



Social Media Integration

Introduction:

One of our clients is a one-stop solution for alumni engagement that caters to all needs of alumni and schools/colleges. It is an interactive platform that helps colleges, its alumni, students and parents to engage, bond and contribute towards growth for everyone. It promotes interaction between the current students and alumni, encouraging professional networking and collaboration between them.

Opportunity:

In this digital era, people are increasingly getting connected to the internet round the clock using platforms like Facebook, Twitter, LinkedIn, etc. Social media helps reach people anywhere in the world, aids in marketing for successful business, advertising products and more. Our client wanted to integrate social media to their platform solution so that they could add multiple functionalities to their offerings and maximize the gains from the wider audience.

Solution:

NorthAlley understands the benefits of social media. Using agile methodology and our unique EDGE approach, NorthAlley sat down with the client for a detailed requirement gathering session. Once the process was completed and equipped with the understanding of the critical pain points of schools, students and alumni relations, we devised a suitable social media strategy that would fit the needs of the business. Targeting all media may result in spam. Specific and choice social activity mediums were chosen and key features integrated with the client's platform.

Users can now network among the community - import data or get updates and share the data directly to and from social media sites. This also helps keep the database of the client always up to date and enhances the functionality and service offered to customers, i.e., the schools, with regard to alumni engagement. There is also quick reporting and dashboarding facility that we have integrated from where all activity can be monitored.

Technologies Used:

Backend Development Language: PHP

Framework : CodeIgniter

Backend database: MySQL

PHP Library: HybridAuth