Experiment 1

Aim: Study various -

i) Social Media platforms (Facebook, twitter, YouTubeetc)

ii) Social Media analytics tools (Facebook insights, google analytics , netlytic etc) iii) Social Media Analytics techniques and engagement metrics (page level, post level, member level)

iv) Applications of Social media analytics for business.

e.g. Google Analytics

https://marketingplatform.google.com/about/analytics/ and https://netlytic.org/

Objective: To study various Social Media Platforms and its analysis tools.

Lab outcomes:
   At the end of this lab session, students will be able to…

   1. Identify different Social Media Networks.

   2. Acquire hands on skills needed to work with social media data.

Theory:

   ➢ **Social Media Platforms:**

● **Facebook:** A social networking website that allows users to connect with friends, family and other people who share similar interests.

● **Twitter:** A microblogging platforms that allows users to send and read short messages called "tweets"

● **Instagram:** A photo and video sharing app that allows users to share pictures and videos with their followers.

● **TikTok:** A short form, video sharing app that allows users to create and share 15-second videos. ● **linkedIn:** A professional networking platform that allows users to connect with other professionals in their industry.

● **Pinterest:** A visual discovery platform that allows users to discover and save creative ideas for various projects and interests.

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● **Snapchat:** A multimedia messaging app that allows users to send and receive photos and videos that disappear after they're viewed

● **YouTube:** A video sharing platform that allows users to upload,share , and view videos ● **Reddit:** A social news and discussion platform that allows users to submit and vote on content ● **WhatsApp:** A messaging app that allows users to send and receive text, photos, videos in real time

● **Quota :** Online question answering portal

➢ **Social Media Analytics Tools:**

● **Google Analytics:** Google Analytics is a Cloud-Based Web Analytics service that delivers different tools to optimize Digital Marketing. Google Analytics gives real-time statistical-based analytics solutions about your user's interaction with your Social Media website or app ● **YouTube Analytics:** Allowing them to track and monitor crucial metrics & statistics for better optimization and performance. With YouTube Analytics, you'll quickly be able to draw crucial viewer-driven insights about your audience such as audience retention, real-time activities, etc. ● **Hotspot:** HubSpot is one of the most popular Social Media Analytics Tools used by companies to manage and attract customers, generate leads, and provide services. HubSpot offers several tools to create and host web pages, blogs, emails, and manage interaction with customers.

Pinterest Analytics: Pinterest Analytics categorizes the Analytics Section into 3 parts: Profile, Audience, and Website Analytics. Profile Analytics shows you the list of pins people liked most from your profile in the last 30 days, the number of times your pins were visible in the feed, and other insights. Audience Analytics shows you the demographics of your audience, like their gender, where they live, their interests, etc. You can compare your audience against the overall Pinterest audience to see where they fall. These crucial insights can help you decide what to pin next.

● **LinkedIn Analytics :** LinkedIn Analytics will make it easy for you to analyze and measure

performance dynamics. LinkedIn offers distinct, and basic analytics about your followers, visitors,

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and connections. It'll help you understand more about who exactly is engaging with your Business Campaigns and Posts.

➢ **Social Media Analytics techniques and engagement metrics**

Multiple network metrics combine specific results from the social networks, Pages, and accounts you have connected to Hootsuite. This helps you understand your average performance for your most important metrics.

Page Metrics

Post Metrics

➢ **Applications of Social media analytics for business**

Sentiment Analysis

○ Social Media Analytics can be used to analyze the Sentiment of customers

towards business or product.

○ It provides an insight into how people feel about product /service/business.

Audience Segmentation

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Department of Computer Engineering

SOCIAL MEDIA ANALYTICS LAB

○ Social media analytics can help businesses to **segment their audience** based on

factors such as **demographics, interests, and behavior**.

○ It allows for **more targeted marketing efforts**.

Brand Monitoring

○ Social media analytics can be used to **track mentions** of a **business or brand** on

social media, providing insight into h**ow people perceive the company.**

Campaign Analysis

○ Social media analytics can be used to measure the **success of marketing**

campaigns and to **identify areas for improvement.**

Content Analysis

○ Social media analytics can be used to **track the performance of different types**

of content, helping businesses to understand **what types of content are**
most effective.

Market Research

○ Social media analytics can provide businesses with **valuable insights** into **market**

trends and customer needs and preferences.

Social Listening

○ By **monitoring social media for mentions** of a business or industry, businesses

can stay up-to-date on industry developments and **identify opportunities**
for growth.

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Crisis Management

○ Social media analytics can help businesses to **quickly identify and respond to**

any crises that may arise, such as **negative press or customer complaints.**

Competitor Analysis

○ Social media analytics can be used to **monitor the activities and strategies** of

competitors, providing businesses with valuable insight into their
own performance in comparison.

Customer Service

○ Social media analytics can help businesses **track and respond to customer**

inquiries, complaints, and feedback in **real-time**. This can improve
customer satisfaction and loyalty.

<u>Students' task:</u>

1. List company and its official social media accounts (Select company of your choice)

Microsoft:

- Twitter: @microsoft

- Facebook: Microsoft

- Instagram: @microsoft

- LinkedIn: Microsoft Corporation

- YouTube: Microsoft

Apple:

- Twitter: @apple

- Facebook: Apple

- Instagram: @apple

- LinkedIn: Apple Inc.

- YouTube: Apple

2. Find the count for social each social media account(from task1) measuring success.(Followers)

Apple :

- Twitter: @apple (97.6 Lkh)

- Facebook: Apple (1.4 Cr)

- Instagram: @apple (3.2 Cr)

- LinkedIn: Apple Inc. (1.7 Cr)

- YouTube: Apple (1.9 Cr)

Microsoft :
- Twitter: @microsoft (57.8 M)
- Facebook: Microsoft (22.7 M)
- Instagram: @microsoft (35.3 M)
- LinkedIn: Microsoft (16.8 M)
- YouTube: Microsoft (12.1 M)

3. How often these companies visit the social media accounts?

Twitter: Apple & Microsoft post multiple times per day (morning and afternoon).
(Respond to tweets within a few hours of being posted)

Facebook: Apple & Microsoft post frequently, multiple times per day.
(Responses to comments or likes within a few hours)

Instagram: Apple & Microsoft posts are generally made once or twice per day.
(Instagram does not have a direct messaging feature like Twitter or Facebook, so there are no replies to speak of)

LinkedIn: Apple and Microsoft post updates and share content a few times per week.
(They engage with comments and messages moderately throughout the week)

YouTube: Apple and Microsoft upload new videos periodically, but the exact frequency varies.
(They respond to comments on their videos within a few days)

4. What kind of interaction the company is doing? Broadcast, request for input, direct interaction or a combination? Provie example for each.
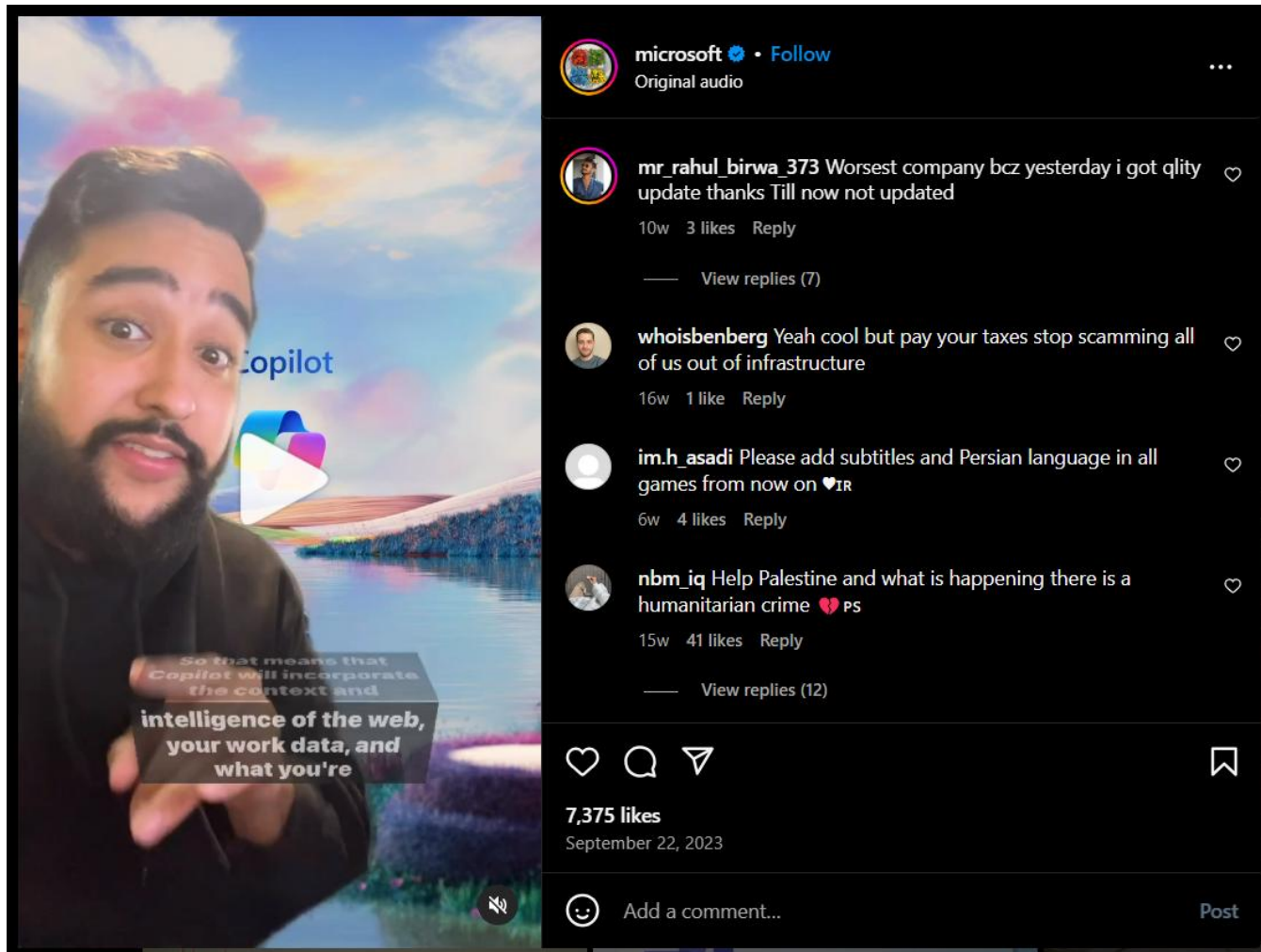
5. **Explore** Tool 1: https://www.noxinfluencer.com/
   Platform: Youtube
   Public Account: **Your Choice (Example** Lex Fridman (podcaster))

Search
Brand Insights
Recruitment ⌄
Influencer Outreach ⌄
Promo Campaigns ⌄
Business Insights ⌄
Settings ⌄
AI Consultant NEW

Updated: 2024-02-02 07:30:15 ↻ Refresh

Markiplier Game Action-adventure
United States | English | 🔴 🟠 🔵 ⚫ 🟣 🔵 ▶ Subscribe

▶ YouTube ⌄

Followers	Average views	NoxScore	Estimated cost	Engagement rate
36.3M	1.8M	4.29	$ 74K	8.53%

▦ Overview   👥 Audience   ▣ Content   Ⓡ Brand

● **Basic data**

Followers	Engagement rate	Average views	Views/followers
36.3M Fair	8.53% Excellent	1.8M	4.99% Good
↑ +0.28% Per 30 days	↑ +0.96% Per 10 videos	↓ -23.93% Per 10 videos	
0.66%-0.87% is the average value of follower growth on similar tier channels	0.59%-2.60% is the average value of engagement rate on similar tier channels	Average views of the latest 10 videos	0.13%-0.79% is the average value of views/followers ratio on similar tier channels

● **Channel Quality**

NoxScore
4.29/5   Excellent
★★★★½

NoxScore is a 1 to 5 metric that combines five components (followers growth, creation and publish, channel quality, audience credibility, and engagement rate) into one score.

NoxScore component

Followers growth ⓘ	●○○○○	Fair
Creation and publish ⓘ	●●●●○	Good
Channel quality ⓘ	●●●●○	Good
Engagement rate ⓘ	●●●●○	Excellent
Audience credibility ⓘ	●●●●○	Excellent

● **Channel ranking**

Channel ranking in the world	Channel ranking in United States
125 Top 1.00%	38 Top 1.00%

● **Cost and CPM**

CPM	Integration	Coop. Potential Detail
$ 27	$ 67.71K - $ 80.26K	❤ 5/10 Below Average
CPM by influencer region $25 - $29	Est. sponsorship price	Updated during last 4d to 14d
		Low Inv. Response Rate ⋯
CPM - Price per 1000 views	The price is based on a set of estimates: CPM by region, engagement rate, account quality, audience age, etc.	The range is from 0-10, the higher the score, the greater the potential for cooperation.

● **Growth**   [Total | Growth]

Followers	Views	Videos
👤 36,300,000	▶ 21,123,986,628	▣ 5,568

📅 2023-01-31 ~ 2024-02-01

40M
30M
20M
10M
0
02-01 02-18 03-07 03-24 04-10 04-27 05-14 05-31 06-17 07-04 07-21 08-07 08-24 09-27 09-27 10-14 10-31 11-17 12-04 12-21 01-07 01-

Show more ⌄

How can I help you?
Write a message... ➤

Platform: instagram
Public Account: **Your Choice (Example** Joe Rogan (Podcaster))
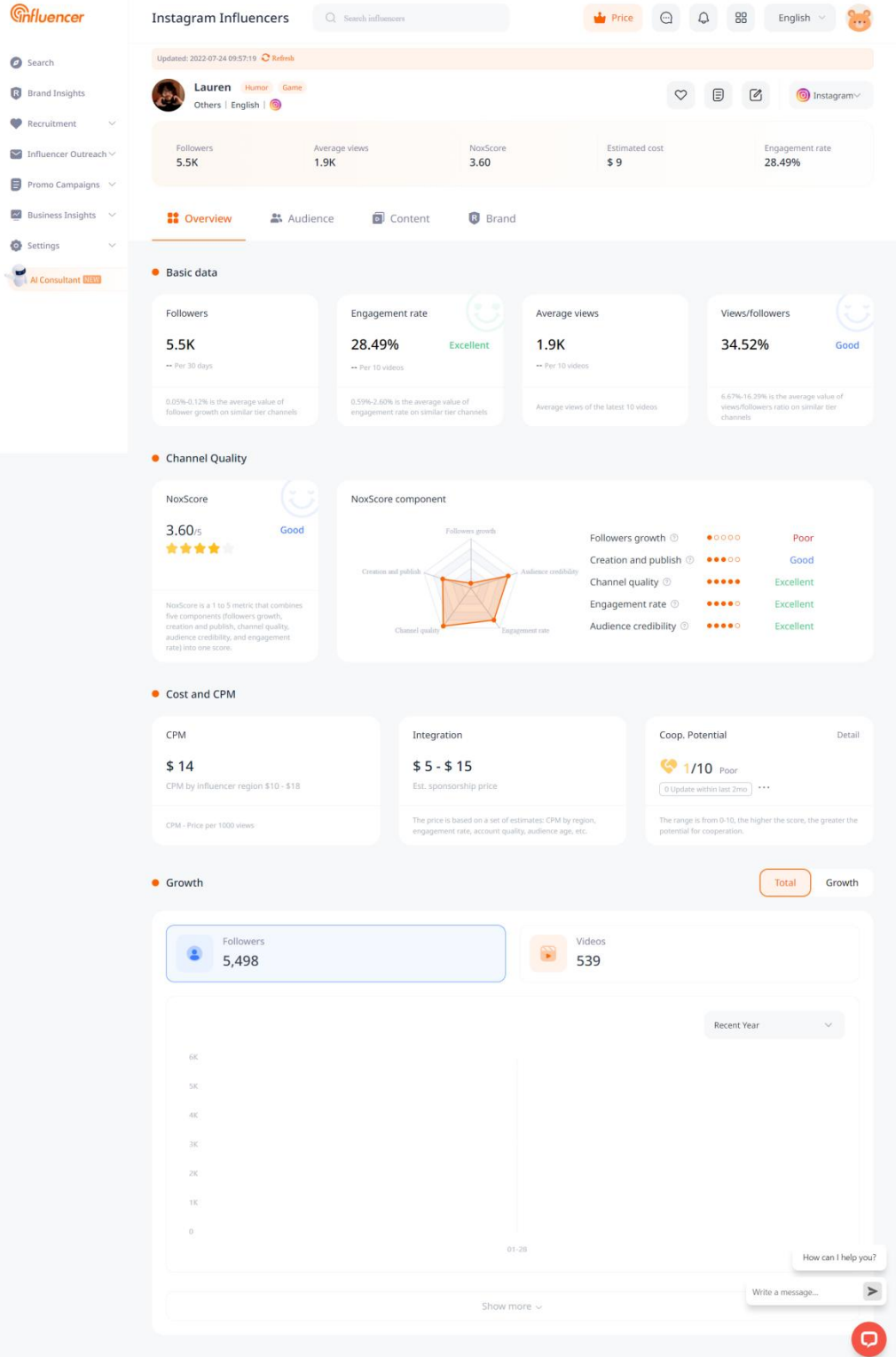
6. **Explore** Tool2 : https://instrack.app/

Public account : **Your Choice (Example** (Lionel Messi))
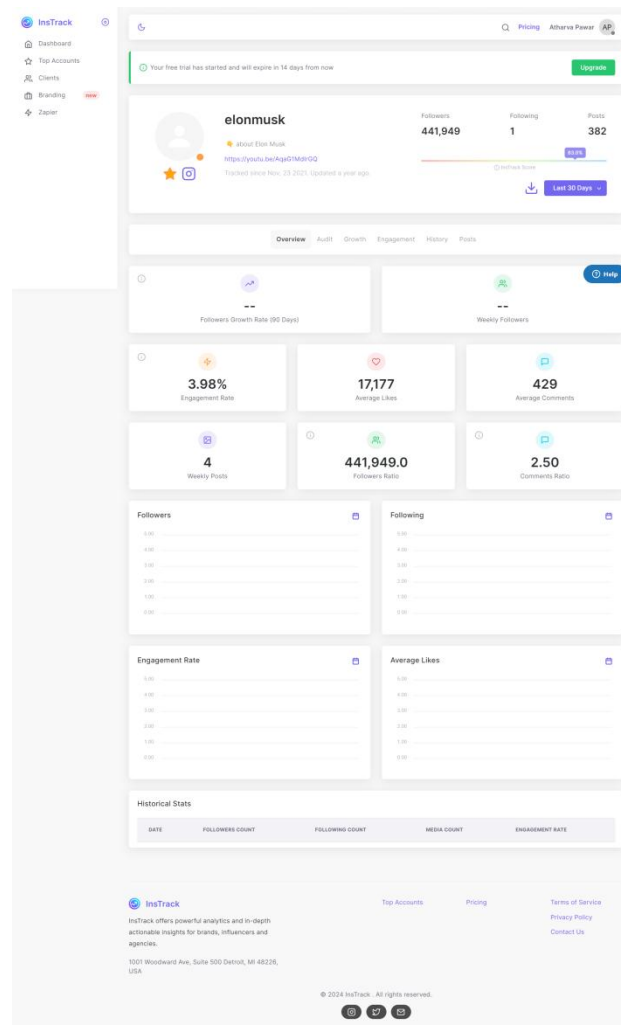
7. **Explore** Tool 3: socialblade
   Public account : (Example-Gigguk)
   Social platform : Twitch

SOCIAL **BLADE**

▶ YouTube ▾   Enter YouTube Username   🔍

⌂ 🛒   SUPPORTED PLATFORMS ▾   TOP LISTS ▾   LIVE COUNTS / REALTIME ▾   CONSULTING   COMPARE   BLOG   ★ PREMIUM MEMBERSHIP

Search Results
4 direct search results found

🐦 Twitter   0 Followers   0 Tweets

Gigguk
▶ YouTube   3,560,000 Subscribers   591,114,695 Video Views   271 Uploads

gigguk
Twitch   372,529 Followers   0 Channel Views   ∞ Granblue Fantasy: Relink

Gigguk
📷 Instagram   Followers   Uploads

Main Mobile App: ▶ Ⓐ   Browser Extensions: 🔷 🦊   Real Time App: ▶ Ⓐ   **CONTACT SOCIAL BLADE SUPPORT**

▶ f 🐦 📷

More Social Blade
Social Blade Blog
Social Blade Tools
Social Blade - Business API
YouTube EDU
YouTube Consulting
YouTube Money Calculator / Estimated Earnings

Meet the Team

Integrated Platforms
YouTube
Twitch
Twitter
Instagram
Dailymotion

Social Media
YouTube
Twitter
Facebook
Twitch

Helpful Pages
Set Tags & Locations for your Profile
Link and Manage Your Profiles
Social Blade's History
Find Influencers - Run Reports
Remove Ads & Support Social Blade

We're YouTube Certified!

You**Tube**
CERTIFIED

SOCIAL BLADE

▶ YouTube ▾   Enter YouTube Username 🔍

🏠 🛒   SUPPORTED PLATFORMS ▾   TOP LISTS ▾   LIVE COUNTS / REALTIME ▾   CONSULTING   COMPARE   BLOG   ★ PREMIUM MEMBERSHIP

Gigguk
—ギガク—
Anime Reviews, Rants, Parodies

COMPARE

Gigguk @gigguk ✓ Ⓜ ▶ ⓥ

UPLOADS	SUBSCRIBERS	VIDEO VIEWS	COUNTRY	CHANNEL TYPE ⓘ	USER CREATED
271	3.56M	591,114,695	GB	Film	May 4th, 2006

GET SOCIAL BLADE PREMIUM

User Summary   Future Projections   Detailed Statistics   Featured Box   Similar Channels   User Videos   Live Subscriber Count   Achievements

B TOTAL GRADE ⓘ	217,219th SOCIAL BLADE RANK	987th SUBSCRIBER RANK	25,873rd VIDEO VIEWS RANK	247th COUNTRY RANK 🇬🇧	371st FILM RANK

10K +4.0% SUBSCRIBERS FOR THE LAST 30 DAYS	$611 - $9.8K ESTIMATED MONTHLY EARNINGS ⓘ	2.445M +12.8% VIDEO VIEWS FOR THE LAST 30 DAYS

TOTAL SUBSCRIBERS (WEEKLY)	$7.3K - $117.3K ESTIMATED YEARLY EARNINGS ⓘ	TOTAL VIDEO VIEWS (WEEKLY)

USERS RECENT VIDEO

YOUTUBE STATS SUMMARY / USER STATISTICS FOR GIGGUK (2024-01-20 - 2024-02-02)

DATE		SUBSCRIBERS		VIDEO VIEWS		ESTIMATED EARNINGS
2024-01-20	Sat	--	3.55M	--	589,637,340	$0 - $0
2024-01-21	Sun	--	3.55M	+50,603	589,687,943	$13 - $202
2024-01-22	Mon	--	3.55M	+102,454	589,790,397	$26 - $410
2024-01-23	Tue	--	3.55M	+53,500	589,843,897	$13 - $214
2024-01-24	Wed	--	3.55M	+48,911	589,892,808	$12 - $196
2024-01-25	Thu	--	3.55M	+47,462	589,940,270	$12 - $190
2024-01-26	Fri	--	3.55M	--	589,940,270	$0 - $0
2024-01-27	Sat	--	3.55M	+97,472	590,037,742	$24 - $390
2024-01-28	Sun	+10K	3.56M	--	590,037,742	$0 - $0
2024-01-29	Mon	--	3.56M	+57,527	590,095,269	$14 - $230
2024-01-30	Tue	--	3.56M	+113,071	590,208,340	$28 - $452
2024-01-31	Wed	--	3.56M	--	590,208,340	$0 - $0
2024-02-01	Thu	--	3.56M	+906,355	591,114,695	$227 - $3.6K
2024-02-02	Fri	--	3.56M ⊘ LIVE	--	591,114,695	$0 - $0
Daily Averages ⚞		+334		+81,492		$20 - $326 ⓘ
Weekly Averages ⚞		+2.33K		+570,444		$143 - $2.3K ⓘ
Last 30 Days ⚞		+10K		+2,444,746		$611 - $9.8K ⓘ

See Full Monthly Statistics   Share on Facebook   Tweet This

USER TAGS
male   vlog   film   anime

FEATURED VIDEO

Gigguk
should reach
3.57M Subs
around February 27th, 2024*

* rough estimate based on current trend

NETWORK VIDEO

YOUTUBE ANALYTICAL HISTORY FOR GIGGUK

Monthly Gained Video Views for 'Gigguk'

Monthly Gained Subscribers for 'Gigguk'

RECENT BLOG POSTS

Made For Kids & COPPA - Initial Look At The Yo...

The Social Blade Decade

Abbreviated Subscriber Counts on YouTube

Social Blade launches Report Cards for YouTube

Instagram opens highly-coveted verification fo...

YouTube Premium to debut 50 original shows in ...

YouTube Music inks partnership with American M...

Netflix testing ads-that-aren't-really-ads dur...

Main Mobile App: ▷ 🍎   Browser Extensions: 🌐 🦊   Real Time App: ▷ 🍎

CONTACT SOCIAL BLADE SUPPORT

Integrated Platforms
YouTube
Twitch
Twitter
Instagram
Dailymotion

Social Media
YouTube
Twitter
Facebook
Twitch

Helpful Pages
Set Tags & Locations for your Profile
Link and Manage Your Profiles
Social Blade's History
Find Influencers - Run Reports
Remove Ads & Support Social Blade

We're YouTube Certified!
YouTube CERTIFIED

More Social Blade
Social Blade Blog
Social Blade Tools
Social Blade - Business API
YouTube EDU
YouTube Consulting
YouTube Money Calculator / Estimated Earnings

Meet the Team

Privacy Policy   Terms of Service   Media Assets   Tools   About   Contact Us   Site Map
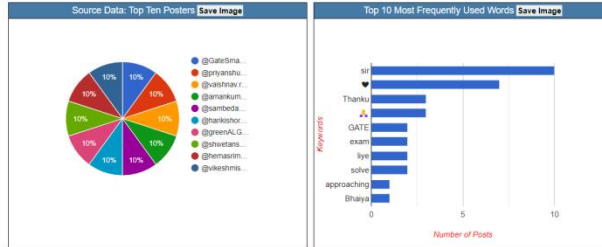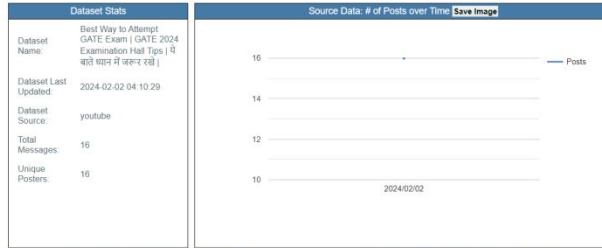
8. **Explore** https://netlytic.org/ for the following inputs

   1. On Twitter , text analysis of your choice dataset
(discontinued)

   2. On Twitter , network analysis of your choice dataset
(discontinued)

3. On Youtube , text analysis of your choice dataset
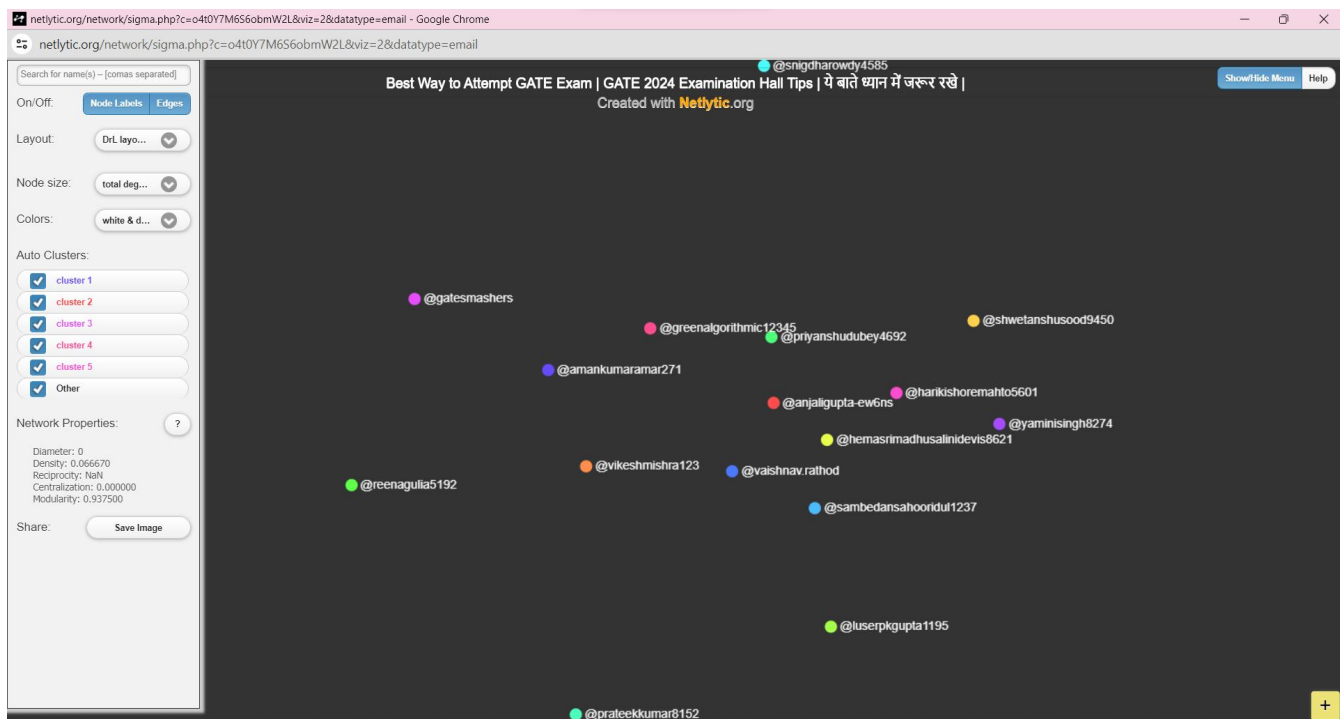
4. On Youtube, text analysis of your choice dataset

1. Edit / 2. Preview / 3. Text Analysis / 4. Network Analysis / 5. Report

Dataset Stats

Dataset Name: Best Way to Attempt GATE Exam | GATE 2024 Examination Hall Tips | ये बाते ध्यान में जरूर रखे |

Dataset Last Updated: 2024-02-02 04:10:29

Dataset Source: youtube

Total Messages: 16

Unique Posters: 16

Source Data: # of Posts over Time [Save Image]

16 ── Posts

14

12

10

2024/02/02

Source Data: Top Ten Posters [Save Image]

- @GateSma… 10%
- @priyanshu… 10%
- @vaishnav.r… 10%
- @amankum… 10%
- @sambeda… 10%
- @harikishor… 10%
- @greenALG… 10%
- @shwetans… 10%
- @hemasrim… 10%
- @vikeshmis… 10%

Top 10 Most Frequently Used Words [Save Image]

sir
♥
Thanku
GATE
exam
liye
solve
approaching
Bhaiya

Keywords

0   5   10

Number of Posts

Text Analysis: Dictionaries (Manual Categories) [Level Up]

Data is not available

To use this feature:
1) Go to the "Text Analysis" step,
2) Click the "Analyze" button under the Dictionaries (Manual Categories) panel.

Network In-degree Centrality: Top 10 Users

Data is not available

To use this feature:
1) Go to the "Network Analysis" step,
2) Click the "Analyze" button to represent your dataset as a network.

Network Out-degree Centrality: Top 10 Users

Data is not available

To use this feature:
1) Go to the "Network Analysis" step,
2) Click the "Analyze" button to represent your dataset as a network.

Saved Network Images

You have no saved images.

You can save your network visualizations
from the sidebar of the network visualization tool under "4. Network Analysis".