

Social Media Text analytics

Introduction:

Social media text analysis refers to the process of analyzing text data generated from social media platforms like Twitter, Facebook, Instagram, and others. This type of analysis involves using various techniques and tools to extract insights and trends from social media text data, which can be useful for understanding consumer sentiment, identifying emerging topics, detecting social trends, and informing marketing strategies. Social media text analysis typically involves using natural language processing (NLP) techniques, machine learning algorithms, and statistical analysis to analyze large amounts of unstructured text data. The resulting insights can help businesses, researchers, and policymakers make informed decisions based on the opinions and behaviors of social media users.

Implementation of Sentimental Analysis of Text

Dataset:

Sentiment140:

All tweet emoticons and emojis have been plucked out of these datasets. Each of the 160,000 tweets is perfect for anyone looking to evaluate these tweets for brand management.

[Link for Dataset](#)

Tool Used:

Seo Scout

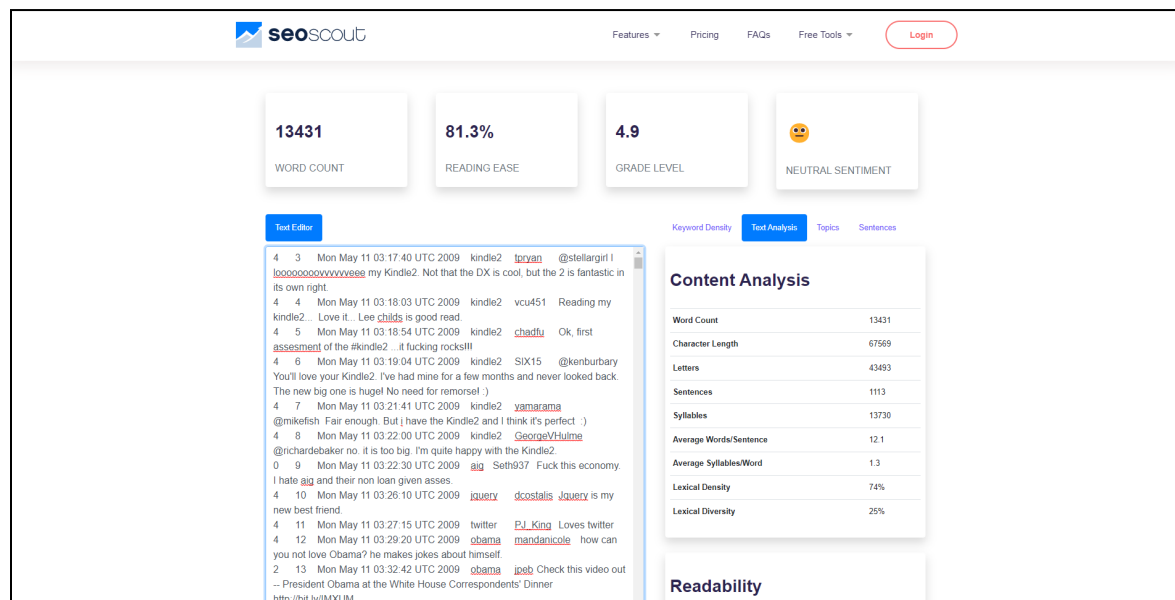
<https://seoscout.com>

SEO Scout is an SEO (Search Engine Optimization) tool that can also be used for social media text analysis. With its keyword analysis and content optimization features, it can help in analyzing social media text data and identifying the most relevant and popular keywords and topics related to a particular industry or brand. It can be used to analyze social media posts and comments to understand the most commonly used keywords, sentiment analysis of the text, and the most frequently used hashtags. This data can help businesses in developing effective social media strategies and identifying emerging trends in their industry.

The tool can also be used to identify content gaps and optimization opportunities in social media posts, which can help in improving the overall visibility of the brand's social media presence. SEO Scout's content optimization features can provide suggestions for optimizing social media posts for search engines, including suggestions for title tags, meta descriptions, and keywords.

Overall, SEO Scout can be a valuable tool for social media text analysis by providing insights into the most relevant and popular keywords, trends, and optimization opportunities related to a brand's social media presence.

Execution:



Execution of Text Analysis

Inferences:

Topic	Uses
nike	27
safeway	24
at&t	15
Malcolm Gladwell	14
Nike	13
google	13
"twitter	11
Bobby Flay	11
obama	10
Google	9
san francisco	9
Twitter	9









Keyword	Words	Uses	Uses
2009	1	498	3.7%
utc 2009	2	498	3.7%
utc	1	498	3.7%
jun	1	250	1.9%
02	1	189	1.4%
4	1	186	1.4%
0	1	178	1.3%
mon	1	157	1.2%
2	1	152	1.1%
tue	1	151	1.1%
tue jun	2	146	1.1%

Common Topics and Keywords used in Tweet

Content Analysis	
Word Count	13431
Character Length	67569
Letters	43493
Sentences	1113
Syllables	13730
Average Words/Sentence	12.1
Average Syllables/Word	1.3
Lexical Density	74%
Lexical Diversity	25%

Content Analysis of the Dataset

Sample Output:

Tweet	Emotions		
Not that the DX is cool, but the 2 is fantastic in its own right.		16	normal
I've had mine for a few months and never looked back.		13	normal
The new big one is huge!		7	normal
But i have the Kindle2 and I think it's perfect :)		14	normal
that shit is a waste of science.		8	normal
He also told me that he hates LeBron James.		10	normal
Maybe later, lol.		4	normal
It was AWESOME!		4	normal