

# PROJECT REQUIREMENT FORM

## Project title

SME Social Manager

## Customer name

Ola Olayinka

## Project advisor

Michail Mamalakis

## Project description

Given the increased use of social media today, several businesses rely on social media as a marketing tool to reach their customers as well as keep their customers engaged. For many businesses, social media is an inexpensive way to reach customers when compared to other advertising and marketing tools available. However, for small businesses which often have limited resources in terms of finance and staff strength, constantly managing various social media pages is often a challenge.

For example, an average business has a Facebook page, an Instagram Page and a Twitter profile. Some businesses rely on social media management tools to help ensure that information can be created once and posted on all the social media platforms, but these tools are sometimes expensive for small businesses and the free ones have limited features.

This project aims to develop a software tool that will help small businesses schedule social media posts for - Facebook Business profile, Twitter, Instagram and Pinterest. By leveraging the various APIs provided by these platforms, teams working on this project will enable businesses to schedule social media posts for one or more platforms at a time. Also, the tool should allow businesses to track metrics such as a number of likes, shares and other relevant engagement metrics per post and over a defined period.

The tool can be either web or desktop application.

Some useful Links

1. <https://developers.facebook.com/docs/pages/>
2. <https://developer.twitter.com/en/docs/basics/getting-started>
3. <https://developers.facebook.com/docs/graph-api/overview>

## Features list

*What are the key features of the software? Please list at least 8*

1. The application shall allow users to register and log in
2. Upon successful login, the application shall allow the businesses to link their various social media platforms to the application.

3. Once the social media accounts have been linked, the application shall allow the user to view a dashboard of relevant social media metrics from the various social media platforms within a certain period such as - Number of Facebook Page Likes, Number of Twitter Followers, Number of Instagram Followers.
4. Ideally, it should be possible to filter the metrics in 3 above based on a specified date range.
5. The Dashboard should also contain - quick post highlights relevant to the company - For example - Number of Facebook Posts this week/month, Number of Instagram Posts this week/month, Number of comments on the posts this week/month.
6. The application shall allow users to view a growth page, where a line graph of user/followers across the various social media pages over a defined period can be viewed.
7. The application shall make it possible for a user to create a social media post (image or text) and indicate what social media platforms for it to be posted on.
8. It shall also be possible through the application to schedule a social media post (image or text) to be posted at a later date and time.
9. Scheduled social media posts should require no further intervention from a user for it to be posted on the social media platforms indicated at the scheduled time.
10. Using the application, it shall be possible for the user to generate a PDF report of various social media engagements metrics for a specified period, which are relevant to businesses. See [Link](#) for more detail.
11. The application, through the growth page, shall present audience growth rate across various social media platforms
12. For each social media post, it shall be possible to track the relevant metrics made available through the API such as Retweets, Likes, Shares, Reach, Clicks and others.

## Application users

*Who are the primary users of the application?*

The primary users of the application are the staff of small and medium enterprises responsible for managing social media platforms.

## Programming language required

*What programming language does the customer require students to use?*

Python, Java or PHP

## Database required

*Does the system require a database?*

*What database does the customer require students to use?*

Yes, it will likely require a database. Ideally, MYSQL/MariaDB should be used.

## Data provided

*What data (or document) is the customer providing?*

Links for APIs of Twitter and Facebook has been provided in the project description. The customer is happy to provide relevant data on request.

## Out of scope

*What is considered out of scope?*

The focus of the application is to help small businesses post on their social media pages and generate reports as such, the posting on individual profiles for Facebook will be out of scope.