# 10 Academy cB : Week 4

# Careers - Exercise 2

# Utilizing AI to Enhance Social Media Management and Customer Engagement

**Deadline: Saturday, 18th May 2024, 8 pm UTC**

**Scenario:**

You have been hired as a Social Media Associate for a prominent e-commerce company specializing in fast-moving beauty products for females. The company boasts an impressive online presence, particularly on Instagram, having 7 million followers, with hundreds of daily sales attributed to its social media marketing efforts. The company has set up an Instagram Shop to allow easy checkout for products. Every day, the account gets hundreds of activities, including likes, comments on posts, reposts, tags, and inquiries on direct messages that require you to manage.

As a 10 Academy trainee, who is knowledgeable in implementing AI models, you are tasked to propose and implement AI solutions to streamline customer engagement and improve the overall efficiency of the company's social media management and customer satisfaction. The company’s specific goals are for you to:

* Manage a high volume of comments and inquiries on Instagram.
* Increase sales for your company

# Deliverables and Tasks to be Done

**Tasks**:

You are required to present how you’ll tackle this task to your non-technical managers. Prepare a presentation that you’ll give entailing the following:

1. A step-by-step procedure you will follow to implement an AI bot to efficiently respond to comments on each Instagram post and direct message(DMs). You can choose to create one of your own from scratch or use an existing one from the Facebook Developer Platform to train it. This should cover the following steps:

* Data collection for training(previous chat histories, company files, emails, etc)
* Annotation and labeling process, for example, label conversations based on topics, sentiments, etc.
* Train the bot, which ML models/architectures do you plan to use and why?
* How will you monitor and evaluate your bot? What metrics will you use and why?
* Inform the client on any costs that might be incurred while setting up/running.
* How would you get your bot to interact with instagram?

1. Reflect on any ethical implications of using AI in this context, particularly regarding customer privacy and data security. Discuss 4 strategies to ensure transparency and maintain customer trust while leveraging these chatbots.
2. Outline 4 key performance indicators (KPIs) to evaluate the success of implementing AI.
3. Finally, reflect on the potential impact of chatbots on the future of social media management and e-commerce. Discuss 5 advantages and limitations of using AI in this context, and how it can shape the industry moving forward.

# Team

Instructors:

* Margaret Chepkirui - Careers Tutor
* Pascaline Iyodusenga - Lead Tutor
* Arun Sharma - co-founder, 10 Academy

# Key Dates

Tutorial session: Thursday, 16 May 2024.

Submission deadline: Saturday, 18 May 2024, 8:00 pm UTC.

**Submission**

A report answering the questions in the tasks above.

Save your PPT as a PDF before submission.

**Usefulness in real life**

This exercise aims to develop your understanding of applying AI to enhance social media management and customer engagement. You will gain practical insights into the power of AI in improving efficiency and the customer experience.

**Useful links**

* A real-life company implementing this - <https://go.schoolofbots.co/welcome>
* Youtube Podcast on Instagram DM Automation Strategy - <https://www.youtube.com/watch?v=tYF_4hZ6-bY>
* [ChatGPT Can Now Assist With Travel Planning in the Expedia App](https://www.expedia.com/newsroom/expedia-launched-chatgpt/) -Expedia product for travel.