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Social Media Reputation Manager

Kavya Dhar and Shrifal Raina

EMAIL: 2020a1r112@mietjammu.in

PHONE : 7889820126



Abstract

This project, **Social Media Reputation Manager**, aims to build a Unified Social Media Management tool for one-click content posting across multiple social media platforms such as FB, LinkedIn and Twitter and also retrieve, analyze and visualize engagement metrics across multiple platforms. It also uses NLP to analyze post content, perform stakeholder sentiment analysis and its correlation with post engagement metrics. Thus, automated reputation management is achieved through real-time monitoring of social media posts engagement.

Innovation & Impact

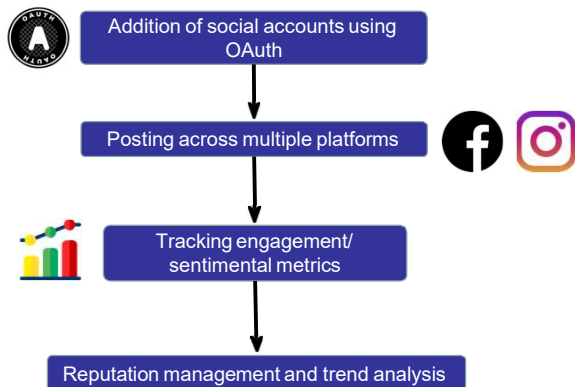
INNOVATION:

- All-in-one platform for social media management across multiple sites.
- Posts and tracking across multiple platforms with ease.
- Monitor activity across all your social networks.

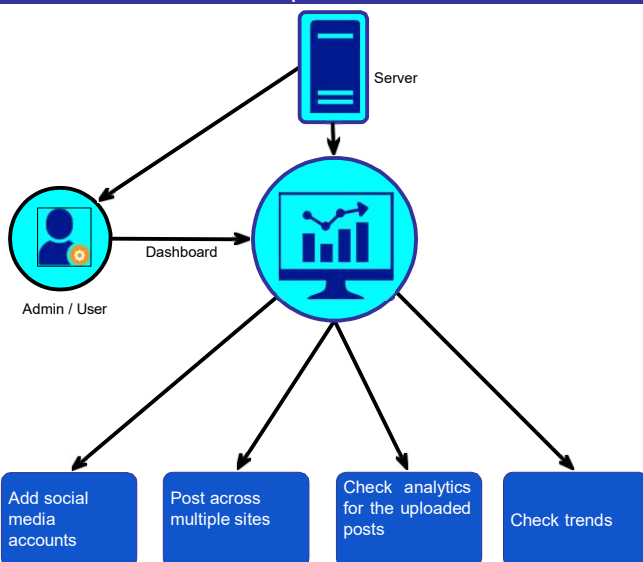
IMPACT:

- Analytics for performance
- Tracking of Engagement metrics and trend analysis.
- Sentimental analysis of the posts.
- Automated social media reputation management.

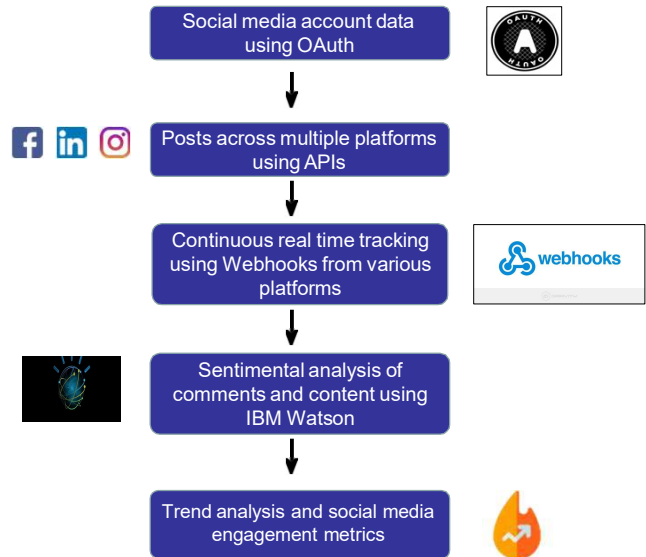
Use Cases | Functional Workflow



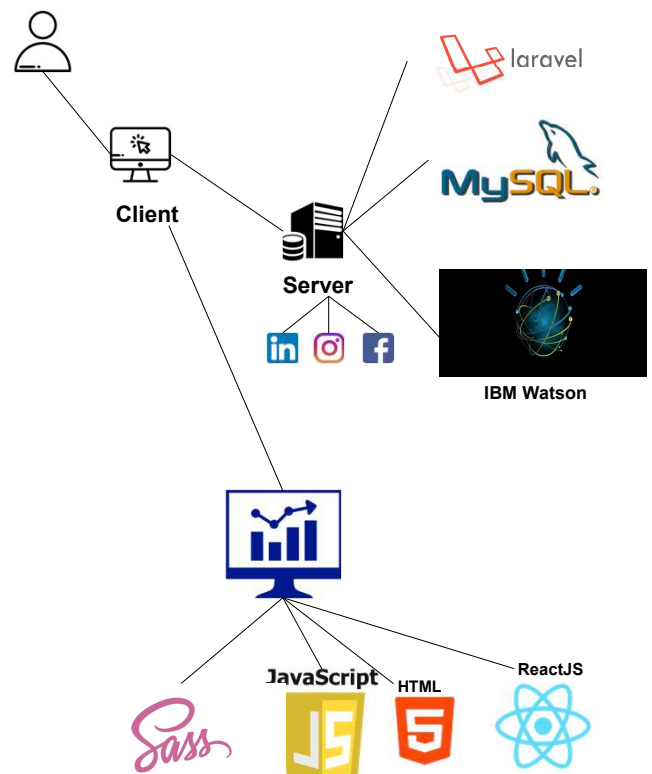
Screen Flow | Interaction Model



Data Processing workflow



Architecture Diagram



Language(s) | API(s) | Technology Stack

LANGUAGE USED:

- Php, Html, Sass, Javascript, SQL, Python

API(S):

- FB, IG, LinkedIn, IBM Watson

TECHNOLOGY STACK:

- Laravel
- ReactJS
- Sass
- NPL