



## **SYNOPSIS**

**ON**

**Project Name:-**

## **SOCIAL MEDIA DESHBOARD**

**Submitted By:**

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**Submitted To:**

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**DEPARTMENT : Btech(CSE)**

## Title of the Project: **SOCIAL MEDIA DESHBORAD**

### ➤ **Objective:**

The main purpose of social media dashboard is to gauge the performance of your social media accounts and pages. Tracking the performance of your daily posts and weekly campaigns becomes easier. Social media strategy thrives on Key Performance Indicators (KPIs) tracked by advanced tools.

### ➤ **Scope:**

It provides insights into engagement, follower count, and audience demographics, enabling data-driven marketing decisions. Key features of a social dashboard include a single-view display of metrics, easy sharing with team members, and customizable visualizations based on the target audience's needs.

### ➤ **Methodology:**

A social media dashboard is a tool that helps you do that. It shows you the most important metrics and insights from your social media platforms in one place. It also helps you visualize your data, compare your results, and communicate your achievements.

### ➤ **Proposed System:**

A social media dashboard is a tool that helps you do that. It shows you the most important metrics and insights from your social media platforms in one place. It also helps you visualize your data, compare your results, and communicate your achievements.

### ➤ **Features:**

1. Multiple profiles and brand capabilities
2. Social media post scheduler
3. Image-editing options
4. Social media inbox
5. Social media CRM
6. Social listening

### ➤ **Implementation plan:**

Requirements analysis and system design (Days: 3-4)  
Frontend development and user interface design (1 week)  
backend development (2 week)  
Testing and debugging (3 days)  
User training and system deployment (2)  
Post-launch support and maintenance (Ongoing)

### ➤ **Team Members:**

**Project Manager :** [ Mr. SHUBHAM KASHYAP SIR ]

Frontend Developer, Backend Developer, Tester and Quality Assurance ([VIJAY KUMAR], [SAURABH VARMA], [ADITYA GOEL],[RITTIK CHAUHAN] )

➤ **Resources Required:**

Computers and development software

Database management software

Internet connection

Library management software (if applicable)

➤ **References:**

[List relevant books, research papers, or online resources]

➤ **Expected Outcomes:**

The expected outcome of social media dashboard is to provide actionable insights into social media performance, audience engagement, and campaign effectiveness. It enables informed decision-making, optimization of strategies, and better allocation of resource, ultimately leading to improved brand visibility, customer satisfaction, and business growth.

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➤ **Project Supervisor:**

**Mr. SHUBHAM KASHYAP SIR**

➤ **Conclusion:**

In conclusion, a social media dashboard serves as a pivotal tool for businesses to monitor, analyze, and optimize their social media presence. By providing real-time insights and actionable data, it empowers organizations to make informed decisions, enhance audience engagement, and achieve their marketing objectives effectively in the dynamic landscape of social media.