

Social Media / Digital Marketing

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Social Media Marketing is becoming one of the most important ways of marketing these days as more and more people are spending a large amount of their time connecting through social media apps like facebook, instagram, youtube and tick tok. It will be interesting to find out patterns and identify behaviors of users on these websites. We will be using the official apis to extract data for our capstone project.

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

We will be looking at the social media data and figuring out the trends to better understand user behaviours. This will give us a better idea of what the users want and how to target them with better insights.

Our client will be any company which has an online presence. This analysis will help them make better decisions to improve their online goals like reaching out to more people, getting more followers, likes, comments or selling services and products online. We will be using APIs to get the data from these social media websites. We will solve these problems by trying to find people/user profiles that are more likely to convert based on their interests and history. We will be providing code, data reports and slides.

Links:

[12 Best Social Media Datasets for Machine Learning](#)

[Analyzing Social Media Data in Python](#)

[Real-time Insights from Social Media Data - Python - Online Project](#)

[Python: Network Analysis](#)

[Libraries • Instagram Developer Documentation](#)

[Instagram Graph API - Instagram Platform](#)