

# PROJECT DEVELOPMENT PHASE

## TECHNICAL ARCHITECTURE

Date	06 May 2023
Project Name	Creating an Sponsored Post for Instagram
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## TECHNICAL ARCHITECTURE:

### 3rd party services



### Client

### Server



1. **Instagram Business Account:** HungerMania Restaurant's Instagram Business Account serves as the central hub for posting content, engaging with followers, and running advertising campaigns.
2. **Content Creation Tools:** Adobe Creative Cloud is used for professional image editing and Canva for creating visually appealing graphics and designs for posts.
3. **Scheduling Tools:** The project utilizes Buffer for scheduling posts in advance, allowing for a consistent posting schedule, and also includes a content calendar.
4. **Content Repository:** Visual assets, captions, and other content elements are stored in a dedicated Google Drive folder for easy access and organization.
5. **Hashtag Research Tools:** Instagram's built-in search and hashtag suggestions are used to research relevant and trending hashtags.
6. **Analytics and Insights:** Instagram Insights is the primary tool for monitoring post performance, with Google Analytics integrated for tracking website traffic driven by Instagram.
7. **Ad Manager:** Sponsored posts are created and managed through Facebook Ads Manager, where specific target audiences, budgets, and campaign objectives are defined.
8. **Legal and Compliance:** A legal and compliance checklist is followed for sponsored posts, including disclosure of paid partnerships and adherence to Instagram's advertising policies. Data protection regulations like GDPR are also considered.
9. **Monitoring and Engagement:** A dedicated team member monitors comments, responds to messages, and engages with the audience through the Instagram app. Notifications are enabled to ensure timely responses.
10. **Data Security:** Security measures include strong, unique passwords for Instagram accounts, two-factor authentication, and periodic password updates. The team is trained in security best practices.
11. **Collaboration Tools:** Slack is used for team communication and Trello for project management to facilitate coordination and collaboration among team members.
12. **Scalability and Growth:** The technical architecture is designed to scale as the project expands. Additional team members, content, and advertising budget can be accommodated as the project grows.