**Synopsis**

* Abstract
* Introduction(Problem Statement)
* Methodology/Framework
* References

1. Abstract :-

Sentiment analysis of social media presence involves analyzing the overall sentiment (positive, negative, or neutral) expressed in social media posts and interactions related to a particular entity or topic. It can help understand public perception and sentiment towards brands, products, events or individuals.

2. Introduction : -

This problem involves developing a sentiment analysis solution specifically designed for analyzing the sentiment expressed in the social media presence of individuals and organizations. With the significant impact of social media on personal and organizational reputation, understanding the sentiment of social media posts, comments, and interactions has become essential for individuals and businesses alike. Sentiment analysis refers to the process of automatically determining the sentiment or emotional tone conveyed by text or speech.

In the context of social media, sentiment analysis can provide valuable insights into public perception, customer feedback, and brand reputation. By analyzing the sentiments expressed in social media content, individuals and organizations can assess the overall sentiment trends, identify potential issues, and take appropriate actions to maintain or enhance their online presence.

3. Methodology/Framework :-

1. Rule-based Approach: This approach uses predefined rules or patterns to classify the sentiment of text. It involves creating a set of rules based on linguistic patterns, keywords, or sentiment lexicons to determine the sentiment polarity.

2. Machine Learning Approach: This approach involves training machine learning models on labeled datasets to classify the sentiment of text. The models learn patterns and features from the data to make predictions on new, unseen text.

3. Hybrid Approach: This approach combines both rule-based and machine learning techniques to improve the accuracy of sentiment analysis. It leverages the strengths of both approaches to achieve better results.

Some frameworks for sentiment analysis include:

1. Natural Language Toolkit (NLTK): NLTK is a widely used Python library for natural language processing. It provides various tools and resources for sentiment analysis, such as sentiment lexicons and machine learning algorithms.