SOCIAL MEDIA TREND ANALYSIS

Bavya Sree C

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Abstract

In this report, I have proposed the social media trend analysis for marketing brands, vloggers, creators and for content makers. During covid lockdown the whole world has turned its attention towards the social media network which has created a billion of creators and audience around the world.

The proposed report consists of social media trend analysis for customers who wants to maintain and reach their relevance on social channels.

1. Introduction

Social media is great platform to share and communicate with friends, family and audience, etc. Social media has made a great influence before covid but its use has increased exponentially after covid. During this period even the count of creators has increased exponentially. Now a days social media has become a biggest platform for entertainment. People from all over the world use social media networks for entertainment and sharing information and even for advertisement.

At first people were attracted only to the famous celebrities and related posts but now a days people were attracted to influencers around world that doesn't mean to be well known celebrities. Day by day count of content creators and audience were increasing which made a great demand for trend.

2. Problem Statement

The increase in the usage of social media has given a great opportunity in growth of brand by direct marketing but this has certain challenges such that content should reach the maximum audience and this have to attract the audience on using the brand. The content created should also make a positive impact on the individuals. The

insights of the data produced by the brand on social media network should be analysed and insights of the day-to-day trends should be analysed to produce the best content every day.

3. Customer Need Assessment

As there are billions of contents created every day there is need for the customer(content creator) to use most of his time in analysing the day-to-day trends manually by watching other creator's videos and analysing manually the response to those videos and also in analysing his/her own video insights to know the trends. To overcome time management crisis, I hope to create them with the insights how and what type of content can be created to follow the trend.

4. Target Specification

The service proposed will provide insights of data to follow up the trends and how and what type of content can be created by the customer (content creator) to increase the growth of brand in the social media network.

- The customer needs make decision of what type of content to be created
- How the content be created to attract the audience
- How to increase the watch time
- How to increase the positive response to the contents created
- How to bring loyal audience to the brand

5. External Search

The sources I have referred for analysing the need for such a system in the growth of customers brand have mentioned below.

- https://netbasequid.com/blog/what-is-social-media-analytics-why-is-it-important/
- https://youscan.io/blog/social-media-analytics-help-brands-grow/
- https://www.businessnewsdaily.com/7832-social-media-for-business.html

5.1. Benchmarking

The social media platforms such as Instagram, Facebook, YouTube etc analyse the customers content and recommend some what type of content can be created according to the trend and views of the brand. The below given chart is a benchmarking of social media users with users age.

Link that shows a clear benchmarking report on social media content and their engagement with audience in various plat forms such as Facebook, Instagram, Twitter

2022 Social Media Industry Benchmark Report | Rival IQ

The next link shows the benchmarking report on content, type of content, age of user, user gender etc on social media platform such as YouTube, Instagram, TikTok

Social Media Benchmarking: Engagement Rate Forecast 2022 (improvado.io)
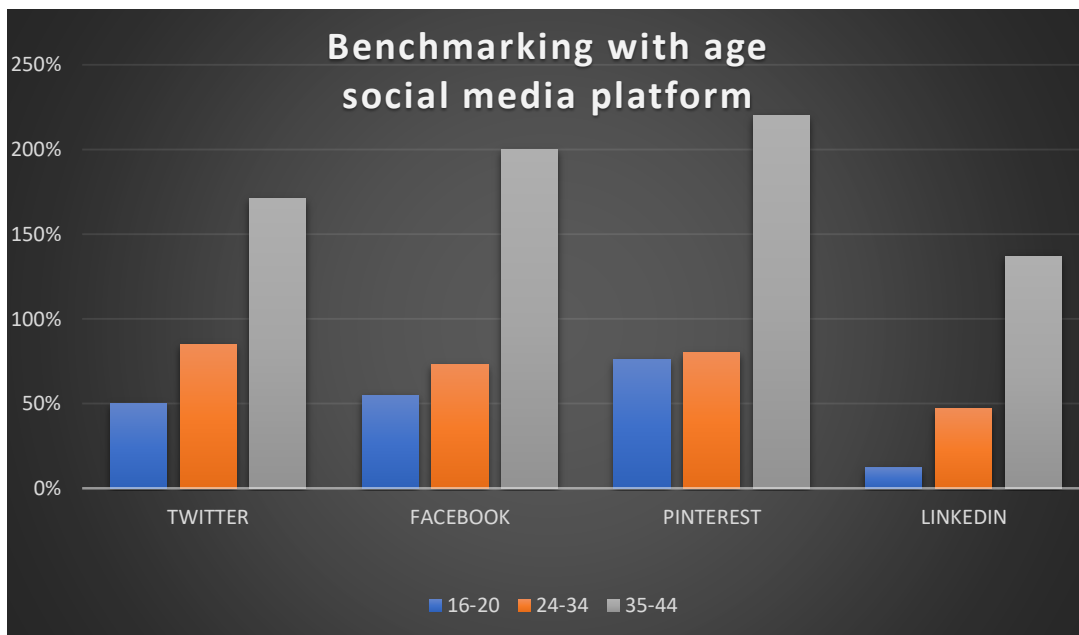
5.2. Applicable Patents

- **US9213996B2 - System and method for analyzing social media trends - Google Patents**
- **https://patents.google.com/patent/US11284145B2/en?q=enhanced+social+media+analysis+model&oq=enhanced+social+media+analysis+model**
- **https://patents.google.com/patent/US20200242640A1/en?q=social+media+trend+analysis+tool+model&oq=social+media+trend+analysis+tool+model**

There are a lot of patents applicable for analysing social media market analysis and its tool.

The first patent describes the system and method for analysing social media trends which also consists of Correlations between social media activity with respect to the concept and sales of products corresponding to the concept may be made and sales predicted for the same or different products that correspond to descendants of the concept in the taxonomy.

The second patent describes a system for providing a social media platform to enhance the quality of online social interactions among users. The system includes first and second client computing devices that are running social media applications for the social media platform. Each social media application is programmed to provide a GUI that presents digital content retrieved over the internet from the social media platform and receive user inputs.

The third patent describes a system and method for mining social media signals and cues

    i)   created by a user (for example, a customer) and/or

    ii)   ii) to which the user is exposed (the "data"), and for processing that data as it relates to a service (including a fee or subscription-

based service), in order to predict the user's predisposition or likelihood to either leave the subscription or the service or reduce his/her engagement with the subscription or the service.

5.3. Applicable Constraints

Dispassionate Data: The use of personal elements and language creates a dispassionate data which creates an impure data structure.

The Response Don't Add Up: The number of likes or followers on a brand's page don't accurately reflect actual engagement or conversions.

The Incomplete Picture: The contrasts between people within social media ecosystems are just as notable as they are out in the world. While some have an active voice and interact more proactively, most are just browsing through. Levels of engagement can also vary with demographics and campaigns. While you might hear more vocal opinions from the younger audience, the larger older demographic might choose to remain silent.

Data Relevance & Quality: The quality of online data being analysed is always a concern among enterprises. Social media platforms are littered with fake and duplicate profiles. Adding to the problem are the access restrictions on most profiles that make it difficult to verify their validity. Also, social channels provide very little or inaccurate information on user journey.

5.4. Applicable Regulations

Existing regulations and misuse:

- In India, social media platforms already come under the purview of the Information Technology (IT) Act, the 'intermediaries' guidelines' that were notified under the IT Act in 2011 and the Indian Penal Code.
- Under existing laws, social media channels are already required to take down content if they are directed to do so by a court or law enforcement.
- There are also reporting mechanisms on these platforms, where they exercise discretion to ascertain whether a reported post is violating community guidelines and needs to be taken down.
- Many of the existing regulations themselves are "dangerously close to censorship and may have a chilling effect on freedom of speech, which is why cases are being fought on those in courts."
- Another problem of a lot of regulatory measures is the vagueness of language which is exploited by state agencies to behave in a repressive way.

6. Business Opportunities

This creates an opportunity to analyse trend for the creators within a short period of time. This system is well used in big social media platforms but to give more accurate response to the beginners this system will be much more useful.

7. Concept Generation

The concept is that we collect data and analyse them with how and where the content should be reached according to the creator's preference.

8. Final Product Prototype

- Map people and conversations
- Engage carefully mapped network experts or online community
- Track through network mapping and metrics that rate influence
- Structure complex data, using new analytic methods

- Mine data for submerged insights

MAP PEOPLE AND CONVERSATIONS

ENGAGE AND TRACK

STRUCTURE

MINE

EMDED
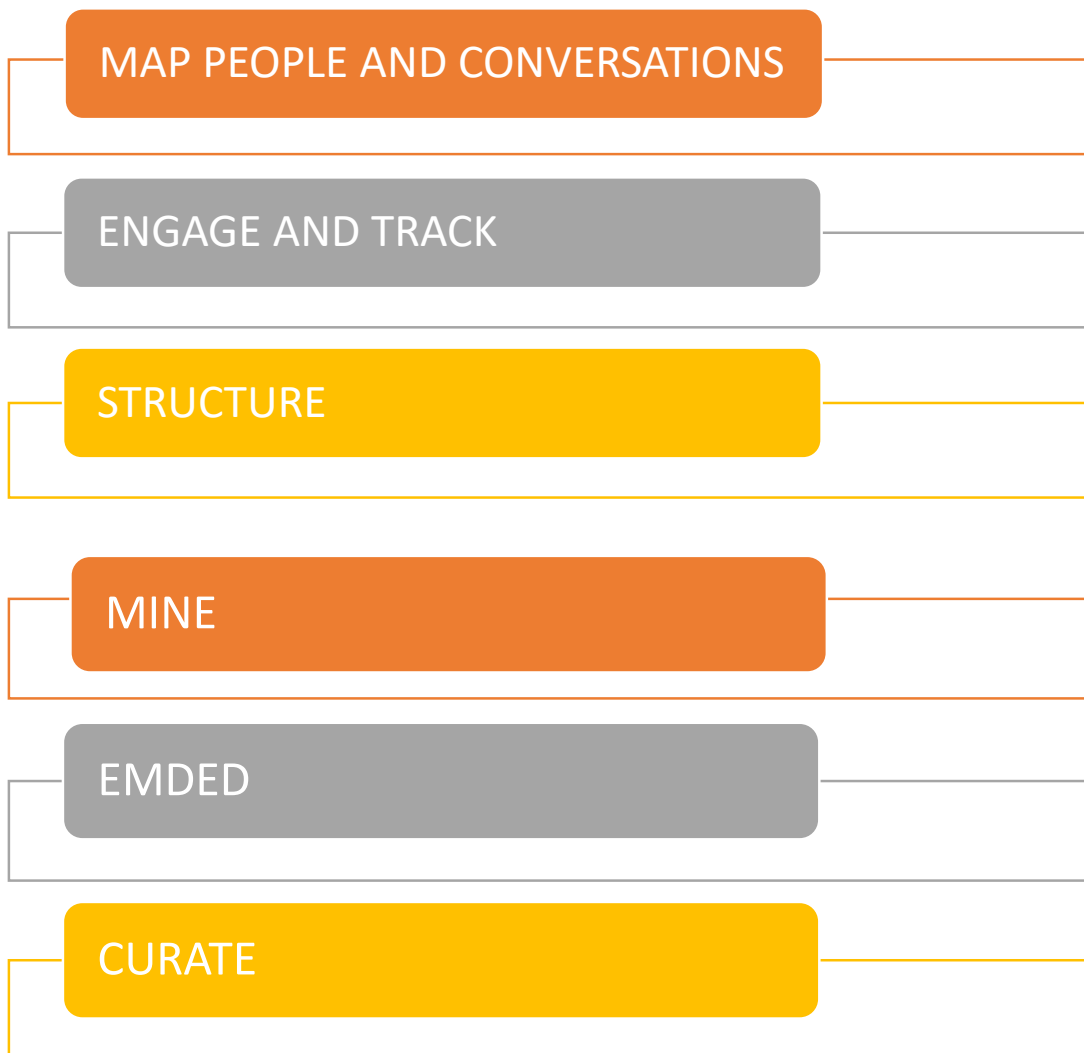
CURATE

- Embed new thinking into strategic processes on a continuous basis
- Curate pertinent information via micropublications or customized information dashboards.

9. Conclusion

Artificial intelligence in social media field not only gives the insights of the data of the content created but also helps in the decision making on what type of content can be created to increase the brands growth.

Social media content creators both beginners and even the pros in the field run out of topics to keep up with the trends day to day but this system helps them by analysing the data of contents and responses from the audience from the past and create visualization dashboards for the creators to understand the data and to which helps them to get the accurate response from audience.

Even large social media platforms uses this type of system but I hereby proposing it to the beginner creators and pros to analyse them by customising the results according to the individual creators preferences.

10.   References

- https://www.globalmediainsight.com/blog/4-challenges-using-social-media-data-analytics/
- https://www.insightsonindia.com/2019/10/22/regulation-of-social-media/