

HATCH HIVE-A SOCIAL MEDIA AGENCY

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Abstract- *Celebrities use social media for increasing fame. Social agencies are present that handles their accounts on daily basis. Thus social agencies can use this application that can manage multiple accounts simultaneously. This application will send tweets, photos, status on regular basis to the clients and if it is approved by the client then it gets uploaded on their respective accounts. Clients are notified about the tweets, status and photos they receive and also about the one that gets uploaded on their account. This can work vice versa as client can also send any photo or status which he wants to upload to the admin and admin gets notified about it and can upload it to his account. Thus agencies can handle multiple accounts through this for multiple clients. One stop solution for multi-platform, multi-clients scenarios.*

Keywords- Celebrities, Social Media Accounts, Social Media Agency

I. INTRODUCTION

Hatch Hive is an application that will be helpful to social media agencies who handles multiple accounts on daily basis. It will be easy to handle various social media accounts of users through one application easily and efficiently. They can send the content to be uploaded on Twitter, Instagram or Facebook to the user via this application and seek for the approval of the user. This will make the communication easy between user and agency. User can choose the content that they wish to upload on their social media accounts. Moreover, they can send their approval or disapproval regarding the tweets or photos or videos that has been sent to them by the agency. Agency can schedule the posts of the users on various accounts so that it will get uploaded on the respective accounts on the scheduled day and time. This will make the work of agency very easy and can handle multiple accounts through one platform.

II. LITERATURE REVIEW

The investigation of the idea was taken place and it was known that most of the celebrities and multinational companies take the help of social media agencies to handle their social media accounts. There are more than 300 digital marketing agencies in India and many more worldwide. According to the current scenario, the agencies are keeping the

client details confidential as if the word spread out about the handling of the celebrity social media accounts to others, then it may affect their fan following and they may face criticism. But we tried to gather information about all the multinational companies and their respective agency.

Pinstorm is one of the agency that handles multiple clients like ICICI bank, Cadbury Dairy milk and many more, while Wat Consults have Reliance, Godrej, Tata and many more under its bag. There are many like these agencies which communicate on daily basis with their clients and handles all their digital media affairs. A review by an employee working in one of this kind agency said that they also handles social media accounts of many actors, directors, and politicians. He says that as they have hectic work schedule and so they don't get enough time to update their social media so they hire agency to handle it. Moreover they are so particular about which posts, tweets and photos are getting uploaded on their account. He also added that as in this digital world it is important for them to connect to their fans via social media so they are hiring agencies for their account to be handled. There are many celebrities around the world who have accepted that their accounts are handled by agency and not by themselves.

Social media helps strengthening brands and companies for those who use it wisely. Having a social media presence helps a brand remain active on all social media platforms like Facebook, Twitter, LinkedIn, and others. Business marketing is an important benefit of hiring a social media agency. Such an agency promotes products and services of a company by devising effective strategies. Marketing is the main function of a social media agency. These companies manage a brand's presence on all social networking sites while working to get the attention of the maximum audience possible. No matter how big or small your business maybe, a social media agency will concentrate in making brand more accessible. For this, an agency can engage social media managers to carry on social media activities, create posts, sharing photos, likes and tweets.

Hatch Hive is a proposed effective solution for the social media agency to handle all their accounts easily. Hatch Hive is an android application that will be able to manage multiple user accounts through one application. This

application will build the communication gap between agency and the users. The client will be able to get the updates regularly from the agency side about what they are posting on their social media accounts. Agency will send the tweets, status or photos to the client first before they are getting uploaded. Clients will be able to approve and disapprove the content that has been sent and decide what they specifically want to post on their social media accounts. Thus, it will make easy for agency and also for clients to communicate and handle their accounts.

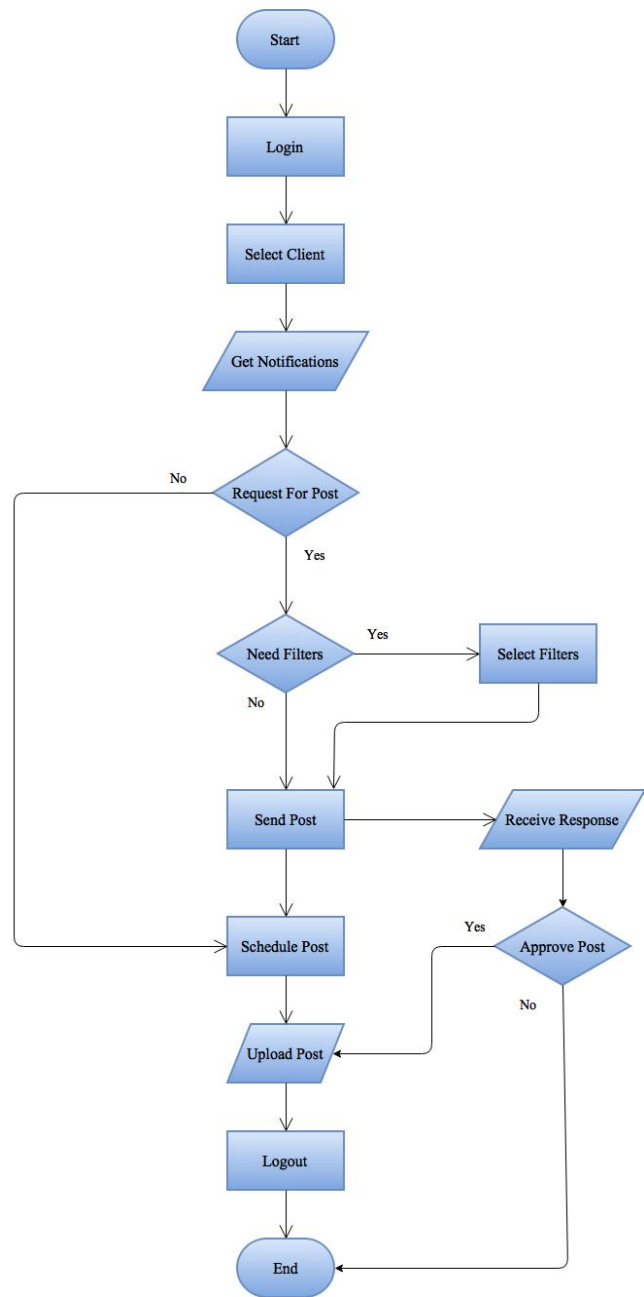
III. METHODOLOGY

Hatch Hive- an android application will work on all android devices. The main purpose of this application is to make work ease for the social media agencies who handles multiple accounts on daily basis. During our research we found out that there is no such existing android application in real world for social media agency. Thus we are interested in developing an application which would surely make a difference to the digital world.

The application will work in following way:

- I. Agency (user) have to Log In or Signup in the application.
- II. The agency will select desired client from the client list.
- III. On selecting the client, the client profile will be displayed.
- IV. Agency have to select profile of either Facebook, Twitter, or Instagram.
- V. Respective profile of each section will display information about the followers, following and posts of that specific social media account.
- VI. There will be an option of manage profile from where agency will send tweets, photos, or videos to the client and wait for their approval.
- VII. The approval or disapproval sent by the clients will be displayed on this page and the approved content will get uploaded on respective accounts of the client.
- VIII. Agency will also be able to schedule posts or tweets from here by choosing specific date and time, so the desired scheduled post will automatically get uploaded at specific time and date mentioned to the account.
- IX. The clients will have option of choosing the filters about the content they wish to receive from the agency.
- X. Similarly, agency can handle multiple users and their social media accounts through one application.

Flow Chart of our application is as follow:



IV. SPECIAL FEATURES

The idea to this application was inspired by one of the existing application named Social Pilot which allow user to handle multiple social media accounts of multiple users. In that application one can schedule posts of various social media like Instagram, Facebook, Twitter, LinkedIn and many more through one application. Thus, inspired by that, we are converting that idea in a way that would be helpful to social media agencies for handling multiple accounts through one application. Thus, it makes our idea of the project unique as there is no such existing android application for social media agency.

Unique Features:

Approval /Disapproval: This is one of the main feature of the application as client can approve or disapprove the content that has been sent to them by agency and decide by themselves what they want to post on their account specifically. This will build the communication gap between agency and the clients and will help agency to work efficiently.

Scheduling: This feature allows agency to schedule posts, photos, tweets or videos on desired account by selecting the post and scheduling it at specific date and time. After scheduling, the required post will get uploaded automatically on scheduled date and time. Thus, agency can schedule the posts for multiple users easily which will be posted automatically whenever required.

Filters: There is also a feature of filters which will be chosen by clients about the field of content they want tweets or photos to be sent to them for approval or to be uploaded on their accounts. One can choose festivals, politics, Social and many other options like these in which they are interested.

Criteria: The client can also set criteria about how much active they want their accounts to be. They can set number of tweets or posts they want per week or per month accordingly. This will help agency to know what client's requirements are.

Multiple Users: As agency handles multiple social media accounts, through this they will be able to do it through one application easily. They can easily move from one user's accounts to others and handle it through one application.

V. CONCLUSION

Hatch Hive is totally oriented towards the idea of handling multiple user accounts and their respective multiple social media accounts through one android application for agency. As there is no such existing android application till now this will definitely have impact in the digital world. More research in this field is possible by contacting multi-level social media agency and proposing this idea to them. If they approve the idea and are ready to share all the confidential details about their users then this may work as a successful live android application for them. If it happens as so it will surely make agencies' work minimal.

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