

Mockingbird

Multi-Platform Social Media Automation

Executive Summary

Mockingbird is a production-ready social media automation platform that enables content creators, social media managers, and agencies to publish content simultaneously across Facebook, Twitter/X, Instagram, and Telegram from a single dashboard.

Built with modern technologies including Next.js 15, React 19, and PostgreSQL, the platform features **AI-powered content transformation** with support for multiple LLM providers (OpenAI, Claude, Gemini, Mistral, Ollama), comprehensive analytics, and real-time publishing feedback.

The platform addresses a growing \$22B+ social media management market with unique differentiators including multi-AI provider support, Instagram Stories integration, and per-account content transformation rules.

Platform At a Glance

4

SOCIAL PLATFORMS

5+

AI PROVIDERS

19

DB MIGRATIONS

100%

OAuth SECURITY

Supported Platforms



Facebook

Pages & Media



Twitter/X

API v2 Integration



Instagram

Feed + Stories



Telegram

Channels & Bots

Core Features



Unified Publishing

Write once, publish everywhere. Single dashboard for all your social media content with real-time progress tracking via Server-Sent Events.



AI Content Transformation

Multi-provider AI support (OpenAI, Claude, Gemini, Mistral, Ollama) with custom prompts and per-account transformation rules.



Advanced Analytics

Platform-specific success tracking, time-range analysis (7d/30d/90d), exportable reports, and detailed performance metrics.



Enterprise Security

OAuth-first authentication, server-side token storage, JWT-based API security, and zero client-side credential exposure.



Rich Media Support

Cloudinary CDN integration for images and videos with format validation and intelligent media handling per platform.



Performance Optimized

Cursor-based pagination, O(n) algorithms, SQL-layer aggregations, and composite indexes for scale-ready architecture.

Technology Stack

FRONTEND

Next.js 15 (App Router)

React 19

Material-UI v7

Tailwind CSS

Recharts

TypeScript 5

BACKEND

Next.js API Routes

NextAuth v5

JWT Authentication

bcrypt Security

SSE Streaming

Node.js Runtime

INFRASTRUCTURE

PostgreSQL Database

Cloudinary CDN

OAuth 1.0a/2.0

Turbopack Build

Jest Testing

Migration System

AI-Powered Intelligence

Multi-Provider Flexibility: Unlike competitors locked to a single AI provider, Mockingbird supports OpenAI, Anthropic Claude, Google Gemini, Mistral AI, and even local Ollama instances - giving users control over cost, quality, and data privacy.

Smart Transformation: Each connected account can have custom AI transformation rules. A fitness brand's Instagram can use different tone and hashtags than their professional LinkedIn content - all automated.

Test Before Publish: Built-in prompt testing ensures content quality before going live. Users can preview transformations and iterate on prompts without risking live posts.

Market Opportunity

Social Media Management Software Market

The global social media management market is experiencing rapid growth driven by increasing social media adoption, AI integration, and the creator economy boom.

\$22.5B

Market Size (2024)

23.6%

Annual Growth Rate

\$72B+

Projected by 2030

Competitive Advantages

Multi-AI Provider Support: Not locked to a single provider - choose based on cost, quality, or privacy needs

Rare Platform Coverage: Instagram Stories + Telegram alongside Facebook/Twitter is uncommon in competitors

Per-Account AI Rules: Granular content transformation that competitors lack

Real-Time Feedback: SSE-based live progress updates during publishing operations

Modern Architecture: Built with React 19, Next.js 15, and performance-optimized from day one

Zero Client Token Storage: Enterprise-grade security with server-side credential management

Growth Opportunities

HIGH

LinkedIn Integration

Enterprise social platform for B2B audiences

HIGH

Scheduled Publishing

Database schema already in place

MED

TikTok Support

Short-form video is fastest growing

MED

Team Workspaces

Multi-user collaboration features

MED

White-Label Solution

Reseller/agency customization

LOW

API Rate Limiting

SaaS tier monetization model

LOW

Pinterest & YouTube

Visual discovery platforms

LOW

Mobile App

React Native companion app

What's Included

Complete Source Code

Full access to frontend, backend, database schemas, migrations, and all configuration files.

Database & Migrations

19 production-ready migrations with PostgreSQL schema, indexes, and triggers.

Documentation

Technical documentation, API references, and deployment guides.

Development Setup

Environment configuration templates, HTTPS certificates, and testing infrastructure.

Ready to Acquire Mockingbird?

Join the social media automation revolution with a production-ready platform built for scale.

