

# **Project Title: Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media**

## **Dashboard**

# Dashboard:

- 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 engagement.
- Every data dashboard serves a different function—from tracking brand awareness to aggregating marketing metrics in one place.
- Your social media dashboards should be built with your unique use cases in mind.
- While the ingredients for each dashboard might be different, the core component is visualized metrics that help explain why your brand did or didn't meet a goal.



Listening Home



Active Topics



+ New Topic



Java House



Holiday Lattes



Coffee Cabin



Talk #SproutLove



Sprout Coffee Care • Chicago



Sprout Coffee Care



Sprout Coffee



Archived Topics



Twitter Search

Performance

Conversation

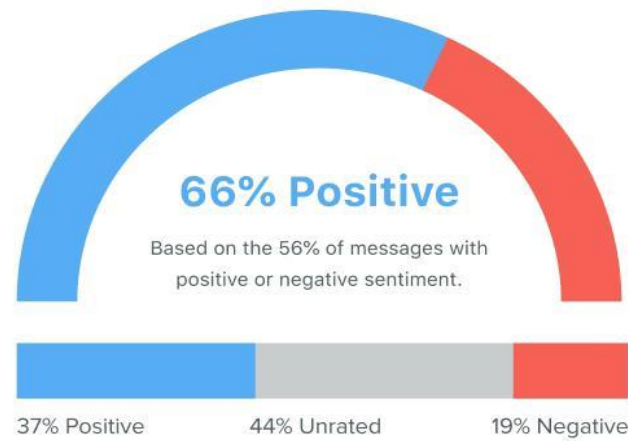
Demographics

Themes

Messages

### Sentiment Summary

Understand how users feel about this Topic.



### Sentiment Trends



People are talking about your Topic 54% more positively compared to the pervious period.



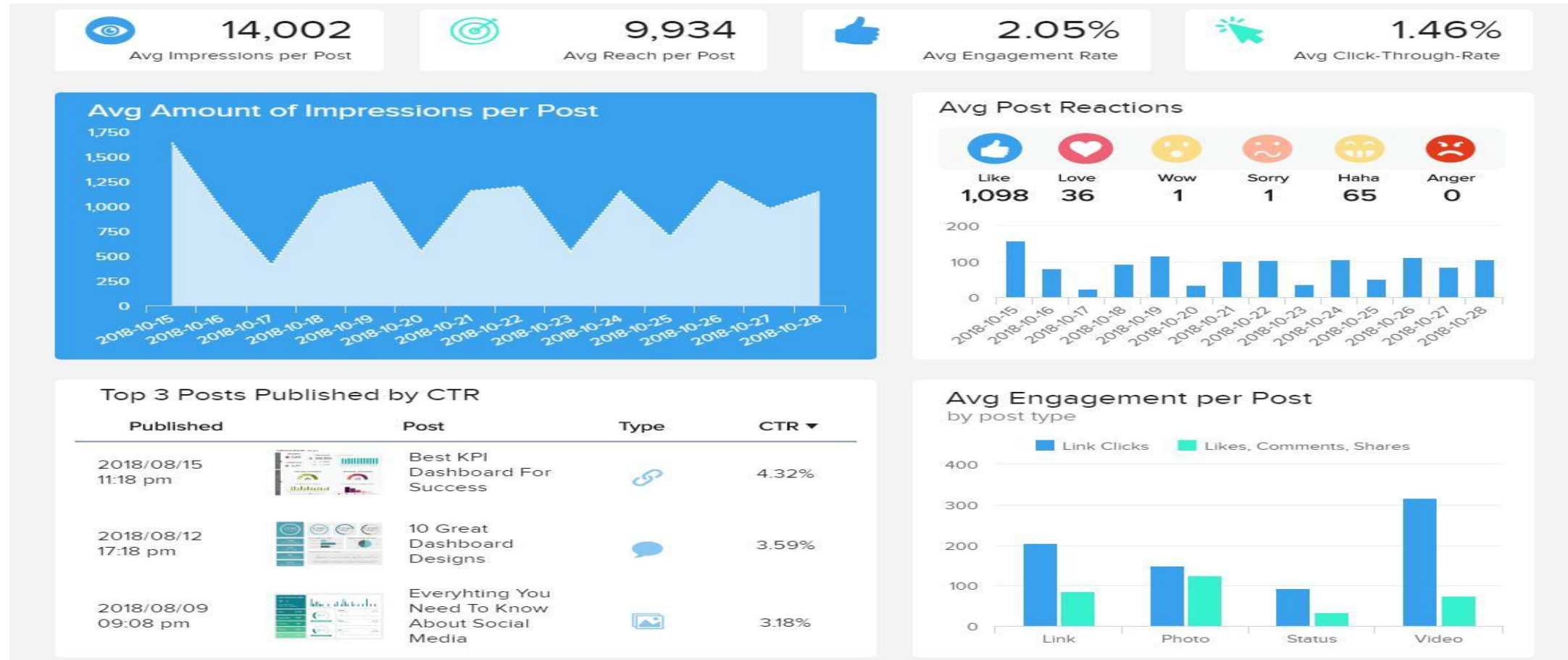
Your Topic is being talked about 23 % more negatively this period.

### Sentiment Trends

Discover how user sentiment changes over time for this Topic.



# Responsive And design Of Dashboard:



## Social Dashboard

### Facebook

**f** Engagements

**406**

**f** Total Likes

**1,119**

**f** Audience Growth

**1,038**



### LinkedIn

**in** Followers

**819**

**in** Clicks

**394**

**in** Followers by Date

**819**



### YouTube

**yt** Subscribers

**581**

**yt** Views

**2,634**

**yt** Gained / Lost Subscribers

**897**



### Instagram

**ig** Followers

**1,171**

**ig** Comments

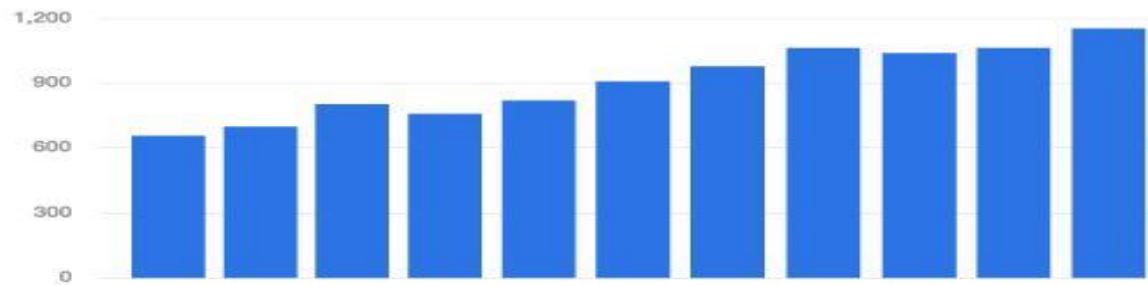
**94**

**ig** Likes

**148**

**ig** Followers

**1,171**



### Vimeo

**vi** Followers

**683**

**vi** Published Videos

**94**

**vi** Views

**148**

**vi** Followers

**683**

