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**1.What is Social Media Action Analytics - What Is Actions Analytics? Common Social Media Actions, Explain Actions Analytics Tools**

**Social Media Action Analytics:**

* Actions performed by social media users, such as likes, shares, and mentions, are important for social media marketers.
* These actions are symbolic reactions to social media content and carry emotions and behaviours that can be harnessed.
* The shareable nature of social media actions makes them attractive to businesses.
* Enabling social media logins, such as through Facebook and Twitter, can lead to increased traffic, referrals, and click-through rates.
* An example of this is Moviefone, which saw a 300% increase in site traffic and a 40% increase in click-through rate after enabling social media logins.

**What is Action Analytics?**

* Social media action analytics involves analyzing the actions performed by social media users, such as likes and shares.
* It is used to understand and optimize the effectiveness of social media campaigns and strategies.
* Social media action analytics can help businesses and organizations understand how their social media presence is perceived and engaged with by users.
* It can be used to measure the popularity and influence of a product, service, or idea on social media.
* For example, analyzing Facebook likes and Twitter mentions can provide insight into the popularity of a new product among social media users.

**Common Social Media Actions**

1. LIKES
2. DISLIKES
3. VIEWS
4. VISITORS,VISITS,REVISITS
5. CLICKING
6. MENTIONS
7. TAGGING
8. HOVERING
9. PINNING
10. CHECKING
11. EMBDES
12. UPLOADING AND DOWNLOADING
13. ENDORSEMENT

**Action Analytics Tools**

1. Hootsuite: manages social media presence across popular networks, offers various plans including free, pro, and enterprise versions
2. SocialMediaMineR: retrieves information about popularity and reach of URLs on social media, including shares, likes, tweets, pins, and hits on various platforms.http://cran.r- project.org/web/packages/SocialMediaMineR/index.html
3. Lithium: provides a range of products and services for social media management, including analytics, marketing, and crowd-sourcing
4. Google Analytics: tracks and analyzes website traffic, can also be used for blog and wiki analytics
5. Facebook Insights: helps Facebook page owners understand and analyze trends in user growth and demographics
6. Klout: measures influence across social media channels based on interactions with posts, scores influence on scale from 1-100

**2.What is Social Media HyperLink Analytics - Types of Hyperlinks, Types of Hyperlink Analytics, Explain Hyperlink Analytics Tools**

**Social Media Hyperlink Analytics**

* Social media hyperlink analysis involves extracting and analyzing hyperlinks embedded in social media texts.
* These hyperlinks can be used to identify the sources and destinations of social media traffic.
* A study by Khan et al. found that the Korean government tended to cite domestic sources and self-cited more, while the US government had a more diverse pattern of out-link destinations.
* These findings suggest that social media out-links can carry valuable information and help explain real-world phenomena and differences in social media use among different cultures.

**Types of Hyperlinks**

1. IN-LINKS

In-links are the incoming hyperlinks or links directed toward a website or originated in other websites

1. OUT-LINKS

Out-links are hyperlinks generated out of a website

1. CO-LINKS

Co-links have two dimensions. First, if two websites receive a link from a third website, they are considered to be connected indirectly. For example, page A links to both pages B and C, therefore B and C are considered to be co-linking, or connected indirectly

**Types of Hyperlink Analytics**

1) Hyperlink environment analysis

Hyperlink environment analyses deal with a particular website or set of websites.

Hyperlinks (i.e., out-links, in-links, and co-links) of a website are extracted and analyzed to identify the sources of Internet traffic.

Hyperlinks environment networks can take two forms:

1) co-links networks or

2) in-links and out-links networks.

2) Co-Link Networks

In co-links environment networks, nodes are websites and links that represent similarity between websites, as measured by co-link counts.

With the Webometric Analyst tool, one can construct a co-link network diagram among a set of websites .

3) In-Links and Out-Links Networks

In-links and out-links hyperlink environment networks are constructed based on in-links and out-links from a website or set of websites.

Nodes will be websites and links will present in-links and out-links

**3.What are Social Media KPI, How to Formulate a Social Media Strategy and Managing Social Media Risks**

**Social Media KPI**

* Reach: The number of people who see a business's social media content, including followers, friends, and other users who come across the content.
* Engagement: The level of interaction with a business's social media content, including likes, comments, shares, and other actions taken by users.
* Traffic: The number of users who click on links from a business's social media content and visit its website.
* Conversion rate: The percentage of users who take a desired action after visiting a business's website from its social media content, such as making a purchase or signing up for a newsletter.
* Customer satisfaction: The level of satisfaction of a business's customers, as measured through social media interactions or surveys.
* Lead generation: The number of leads generated through social media, such as users who provide their contact information in exchange for an offer or resource.
* Return on investment (ROI): The financial return on a business's social media efforts, calculated as the profit gained divided by the cost of the social media campaign.
* Cost per acquisition (CPA): The cost of acquiring a new customer through social media, calculated as the cost of the social media campaign divided by the number of new customers acquired.

**Formulating Social Media Strategy**

1. Define objectives: Identify the specific goals that the business wants to achieve through social media, such as increasing brand awareness, generating leads, or improving customer satisfaction.
2. Identify target audience: Determine the demographics and interests of the business's target audience, including age, gender, location, and social media habits.
3. Research competition: Analyze the social media presence and strategies of the business's competitors to understand what is and is not working in the industry.
4. Choose social media platforms: Select the social media platforms that are most relevant to the business's target audience and objectives.
5. Create a content calendar: Plan and schedule the types of content that the business will post on social media, including text, images, videos, and links.
6. Engage with followers: Monitor and respond to comments and inquiries from followers, and encourage user-generated content and interactions.
7. Analyze and adjust: Use social media analytics tools to track the performance of the business's social media efforts and make adjustments as needed to improve results.

**Managing Social Media Risks**

1. Develop a social media policy: Create guidelines for employees on how to use social media in a professional manner and how to handle sensitive or confidential information.
2. Monitor social media activity: Regularly review the business's social media presence and activity to identify any potential risks or issues.
3. Respond to negative feedback: Address any negative comments or reviews in a professional and timely manner, and work to resolve any issues that may arise.
4. Protect personal information: Ensure that personal information, such as customer data, is kept secure and not shared on social media without proper consent.
5. Stay up to date with legal requirements: Understand and comply with relevant laws and regulations, such as those related to privacy, advertising, and consumer protection.
6. Train employees: Educate employees on how to handle social media risks and best practices for using social media in a professional manner.
7. Have a plan in place: Have a plan in place for handling social media crises, including identifying a team to manage the situation and establishing protocols for communication.

**4.Explain Business use of Social Media and Measuring success, Interaction and monitoring**

**Business Use of Social Media**

Case Study 1: Blendtec, a manufacturer of high-end blenders

* Blendtec, a manufacturer of high-end blenders, has had a highly successful social media campaign through their "Will It Blend?" series on YouTube, in which the company's founder demonstrates the power of their blenders by blending unusual and sometimes absurd objects.
* This humorous approach has gained the company a significant following and helped to increase sales.
* Their top-viewed videos have well over 10 million views each, and their collection of videos all together have 200 million views. The company’s YouTube channel has over
* 400,000 subscribers.

Case Study 2- **Interaction and monitoring** example: Zappos customer service

* Zappos is an online retailer known for its excellent customer service and successful use of social media.
* The company interacts with customers on Twitter and Facebook, and has a dedicated Twitter account for customer service inquiries.
* A small team of customer service representatives handle these inquiries, with an average response time of under an hour.
* Zappos' online customer service interactions can also be seen by other social media users, helping to improve the company's reputation.
* Zappos proactively reaches out to customers with problems, even if they have not contacted customer support directly.