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(57) Abstract :

This invention analyzes method for assessing value of a post in a social media gamification platform. Social media platforms allow users to share information with a group of friends or family members to maintain the privacy of their activities or content. Therefore, a majority of the user's social network connections remain distant without understanding the interests of other, though at least one of the user's connections shares similar interests. The method for assessing value of a post in a social media gamification platform, the users register with social media gamification platform and create a profile using a profile creation module by providing basic information, which may include, but need not be limited to, user name, password, email address, location, interests and the like. Profile creation module enables users to include one or more interests. The one or more interests of plurality of users collected by social media gamification platform are stored in a database. The information stored in database is used to identify one or more users with similar interests and generate an alert to one or more users with similar interests for enhancing social connections and interaction of users.

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