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DEPARTMENT OF MACHINE LEARNING

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SOCIAL MEDIA ANALYTICS(22AM6PESMA)

ALTERNATIVE ASSESSMENT TOOL (AAT-3)

SOCIAL MEDIA ACTION ANALYTICS

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SOCIAL MEDIA ACTION ANALYTICS

Introduction:

Social media action analytics refers to the practice of analyzing and measuring the actions and interactions taking place on social media platforms. It involves collecting, interpreting, and utilizing data from social media platforms to gain insights into user behavior, engagement levels, and the effectiveness of marketing or communication efforts. With the proliferation of social media platforms, businesses, organizations, and individuals have recognized the need to understand the impact of their social media presence. Social media action analytics provides valuable information that can help improve decision-making, optimize marketing strategies, and enhance user engagement.

Key Metrics in Social Media Action Analytics:

Reach: The total number of unique users who have seen a particular post, update, or advertisement.

Impressions: The total number of times a post, update, or advertisement has been viewed, including repeated views by the same user.

Engagement: The level of user interaction with social media content, such as likes, shares, comments, retweets, or clicks.

Click-through Rate (CTR): The percentage of users who click on a specific link or call-to-action within a post or advertisement.

Conversion Rate: The percentage of users who take a desired action, such as making a purchase or signing up for a newsletter, after interacting with social media content.

Sentiment Analysis: The analysis of user comments, mentions, or reactions to determine the overall sentiment (positive, negative, or neutral) towards a brand, product, or campaign.

Influencer Impact: The measurement of how influential individuals or accounts impact the reach, engagement, or perception of a brand or campaign.

Benefits of Social Media Action Analytics:

Performance Evaluation: By analyzing key metrics, businesses can assess the effectiveness of their social media strategies and campaigns.

Audience Insights: Data analysis helps understand the demographics, interests, and preferences of the target audience, enabling targeted marketing efforts.

Content Optimization: Analytics can identify the type of content that resonates most with the audience, leading to improved content creation and engagement.

Crisis Management: Monitoring sentiment analysis allows businesses to address negative feedback promptly and mitigate potential reputation crises.

Competitive Analysis: Analyzing competitor performance on social media provides insights into their strategies and helps identify areas for improvement.

Tools for Social Media Action Analytics:

Several tools are available to assist with social media action analytics, including:

- Google Analytics
- Sprout Social
- Hootsuite Analytics
- Buffer Analyze
- Brandwatch
- Mention
- Socialbakers
- Twitter Analytics

In summary, social media action analytics involves measuring and analyzing data related to user actions and interactions on social media platforms. By leveraging this information, businesses and individuals can improve their social media strategies, enhance user engagement, and make data-driven decisions.

Tool and Data Used:

Tool used: *TWITTER ANALYTICS*

Data used: *TWITTER PERSONAL PROFILE DATA*

Twitter Analytics is a powerful tool provided by Twitter that allows users to gather insights and data about their Twitter account and activities. It provides valuable information about audience demographics, engagement metrics, and performance of tweets. With Twitter Analytics, users can track the effectiveness of their Twitter strategies, measure the impact of their content, and make data-driven decisions to optimize their Twitter presence.

Key Features of Twitter Analytics:

Account Overview: Users can get an overview of their account performance, including the number of tweets, followers, and impressions over a selected period of time.

Tweet Activity: This feature provides detailed data about individual tweets, such as impressions, engagements, retweets, likes, and link clicks. It helps users understand which tweets are resonating with their audience and driving engagement.

Audience Insights: Twitter Analytics provides information about the demographics and interests of a user's followers. Users can gain insights into the gender, location, language, and interests of their audience, enabling them to tailor their content to better suit their followers' preferences.

Video Analytics: For users who share videos on Twitter, this feature provides metrics specific to video content, including video views, completion rates, and engagement levels. It helps users assess the performance and impact of their video content.

Events and Trends: Twitter Analytics allows users to explore trending topics and hashtags, helping them identify popular conversations and join relevant discussions to increase their reach and engagement.

Conversion Tracking: With the conversion tracking feature, users can track specific actions taken by Twitter users after engaging with their tweets, such as website visits, app installs, or purchases. This helps measure the effectiveness of Twitter campaigns in driving desired outcomes.

Benefits of Twitter Analytics:

Performance Evaluation: Users can analyze metrics like impressions, engagements, and follower growth to assess the effectiveness of their Twitter strategies and campaigns.

Audience Insights: By understanding the demographics and interests of their followers, users can tailor their content to better resonate with their target audience and increase engagement.

Content Optimization: Analyzing tweet performance helps users identify the type of content that generates the most engagement, allowing them to optimize their content strategy.

Campaign Tracking: Twitter Analytics enables users to measure the impact of specific campaigns, hashtags, or promotions, helping them refine their marketing efforts and improve ROI.

Competitive Analysis: Users can gain insights into their competitors' Twitter performance, follower demographics, and engagement levels to benchmark their own strategies and identify areas for improvement.

In conclusion, Twitter Analytics is a valuable tool for individuals, businesses, and organizations to gain insights and make data-driven decisions about their Twitter presence. By utilizing the features and metrics provided by Twitter Analytics, users can evaluate their performance, understand their audience, optimize their content, and achieve greater success on the platform.

Tweet id	Tweet permalink	impressions	engagements	engagement rate	retweets	replies	likes	user profile clicks	url clicks	hashtag clicks	detail expands
Tweet id	https://twitter.com/Monish_moni_07/status/1661070672066650114	0	0	0	0	0	0	0	0	0	0
Tweet id	https://twitter.com/Monish_moni_07/status/1661070513417121794	0	0	0	0	0	0	0	0	0	0
Tweet id	https://twitter.com/Monish_moni_07/status/1661059046127079424	4	1	0.25	0	0	1	0	0	0	0
Tweet id	https://twitter.com/Monish_moni_07/status/1661057455093338112	6	3	0.5	1	0	2	0	0	0	0
Tweet id	https://twitter.com/Monish_moni_07/status/1661054873054609408	58	5	0.08620689655	1	2	2	0	0	0	0
Tweet id	https://twitter.com/Monish_moni_07/status/1661052766746451968	433	6	0.01385681293	1	0	2	3	0	0	0
Tweet id	https://twitter.com/Monish_moni_07/status/1661051933321494528	14	3	0.2142857143	1	0	2	0	0	0	0
Tweet id	https://twitter.com/Monish_moni_07/status/1661051687543652355	11	4	0.3636363636	1	1	2	0	0	0	0
Tweet id	https://twitter.com/Monish_moni_07/status/1661051150274297856	31	4	0.1290322581	1	1	2	0	0	0	0
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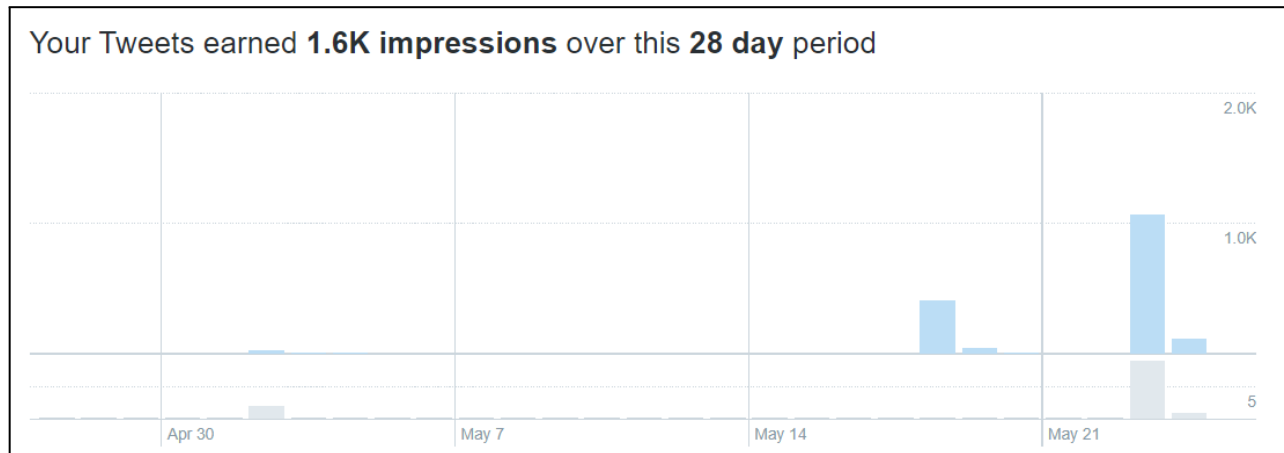
Twitter Data Analytics shown in Excel Sheet



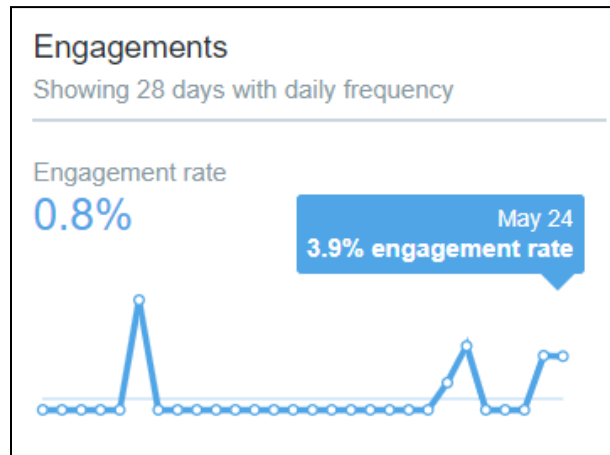
Trends and Analytics Summary

Action Analytics using Twitter Data:

During this 28 day period, you earned 60 impressions per day.

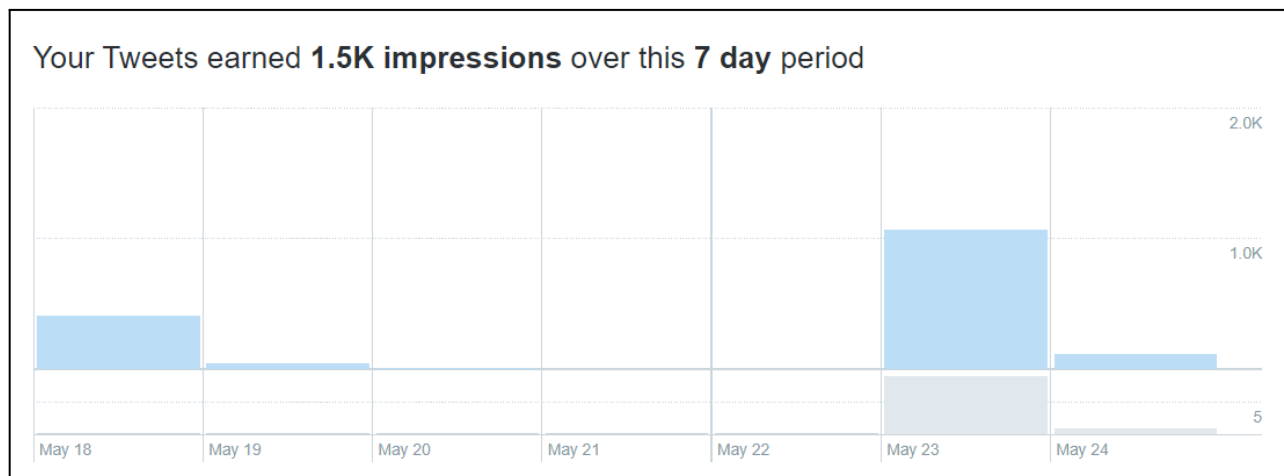


Tweet Impressions over last 28 days

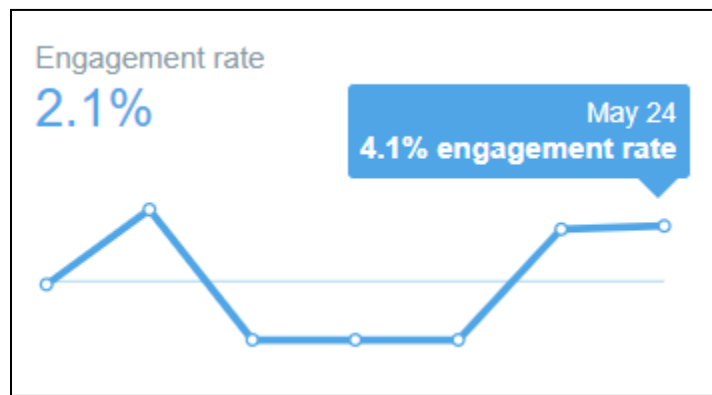


Engagement Rate over last 28 Days

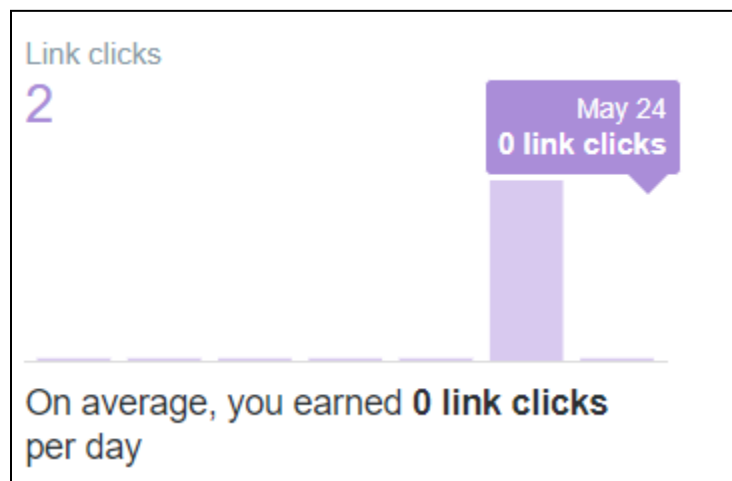
During this 7 day period, you earned **234 impressions** per day.



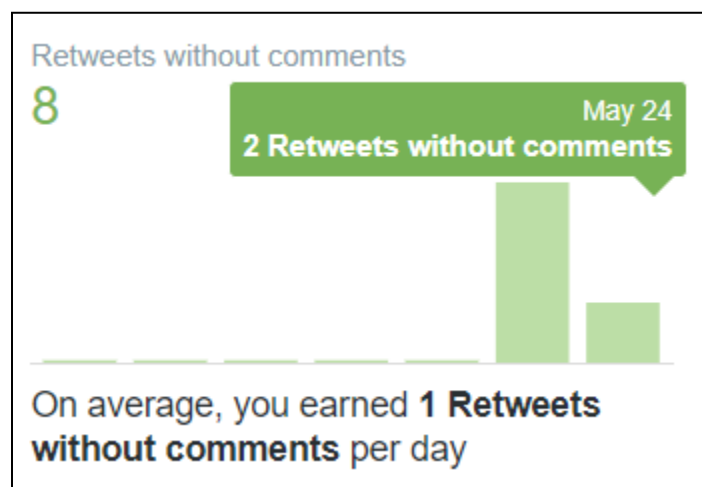
Tweet Impressions over last 7 days



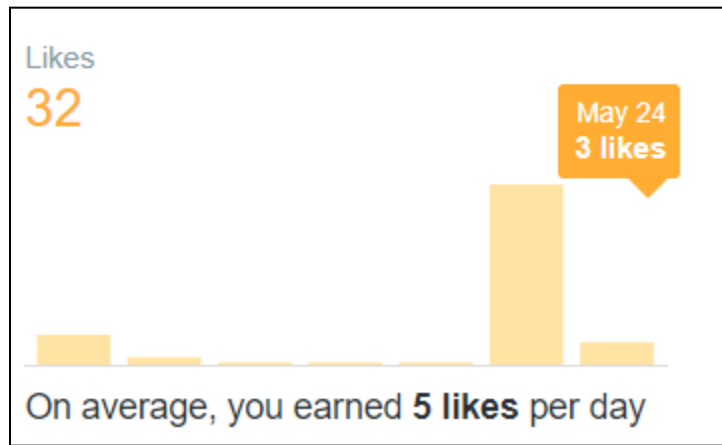
Engagement Rate over Last 7 Days



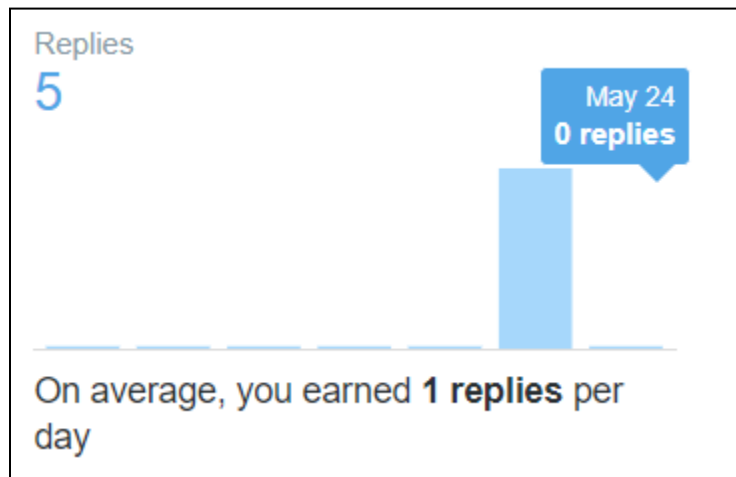
Link Clicks over Last 7 Days



Retweets over Last 7 Days



Likes over Last 7 Days



Replies over Last 7 Days

Conclusion:

Social media action analytics plays a crucial role in understanding and optimizing the impact of social media activities. By analyzing key metrics such as reach, impressions, engagement, click-through rates, conversion rates, sentiment analysis, and influencer impact, businesses and individuals can gain valuable insights into user behavior, campaign performance, and audience preferences.

The benefits of social media action analytics are numerous. It allows for performance evaluation, helping users assess the effectiveness of their social media strategies and campaigns. Audience insights derived from analytics data enable targeted marketing efforts and content optimization, leading to improved engagement and user satisfaction. Social media action analytics also facilitates crisis management by monitoring sentiment analysis, allowing businesses to address negative feedback promptly and protect their reputation.

Furthermore, social media action analytics enables competitive analysis by benchmarking against competitors' performance, providing valuable insights for improvement. It helps identify successful content types, optimal posting times, and influential users, contributing to enhanced decision-making and strategic planning.

Various tools are available to assist with social media action analytics, including Google Analytics, Sprout Social, Hootsuite Analytics, and Brandwatch, among others. These tools provide the necessary data and visualizations to make informed decisions based on the analysis of social media actions.

In conclusion, social media action analytics empowers businesses and individuals to measure, analyze, and leverage data from social media platforms. It enables data-driven decision-making, enhances engagement, optimizes strategies, and drives success in the dynamic landscape of social media. By harnessing the power of social media action analytics, users can effectively navigate the digital realm and achieve their goals with precision and efficiency.