

# SOCIAL MEDIA MANAGEMENT PLATFORM TOOL

**Social media  
plays an integral  
part in the  
business arena.**

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According to sources, these days with more than 3 billion people using social media around the world and 11 new users every second, managing social media has become a part of global standard. Social media management tools and services help us reach the huge audience and work on the platform in a simpler manner. Social media management is the process of creating, scheduling, analyzing, and engaging with content posted on social media platforms, like Facebook, Instagram, Twitter etc. (these are the more common platforms across the world).

## Pre Scenario

Companies often have multiple social media accounts on many different social platforms. For example, Software Technology Park of India (STPI) have around 9 different centers inside India and all of them use different media platform to post their information not only just to aware public of their day to day activities but also to stay on top of their social media presence. So it was difficult to handle huge amount of posts. Differentiating them and publishing them for one point.

### Challenges:

Social Media Management Platform Tool developed by CSM was the answer to their problem. This tool is developed to manage the operations on Social media activities. It automates the social media content sourcing and publishing process including the response management and its analytics. The modules of this tools are:

- > User Management
- > SM Activity Planning & Content Sourcing
- > Drafting & Processing Social Media Post and Publishing Social Media Post
- > User Response Tracking
- > Analytics/Reports
- > Mobile app for Get Notification and Approval (Android & iOS)
- > Integrated Dashboard

The developed portal and mobile app for social media management help receiving content from various sources in a predefined format. The content once received is used by the team for promotion of activities over social media. The type of content varies based on the platform to be chosen for promotion. The IT platform has a built in work flow mechanism that would assist passing of content from one level to another which help assist for the approval of content.

