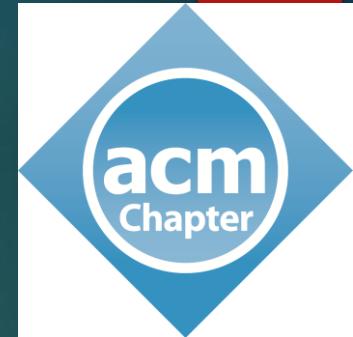


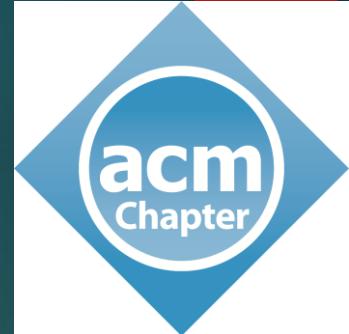
SF Bay ACM
Presents

A Copilot for Social Promotion
w/Prof. Boris Galitsky



Waiting to start at 7:00 pm, PT



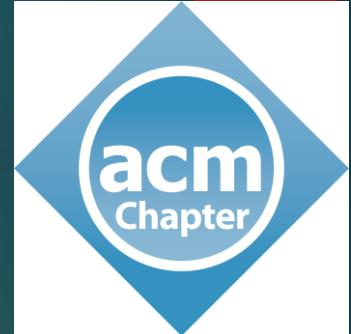


Prof. Boris Galitsky, Knowledge Trail & University of
Stavropol, Russia

Wednesday, July 21, 2025

SF Bay ACM





Please Silence your Cell
Phones

San Francisco Bay Area ACM

A local professional chapter of the
Association of Computing Machinery (ACM)

Introduction

- Founded 1957
- Promote knowledge of modern computing
- Create community, support networking and hiring
- \$20 Annual Membership

<https://www.meetup.com/SF-Bay-ACM/>

<https://www.youtube.com/SFbayACMorg>

Two monthly Meetings (*Seminars*)

- General Computing (typically, 3rd Wednesday of the month)
- Data Science SIG (typically, 4th Monday of the month)
- Networking, Job Hiring Announcements
- Joint Meeting schedule with other

San Francisco Bay Area ACM

A local professional chapter of the
Association of Computing Machinery (ACM)

If you like us, give us a 5-STAR review on Meetup.com

<https://www.meetup.com/sf-bay-acm/feedback-overview/>

Average event rating

Group reviews are public to help members provide valuable feedback that can guide and inspire future events.

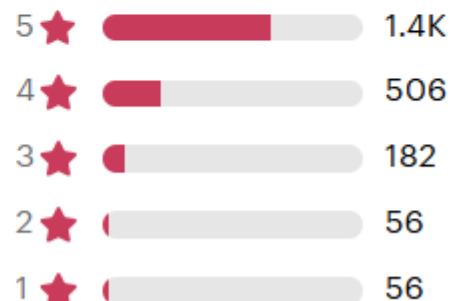
Click here to

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4.4



based on 2242 ratings
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Join over 60 growing startups that enjoy the benefits of a science-oriented facility, modern office space, conference rooms, break rooms, and a vibrant coworking community. Amenities, utilities, WiFi, are all included!

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Modern Offices



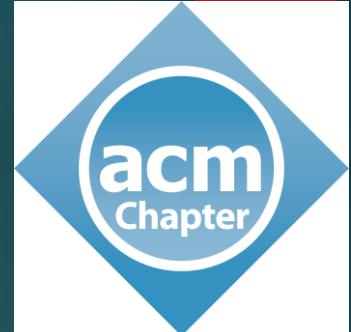
High Power Labs



Private Suites



Networking Events



Use “Chat” in Zoom:

- For questions to the speaker (the moderator will bring up the questions)
- For technical issues
- For Announcements of jobs or other events

Call for Volunteers



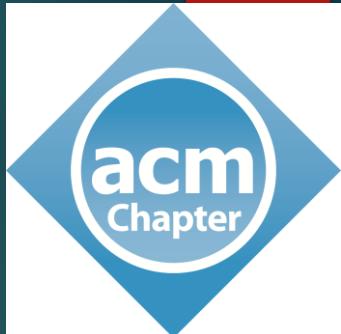
Start with a limited engagement.

Volunteers can join us monthly.

Membership services

- Help with an Online Membership capability
 - Publicity and Marketing
 - Member Benefits promoting SFBayACM

“Honor System” jar for food

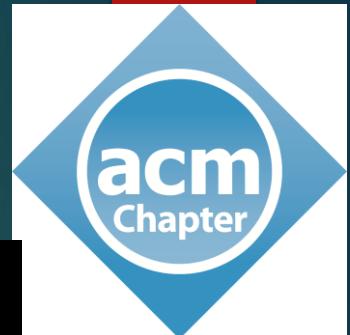


Near the food is an “Honor System” jar

\$2 / pizza slice

Please contribute proportional to the amount you eat or
drink

We are a volunteer-run non-profit



Wed, Aug 20, 2025 7pm (hybrid @ VRP)

Designing for Scale, Reliability, and Resiliency: Real-World Lessons

By Karan Ashok Luniya, Sr Software Engineer, DoorDash

Mon, Aug 25, 7pm (hybrid @ VRP)

When Bias Goes Viral: Protecting Your Brand from Biases in Generative AI

By Alok Abhishek

Keep an eye on the Meetup / main website, updates coming!!

Data Science SIG
General Computing
SIGGRAPH

By Prof. Boris Galitsky, Oracle

►The Social Promotion Copilot (SPC) is designed to autonomously engage with users on social platforms, leveraging advanced NLP and action-oriented automation. This chapter delves into its architectural foundation, focusing on the integration of Theory of Mind to enhance SPC's ability to interpret user emotions, predict reactions, and tailor responses dynamically.



NLP and Linguistic expert

System Architect - Oracle
Professor - Stavropol Agricultural University

<https://www.linkedin.com/in/boris-galitsky-342109204/>



A Copilot for Social Promotion

BORIS GALITSKY

KNOWLEDGE TRAIL – SAN JOSE, CA / STAVROPOL
AGRICULTURAL UNIVERSITY - RUSSIA

Problem

Social media promotion is a labor-intensive process that often demands substantial manual effort. Individuals frequently **devote significant time** to platforms such as Facebook, Instagram and X , both for personal engagement and for marketing their small businesses.

Solution



The Social Promotion Copilot (SPC) is designed to **autonomously engage with users on social platforms**, leveraging advanced NLP and action-oriented automation

Resources

Chapter preprint

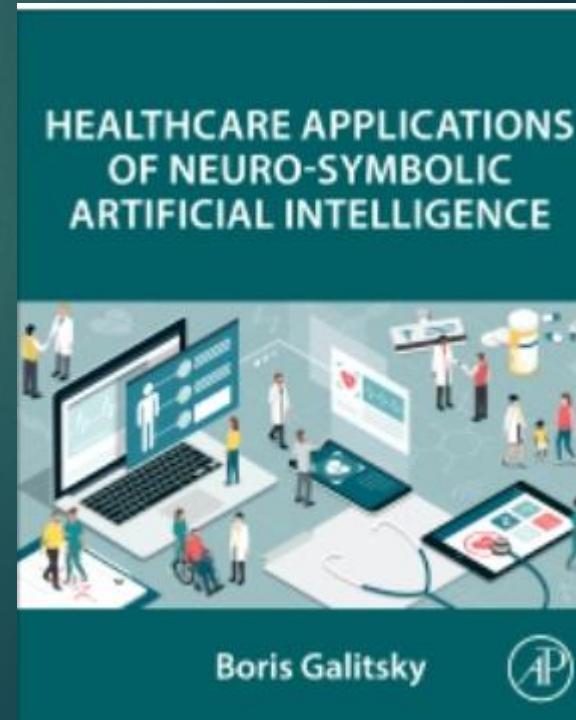
<https://www.preprints.org/manuscript/202502.1336/v1>

The book to appear Aug 29

Healthcare Applications of Neuro-Symbolic Artificial Intelligence

1st Edition - August 29, 2025 • Imprint: Academic Press • Author: Boris Galitsky

Language: English • Paperback ISBN: 9780443300462 • eBook ISBN: 9780443300479



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Sperm and egg; Dogs; Automatic Facebook; Invasive species

Tracey Logan investigates the news in science. The discovery of the protein receptor on the surface of an egg, to which the sperm binds, could lead to early screening for IVF.

Available now
⌚ 30 minutes

Boris Galitsky

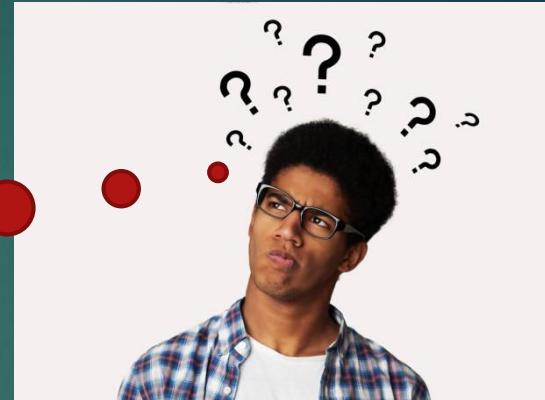


Application of copilot technology in social promotion

Automate:

- ▶ content generation,
 - ▶ audience targeting, and
 - ▶ campaign optimization
-
- ▶ Unlike static scheduling tools, SPC **dynamically adapts strategy** based on sentiment and platform context.

The users provide a raw idea or draft ...



- ▶ Twitter/X: Concise, engaging with hashtags → " AI is transforming industries! Check out the latest trends in my new blog: [link] #AI #FutureTech"
- ▶ LinkedIn: Professional and thought-leadership style → "The AI landscape is evolving rapidly. In my latest article, I explore key trends shaping the future. Read more: [link]"
- ▶ Instagram/Facebook: Visually engaging, story-driven → "AI is the future! Swipe to see the latest trends. Full article here: [link] ➡📱🔥 #ArtificialIntelligence #TechNews"

An example flow in action

I want to promote my new startup on social media

- ▶ Twitter: "Exciting news! 🚀 Our startup [Startup Name] is launching soon! Stay tuned for innovation in [industry]. #Startup #Innovation"
- ▶ LinkedIn: "We are thrilled to introduce [Startup Name], a game-changer in [industry]. Learn more about our journey here: [link]"
- ▶ Instagram: "A dream turning into reality! 🏆 Follow our startup journey. #Startuplife #NewBeginnings"



A patient is ready for his social promotion

Social promotion and AI tools

- ▶ By leveraging AI tools, social media managers can unlock new opportunities for:
- ▶ more efficient,
- ▶ personalized, and
- ▶ impactful campaigns

These tools assist in everything from content generation to audience segmentation, streamlining processes and improving overall results.



SPC is expected to raise self-confidence

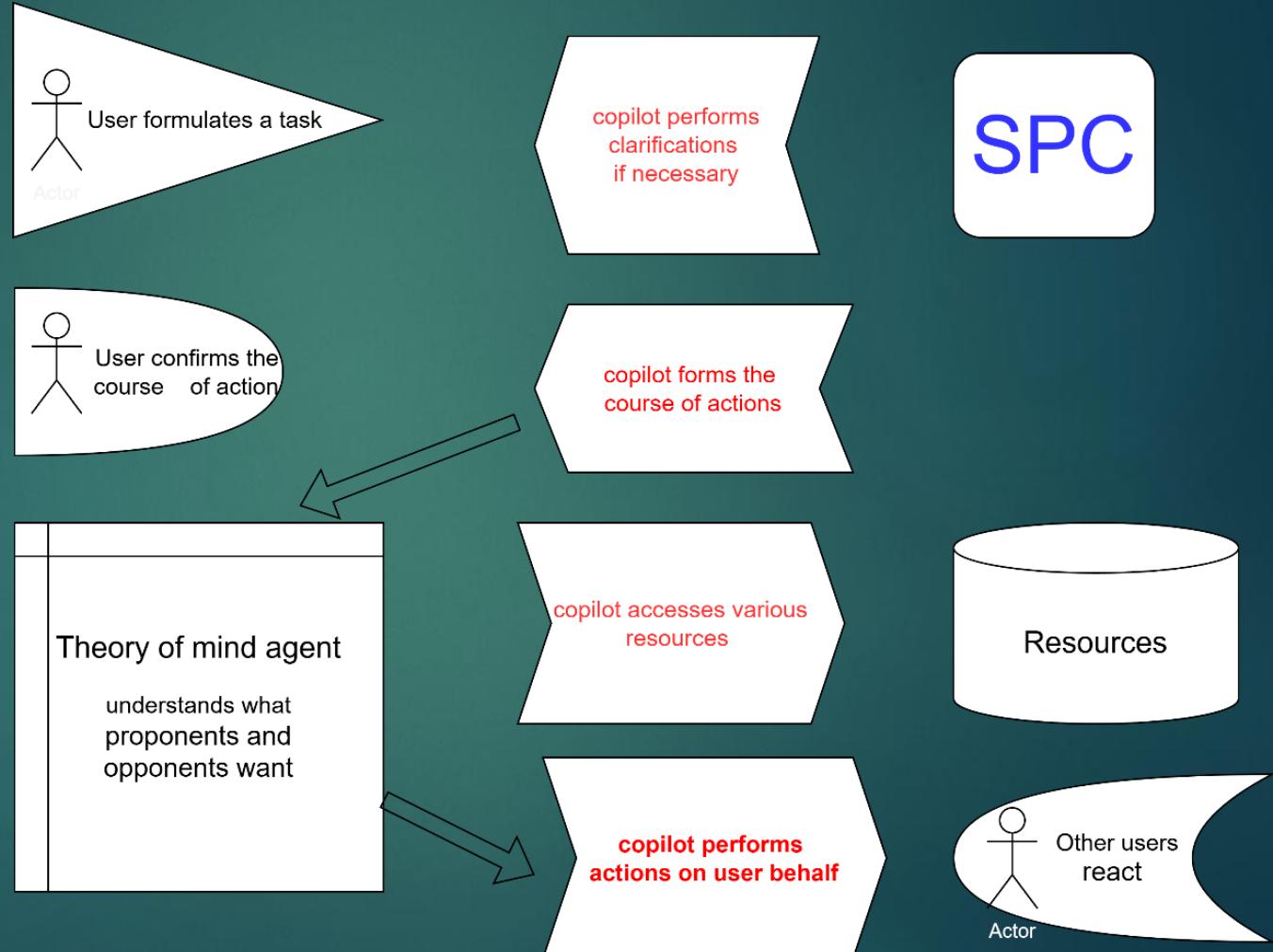
SPC can significantly enhance promotional efforts by leveraging:

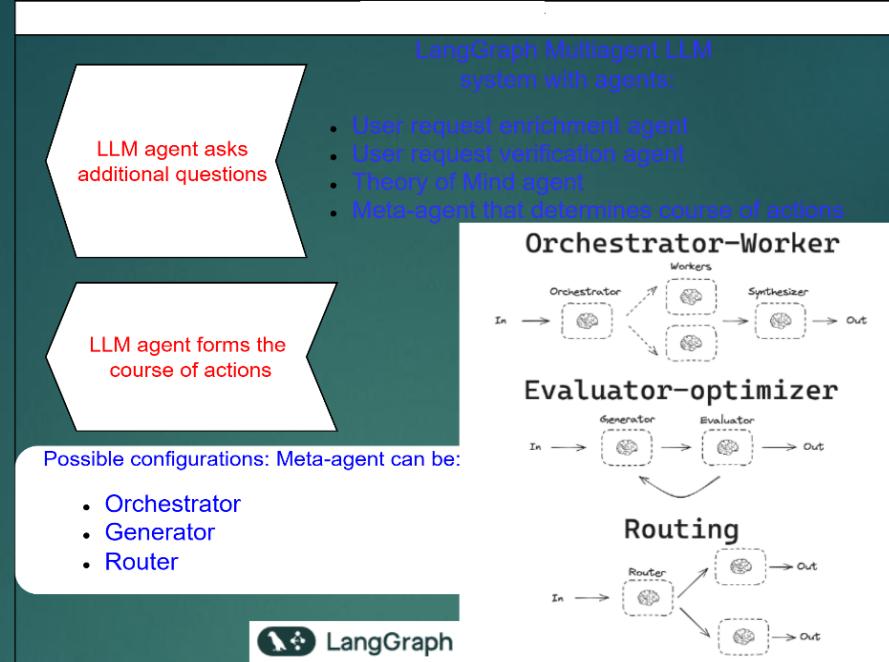
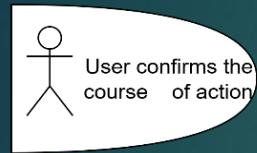
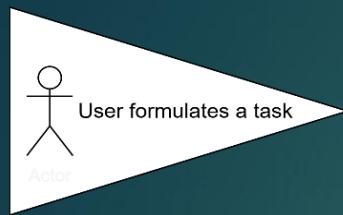
- ▶ AI-driven automation
- ▶ real-time data analysis,
- ▶ personalized engagement to optimize product launches



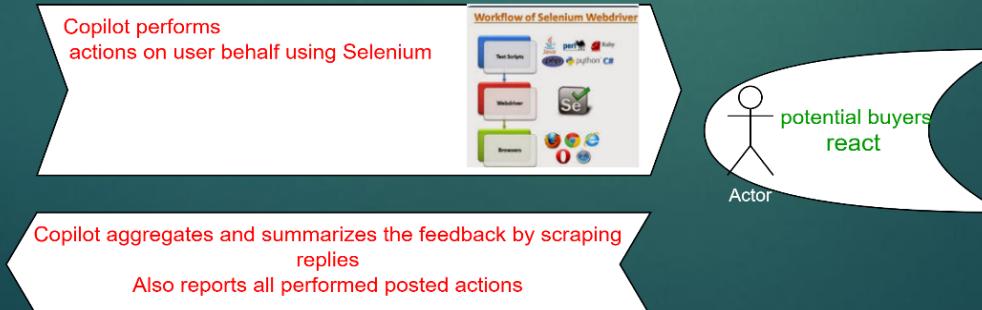
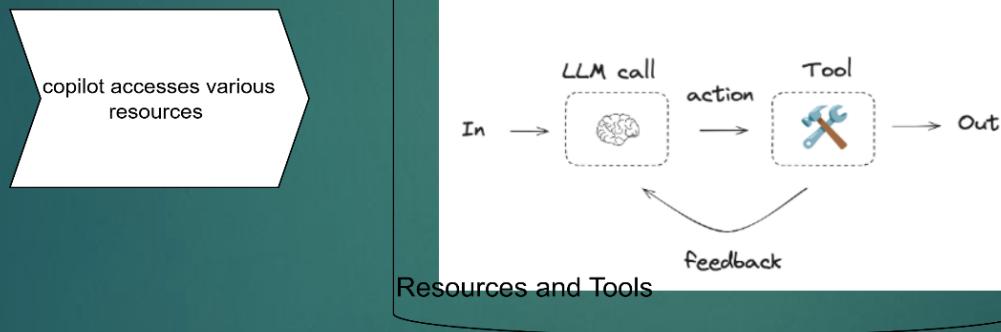
A high-level view of the SPC

Rise of AI in digital marketing. SPC acts as a copilot alongside human managers to drive campaign efficiency.





LangGraph Supports SPC

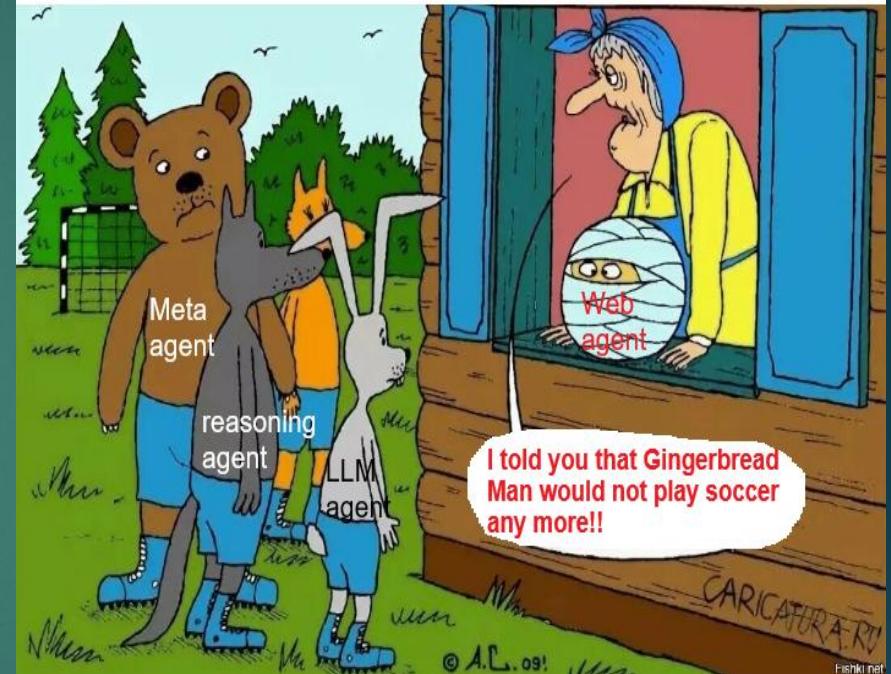


LangGraph enhances SPC's capabilities in the following ways

- ▶ User Interaction & Task Formulation. A user formulates a promotional task. LangGraph triggers a multi-agent process to refine the request.
- ▶ Multi-Agent LLM Processing. LangGraph orchestrates different AI agents to process the request. User request enrichment agent analyzes the task and asks follow-up questions (e.g., "What platforms should be targeted?"). User request verification agent ensures clarity and coherence and verifies correctness before execution.
- ▶ Copilot meta-agent (decision maker) determines the best promotional strategy and generates an optimized course of actions. The copilot accesses external resources:
 - ❑ market data,
 - ❑ previous campaigns,
 - ❑ user preferencesand automates content creation based on the refined user request.

LangGraph supports SPC's capabilities in the following ways

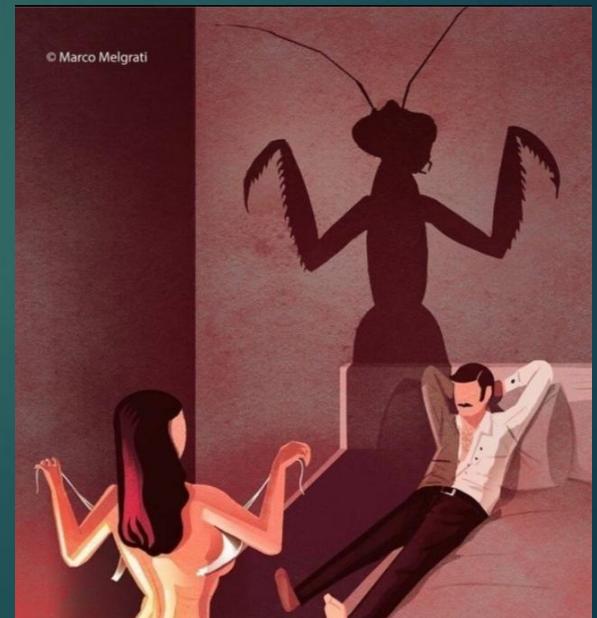
- ▶ The copilot performs action execution and social media automation. It automatically performs posting content, engaging with users, analyzing responses etc. Automation tools (e.g., Selenium, APIs) execute the generated promotional tasks.
- ▶ LangGraph optimizes future actions using **orchestrator-Worker agents** (for automation execution), **evaluator-optimizer** for engagement analytics and **routing agents** (for personalized content delivery).



The job of the web page navigation agent is the hardest

Theory of Mind for SPC

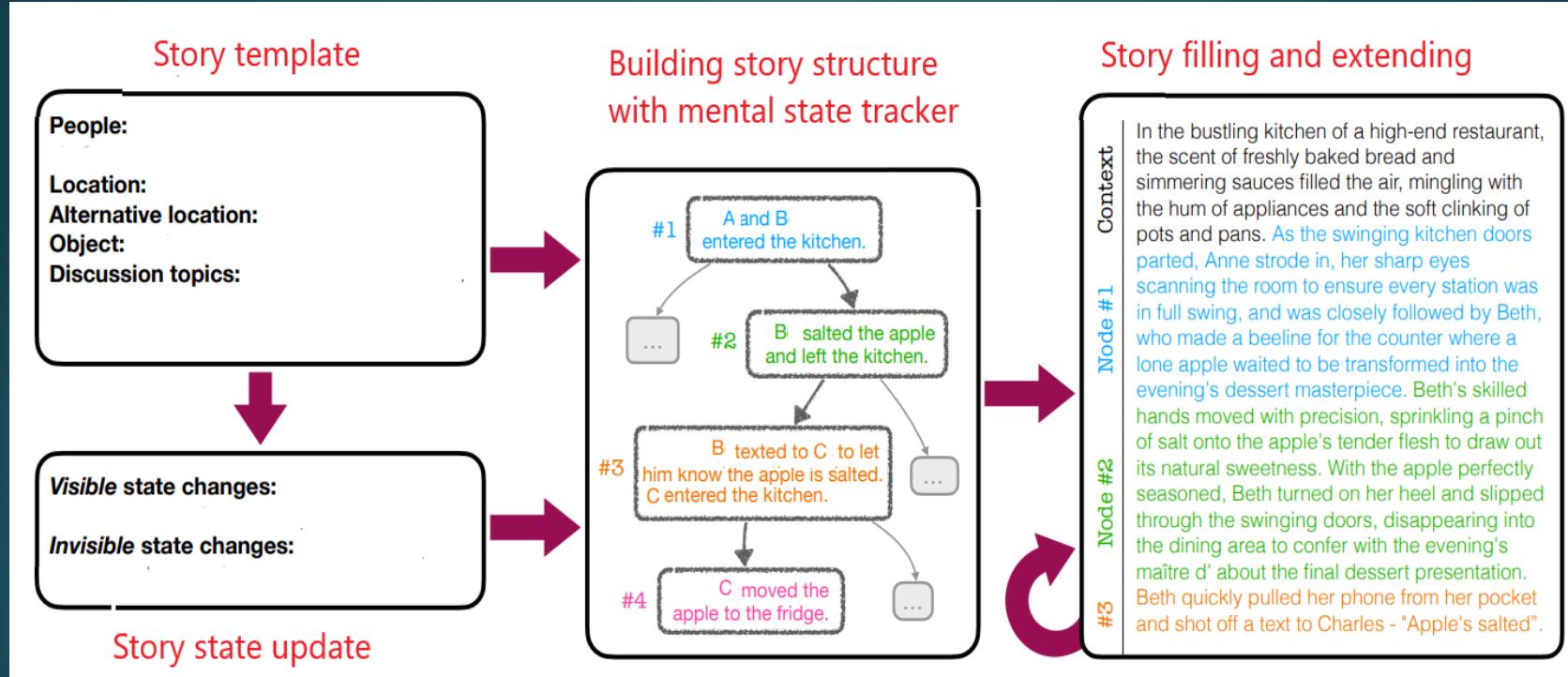
- ▶ SPC models user **emotions and intent** to generate empathetic and goal-aligned responses.
- ▶ SPC can leverage Theory of Mind to enhance its ability to engage with users by modeling their intentions, emotions, and perspectives.
- ▶ By understanding the mental states of different users, SPC can tailor its responses and promotional strategies more effectively.



ToM for SPC features

- ▶ Adapting to **user sentiment**: SPC can analyze the emotional tone of conversations and adjust its messaging accordingly.
- ▶ Predicting **reactions and engagement**: By retrospection and modeling how users are likely to respond to different types of posts (e.g., complaints, promotions, or discussions), SPC can optimize content to maximize engagement.
- ▶ **Personalized interaction** strategies: instead of using generic responses, SPC can infer a user's intent behind interactions (e.g., whether they seek **resolution, validation, or public attention**) and tailor replies accordingly.
- ▶ Social dynamics awareness: in multi-user interactions, SPC can **predict social influences**, such as how a user's opinion might shift based on peer reactions.
- ▶ Handling ambiguity and humor: ToM enables SPC to better **interpret sarcasm, irony, and cultural nuances** in user interactions, reducing the risk of miscommunication.

ToM scenario composition architecture



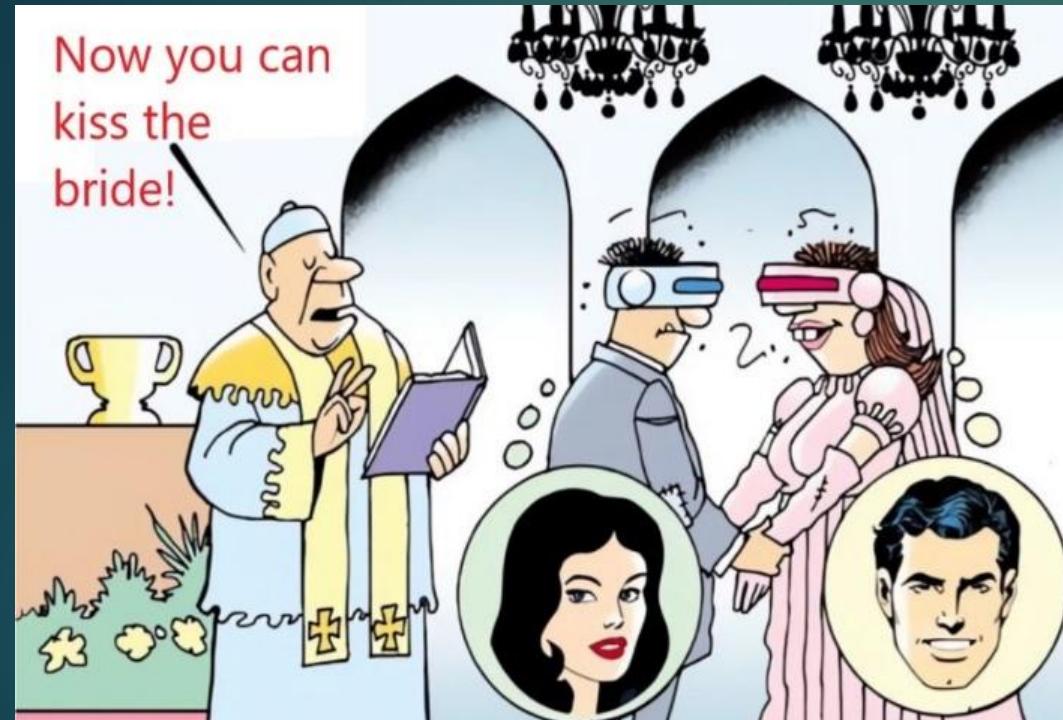
- ▶ A scenario creation architecture serves as the foundation for generating **complex and plausible story templates**.
- ▶ Using an LLM, the architecture constructs an **initial** story template.
- ▶ This template **evolves** through iterative updates as topics are discussed, locations of objects and agents are adjusted, and the physical states of objects, along with the physical and mental states of agents, are modified

Predicting the future sequence of mental and physical actions



- ▶ To identify a scenario with the desired complexity, the system conducts an **exhaustive search** across possible scenario structures.
- ▶ Exploring the **sequence of mental states and actions** to ensure the scenario adheres to the specified parameters

Complex belief



- ▶ *believe(husband, pretty(wife))*
- ▶ *believe(wife, pretty(husband))*
- ▶ *believe(husband, believe(wife, pretty(husband)))*
- ▶ *believe(wife, believe(husband, pretty(wife)))*

Selenium

- ▶ **Selenium** is primarily used for **web application testing** and can be used across various browsers (e.g., Chrome, Firefox, Safari) and platforms.
- ▶ The core component allows interaction with web browsers through **programming scripts**.
- ▶ In this project we use Selenium to **automate scraping and posting** on behalf of a user
- ▶ Since the website is determined in **real time**, we request LLM to write the Selenium code on the fly and execute it



Selenium commands

`driver.get(URL)` Navigate to a specified URL

`driver.back()` Go back to the previous page

`driver.forward()` Move forward in browser history

`driver.refresh()` Refresh the current page

`element.click()` Click on an element

`element.send_keys(text)` Type text into an input field

`element.clear()` Clear text from an input field

`element.submit()` Submit a form

Locating elements by Selenium

```
ActionChains(driver).move_to_element(element).perform() Hover over an element  
driver.execute_script(script, args) Execute JavaScript code on a page  
driver.find_element(By.XPATH, locator) Locate an element using XPath  
driver.find_element(By.CSS_SELECTOR, locator) Locate an element using CSS selector  
driver.find_elements(By.TAG_NAME, tag_name) Locate multiple elements by tag name  
driver.switch_to.frame(frame_reference) Switch to an iframe  
driver.switch_to.default_content() Switch back to the main content  
driver.switch_to.window(window_name) Switch to a different browser tab
```

Building Selenium code by LLM

write selenium code to post compliment on
<https://www.trustpilot.com/review/knowledgetrain.co.uk>

 Claimed profile

Knowledge Train

Reviews 31 • ★★★★★ 4.7 ⓘ

Education & Training

[Write a review](#) [Visit website](#)

 Companies on Trustpilot can't offer incentives or pay to hide any reviews.

See what reviewers are saying ⓘ

CH Charlie Dec 5, 2019

★★★★★

I can thoroughly recommend Knowledge Train. I took the 5 day class room course, for Prince2 Foundation & Practitioner, with trainer James. This is an intense but worthwhile method. It really helps... See more

Company replied

[Useful](#) [Share](#) [Report](#)

SA Sam Nov 13, 2019

★★★★★

Their training style was on point. It was a classroom setting which encouraged participation. To be honest the course was intense but Susan's delivery made it relatable and easy to understand. We w... See more

Company replied

[Useful](#) [Share](#) [Report](#)

```
python ⌂ Copy ⌂

from selenium import webdriver
from selenium.webdriver.common.by import By
from selenium.webdriver.common.keys import Keys
from selenium.webdriver.chrome.options import Options
import time

# Configure Chrome
options = Options()
options.add_argument("--start-maximized")

# Initialize browser
driver = webdriver.Chrome(options=options)

try:
    # Step 1: Go to Login page
    driver.get("https://www.trustpilot.com/users/login")

    # Step 2: Log in manually (2FA and CAPTCHA make automation unreliable)
    print("Please log in manually in the browser window...")
    input("Press Enter after logging in...")

    # Step 3: Navigate to KnowledgeTrain review page
    driver.get("https://www.trustpilot.com/evaluate/knowledgetrain.co.uk")

    time.sleep(5) # Wait for page to load

    # Step 4: Click on 5-star rating
    driver.find_element(By.CSS_SELECTOR, "button[aria-label='5 stars: Excellent']").click()
```

Complaint Copilot

- ▶ An intelligent system designed to assist users in **filing complaints efficiently**.
- ▶ It helps by **analyzing, reformulating, and enhancing complaints** while also suggesting further actions and **automating complaint submissions** across multiple platforms, such as social media and consumer advocacy websites.



The user submits a raw complaint...



My internet provider has constant outages, and support is unhelpful

- ▶ The system extracts **key entities** like company name, issue type, location, and service type. The system dynamically generates follow-up questions to gather more details:
 1. "How long have you experienced these issues?"
 2. "Have you contacted customer support? If yes, what was their response?"
 3. "Do you have supporting evidence (screenshots, receipts, chat logs)?"
- ▶ These questions ensure that the complaint is detailed enough to be effective

SPC in complaint mode rewards the complaint...

- ▶ rewards the complaint into a more formal, persuasive, and legally sound version. It uses LLM-based sentiment analysis to enhance clarity and impact. An example reformulation is as :
 - ▶ Original: "My internet provider sucks. It's always down, and support ignores me."
 - ▶ Enhanced: "I have been experiencing frequent internet outages with [Provider Name] for the past [X] weeks. Despite multiple attempts to contact customer support, my issue remains unresolved. This has significantly impacted my work and daily life. I request immediate intervention and a resolution."

SPC in complaint mode: next actions

- ▶ Based on the complaint type, the system suggests next actions, such as:
 - ▶ Filing a complaint with regulatory authorities (e.g., FCC, Ombudsman).
 - ▶ Contacting consumer protection organizations.
 - ▶ Seeking compensation (e.g., refund, discount, service credit).
- ▶ The advice is customized using LLM-driven recommendations.



Consumer Complaint Assistant

1. Choose or Write Your Complaint

Pick a fake complaint to start with:

Air China Delay

Edit or write your complaint:

I had a 12-hour delay on my Air China flight with no explanation or compensation. Very disappointed.

2. Select Complaint Platform

Where do you want to post this complaint?

Facebook

3. What Action Do You Want Taken?

Select one or more outcomes you are requesting:

Choose an option

Submit Complaint

4. If your Company already responded...

Paste or wait for the company reply here:

Streatlit
form

Auto-posting on social media

- ▶ Complaint copilot performs **auto-posting on social media** and consumer advocacy platforms. The enhanced complaint is automatically formatted for posting on:
 - ▶ Twitter/X, Facebook, Instagram, Reddit – for public awareness.
 - ▶ Consumer advocacy sites (e.g., Trustpilot, BBB, Ripoff Report).
 - ▶ Company complaint portals (e.g., "Submit a complaint" pages).
- ▶ Complaint copilot retrieves company-specific contact handles (e.g., @CompanySupport) and inserts them into posts for maximum visibility.

Auto-posting on Facebook

You and 9 others

64 comments 3 shares

Angry Comment Share

[View more comments](#)

 Kevin Glinka

My stomach dropped when the announcement crackled over the airport loudspeaker. A delay. Not just a minor one, either – a three-hour delay. My carefully planned itinerary, the meticulously timed connections, all crumbling before my eyes. Frustratio... [See more](#)

1h Like Reply 5   

 Author

Pegasus Airlines 

Hi, we are here to assist you. For us to be able to make necessary checks, we kindly request you to provide us your PNR number via private messages.

1h Like Reply

[View more replies](#)

 Write a comment...

Auto-posting on airline Facebook page

A Facebook post featuring a large image of a dragon dance performance with a panda mascot. The image includes text: 'Jan. 30 正月初二' (January 30, 2nd day of the 1st month), '舞草龙' (Dance of the Grass Dragon), 'Grass Dragon Dance', and 'Langzhong City, Sichuan Province'. Below the image are standard Facebook interaction buttons: Like (27), Comment (20), Share (5), and a link to 'View more comments'. Two comments from 'Kevin Glinka' are visible in a reply bubble.

27

20 comments 5 shares

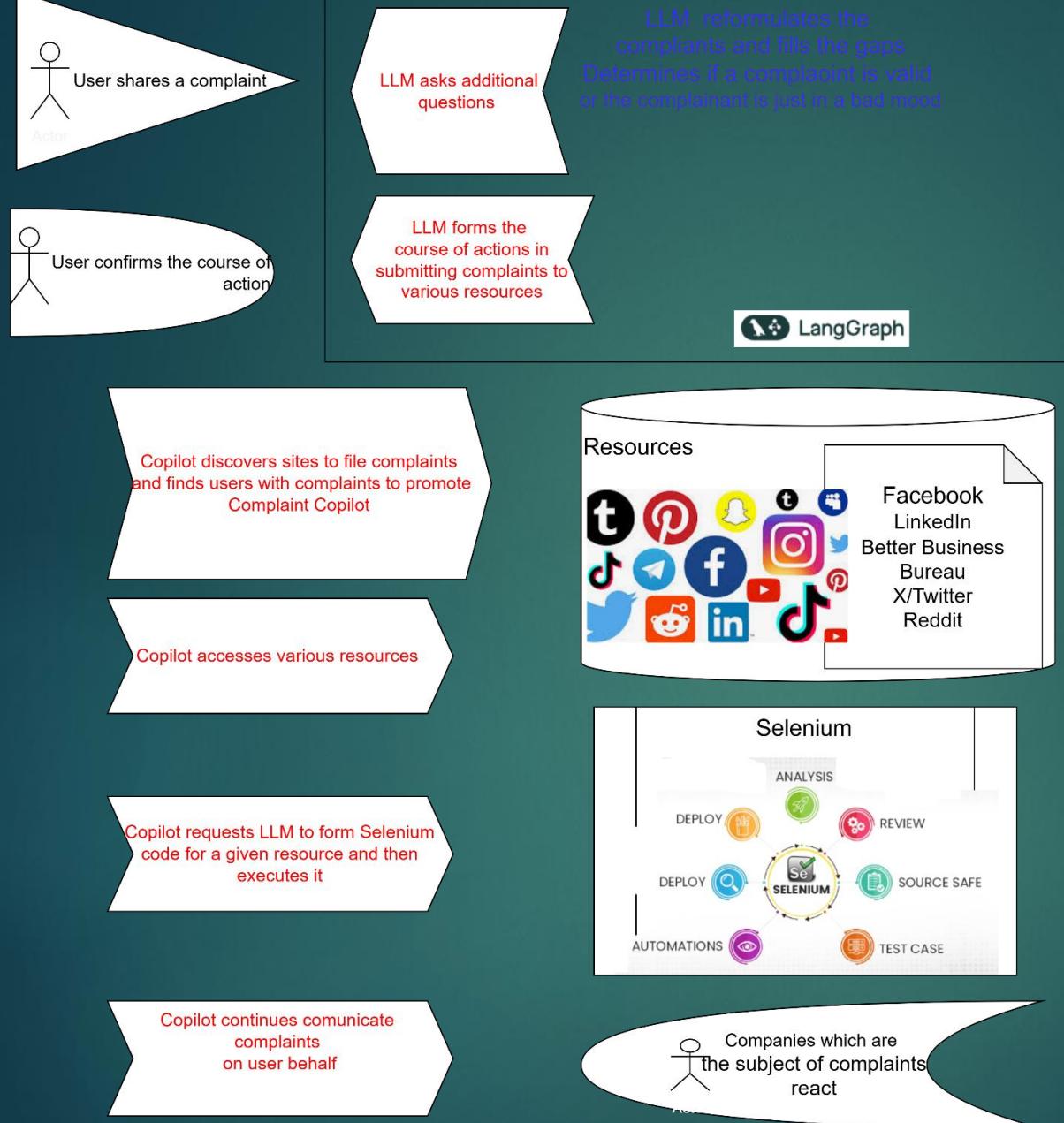
Like Comment Share

View more comments

Kevin Glinka
Remember, success in claiming compensation from Air China, especially outside the EU's regulatory umbrella, will require patience and persistence. It's a less straightforward process than claiming against airlines based in the EU.

1m Like Reply

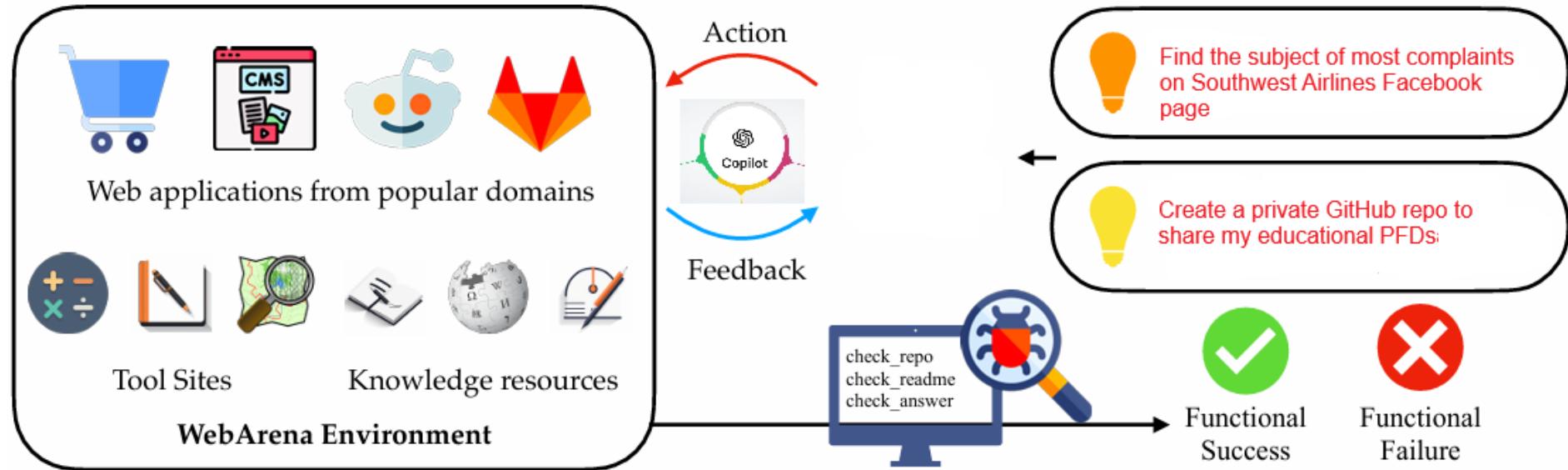
Kevin Glinka
You're right, many flight compensation claim sites don't handle Air China specifically, or handle them less effectively than major European carriers. This is because Air China is a Chinese airline, and the legal frameworks governing flight compensation differ significantly between the EU (where many claim sites operate) and China.



The architecture of SPC in Complaint mode

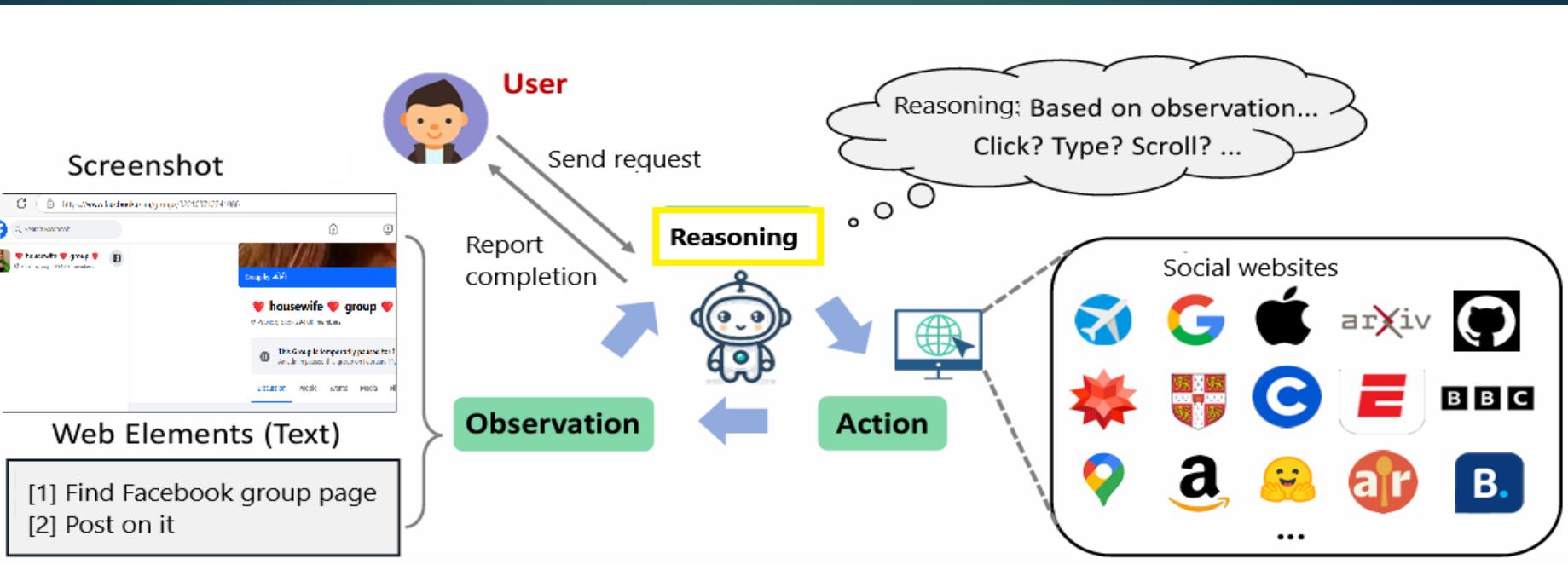
The Social Promotion Copilot effectively addresses customer complaints by maximizing engagement and ensuring that grievances receive attention, leaving the customer satisfied with the impact of their complaint.

Evaluation datasets: WebArena



- ▶ Zhou et al (2023) developed WebArena, a realistic and reproducible **environment for training and evaluating language-guided agents**, with a particular focus on web-based task execution.
- ▶ The environment is designed to simulate **real-world internet interactions**, enabling agents to navigate and perform tasks across fully functional websites spanning four common domains: e-commerce, social forum discussions, collaborative software development, and content management.
- ▶ In our evaluation, we focus on **social forum discussions**.

Evaluation datasets: WebVoyager



- ▶ WebVoyager, introduced by He et al. (2024), is an advanced web-browsing agent designed to **autonomously navigate** the internet in response to **human-formulated web activity tasks**.
- ▶ Unlike SPC, which may involve information sharing, WebVoyager strictly focuses on **retrieving information** without contributing content.
- ▶ The system operates by analyzing **screenshots and text-based elements** on web pages, including the type and content of various interface components.
- ▶ At each step, it determines the **most suitable action** to take, ensuring efficient task completion.

Assessment of auto web browsing

- ▶ We conduct an evaluation of the **web-browsing capabilities** of SPC using data from WebArena and WebVoyager
- ▶ Focusing on both full datasets and specific **subsets related to social websites**.
- ▶ To provide a comprehensive comparison, we assess the performance of SPC against GPT-3 with Chain-of-Thought (CoT) prompting in the WebArena setting, GPT-4 in a similar environment, and Operator.
- ▶ Our evaluation considers two versions of SPC:
 - ▶ the default version and
 - ▶ an enhanced variant equipped with **Theory of Mind capabilities**

Evaluation of web navigation capabilities of SPC

Navigation System / dataset	Success rate on WebArena, %		Success rate on WebVoyager.GitHub, %		Success rate on WebVoyager.AllRecipes, %	
	full	social	full	social	full	social
Human	78.2					
GPT-3 (OpenAI, 2022) with CoT prompting	8.8					
GPT-4 (OpenAI, 2023) with CoT prompting	11.8		48.8		11.1	
Operator	58.1					
WebVoyager			63.4		53.3	
SPC	36.2	60.3	43.2	68.2	37.0	45.7
SPC+ToM	38.9	65.7	47.8	70.2	40.4	50.4

Evaluation of web navigation: results

- ▶ On average, SPC+ToM outperforms in **social subset** both WebVoyager and Operator by approximately 6%, further reinforcing the idea that its **Theory of Mind-enhanced capabilities** provide an edge in tasks involving social reasoning and engagement.
- ▶ This distinction underscores SPC's potential for applications where not only information retrieval but also meaningful interaction is necessary.
- ▶ SPC **not as good** in the full set of tasks

End-to-end evaluation

	Likes		Shares		Comments		Replies		Friend / colleague request	
Positive/negative	+	-	+	-	+	-	+	-	+	-
Facebook	5.3	7.1	2.3	2.9	2.1	5.3	2.2	3.8	2.4	3.6
LinkedIn	3.2	1.8	2.7	0.7	3.2	1.3	0.6	0.4	0.8	0.4
Vkontakte	5.2	6.0	2.4	1.8	3.3	4.5	1.0	0.6	0.2	0.6
GitHub	0.5	0.8	0.1	0.1	0.6	0.4	0.4	0.2	0.0	0.0

End-to-end evaluation: results

- ▶ The results indicate that Facebook users exhibit a **strong reaction** to SPC-generated complaint posts, with an unusually high number of friend requests.
- ▶ This suggests that **dissatisfied customers are highly engaged** when SPC posts content addressing consumer grievances, particularly when it provides actionable steps for resolving issues with customer service. The ability of SPC to facilitate such discussions appears to resonate with users, driving **higher engagement**.
- ▶ On VKontakte, while there is still a noticeable level of social interaction, the absence of direct customer support participation results in significantly **lower engagement** numbers compared to Facebook. The difference highlights the impact of customer service responsiveness on user interactions, suggesting that platforms with more active brand engagement foster greater SPC-driven social activity.
- ▶ In contrast, LinkedIn demonstrates a more **restrained response** to SPC activity. Although likes and shares remain comparable to other platforms, **replies to posts and colleague requests** are markedly lower, particularly for negative posts. This trend reflects LinkedIn's professional nature, where users tend to engage less with complaints and controversy compared to more socially oriented platforms.

End-to-end social promotion evaluation: relative numbers

	Likes		Shares		Comments		Replies		Friend / colleague request	
Positive/negative	+	-	+	-	+	-	+	-	+	-
Facebook	0.65	0.82	1.32	0.92	0.82		1.05	0.85	0.90	
LinkedIn	0.90		0.86	1.10	0.64	1.05	0.85	1.15		
VKontakte	0.80	1.05	0.90	0.86	0.70	0.65	0.80	1.06	0.85	0.80
GitHub	0.70		0.50		0.80	0.76	0.75			

Relative to reactions to posting by humans

End-to-end social promotion evaluation: results

- ▶ To distinguish SPC-generated posts from organic, manually crafted content, we provide relative engagement metrics, computed as SPC-to-genuine posting percentages where data is available.

Overall, SPC posts generate **14% less engagement** compared to genuine human posts.

- ▶ This indicates that while users generally respond to SPC activity in a similar manner to human-created content, there is still a substantial **engagement gap**, suggesting potential areas for improvement in making SPC's interactions more authentic and compelling.

Legacy CASP system

Mary Smith feeling relieved
4 hrs ·

My visa is en route from the embassy 😊 😊 😊
Not bad service as I posted it to them on Tuesday!
Visgenie say 'you shall go to the ball cinderella'. Now I can get excited!!!...
[See More](#)

Like · Comment · Share

14 people like this.

View 6 more comments

Victoria Sounds wonderful - I'll carry your bags!
1 hr · Like · 1

Mary Smith I only have hand luggage. But you can come and help me call a boy over to bring me another chair!
54 mins · Like

Victoria That I can do! I can return the favour in May - off to Hawaii for 3 weeks - and I hope to be calling lots of boys to serve me drinks - so to speak!!
49 mins · Like · 1

Mary Smith Ooooh - exciting times! When you are surfing, I will be in sunny Avon. Oh the glamour!
29 mins · Like

Boris Galitsky [posted by CASP agent on behalf of Boris]
<https://www.facebook.com/.../I-Feel-So.../209752414884>

I Feel So Relieved When My Friend Says - " I'm There For You " :)
Community
Community: 26,163 like this

Barriers to successful social promotion

Primary barriers to successful social media promotion:

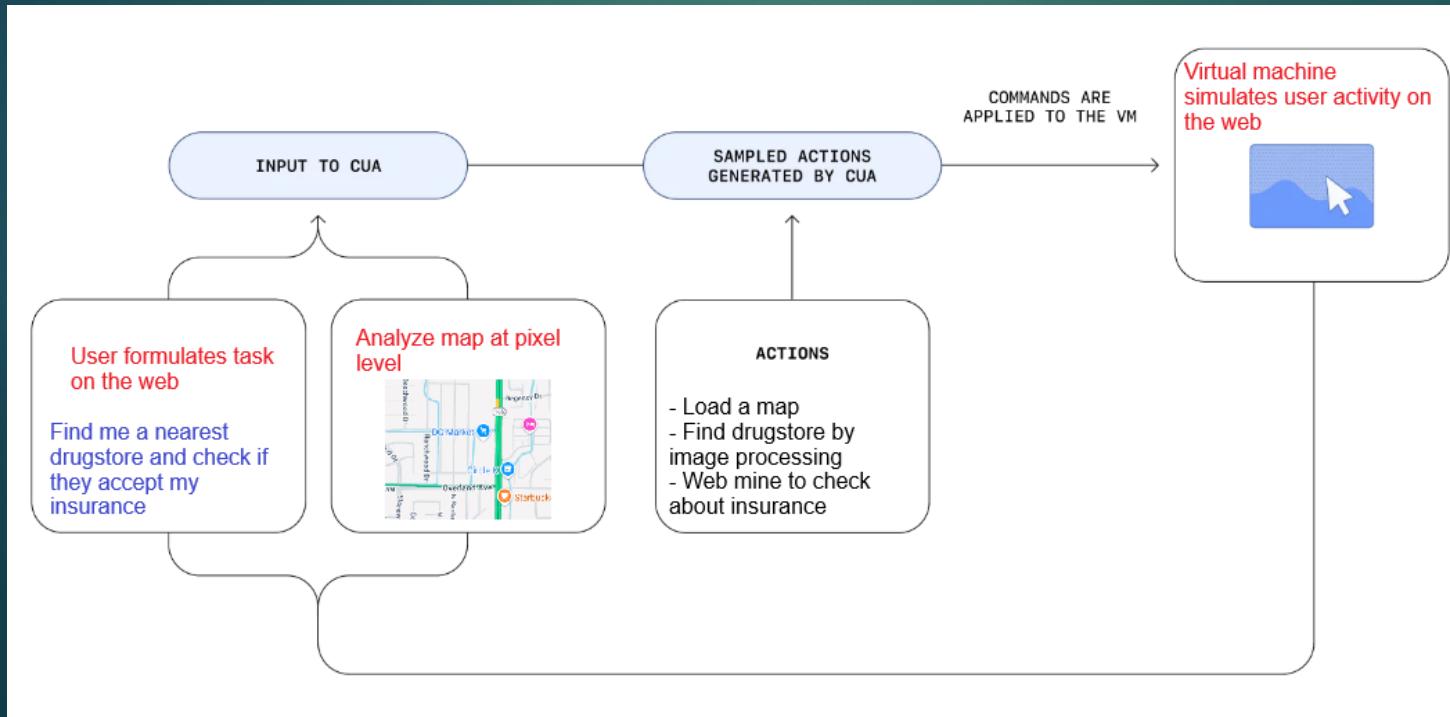
- 1) Lack of strategic knowledge about platform algorithms, audience preferences, and engagement techniques.
- 2) Emotional barriers, such as fear of negative feedback, imposter syndrome, or uncertainty in messaging.
- 3) Limited understanding of audience dynamics, leading to ineffective or misaligned messaging.



Competitive systems

OpenAI Operator

- ▶ advanced AI agent capable of **autonomously navigating the web** and performing tasks on behalf of users.
- ▶ Unlike traditional automation tools that rely on predefined scripts or APIs, Operator interacts with websites just as a human would—by typing, clicking, and scrolling within a browser.
- ▶ CUA (Computer User Agent), a multimodal AI model that combines GPT-4o's vision capabilities with advanced reasoning through reinforcement learning

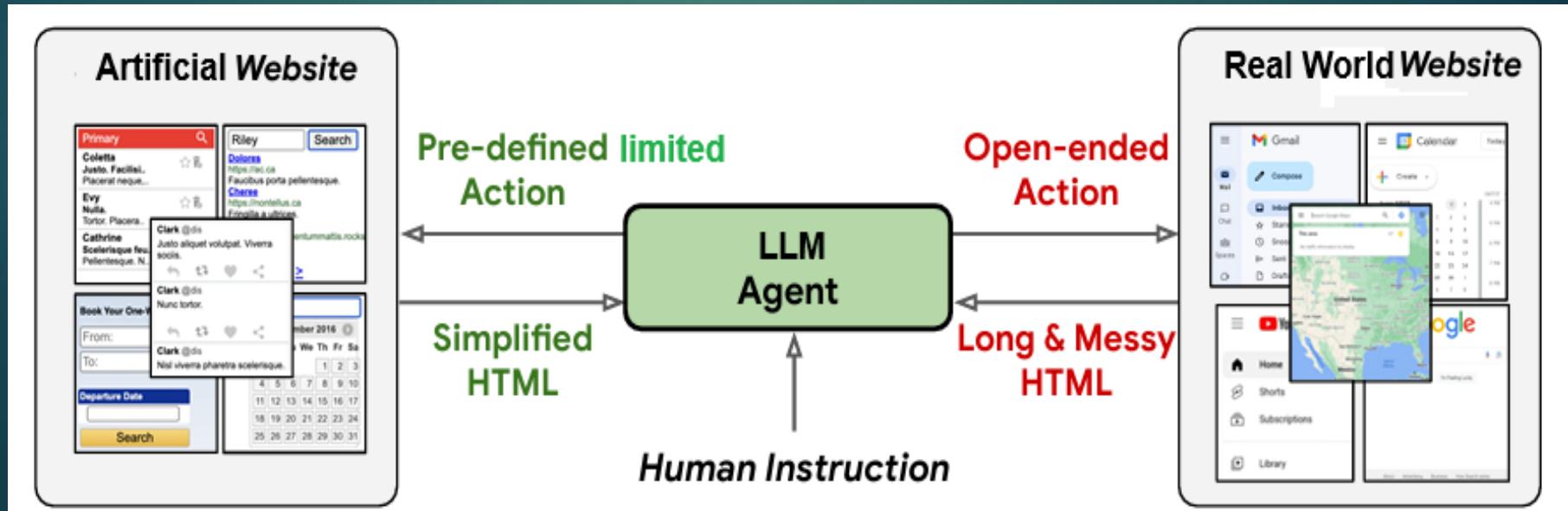


Interactive LLM-based agents

Nakano et al. (2021) introduced **WebGPT**, an AI system designed to search the web, process search results, and generate informed responses to user queries.

This method leverages LLMs to integrate real-time information retrieval with reasoning capabilities, improving the reliability of AI-generated answers.

Building on this idea, Gur et al. (2023) proposed a more action-oriented web agent capable of synthesizing JavaScript code to execute tasks autonomously



SPC and CRM



Role

An agent's purpose on your team



Social promotion

Autonomously engage with users on social platforms, leveraging advanced NLP and action-oriented automation



Actions

The goals an agent can fulfill



Guardrails

The guidelines an agent can operate under



Channels

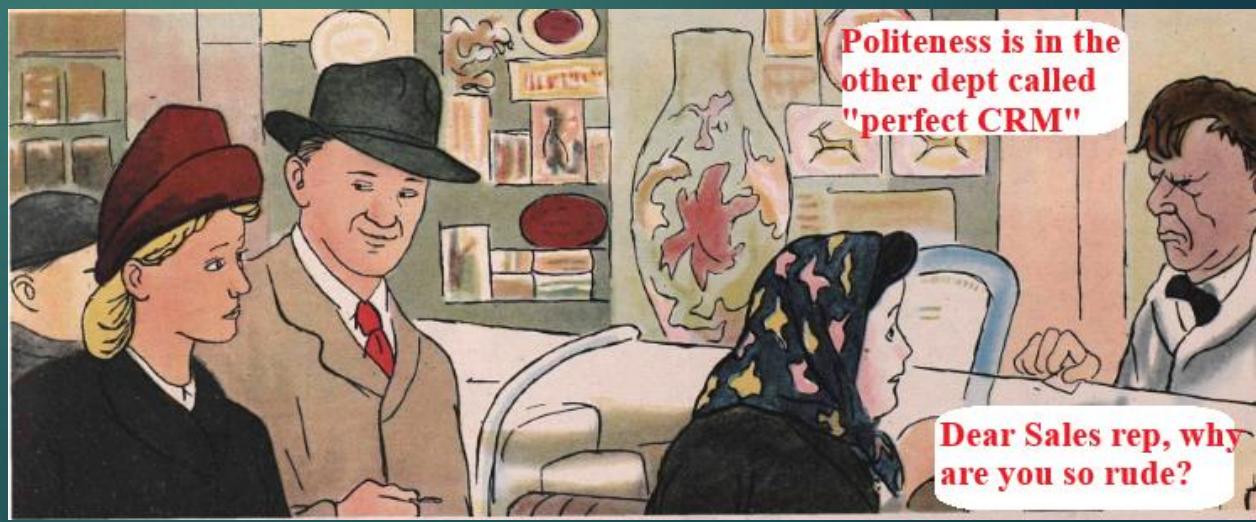
Web, mobile, WhatsApp, Slack



How can your social promotion help me?

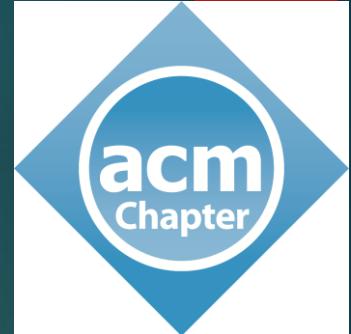
As the product gains traction and reaches the critical mass needed for takeoff, SPC can facilitate the transition from mass promotions to more organic, community-driven engagement.

SPC and Salesforce's AgentForce both focus on AI-driven automation for online interactions, but they differ in scope and application



Conclusion

- ▶ SPC is a **socially intelligent**, platform-aware, semi-autonomous copilot for modern digital promotion.
- ▶ Traditional automation tools require custom scripts, pre-configured workflows, or API access, making them rigid and time-consuming to set up. In contrast, Copilot **interacts with the web naturally**, just like a human user, offering greater flexibility, adaptability, and accessibility.
- ▶ By leveraging SPC ability to understand web interfaces, Copilot opens doors to a new wave of AI-driven productivity, allowing individuals and businesses to **automate time-consuming digital tasks**, improve efficiency, and optimize online interactions with minimal effort.



Thank you.

(turn off recording now)