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## EXPERIMENT 1

**Aim: Study of:-**

### i) Social Media platforms: WeChat and Quora

1. **WeChat:** WeChat is a multi-purpose Chinese messaging, social media, and mobile payment platform developed by Tencent. Launched in 2011, it supports text, voice, video calls, and social networking through "Moments" and integrates payment services via "WeChat Pay."

**Interesting fact:** WeChat is an essential part of daily life in China, with over 1.3 billion monthly active users, allowing seamless communication, financial transactions, and social engagement.

**1. Who is doing the posting?** Individuals: Share personal updates, chat with friends, and make payments. Organizations: Post promotional content, customer support, and offer in-app services via "WeChat Official Accounts."

**2. Who are the target audience members?** Chinese consumers, businesses, and international companies targeting the Chinese market.

**3. Why is the audience engaged in social media with the organization?** Convenience: Users access services like payments, shopping, and customer support without leaving the app. Real-time communication and access to exclusive promotions.

**4. What type of content or interaction is the audience interested in?** Personal: Social sharing via "Moments" and direct messaging. Business: Product updates, interactive services, and exclusive offers.

**5. What are the goals of the user?** Which of the three interaction methods are they using? Individuals: Communicate, share content, and make payments.

**6. How is the user using social media?** Individuals use messaging, social updates, and payment services. Organizations engage customers through "Official Accounts" and mini-programs.

**7. Do the user's actions support the goals?** Yes, the integration of messaging and payment meets communication and commercial goals

**Quora :** Quora is a knowledge-sharing platform where users post questions and receive answers from experts and the community. Founded in 2009, it focuses on providing accurate, in-depth information across various topics, from technology to lifestyle.

**Interesting fact:** Quora uses **machine learning** to curate and prioritize the best answers, ensuring high-quality content reaches users.

1. **Who is doing the post?** **Individuals:** Experts, enthusiasts, and general users providing knowledge
2. **What kind of posts does the platform feature?** Businesses offering insights, thought leadership, and product education.

3. **Who are the targeted audience?** Knowledge seekers, professionals, and organizations looking for reliable information.
4. **Why is the audience engaged in social media with the organization?** Access to expert advice and detailed answers to niche questions.
5. **What type of content or interaction is the audience interested in?** In-depth explanations, personal experiences, and expert opinions.
6. **Why is the user using the platform?** Users utilize to stay informed, engage in discussions, and network with like-minded individuals.
7. **How is the user using social media?** Individuals ask and answer questions. .
8. **Do the user's actions support the goals?** Yes, the platform fosters community engagement and knowledge-sharing, supporting personal and organizational objectives

## ii) Social Media Analytics Tools

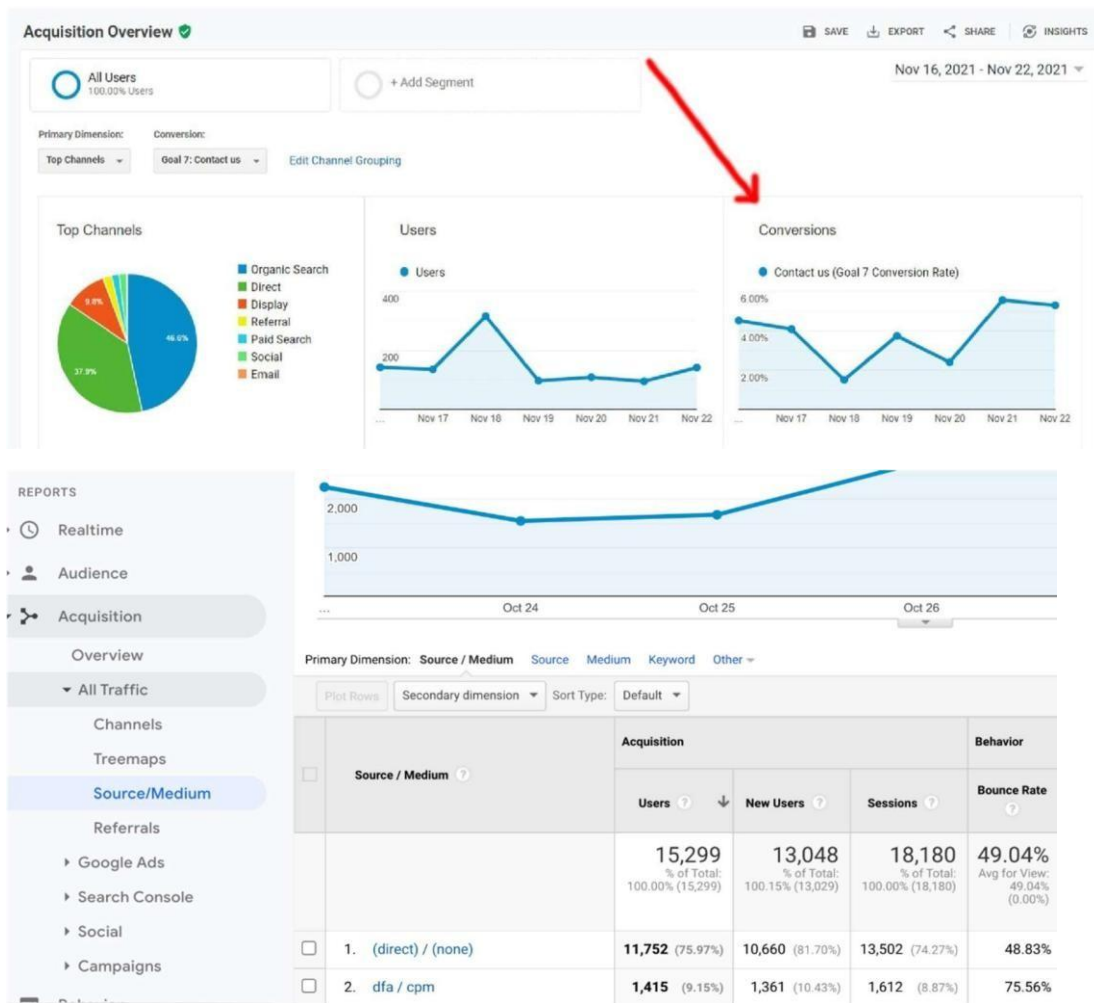
### a) Google Analytics

Google Analytics is a powerful tool for tracking and analyzing website traffic. It integrates with social media platforms to monitor how traffic from social channels impacts website performance. It helps businesses measure the effectiveness of their marketing efforts, track conversions, and understand user behavior.

**Use:** It tracks referral traffic from social media platforms, monitors how social media campaigns drive traffic to websites, and analyzes user behavior on-site.

#### Key Features:

- **Acquisition Reports:** Shows where your traffic is coming from (social media, search engines, direct traffic).
- **Behaviour Flow:** Helps understand how users from social media interact with the site.
- **Conversion Tracking:** Measures how social media traffic leads to conversions (e.g., sales, sign-ups).
- **Demographics and Interests Reports:** Provides insights into the demographics and interests of users coming from social media platforms.



**Example:** A business running a Facebook ad campaign can use Google Analytics to track how many visitors click on the ad and visit the website. By setting up goals, they can see how many of those visitors completed desired actions (e.g., made a purchase or signed up for a newsletter).

#### b) SimilarWeb

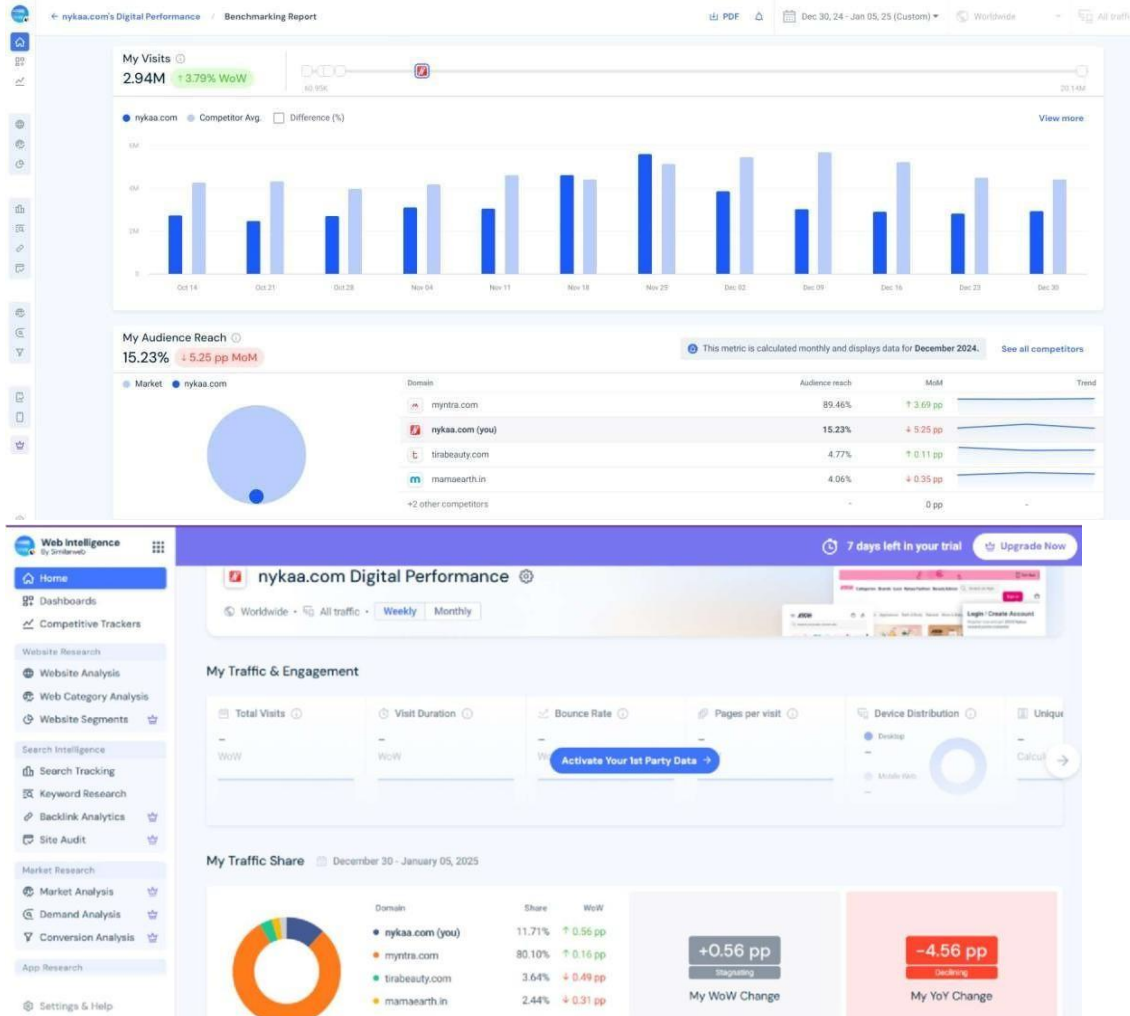
SimilarWeb is a digital intelligence platform that provides insights into website traffic, user engagement, and online behavior. It helps businesses track social media-driven traffic, compare social performance against competitors, and analyze trends in audience behavior across different platforms.

**Use:** SimilarWeb allows businesses to track and analyze social media traffic to their website, monitor competitor performance, and gain insights into online audience behavior.

#### Key Features:

- **Website Traffic Insights:** Measures traffic volume and sources (including social media).

- **Competitor Analysis:** Compares your performance to competitors, highlighting social media traffic trends.
- **Audience Demographics:** Shows the demographics of social media users visiting your site.
- **Referral Traffic:** Identifies which social media platforms send the most traffic.
- **Engagement Metrics:** Measures how users from social platforms engage with your website (bounce rate, session duration).



### iii) Social Media Analytics Techniques and Engagement Metrics

Social media analytics techniques provide valuable insights into user engagement and content performance on platforms like **WeChat** and **Quora**. These methods assess content reach, audience interaction, and overall engagement patterns.

#### **Key Techniques:**

- **Sentiment Analysis:** Analyzes user emotions through comments and discussions to understand positive, neutral, or negative sentiment.
- **Trend Analysis:** Identifies popular topics, user preferences, and emerging trends over time.
- **Engagement Tracking:** Monitors user interactions such as likes, shares, comments, and responses.
- **A/B Testing:** Compares different content formats or strategies to determine the most effective approach.

#### **Engagement Metrics:**

##### **WeChat:**

- Active Users
- Message Read Rate
- Payment Transaction Volume
- Customer Service Response Time

##### **Quora:**

- Question View Count
- Upvotes and Downvotes
- Answer Engagement (comments, shares)
- Follower Growth Rate

#### iv) Applications of Social Media Analytics for Business

Social media analytics empowers businesses to refine their strategies, optimize content delivery, and measure the effectiveness of their social media presence on **WeChat** and **Quora**.

##### 1. Brand Awareness and Reach:

- **WeChat:**

Measure public account followers and the reach of shared articles. **Example:** A fashion brand tracks user engagement with "Moments" to assess the success of a new product launch.

- **Quora:**

Analyze the visibility of branded answers and user engagement with topics. **Example:** A tech company answers product-related questions to increase awareness and track question views.

##### 2. Customer Insights and Personalization:

- **WeChat:**

- Use customer behavior patterns to provide personalized recommendations via mini-programs. **Example:** An online store uses WeChat Pay data to offer targeted promotions based on past purchases.

- **Quora:**

- Analyze user questions to identify common concerns and personalize responses. **Example:** A health organization tailors content based on frequently asked questions about medical conditions

##### 3. Content Strategy Optimization:

- **WeChat:**

- Track message open rates and interaction with official accounts to optimize post timing and content. **Example:** A news portal adjusts its posting schedule based on message read rates.

- **Quora:**

- Analyze upvotes and answer engagement to refine the tone and depth of responses. **Example:** A legal firm adjusts its response style based on the popularity of detailed, case-specific answers.

#### 4. Competitor Analysis:

- **WeChat:**
  - Monitor competitors' official accounts, article popularity, and engagement rates. **Example:** A telecom company analyzes competitors' public accounts to benchmark customer interaction.
- **Quora:**
  - Use tools like SimilarWeb to track competitor visibility and user interaction. **Example:** A digital marketing agency compares competitors' content strategies by analyzing the most upvoted answers.

#### 5. Campaign Performance Measurement:

- **WeChat:**
  - Measure clicks and purchases from promotional content. **Example:** An electronics company tracks conversions from WeChat ads for a new product line.
- **Quora:**
  - Monitor click-through rates (CTR) on promoted answers. **Example:** An e-learning platform evaluates CTR from topic-specific answers promoting their courses.

### CASE STUDY

Company	Social Media Accounts	Social Media Metrics	Interaction Frequency	Interaction Type	Example	Assessment

Coca-Cola	Facebook, Instagram, Twitter, YouTube	Facebook: 108M+ followers, Instagram: 77M+ followers, Twitter: 3M+ followers, YouTube: 3M+ subscribers	Daily posts on Facebook, Instagram, Twitter; weekly YouTube updates	Broadcast (advertisements, product launches), Request for Input (polls about flavors), Direct Interaction (customer service queries)	Instagram posts showing user-generated content like custom bottle designs	Strong brand recognition and engagement, could increase engagement on Twitter by asking for more direct feedback.
H&M	Facebook, Instagram, Twitter, YouTube	Facebook: 37M+ followers, Instagram: 40M+ followers, Twitter: 3M+ followers, YouTube: 200K+ subscribers	Several posts a week on Instagram and Twitter, biweekly on Facebook and YouTube	Broadcast (fashion collections), Request for Input (polls on new collection preferences), Direct Interaction (customer support)	Instagram story polls asking followers for favorite styles	Excellent in visual storytelling, could use more interaction on YouTube and integrate more direct responses on Twitter.
McDonald's	Facebook, Instagram, Twitter, YouTube	Facebook: 80M+ followers, Instagram: 4M+ followers, Twitter: 3M+ followers, YouTube: 1M+ subscribers	Daily updates on Facebook, Instagram, and Twitter; monthly YouTube videos	Broadcast (promotions, seasonal offers), Request for Input (feedback on menu items), Direct Interaction (responding to inquiries)	Twitter promotion for limited-time offers with images of new menu items	Known for creative promotional campaigns, could boost engagement through personalized content on Facebook.
Zara	Facebook, Instagram, Twitter, YouTube	Facebook: 30M+ followers, Instagram: 46M+ followers, Twitter: 8M+ followers, YouTube: 100K+ subscribers	Posts daily on Instagram and Twitter, several times a week on Facebook	Broadcast (fashion trends), Request for Input (polls on color/style preferences), Direct Interaction (responding to comments/questions)	Instagram post showcasing seasonal outfits with links to purchase	Strong content that resonates with users, could benefit from more engagement on Twitter to build a community.
Spotify	Facebook, Instagram, Twitter, YouTube	Facebook: 36M+ followers, Instagram: 25M+ followers, Twitter: 9M+ followers, YouTube: 1M+ subscribers	Frequent posts on Instagram, Twitter; weekly content on Facebook and YouTube	Broadcast (playlist promotions, artist interviews), Request for Input (music preferences, surveys), Direct Interaction (responding to song feedback)	Instagram post featuring new artist releases with user recommendations	Engages users creatively through music content, could improve interaction on YouTube with more live streams and Q&A sessions.



## **v) Conclusion**

Social media platforms like Telegram and X (Twitter) provide valuable opportunities for businesses to reach their audiences, engage with users, and optimize their marketing strategies through data-driven insights. By leveraging analytics tools and techniques, businesses can enhance their brand visibility, personalize customer interactions, and measure campaign performance effectively. Understanding audience behavior and engagement metrics allows companies to make informed decisions, stay competitive, and achieve their social media goals efficiently.