

SOCIAL MEDIA WATCH LATER PLUGIN FOR GOOGLE CHROME

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Current society is indulged in social media. Social media has become one of the most human interactive ways of sharing information, doing business on line and joining people together. Modern cooperate business world try to use social media to its advantage. In social media people share their feelings, findings and personal and public news etc. In social Medias like Google+, Facebook, Yammer information is posted in to a common time line view. Thousands of people post such information at a time. Relevant information on geographic areas or regions is posted in a public time line. When a user goes through this public time line, he might see a post that he want to check more, but do not have time now to check it. In current social media, if a user was not able to click to it and go deep in to it as soon as he sees it in the public time line, that post will go below due to the new posts comes up from other thousands of users. When the user wants to check it again, he has to drag down the time line and will have to search for it. This is very time consuming and most of the time user will not be able to find that post.

In cooperate business, social media systems like yammer most of the time users need to check for past posts in public time line which were published by company CEO, VPs and HR. This becomes hard for the target audiences. Providing a solution for this problem is the target of this product. Since most of the time social media applications are used through web browsers this research is targeting Google chrome browser as the platform. For this project Facebook is used as the main social media application. (Yammer is installed inside cooperate systems which cannot be accessed by the developer before developing a proof of concept system like a plugin to Facebook). Final outcome of the system will enable the users to select a post from a Facebook time line and add it as a bookmark to the newly developed application, so that users can check it later. Ability to add multiple bookmarks and searchable ability among them are needed.