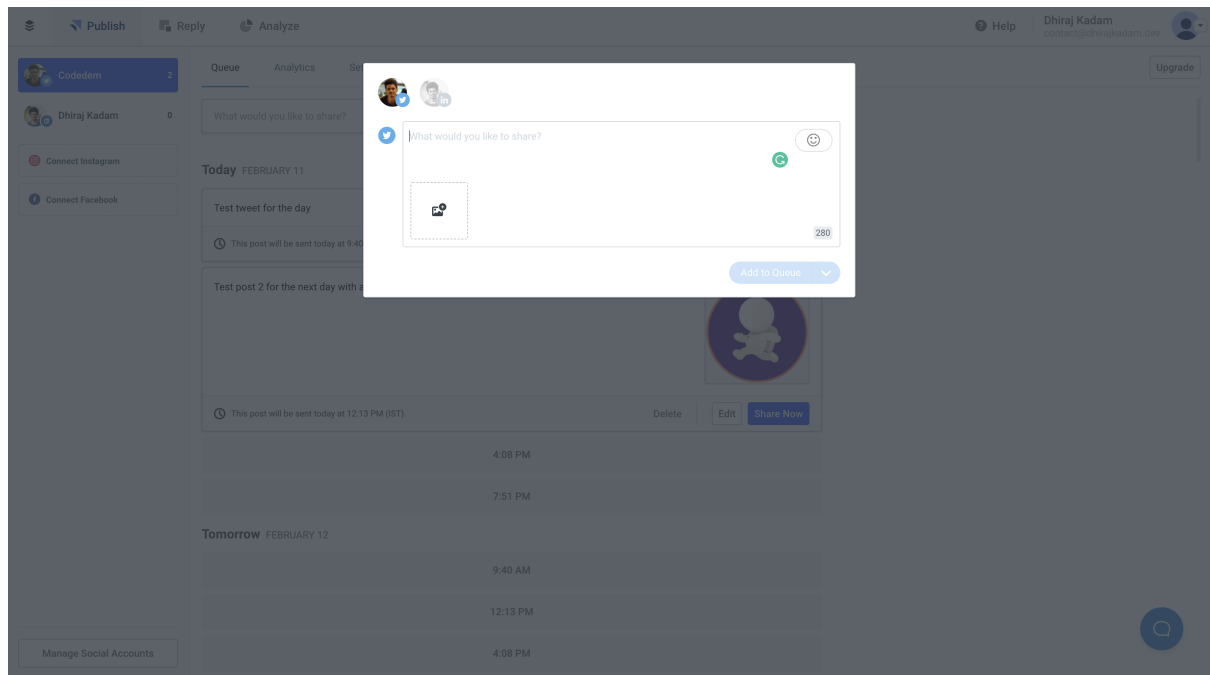# Non-Requirements

- API integration for other social media platfrom

Designs

Connect Social Media Account (UI Reference)

Let's get your account set up!
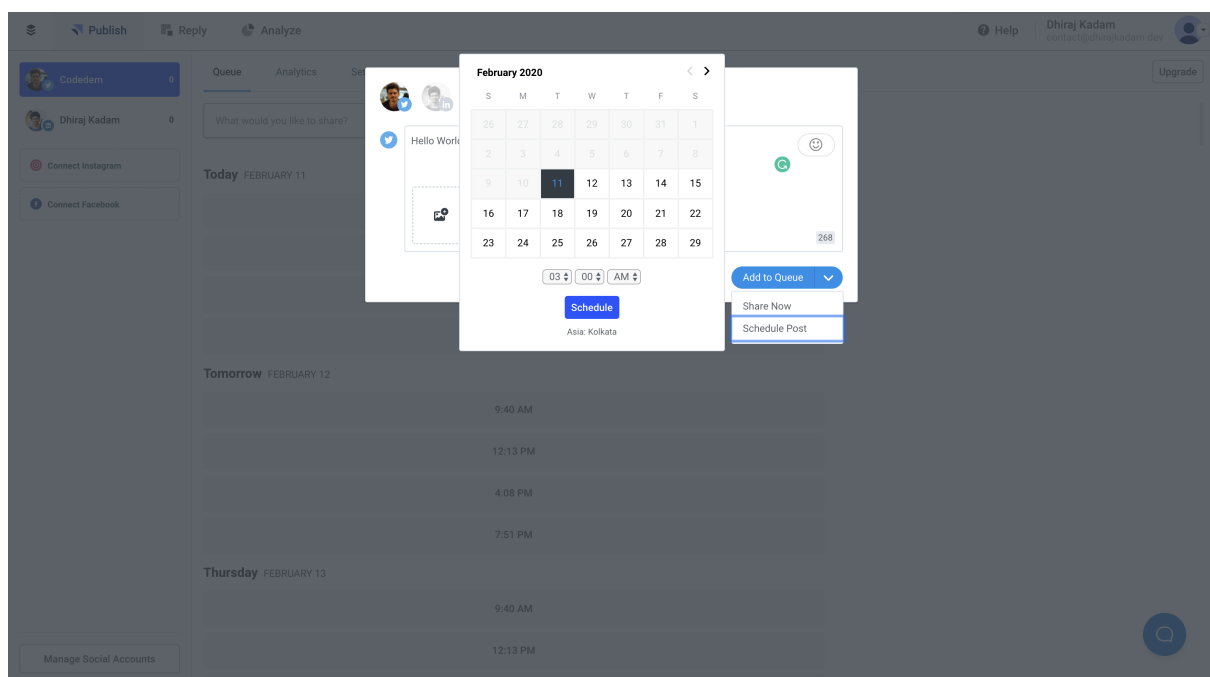
Connect Your Social Accounts

When users register/login for the first time they should get to see a screen which will ask the user to connect their Twitter account
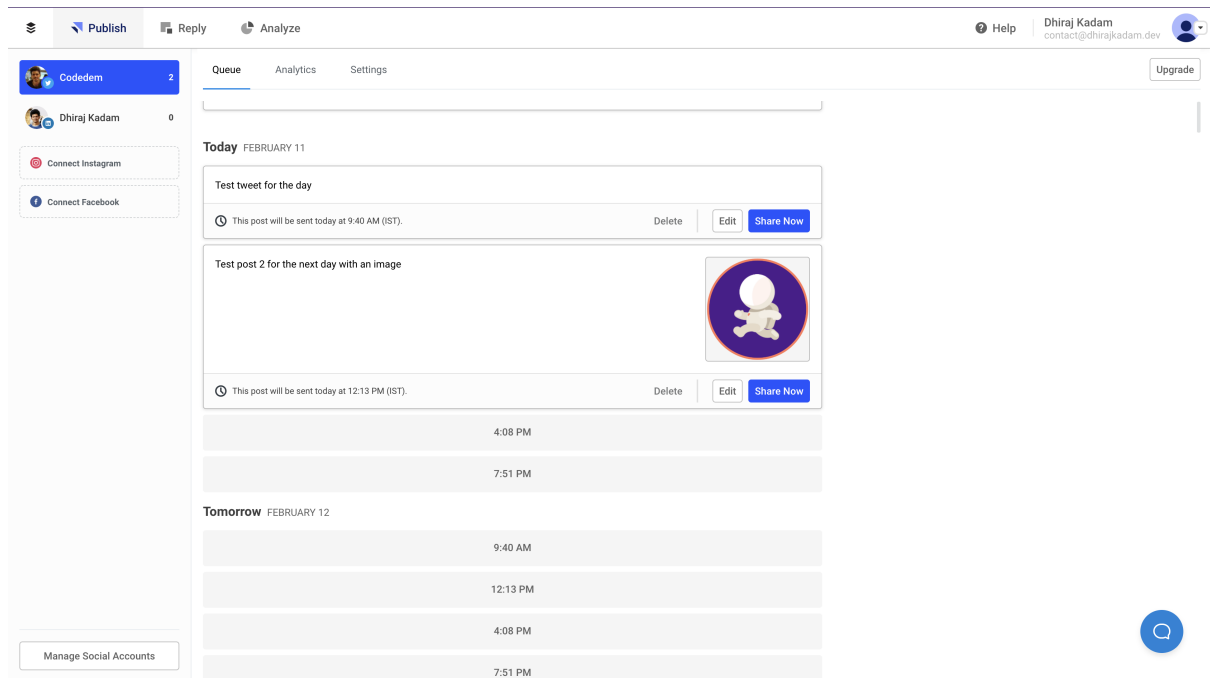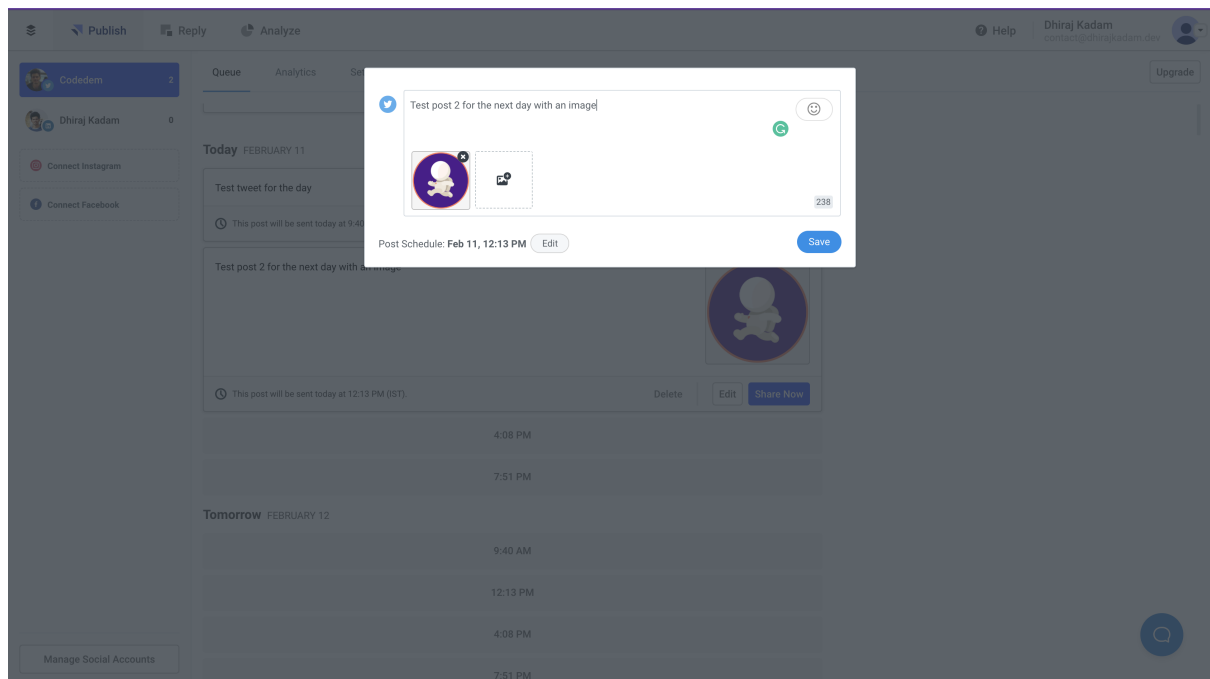
Create Post (UI Reference)

The Dashboard can have a button to create post, on that button click we can show a pop-up to create a post with a button on the bottom right of the modal to schedule it

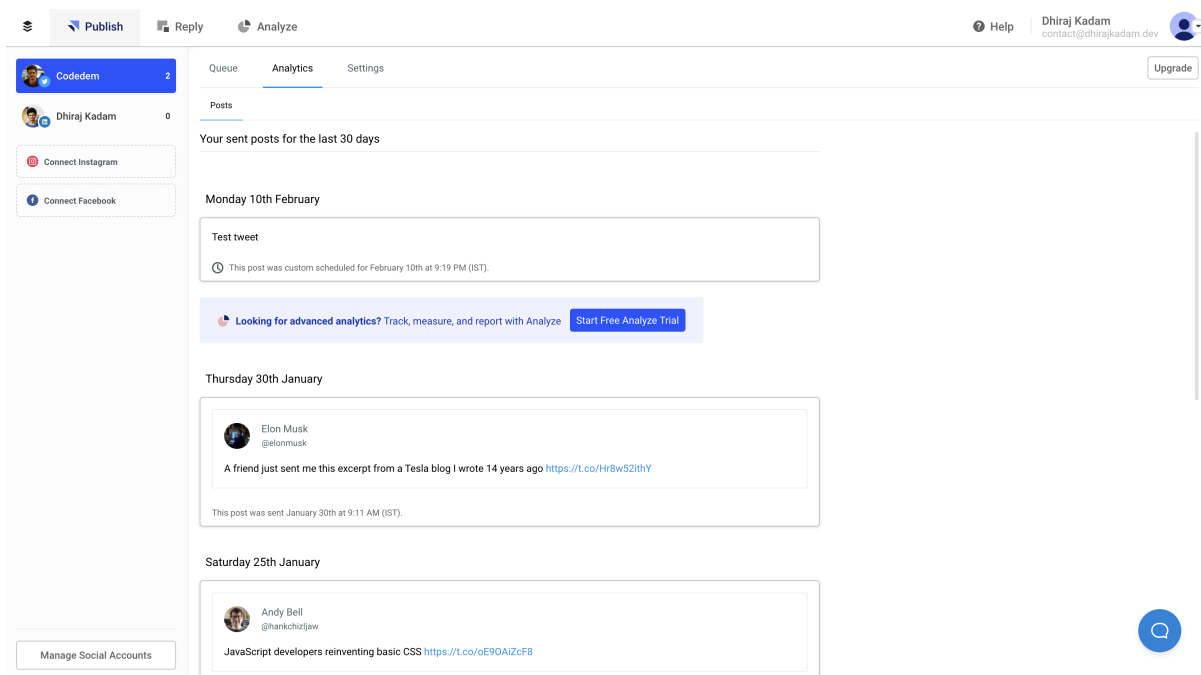## Scheduled post Queue (UI Reference)

There should be a tab to display all the scheduled posts's with an option to edit/delete it

When user click's on any of the scheduled tweet they should get a modal like this to update the content and save it

Past posted tweets (UI reference)

There should a "Posted Tweet's" Tab where user's can se past 12 posted tweets

API Reference

Twitter

- https://developer.twitter.com

- https://developer.twitter.com/en/docs/ads/creatives/api-reference/scheduled-tweets

- There are unofficial Twitter Javascript libraries you can use if you want (https://developer.twitter.com/en/docs/developer-utilities/twitter-libraries)

- http://ritekit.docs.apiary.io/#reference/0/hashtags/hashtag-suggestions

Recommended Libraries

- React (https://github.com/facebook/react) as a library for Frontend

- Axios (https://github.com/axios/axios) for API calls

- Redux (https://github.com/reduxjs/redux) for global state management

- Material-UI (https://github.com/mui-org/material-ui) UI Kit, you're free to use any UI kit you're comfortable with.