

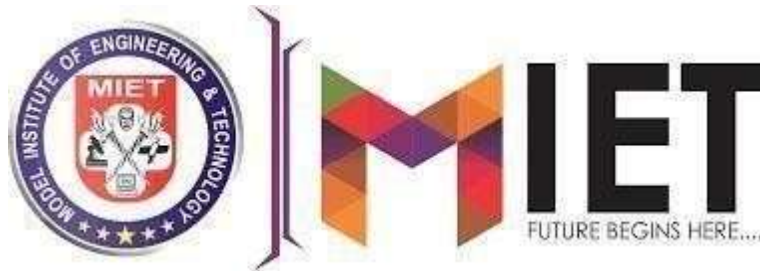
A

Project Report on

Social Media Reputation Management system

By

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**DEPARTMENT OF
COMPUTER SCIENCE & ENGINEERING**

Model Institute of Engineering & Technology

A Project Report on

Social Media Reputation Management system

In partial fulfillment of requirements for the degree of

Bachelor of Engineering

In

Computer Science & Engineering

SUBMITTED BY:

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Under the Guidance of

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DEPARTMENT

OF

COMPUTER SCIENCE & ENGINEERING

Model Institute of Engineering & Technology – Jammu

CERTIFICATE

Certified that major project work entitled “Social Media reputation Management” is a bonafide work carried out in the 8th semester by “Kavya & Shrifal” in partial fulfillment for the award of Bachelor of Technology in Computer Science Engineering from Model Institute of Engineering & Technology during the academic year 2020-2021.

Project Guide

Prof. Ankur Gupta

Dr. Anand Gupta

ACKNOWLEDGEMENT

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Kavya Dhar

Signature of Student : Kavya Dhar

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ABSTRACT

The Project focuses on the influence that social media is having on the corporate landscape and how social media management influences brand awareness and brand reputation. This system aims to provide an all-in-one platform for social media management across multiple sites. The system can post across all the platforms with a single click. It will track the posts for social media engagement metrics. It will do the trend and Sentiment analysis of the posts to provide a detailed description of how well the posts are doing. It will also do automated reputation management by suggesting improvements in the content and automated removal of posts which are receiving negative feedback.

CHAPTER 1 : Introduction

What is social media management?

Social media management is the process of creating, publishing, and analyzing content you post on social media platforms like Facebook, Instagram, and Twitter, as well as engaging with users on those platforms. You can streamline social media management with free and paid tools, as well as professional social media management services.

Why practice social media management?

Social media management offers several benefits, including:

- **Cost:** No matter your marketing budget, social media is a cost-effective initiative. It's free to join social media networks, post content, respond to user comments, and more. Even advertising offers a profitable channel for reaching your audience and building an online following.
- **Reach:** Social media networks, from Facebook to LinkedIn, can connect you with users across the world. You can also use social media platforms, like Pinterest, to reach niche audiences. Traditional marketing and advertising can't match the reach — or price — or social. That's why social media management is a must for businesses.
- **Users:** Incorporating social media into your marketing strategy allows you to align your marketing initiatives with user behavior.

- **Performance:** Marketers and business owners alike agree on the performance of social media marketing and advertising. Via social, companies can build their brand and even generate leads and sales. With social media's multiple advantages, it's worth considering for your marketing strategy.

What platforms does social media management cover?

Here are some of the most common platforms for social media management:

Social Platforms

1. Facebook
2. Twitter
3. Instagram
4. LinkedIn etc

FACEBOOK



- **Demographics:** Facebook offers access to several different demographics, from seniors and youth to men and women. Plus, more than 50 percent of adults in the U.S. use Facebook multiple times a day, which lets you connect with varying segments of your target audience.
- **Uses:** From a social media management perspective, Facebook is useful for building relationships with existing and future customers. It can also help build brand loyalty, which can encourage future purchases.
- **Perks:** A massive perk about Facebook is that it features a wide variety of ads and content formats, from photos to videos to text. Even better, for more than 40 percent of business-to-business (B2B) marketers, it's led to new clients.

No matter your industry or goals, expect to use Facebook in your social media strategy.

TWITTER



With 330 million users, Twitter doesn't offer the same reach as Facebook. It does, however, provide your business access to a group of users that engage with brands daily. Depending on your target audience, that's an advantage.

Learn more about Twitter for social media marketing:

- **Demographics:** Less than 25 percent of U.S. adults have a Twitter account, but the social media platform provides competitive access to users between the ages of 18 to 29 — 40 percent of Twitter users are from this age group. They're also active on the platform multiple times a day.
- **Uses:** Unlike Facebook, Twitter focuses more on news. It also emphasizes two-way conversations between users, whether they're a brand or consumer. If you're looking to engage with your target audience, Twitter is a good option.
- **Perks:** One advantage of Twitter is its users — they're active and happy to engage with other users. Twitter also features a specific audience, which is helpful if people between the ages of 18 to 29 are in your target market.

Twitter isn't for every company, but it does offer value to those in certain sectors.

LINKEDIN



As the biggest professional social network in the world, LinkedIn offers access to more than 550 million users. That's why it's an ideal platform for businesses looking to recruit candidates, as well as establish themselves as an industry leader.

Learn more about LinkedIn for social media marketing:

- **Demographics:** LinkedIn is a popular platform among college graduates, which is why 50 percent of graduates maintain a LinkedIn profile. Even better, 90 percent of LinkedIn users are also on Facebook, which is helpful if your strategy focuses on both platforms.
- **Uses:** Like Twitter, LinkedIn is useful for sharing news-related materials, such as company announcements or industry-specific news. It can also assist in developing relationships with other companies, plus building your reputation via content marketing.
- **Perks:** LinkedIn offers a few benefits for businesses, especially B2B operations. For B2B leads from social media, 80 percent come from LinkedIn. That's why more than 60 percent of marketers find it's the most effective platform for their business.

Depending on the goals, market, and operations, LinkedIn could offer several advantages.

What does social media management include?

Due to the broad definition of social media management, it's natural to wonder what social media management includes. You want to know where you should focus your efforts, as well as how much time social media will require.

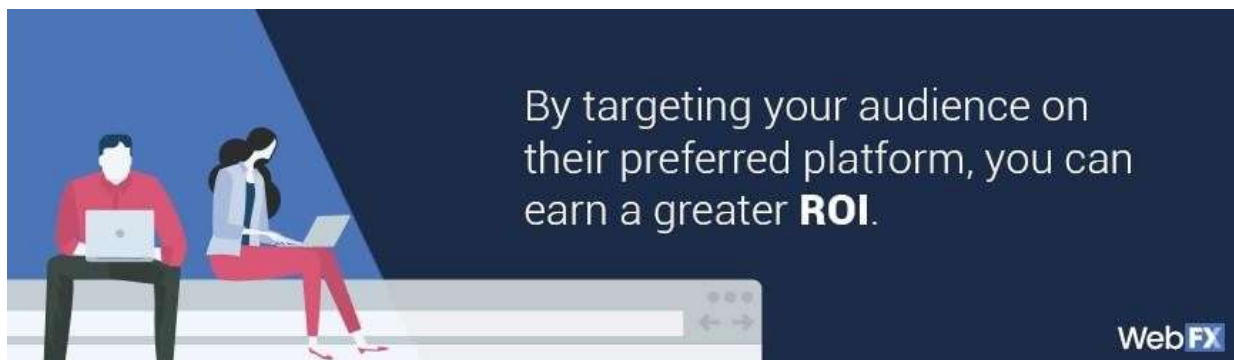
The project focuses on the following processes:

1. Researching your target audience

Investigating your audience is a core part of social media management. If your agency — or your company — doesn't know who your audience is, it makes developing a social media strategy challenging.

Know who your audience is, and you'll know where to find them online.

That's critical, as you want to maximize your investment in social media management. By targeting your audience on their preferred platform, you can earn a bigger return on investment (ROI).



As an example, imagine social media marketing for dentists. While one dentist provides pediatric care another offers implant services. They each operate in the health and medical sector, but they have completely different audiences.

When their social media management services include audience research, these practices ensure they invest their marketing budget and ad spend creating content and advertisements that target the right users, versus anyone that needs dental care.

2. Creating your social media strategy

Before your account manager can launch your social media campaign, they need to develop your strategy. In most cases, they'll focus on building a strategy for each platform due to the different roles and uses of Twitter, LinkedIn, Facebook, and other social media platforms.

In addition to considering your audience, they'll also look at the following factors:

- **Your goals:** What does your business want to accomplish with social media? Do you want to build more brand awareness among consumers or establish brand loyalty among existing clients? Or, is there another goal you want to accomplish?
- **Your industry:** What do audiences in your industry want to know? Are there content gaps that your company can fill, such as with blog posts or guides that you can then share on social media? Or, are there industry leaders you can connect with on different platforms?
- **Your brand:** What is your brand voice? Do you have a set of standards or processes when engaging with clients in a public forum? Or, how does your branding influence the colors and media that you use?

3. Building your content calendar

Another deliverable included in most social media management services is a content calendar for each of your social media accounts. This calendar serves as a reference point for you and your professional social media management team.

In your content calendar, which will include the current month, you can view scheduled posts for your social media accounts. These posts may include company announcements and holiday tidings, as well as shared content, such as a blog post from your website or an image from a client.

Before publishing these posts, your social media manager will likely request that you review and approve all the content beforehand. While this requires some effort on your part, it guarantees that the only content that goes live is the content you want.

4. Creating platform-specific content

A social media specialist does more than build a content calendar for your company — they also create the content in it. In some cases, they may oversee every aspect of content creation, from developing the topic to writing the copy to selecting the media.



To create the best possible content, however, many social media specialists will work with graphic designers and copywriters. The result is a piece of content that resonates with users and accomplishes your company's goals.

If your calendar includes content from a third-party — maybe you're sharing an influencer's blog post that mentions your product — your social media manager will ensure they have the appropriate link and caption to share on your social media accounts.

5. Growing your social reach

Ads are not the only way that your social media specialist will increase your followers, as well as your social media presence. As a part of your social media management services, your provider may reach out to influencers and trusted organizations in your industry.

That can lead to coverage of your company by those individuals, which can connect you with their followers. The result is more exposure for your brand, as well as the chance to earn more followers and clients.

CHAPTER 2

SCOPE:

Social Media plays a crucial role in connecting people and developing relationships, not only with key influencers and journalists covering your company's sector, but also provides a great opportunity to establish customer service by gathering input, answering questions and listening to their feedback.

Whether it is for simple branding purposes, online reputation management, or even selling products and generating leads, social media management can be a highly lucrative exercise if done effectively. So, the scope of this project is not limited. It can be used by anyone at an individual level or an organizational level. Building up a social profile with many followers and putting out quality content regularly is the primary goal for many social influencers and organizations. Thus we can say that this project has a wide scope and at the same time it is of critical value to the users who have or want to build a social profile and good amount of followers.

CHAPTER 3

TECHNOLOGIES AND DEPENDENCIES

TECHNOLOGY AND PLATFORM

I have used Laravel (A php framework) and ReactJS for developing this project. The platform I have used is Windows 10.

TOOLS USED

The list of tools used during the project include:

- Visual studio code
- Git bash

LANGUAGES AND API

The languages I have used in my project are PHP and Javascript.

APIs:

1. Facebook apis to connect the platform to FB and retrieve data.
2. LinkedIn apis to connect the platform to LinkedIn and retrieve data.
3. Twitter apis to connect the platform to twitter and retrievedata.
4. IBM watson for sentimental analysis of content.

CHAPTER 4 : IMPLEMENTATION OF THE PROJECT

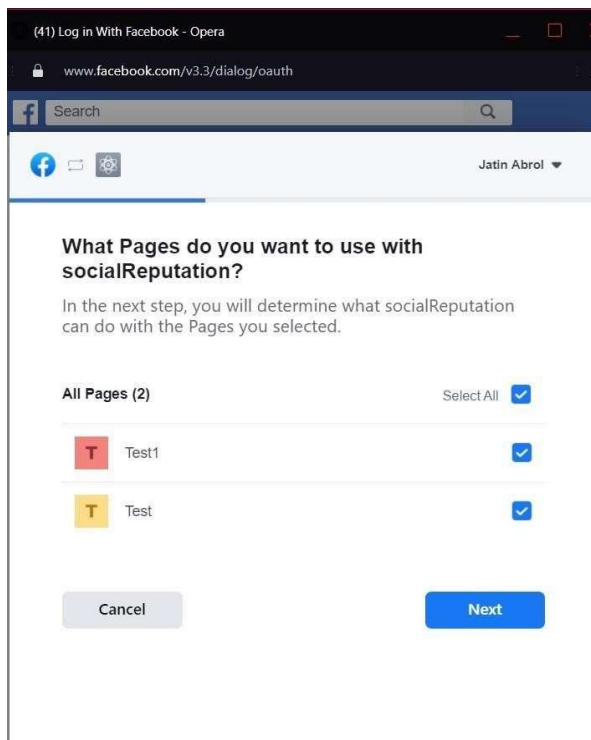
Research and analysis

Research is a very important part of development of any project so as to tackle the problems effectively and efficiently. A project with proper planning and research will not only end faster in terms of time but will also face less frequent issues with the technology that is being used. With the above mentioned points we started our project and its research for it. I started with researching what technologies I should use and pretty soon came up with Laravel and ReactJS. During the development period, I had to read a lot of documentation for api concerned with facebook, linkedin and twitter. I also had to research about implementing various features in ReactJS and then manipulate the data I got from the apis. Moreover, I also researched about sentimental analysis and using IBM Watson api for the same.

Implementation Method

1. Connecting to Social Platforms.

The first step in the project is to connect to the social platforms using OAuth.



2. Fetching Data from social platforms.

After the social accounts have been connected to the platform, the user can check the various metrics in the dashboard.



3. Posts and sentimental analysis of top posts

The top posts of the user will be determined and then analyzed using IBM watson api for sentiment.

The screenshot shows a web application interface. On the left is a sidebar with navigation links: Dashboard, Tables, Analytics (highlighted), and Social accounts. Below these is a 'Post' button. The main area is titled 'Social Connect' and contains a table of posts. Below this table is a 'Content analysis' section with a 'Top Posts' table.

No.	Title	Likes	Comments	Posted on	Sentimental
5	This is the second post and this is also used for content analysis and This is one of the top posts	3	3	26 OCT 2020	
6	test	1	1	20 OCT 2020	
7	test	0	0	20 OCT 2020	
8	uh	0	0	20 OCT 2020	
9	uh	0	0	20 OCT 2020	
10	uh	0	0	20 OCT 2020	

Rows per page: 10 1-10 of 25

Content analysis

Top Posts

No.	Title	Likes	Comments	Posted on	Sentimental
2	This is a test for IBM watson api. This will be used as an example for content analysis	3	6	28 OCT 2020	CONTENT ANALYSIS represents JOY, IBM WATSON API represents JOY, TEST represents JOY, EXAMPLE represents JOY
5	This is the second post and this is also used for content analysis and This is one of the top posts	3	3	26 OCT 2020	CONTENT ANALYSIS represents JOY, SECOND POST represents JOY, TOP POSTS represents JOY

Rows per page: 10 1-2 of 2

4. Posting content to social platforms.

Then the user can post to the various accounts connected and the content will be analyzed for sentiment before it gets posted.

Post text

Post

Choose File

No file chosen

POST

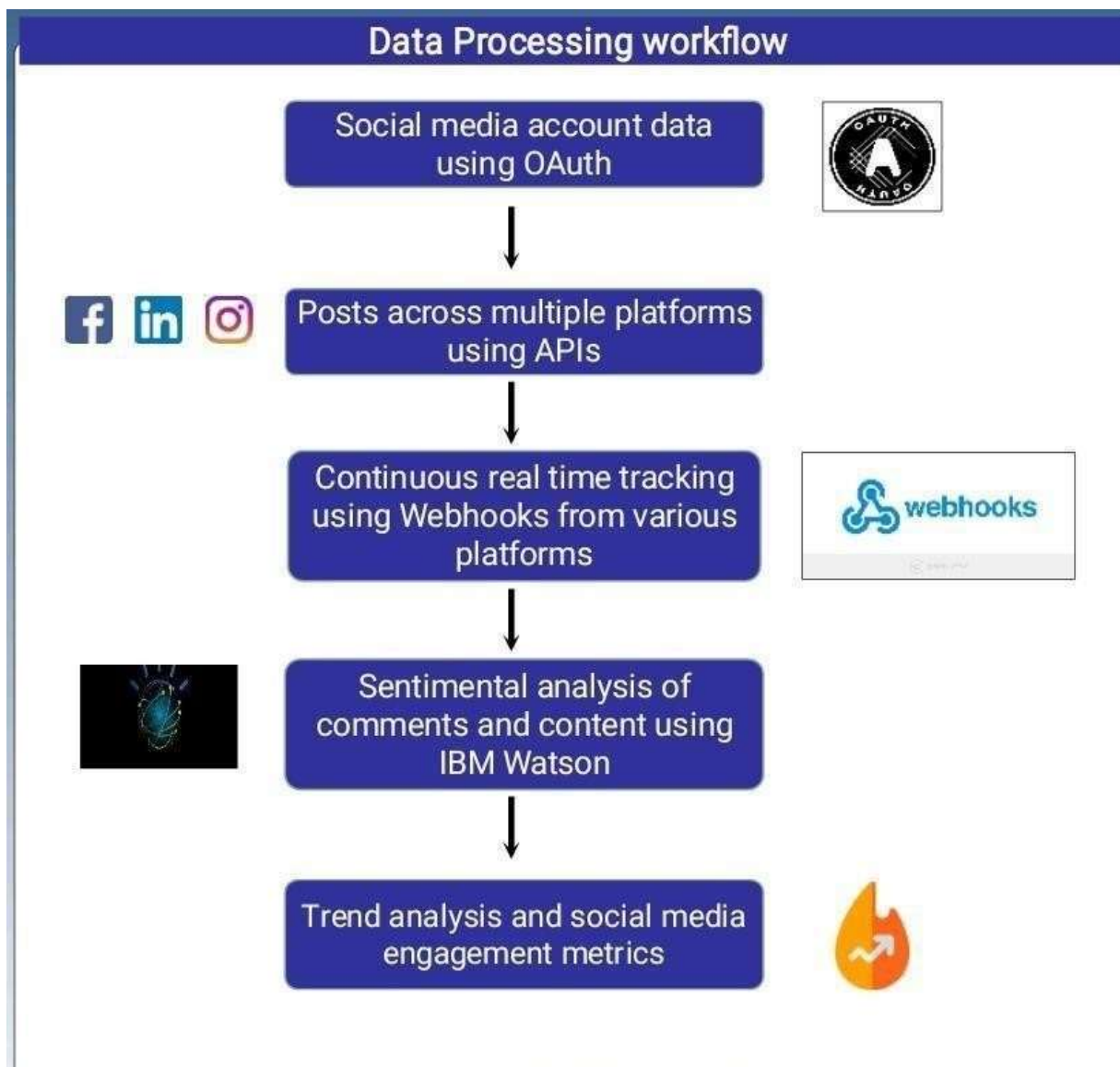
Facebook Accounts

☒ Test

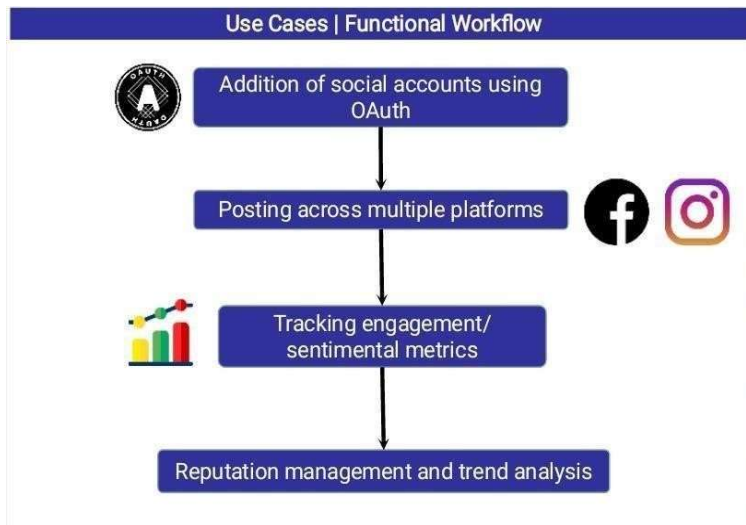
☒ Test1

CHAPTER 5 : Diagrams

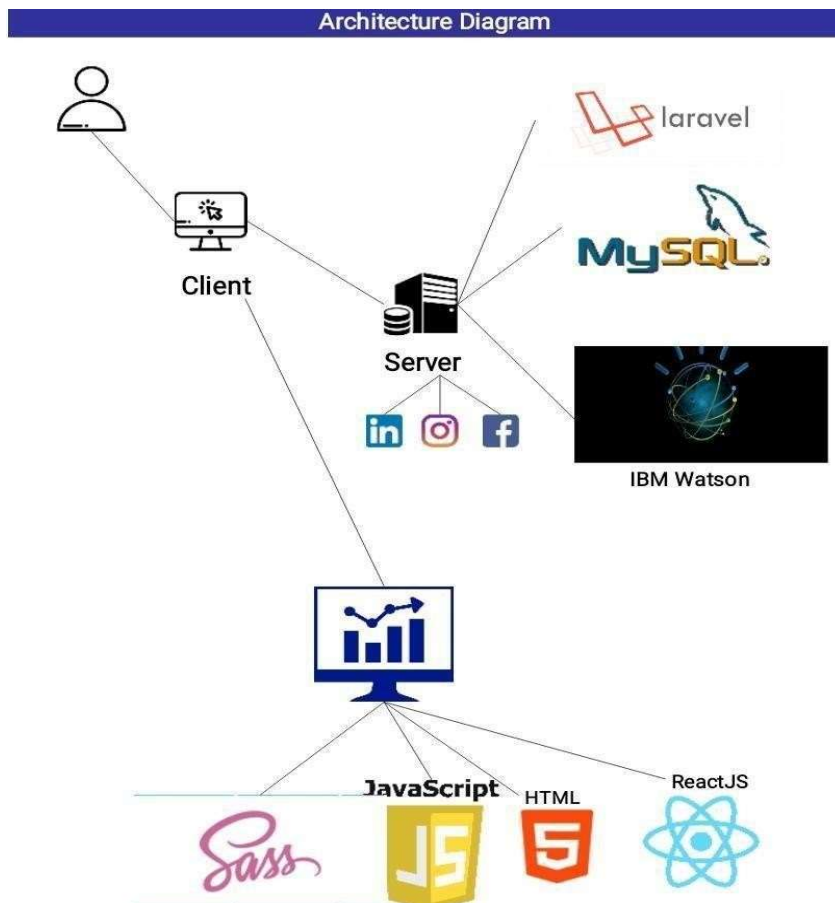
Data Processing Workflow Diagram



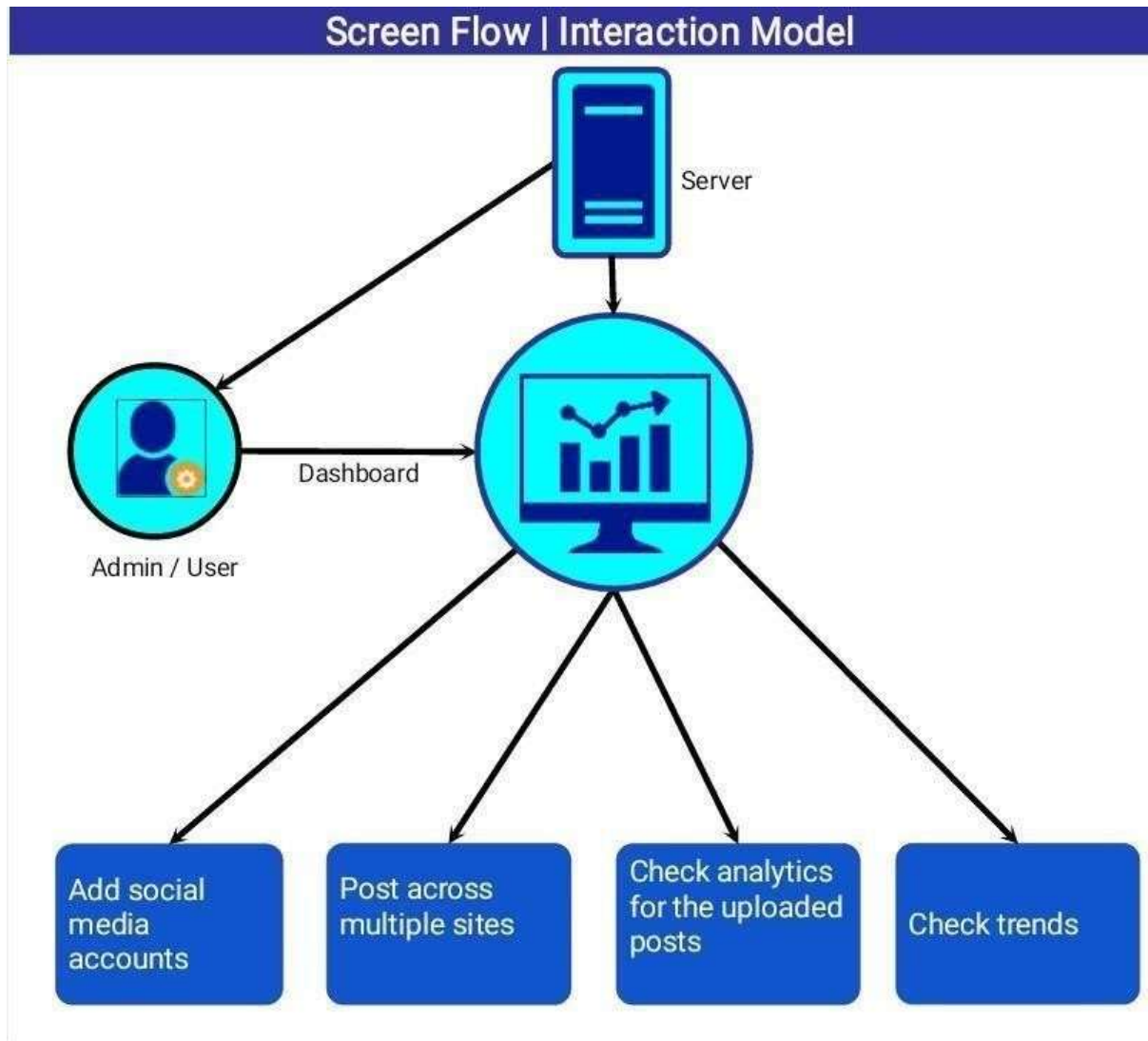
Functional Workflow Diagram:



Architecture Diagram:



Interaction Model :



CHAPTER 6: CONCLUSION

My project aims to provide an all-in-one platform for social media management across multiple sites. The system can post across all the platforms with a single click. It will track the posts for social media engagement metrics. It will do the trend and Sentiment analysis of the posts to provide a detailed description of how well the posts are doing. It will also do automated reputation management by suggesting improvements in the content. I have tested this system and got the respective outcomes. I am still working on this project and trying my best to add more functionalities to it in order to make this platform more efficient and useful in future

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