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CHAPTER**1****Social Media Analytics:
An Overview****University Prescribed Syllabus****Social Media Analytics : An Overview**

Core Characteristics of Social Media, Types of Social Media, Social media landscape, Need for Social Media Analytics (SMA), SMA in small & large organizations.

Purpose of Social Media Analytics, Social Media vs. Traditional Business Analytics, Seven Layers of Social Media Analytics, Types of Social Media Analytics, Social Media Analytics Cycle, Challenges to Social Media Analytics, Social Media Analytics Tools.

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► 1.1 CORE CHARACTERISTICS OF SOCIAL MEDIA

- In the ever-shifting landscape of social media marketing, content strategists and content creators are always striving to make effective content that will engage users. Any user of social media will have a different definition of what makes content engaging, but there will always be certain consistencies:
 - It should catch the user's attention
 - It should be interesting to look at
 - It should be easy to digest
- Below, we go through the five characteristics that we use to craft social media content. Applicable to any brand or industry, these are the characteristics of effective social media content.

(1) Entertaining

- First things first, content needs to catch a user's attention. It needs to stand out on busy and competitive online content platforms.
- Whether they leverage beautiful content, humor, vulnerability, beauty, great design, important information or something else, the brands that earn user attention online are, at minimum, entertaining their audiences.

(2) Aspirational

- It's important to differentiate between Inspirational and Aspirational. Providing inspiration, creating the urge within your consumer to do something, is nice. But it's also fleeting. Providing your audience with that initial inspiration as well as the long-term aspirations to back it up is how to grow an engaged community. Your brand's content should inspire your consumers to aspire to a goal.
- That goal will be different for different brands. Some brands should motivate their customers to have all the gear they need to be prepared for their next great adventure.
- Others should inspire their customers to become better stewards of the environment. Still others should push their customers to get outside to reconnect with themselves or loved ones away from the day's distractions. Whatever aspiration your brand provides should align with your brand's organizing principle.

(3) Actionable

- When a consumer decides to follow along with a brand, via social media, newsletters, or catalogues, they are committing their time and attention.

- For that commitment to have real staying power, the brand needs to go beyond entertainment and aspirations. Providing actionable content is key. For most brands, this can simply be updates on new products, sales, maintenance recommendations, or curated accessory suggestions.
- But there are tactics beyond the basics, whether that means highlighting worthy causes they can support, producing educational content so they can get the most out of your products, or sharing curated information the brand has gleaned from being an authority in the space. A brand should provide consumers with everything they need to take action, to ensure they'll keep coming back for more.

(4) Joinable

- Brand loyalty in today's world is based on people feeling like they are participating in a community rather than yelling into the void.
- Whether it's through events and causes, or a shared mission, or simply a hashtag that consumers can identify with, creating a feeling of belonging and community is key.

(5) Pay Off

- Whether it's promotions, giveaways, or freebies, consumers want an incentive above and beyond the prior points to let a brand occupy the real estate on their social feeds and in their inbox. It takes time and attention to follow a brand, even passively, and brands need to offer something in exchange for that.
- Everyone talks about Social Media today. But what is Social Media? How do you define Social Media? What are its characteristics? The common answer is: Social Media is a group of websites where users network socially.

To be characterized as Social Media, a website should have the following seven key characteristics :

- (1) Web space :** The website should provide the users free web space to upload content.
- (2) Web address :** The users are given a unique web address that becomes their web identity. They can post and share all their content on this web address.
- (3) Build profiles :** Users are asked to enter personal details like name, address, date of birth, school/college education, professional details etc. The site then mines the personal data to connect individuals.
- (4) Connect with friends :** Users are encouraged to post personal and professional updates about themselves. The site then becomes a platform to connect friends and relatives.
- (5) Upload content in real time :** Users are provided the tools to post content in real time. This content can be text, images, audio, video or even symbolic likes and dislikes. The last post comes first, giving the site freshness.

- (6) **Enable conversations :** Members are given the rights to comment on posts made by friends and relatives. The conversations are a great social connect.
- (7) **Posts have time stamp :** All posts are time stamped, making it easy to follow posts.

1.2 TYPES OF SOCIAL MEDIA

- If you want to improve your social media marketing strategy, you need to know about the different types of social media content and how or where you share that content.
- Should you focus on photos? Videos? Blogs? What about forums? And, once you have your content, how do you want to roll it out? You could post on community review sites or live-stream it to the masses. Understanding these different types of social media will help you develop a better content strategy and know where to focus your time and energy.
- To help you out, we've put together a list of 14 types of social media every marketer needs to know. From social networking to video sharing and social messaging, there's something for everyone.

Types of social media

- | | |
|-----------------------------------|--|
| (1) Social networking | (2) Photo and image sharing |
| (3) Video sharing | (4) Audio sharing |
| (5) Live streaming | (6) Social messaging |
| (7) Disappearing content apps | (8) Social shopping networks |
| (9) Interactive social media apps | (10) Discussion forums |
| (11) Microblogging platforms | (12) Community blogging sites |
| (13) Social review sites | (14) Social curation and bookmarking sites |

► (1) Social networking sites

- Social networking sites allow people to connect with each other through a shared online space. Users can like, share, comment on posts and follow other users and businesses.
- For brands, social media networking sites offer an opportunity to build awareness, create a community of customers and followers and drive traffic to websites. By creating informative and engaging content, brands can cultivate relationships with customers and followers that lead to conversions.

Examples : Facebook, LinkedIn, Instagram, Twitter, Tik-Tok and Snapchat



Fig. 1.2.1 : Social networking sites

How brands can use social networking sites

- Post, share and respond to audience content
- Directly connect with others. Whether as friends or fans, an engaged social following signals clout for marketers and brands alike
- Form communities and discuss relevant news within them

► (2) Photo and image sharing sites

- Studies show that visual content on social media receives more engagement than written content. Visual assets have also become a top priority for modern brands, with nearly 49% of marketers saying that visuals are key to their strategy.
- Platforms like Instagram, which has more than 1 billion monthly active users, have made it easier than ever before to curate and share photos and images. Brands looking to implement this type of social media marketing should focus on high-quality, creative visuals that tell a story.



Fig. 1.2.2 : Photo and image sharing sites

Examples : Instagram, Snapchat, Pinterest and Imgur

How brands can use photo and image sharing sites :

- Post high-quality, creative images that illustrate your brand values
- Curate and promote user-generated content via branded hashtags
- Engage with customers and followers in real time.

► (3) Video sharing sites

- **Overview :** Half of all social media users say they prefer video to any other kind of content. Much like image-based social sites, video hubs like YouTube, TikTok and Vimeo are attracting visitors in droves via visual content.
- Why is video so popular? Well, video content requires less effort for viewers to absorb. There's no reading or no scrolling, just watching. Not to mention, videos are optimal for educating your audience. How-to's and tutorials are the cornerstones of social video content.

How brands can use video sharing sites

- Use video to demonstrate how your product or service works
- Share customer testimonials and success stories
- Create helpful how-to guides and tutorials related to your industry
- Highlight company culture with behind-the-scenes footage



Fig. 1.2.3 : Video sharing sites

Examples : YouTube, TikTok and Vimeo

► (4) Audio sharing sites

- Overview :** Audio sharing sites are a type of social media that became popular during the COVID-19 pandemic. Stuck at home with Zoom fatigue, people were looking for an easier way to consume content, and audio-only proved to be the solution.
- Social apps like Clubhouse offer users a unique way to connect with others and share ideas. This type of social media is still in its early days but shows a lot of promise for the future.

Examples : Clubhouse, Twitter Spaces and Facebook Live Audio Rooms

How brands can use audio sharing sites

- Share behind-the-scenes content, like interviews with employees and company leaders
- Host live events and Q&A events with customers or experts in your industry
- Take listeners on a journey by sharing audio stories or vignettes

► (5) Live streaming apps

- Overview :** Live streaming apps allow users to share real-time video with their followers. This content is often unedited and authentic, giving viewers a special behind-the-scenes glimpse into the life of the person streaming.
- The live streaming market is booming, with more than 482 billion hours watched in 2020 alone. Stream everything from concerts to eSports, product launches and beyond.

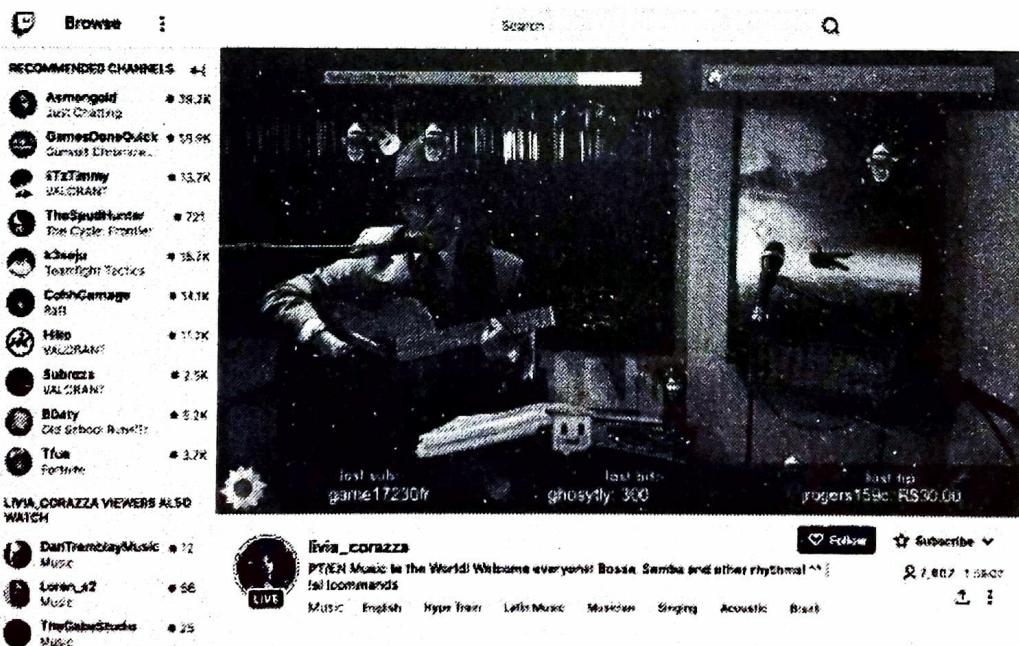


Fig. 1.2.4 : Live streaming apps

Examples : YouTube Live, Facebook Live, Twitch and UStream

How brands can use live streaming apps

- Give viewers a candid look at your brand
- Build anticipation for upcoming products or events with live teasers
- Increase sales by offering exclusive deals and discounts to viewers tuning in live

► (6) Social messaging apps

- **Overview :** Social messaging apps are a type of social media that allows users to communicate in real time. One of the most popular messaging apps WhatsApp has more than 200 billion monthly users!
- While they aren't traditionally thought of as a marketing tool, messaging apps like WhatsApp can be a powerful way to reach and engage with your target audience. Brands can use them to provide customer service, product recommendations and even to make sales.

Examples : Facebook Messenger, Twitter DMs, Google Business Messenger, WhatsApp and WeChat

How brands can use social messaging apps

- Use chatbots to answer customer questions
- Send out automated coupon codes or discount offers
- Create a private group for loyal customers and followers
- Use Smart Inbox to monitor all incoming messages and conversations in one place

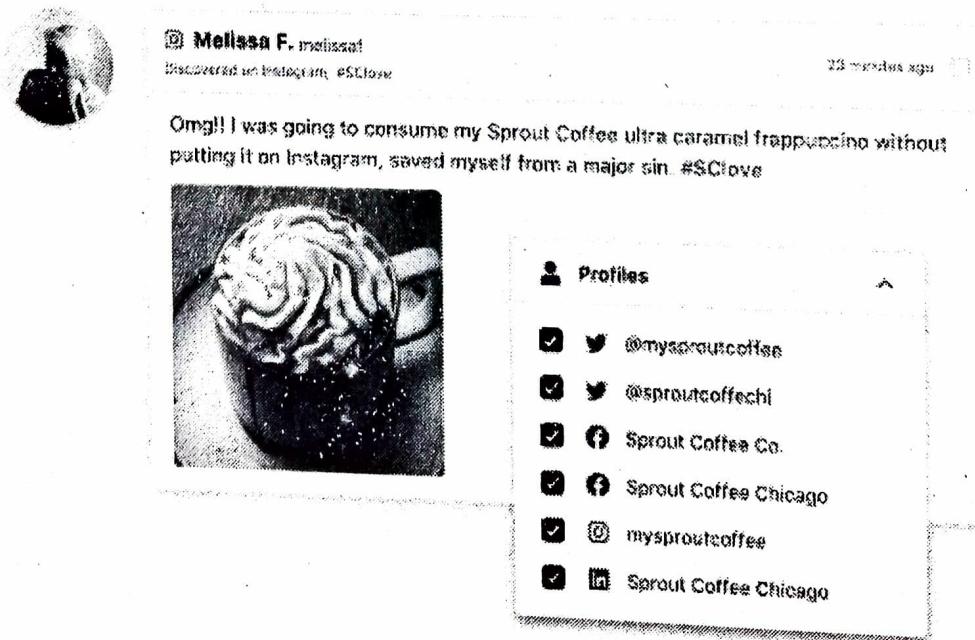


Fig. 1.2.5 : Social messaging apps

► (7) Disappearing content apps

- **Overview :** Disappearing content, also known as ephemeral content, refers to content that only exists for a short period of time before it expires or is no longer available. Snapchat popularized this format, but now other platforms like Instagram, Facebook and WhatsApp offer similar features.
- Disappearing content is a great way to add excitement and urgency to your marketing campaigns. It can also help you connect with younger audiences who tend to flock to this type of social media. Instagram Stories alone have more than 500 million daily active users.

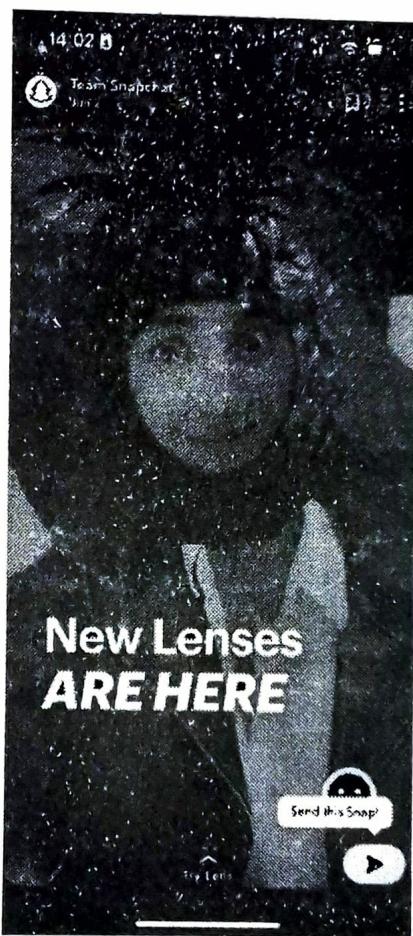


Fig. 1.2.6 : Disappearing content apps

Examples : Snapchat, Instagram Stories and Facebook Stories

How brands can use disappearing content apps

- Promote time-sensitive sales and discounts
- Encourage your audience to share their own disappearing content
- Create behind-the-scenes content to give your audience a peek into your brand

► (8) Social shopping networks

- **Overview :** Social shopping has become increasingly popular in recent years. Most social media platforms now allow users to browse and purchase products without ever leaving their app.
- This is a convenient way for consumers to shop, and it provides brands with a unique opportunity to sell their products directly to their target audience. Considering that 60% of people say they find new products on Instagram, and 75% of Pinterest users say they are “always shopping” in the app, social shopping holds a lot of value for businesses.

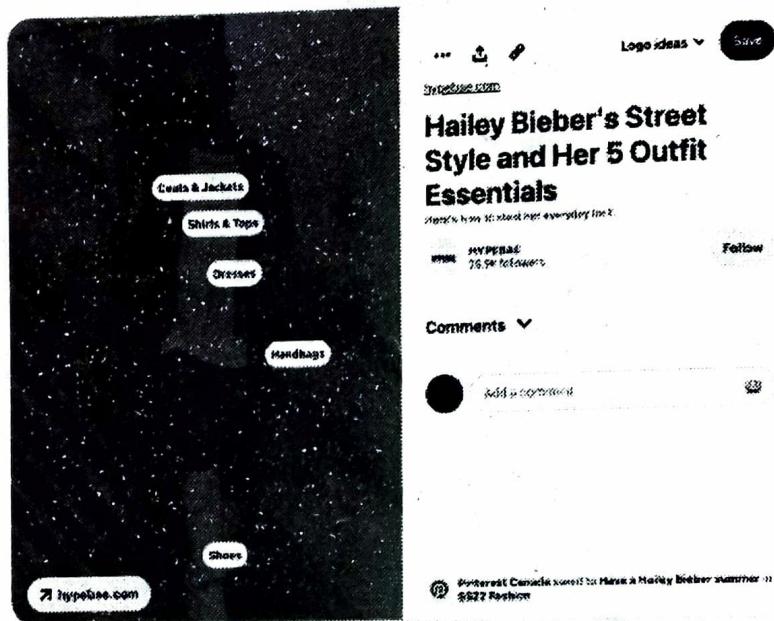


Fig. 1.2.7 : Social shopping networks

Examples : Facebook for Business, Shopify x TikTok, Instagram Shop and Pinterest Shoppable Pins

► (9) Interactive social media apps

- **Overview :** These types of social media apps focus on user interaction and engagement. They encourage users to communicate, usually through gamification, competitions or voting.
- For example, Snapchat’s “Lenses” feature lets users add augmented-reality filters to their photos and videos. And, TikTok has “Duets” that allow users to record themselves singing or dancing alongside another user’s video.
- **Examples :** Instagram Stories, Snapchat, TikTok, Tumblr and Weibo

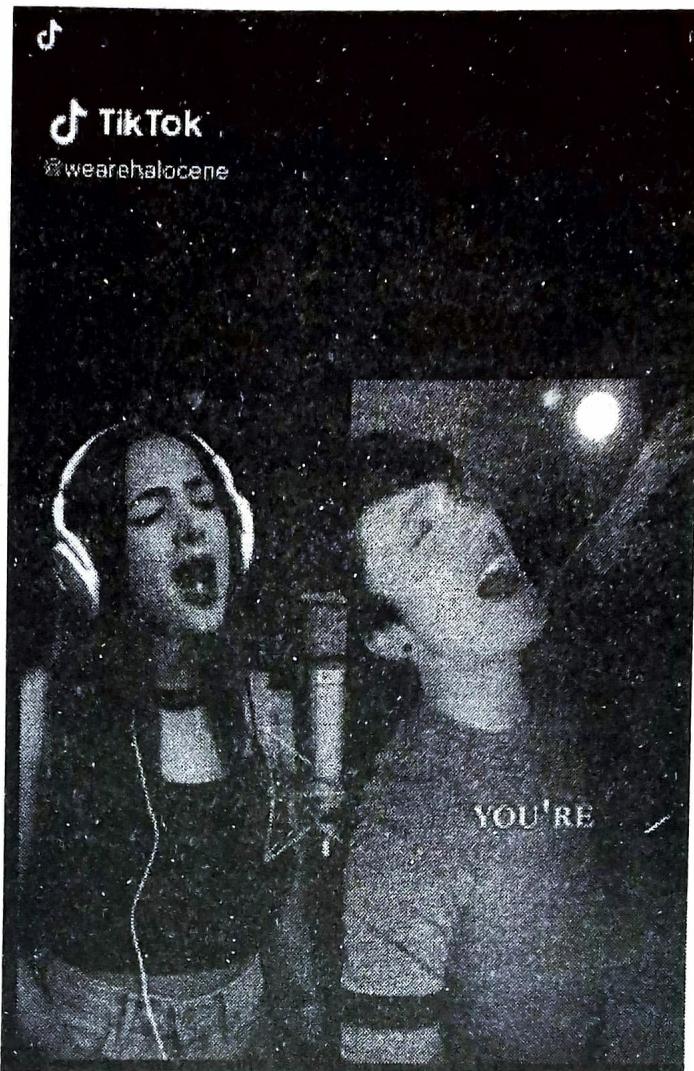


Fig. 1.2.8 : Interactive social media apps

How brands can use interactive social media apps

- Create a branded Snapchat Lens or Filter that your audience can play
- Encourage users to Duet your TikTok video to win a prize
- Stay active in the comment section of Weibo Stories

► (10) Discussion forums

- **Overview :** Discussion forums are online platforms where people can ask questions, give answers and start discussions on a variety of topics. For example, Reddit has communities (called subreddits) for just about every topic imaginable, from jokes to cryptocurrency.
- Brands can visit forums to engage in social listening - learning what people are saying about them and getting feedback from customers and potential customers.

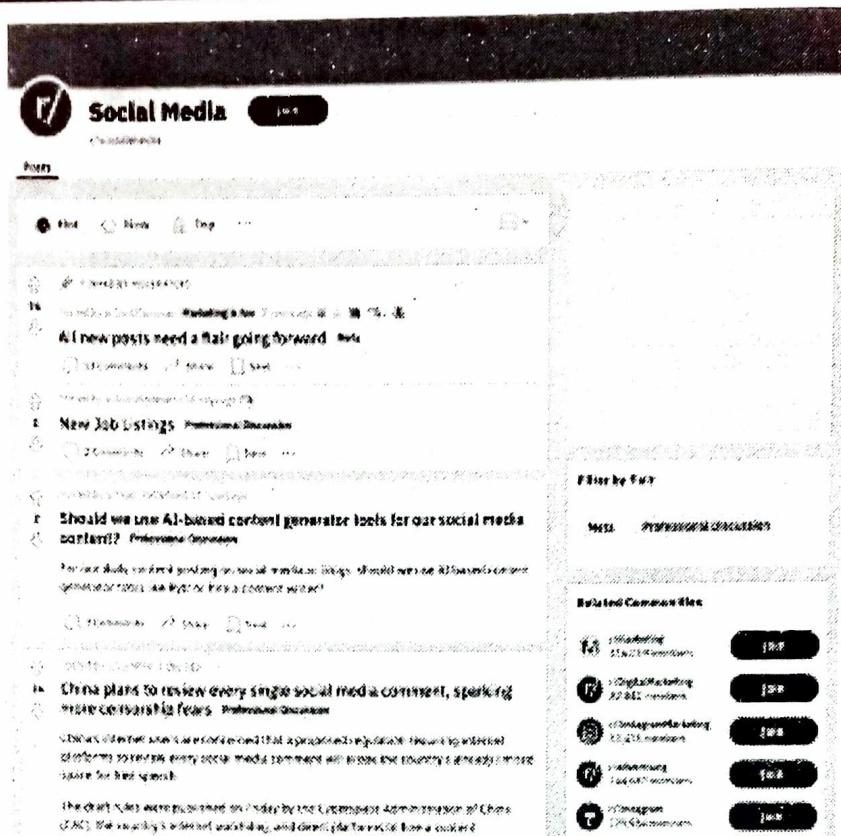


Fig. 1.2.9 : Discussion forums

Examples : Reddit, Quora and Stack Overflow

How brands can use discussion forums

- Crowdsource product feedback and ideas in relevant forum threads
- Provide customer support in forums where your people are discussing your brand
- Participate in relevant subreddits and answer questions related to your industry

► (11) Microblogging platforms

- **Overview :** Microblogging is a type of social media marketing that allows users to post short updates or messages. Twitter is the most famous example of microblogging, allowing users to tweet in 140 characters or less.
- While microblogging was once dominated by Twitter, platforms like LinkedIn and Tumblr have also become popular microblogging sites.

Examples : Twitter, Tumblr, Pinterest and LinkedIn

How brands can use microblogging platforms

- Use hashtags to join conversations about your industry or product
- Share news, articles and other content relevant to your followers
- Offer customer support or answer questions in microblogs or comments

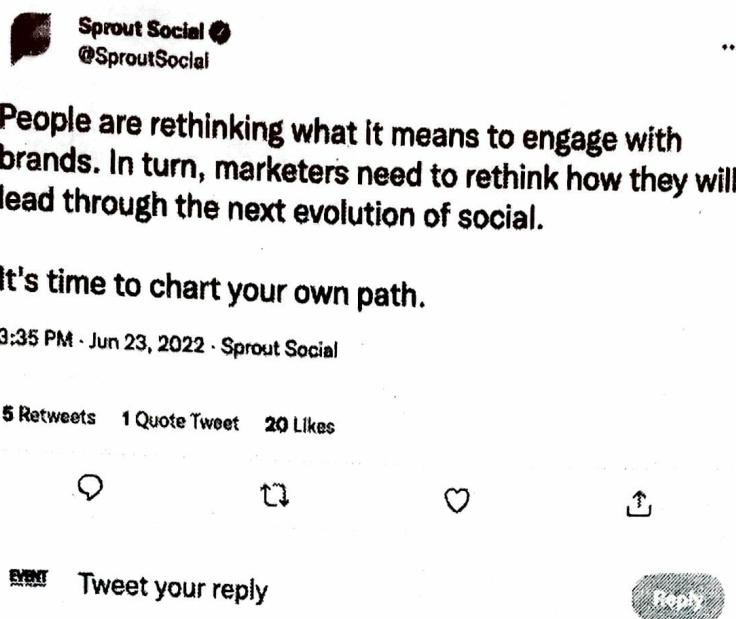


Fig. 1.2.10 : Microblogging platforms

► (12) Community blogging sites

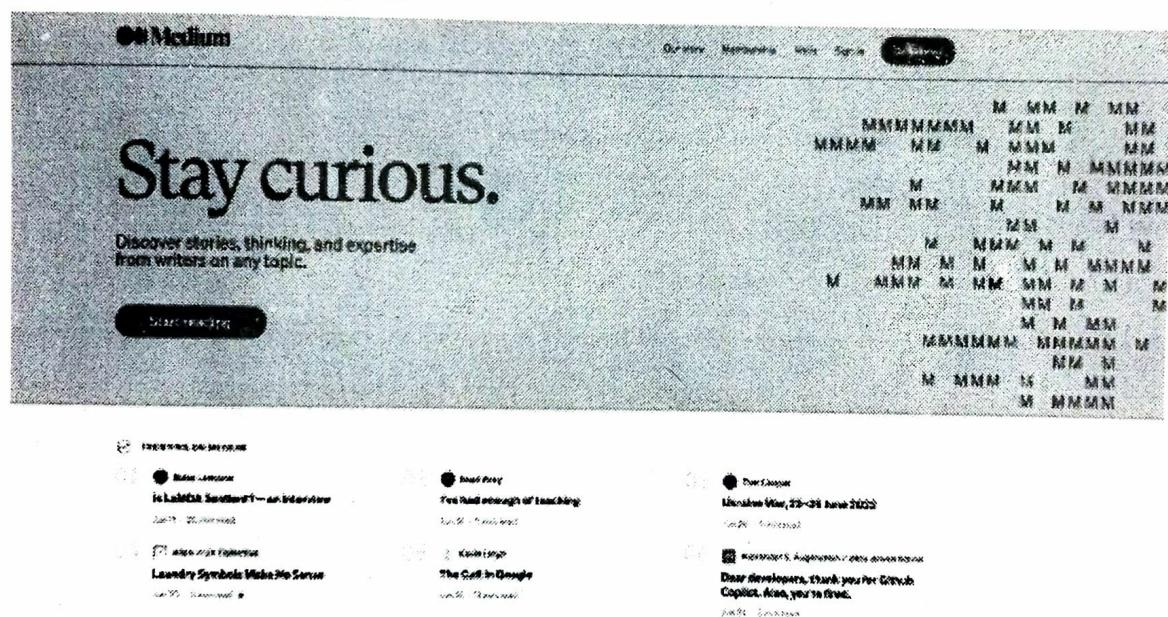


Fig. 1.2.11 : Community blogging sites

- **Overview :** Community blogging sites are platforms where people can come together to write articles, share ideas and collaborate on projects. Most community blogging sites focus on a specific niche or topic, which makes them a great resource for finding new content ideas and connecting with other like-minded individuals. They also tend to have very engaged users, which can be beneficial for promoting your brand or product.

Examples : Medium, GrowthHackers, BlogEngage and DoSplash

How brands can use community blogging sites

- Create or curate content around a specific topic
- Build relationships with other bloggers in your niche
- Generate traffic back to your own blog

► (13) Social review sites

- **Overview :** According to Statista, 36% of consumers use online reviews to inform their purchase decisions. Many of them also trust online reviews as much as personal recommendations.
- Curating, collecting and engaging with your online reviews is essential to success in many industries today. Plus, did you know you can post directly to your Google Business Profile using Sprout Social?

Examples : Google Business Profile, Amazon, Yelp and Facebook

How brands can use social review sites:

- Monitor and respond to reviews in a timely manner
- Encourage happy customers to leave positive reviews
- Use negative reviews as an opportunity to improve your business

► (14) Social curation and bookmarking sites



Fig. 1.2.12 : Social curation and bookmarking sites

- Overview :** Social bookmarking lets you save web pages so you can revisit them later. These sites also allow users to add annotations, share bookmarks with others and discover new content.
- Use this type of social media to curate content for your team or customers. It's also a great place to create a content bucket than you can repurpose across your social media channels.

Examples : Pocket (pictured above), Digg, Pinterest and Mix

How brands can use social curation and bookmarking sites

- Create a content bucket that your team can use on social
- Collecting customer research and insights
- Find relevant content to share with your audience and save it for later

1.3 SOCIAL MEDIA LANDSCAPE

- Connecting with customers and potential customers positively impact your relationship with customers as well as increases the brand loyalty.
- It is beneficial to build the presence online that is communitive, connects with your customer, share your contents and highlights your skills through different platform of social media.
- The social media landscape is continuously growing, changing and improving. It is an area of marketing that you should definitely start exploring. Being able to engage with your followers put you at a huge advantage with your competitors.
- Simply it's the social ecosystem where can distinguished tool for
 - (1) Publishing (with Blog)
 - (2) Sharing (Video & Music)
 - (3) Discussing (Like Quora and Comment Platforms)
 - (4) Collaborating
 - (5) Messaging (Mobile, Visuals and Webmail's)
 - (6) the networking (with dating and meeting platform)
- Social Media Landscape shows how media work is divided and which particular media platform are reigning supreme in this digital world at this moment.

(1) Facebook	(2) Youtube
(3) Whatsapp	(4) Instagram
(5) Snapchat	(6) Printrest
(7) Twitter	

■ 1.4 NEED FOR SOCIAL MEDIA ANALYTICS (SMA)

Many businesses adopt a brand-centric focus when starting out on their data analytics journey, and that can be dangerous. And it seems they are beginning to understand this: As of 2022, 92% of marketers in companies with more than 100 employees are expected to start using social analytics to better understand the landscape. This is crucial, as social media offers brands a huge pool of consumers ripe for brand communication targeted toward relevant interests - but consumers resent interruptions. And this is particularly true when someone is trying to sell them something! So, this is where social media analytics comes into play.

Why Social Media Analytics Are Important

There are many avenues to be explored via social analytics insights. It's like peeling back an orange to discover the segmented fruit within.

In fact, the insights found through social media analytics can inform every part of brand operations. Here are six examples :

(1) Increase Customer Acquisition

Your customers are your brand's lifeblood. Carefully managing their journey from early awareness to established customer through social media analytics is vital for retention, and for your brand's long-term health.

(2) Protect Brand Health

A brand is the collective whole of all the touchpoints and interactions consumers have with a brand, and this includes the messaging coming directly from the company.

Smart brands focus on keeping consumers happy.

(3) Lower Customer Care Costs

Customer care takes dedicated attention, and these days customer care is an 'always on' situation. Consumers have no hesitation reaching out to brands when issues arise, and they expect answers.

Consistent social media analytics monitoring helps brands put the puzzle pieces of consumer needs together to inform innovations to address frequent issues in the most cost-effective manner.

(4) Maximize Product Launches

Social media analytics helps brands get in on emerging trends by informing them about products and services that consumers want.

(5) Boost Campaign Performance

Social media analytics allows brands to learn what their audience cares about and what influences their purchasing decisions.

(6) Improve Crisis Management

The insight social media analytics offers brands when crisis hits are worth the price of admission alone, as it saves both cost and reputational damage from speed of reaction.

An unhappy customer will tell between 9-15 people about their experience. With everyone online these days, that 9-15 people can turn into hundreds and thousands in a very short time.

The severity of the crisis and the length of time that it languishes unmitigated, or worse unseen, can bring critical consequences to brands that can linger for years.

M 1.5 SMA IN SMALL & LARGE ORGANIZATIONS

Today, social media has evolved into a powerful tool to help you reach your target audience and grow your small business. For this reason, if you want to take this seriously, you need to make decisions based on the data that social media analytics provides small businesses rather than a gut feeling.

Fortunately, most social media platforms offer analytics and reports on how your content is doing and how the audience is receiving it. But, the question is, are you using this information to your advantage?

Here are five ways you can use social media analytics for your business plan that you can start implementing today!

(1) Customer insights

- Social media is not only about getting likes, people commenting on what you post and share. The key to real success lies in looking at the right metrics and uncovering opportunities.
- Insights can tell you more about your audience's interests, demographics, connections, and behavior with your content. With this information in hand, you can segment your audience and create marketing personas.
- You can also understand better what your audience is looking for, what their needs and wants are, and how you can satisfy them with your products or services.

(2) What are your top-performing channels ?

- Not every social media platform works great for every brand. What can work well for one company may not work for yours. The good news is that there are many social media channels to choose from: Twitter, Facebook, Instagram, TikTok, and more.
- Many people often ask themselves if they should be on every channel. Still, even if you have the opportunity to do so, it may not be the best idea.
- Work on finding the best channel combination for your small business. Focus on where your audience is and choose channels to produce great content and engage with potential customers.
- The best way to know this is, of course, by looking at the social media analytics of each channel you are using and deciding to keep only those who are performing well.

(3) Create relevant content

- Today, high-quality content creation is crucial for any strategy in social media. Your audience needs to find it exciting and entertaining. One way to know your brand's best content is by looking into social media analytics.
- This way, you can develop a more ingenious content strategy, focused and targeted to your audience.
- You can analyze what content your audience engages with the most and the topics they respond well to are. Then, you can optimize your social media marketing plan and create content that resonates with your followers.

(4) Track the competition

- If you want to grow, you need to see what your competitors are doing. We suggest that you make a list of five competitors and use a social media analytics tool that can help you obtain data from them. You can also do a manual evaluation of their profiles and accounts.
- Where are they present? What kind of content do they post? How is their engagement, and how do they respond to comments they receive?
- All of this information will give you ideas for your brand and perhaps a little inspiration too.

How can you track your competitors?

It does not matter what industry you are in; you will always have competitors seeking your audience's attention, for traffic, for followers, for sale, and so on.

Therefore, competitor analysis is incredibly important, and there are many online tools available and can help you achieve it. Here's a helpful list you can use :

- (a) **Sprout Social** : It helps you understand your competitors' performance on social media from different angles and data points. You can also benchmark your growth against several profiles with a few clicks.
- (b) **Phlanx** : In a few words, it is an Instagram engagement calculator. It gives you clues on how active an account's followers are and therefore has insights about the competition's Instagram presence.
- (c) **Social Blade** : This online tool assesses follower counts on the likes of YouTube, Instagram, and Twitter. It assigns a grade to every social profile you search.
- (d) **SEMRush** : This is another very popular tool today for competition analysis and SEO. You can pull your competitor's backlinks and monitor their ranking and if there have been any changes. Plus, you will be able to know who else is competing for your traffic.
- (e) **Ahrefs** : Check any URL's top organic keywords with this tool, plus also receive an estimate of the traffic a competitor receives on those keywords.
- (f) **MozBar** : This free Google Chrome extension will allow you to check the domain authority, DA, of any website. This way, you can analyze how competing sites are doing in a Google query with just a glance.
- (g) **Buzzsumo** : This tool will allow you to look at the top-performing content for you and your competitors.
- (h) **Similarweb**: Here, you can better understand where the competitors' traffic is coming from and what topics their visitors search for.

(5) How do your customers feel about your brand ?

- Finally, you can analyze how customers are feeling about your brand, product, or service. This is possible by monitoring conversations on social media platforms. It will allow you to uncover what they want and give it to them.
- Also, you can uncover challenges, pain points, and more to take advantage of for your strategy. You can even prepare for a potential crisis or prevent it if you know what people are saying about your brand.

1.6 PURPOSE OF SOCIAL MEDIA ANALYTICS

- Social media analytics helps you keep tabs on the progress of your marketing strategy as well as the welfare of your clients and competitors.
- Social media analytics entails collecting statistics from media platforms and evaluating the data gotten from the statistics. These data could be collected using the recommended social media analytics tools to inform marketing assessments.

- Social media analytics is commonly used as a medium for accessing the feelings of your clients towards a particular product or service. This method known as sentiment analysis uses advanced methods of algorithms to evaluate a client's comment about the brand and report the feeling detected.
- Below we consider the importance in more detail.

Improved Content Quality

- Social media analytics helps you understand your contents that drive more user acceptance. In this way, you get to know which post had more positive views and then improve on that line of content. Platforms like twitter and facebook have built-in analytics that shows you how well your posts perform.
- In twitter, you can track the performance of your images, videos, and links. On image-focused platforms like Instagram and Pinterest, you evaluate which image appeals more to customers. You can also check the level of traffic each content is generating for you using Google Analytics; you're now in a better position to better these contents.

Competitive Edge

- With social media analytics tools, you could track your competitors' growth on social media. They also put in good work with regards to strategies and contents; analytics aids you to improve on their mistakes and flaws. With the statistical analysis, you would fathom the level of impact each of their strategy garners.
- You could take a peek into their progress levels by tracking the percentage of traffic each ad campaign or content adds to their website. This way you get to stay steps ahead, because you're thriving on their success and improving on their failures. Sounds shady don't it?
- **It Helps You Know Your Best Social Media Platforms**
- You have seen the stats, and now know where your major success comes from and what brings about it. Media analytics exposes the media platform that best suits your marketing strategies.
- Of course, you should know that the number of users on a platform does not guarantee increased traffic levels. Smaller user base platforms could offer better leverage for your market strategies and traffic generation. Stat analysis helps you evaluate this impact and make the right decisions.
- This data could be used to streamline your energy to the appropriate platforms. And this leads to far better results with little effort.

Better Understanding of Client Base

- From collected data, you will see various facts that will help you understand your online audience. Like the time they are most online and most attentive. This helps you know when to drop unique content to rave in traffic.
- This same way your ad campaigns are appreciated more when your target audience is available and attentive. Analytics show you the best time to implement a strategy through this method. Some platforms help you keep track of these through their built-in analytics tools.
- The post section of Facebook can avail you with such data, and aids you pattern they way and manner you drop your posts.

Enhanced Marketing Strategies

- Social media analytics helps you enhance your marketing strategy by showing which of them worked best and how they fared. By studying your strategy progress and that of your competitors you're sure to spot out some salient errors. When you improve on these mistakes you will definitely hit sky-high results.
- Your study can be enhanced by the concept of social media listening. This involves following discussions online to ascertain people's view on a particular content, as campaign or page. Then use the excerpts to development a failure-proof campaign or strategy.
- These tracking and evaluations can be carried out using any of the social media analytics tools mentioned above.
- The rapid growth of social media has offered companies an invaluable opportunity to market their brand online. This constant development has led many online brands to come up with sophisticated strategies to stay at the forefront of the competition.
- The importance of social media analytics lies in the way it helps online brands to connect with their customers. The ability to engage your clients better based on specific statistics (provided by social media analytics); enhances the marketers' capabilities to convert this engagement to monetary growth.

1.7 MAJOR DIFFERENCES BETWEEN SOCIAL MEDIA AND TRADITIONAL MEDIA

These differences aren't just interesting - understanding how social media is different from traditional media has a major impact on whether you're successful with social media. Run your social media campaign like your traditional media campaign and you're likely to see more damage to your brand reputation than benefit and you'll waste a lot of money doing it.

Table 1.7.1 : Differences Between Social Media and Traditional Media

Sr. No.	Social Media	Traditional Media
1.	Two-way conversation	One-way conversation
2.	Open system	Closed system
3.	Transparent	Opaque
4.	One-on-one marketing	Mass marketing
5.	About you	About ME
6.	Brand and User-generated Content	Professional content
7.	Authentic content	Polished content
8.	FREE platform	Paid platform
9.	Metric: Engagement	Metric: Reach/ frequency
10.	Actors: Users/ Influencers	Actors/ Celebrities
11.	Community decision-making	Economic decision-making
12.	Unstructured communication	Controlled communication
13.	Real time creation	Pre-produced/ scheduled
14.	Bottom-up strategy	Top-down strategy
15.	Informal language	Formal language
16.	Active involvement	Passive involvement

► 1.8 SEVEN LAYERS OF SOCIAL MEDIA ANALYTICS

Social media at a minimum has seven layers of data. Each layer carries potentially valuable information and insights that can be harvested for business intelligence purposes. Out of the seven layers, some are visible or easily identifiable (e.g., text and actions) and other are invisible (e.g., social media and hyperlink networks).

The following are seven social media layers that will be discussed in detail in the subsequent chapters.

- | | |
|--------------------|----------------|
| (1) Text | (2) Networks |
| (3) Actions | (4) Hyperlinks |
| (5) Mobile | (6) Location |
| (7) Search engines | |

► (1) Layer One : Text

- Social media text analytics deals with the extraction and analysis of business insights from textual elements of social media content, such as comments, tweets, blog posts, and Facebook status updates.

- Text analytics is mostly used to understand social media users' sentiments or identify emerging themes and topics.

► **(2) Layer Two : Networks**

- Social media network analytics extract, analyze, and interpret personal and professional social networks, for example, Facebook, Friendship Network, and Twitter.
- Network analytics seeks to identify influential nodes (e.g., people and organizations) and their position in the network.

► **(3) Layer Three : Actions**

- Social media actions analytics deals with extracting, analyzing, and interpreting the actions performed by social media users, including likes, dislikes, shares, mentions, and endorsement.
- Actions analytics are mostly used to measure popularity, influence, and prediction in social media.
- The case study included at the end of the chapter demonstrates how social media actions (e.g., Twitter mentions) can be used for business intelligence purposes.

► **(4) Layer Four : Mobile**

Mobile analytics is the next frontier in the social business landscape. Mobile analytics deals with measuring and optimizing user engagement with mobile applications.

► **(5) Layer Five : Hyperlinks**

- Hyperlink analytics is about extracting, analyzing, and interpreting social media hyperlinks (e.g., in-links and out-links).
- Hyperlink analysis for example, Internet traffic patterns and sources of incoming or outgoing traffic to and from a source.

► **(6) Layer Six : Location**

Location analytics, also known as spatial analysis or geospatial analytics, is concerned with mining and mapping the locations of social media users, contents, and data.

► **(7) Layer Seven : Search Engines**

Search engines analytics focuses on analyzing historical search data for gaining a valuable insight into a range of areas, including trends analysis, keyword monitoring, search result and advertisement history, and advertisement spending statistics.

► 1.9 TYPES OF SOCIAL MEDIA ANALYTICS

Like any business analytics, social media analytics can take three forms :

- (1) Descriptive analytics
- (2) Predictive analytics, and
- (3) Prescriptive analytics.

► (1) Descriptive Analytics

- Descriptive analytics is mostly focused on gathering and describing social media data in the form of reports, visualizations, and clustering to understand a business problem.
- Actions analytics (e.g., no. of likes, tweets, and views) and text analytics are examples of descriptive analytics. Social media text (e.g., user comments), for example, can be used to understand users' sentiments or identify emerging trends by clustering themes and topics. Currently, descriptive analytics accounts for the majority of social media analytics.

► (2) Predictive Analytics

- Predictive analytics involves analyzing large amounts of accumulated social media data to predict a future event. For example, an intention expressed over social media (such as buy, sell, recommend, quit, desire, or wish) can be mined to predict a future event (such as purchase). Or a business manager can predict sales Figs based on historical visits (or in-links) to a corporate website.
- The TweepMap tool, for example, can help you determine the right time to tweet for maximum alignment with your audience time zone. Or, based on analyzing your social media users' languages, it can suggest if it is time to create a new Twitter account for another language.

► (3) Prescriptive Analytics

- While predictive analytics help to predict the future, prescriptive analytics suggest the best action to take when handling a scenario (Lustig, Dietrich et al.2010).
- For example, if you have groups of social media users that display certain patterns of buying behavior, how can you optimize your offering to each group? Like predictive analytics, prescriptive analytics has not yet found its way into social media data.