

Computer Science Engineering Department

Project Title: Social Media Reputation Management System

Project Owner: Utkarsh Tickoo

Abstract of Project: This project, **Social Media Reputation Manager**, aims to build a Unified Social Media Management tool for one-click content posting across multiple social media platforms such as FB, LinkedIn and Twitter and also retrieve, analyze and visualize engagement metrics across multiple platforms. It also uses NLP to analyze post content, perform stakeholder sentiment analysis and its correlation with post engagement metrics. Thus, automated reputation management is achieved through real-time monitoring of social media posts engagement.

Platform/Language Used: Laravel, React JS, IBM Watson, MYSQL

Technology Domain: The system will be a web-based management and analytical tool which will also use NLP for sentiment analysis.

Comparative analysis of Existing Systems:

There are commercial systems available for management and monitoring of social media management like Hootsuite, Sprout social, Buffer, Hubspot etc. but these systems are paid and also just track the posts' analytics. There's no facility for sentiment tracking and hence we have to use separate platforms for reputation management.

Basic & Innovative Features in Project:

- Posts across multiple platforms with ease.
- Tracking of Engagement metrics and trend analysis.
- Sentimental analysis of the posts.
- Automated social media reputation management.

High Level Project Plan:

Phase 1: The user will be able to connect to various social media platforms using OAuth and will be able to share posts across multiple platforms with a single click.

Phase 2: The posts made on social media will be tracked for engagement metrics. The reactions and comments to the posts will be used for doing sentimental analysis of the posts. Hence we'll be able to get detailed info about how well the posts are doing across multiple platforms

Phase 3: analyze and visualize engagement metrics across multiple platforms.

References:

[Hootsuite](#)

[Sprout social](#)

[Top management tools](#)