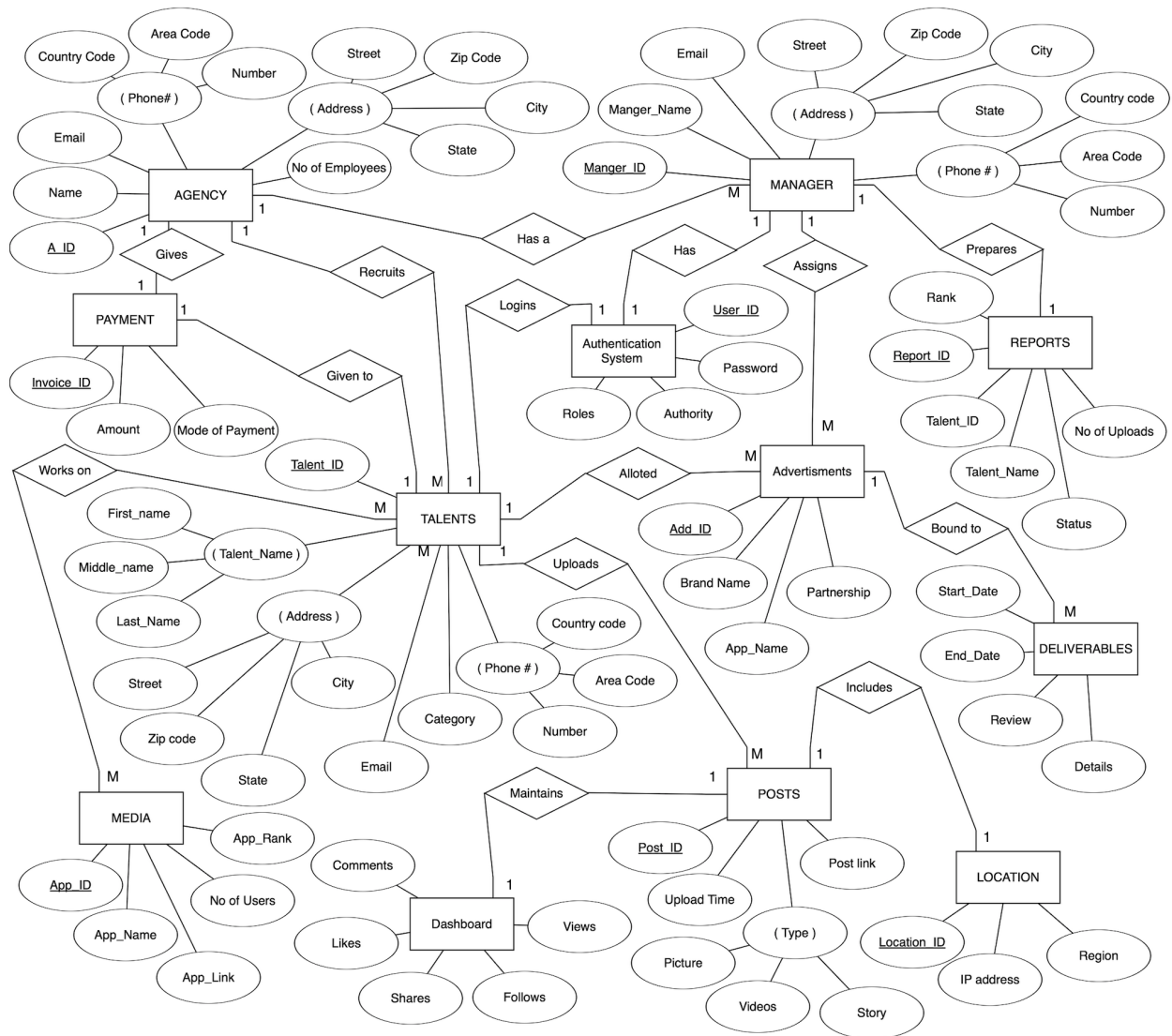## Social Media Management System

This system is built for a social media agency to maintain all their talents records, their deliverables, their post times and all other activities.

System Requirements:

- This application is built for a social media agency, which recruits talents based on their category of the talent like, Dancing, Acting, Comedy, Sports, Arts etc.
- These talents are enrolled in different social media applications like Instagram, Facebook, Tik Tok, YouTube, Roposo, Moj.
- The agency has a manager who keeps track of all the talents activities and prepares a report and monitors all the posts uploaded by the talent.
- The Agency also receives Advertisements from different brands, where the manager assigns these advertisements to the talents and gives them deliverable details.
- The advertisement can either be Paid promotions, Collaboration or a Barter promotion. Depending on the requirements of the brand, the manager will assign the deliverables to the talent and maintains all the details such as start date, end date and the no of posts a talent must upload, details of the product.
- One talent can work on multiple Social media applications, and get paid for all the applications they would work on.
- Manager also prepares a report of the progress about the talent, such as the number of posts uploaded, the ranking etc.
- A dashboard is maintained which would have the details about the number of pictures, videos, stories uploaded. Along with the number of shares, likes, comments a particular post gets.

The initial ER diagram for this would look like

Database Schema:

AGENCY (A_ID, Name, Email, Phone#, Address, No of Employees) where Phone# and Address has Composite values.

MANAGER (Manager_ID, Manager_name, Email, Address, Phone#) where Phone# and Address has Composite values.

PAYMENT (Invoice_ID, Amount, Mode of payment)

TALENTS (Talent_ID, Talent_name, Address, Email, Category, Phone#)

MEDIA (App_ID, App_Name, App_Link, No of Users, App_Rank)

AUTHENTICATION SYSTEM (User_ID, Roles, authority, password)

REPORTS (Report_ID, Rank, Talent_ID, Talent_Name, Status, No of Uploads)

ADVERTISMENTS (Add_ID, Brand name, App_Name, Partnership)

DELIVERABLES (Start_date, End_date, Review, Details)

POSTS (Post_ID, Upload time, Type, Post link) where Types has composite values

LOCATION (Location_ID, IP Address, Region)

DASHBOARD (Comments, likes, Shares, Views)