

# Optimization of Social Media Posts

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**Abstract-** A social media optimization system filters social media posts based on criteria specified by a user. The system receives a request from a user to hide social media posts associated with a specified criteria. The specified criteria can be location criteria, event criteria, person criteria, and/or time criteria. Further, the system identifies a set of social media posts on a social media website. Then, the system determines social media posts from the set of social media posts that meet the specified criteria. The system further modifies the set of social media posts by removing or otherwise hiding the social media posts that meet the specified criteria. The system presents the modified set of social media posts to the user.

## I. PROBLEM STATEMENT

Social media is an important means of communication in modern society. People have various social media accounts, allowing them to share posts, messages, photos, videos, etc., with a large number of people at any time. The volume of social media posts can be overwhelming and people may want to limit, prioritize or otherwise highlight the posts they see. While some social media websites provide users with the option to hide social media posts from a particular user or community, there is a need to provide a more flexible and user friendly way of filtering social media posts that are not of interest (or of special interest) to the user. A more advanced and convenient system for filtering social media posts is described.

## II. SOCIAL MEDIA OPTIMIZATION SYSTEM

The systems and techniques described in this disclosure relate to a social media optimization system that filters social media posts. The system can be implemented for use in an Internet, an intranet, or another client and server environment. The system can be implemented locally on a client device or implemented across a client device and server environment. The client device can be any electronic device such as a mobile device, a

smartphone, a tablet, a handheld electronic device, a wearable device etc.

Fig. 1 illustrates an example method 100 for filtering social media posts. The method can be performed by a system that filters social media posts, for example, the social media optimization system. The system can be implemented for use by a social network service. For example, the system for filtering social media posts can be a feature built into the social network service or a 3rd party system that is accessed through an application programming interface (API) by the social network service. An example graphical user interface (GUI) 204 of a social media optimization system 202 is illustrated in Fig. 2.

The system receives a request from a user to hide social media posts associated with a specified criteria (Block 102). Additionally or alternatively, the system can receive a request from a user to flag, mark, annotate, tag, re-prioritize, or highlight posts associated with a specified criteria. The user may be browsing his social network on a social network service. The user may decide that he no longer wants to see social media posts of a certain criteria. The user can identify these criteria for the system, as described below. The criteria can identify any characteristic of social media posts. For example, the user can specify one or more persons if the user does not want to see social media posts generated by and/or about the persons. As a further example, the user can specify one or more locations or events if the user does not want to see social media posts about the locations and events or social media posts generated at the locations and events. As an additional example, the user can specify a period of time for which the user does not want to see social media posts. The user can specify a combination of social media post criteria, e.g., a person and an event, for the system to filter. For example, if the user is not invited to a party but his friend is, he may not be interested in viewing social

media posts of his friend at the party. In another example, if the user is angry at a friend, he may not be interested in viewing social media posts associated with his friend for a period of time.

In order to specify the criteria, the user identifies the criteria for the system through a GUI provided by the system and social network service as illustrated in FIG. 2. The user can select settings 208 from the GUI 204. The GUI 204 is of a social networking website page. The GUI 204 includes posts 212, 214, 216 and selectable tabs such as home 206, settings 208, and logout 210. The user can modify the settings option based on the desired criteria. The 'settings' option includes various sub-menu options such as general 201, privacy 203, security 205, and hide posts 207. On selecting 'hide posts,' the system presents the user with options to specify criteria to hide social media posts. The criteria can include location criteria 209, person(s) criteria 211, event criteria 215, and time criteria 217. Using location criteria, the user can specify a particular location, e.g., Eiffel Tower, San Francisco, that the user does not want to see social media posts about or social media posts generated from. Using person(s) criteria, the user can specify a person's name, e.g., John, that the user does not want to see social media posts generated by and/or generated about. Further, using event criteria, the user can specify an event, e.g., Jimmy's Concert, Winter Olympics, that the user does not want to see social media posts about or social media posts generated from. The user can also specify a period of time that the user does not want to see social media posts. For example, the user can choose to hide posts associated with a particular location, event, or person for a certain number of days. The time can be manually set by the user in hour, day, week, or month format.

Further in Fig. 1, the system receives a set of social media posts (Block 104). The set of social media posts can be posts from any user, group, or community of the social network that may be presented to the user on the user's social network page. The set of social media posts can be identified, e.g., algorithmically, by the social network as of interest or relevant to the user.

The system determines social media posts from the set of social media posts that meet the specified criteria (Block 106). Each social media post is analyzed to determine if it meets the set of

criteria specified by the user. Where the user specifies a location criteria, the system analyzes the social media posts for an association with the specified location. Text, geotag (e.g., location the post was generated), and pictures associated with a social media post can be analyzed. Text can be analyzed for mentions of the specific location name. Geotag can be analyzed to determine if the post was generated at or near the specific location. Pictures can be analyzed, e.g., through machine learning techniques, to determine if the picture depicts the specified location.

Additionally, the Exchangeable image file format (EXIF) data for the photo can also be analyzed to determine if the picture depicts the specified location. As an example, if the user specified the Eiffel tower as a location criteria, the system determines the social media posts from the set of social media posts that are associated with the Eiffel Tower. The system can determine social media posts with text that include "Eiffel Tower," and/or posts of a picture of the Eiffel Tower, and/or posts geotagged at a location at or near the Eiffel Tower in Paris to meet the user's specified location criteria. Where the user specifies a person criteria, the system analyzes the social media posts for an association with the specified person. Text, geotag (e.g., location the post was generated), and pictures associated with a social media post can be analyzed. Text can be analyzed for mentions of the specific person's name. Geotag can be analyzed to determine if the post was generated at or near a location associated with the specified person, e.g., the person's home. Pictures can be analyzed, e.g., through machine learning techniques, to determine if the picture is of the specified person. As an example, if the user specified Kardashian as a person criteria, the system determines the social media posts from the set of social media posts that are associated with Kardashian. The system can determine social media posts with text that include "Kardashian," and/or posts of a picture of Kardashian to meet the user's specified person criteria.

Where the user specifies an event criteria, the system analyzes the set of social media posts for an association with the specified event. Text, geotag (e.g., location the post was generated), and pictures associated with a social media post can be analyzed. Text can be analyzed for mentions of the specific event name. Geotag can be analyzed to determine if

the post was generated at or near a location associated with the specified event. Pictures can be analyzed, e.g., through machine learning techniques, to determine if the picture is from or of the event. As an example, if the user specified the Sochi Winter Olympics as an event criteria, the system determines the social media posts from the set of social media posts that are associated with the Sochi Winter Olympics. The system can determine social media posts with text that include “Sochi,” “Winter Olympics,” or “Sochi Winter Olympics” and/or posts of a picture of the Sochi Winter Olympics venue and/or posts geotagged in Sochi to meet the user’s specified event criteria.

Additionally, the system can also check if any time criteria is also associated with the social media post. The user can request to hide social media posts from a particular location, event, or person for a particular time frame, e.g., ‘hide posts from Eiffel tower for 3 days,’ ‘hide posts from John for 20 hours,’ etc. The user can specify multiple criteria to hide posts at one time.

In response to determining the social media posts from the set of social media posts that meet the specified criteria, the system modifies the set of social media posts by removing the social media posts that meet the specified criteria (Block 108). The system can modify the set of social media posts

by hiding the social media posts that meet the specified criteria. Alternatively, the system may modify the set of social media posts by making the social media posts that meet the specified criteria appear visually different from the posts which do not meet the specified criteria, e.g., greying out of the social media posts that meet the specified criteria. Alternatively or additionally, the system can flag, mark, annotate, tag, re-prioritize, or highlight posts that are filtered using similar criteria. Then, the modified set of social media posts is presented to the user (Block 110). For example, the modified set of social media posts are presented to the user in the GUI of the social network.

The subject matter described in this disclosure can be implemented in software and/or hardware (for example, computers, circuits, or processors). The subject matter can be implemented on a single device or across multiple devices (for example, a client device and a server device). Devices implementing the subject matter can be connected through a wired and/or wireless network. Such devices can receive inputs from a user (for example, from a mouse, keyboard, or touchscreen) and produce an output to a user (for example, through a display). Specific examples disclosed are provided for illustrative purposes and do not limit the scope of the disclosure.

### III. DRAWINGS

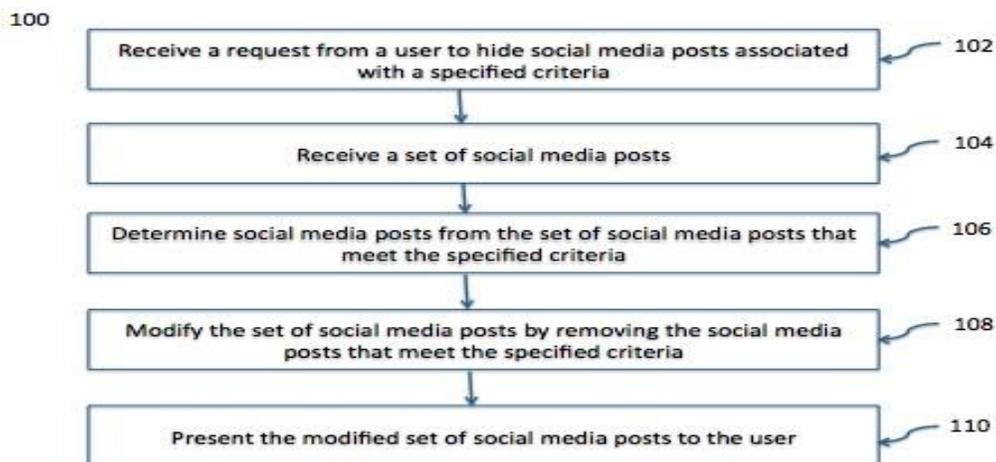


FIG. 1

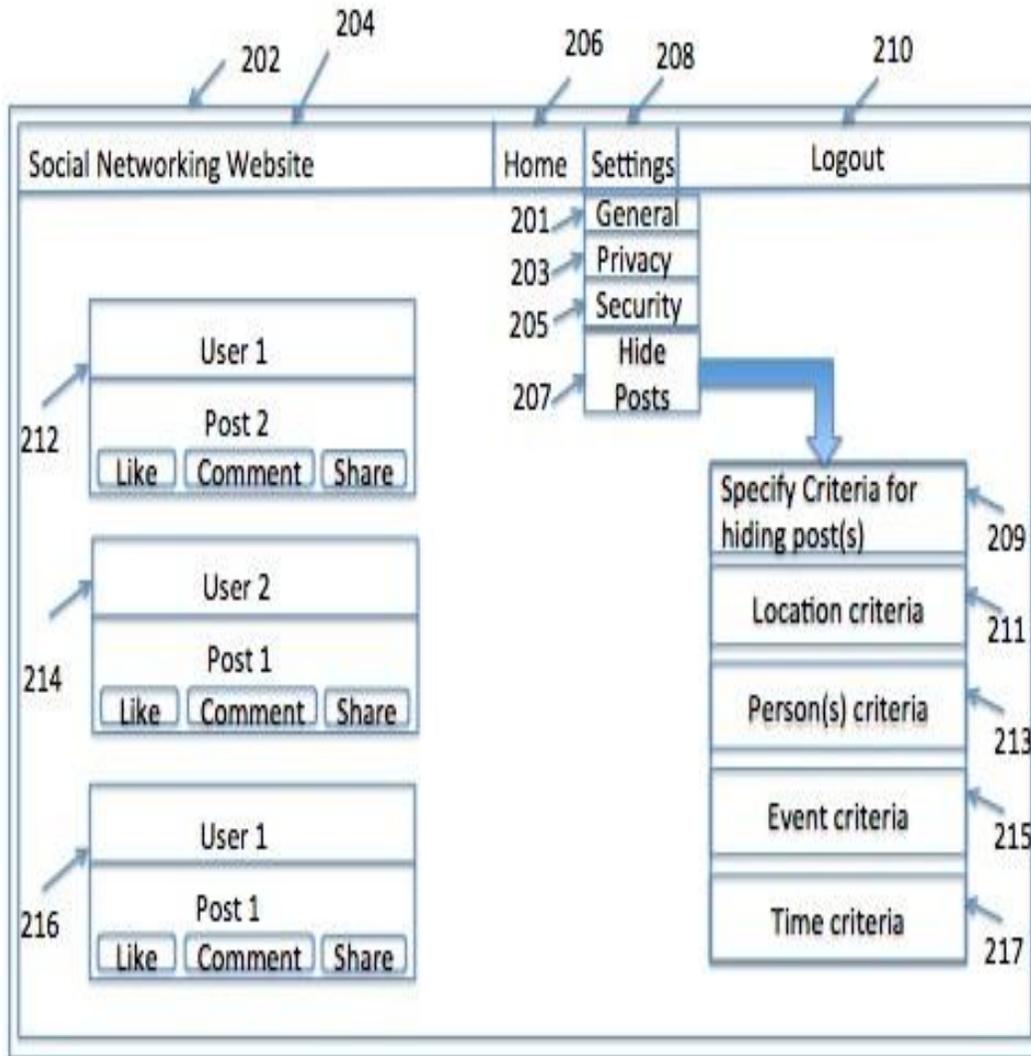


FIG. 2