FR. CONCEICAO RODRIGUES COLLEGE OF ENGINEERING

Department of Computer Engineering

1. **Course, Subject & Experiment Details**

Subject:	**Social Media Analytics**
Experiment No:	**1**
Title:	**Case Study**
Name of the Student:	**Candida Noronha**
Roll No:	**8960**
Date of Performance:	**27-01-2023**
Date of Submission:	**27-01-2023**

Evaluation:

Sr. No.	Rubric	Grade
1	On time submission/completion (2)	
2	Preparedness (2)	
3	Skill (4)	
4	Output (2)	

Signature of the Teacher:

Case study: Netflix

- **Study various Social Media platforms (Facebook, twitter, YouTubeetc)**

1. List each company and their social media accounts.
   Twitter
   https://twitter.com/netflix

   Youtube:
   https://www.youtube.com/Netflix

   Instagram:
   https://www.instagram.com/Netflix

   Facebook
   https://www.facebook.com/netflix

2. Find as many counts for each social media account as described in the section on measuring success.
   Twitter: 21.4 M followers

   Instagram: 7.7 M followers

   YouTube: 25.7M subscribers

   Facebook: 86,781,580 followers

3. How often does the company interact on their social network site? Is it many times a day, a few times a week, or never?

   Twitter:
   Often (4-5 days)

   Instagram:
   Often (4-5 days)

   YouTube:
   Everyday

4. What kind of interaction is the company doing? Broadcast, request for input, direct interaction, or a combination? Provide an example of each.

1. Advertising and marketing through Instagram reels and memes.
   Example: A Meme Instagram Reel

2. Sharing their achievements on the page
3. Request for input: Asking followers to answer various questions through tweets to achieve user engagement
4. Posting top movies and web series on social media
   Example:

5. Assess the company's social media strategy. What are they doing well and why? What could they do better, why would that be better, and how should they do it?

- **Instagram:**
  Netflix India has used a viral content format to reinforce engagement. It uses memes and viral videos to add humor to Instagram posts. They experiment with different content formats such as using popular meme templates, trending audios, quizzes, behind-the-scenes, etc. This is a good strategy for engaging customers with Instagram posts and humanizing brand.

- **Twitter:**
  Netflix India uses twitter polls to ask questions and get feedback on new series, movies, features, branding, or content. This information can be used to improve products.

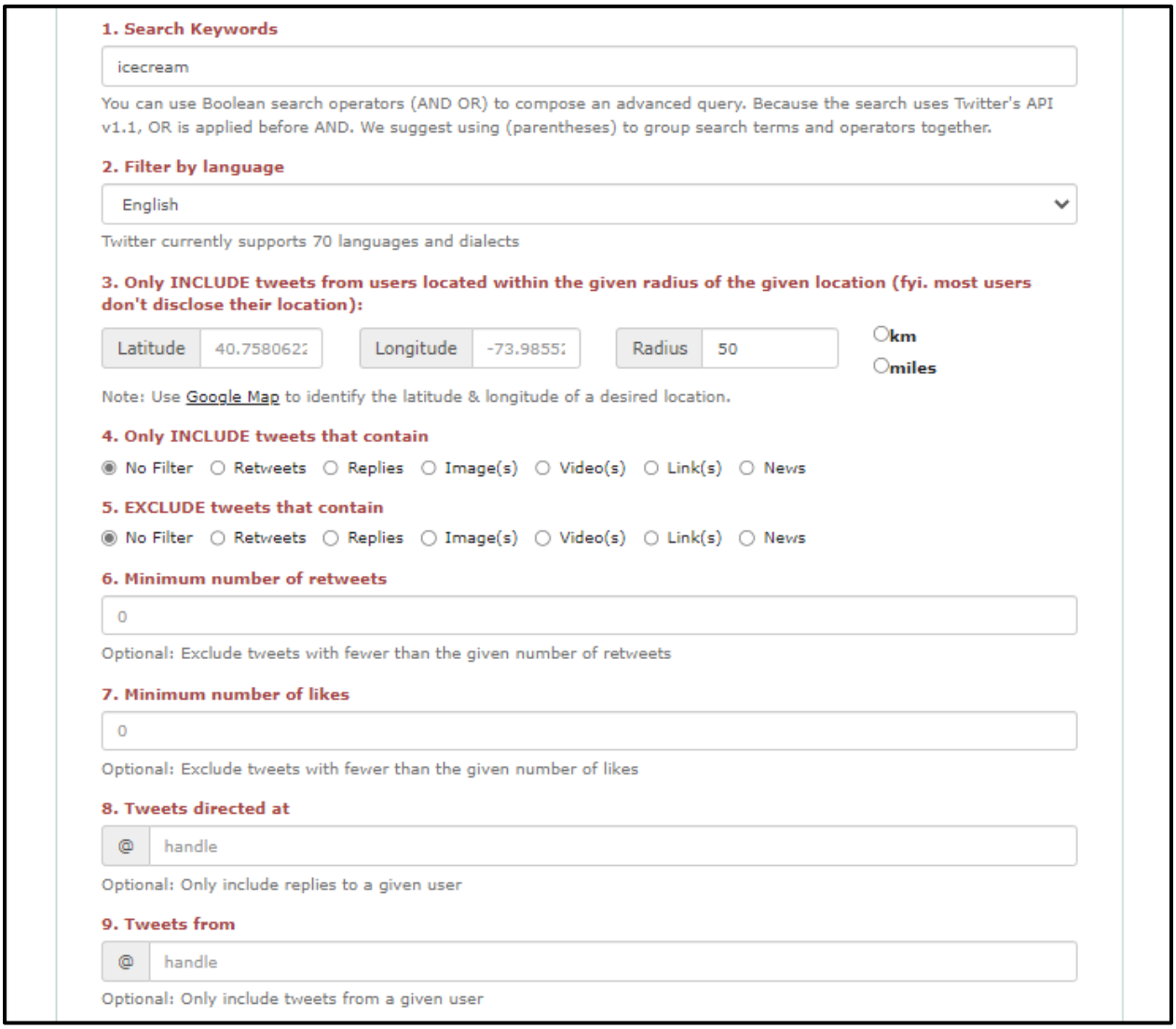
- **Facebook:**
  Video has been a significant part of Netflix's Facebook marketing strategy because the brand is aware that video content contributes to the development of strong brand recall.

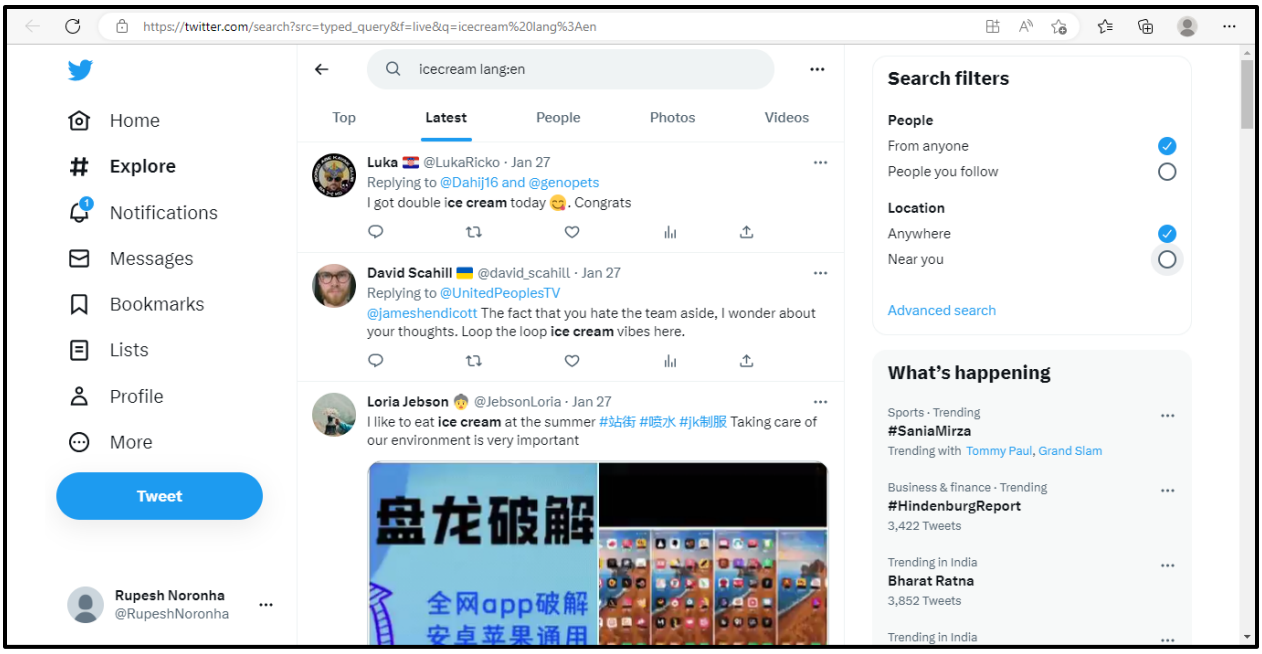
- YouTube:
  Netflix posts web series trailers, behind the scenes, reaction videos etc. which attracts viewers which ultimately increases the views of the series or movie.

- **Applications of Social media analytics for business.**

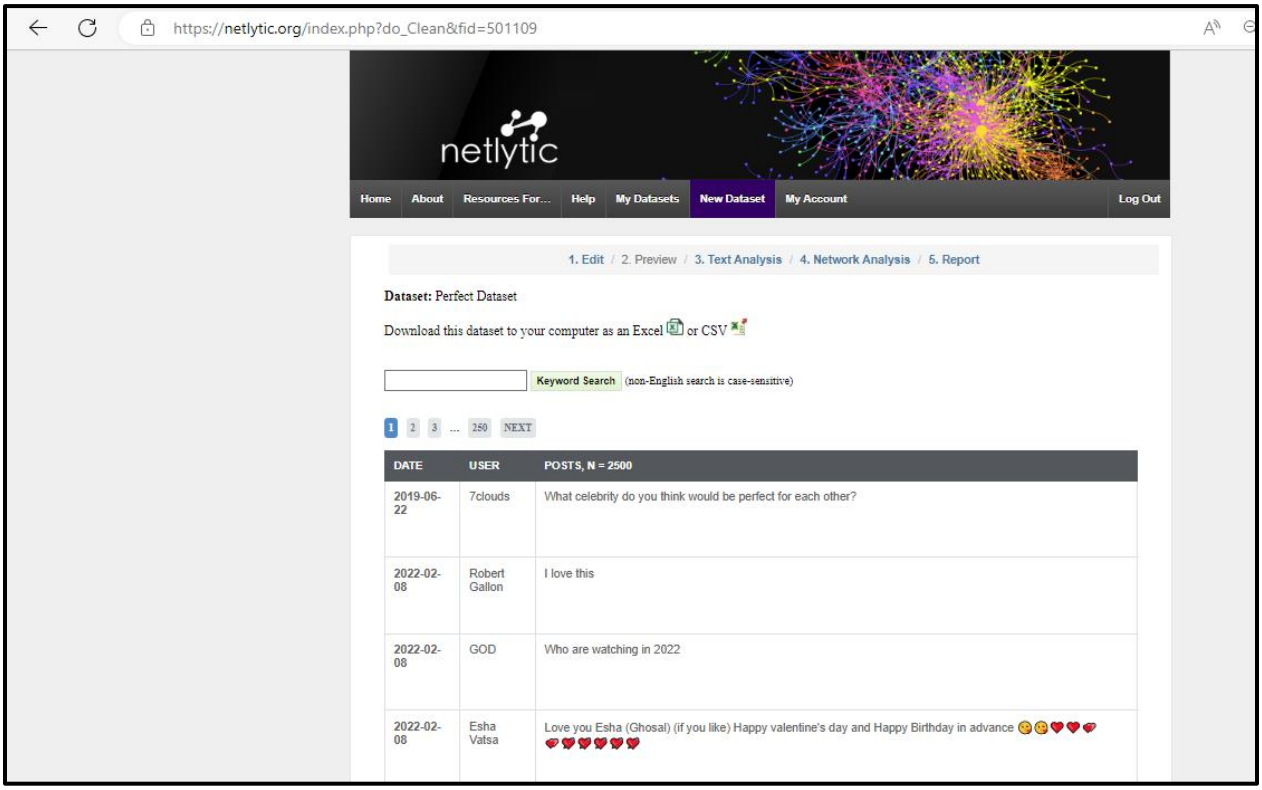
  Netlytic analysis for Netflix
  https://netlytic.org

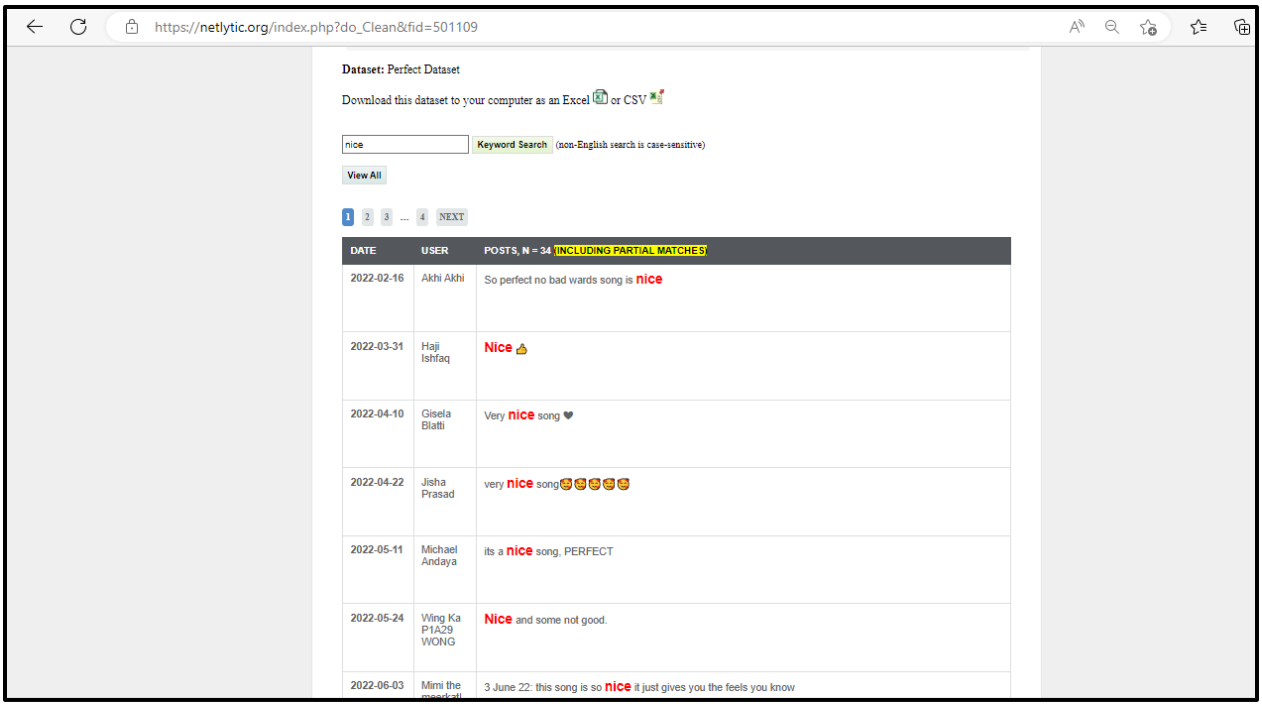
  For Twitter Dataset



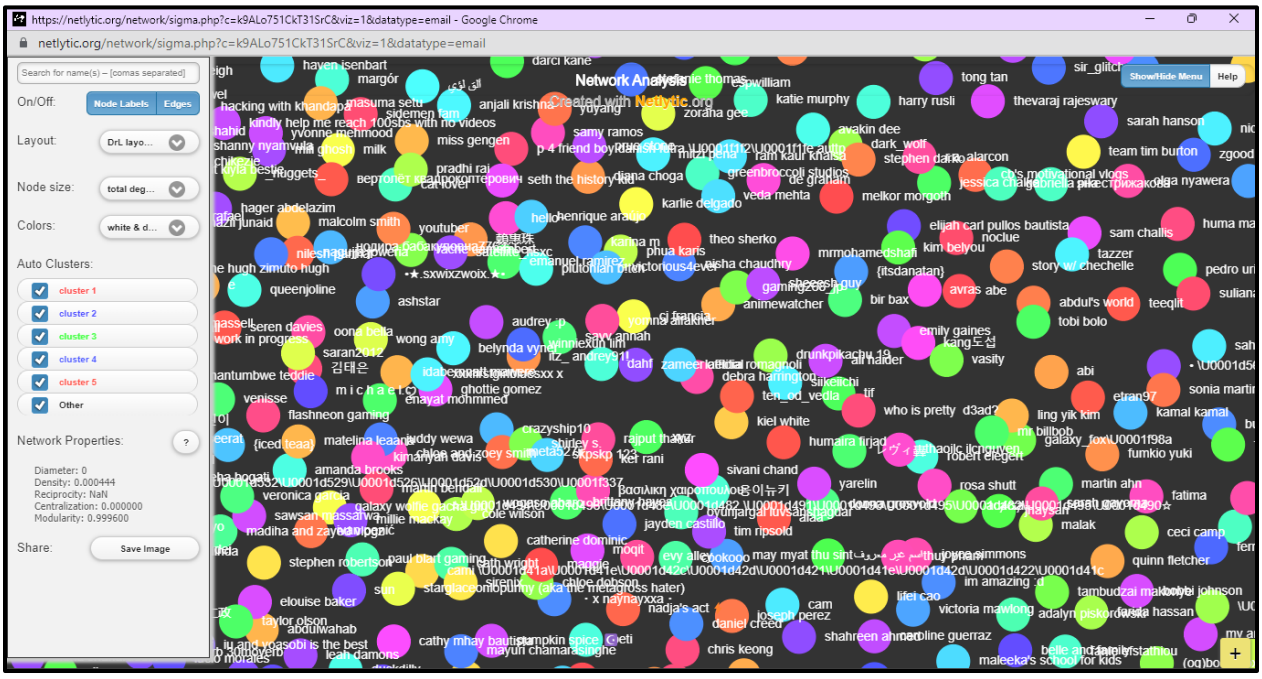


For YouTube Dataset

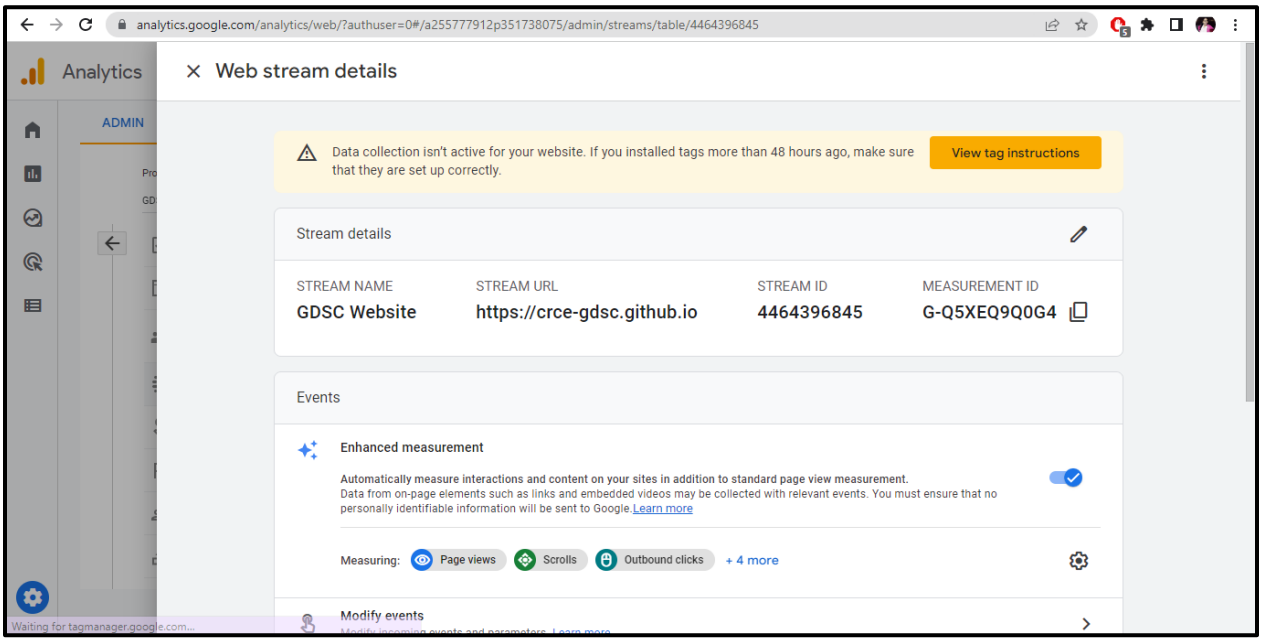


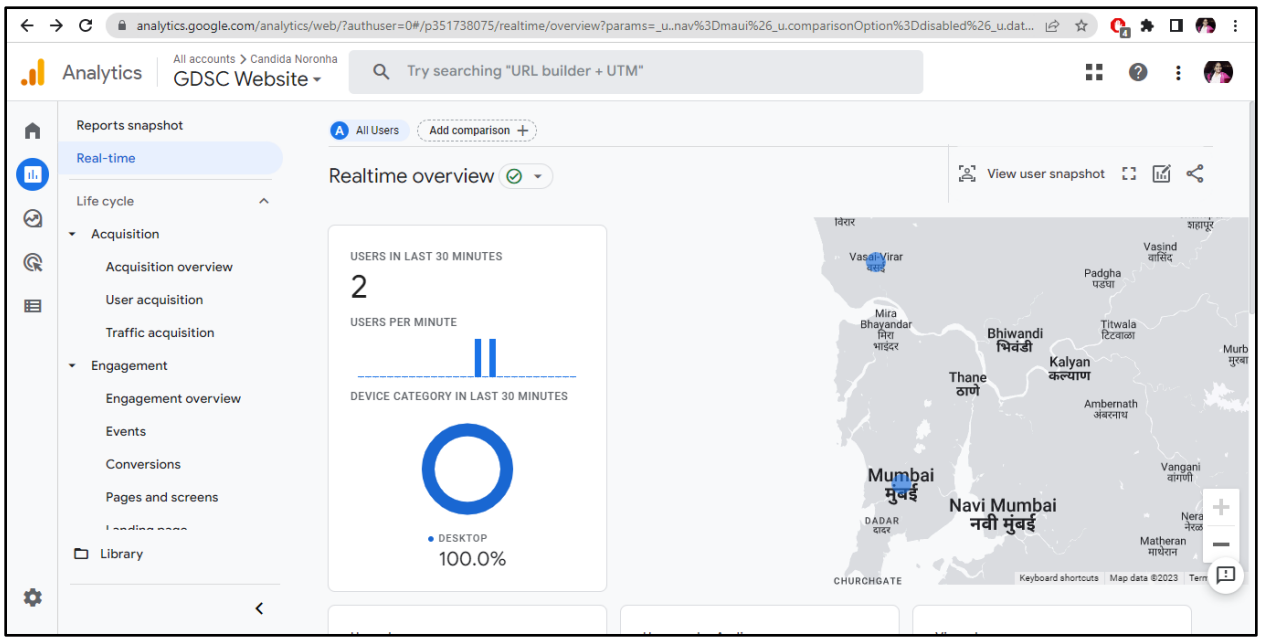


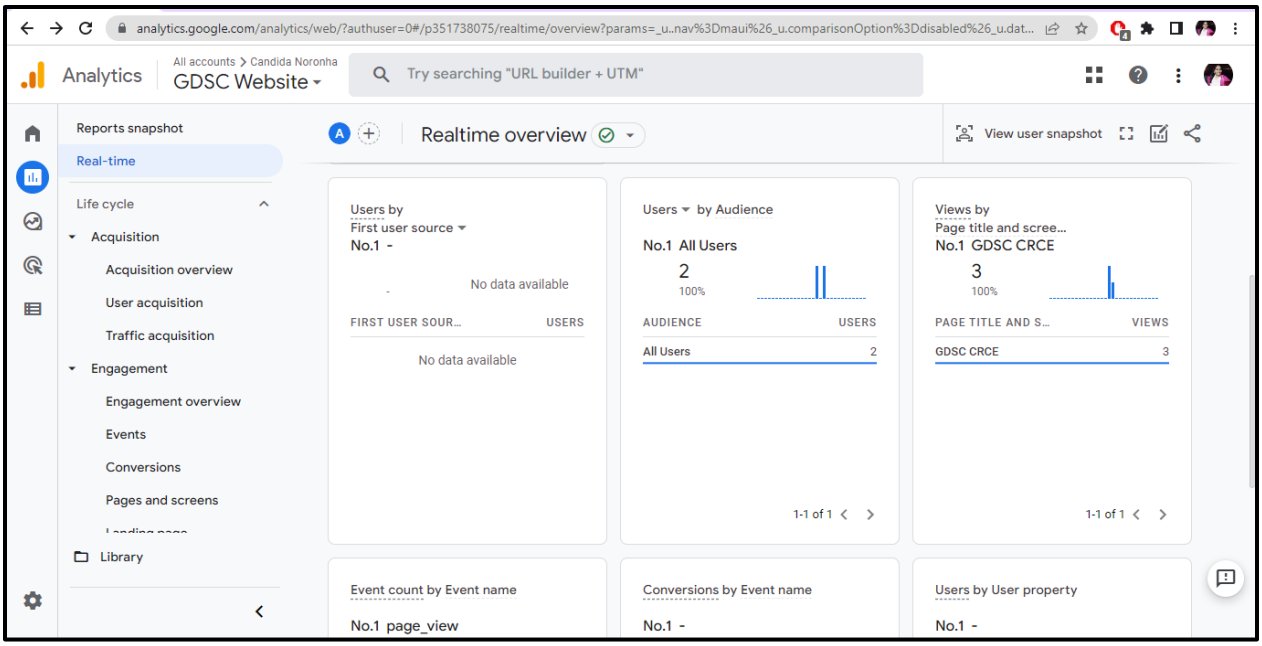
Network Analysis for YouTube Video



Google Analytics for https://crce-gdsc.github.io/



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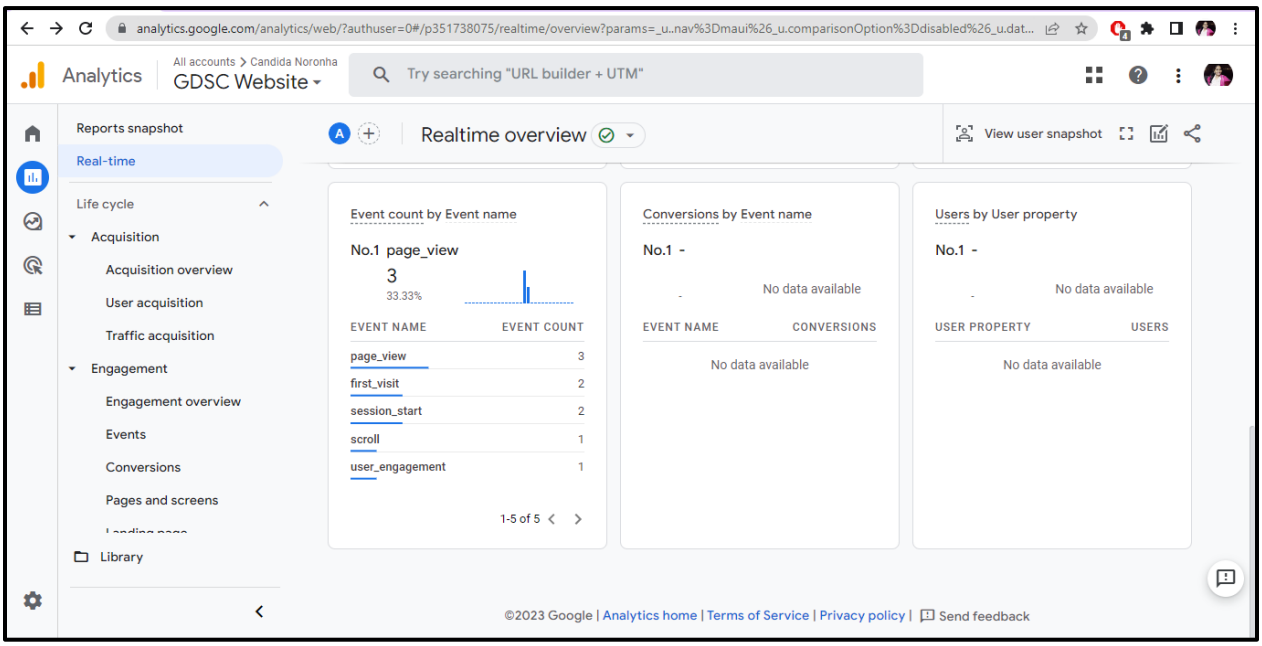
Analytics
All accounts > Candida Noronha
GDSC Website
Try searching "URL builder + UTM"
Reports snapshot
Real-time
Life cycle
Acquisition
Acquisition overview
User acquisition
Traffic acquisition
Engagement
Engagement overview
Events
Conversions
Pages and screens
Library
Realtime overview
View user snapshot
Users by
First user source
No.1 -
No data available
FIRST USER SOUR...
USERS
No data available
Users by Audience
No.1 All Users
2
100%
AUDIENCE
USERS
All Users
2
1-1 of 1
Views by
Page title and scree...
No.1 GDSC CRCE
3
100%
PAGE TITLE AND S...
VIEWS
GDSC CRCE
3
1-1 of 1
Event count by Event name
No.1 page_view
Conversions by Event name
No.1 -
Users by User property
No.1 -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Analytics
All accounts > Candida Noronha
GDSC Website
Try searching "URL builder + UTM"
Reports snapshot
Real-time
Life cycle
Acquisition
Acquisition overview
User acquisition
Traffic acquisition
Engagement
Engagement overview
Events
Conversions
Pages and screens
Library
Realtime overview
View user snapshot
Event count by Event name
No.1 page_view
3
33.33%
EVENT NAME
EVENT COUNT
page_view
3
first_visit
2
session_start
2
scroll
1
user_engagement
1
1-5 of 5
Conversions by Event name
No.1 -
No data available
EVENT NAME
CONVERSIONS
No data available
Users by User property
No.1 -
No data available
USER PROPERTY
USERS
No data available
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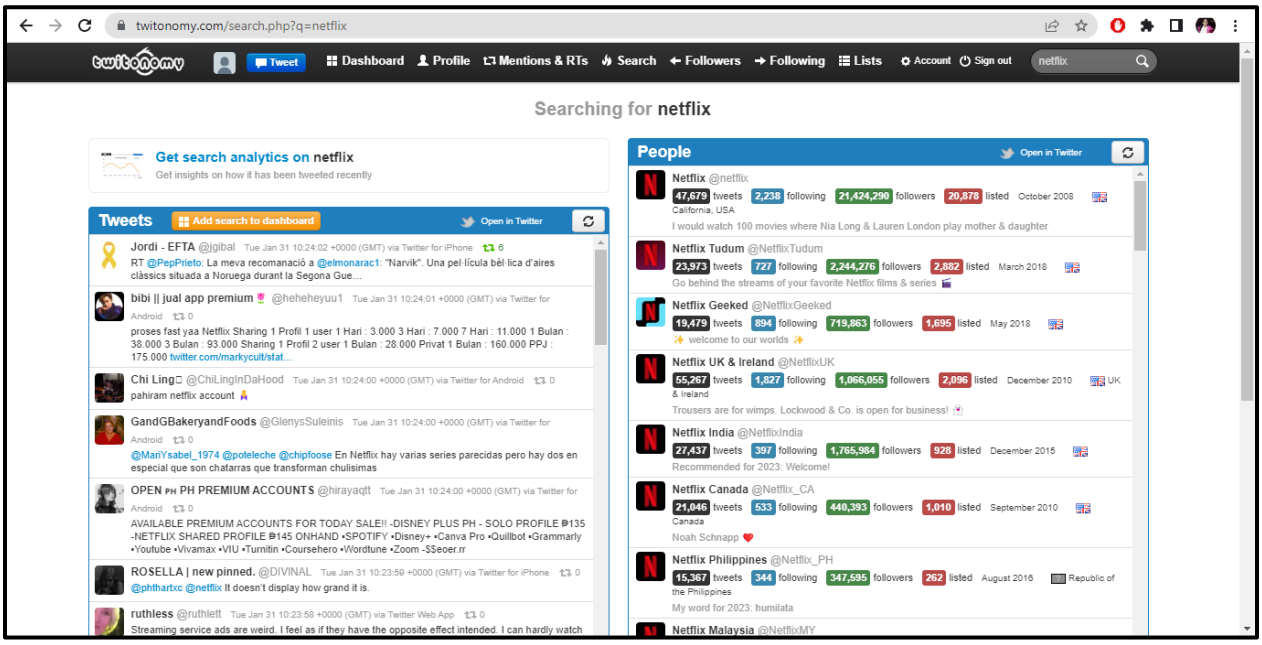
Twitonomy for Netflix

https://www.twitonomy.com/search.php?q=netflix