

Project Synopsis/Project Concept Document (Due: 25th January)

Project number	4
Project Title	Social Media Content Automation
Document	DASS Project Concept Document
Creation date	23 January 2024
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Description

“The problem statement is to automate the process of posting social media content for the client on various social media platforms.”

The problem statement is to automate the process of posting social media content for the client on various social media platforms. The software program for the same should be capable to

- 1) Create, suggest for approval and schedule social media content received through WhatsApp or email from the artisan/NGO partner
- 2) Pick photos and sentences with key highlights from the website content pages and share it on Instagram/FB and LinkedIn based on a schedule (monthly/weekly). One picture from the website is supposed to be shared each week on Instagram story.
- 3) Based on the response received on each story/post give smart suggestion using ML for the product and frequency in posts/stories

Profile of Users

Our project involves making software that can suggest and automate the process of uploading content to social media platforms like Instagram, Facebook and LinkedIn.

Our software would be used by:

- 1) Admin: The Admin would approve the suggested post by the software before actually posting it.
- 2) Clients: The clients would have access to upload links for the post to be created.

Usage Model and Diagrams (if any)

Currently we don't have any kind of user-interface scheme that is to be followed later in the project. If we discover some, it will be added and considered.