

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
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Date of Performance:	27-01-2023
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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

1. Search Keywords

You can use Boolean search operators (AND OR) to compose an advanced query. Because the search uses Twitter's API v1.1, OR is applied before AND. We suggest using (parentheses) to group search terms and operators together.

2. Filter by language

English

▼

Twitter currently supports 70 languages and dialects

3. Only INCLUDE tweets from users located within the given radius of the given location (fyi. most users don't disclose their location):

Latitude

Longitude

Radius

☒ km

☐ miles

Note: Use [Google Map](#) to identify the latitude & longitude of a desired location.

4. Only INCLUDE tweets that contain

☒ No Filter

☐ Retweets

☐ Replies

☐ Image(s)

☐ Video(s)

☐ Link(s)

☐ News

5. EXCLUDE tweets that contain

☒ No Filter

☐ Retweets

☐ Replies

☐ Image(s)

☐ Video(s)

☐ Link(s)

☐ News

6. Minimum number of retweets

Optional: Exclude tweets with fewer than the given number of retweets

7. Minimum number of likes

Optional: Exclude tweets with fewer than the given number of likes

8. Tweets directed at

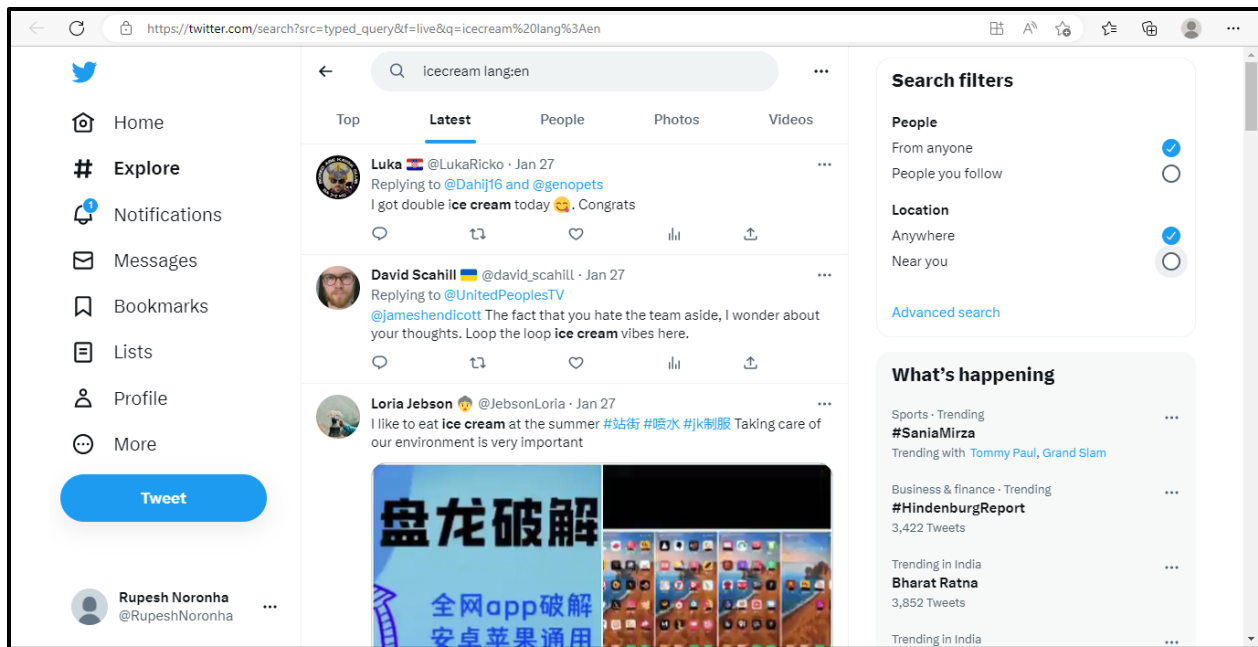
@

Optional: Only include replies to a given user

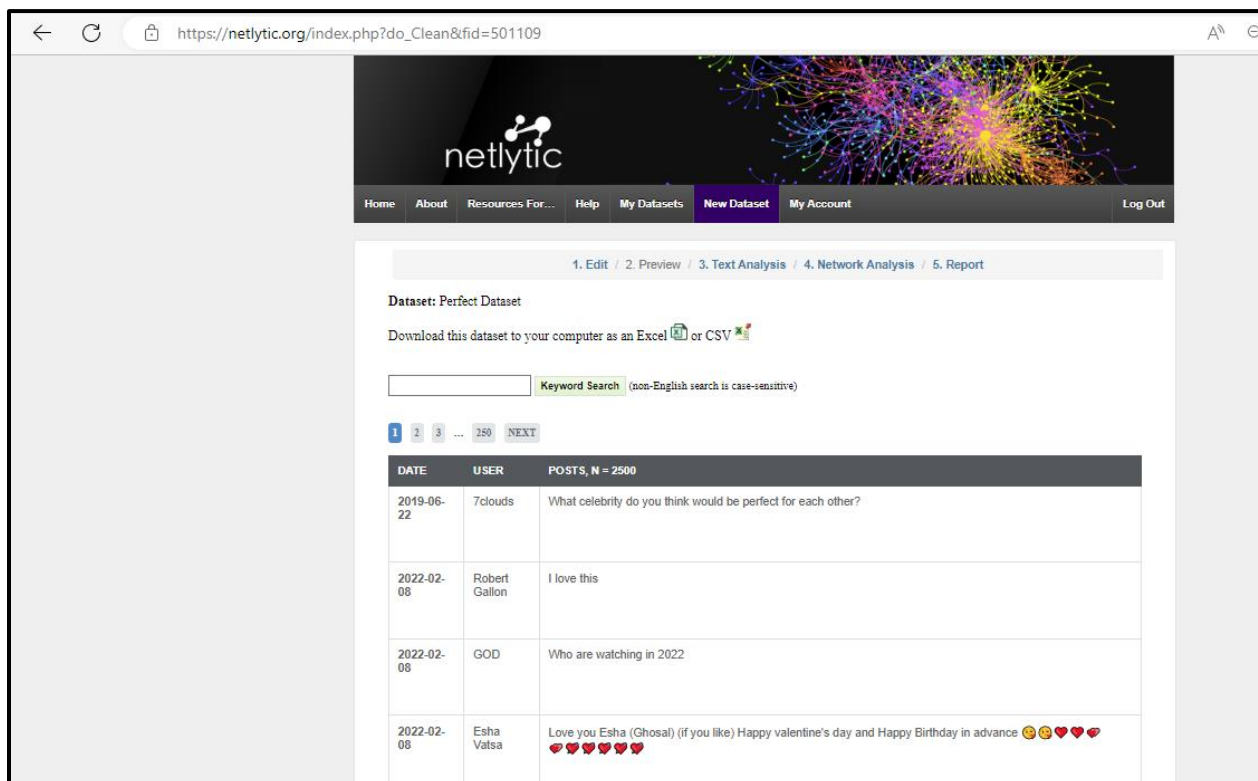
9. Tweets from

@

Optional: Only include tweets from a given user



For YouTube Dataset



← ↻ 🔒 https://netlytic.org/index.php?do_Clean&fid=501109

Dataset: Perfect Dataset

Download this dataset to your computer as an Excel 📄 or CSV 📄

Keyword Search (non-English search is case-sensitive)

[View All](#)

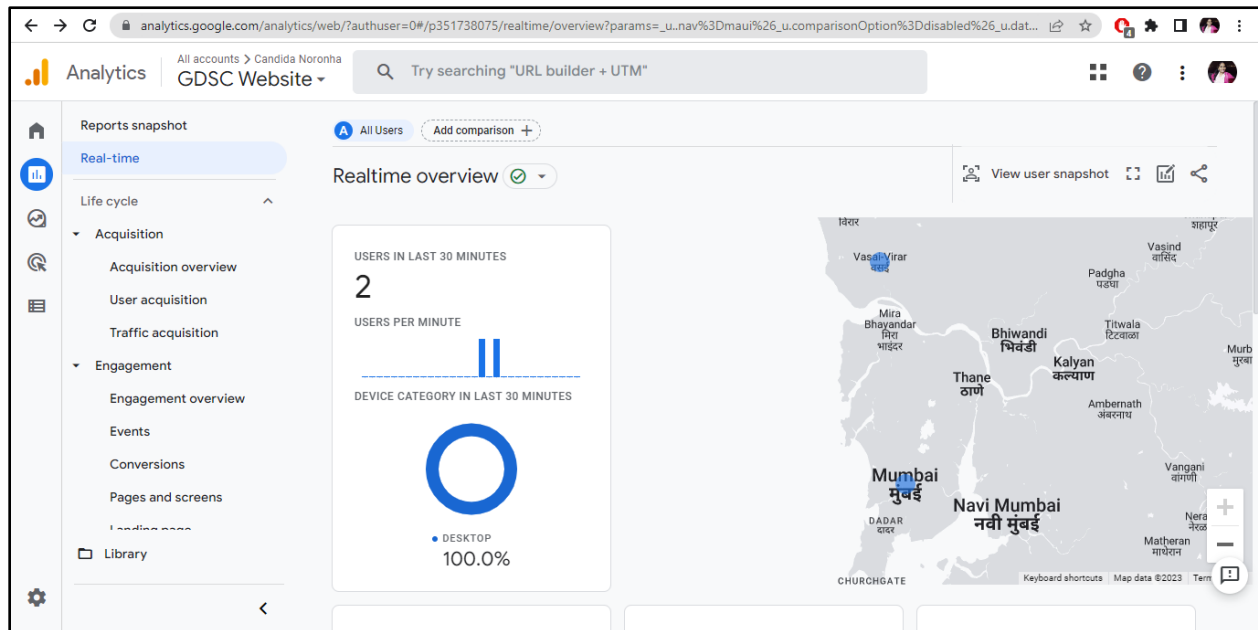
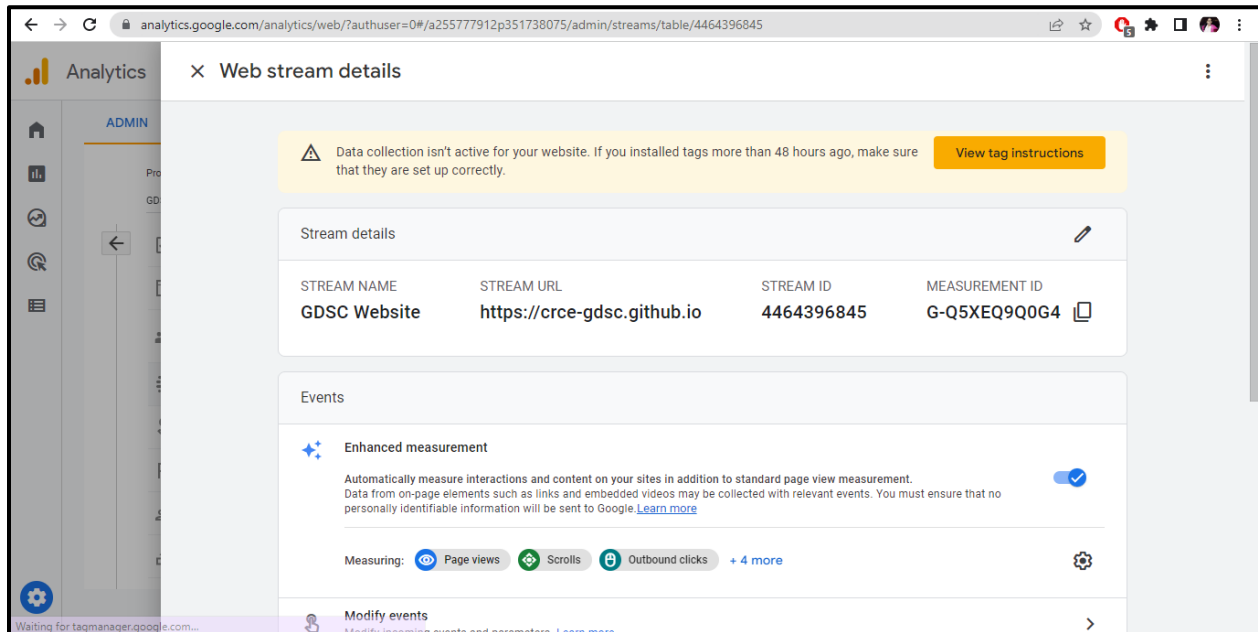
1 2 3 ... 4 NEXT

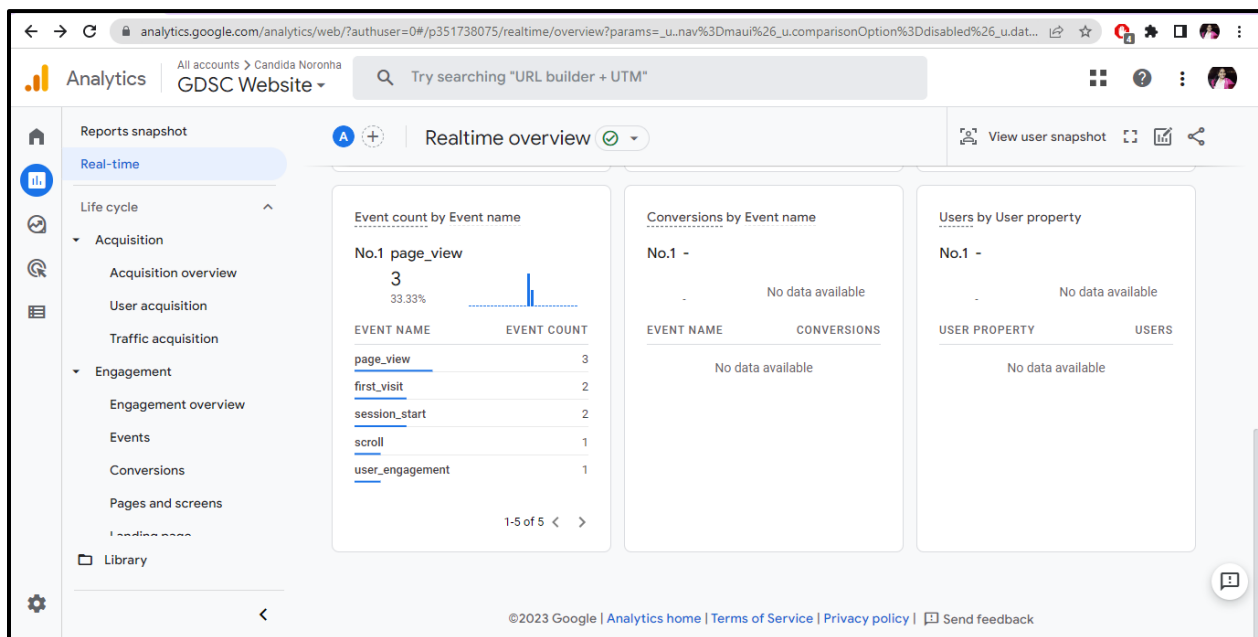
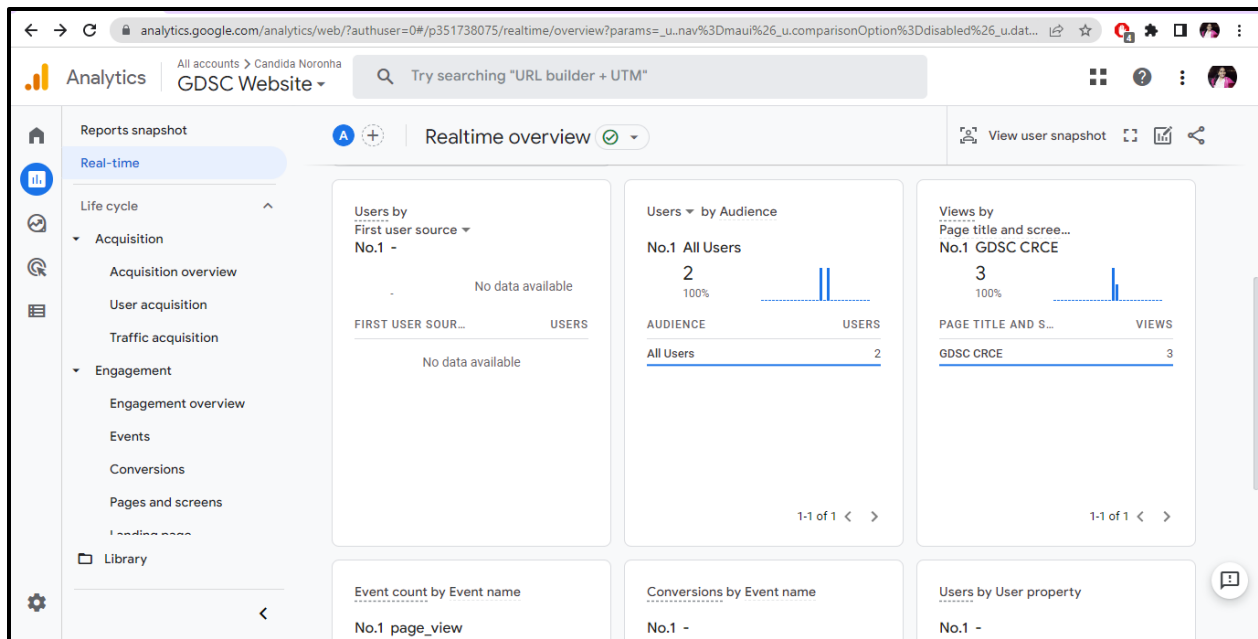
DATE	USER	POSTS, N = 34 (INCLUDING PARTIAL MATCHES)
2022-02-16	Akhi Akhi	So perfect no bad wards song is nice
2022-03-31	Haji Ishfaq	Nice 🍌
2022-04-10	Gisela Blattl	Very nice song ❤️
2022-04-22	Jisha Prasad	very nice song 🍌🍌🍌🍌
2022-05-11	Michael Andaya	its a nice song, PERFECT
2022-05-24	Wing Ka PIA29 WONG	Nice and some not good.
2022-06-03	Mimi the comedian	3 June 22: this song is so nice it just gives you the feels you know

Network Analysis for YouTube Video



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





Twitonomy for Netflix

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

The screenshot displays the Twitonomy search results for the query 'netflix'. The interface includes a top navigation bar with links to Dashboard, Profile, Mentions & RTs, Search, Followers, Following, Lists, Account, and Sign out. The search results are divided into two main sections: 'Tweets' and 'People'.

Tweets Section:

- Jordi - EFTA** (@gibal) - Tue Jan 31 10:24:02 +0000 (GMT) via Twitter for iPhone. RT @PepPrieto: La meva recomanació a @elmonaract: "Narvik". Una pel·lícula bèl·lica d'aires clàssics situada a Noruega durant la Segona Gue...
- bibi ||** (@heheheyuu1) - Tue Jan 31 10:24:01 +0000 (GMT) via Twitter for Android. prosess fast yaa Netflix Sharing 1 Profil 1 user 1 Hari : 3.000 3 Hari : 7.000 7 Hari : 11.000 1 Bulan : 38.000 3 Bulan : 93.000 Sharing 1 Profil 2 user 1 Bulan : 28.000 Privat 1 Bulan : 160.000 PPJ : 175.000 twitter.com/markycut/stat...
- Chi LingC** (@ChiLingInDaHood) - Tue Jan 31 10:24:00 +0000 (GMT) via Twitter for Android. pahiram netflix account
- GandGBakeryandFoods** (@GlenysSuleinis) - Tue Jan 31 10:24:00 +0000 (GMT) via Twitter for Android. @ManYsabel_1974 @poteleche @chipfoose En Netflix hay varias series parecidas pero hay dos en especial que son chatarras que transforman chulissimas
- OPEN PH PH PREMIUM ACCOUNTS** (@hirayagtl) - Tue Jan 31 10:24:00 +0000 (GMT) via Twitter for Android. AVAILABLE PREMIUM ACCOUNTS FOR TODAY SALE!! -DISNEY PLUS PH - SOLO PROFILE 0135 -NETFLIX SHARED PROFILE #145 ONHAND -SPOTIFY -Disney+ -Canva Pro -Quillbot -Grammarly -Youtube -Vivamax -VIU -Turnitin -Coursehero -Wordtune -Zoom -\$Seoer.rr
- ROSELLA | new pinned.** (@DIVINAL) - Tue Jan 31 10:23:59 +0000 (GMT) via Twitter for iPhone. @philharcx @netflix It doesn't display how grand it is.
- ruthless** (@ruthless) - Tue Jan 31 10:23:58 +0000 (GMT) via Twitter Web App. Streaming service ads are weird. I feel as if they have the opposite effect intended. I can hardly watch

People Section:

- Netflix** (@netflix) - 47,679 tweets, 2,238 following, 21,424,290 followers, 20,878 listed, October 2008, California, USA. I would watch 100 movies where Nia Long & Lauren London play mother & daughter
- Netflix Tudum** (@NetflixTudum) - 23,973 tweets, 127 following, 2,244,276 followers, 2,882 listed, March 2018. Go behind the streams of your favorite Netflix films & series
- Netflix Geeked** (@NetflixGeeked) - 19,479 tweets, 894 following, 719,863 followers, 1,695 listed, May 2018. welcome to our worlds
- Netflix UK & Ireland** (@NetflixUK) - 55,267 tweets, 1,627 following, 1,066,055 followers, 2,096 listed, December 2010, UK & Ireland. Trousers are for wimps. Lockwood & Co. is open for business!
- Netflix India** (@NetflixIndia) - 27,437 tweets, 397 following, 1,765,984 followers, 528 listed, December 2015. Recommended for 2023: Welcome!
- Netflix Canada** (@Netflix_CA) - 21,046 tweets, 533 following, 440,393 followers, 1,010 listed, September 2010, Canada. Noah Schnapp
- Netflix Philippines** (@Netflix_PH) - 15,367 tweets, 344 following, 347,595 followers, 262 listed, August 2016, Republic of the Philippines. My word for 2023: humilata
- Netflix Malaysia** (@NetflixMY)