

A Framework for Developer Multiple Accounts Facebook Fanpage Management

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Abstract: *The purpose of this study is to present a software design technique using an aspect orientation. We propose a software monitoring Post in (visitor's post and comment) and Post out (admin's publishing on a Facebook fan page), developing it to be facilitate and reducing duplicating Post out, as to be able to publish contents on various Facebook fan pages in a one time. Multiple posts could make less mistake and consistency of contents at each posting. Furthermore, it supports users to check feedback of visitors posting of the Facebook fan page. Due to this technique, it makes a management of the Facebook fan page more convenient in both Post in and Post out, but the problem is the researcher found in the traditional system that the user has to switch for Facebook fan pages to post in or post out. To be the most efficient development, SDK and PHP on Facebook have been applied with the new system, including integrated with multiple accounts theory, to develop a system framework which makes the Facebook fan page management to be facilitate on a single login process. JavaScript has been used to detect Facebook account login with the browser, and request for token from a Facebook login system. That would be easier for the user to manage the multiple Facebook accounts. As the benefit of this framework using an aspect orientation technique, the users only login into the system to browse Facebook fan page sites and communication rate also reduce to (n-1). This developed system will be ease for the users who have not much time to be able to Post out multiple fan pages in a one time. It will be more convenient, faster to monitor post, and much responsive comments or feedbacks than the traditional system.*

Keywords: *Multiple Accounts, Facebook Fan page, framework, PHP SDK Facebook, Aspect Orientation*

1. Introduction

Communication is the transmission method of a message from a sender to a receiver in an understandable manner through a channel of language. Language communication is messages holding by sender to receiver. Besides, language user is a sender who deliver language whether properly material depends on both sender and receiver communication skills. Importantly, the sender must choose language usage language to be suitable for knowledge and skills of the receiver. That means a good sender needs to learn a receiver's language. It can be indicated that the sender use language to share thoughts, and the receiver use it to understand the message. Communication is an important factor for living. Human kinds always need to communicate so that it is critically significant and play a key role as the same as basic living factors. Especially on modern day, communication is necessary for sharing globalization era's information. There are both personal and social benefits. It develop knowledge and expand people's vision. Communication method leads to unstoppable advancement of humanity. It helps people inherit and learns their own culture and society, and also be a key factor for national development and community advancement [1]. However, human develops sending message process from communicating between two people to spreading messages widely to many people in one time. That is a faster process. On modern day, people prefer to use social network, such as Facebook [2], Blogger, Hi5, Twitter, Line, Whatsapp and Instagram [3], to contact each other via the Internet. People in various and different fields of occupations, such as business men, workers, students, salesmen, teachers and others, tend to

communicate and use benefit of these media. Facebook is apparently the most popular social network among Thai people because of its free service and facility. Due to increasing in a large number of users, Facebook have a great impact and play a major role on Thai online society. People in different fields use Facebook fan page for their own purpose. Many of them have several accounts that each one is for their exact demand. However, repeating Post out the same content on multiple accounts is complicated. It will be a duplicate process as admin must copy and paste a content for each Facebook fan page. In addition, monitoring Post in is also difficult and lose so much time to check feedbacks on each page. It appears that there is no any software or related research that is designed for controlling both Post in and Post out on multiple Facebook fan page.

2. Exploring the concept

- Multiple accounts management. We are living in the era of social networks, where people throughout the world are connected and organized by multiple social network [4]. As many users have multiple Facebook fan page accounts, they should have login security management and verification systems to manage, and switch accounts through an application [5]. Work concept is related to multiple accounts to be on the same direction to facilitate account management. Joining all accounts process must have been authorized before getting into management session. The account administrator must have authenticated and linking multiple Facebook accounts into one [6], which is convenient and fast for management by controller [7]. For example, the same data sets have been prepared and then send to receivers. The resemble data would arrive receivers at the same moment [8]. Thus, linking multiple accounts with the primary one and requesting authorization one time allow users in the system until logging off [9]. Due to this, there is a lot more facilitate and no duplicate work.

- A software Framework is a scope of the system which is reusable for software (or sub system). It consists abstract class or instance of the same class that particularly for an exact kind of software. Every software framework has been formed by Object Oriented design [10].

Only Framework is not enough. It also needs JavaScript library for the development [11] to be a complete system and easier to develop. That is a particle processing of SDK (Software Development Kit) to facilitate coding. As using SDK, developer's function can be called through SDK Function usage request from the server which the users need to call function as shows in figure 1.

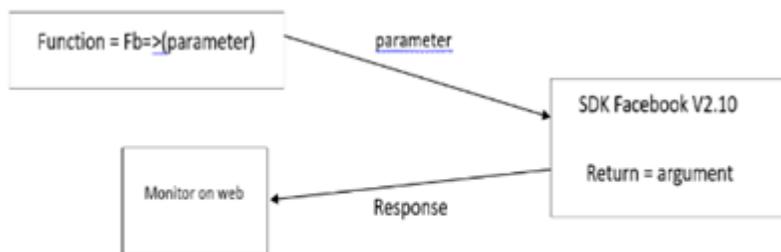


Fig. 1: Picture showing PHP SDK Facebook V 2.10

Refer to the theory, this research develops a system to manage Post in and out on multiple accounts of Facebook fan page so that it is facilitate for account owners. That is the main purpose of the study. Facebook JavaScript has been used to develop the login system to make it easy to get into Facebook accounts. It would be more convenient on switching accounts to Post out and monitor fan page Post in or feedback. Plus, Facebook fan page could be easy to be developed as shows in figure 2.

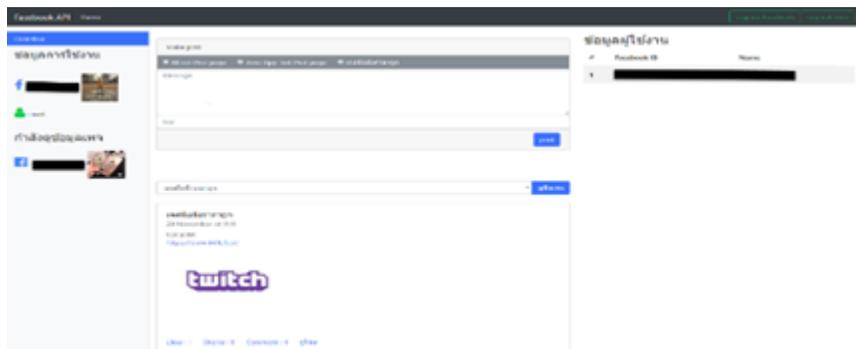


Fig. 2: Window of Posting on multiple accounts system

3. Research Methodology

After studied about old system, it can be classified into 2 methods as follows:

- The multiple Facebook fan pages accounts should have been frequently switched to be published Post out in old method. That would consume so much time or make some error in duplicating contents. In addition, communication also happens Post out among fan pages. Refer to figure 3 which show how old system work.

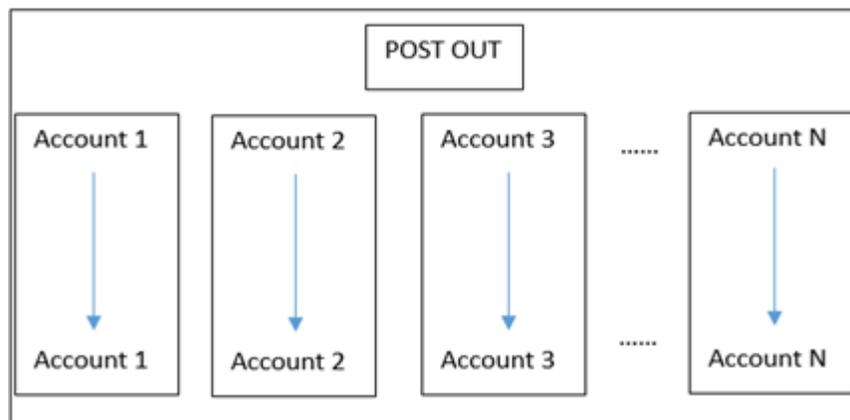


Fig. 3: Post out process of the old system

- Monitoring Post process is resembling to Post out as switching accounts is necessary. That spends lot of time and it is complicated. No more time spare for checking Post in feedback on those fan pages. As seen in figure 4, it shows monitoring Post in on original process.

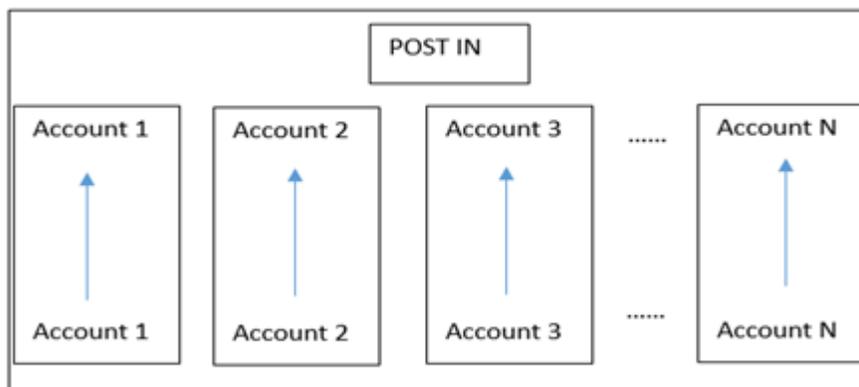


Fig. 4: Post In process of old system

As per these problems, the research study on Multiple Accounts Management to be facilitate. However, getting in Facebook Management System need to request Authentication from Facebook Application, it has already been prepared by admin and allowed them to use these systems beforehand. Facebook allows admin of the fan pages to manage both publishing Post out and monitoring Post in. It brings out the concept of management framework as shows in figure 5.

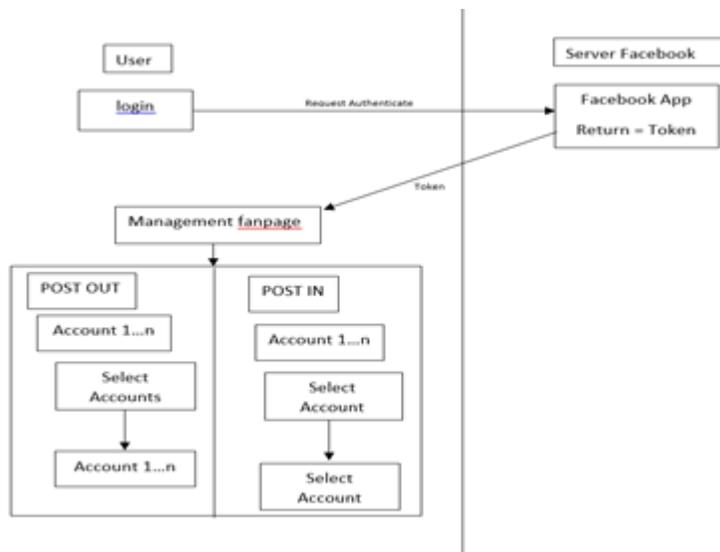


Fig. 5: A sample of New system

Besides of methods of making more facilitate for the Multiple Accounts Management, this research tends to study how SDK and PHP Facebook work for achieving research objective of system development. That is to bring more convenient to user on both Post in and Post out as shows in figure 6 and 7.

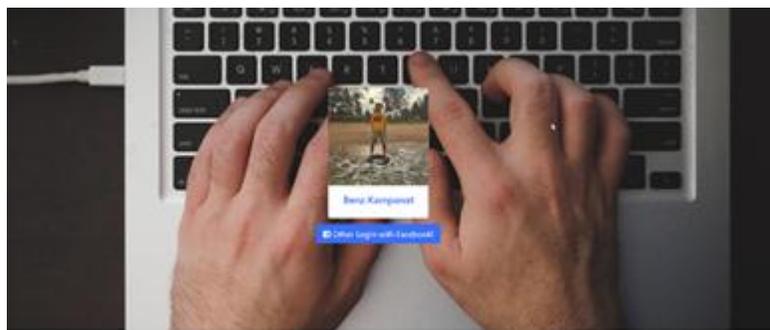


Fig. 6: Display login via facebook

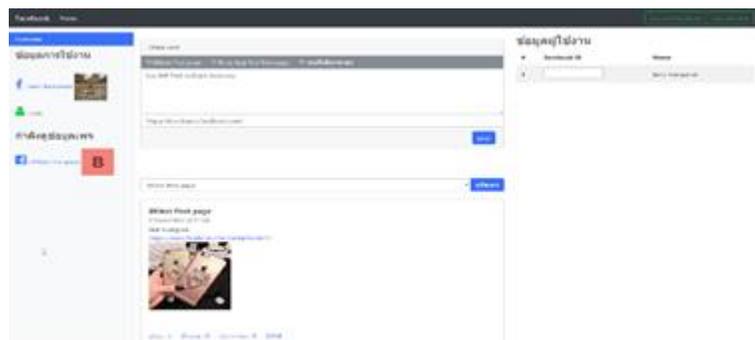


Fig. 7: Display Post out and Post in on management session

Refer to figure 6, JavaScript on Facebook has been used for simplifying login process. It can detect which Facebook user that the browser login and access to request token from Facebook in just one click. Then, the user can manage Post out and Post in on Facebook fan page as eligible. Figure 7 shows the window of Post out system, as publishing the same contents on 10 fan page accounts at once. This method helps reducing duplicate process. On the other hand, monitoring fan page Post in could be seen from only one account because of Facebook restriction as shows in figure 4.

3.1. Experimental Results

As per system managing experiment on framework of Post out and Post in, it is assumed that publishing contents on different fan page accounts in one time. There is no more duplicate process in Post out. It is also easy to use and follow up Post in feedback. Besides, Facebook fan page admin is capable to track which post has more engagement, such as like, share or comment on that post. These would make the management of fan page to be more facilitate.

4. Conclusion

Since the research has been completely achieved its objectives. The system experiment continued for a while to make management better, such as reduce login process by Post out through one page without switching accounts. Another benefit of the system is monitoring fan page Post in will be easier as the user just choose the login account and the Post in will appear. That reduce communication as the (n-1) theory. Because management can be done without browsing Facebook site, anything related to fan page management would be easier and faster. It helps tracking engagement, so that fan page admin would know which kind of content the followers prefer.

As the result of this research, it is multiple Facebook fan page accounts management system which can manage and control in limited level due to PHP SDK of Facebook restriction. This framework will be furthermore efficient, if it is developed following with other SDK of Facebook

5. References

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