

**Alignitors**

# Social Media Agent

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# The Problem

- Every brand needs a PR team and social media managers
- Tracking through all the complaint and mentions are difficult for humans
- An average company spends 30% of marketing budget on brand PR on social media sites



# What if an AI agent can solve it?



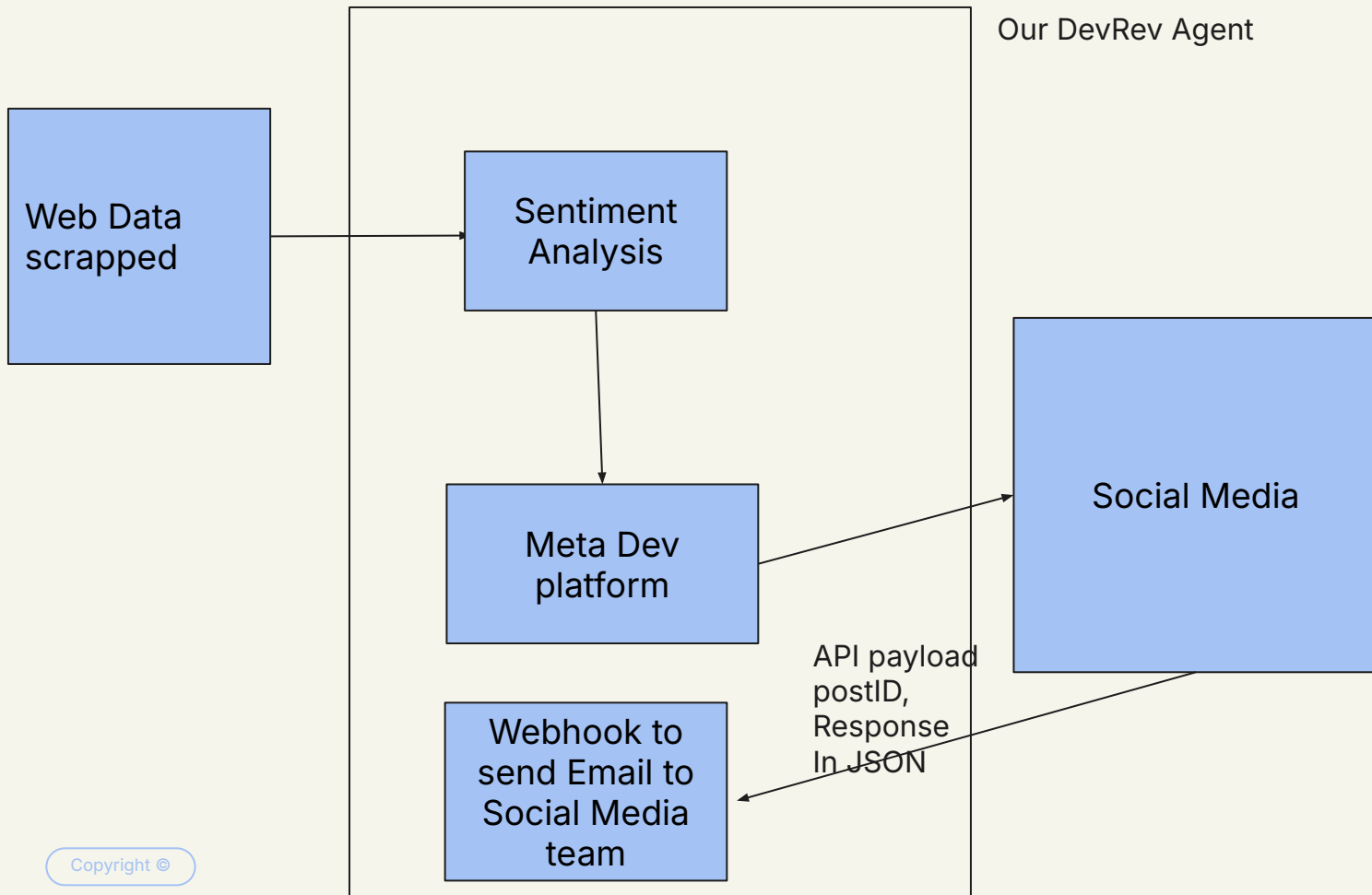
# DevRev Tech

- A DevRev skill to scrap the social media with keywords of our brand.  
Eg. [instagram.com/search=Myntra](https://www.instagram.com/search?query=Myntra)
- A DevRev skill to connect to meta developer API.
- A DevRev skill to sentiment analysis the data scrapped.
- Using the API call on DevRev and respond at the post ID.

← Skills + Add

Capabilities that define the agent's functional scope, including default system actions, workflow integrations, or external connections (like APIs), enabling it to perform specialized tasks.

# Skill	# Description	Type	Status	Modified by	Action
AskAI	AI-powered action node for transform	Action	▶ Active	RA	⋮
emailclassifier	when a new email is notified	Action	▶ Active	CS	⋮
json_placeholder_post	create a new post from json placeholder	Action	▶ Active	RA	⋮
ApiCall	Skill to call an API. DO NOT USE THIS	Action	▶ Active	RA	⋮
AddGoogleCalendarEvent	Operation to create a new event in the	Action	▶ Active	CS	⋮



Subtitle  
Date

THE END