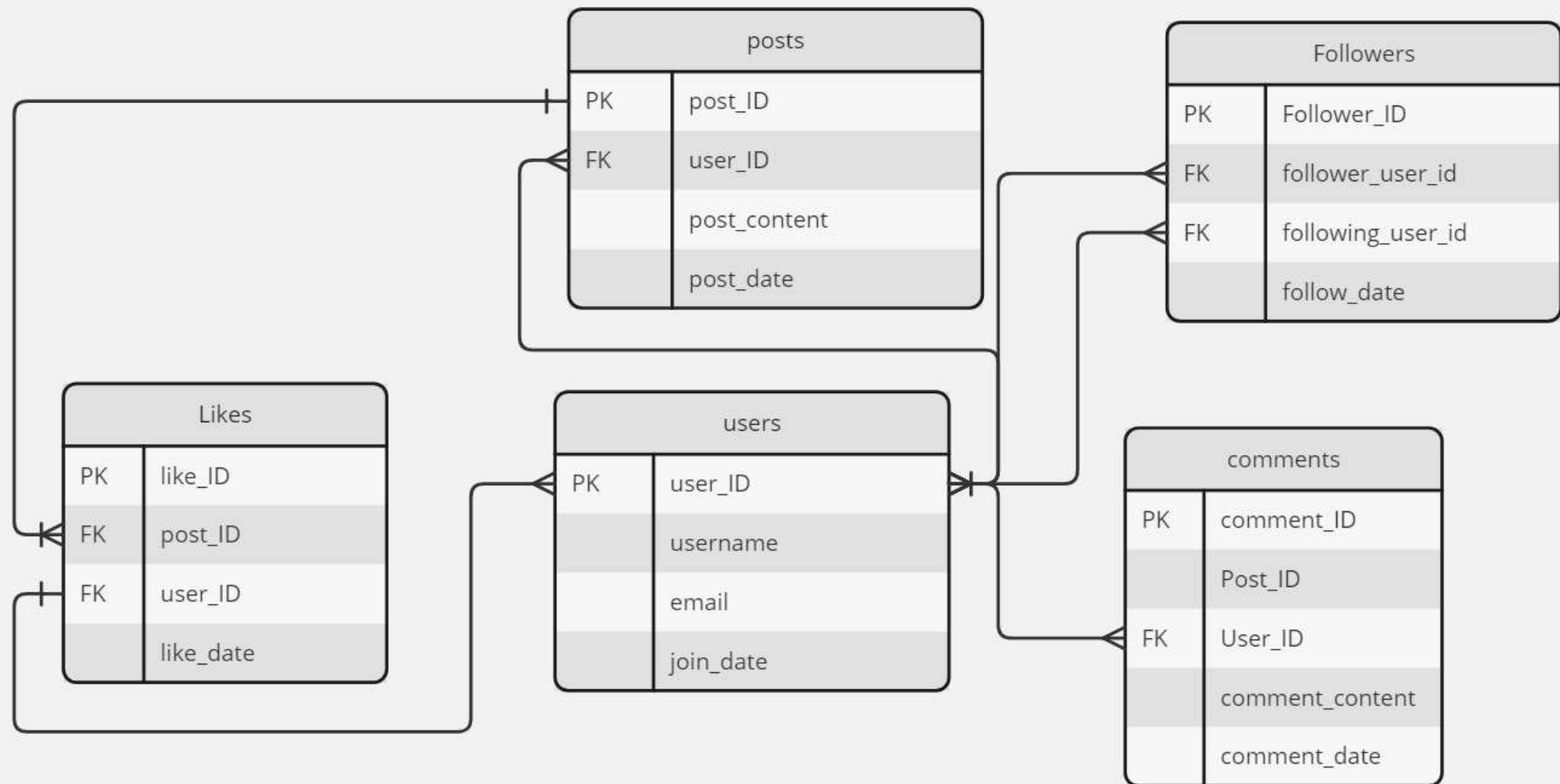


# SOCIAL\_MEDIA\_ANALYTICS



# ER DIAGRAM




# STRUCTURE OF THE TABLE


USERS TABLE

Syntax: desc users;

Result Grid

Filter Rows:

Export: 




Wrap Cell Content: 

	Field	Type	Null	Key	Default	Extra
▶	user_id	int	NO	PRI	NULL	
	username	varchar(50)	NO		NULL	
	email	varchar(100)	NO		NULL	
	join_date	date	YES		NULL	

# STRUCTURE OF THE TABLE

POSTS TABLE

Syntax: desc posts;

<						
Result Grid    Filter Rows: <input type="text"/>   Export:    Wrap Cell Content: 						
	Field	Type	Null	Key	Default	Extra
▶	post_id	int	NO	PRI	NULL	
	user_id	int	NO	MUL	NULL	
	post_content	varchar(50)	YES		NULL	
	post_date	date	YES		NULL	

# STRUCTURE OF THE TABLE

## COMMENTS TABLE

Syntax: desc comments;

<div><div>&lt;</div><div>Result Grid</div><div><div></div><div></div></div><div>Filter Rows: <input type="text"/></div><div>Export: <div></div></div><div>Wrap Cell Content: <div>IA</div></div></div>						
	Field	Type	Null	Key	Default	Extra
▶	comment_id	int	NO	PRI	NULL	
	post_id	int	NO	MUL	NULL	
	user_id	int	NO	MUL	NULL	
	comment_content	varchar(50)	YES		NULL	
	comment_date	date	YES		NULL	

# STRUCTURE OF THE TABLE

LIKES TABLE

Syntax: desc likes;

Result Grid



Filter Rows:

Export:





Wrap Cell Content:

	Field	Type	Null	Key	Default	Extra
▶	like_id	int	NO	PRI	NULL	
	post_id	int	NO	MUL	NULL	
	user_id	int	NO	MUL	NULL	
	like_date	date	YES		NULL	

# STRUCTURE OF THE TABLE

FOLLOWERS TABLE






Syntax: desc followers;

Result Grid    Filter Rows: <input data-bbox="937 831 1523 913" type="text"/>   Export:    Wrap Cell Content:						
	Field	Type	Null	Key	Default	Extra
▶	follower_id	int	NO	PRI	NULL	
	follower_user_id	int	NO	MUL	NULL	
	following_user_id	int	NO	MUL	NULL	
	follow_date	date	YES		NULL	

# CONTENTS OF THE TABLE

## USERS TABLE

Syntax: select \* from users;







Result Grid			Filter Rows: <input type="text"/>	Edit: 			Export/Import
	user_id	username	email	join_date			
▶	1	Anthony	anthony135@gmail.com	2023-01-01			
	2	Albert	albert013@gmail.com	2023-01-05			
	3	Melwyn	melwin07@gmail.com	2023-01-10			
	4	Magnes	Magnes13@gmail.com	2023-01-15			
	5	Benno	benno10@gmail.com	2023-01-20			
	6	Shivaram	shivaram01@gmail.com	2023-01-25			
	7	Frankinn	frankinn06@gmail.com	2023-01-30			
	8	Alan	alan10@gmail.com	2023-02-01			
	9	Kishore	kishore12@gmail.com	2023-02-05			
	10	Gokul	gokul23@gmail.com	2023-02-10			
✱	NULL	NULL	NULL	NULL			



# CONTENT OF THE TABLE

## POSTS TABLE








Syntax: `select * from posts;`

Result Grid     Filter Rows: <input type="text"/>   Edit:      Export/Import: 				
	post_id	user_id	post_content	post_date
▶	1	1	This is my first post!	2023-01-02
	2	2	Hello world!	2023-01-06
	3	3	Just sharing some thoughts.	2023-01-10
	4	4	New day, new post!	2023-01-16
	5	5	Feeling inspired today.	2023-01-21
	6	6	Check out this amazing photo!	2023-01-26
	7	7	Excited to share some news!	2023-01-31
	8	8	Reflecting on the past week.	2023-02-02
	9	9	Looking forward to the weekend!	2023-02-06
	10	10	Just posted a new blog entry.	2023-02-11
✱	NULL	NULL	NULL	NULL

# CONTENT OF THE TABLE

## COMMENTS TABLE

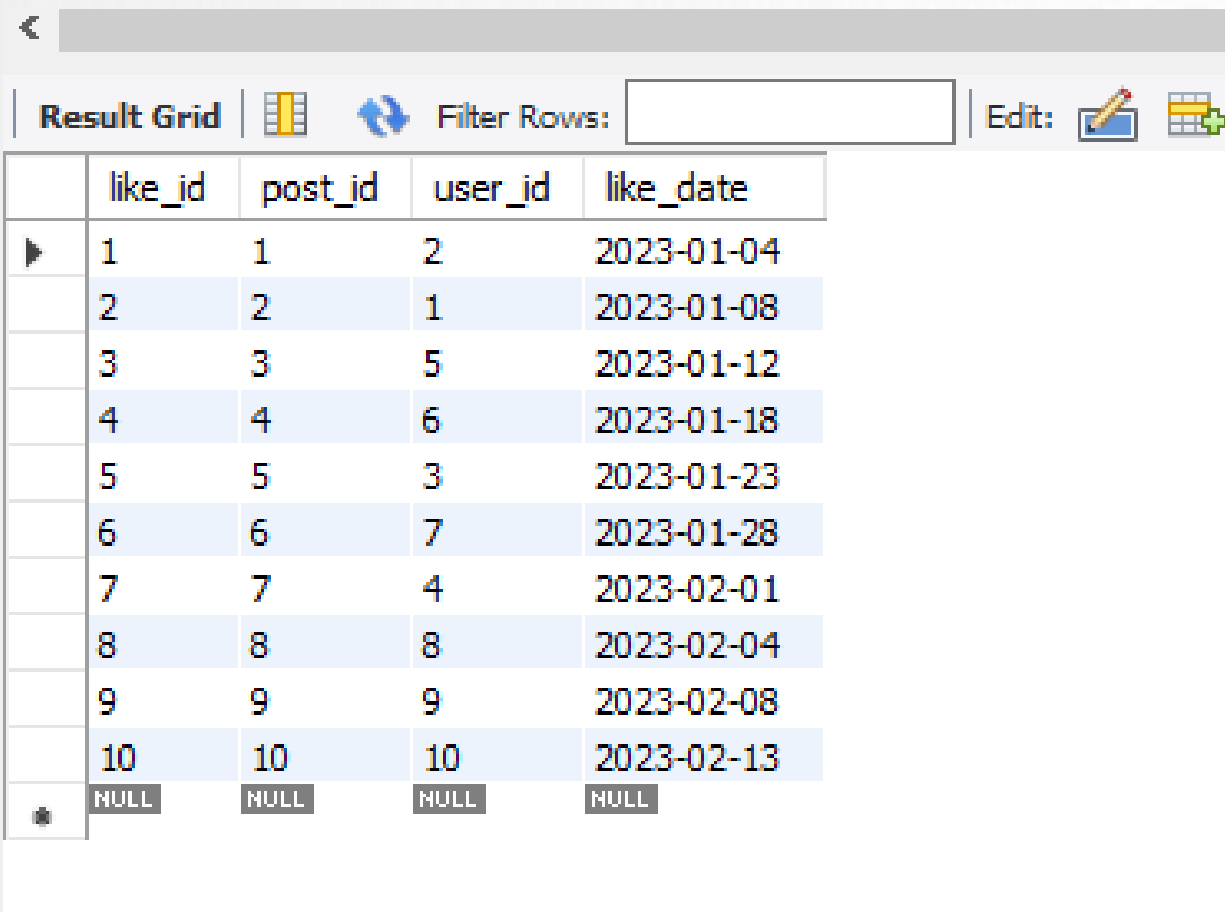
Syntax: select \* from comments;

<					
Result Grid     Filter Rows: <input type="text"/>   Edit:      Export/Import:  					
	comment_id	post_id	user_id	comment_content	comment_date
▶	1	1	2	Nice post!	2023-01-03
	2	2	1	Great!	2023-01-07
	3	3	4	Interesting thoughts.	2023-01-11
	4	4	3	Keep it up!	2023-01-17
	5	5	6	I feel the same.	2023-01-22
	6	6	5	Amazing photo!	2023-01-27
	7	7	8	Can't wait to hear!	2023-02-01
	8	8	9	Me too!	2023-02-03
	9	9	10	Weekend vibes!	2023-02-07
	10	10	7	Will check it out.	2023-02-12
✱	NULL	NULL	NULL	NULL	NULL

# CONTENT OF THE TABLE

## LIKES TABLE

Syntax: select \* from likes;









	like_id	post_id	user_id	like_date
▶	1	1	2	2023-01-04
	2	2	1	2023-01-08
	3	3	5	2023-01-12
	4	4	6	2023-01-18
	5	5	3	2023-01-23
	6	6	7	2023-01-28
	7	7	4	2023-02-01
	8	8	8	2023-02-04
	9	9	9	2023-02-08
	10	10	10	2023-02-13
✱	NULL	NULL	NULL	NULL

# CONTENT OF THE TABLE

## FOLLOWERS TABLE

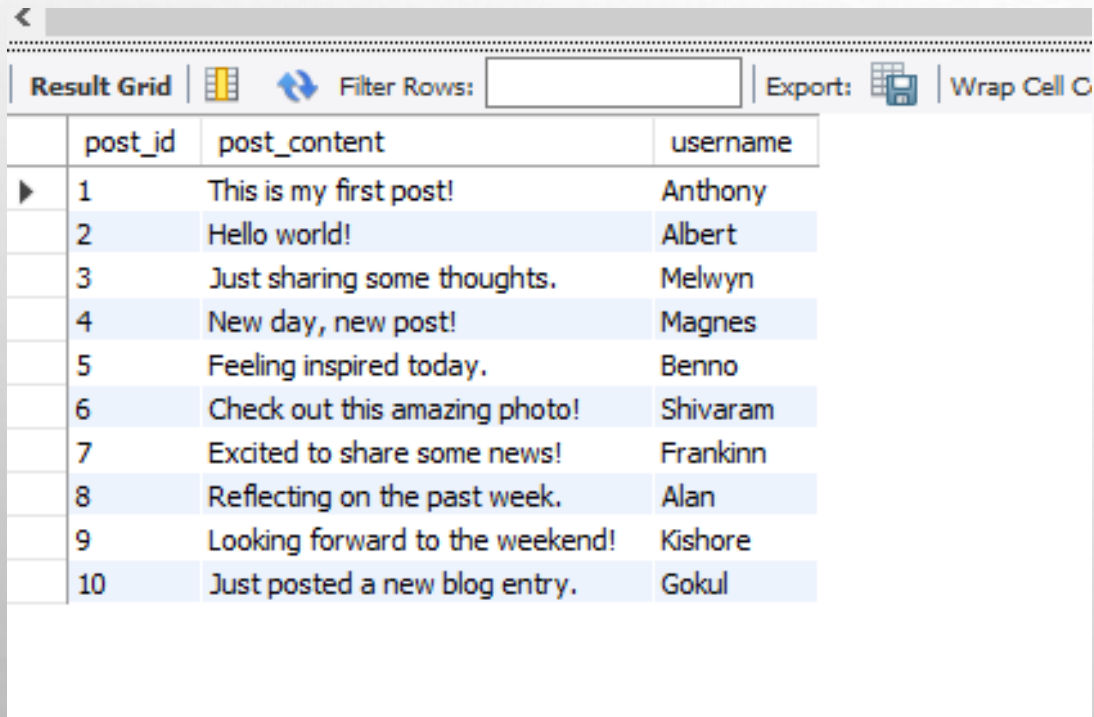
Syntax: select \* from followers;

<				
Result Grid     Filter Rows: <input type="text"/>   Edit:      Export/Import: 				
	follower_id	follower_user_id	following_user_id	follow_date
▶	1	1	2	2023-01-02
	2	2	1	2023-01-06
	3	3	4	2023-01-11
	4	4	3	2023-01-17
	5	5	6	2023-01-22
	6	6	5	2023-01-27
	7	7	8	2023-02-01
	8	8	9	2023-02-03
	9	9	10	2023-02-07
	10	10	7	2023-02-12
•	NULL	NULL	NULL	NULL

# JOINS

TO Get all posts along with their authors' usernames

SYNTAX: SELECT Posts.post\_id, Posts.post\_content,  
Users.username FROM Posts JOIN Users ON Posts.user\_id =  
Users.user\_id;







The screenshot shows a database interface with a toolbar at the top containing a back arrow, a grid icon, a refresh icon, a filter input field, an export icon, and a wrap cell icon. Below the toolbar is a table with 4 columns: an index column, post\_id, post\_content, and username. The table contains 10 rows of data, each with a blue highlight. The first row is expanded, showing a right-pointing triangle in the index column.

	post_id	post_content	username
▶	1	This is my first post!	Anthony
	2	Hello world!	Albert
	3	Just sharing some thoughts.	Melwyn
	4	New day, new post!	Magnes
	5	Feeling inspired today.	Benno
	6	Check out this amazing photo!	Shivaram
	7	Excited to share some news!	Frankinn
	8	Reflecting on the past week.	Alan
	9	Looking forward to the weekend!	Kishore
	10	Just posted a new blog entry.	Gokul

# JOINS

To Get all comments along with the usernames of the users who made them



```
SYNTAX: SELECT Comments.comment_id,  
Comments.comment_content, Users.username  
FROM  
Comments JOIN Users ON Comments.user_id = Users.user_id;
```

Result Grid     Filter Rows: <input type="text"/>   Export:    Wrap Cell Content: 			
	comment_id	comment_content	username
▶	1	Nice post!	Albert
	2	Great!	Anthony
	3	Interesting thoughts.	Magnes
	4	Keep it up!	Melwyn
	5	I feel the same.	Shivaram
	6	Amazing photo!	Benno
	7	Can't wait to hear!	Alan
	8	Me too!	Kishore
	9	Weekend vibes!	Gokul
	10	Will check it out.	Frankinn

# JOINS

To Get all comments along with the usernames of the users who made them

```
SYNTAX: SELECT Comments.comment_id,  
Comments.comment_content, Users.username  
FROM  
Comments JOIN Users ON Comments.user_id = Users.user_id;
```

Result Grid			
Filter Rows: <input type="text"/>			
Export: 			
Wrap Cell Content: 			
	post_id	post_content	like_count
▶	1	This is my first post!	1
	2	Hello world!	1
	3	Just sharing some thoughts.	1
	4	New day, new post!	1
	5	Feeling inspired today.	1
	6	Check out this amazing photo!	1
	7	Excited to share some news!	1
	8	Reflecting on the past week.	1
	9	Looking forward to the weekend!	1
	10	Just posted a new blog entry.	1







# JOINS

To Get all followers for a particular user

SYNTAX: SELECT Users.username AS follower,  
Followers.follow\_date FROM Followers JOIN Users ON  
Followers.follower\_user\_id = Users.user\_id WHERE  
Followers.following\_user\_id = 9;

<

Result Grid		 Filter Rows: <input type="text"/>	Export: 	Wrap Cell Content: 
	follower	follow_date		
▶	Alan	2023-02-03		



# SUB QUERY

To Get all users who commented on posts made by user with  
user\_id = 1

SYNTAX: SELECT username FROM Users WHERE user\_id IN  
(SELECT user\_id FROM Comments WHERE post\_id IN (SELECT  
post\_id FROM Posts WHERE user\_id = 5));

<

Result Grid

Filter Rows:

Export:

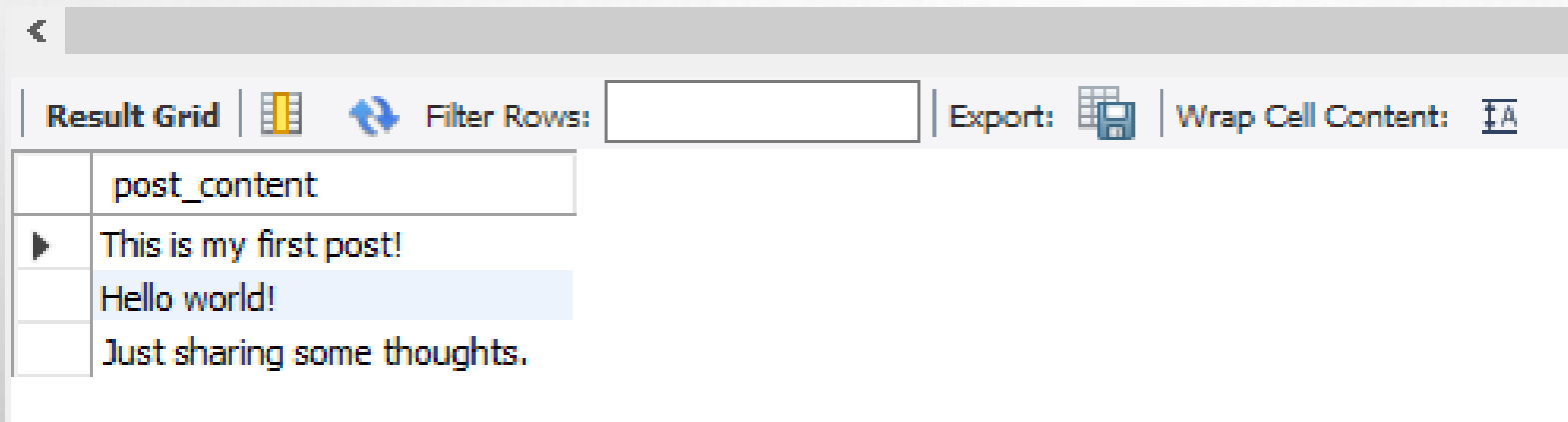
Wrap Cell Content:

	username
▶	Shivaram

# SUB QUERY

To Get all posts liked by users who joined before a certain date

SYNTAX: SELECT post\_content FROM Posts WHERE user\_id IN (SELECT user\_id FROM Likes WHERE user\_id IN (SELECT user\_id FROM Users WHERE join\_date < '2023-01-15'));



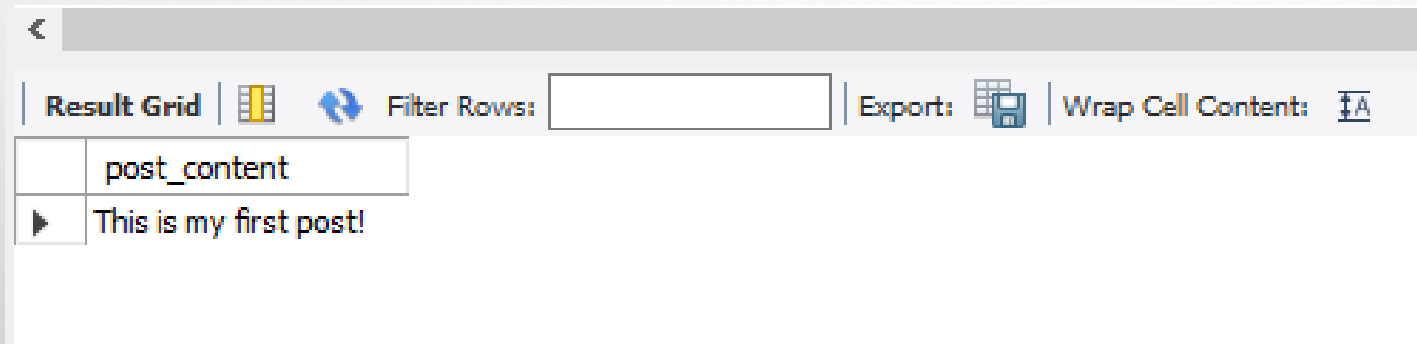
The screenshot shows a database query result grid. The grid has a single column labeled 'post\_content'. The first row contains the text 'This is my first post!', the second row contains 'Hello world!', and the third row contains 'Just sharing some thoughts.'.

	post_content
▶	This is my first post!
	Hello world!
	Just sharing some thoughts.

# SUB QUERY

To Get all posts made by users followed by user with user\_id = 2

SYNTAX: SELECT post\_content FROM Posts WHERE user\_id IN  
(SELECT following\_user\_id FROM Followers WHERE  
follower\_user\_id = 2);



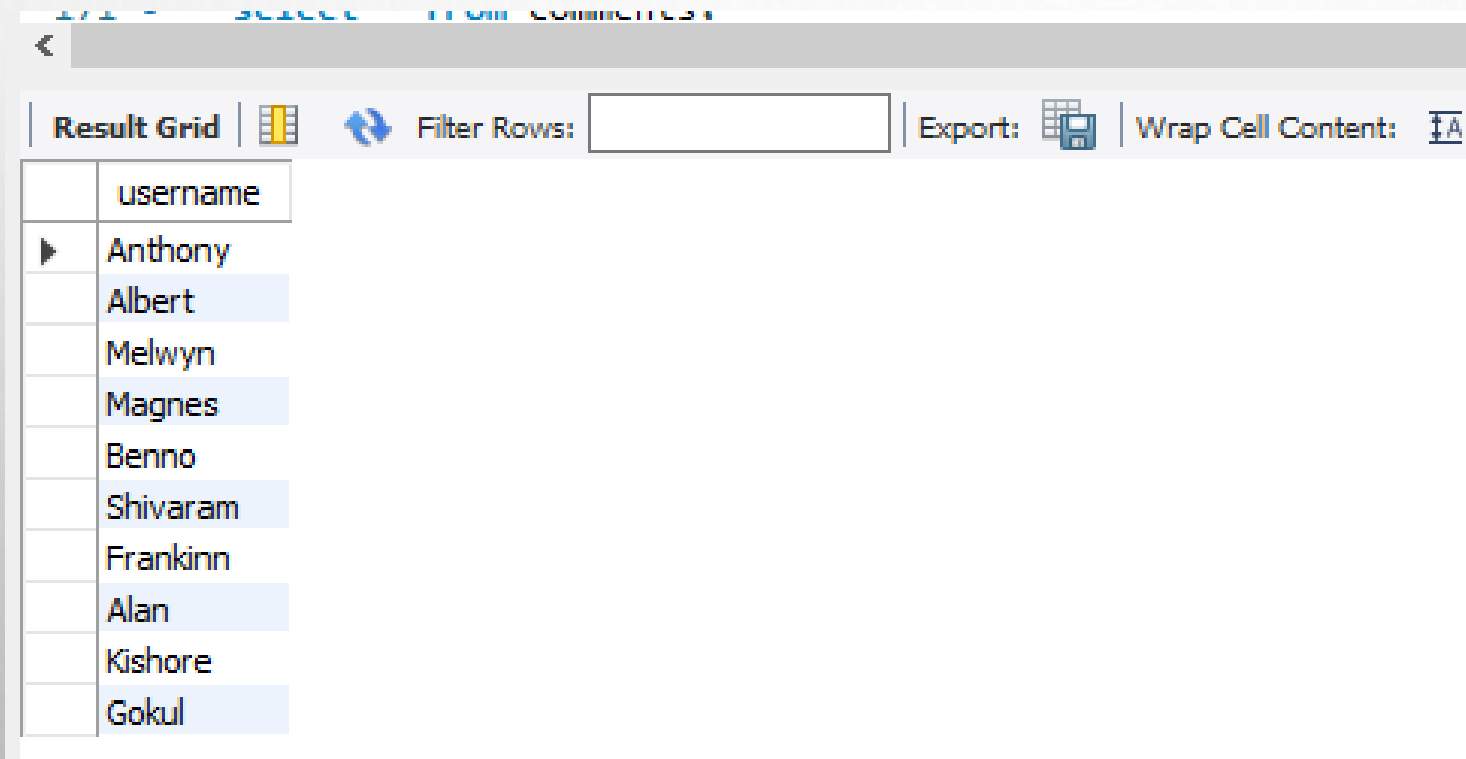
The screenshot shows a database interface with a toolbar at the top containing icons for 'Result Grid', 'Filter Rows', 'Export', and 'Wrap Cell Content'. Below the toolbar is a table with one row of data. The first column is labeled 'post\_content' and the value in the row is 'This is my first post!'.

post_content
This is my first post!

# SUB QUERY

To Get the usernames of users who have posted at least once

SYNTAX: SELECT username FROM Users WHERE EXISTS (  
SELECT 1 FROM Posts WHERE Posts.user\_id =  
Users.user\_id);



The screenshot shows a database query result grid. The grid has a single column labeled 'username'. The results are listed in rows, with the first row being the header. The usernames listed are: Anthony, Albert, Melwyn, Magnes, Benno, Shivaram, Frankinn, Alan, Kishore, and Gokul. The grid is part of a software interface with a toolbar at the top containing icons for 'Result Grid', 'Filter Rows', 'Export', and 'Wrap Cell Content'.

username
Anthony
Albert
Melwyn
Magnes
Benno
Shivaram
Frankinn
Alan
Kishore
Gokul

# SOCIAL MEDIA MARKETING FUNDAMENTALS

## PROFILE OPTIMIZATION

Accurate, complete, active, links to website and has CTA.

## POSTING

Useful, entertaining, relevant posts, photos, videos, lives, stories.

## ENGAGING

Like, share, comment, and follow customers, followers, influencers.

## ADVERTISING

Paid methods of reaching targeted audiences.

## MEASURING

Use platform and website analytics to see what's working.

PREPARED BY :  
ANTHONY ALBERT  
IT VEDANT  
T313