The code is composed to evaluate the popularity of certain subjects in social media containing:

1. Twitter
2. Instagram
3. Telegram

The code is written as a function named SOC\_MED which receives the following:

1. path: the directory in which the file is saved in PC
2. type: what is the format of the input file ,xlsx or csv
3. out\_name: the name of the result output file
4. core\_num: the number of threads to be used for the calculation process
5. subject: the subjects of the issues to be evaluated
6. leaders: the names and the scores of the subjects with the greatest scores so far (to be compared with the current subjects

and outputs the following:

1. the result excel file containing
   1. Instagram KPI:
      1. total number of Instagram posts likes
      2. total number of followers of the pages sharing the content
      3. total number of comments of the relevant content
      4. total number of Instagram unique posts
      5. total score of Instagram
   2. Telegram KPI:
      1. total number of Telegram posts
      2. total number of times the post is seen
      3. total number of Telegram unique posts
      4. total number of members of the channel sharing the content
      5. total score of Telegram
   3. Twitter KPI:
      1. Total number of unique numbers talking about the content in Twitter
      2. Total number of times the post has been retweeted
      3. Total number of likes of the subject in Twitter
      4. Total number of potential viewers
      5. Total score in twitter
   4. The Total popularity score
2. Visualization: containing the plot showing each subject with its relevant score on a column chart in the descending order.

Code specifications:

* Using parallel processing, resulting in a very fast calculation process
* Compatible with different input file types
* Using the fastest data input and output packages
* Minimizing RAM and CPU utilization

Packages used in the code:

* dplyr
* readxl
* writexl
* stringr
* rebus
* ggplot2
* tictoc
* parallel
* data.table