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## Automatic generation of social network posts for private domains

Hariharan Chandrasekaran

Harish Chandran

Archit Gupta

Natarajan Chandrashekar

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## **Automatic generation of social network posts for private domains**

### **ABSTRACT**

This disclosure describes techniques to generate a stream of content related to the interests of users in a social media platform. The social media platform is private, e.g., restricted to a private domain, e.g., within a company or organization. The content includes social networking posts that are automatically generated from public sources, such as web URLs. A bot is deployed to scan web URLs periodically to identify recent content that is relevant and likely of interest to users within the domain. A social media post, e.g., including an automatically generated summary and/or an image is generated. Users within the private domain can communicate and share commentary on the social media post. This enables users within a domain to discover content of interest and to have a secure forum for discussion.

### **KEYWORDS**

- Private domain
- Social media platform
- intranet
- bot

### **BACKGROUND**

Social media platforms within a private domain, e.g., restricted to users within an organization, are used to share information and for discussions among the users. Such social media platforms only include content that has been created within the platform by users, e.g., social media posts made by users. New users do not have a social graph when they join the social media platform.

Users of the private domain social media platform typically see content (e.g., posts) that is popular or trending within the social media platform; content that is inferred as being relevant to a respective, e.g., based on a user profile, if the user permits access to the user profile; content from other users in the social graph of the user; and public posts on the social media platform. For users of a private domain social media platform, there may be a limited amount of content on the social media platform, e.g., if other users within the domain on the social media platform contribute limited amount of content.

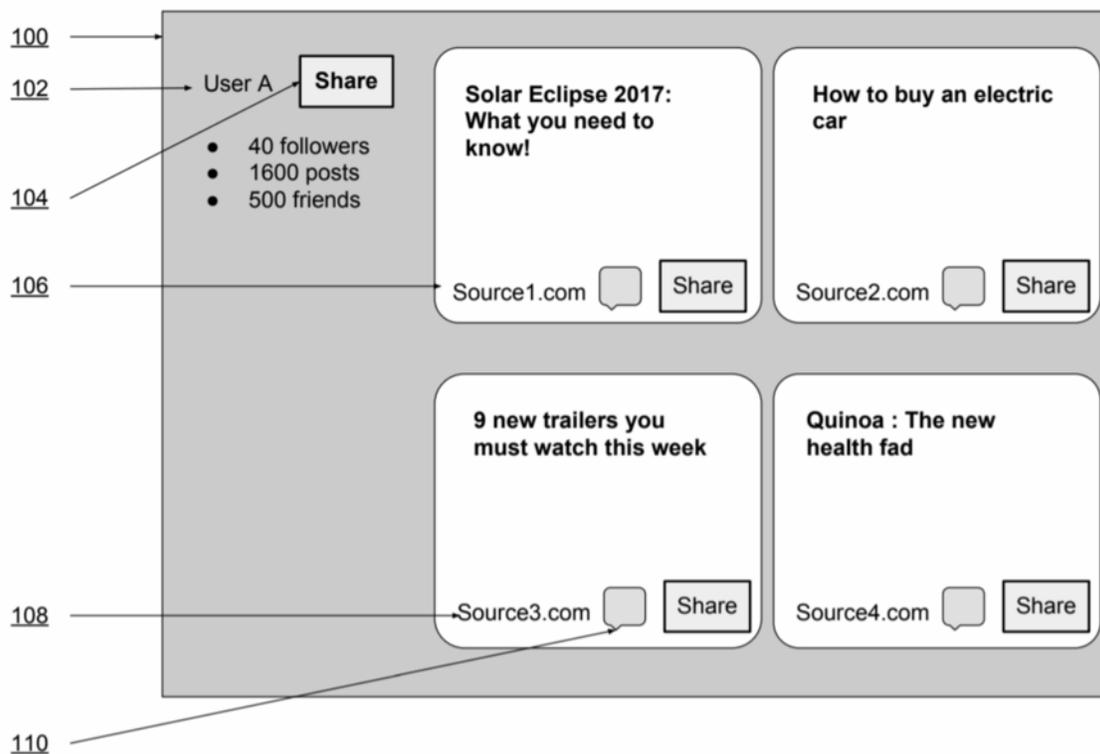
## DESCRIPTION

User experience on private domain social media platforms can be improved if relevant content from outside the platform is made available. To provide such relevant content, this disclosure employs a bot.

The bot is configured to scan public internet articles periodically e.g., daily, for recently published information that is likely relevant and interesting to users within the private domain social media platform. The articles are identified based on interests of users within the domain, when users permit use of such information. Once such information is identified, the bot generates a post on the social media platform.

The post can include, e.g., a summary of the article with an image, if available. A link to the article can also be included. The post is restricted to users within the private domain. The post is included in a section or grouping that is distinct from user-generated content within the social media platform.

Users within the private domain can communicate and share commentary on the social media post. This enables users within a domain to discover content of interest and to have a secure forum for discussion.



**Fig. 1:** Automatically generated posts in a private domain social media platform

Fig. 1 shows an example user interface for a user of a social media platform within a private domain. As shown, the user interface includes a content stream with recommended content. User A (102) access the social media platform (100) via a computing device, e.g., laptop, desktop, tablet, smartphone, etc. User A can contribute posts, comments, etc. on the platform, e.g. using share button (104).

The recommended content stream includes posts (106) that are automatically generated using techniques of this disclosure, as described above. User A can any of the posts from the recommended content stream with other users and participate in a discussion on the posts, e.g., using a comment button (110). The posts include content summary and images that are sourced from public internet articles (108)

In situations in which certain implementations discussed herein may collect or use personal information about users (e.g., user data, information about a user's social network, user's location and time at the location, user's biometric information, user's activities and demographic information), users are provided with one or more opportunities to control whether information is collected, whether the personal information is stored, whether the personal information is used, and how the information is collected about the user, stored and used. That is, the systems and methods discussed herein collect, store and/or use user personal information specifically upon receiving explicit authorization from the relevant users to do so. For example, a user is provided with control over whether programs or features collect user information about that particular user or other users relevant to the program or feature. Each user for which personal information is to be collected is presented with one or more options to allow control over the information collection relevant to that user, to provide permission or authorization as to whether the information is collected and as to which portions of the information are to be collected. For example, users can be provided with one or more such control options over a communication network. In addition, certain data may be treated in one or more ways before it is stored or used so that personally identifiable information is removed. As one example, a user's identity may be treated so that no personally identifiable information can be determined. As another example, a user's geographic location may be generalized to a larger region so that the user's particular location cannot be determined.

## CONCLUSION

This disclosure describes techniques to automatically generate relevant content, e.g., posts, on a social media platform accessible to users of a private domain. The posts are generated from articles on public internet links that match interests of users within the private domain.

Users within the private domain can communicate and share commentary on the social media post. This enables users within a domain to utilize the social media platform to discover content of interest. Further, the private domain social media platform provides a secure forum for discussion amongst users within the private domain.