# Use an established backend API service for integration with social media:

**Ayrshare Analytics API -** <https://youtu.be/YR_YLJD6_Bg>

*Ayrshare is the social media API. In this video we show you how to get real-time analytics such as likes, impressions, retweets, etc for a given post ID.*

# Public social media management platform capabilities:

## RED

- Misinformation Campaigns

- Mass Phishing

## BLUE

- Crisis monitoring and event tracking

- Situational Awareness

- Information dissemination

- Evasion detection

# Ethical considerations:

- User-centered

- Transparency

- Informed and ethical

- Responsible

- Vetted operations, and operators

# History:

1. Decade of events - challenges in modern communication

2. Public sphere - few mainstream transformed to network of multifaceted contests

3. 2016 - Electioneering and Cambridge Analytica Inflection Point

4. Non-consenting data gathering methods

5. Solutions in Social Media Management, Social Listening, etc. equip organizations with 21st century media management solutions

6. Organization face challenges related to public trust

# Social Media Management Features:

- Role based access (for vetted operators)

- Multi-user management

- Social media omnichannel management

- Single click comments

- Respond to threads

- API to automate batch processes

- Schedule generatively

- Many-to-many relationships between social media channels and user accounts

- View analytics data

- Engagement (likes, comments, saves)

- Impressions (Count the post has been seen)

- Reach (Unique accounts that have seen the post)

- Saved (Unique accounts that have saved the post)

- Video (Count of a video playthough)

- Comment (Count of comments)

- Reactions (Counts of segmentation of reactions: like, love, etc.)

- Authorization of users per account for each media channel

A standard UI/Backend paradigm (React, Flask, mult-DB solution, extended in direction as needed) with consideration towards developing technology in vector databases (similarity of vectorized content allows for clustering/search)

# Novel approaches to consider:

- Generative AI/Design

- Custom solutions (Topic B)

- AND, existing pre-trained (https://stablecog.com/) (see attached)

- Language Transformers, LLMs, Hugging Face, etc.

- AI Generated A/B testing with Supervised Learning Campaigns

# Subject Matter - TECH

Listen to the news:

- goose3 - https://github.com/goose3/goose3

- Newspaper3k - https://newspaper.readthedocs.io/en/latest/

- snscrape - https://github.com/JustAnotherArchivist/snscrape

# A treasure trove of archival tools/TECH

* https://github.com/justanotherarchivist
* For social media platforms

https://github.com/JustAnotherArchivist/snscrape

* But here's the more up-to-date solution

gitea.arpa.li

* And JustAnotherArchivist over there, check out little-thing

https://gitea.arpa.li/JustAnotherArchivist/little-things

# Other Data Sources to consider for Business Info:

- Better Business Bureau (BBB)

- Yellow Pages, Inc.

- Manta

- System for Award Management (SAM)

- Dun & Bradstreet

- Fishbowl

- LinkedIn