Falcon Hackathon

SOCIAL MEDIA CONTENT MANAGER

with AI Integration

Revolutionizing Social Media Content Creation

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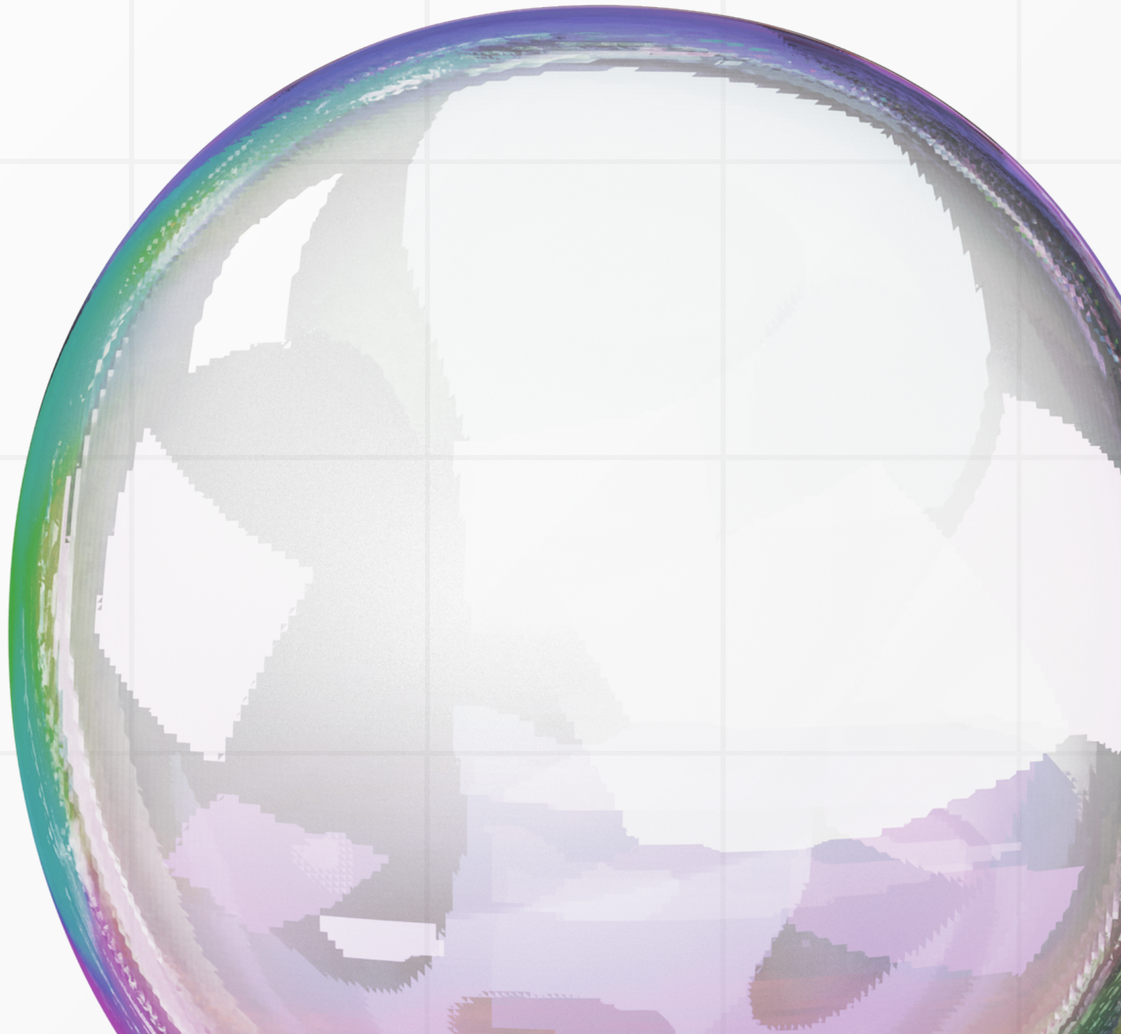
About Us

NS Prudvi Kumar Reddy - Generative AI Engineer

P Vinit Kumar - Python Developer



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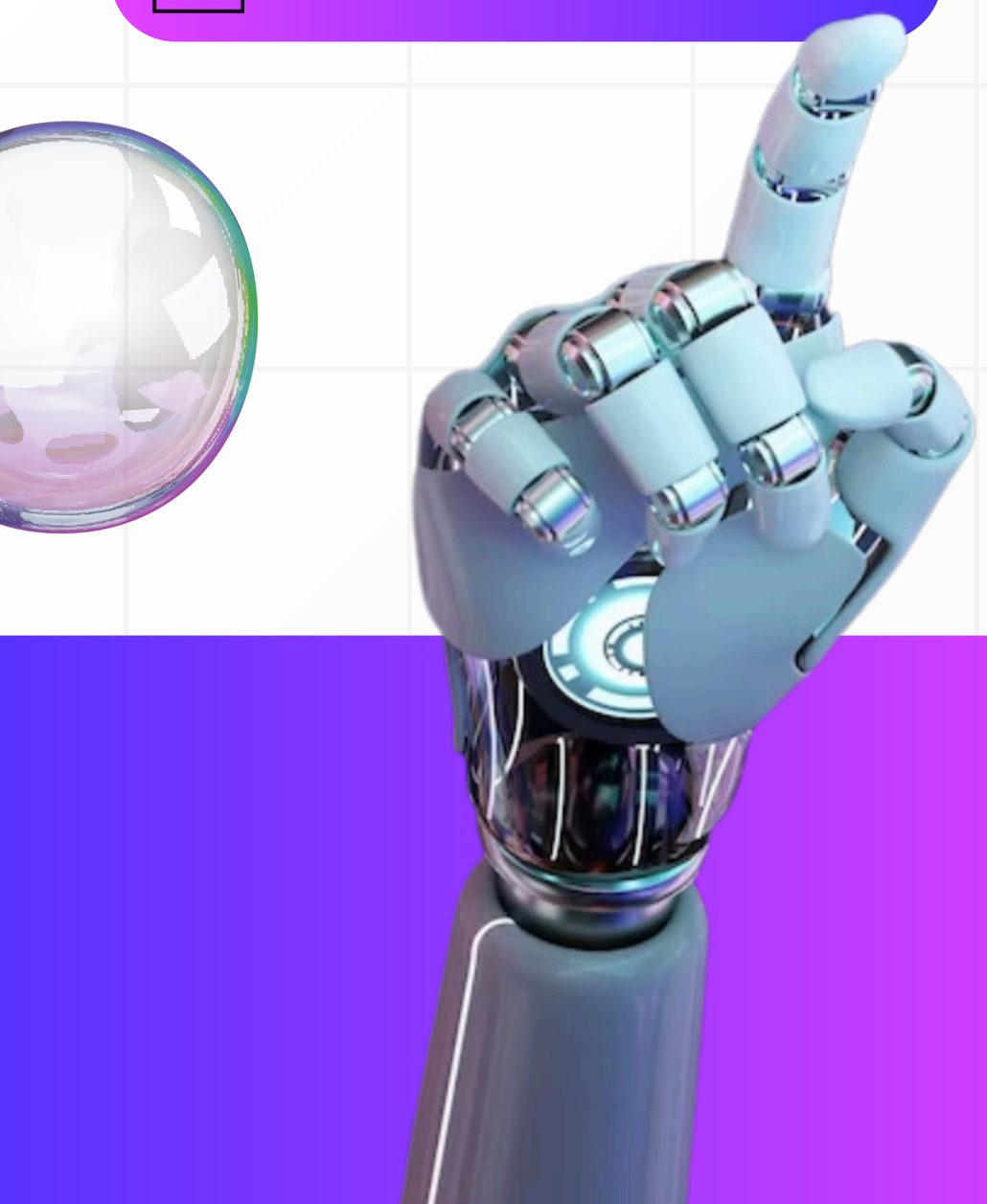

Introduction

In the digital age, creating engaging social media content is crucial but often time-consuming. Our Social Media Content Generator simplifies this by automating content creation for LinkedIn and Twitter. Utilizing Falcon's LLMs, the tool generates posts and tweets based on user input, and allows for direct posting to both platforms. This presentation will cover the key features, technology stack, and how it works.

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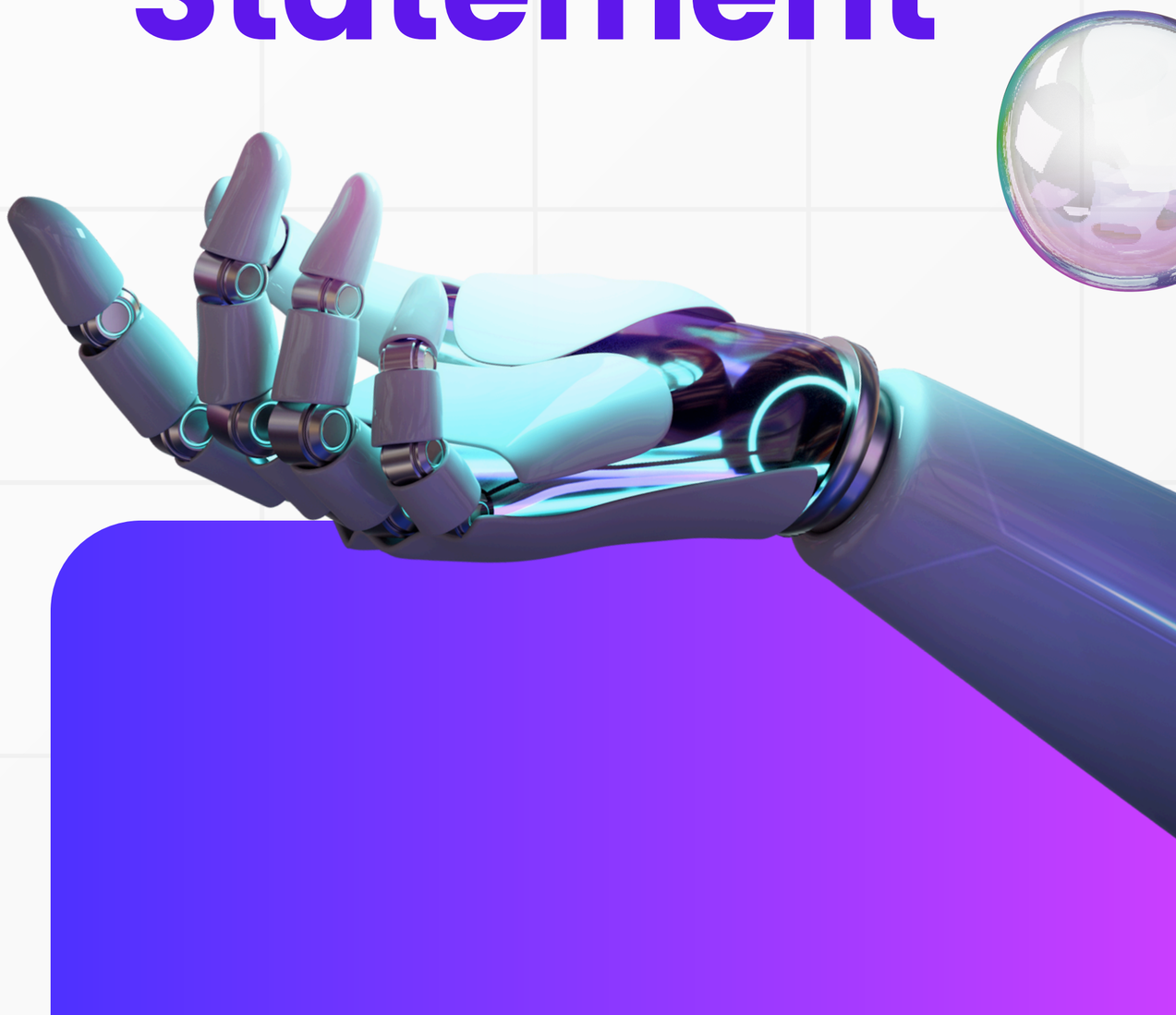
Problem Statement

Creating engaging and relevant social media content is a significant challenge:

- Time-Consuming: Crafting posts and tweets manually is time-intensive.
- Consistency: Maintaining a consistent and high-quality content flow can be difficult.
- Engagement: Ensuring content resonates with the target audience requires effort and expertise.

Our project addresses these issues by automating content creation and streamlining the posting process for both LinkedIn and Twitter.



Market Size

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The global market for social media management tools is rapidly growing:

- Market Value: The market was valued at approximately $15 billion in 2023 and is expected to reach $40 billion by 2028, growing at a CAGR of around 20%.
- Growth Drivers: Increasing social media adoption, rising demand for automation, and the need for enhanced content engagement drive market growth.
- Target Audience: Businesses, marketing professionals, and individual influencers are key users of social media content generation tools.

The growing need for efficient content creation and management solutions presents a significant opportunity for our tool in this expanding market.

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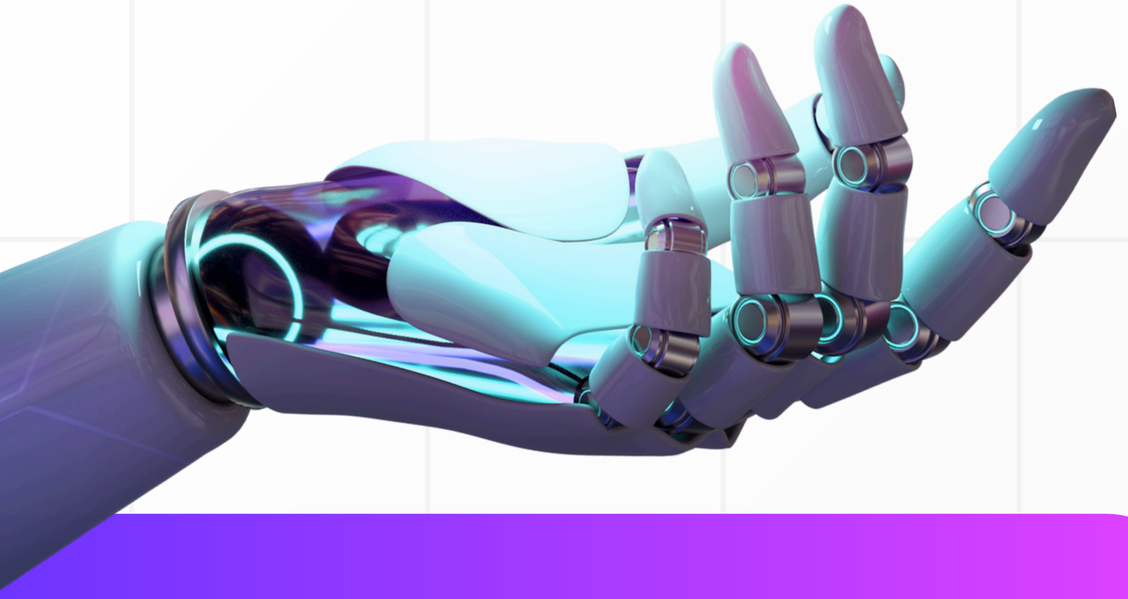
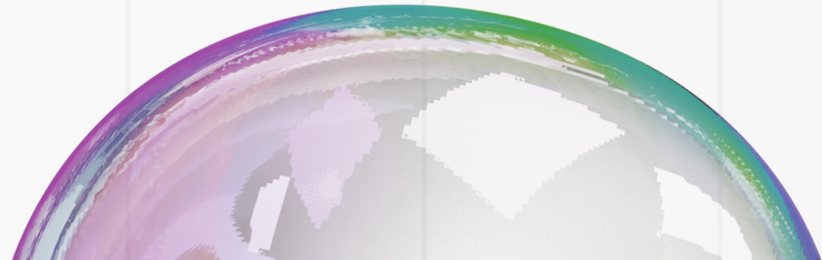
Revenue Stream



Our Social Media Content Generator can generate revenue through various streams:

- **Subscription Model:** Offer tiered subscription plans with different levels of features and usage limits (e.g., basic, professional, enterprise).
- **Pay-Per-Use:** Charge users based on the number of posts or tweets generated.
- **Premium Features:** Provide additional features such as advanced analytics, enhanced AI capabilities, and custom branding options as premium add-ons.
- **Advertising:** Integrate sponsored content or ads within the platform for additional revenue.
- These revenue streams will allow us to monetize the tool effectively while offering valuable features to our users.



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Solution Overview

Our Social Media Content Generator offers an integrated solution:

- User Input: Enter a topic, URL (for LinkedIn), mood, and additional instructions.
- AI Generation: Falcon's LLMs generate content for LinkedIn posts and Twitter tweets, and can also create AI-generated images for LinkedIn.
- Review & Approval: Users can review and adjust the generated content.
- Direct Posting: Content can be posted directly to LinkedIn and Twitter using OAuth and API credentials.

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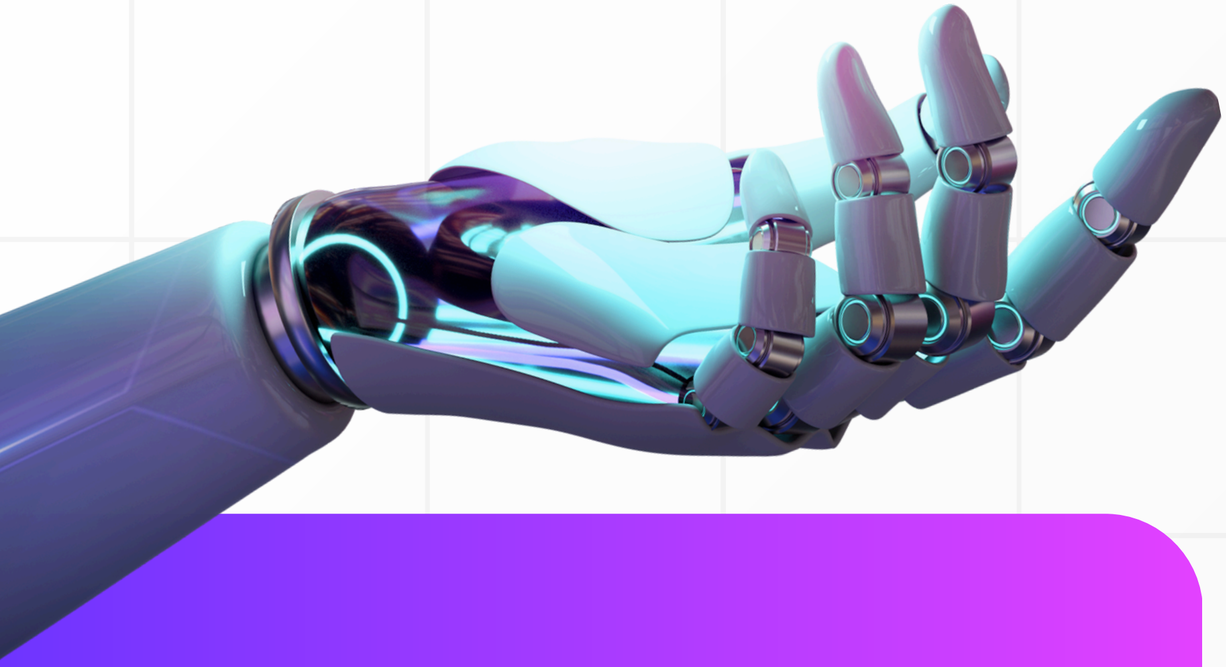
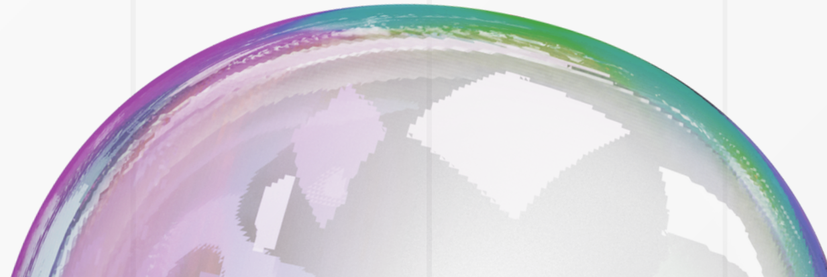


How It Works

- **User Input:** Users provide input such as topic, URL, mood, and instructions.
- **Content Generation:** Falcon's LLMs generate the content based on the input and, for LinkedIn, create an AI-generated image if selected.
- **Content Review:** Users review and can adjust the content before posting.
- **Direct Posting:** Content is posted directly to LinkedIn and Twitter using OAuth tokens and API credentials.



Key Features

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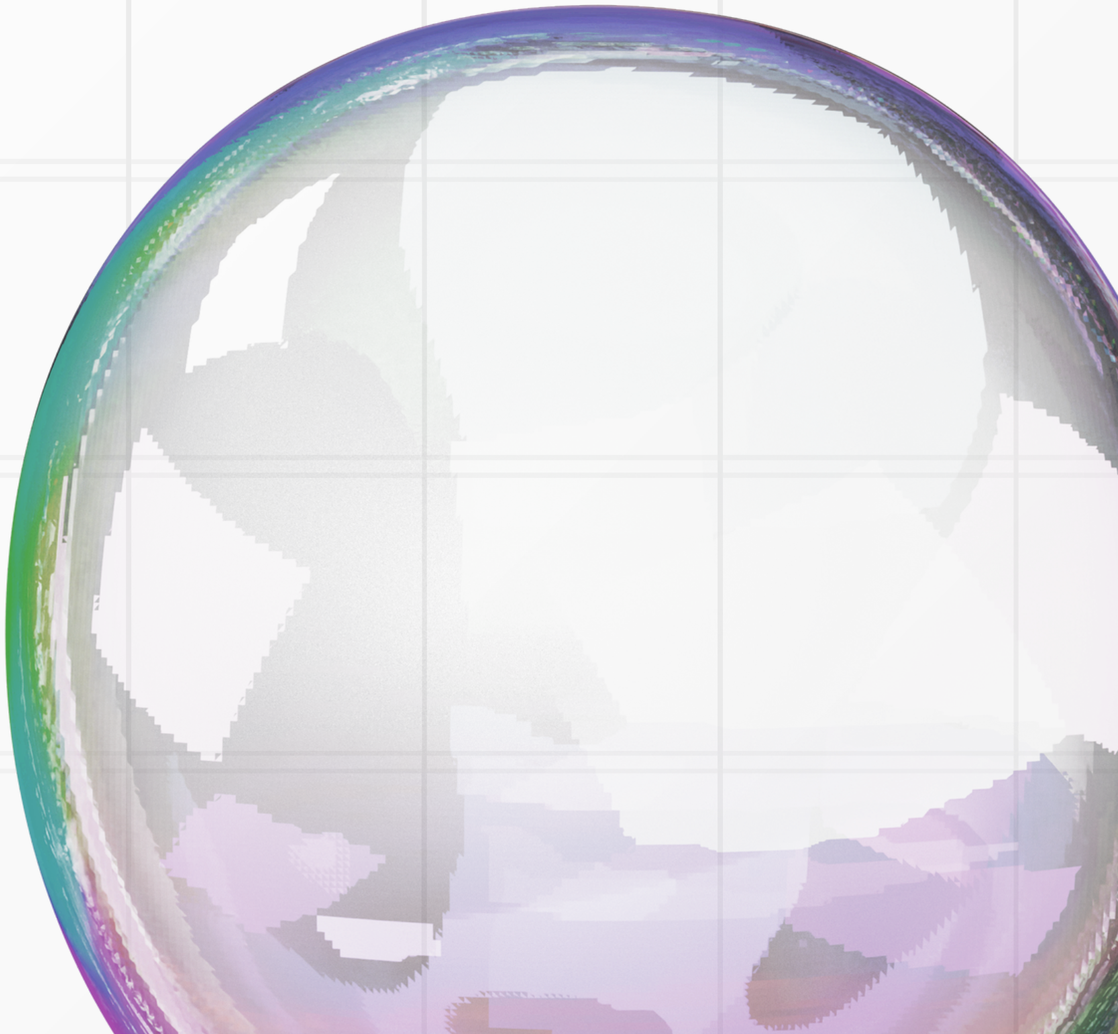
- AI-Driven Content Creation: Leverages Falcon’s LLMs for high-quality and contextually relevant content.
- Multi-Platform Support: Generates content for both LinkedIn and Twitter.
- Direct Integration: Seamlessly posts content to LinkedIn and Twitter with OAuth and API credentials.
- AI-Generated Images: Optionally includes AI-generated images for LinkedIn posts.



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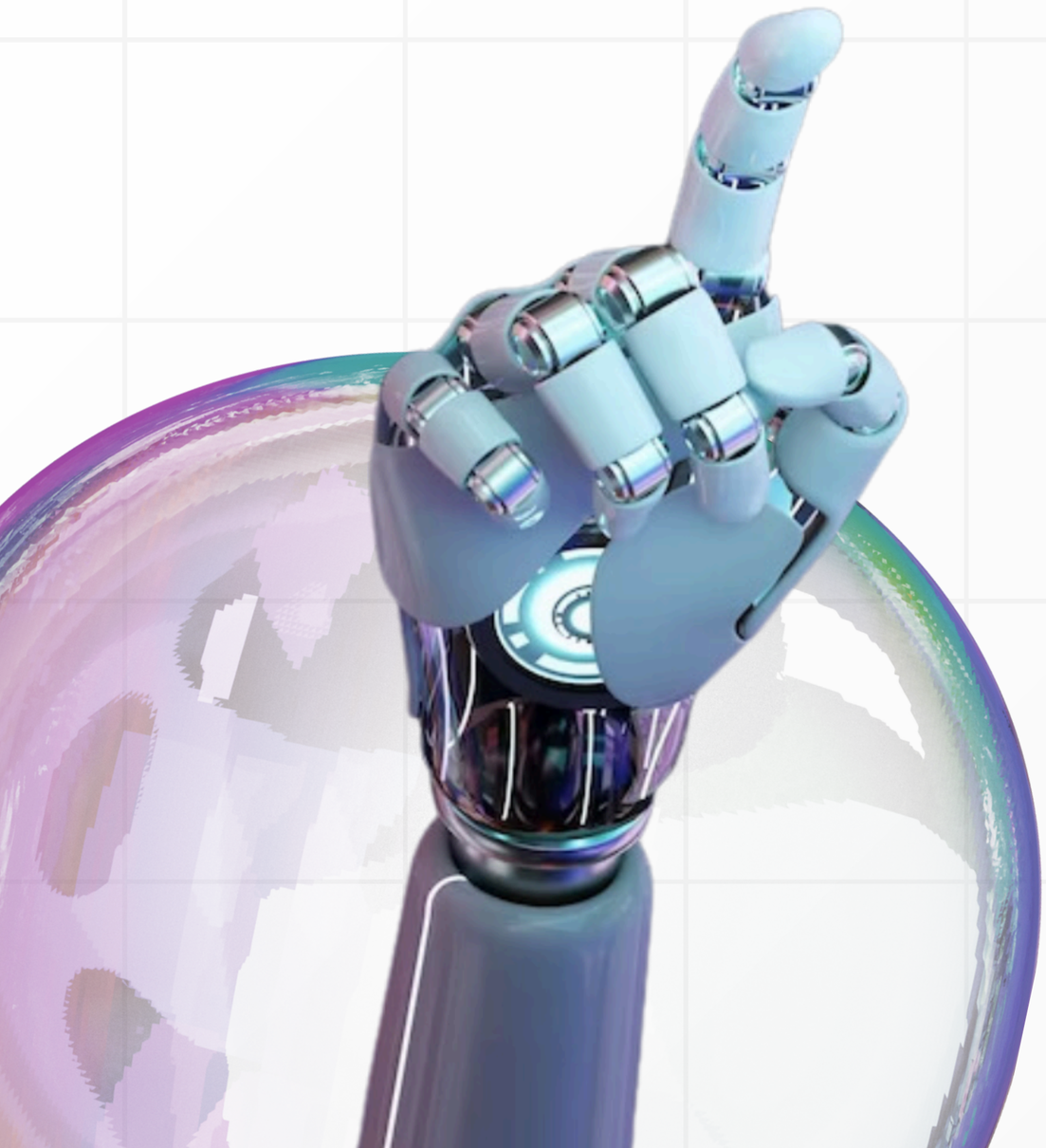
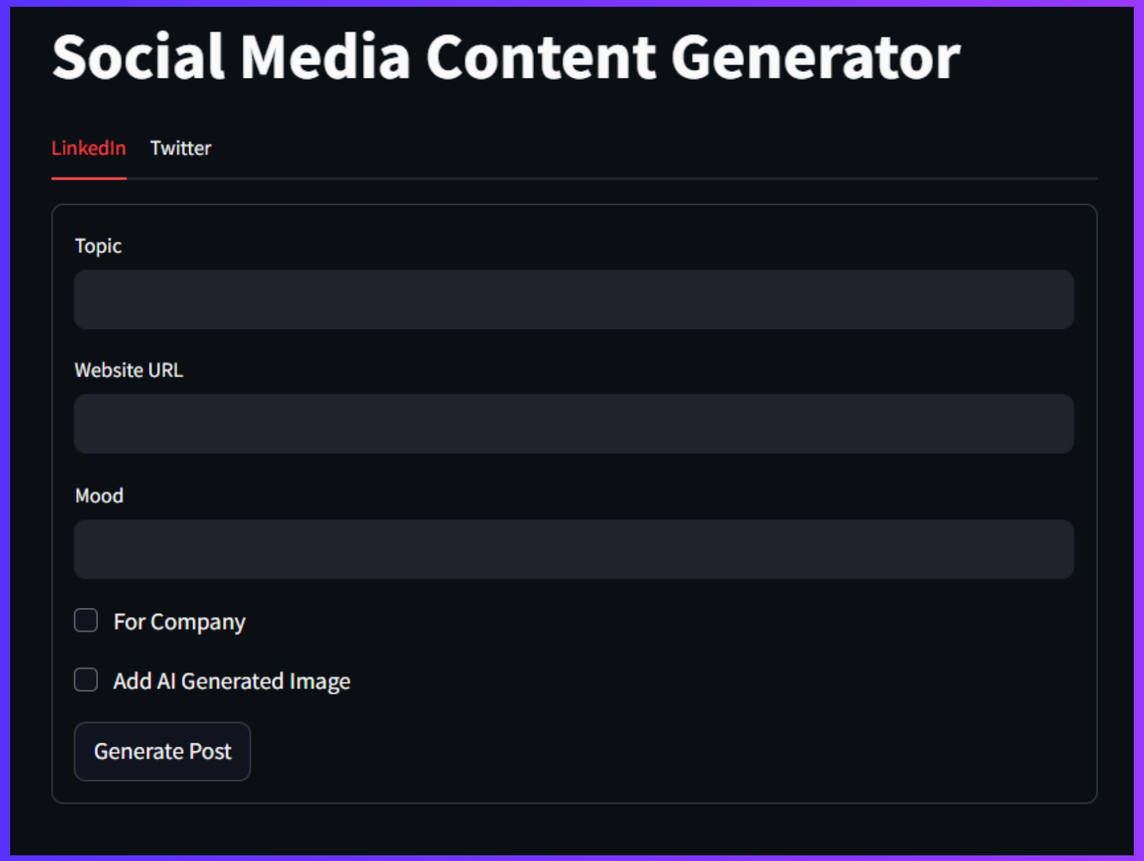


Technology Stack

- **Frontend:** Streamlit
- **Backend:** Python and AI Frameworks and LIbraries
- **AI Tools:** AI71(tiiuae/falcon-180b-chat) for text generation, Diffusion Model for image generation
- **LinkedIn API:** OAuth integration for direct posting to LinkedIn.

DEMO


Social Media Content Generator
LinkedIn
Twitter
Topic
Website URL
Mood
For Company
Add AI Generated Image
Generate Post

Social Media Content Generator
LinkedIn
Twitter
Topic
Instructions
Mood
Generate Post

Social Media Content Generator

LinkedIn Twitter

Topic

Mistakes during learning DSA

Website URL

https://github.com/VINIT3C

Mood

funny

- [ ] For Company
- [x] Add AI Generated Image

Generate Post

Generated Post Content:

🚨 👀 Oops! Mistakes during learning DSA 🐾 🤪

😅 Learning DSA (Data Structures and Algorithms) has been a wild ride for me! 🌊 From forgetting to initialize variables to getting lost in the maze of recursive functions, I've done it all. 🤯

👉 One time, I spent hours trying to figure out why my code wasn't working, only to realize that I had written "=" instead of "==" in my if statement. 😱 #BeginnerMistakes

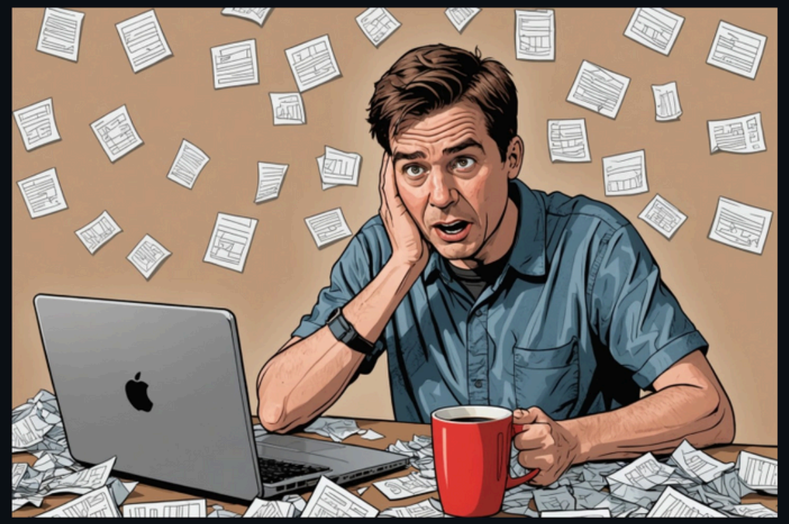
👉 Another time, I accidentally deleted half of my code while trying to copy-paste a function. 😩 #CtrlCNotWorking

👉 And let's not forget the countless times I've debugged my code only to find out that the error was in the first line. 🤦 #DebuggingIsFun

But hey, mistakes are part of the learning process, right? 😇 At least I'm not making the same mistakes twice! 🤓

👉 So if you're also learning DSA, don't worry if you make mistakes. Just keep going and remember to initialize your variables! 😜

👉 Share your hilarious DSA mistakes in the comments below and let's have a good laugh! 😂 #LearningDSA #MistakesAreLessons



☐ Post on LinkedIn

Social Media Content Generator

LinkedIn | Twitter

Topic

Mistakes during learning DSA

Website URL

https://github.com/VINIT3C

Mood

funny

☐ For Company

☑ Add AI Generated Image

Generate Post

☑ Post on LinkedIn

LinkedIn Token

••••••

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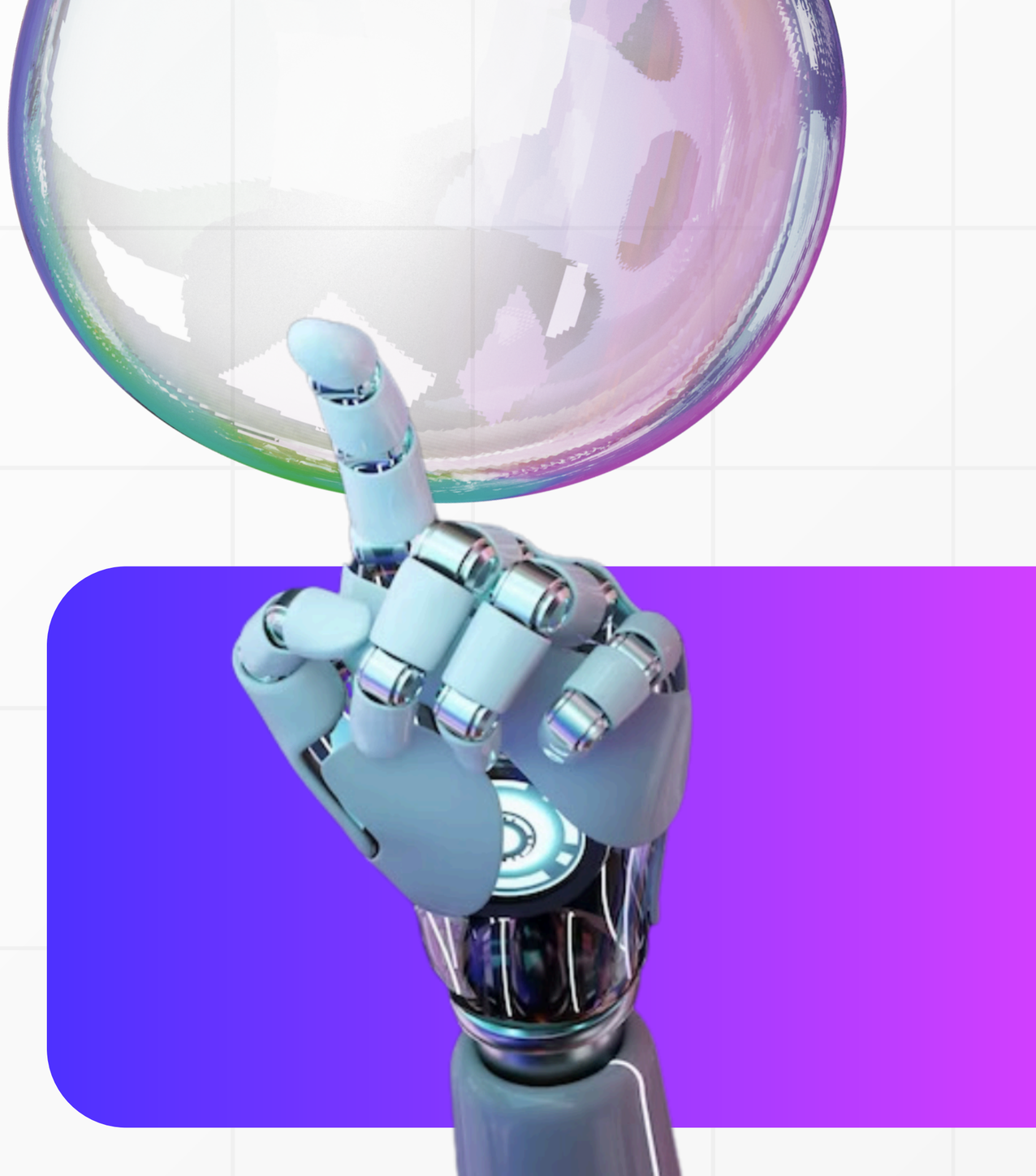
Benefits

- **Efficiency:** Automates the creation and posting of social media content, saving time.
- **Consistency:** Ensures a regular flow of high-quality content across LinkedIn and Twitter.
- **Engagement:** Uses advanced AI to create engaging content tailored to user input.
- **Convenience:** Simplifies the posting process with direct integration to LinkedIn and Twitter.



Future Enhancements

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- **Expanded Platform Support:** Adding functionality for more social media platforms like YouTube, Instagram, Medium, and more.
- **Enhanced AI Capabilities:** Further improving AI for personalized and context-aware content.
- **User Feedback Integration:** Enhancing the tool based on user feedback for better performance and user experience.

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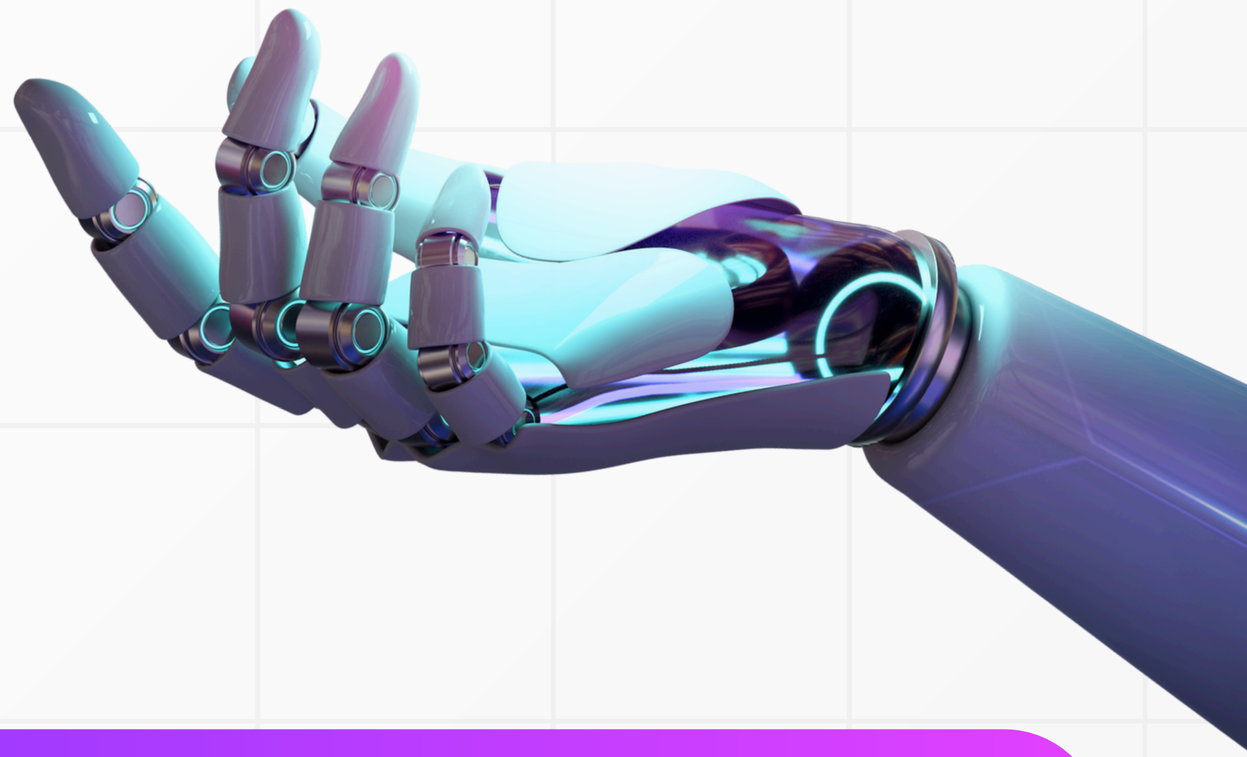
Conclusion

The Social Media Content Generator streamlines content creation and posting for LinkedIn and Twitter, leveraging Falcon's LLMs for text generation. It enhances efficiency and engagement while simplifying the posting process. Thank you for your attention, and we look forward to any questions you may have.



Thank you!