



Social Media Engagement

Pal Pradip¹, Karan Patel², Nidhi Shah³

¹Department of Information Technology, Sigma Institute of Engineering

²Department of Information Technology, Sigma Institute of Engineering

³ Asst. Prof. Department of Information Technology, Sigma Institute of Engineering

Abstract — There's no doubt that almost every business is (or at least trying to be) active on social media. But more often than not, you'll find companies trying to engage with their audience on social channels with no plan or strategy. The purpose of "Social media Engagement" is to create a genuine and meaningful two-way conversation. Once that's established, other business goals such as brand awareness and lead generation will follow naturally. We advance two types of engagement with online media - Personal and Social-Interactive Engagement. Our results show that both types are positively associated with advertising effectiveness. We discuss consumer engagement with a website, provide a systematic approach to examining the types of engagement produced by specific experiences, and show that engagement with the media context increases advertising effectiveness.

Keywords- Online advertising, Media engagement, Consumer behavior, Context effects, online media and Internet marketing.

I. INTRODUCTION

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing. For numerous businesses, the world of social media is a noisy and jam-packed place to try and build brand awareness. The idea of social media engagement is overwhelming for some organizations because there's simply too much that goes into targeting the right audience on each social network. By now, you know social media can work in your favor, but the problem depends on how well you're using these tools to create authentic social interactions and engagement. When it comes down to it, pushing your brand starts with successful engagement strategies. Even though your great-grandmother is probably aware of social media, there are several businesses still left in the dark with effective customer engagement strategies or even with the actual definition of engagement altogether. In fact, a report from Thunderhead said only one in four businesses feel confident in their customer engagement methods.

II. LITERATURE SURVEY ON SME

Let's start with about social media automation and RSS feeds. Keeping social media accounts active is one of the most important components of having success with social media. With that in mind, I'm going to introduce you to a great RSS feeding tool called Social Media Engagement. Social Media Engagement is used to RSS feed posts to your social media accounts. If you just started reading this and feel like I'm speaking another language, you might want to learn what an RSS feed is and how to identify the RSS feed URL. Let me explain why I recommend these settings.

Max posts per update: Basically, when dlvr.it checks this specific RSS feed and finds they have posted multiple new items, you only want to feed one of them at a time. Max posts per day: When you are RSS-feeding a blog, especially one that is not your own, you don't want to fill up your social media feed with promoting them. One reason you are using RSS-feed blogging content is to keep your social media account active while you are off doing other things, not to flood it!

Post Oldest Items First: If you leave this setting on the default of "Trickle Off", when SME checks the RSS feed and sees it has multiple items to post, it will only post whatever you authorized based on "max posts per update", and anything else will be ignored. By selecting "post oldest items first" SME will post the oldest item that hasn't already been posted. During the next update period it will post the next in line, and so on. This setting will help keep your feed active throughout the day. This is of course determined by the number of times the RSS feed is to be updated. Some blogs publish multiple times each day while others publish once a day, once a week, or only once a month

There are two additional settings in this tab and I will highlight them now. One is "Update Frequency". The default of "Every 30 minutes" is fine. This setting tells SME how often you want it to check the RSS feed to see if there is new content available for publishing during a specific update period. I usually change this to "Every Hour", but this isn't as important. The other setting is "Subscribe to PuSH Updates". I have turned this on and off and did not really notice a difference, so I just leave this setting at the default.

III. PROPOSED METHODOLOGY

- 1) Automate RSS feeds to post on social media
- 2) Post through dlvr.it to social media
- 3) Curate content to share on social media

IV. RESULT & EXPERIMENT

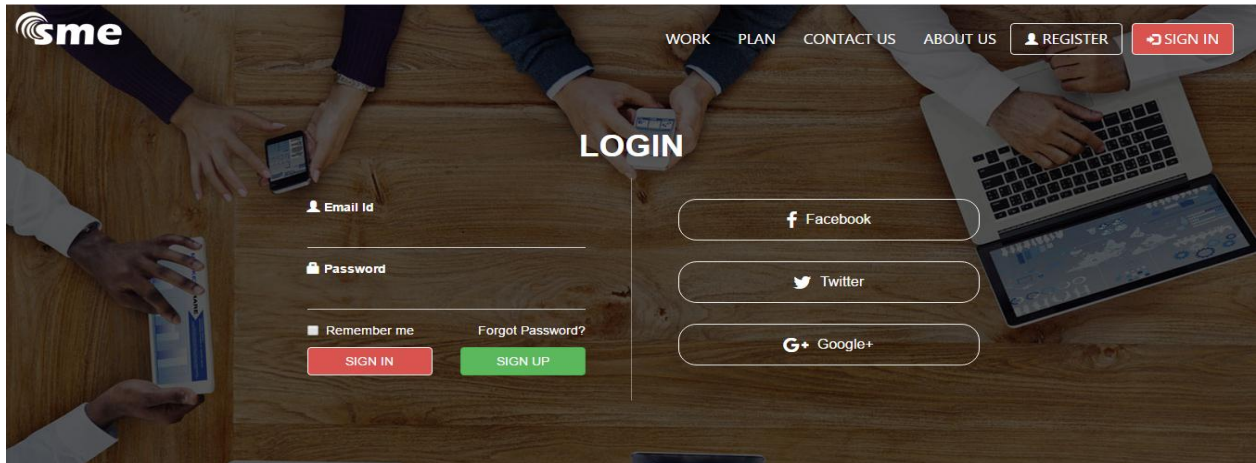


Figure 1 Home page

Pricing Tables		
FREE Package	Standard commercial package	Premium commercial package
\$0 / month	\$10 / month	\$20 / month
Personal Use ✓	Personal Use ✓	Personal Use ✓
Single Commercial License ✗	Single Commercial License ✓	Single Commercial License ✓
Multiple site Commercial license ✗	Multiple site Commercial license ✗	Multiple site Commercial license ✓
Technical Support ✗	Technical Support ✓	Technical Support ✓
Download	Purchase	Purchase

Figure 2 Pricing Table

Contact Us. Contact us for more.

Send Us Message, or contact us from the address below

SME Pvt Ltd.
2nd Floor, Abhishek Complex A Wing,
Near Bank Of Baroda,
GIDC Rd, Makarpura,
Vadodara, Gujarat 390010
Pal Pradip: 8758421804
Patel Karan: 9712387807

NAME	<input type="text" value="Enter your Name"/>
Email	<input type="text" value="Enter your Email"/>
Your Website	<input type="text" value="Enter your Website"/>
Any Message	<input type="text" value="Enter your Message"/>
	<input type="button" value="Submit"/>

Figure 3 Contact Us Page

Registration

account details

Login *

Email *

Password *

Your details

First name *

Last name *

Gender
☒ Male ☐ Female ☐ other

☐ I have read and agree with [Terms of service](#)

register

Figure 4 Registration Page



Figure 5 Help Page

V. CONCLUSION AND FUTUREWORK

We are designing a website for this our project which provides various facilities such as Automate RSS feeds to post on social media, Post through dlvr.it to social media Curate content to share on social media. In future online payment mode can be added and it is easy for MARKETING manager, blogger, marketing person, or users can share their photos on all the social networking sites just by uploading them once on our app, saves a lot of time as a lot of features are integrated in one app and most important connecting the Social Media.

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- [5] .Ruchita. A. Kale¹ Department of Computer Science and Engineering, Prof Ram Meghe institute of Technology & Research, Badnera, Amravati University India.
- [6] .V. M. Deshmukh² Prof. Prof Ram Meghe institute of Technology & Research, Badnera, Amravati University India.