

## **Facebook PostBot for Organisational Purpose**

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### **ABSTRACT**

*In April 2016, Facebook presented a bot for Facebook Messenger, and bots became more popular than before. A bot (a common nickname for software robot) is an automated or semi-automated tool that carry out repetitive and mundane tasks to maintain the webpages. Internet bots or Robots are automatic processes that interact with Wikipedia or other media as they were human. Numerous applications of postbot such as handling multiple websites, maintain number of webpages automatically, etc. Services provided by bots include Virtual Assistance for web page, promotional activities, weather forecasting, news notifications etc. Bots can be used for personal, commercial and social purpose. Bots can be used for fun and entertainment purpose even. The important features of bots are instant data sharing, less time consuming, easiness in handling, etc. In this project we are developing a 'Postbot for Facebook' and will discuss about it's application for promotional purpose.*

**Keywords:-** Bots, Scrapper, SDK, API

### **I.INTRODUCTION**

An Internet bot, also known as web robot, WWW robot or simply a bot, is a software application that runs automated tasks (scripts) over the Internet. The existence of bots is nothing new and the most of online sales companies have the bots to assist user while he/she performs shopping activity (forexample, assistance with flight ticket reservation or for user's compliance related to bought product). The main difference between bots before and Facebook post bots at the moment lies in the fact that Facebook post application is currently in developing stage. With a Facebook bot it is easier to reach lots of people instantly which was not a case with the bots made for a particular customer service. Facebook Postbots can be used for broadcast messages to all of the subscribed users.

#### **1.1 Origin of Research Problem**

In busy schedule, users don't get time to upload the photos and to share the necessary information at proper time. In this case the postbot will help users by automated posting. For promotional purpose it becomes difficult and hectic to the organizations to do everything manually. There is need of an automated system for same purpose.

#### **1.2 Objective of Work**

To develop an internet bot for posting purpose, that can work automatically and can be utilized for promotional purpose by colleges, organizations and industries

#### **1.3 Components**

SDK :- Software Development Kit, provided by Facebook

Scraper :- The one who bought the data

RSS :- Rich Site Summary

## II.METHODOLOGY

To develop a postbot with objective of automated posting Divide and conquer methodology is used. The main module of

facebook postbot is divided in three submodules:

a) Bot stage

b) Bot stage II

c) Bot stage III

In Bot stage I first the scrapper is created; the job of scrapper is to collect the information. The RSS feed is provided to scrapper, RSS feed is nothing but XML webpage which contains latest information regarding user intrested keyword.

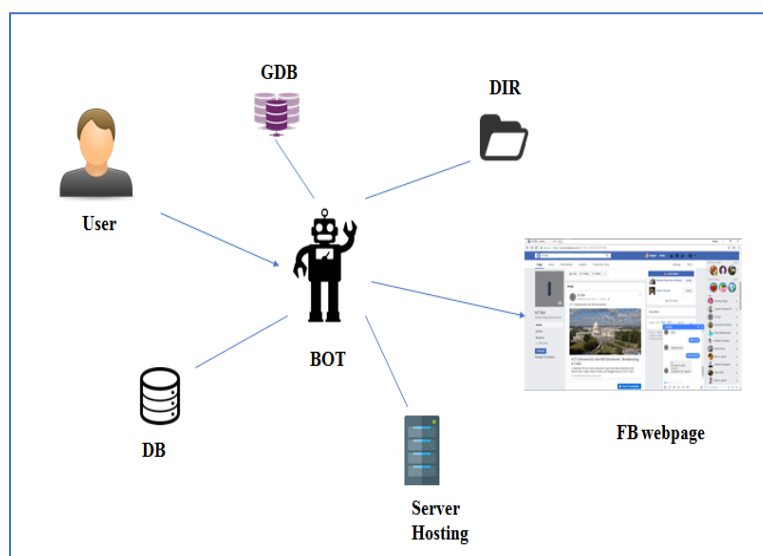
In bot stage II the manual webpage is created for taking user's input. In this module, we upload these photos from user to the Facebook page.

In bot stage III, We have set default directory for the user where user will upload his photos to that directory. There will be scanning script which will scan the directory, the results will be given to bot and bot will post those photos on Facebook page by user's permission. After posting photos these images will be moved to archive folder, so that new can be guessed. These scripts will be set to cron jobs so that periodically these scripts will be executed.

This is how automation posting can be achieved.

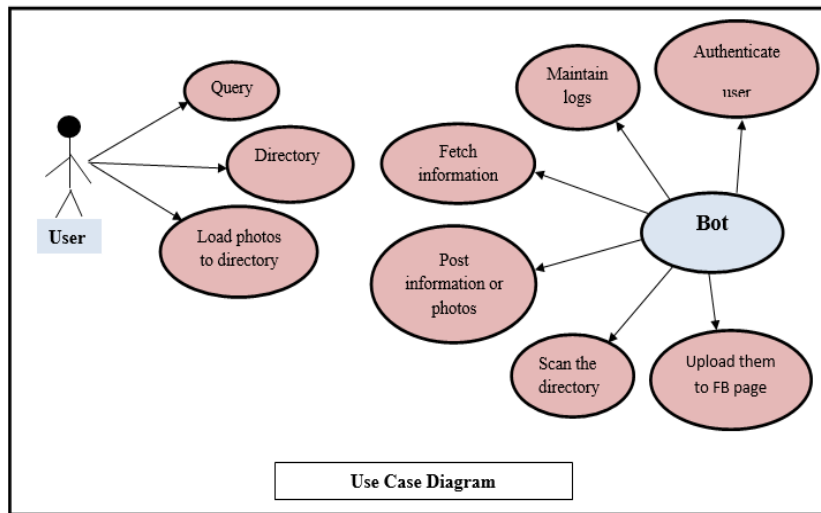
## III.FIGURES

### 3.1 PROPOSED ARCHITECTURE



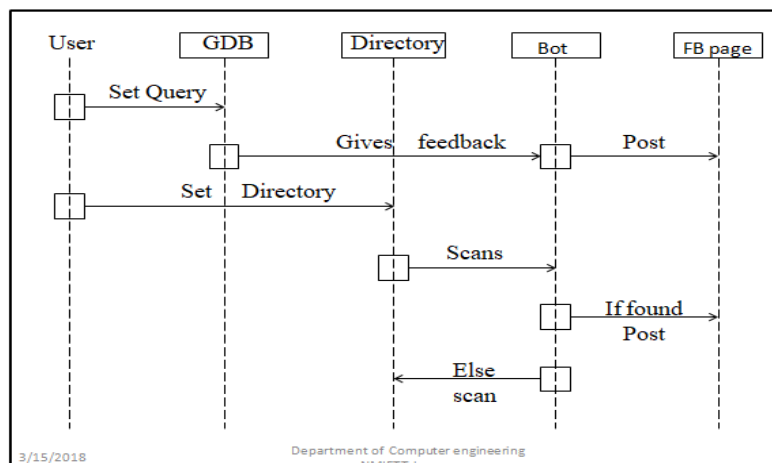
The proposed architecture consist number of elements; Google Data Base(GDB), directory, database, server hosting and scrapper. Only authenticated users can have access to the directory. The data or the photos that authenticated users want to share are uploaded in the directory which is set initially. The sever hosting is available constantly for same purpose. Databse stores all this data. By scanning the directory user will be notified for newly entered data. And by user’s permission it will be posted on Facebookpage.

3.2Usecase diagram



There are two actor in our system, user is primary actor and bot is secondary actor. There are different attributes of both actors user and bot. Primary actor will set a query, set directory, and load photos in directory. Bot will perform the actions on the user’s decision by using its attributes.

3.3Sequence diagram

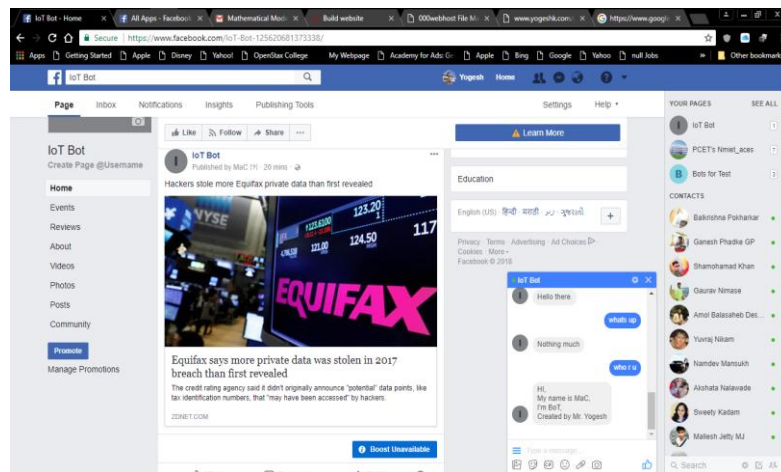


User will set query for google database and through the scrapper it is given to bot. Bot will post the data on target Facebook Page. While using directory, user will set directory for posting purpose. The scanning script will always run in background to scan the directory for new feed to post. If it found any new data then it is posted on the Facebook Page. If the data is not found then it will scan the folder after particular interval of time.

#### IV. EXPECTED RESULTS

- Virtual assistance for web pages
- Automated posting with less human intervention

By using the methods of execution mentioned above[2] we will get the output as shown below. The user desired keyword is set and the related data is posted on Facebook page. In a same way photos and desired information is posted on Facebook page using Facebook postbot.



#### V. CONCLUSIONS

A web bot for automated and efficient posting on Facebook page is developed. Information sharing on large scale with less human intervention is achieved. Application for promotional purpose by organizations in minimum time span. Facebook manager bots are still fairly new and yet not well explored, so our future research might focus on bot's security and how it can affect businesses. From this project we developed the Organization and business promotional purpose Facebook bot.

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