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Systems and Methods for Social Media Customization

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SYSTEMS AND METHODS FOR SOCIAL MEDIA CUSTOMIZATION

Introduction:

The present disclosure provides systems and methods for customizing content uploaded to a web service (e.g., a social media service). In particular, a content manager (e.g., content owner/creator) who generates original content (e.g., book(s), film(s), audio recording(s), etc.) can provide a set of customizations (e.g., an overlay, watermark, hashtag, etc.) associated with the original content. When a user uploads user-generated content that includes one or more representations of the original content (e.g., a picture of a book cover, a video clip from a film, a sample of an audio recording, etc.), the user can be provided with the set of customizations associated with the original content for selecting one or more customizations to include with the user-generated content. This can allow the user to better connect with the content manager. Additionally, by uniformly including one or more customizations with a plurality of user-generated content posted by different users, the user-generated content can provide increased value for the content manager.

Summary:

According to aspects of the present disclosure, a user can generate user-generated content and upload the user-generated content to a web service via a user computing system. The web service can communicate data indicative of the user-generated content to a customizations portal, and in response the customizations portal can provide data indicative of a set of customizations to web service. The set of customizations can include one or more customizations associated with an original content associated with the user-generated content. The user can select one or more customizations from the set of customizations to include with user-generated content, and post the user-generated content with the selected customization(s) via the web service.

According to aspects of the present disclosure, a content manager can generate original content and one or more customizations associated with the original content. The content manager can access a customizations management portal, via a computing system associated with the content manager, and provide data indicative of the original content and the one or more customizations to the customizations management portal. The customizations management portal can access a products database and a customizations database to register the original content and the one or more customizations. The products database can include a database of original content, and the customizations database can include a database of customizations. In some implementations, the products database is joined with a database of entities.

According to aspects of the present disclosure, the customizations portal can receive the data indicative of the user-generated content and communicate with an entity recognition service that returns data indicative of one or more entities (e.g., objects, clips, samples, etc.) in the user-generated content. The customizations portal can access the products database to identify the original content represented in the user-generated content based on the data indicative of the one or more entities, and access the customizations database to retrieve one or more customizations associated with the original content. The customizations portal can provide a set of the one or more customizations to the web service.

Detailed Description:

Figure 1 depicts a block diagram of an example computing system 100 for social media customization. In particular, Figure 1 illustrates one example computing system that can be used to implement the present disclosure. Other computing systems can be used as well. The system 100 includes a computing system 104 associated with a user 102, a computing system 114

associated with a content manager 112, and one or more remote computing systems 124. The remote computing system(s) 124 can include a customizations portal 130, entity recognition service 132, products database134, customizations database 136, and customizations management portal 138.

The computing system 104/114 can be any type of computing system, such as, for example, a personal computing device (e.g., laptop or desktop), a mobile computing device (e.g., smartphone or tablet), a gaming console or controller, a wearable computing device, an embedded computing device, or any other type of computing device. The computing system 104/114 can include one or more processors and a memory. The one or more processors can be any suitable processing device (e.g., a processor core, a microprocessor, an ASIC, a FPGA, a controller, a microcontroller, etc.) and can be one processor or a plurality of processors that are operatively connected. The memory can include one or more non-transitory computer-readable storage mediums, such as RAM, ROM, EEPROM, EPROM, flash memory devices, magnetic disks, etc., and combinations thereof. The memory can store data and instructions which are executed by the processor to cause the computing system 104/114 to perform operations.

The computing system 104/114 can also include one or more user input components that receives user input. For example, the user input component can be a touch-sensitive component (e.g., a touch-sensitive display screen or a touch pad) that is sensitive to the touch of a user input object (e.g., a finger or a stylus). The touch-sensitive component can serve to implement a virtual keyboard. Other example user input components include a microphone, a traditional keyboard, camera device, or other means by which a user can provide user input.

The remote computing system(s) 124 includes one or more processors and a memory. The one or more processors and the memory can be analogous to the computing systems

104/114. The memory can store data and instructions which are executed by the processor to cause the remote computing system(s) 124 to perform operations. In some implementations, the remote computing system(s) 124 includes or is otherwise implemented by one or more computing devices. In instances in which the remote computing system(s) 124 includes plural computing devices, such computing devices can operate according to sequential computing architectures, parallel computing architectures, or some combination thereof.

The computing system 104/114 and the remote computing system(s) 124 can communicate over a network 180. In some implementations, one or more computing devises in remote computing system(s) 124 can also communicate over the network 180. The network 180 can be any type of communications network, such as a local area network (e.g., intranet), wide area network (e.g., Internet), or some combination thereof and can include any number of wired or wireless links. In general, communication over the network 180 can be carried via any type of wired and/or wireless connection, using a wide variety of communication protocols (e.g., TCP/IP, HTTP, SMTP, FTP), encodings or formats (e.g., HTML, XML), and/or protection schemes (e.g., VPN, secure HTTP, SSL).

According to aspects of the present disclosure, the computing system 104 can include one or more applications such as, for example, a social media application 106 that can allow the user 102 to upload user-generated content to a social media web service. The user 102 can generate the user-generated content and upload the user-generated content via the social media application 106. The social media application 106 can communicate data indicative of the user-generated content to customizations portal 130, and in response the customizations portal 130 can provide data indicative of a set of customizations to the social media application 106. The user 102 can select one or more customizations from the set to include with user-generated content. The social

media application 106 can include, combine, or otherwise augment the user-generated content based on the selected customization(s). For example, if the user 102 uploads a picture including a cover of a book, the set of customizations can include an image overlay with a photo of the book's author. If the user 102 selects the image overlay from the set of customizations, then the social media application 106 can include, combine, or otherwise augment the user-generated content with the image overlay. The user 102 can post the customized user-generated content to the social media web service.

According to aspects of the present disclosure, the content manager 112 can generate original content and one or more customizations associated with the original content. The content manager 112 can access customizations management portal 138, via computing system 114, and provide data indicative of the original content and the one or more customizations to the customizations management portal 138. In response, the customizations management portal 138 can access the products database 134 and the customizations database 136 to register the original content and the one or more customizations. The products database 134 can include a database of a plurality of original content generated by a plurality of content managers. In some implementations, the products database 134 is joined with a database of entities. The customizations database 136 can include a database of a plurality of customizations associated with a plurality of original content. For example, the content manager 112 can publish a book and generate one or more visual overlays associated with the book. The content manager 112 can provide data indicative of the book and the one or more visual overlays to the customizations management portal 138 via computing system 114, in order to register the book and the one or more overlays.

According to aspects of the present disclosure, the customizations portal 130 can receive data indicative of user-generated content. The customizations portal 130 can communicate with entity recognition service 132 that returns data indicative of one or more entities (e.g., objects, clips, samples, etc.) in the user-generated content. The customizations portal 130 can access products database 134 to identify the original content represented in the user-generated content based on the data indicative of the one or more entities. The customizations portal 130 can access the customizations database 136 to retrieve one or more customizations associated with the original content. For example, if the user-generated content includes a picture of a book, then the entity recognition service 132 can return data indicative of an object (e.g., the book). The customizations portal 130 can access products database 134 to identify the book depicted in the picture, and access customizations database 136 to retrieve one or more visual overlays associated with the book. The customizations portal 130 can provide data indicative of a set including the one or more visual overlays to the social media application 106. The social media application 106 can present the set of one or more visual overlays to the user 102 via the computing system 104, to allow the user to select one or more customizations from the set to include with user-generated content.

Figure 2 depicts an example user-generated content with customizations. As shown in Figure 2, the user 102 can upload user-generated content including an image 202 to a social media web service via social media application 106. The social media application 106 can communicate the image 202 to customizations portal 130. The communications portal 130 can communicate with entity recognition service 132 to obtain data indicative of the object 204 in the image 202. The communications portal 130 can communicate with the products database 134 to identify the object 204 as a book. The communications portal 130 can communicate with the

customizations database 136 to retrieve one or more customizations associated with the book, including the visual overlay 206. The visual overlay 206 can include a picture of the book's author and a social media handle of the author. The user 102 can select the visual overlay 206, and the social media application 106 can include the visual overlay 206 on the object 204 in the image 202. The user 102 can post the customized image 202 to the social media web service via the social media application 106.

Drawings:

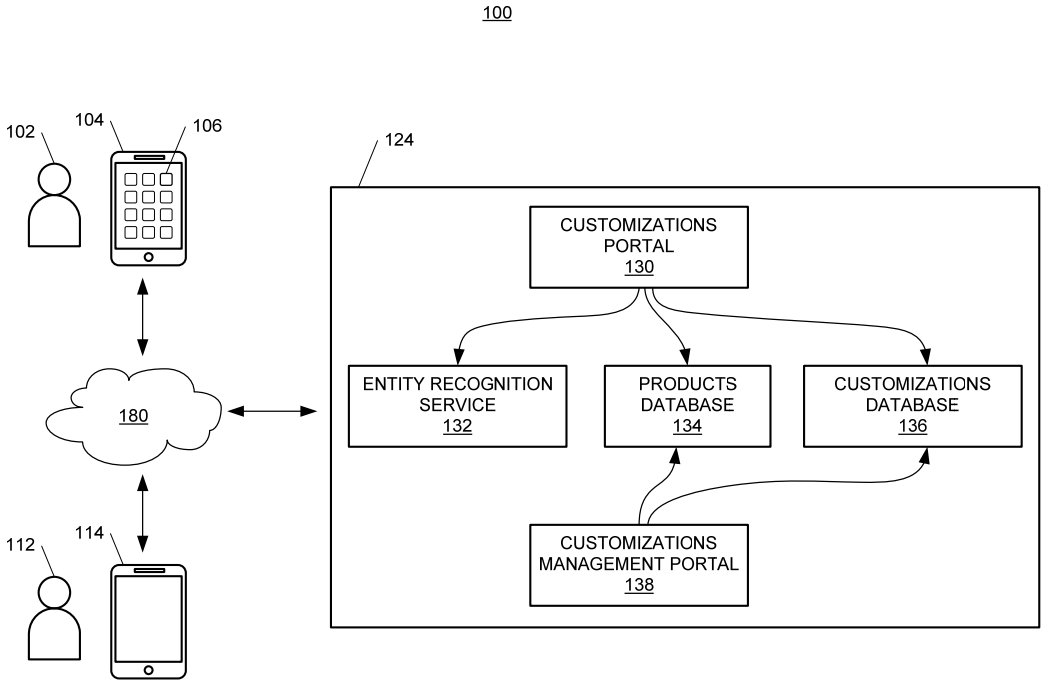

Figure 1

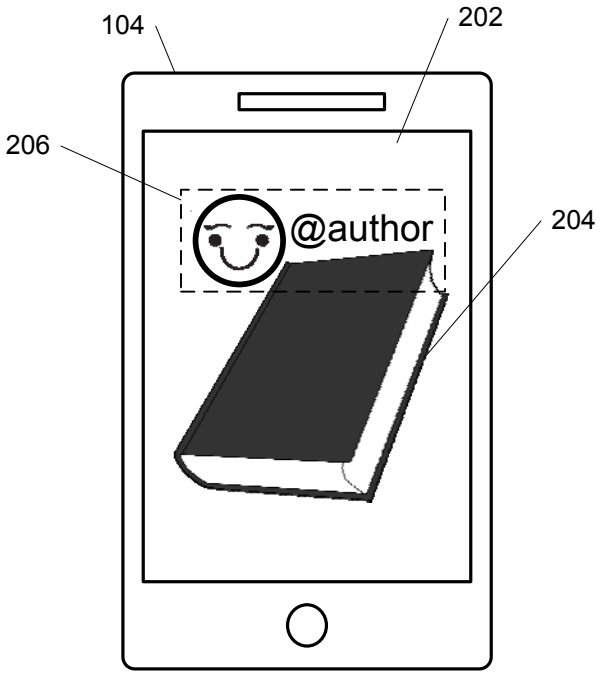

Figure 2

Abstract:

The present disclosure describes systems and methods for customizing content uploaded to a web service. According to aspects of the present disclosure, a content manager can generate original content and one or more customizations associated with the original content. According to aspects of the present disclosure, a user can generate user-generated content and upload the user-generated content to a web service via a user computing system. According to aspects of the present disclosure, the a web service can communicate with one or more remote computing systems to obtain one or more customizations associated with original content associated with the user-generated content. Keywords associated with the present disclosure include: computing systems (e.g., smartphone, smartwatch, mobile phone, laptop, desktop, client, server); user; content manager; content owner; original content; user-generated content; social media; web service; content customization.