Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

Web Integration

Dashboard And Story Embed With Ui With Flask:

- A social media dashboard is a tool that aggregates your crucial social media metrics across networks to quickly measure the performance of your posts/campaigns, customer care interactions and community engagements.
- A social media dashboard displays all of your key metrics in a single view. Use your social media metrics to shape your marketing strategy, engage with your audience, increase your conversion rates, and generate revenue.

Social Media Dashboard:

- Scheduling: Plan and queue future posts for multiple social platforms.
- Trends analysis: Stay on top of the latest trends by monitoring keywords and hashtags.
- Competitive analysis: Monitor brand and competitor mentions.
- Messaging: Audience engagement is key for any business.

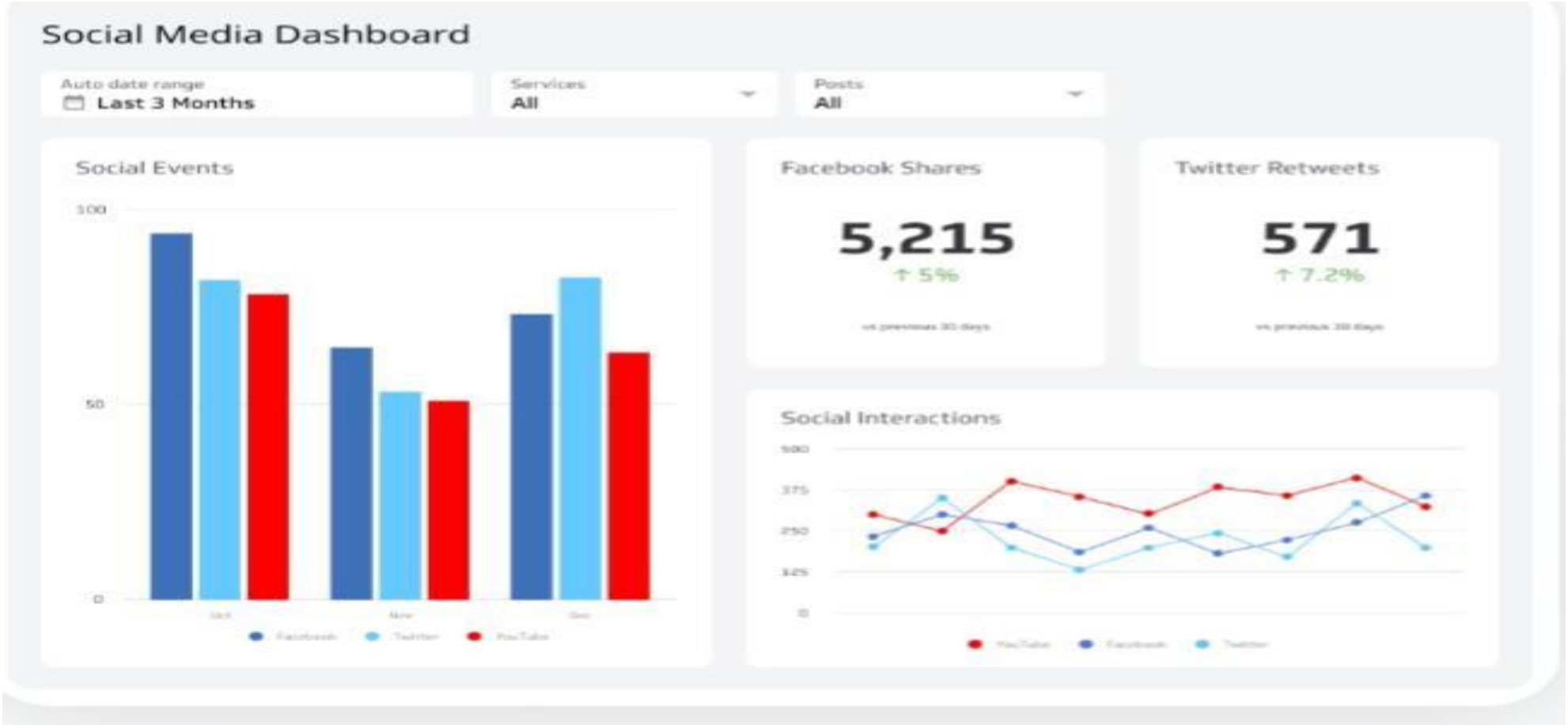
Social Media Dashboard:

- A social media dashboard is a centralized platform that consolidates performance metrics from various social networks like Facebook, Twitter, and YouTube. It provides insights into engagement, follower count, and audience demographics, enabling data-driven marketing decisions.
- Key features of a social dashboard include a single-view display of metrics, easy sharing with team members, and customizable visualizations based on the target audience's needs. Top metrics to track include followers, content engagement, reach, impressions, likes, comments, shares, post clicks, average video watch time, retweets, and mentions.

Dashboard:


Social Dashboard
Facebook
406
1,119
LinkedIn
819
394
YouTube
581
2,634
Instagram
1,171
94
148
Vimeo
683
94
148

Dashboard:


Social Media Dashboard
Auto date range
Last 3 Months
Services
All
Posts
All
Social Events
100
50
0
Facebook Shares
5,215
↑ 5%
Twitter Retweets
571
↑ 7.2%
Social Interactions
500
375
250
125
0

Twitter Sentiment Analysis Using Flask:

- Users can enter keywords to retrieve live Twitter text based on the keyword, and analyze it for customer feelings and sentiments. This data can be visualized in a graph.
- This project, in particular, mines data using a popular “Tweepy” API. Tweepy API connects to Twitter in real-time and gathers metadata along with the text from the Twitter platform.

Purpose:

- To help companies study the customer sentiment around a particular product.
- To help system users analyze a huge amount of data, quickly and efficiently.
- To segregate customer sentiment on a scale of -1 to 1, where -1 represents a strong negative sentimentality towards the keyword(s), and 1 represents a strongly positive reaction.
- To visualize the collected data clearly and effectively.