

Experiment no. 1

Aim : To study different social media platforms and tools, application of social media in business.

Theory :

i) Social Media Platforms:

1. Facebook:

- **Overview:**
 - Largest social media platform globally.
 - Diverse user base for broad audience reach.
- **Key Features:**
 - Business Pages for brand promotion.
 - Robust advertising platform.
- **Business Application:**
 - Targeted advertising and brand visibility.
- **Overall Users:**
 - Over 3.03 billion monthly active users
- **Analytical Tools:**
 - Facebook Insights.
 - Hootsuite Analytics.

2. Twitter:

- **Overview:**
 - Realtime microblogging platform.
 - Hashtags for content categorization.
- **Key Features:**
 - Tweeting for quick updates.
 - Retweets and likes for content virality..
- **Business Application:**
 - Realtime customer engagement.
 - Trend participation for visibility.
- **Overall Users:**
 - Over 330 million monthly active users
- **Analytical Tools:**
 - Twitter Analytics
 - Sprout Social.

3. Instagram:

- **Overview:**
 - Visualcentric platform for photos and videos.
 - Stories feature for ephemeral content.
- **Key Features:**
 - Filters and editing tools for creativity.
 - Explore page for content discovery.
- **Business Application:**
 - Visual storytelling for brand aesthetics.
 - Influencer partnerships for promotion.
- **Overall Users:**
 - Over 1 billion monthly active users.
- **Analytical Tools:**
 - Instagram Insights.
 - Later.

4. LinkedIn:

- **Overview:**
 - Professional networking platform.
 - B2B interactions and job searching.
- **Key Features:**
 - Profile building for professional identity.
 - Company Pages for brand representation.
- **Business Application:**
 - B2B marketing and professional networking.
 - Recruitment and talent acquisition.
- **Overall Users:**
 - Over 774 million monthly active users
- **Analytical Tools:**
 - LinkedIn Analytics.
 - Buffer.

5. YouTube:

- **Overview:**
 - Videosharing platform with global reach.
 - Monetization opportunities for creators.
- **Key Features:**
 - Channels for content categorization.
 - Likes, comments, and shares for engagement.

- **Business Application:**
 - Video content marketing.
 - Advertisement and brand visibility.
- **Overall Users:**
 - Over 2 billion monthly active users.
- **Analytical Tools:**
 - Youtube Analytics.
 - TubeBuddy.

ii) Social Media Analytics Tools:

Google Analytics:

- Primarily a web analytics tool but can be used for social media.
- Tracks website traffic, user behavior, and conversions.

Hootsuite:

- Social media management platform.
- Supports scheduling posts, monitoring mentions, and analytics.

Sprout Social:

- Comprehensive social media management and analytics tool.
- Offers insights into engagement, trends, and audience behavior.

iii) Social Media Analytics Techniques and Engagement Metrics:

Page Level:

- Reach: Number of people who saw your content.
- Impressions: Number of times your content was displayed.
- Page Views: Number of views on your social media page.

Post Level:

- Likes, Shares, and Comments: Indicators of engagement.
- Click-Through Rate (CTR): Percentage of people who clicked on a link.

Member Level:

- Follower Growth: Increase in the number of followers.
- Demographic Insights: Understanding the characteristics of your audience.

iv) Applications of Social Media Analytics for Business:

Audience Segmentation:

- Identify and understand different segments of your audience.

Content Optimization:

- Analyze which types of content resonate most with your audience.

Competitor Analysis:

- Monitor competitors' social media strategies and performance.

Campaign Performance Measurement:

- Evaluate the success of marketing campaigns on social media.

Customer Feedback Analysis:

- Monitor and analyze customer sentiment towards your brand.

ROI Measurement:

- Assess the return on investment for social media efforts.

Social Listening

- Monitor social media for mentions of your brand or industry trends.

Conclusion-In conclusion, social media platforms like Facebook, Twitter, YouTube, LinkedIn, and Instagram offer diverse avenues for personal connections and business promotion. Utilizing analytics tools such as Facebook Insights, Google Analytics, and Netlytic allows businesses to gain valuable insights into audience behavior, campaign effectiveness, and market trends. Social media analytics techniques at the page, post, and member levels provide detailed metrics for performance evaluation. Applying these analytics for businesses enables audience-driven content strategies, optimized campaigns, and improved customer service.