iOLAP

Societum News Strategy

Most active social groups
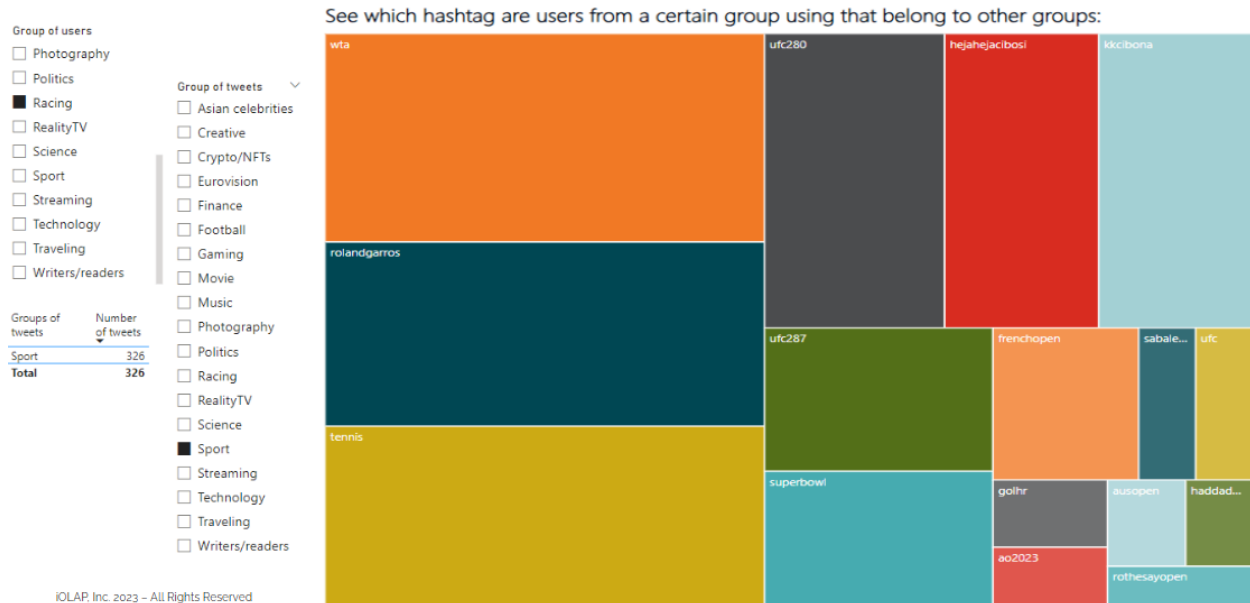
Number of users in the top 10 largest groups
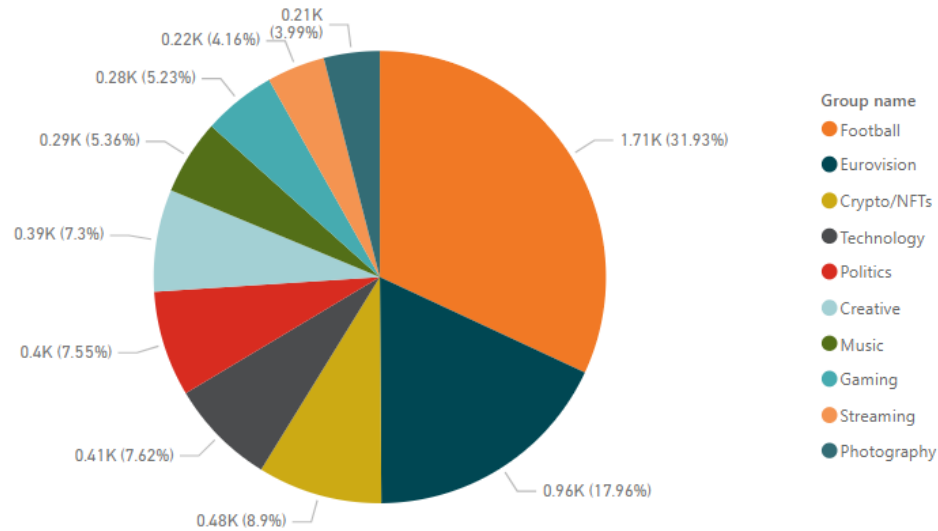
- Big social groups are pools with large number of users with similar interest
- Groups like Football, Crypto/NFTs, Eurovision have a large number of users that are active in it
- News with theme from one of the big social groups will be more likely to gain interest from a large number of people
- More users follows more competition, it can be harder to rise from the mass

Groups with pronounced discussion
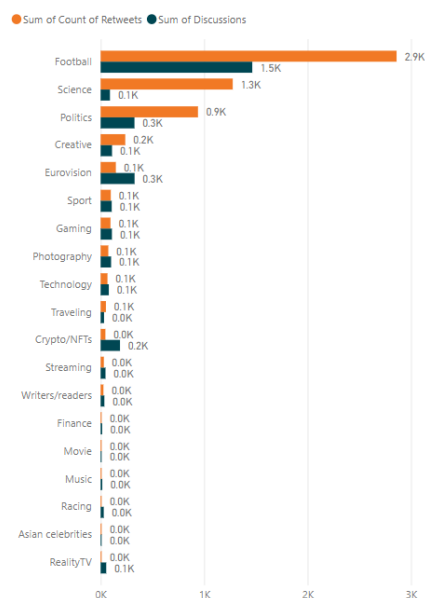
- Groups with pronounced discussion have more user activity by tweet
- Eurovision, Crypto/NFTs and Reality TV have pronounced discussion
- Users discussing on news can serve as free marketing strategy

Relevant suggestions

See which hashtag are users from a certain group using that belong to other groups:

Group of users
- ☐ Photography
- ☐ Politics
- ■ Racing
- ☐ RealityTV
- ☐ Science
- ☐ Sport
- ☐ Streaming
- ☐ Technology
- ☐ Traveling
- ☐ Writers/readers

Group of tweets ∨
- ☐ Asian celebrities
- ☐ Creative
- ☐ Crypto/NFTs
- ☐ Eurovision
- ☐ Finance
- ☐ Football
- ☐ Gaming
- ☐ Movie
- ☐ Music
- ☐ Photography
- ☐ Politics
- ☐ Racing
- ☐ RealityTV
- ☐ Science
- ■ Sport
- ☐ Streaming
- ☐ Technology
- ☐ Traveling
- ☐ Writers/readers

Groups of tweets	Number of tweets
Sport	326
Total	**326**

- Interests of users outside their primary group can be utilized for suggestions of the next articles
- Following interests of users based on their primary group can lead to smooth transitions between topics, and keep their attention for more than one article
- Insights are more specific and are clear in the interactive visualizations

Events

Date
- ☐ 2022-12-05
- ■ 2022-12-09
- ☐ 2022-12-13
- ☐ 2022-12-17
- ☐ 2022-12-18
- ☐ 2023-05-13
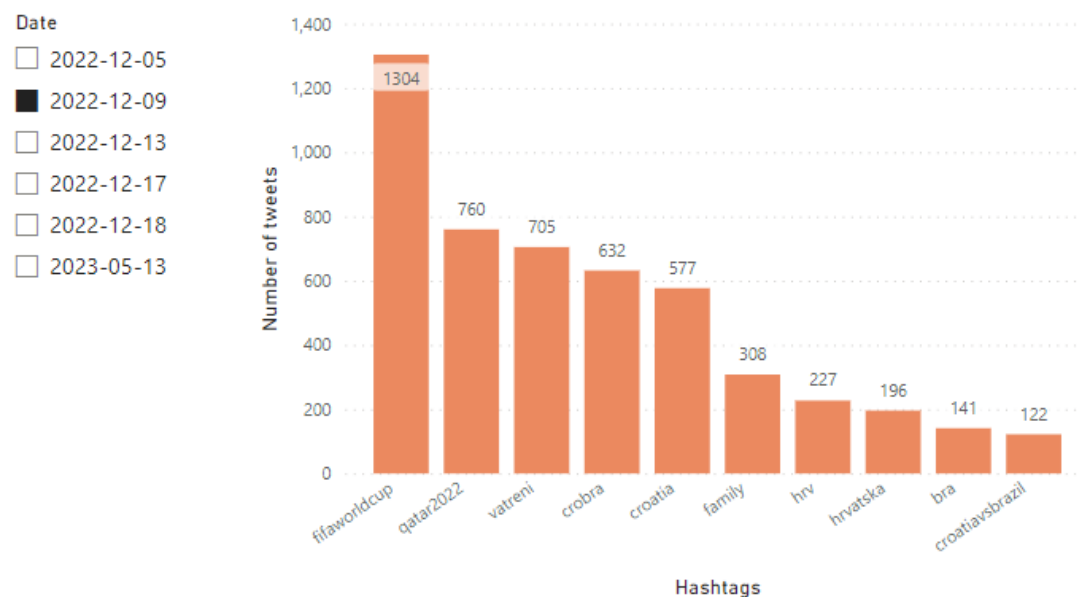
Days with big peak in groups activity

- A lot of users becomes interested in the subject
- Great chance of triggering action from users which follows with great number of retweets

Event types

1. Predictable

   a. Events like football World Cup, Eurovision, Oscars..

   b. Their dates and places are predefined, therefore, easy to track and utilize

   c. Greater competition

2. Unpredictable

   a. Events like crypto crashes and rises

   b. Greater emotional response due to its unpredictability -> more retweets

   c. Harder to track and utilize

   d. Less competition