

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

Data Visualization

No.of Unique visualization:

- Data visualization involves transforming your data from text into a visual representation. In so doing, you can visualize relationships and patterns that would otherwise not be easily accomplished by a human being.
- The various types of visualization include Column Chart, Line Graph, Bar Graph, Stacked Bar Graph, Dual-Axis Chart, Pie Chart, Mekko Chart, Bubble Chart, Scatter Chart, and Bullet Graph.

Social Meadia Visualization:



Data Visualization:

- Though both virtualization and social media may not seem to have a lot in common, companies believe social media tools in the world of virtualization can be a big game changer.
- Experts are of the view that the key to manage virtualization systems could lie in social media.
- This is because the technologies of the media provide scale and makes it possible for us to reach a global audience. Besides, both dive from the physical into the abstract, virtual world.
- Another advantage is that while traditional media typically requires specialized skills and training, most social media does not.

No Of URL Click Months:

- Links Clicks is the count of the number of times your links in ad text, media, or call-to-action have been clicked.
- Links can lead to destinations within or outside the social media platform where your ad is published.
- Use Google Analytics or Another Tracking Service to Track Clicks.
- You can use Analytics to track clicks on links by manually tagging the outbound link that you want to track.
- This only works if the visitor clicks directly on the link and does not record visitors who choose “Open in New Tab/Window”.

- **Can you track who clicks on a link?**
- To track link clicks in Google Analytics, you need to track them as “events.”
- Events will help you capture different user actions on the website, from watching a video to clicking a link.

Social Media CTR

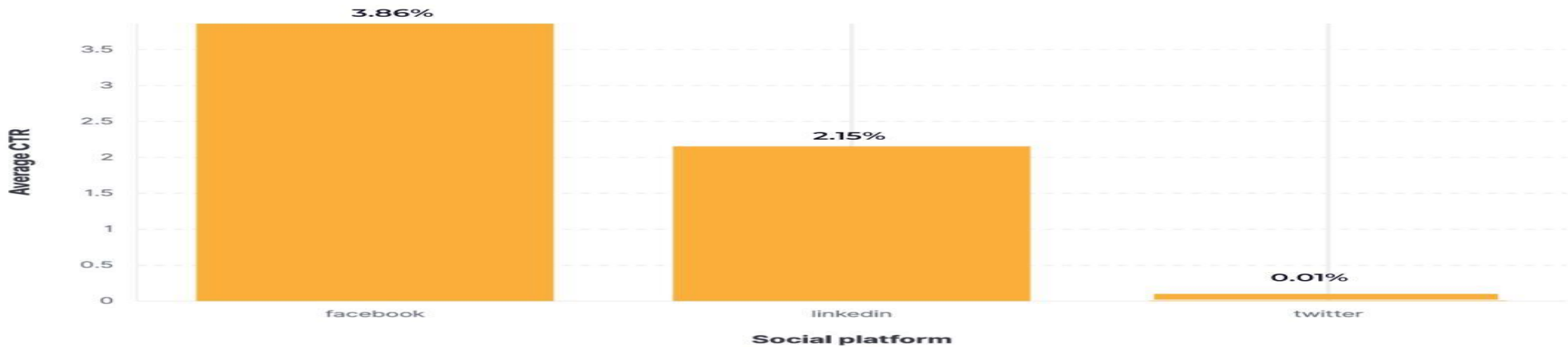
FACEBOOK

3.86%

AVG CTR

In 2022, Facebook delivers the highest CTR across all social platforms, followed by LinkedIn.

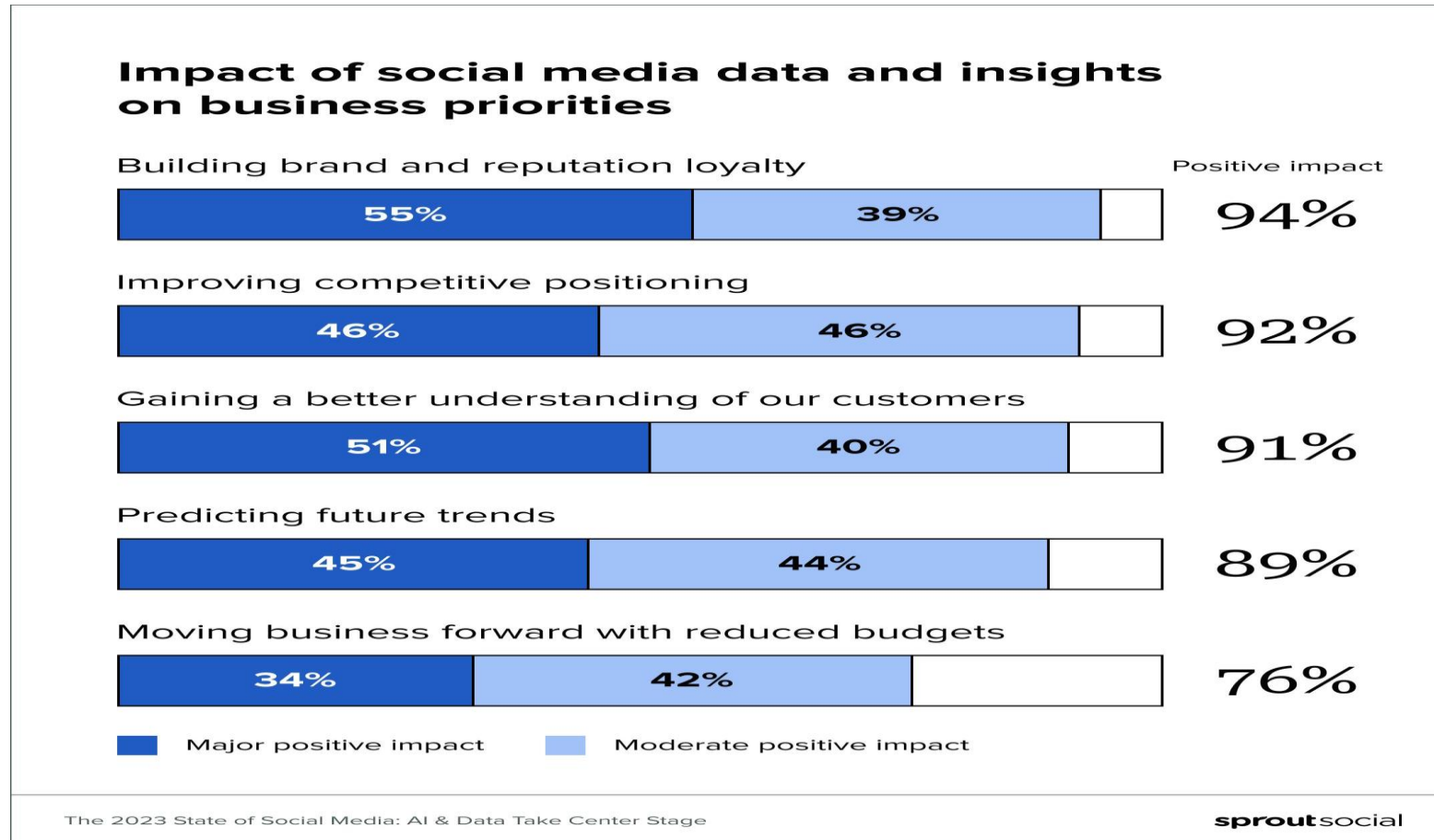
Average social media click-through rate



Source: Socialinsider data
Data range: May 2021 - May 2022

socialinsider

Data Media Views:



Media Engagement:

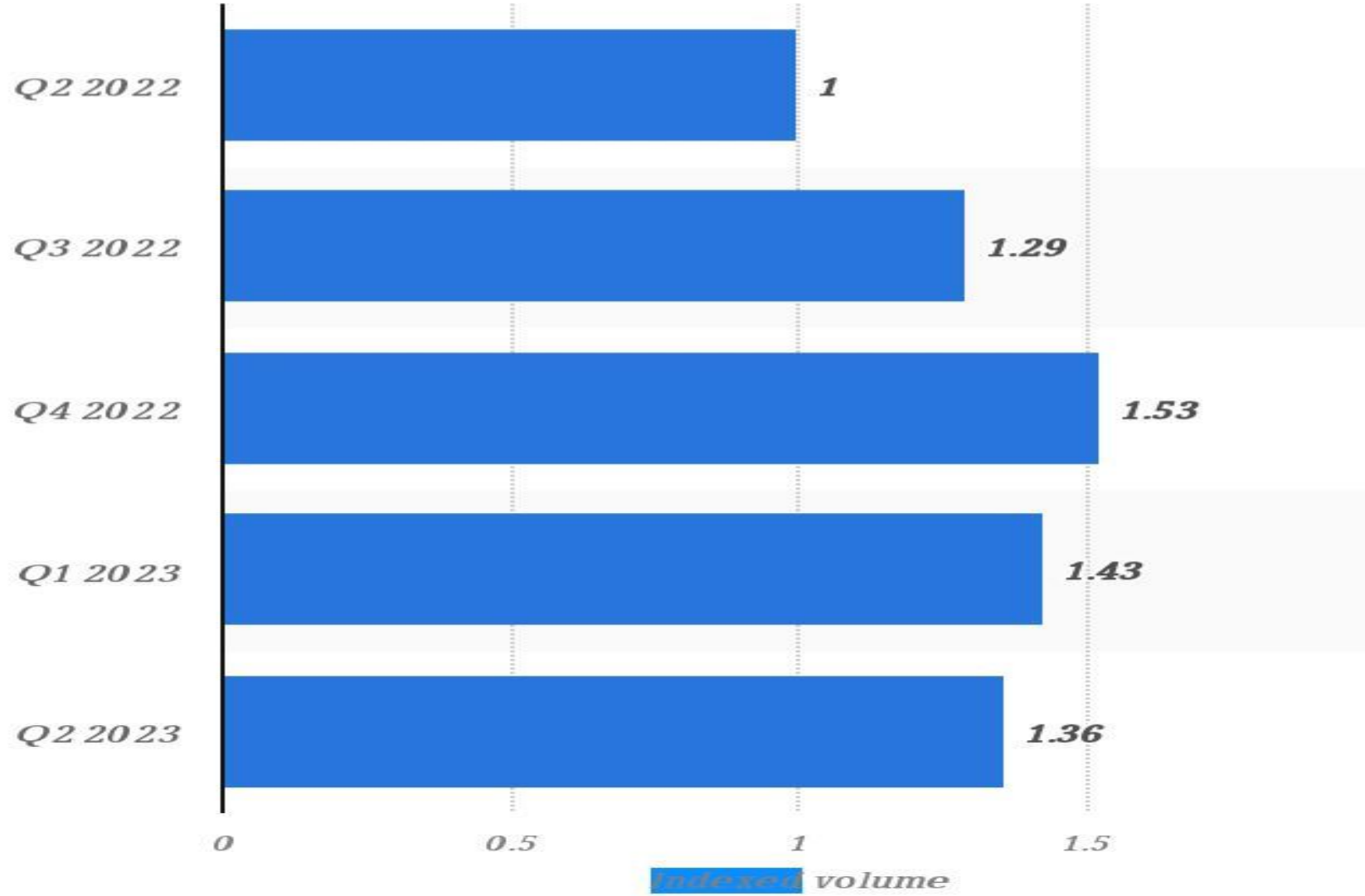
- Social media engagement is a measure of all interactions with your social media content.
- Popular types of engagement include likes, comments, and shares of your content.
- There are many purposes that can be served by engaging with the media, including: To inform/educate different groups about a complicated or contentious issue. To empower the audience to contribute to ongoing public debates.
- To highlight and explain important yet little known, or poorly understood issues.

- The media engagement strategy is a roadmap to engage different stakeholders and bring relevant issues pertaining to their participation in local governance to the fore.
- A social media engagement tool allows marketers to measure how, when, and where their community is interacting with social media channels and messages.
- Four types of customer engagement
 - Contextual engagement.
 - Engagement of convenience.
 - Emotional engagement.
 - Social engagement.

No Of Impression:

- In the second quarter of 2023, the volume of social media ad impressions was 36 percent higher than in the second quarter of 2022.
- It was also the quarter with the second-highest difference compared to the second quarter of 2022 in the presented period.
- Impressions are the number of times your content is displayed, no matter if it was clicked or not.

- Think of reach as the number of unique people who see your content.
- In a perfect world, every one of your followers would see every piece of content you posted.
- On social media, impressions are the number of times your content was seen, including multiple views from individual users.
- Impressions are calculated by tracking the total number of times your content was displayed across a platform, like in the user's feed or search results.



Impression By Retweets:

- Twitter impressions are one of the indicators of brand presence. If you want to have your pizza company known across Twitter, then you'll care about how many times your Tweets have shown up in someone's timeline in a month.
- More likely, you want your pizza company known across a certain segment of Twitter.
- This means you'll pair your impressions metric with another metric like clicks to see if the Tweets are relevant.
- Impressions shouldn't be the only Twitter metric you track, but for this article, we'll break down what they are and how they're important to your brand.
- We'll also examine how they interact with other metrics like reach and engagement.

Engagement By Retweets In Year:

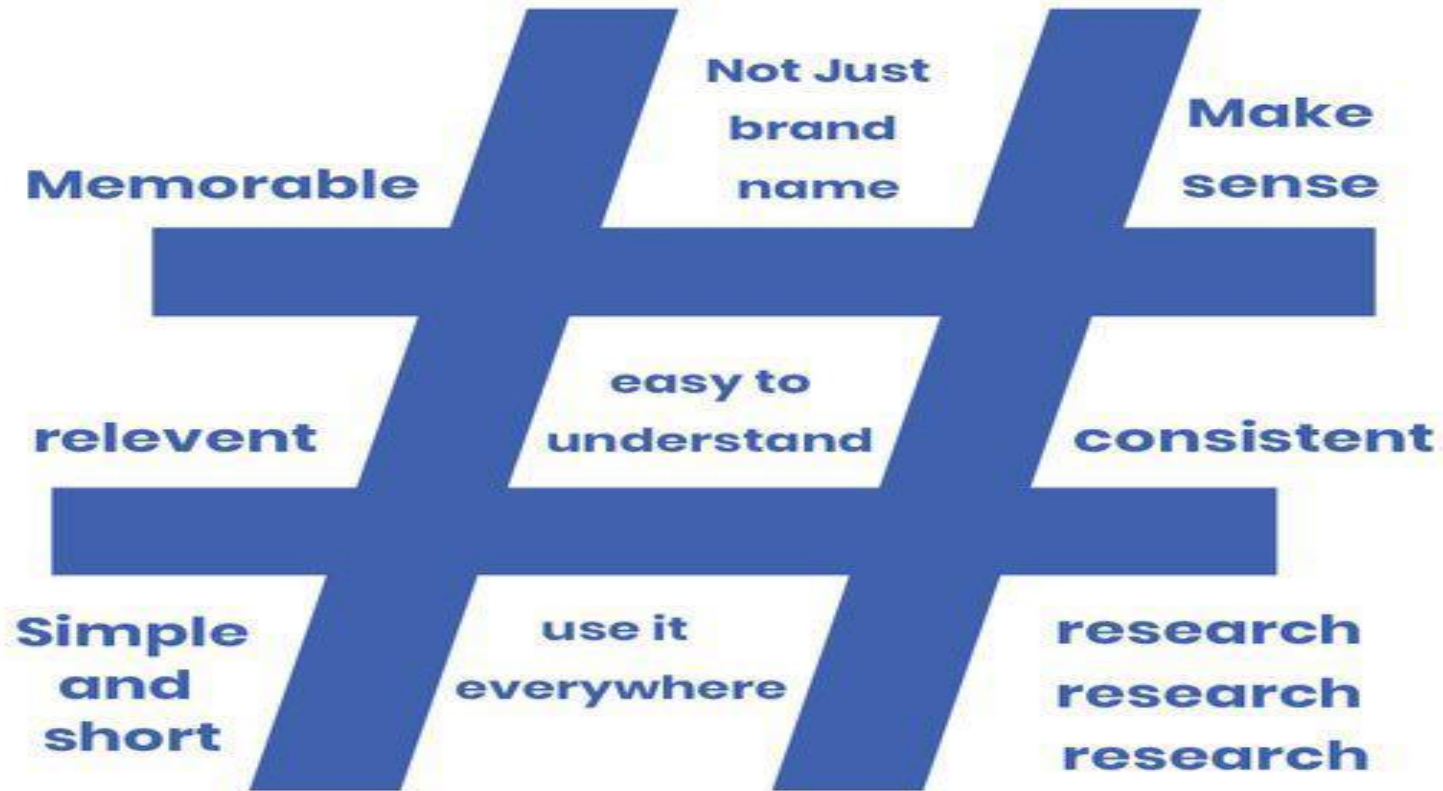
- Retweeting can be some of the most powerful engagement you get on a post since it will carry your content to that users' audience.
- By retweeting your users' content first, you could have much better luck when trying to get them retweet and share your own content.
- It measures the percentage of people who chose to interact with your content after seeing it.
- To calculate your engagement rate by reach, divide your total number of engagements per post by your reach per post, then multiply the result by 100.

Describe Detailed Expand Of Hashtag Click:

- Hashtags are an essential part of social media strategy.
- They give your brand more exposure so you can spread the word about your product to a massive audience.
- Besides, when you use it multiple times on different channels, people will easily remember your hashtag.
- Hashtags are words or keyword phrases preceded by the # symbol used to categorize content on social media platforms.

- The use of hashtags on social media groups posts under specific topics, themes, etc., and allows users to engage with content that is useful to them.
- Incorporating relevant hashtags in your social media posts makes it simpler for users interested in those topics to find your content.
- This increased exposure can result in more likes, shares and followers.
Targeted audience: Hashtags assist you in connecting with a highly focused and relevant audience.
- For example, #InboundHour and #ChocolateLovers are both hashtags.
- You can put these hashtags anywhere in your social media posts: in the beginning, at the end, or anywhere in between.

RULES OF HASHTAG



Data Of Email Tweets, Retweets, Likes:

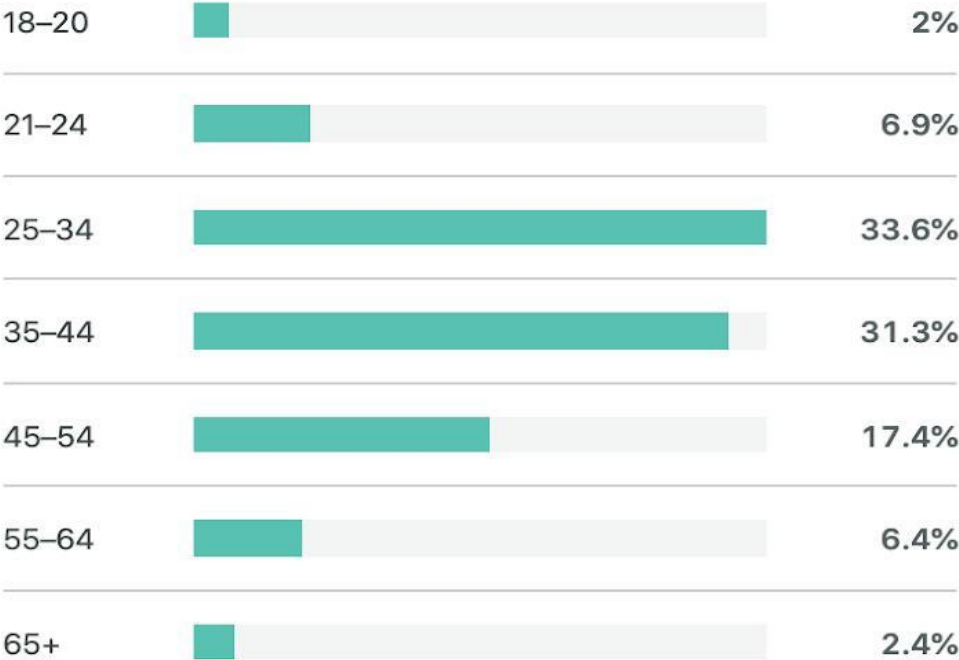
- **Tweets*!!?**
- Twitter data is the information collected by either the user, the access point, what's in the post and how users view or use your post.
- While this might sound somewhat vague, it's largely due to the massive amount of data that can be collected from a single Tweet.
- The most obvious way to find a Twitter email is to look it up in a user's bio, where they might have included their contact info.

- But let's face it, not many people leave their professional email addresses lying around in their Twitter profile.
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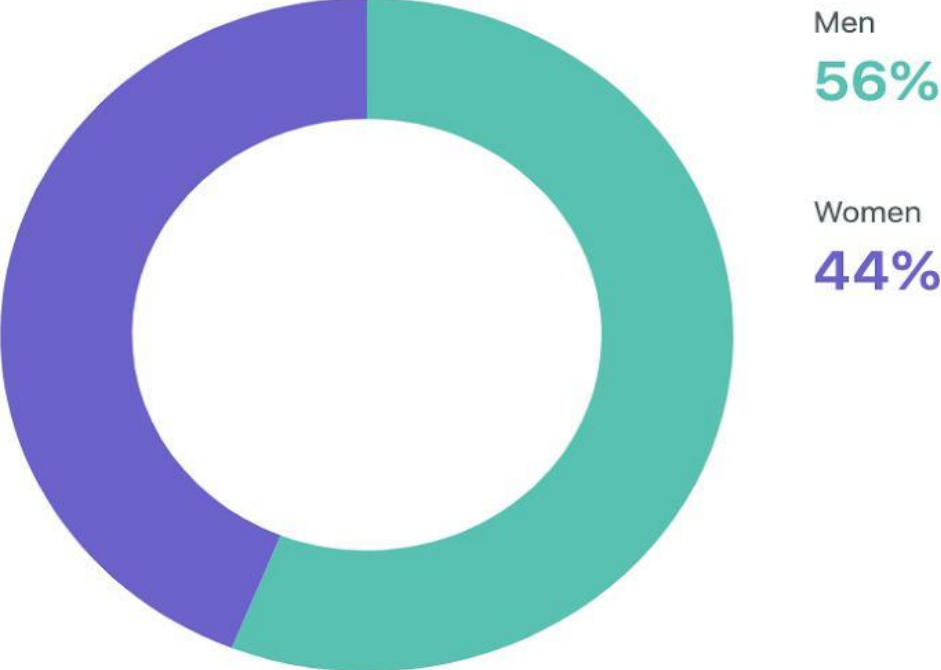
Twitter Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ



Audience by Gender ⓘ



The majority of your followers appear to be **men** along with people between the ages of **25–34**.

- **Likes*!!?**

- A Like is an action that a Facebook user or an Instagram user can make.
- A user can click the Like button instead of writing a comment or sharing a message, as a fast way to display approval.
- This helps create relationships between customers and businesses which can lead to long-term loyalty and increased sales.
- In conclusion, likes on social media are an important tool for businesses looking to grow their presence online.



No.Of Retweets:

- The average tweet receives 1690.46 retweets. The average tweet sees 1695.62 engagements (likes + RTs). The median number of both likes and retweets is 0. Tweets with no hashtags, emojis, or handles have the highest average engagement
- over 4 million retweets and was tweeted by Japanese billionaire Yusaku Maezawa. Three accounts have more than one of the most-retweeted tweets in the top 30: South Korean band BTS has nineteen, while Maezawa and YouTubers El Rubius and Hikakin each have two.

Retweets:

