

# MIET

FUTURE BEGINS HERE....

## **Course Name: Minor Project**

### **Course Code: COM - 612**

**Project By:**

**Project Name: Social Media Metrics Analyser**

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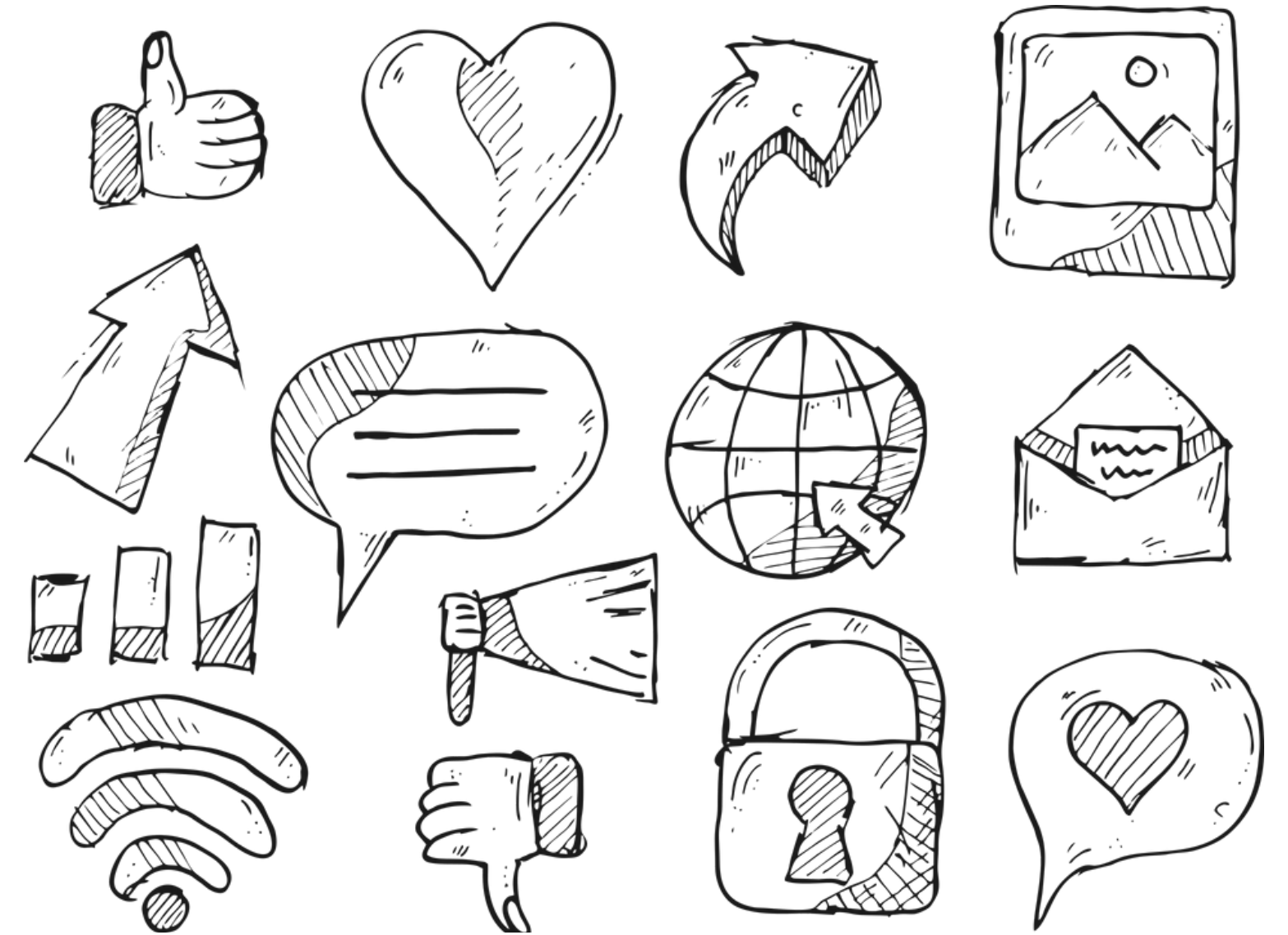
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# Social Media Metrics Analyser

Social media has become a dominant force in communication. Businesses, regardless of size, need to engage with millions of stakeholders and social media users to convey their brand's value. However, managing various social media platforms, each with its unique demographics and audiences, demands significant time and effort to create content and messaging that resonates effectively.

This project SMMA aim to use the existing API's of Meta, X and Linked In to seamlessly display the analytics and suggest relative keyword and hashtags( future goals ).



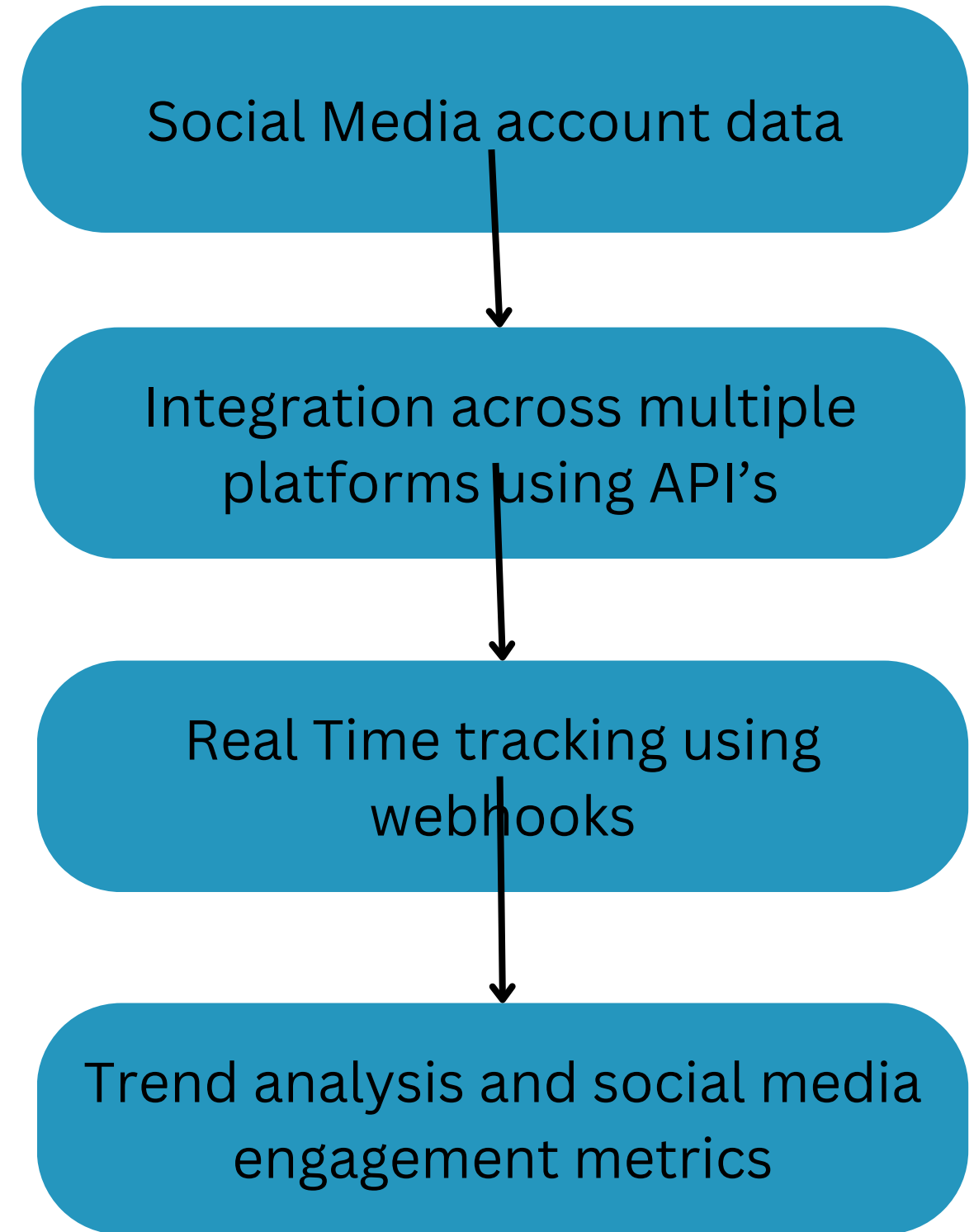
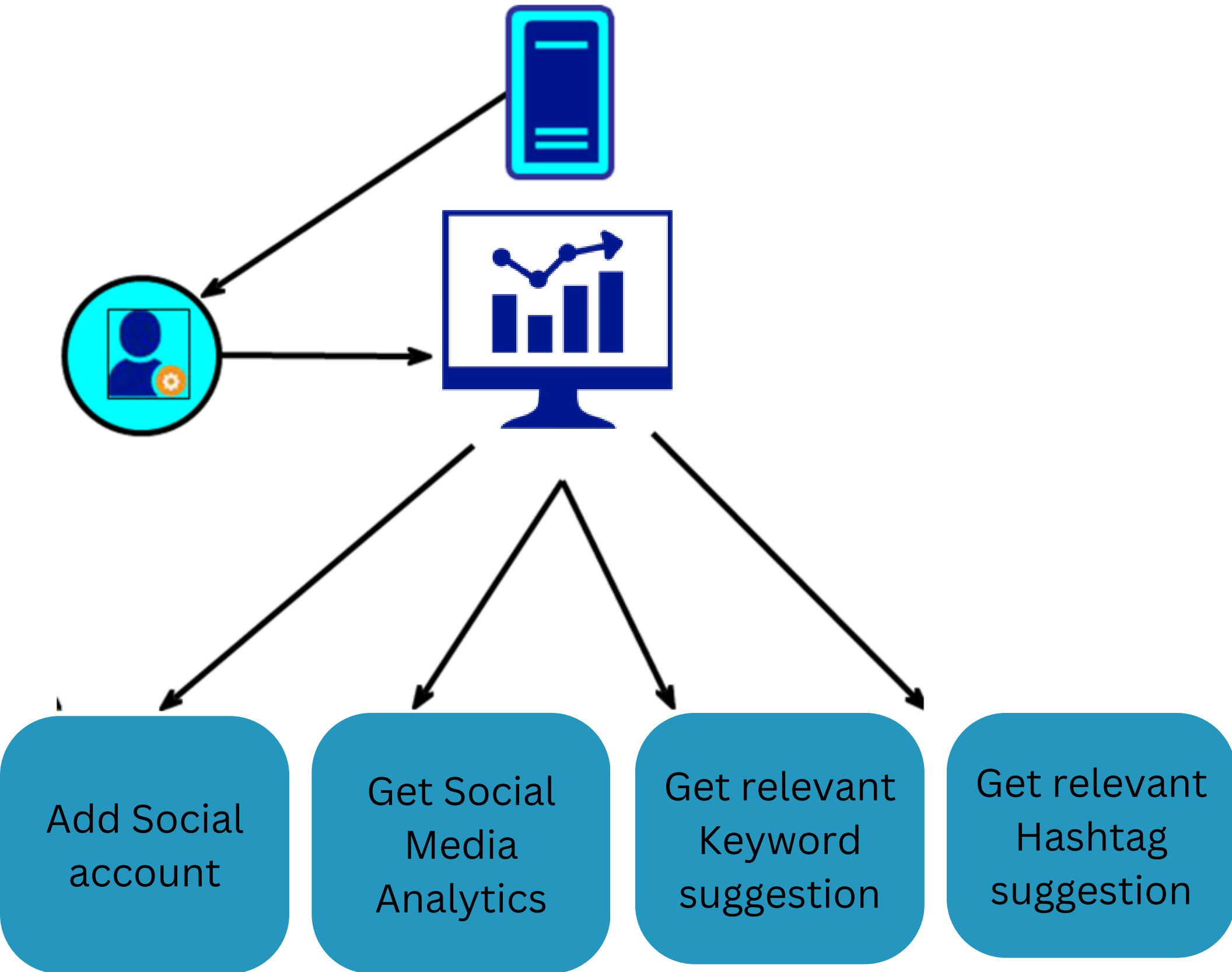
# Project Deliverables

The metrics/analytics provided include:

- Number of likes, comments, shares for each post and its frequency (engagement, impressions)
- Determination of viral posts (rate of engagement)
- Ideal frequency of posts (time, frequency of posts leading to highest engagement)
  - Relative keyword suggestion ( future goal )
  - Relative Hashtag suggestion ( future goal )
- Clean representation of social media analytics



# SMMA



Data Processing Workflow

# Project Tech Stack Used

- Laravel ( Backend )
- ReactJS ( Front End )
- JavaScript ( Front End )
  - HTML ( Front End )
  - CSS ( Front End )
- MySQL ( Data Base )
- IBM Watson ( Ai Support )

# Conclusion

## Summary

SMMA plays an important role for the creator economy by empowering social media content creators with right data and content suggestions.

## Future Goals

Our future goal would be to add a finance tracking system for content creators along with auto keywords and hashtag suggestion system.

# Thank You

