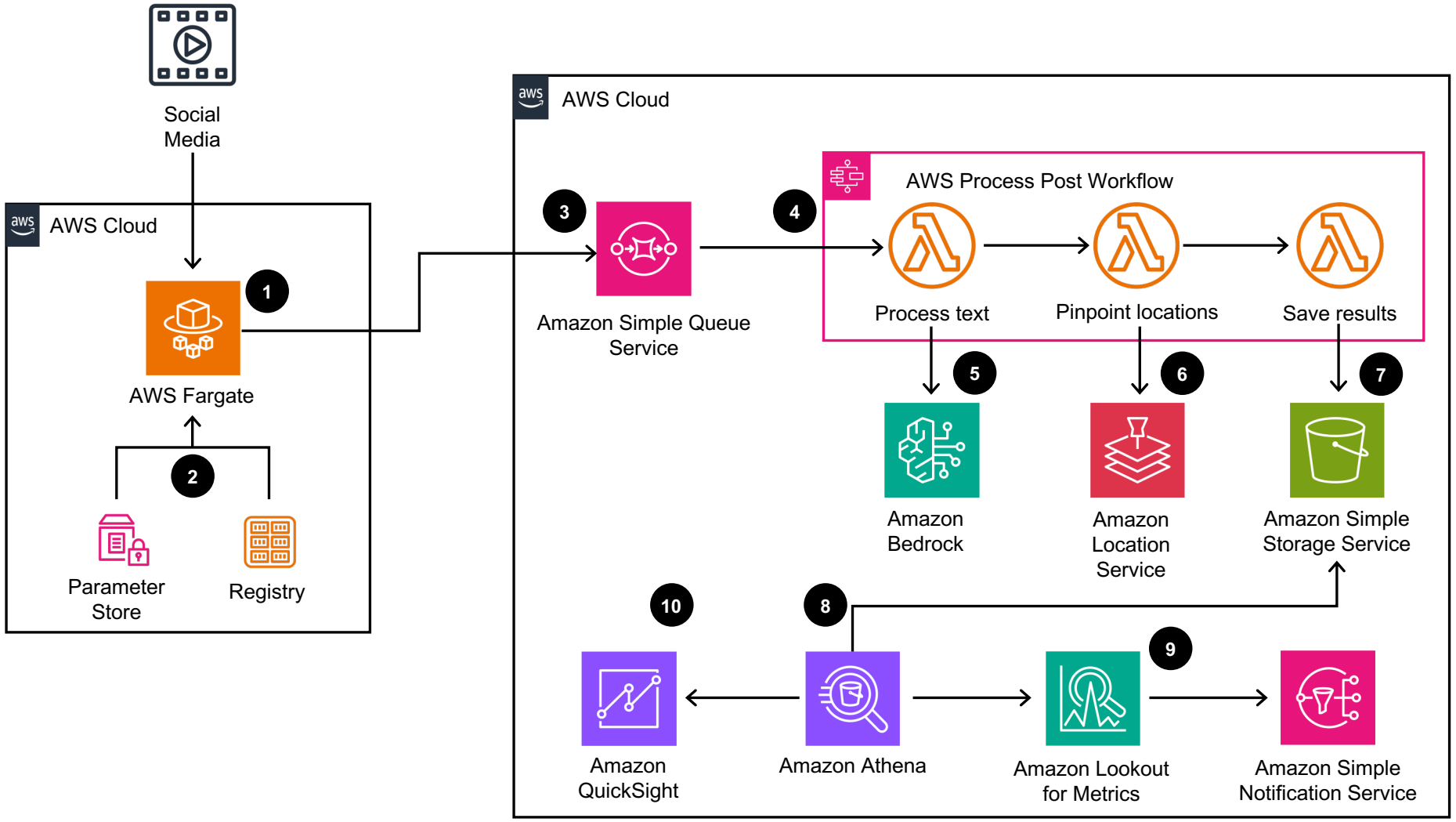
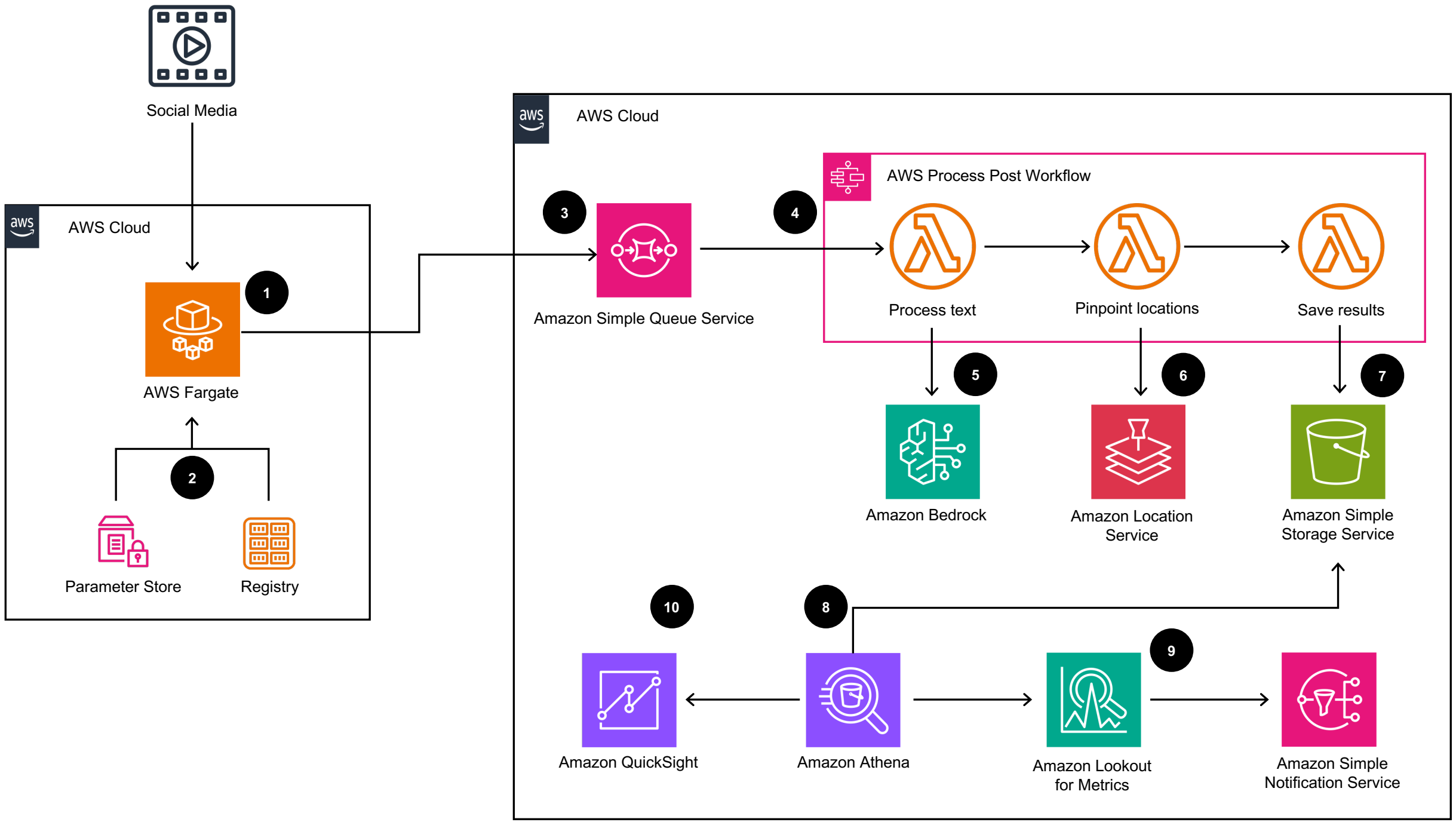
Guidance for social media insights on AWS

This Guidance helps you gain insight into what your customers are saying about your products and services on social media websites, such as X, Facebook, Instagram, etc. Instead of filtering out posts manually, you can build a near real-time alert system that consumes data from social media and extracts insights (topic, entities, sentiment, location, etc) using a Large Language Model in Amazon Bedrock.



1. An Amazon Elastic Container Service (Amazon ECS) task runs on serverless infrastructure managed by AWS Fargate and maintains an open connection to the social media.
2. The social media access tokens are securely stored in AWS Systems Manager Parameter Store, and the container image is hosted on Amazon Elastic Container Registry (Amazon ECR).
3. When a new post arrives, it's placed into an Amazon Simple Queue Service (SQS) queue.
4. The logic of the solution resides in AWS Lambda function microservices, coordinated by AWS Step Functions.
5. The post is processed in real time by one of the Large Language Models (LLM) supported by Amazon Bedrock.
6. Amazon Location Service transforms a location name into coordinates.
7. The post and metadata (insights) are sent to Amazon Simple Storage Service (Amazon S3), and Amazon Athena queries the processed tweets with standard SQL.
8. Amazon Lookout for Metrics looks for anomalies in the volume of mentions per category. Amazon Simple Notification Service (Amazon SNS) sends an alert to users when an anomaly is detected.
9. We recommend setting up a Amazon QuickSight Dashboard so that business users can easily visualize insights.


Social Media
AWS Cloud
1
AWS Fargate
2
Parameter Store
Registry
AWS Cloud
3
Amazon Simple Queue Service
4
AWS Process Post Workflow
Process text
Pinpoint locations
Save results
5
6
7
Amazon Bedrock
Amazon Location Service
Amazon Simple Storage Service
10
8
9
Amazon QuickSight
Amazon Athena
Amazon Lookout for Metrics
Amazon Simple Notification Service