🟨 **Block 3-B: Meme Creation**

🔹 **Icons/Images:** Meme generator API icon, image file icon  
1️⃣ **Generate meme text using OpenAI API** 🤖

2️⃣ Apply generated text to the selected template via **Meme Generator API** 🖼️  
3️⃣ **Create final meme image (JPEG/PNG)**

🟥 **Block 4-B: Text Generation**

🔹 **Icons/Images:** ChatGPT logo, speech bubble, document icon

**Flow:**

1️⃣ **Generate textual posts or captions using our model**

🟦 **Block 1: Data Collection & AI Model Training**

**🔹 Icons/Images:** Social media logos (Facebook, Twitter, Instagram, etc.), AI model icon  
**🔹 Flow:**  
1️⃣ **Scrape** social media data 📥  
2️⃣ **Annotate** & **preprocess** data 🔍  
3️⃣ **Feature extraction** for meme templates 📊

🟧 **Block 3-A: Template Matching Algorithm**

🔹 **Icons/Images:** Database icon, AI model icon  
🔹 **Flow:**  
1️⃣ Compare **user input with meme dataset** 📊  
2️⃣ Match **structured data** ✅  
3️⃣ Match **keywords** 🔎  
4️⃣ **Score & rank top 10 meme templates** 🏆

🟦 **Block 5: User Approval & Storage**

**🔹 Icons/Images: Thumbs-up/down icons, cloud storage icon, scheduling icon**

**Flow:**

**1️⃣ User reviews generated memes 👀  
2️⃣ If approved, store meme in user’s database 💾  
3️⃣ Next Step: User can proceed to the Campaign Management Module to schedule & automate posting 📅🚀**

**🟦 Block 4-A: AI Model Finetuning**

**Flow:**

1️⃣ **Scrape social media data** 🏗️

2️⃣ **Prepare Finetuning Dataset** 📊

3️⃣ **Finetune AI Model** 🤖 → Train on marketing-focused text for improved **caption and meme text generation**

🟩 **Block 2: User Input Handling**

🔹 **Icons/Images:** User form icon, chatbot icon  
🔹 **Flow:**  
1️⃣ User **enters structured/free-form input** ✍️  
2️⃣ **Extract keywords from free text** 🔑  
3️⃣ User Chooses to generate textual post or memes