



基于多模态架构的智能社交媒体帖子生成方法及系统

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Stage of Technology Transfer: Commercially Viable Technology/ Product Ready for Sale

Research Area: Multi-Modal Content Understanding, Social Media Marketing, Content Generation, and AI Technologies

Abstract

The present invention relates to the field of multi-modal content understanding and discloses an intelligent social media post generation method and system. The method is designed around a multi-modal architecture capable of comprehensively analyzing video, text, images, and audio content. By utilizing Retrieval-Augmented Generation (RAG) technology, the system emulates the style of popular posts on social media and constructs a thought chain to analyze the strengths and weaknesses of the post content from multiple perspectives, enabling efficient learning and imitation. This system is particularly applicable in the realm of social media content creation and marketing, significantly enhancing the quality and diversity of generated posts, thereby improving user interaction and content dissemination effectiveness. Furthermore, in brand promotion and e-commerce marketing scenarios, the invention generates engaging and stylistically diverse posts that optimize content strategies, ultimately enhancing brand awareness and sales conversion rates. This invention possesses notable commercial application value and broad market prospects.

摘要

本发明公开了一种基于多模态内容理解的智能社交媒体帖子生成方法及系统。该方法设计了一个多模态架构，能够综合分析视频、文字、图片和声音内容。通过利用 RAG (Retrieval-Augmented Generation) 技术，系统对社交媒体中的热门帖子进行风格仿写，并构建思维链，从多个角度分析帖子内容的优劣之处，以实现高效学习和仿写。该系统特别适用于社交媒体内容创作与营销领域，通过提升帖子的生成质量和多样性，显著增强用户的互动体验和 content 传播效果。此外，本发明在品牌推广和电商营销场景中，能够通过生成吸引力强、风格多样的帖子，优化内容策略，从而提升品牌的知名度和销售转化率。本发明具有显著的商业应用价值和广泛的市场前景。