

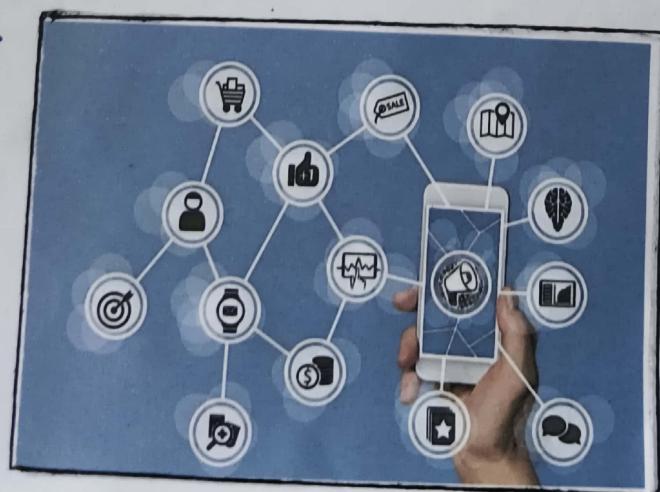
## An Overview of Social Media Analytics

Practitioners and analysts alike know social media by its many websites and channels:

Facebook, YouTube, Instagram, Twitter, LinkedIn, Reddit and many others.

Social media analytics is the ability to gather and find meaning in data gathered from social channels to support business decisions - and measure the performance of actions based on those decisions through social media.

Social media analytics includes the concepts of social listening. Listening is monitoring social channels for problems and opportunities. Social media analytics tools typically incorporate listening into more comprehensive reporting that involves listening and performance analysis.



# ① Importance of Social Media

IBM points out that with the prevalence of social media: "News of a great product can spread like wild fire. And news about a bad product - of a bad experience with a customer service rep — can spread just as quickly. Consumers are now holding organizations to account for their brand promises and sharing their experiences with friends, co-workers and public at large".

- ⇒ Spot trends related to offerings and brands
- ⇒ understand conversations — what is being said and how it is being received.
- ⇒ Derive customer sentiment towards products and services.

- Gauge response to social media and other communications.
- Identify high value features for a product or service.
- Uncover what competitors are saying and its effectiveness.
- Map how third-party partners and channels may effect performance.

These insights can be used to not only make tactical adjustments, like addressing an angry tweet, they can help derive strategic decisions. In fact, IBM finds social media analytics is now "being brought into the core discussions about how business develop their strategies".

These strategies affect a range of business activity:

- Product development :- Analyzing an aggregate of facebook posts, tweets and amazon product reviews can deliver a clearer picture of customer pain points, shifting needs and desired features. Trends can be identified and tracked to shape the management of existing product lines as well as guide new product development.
- Customer Experience :- An IBM study discovered "organizations are evolving from product-led to experience-led business". Behavioural analysis can be applied across social channel to capitalize on micro-moments to delight customers and increase loyalty and lifetime value.

## Key takeaways

- \* Data analytics is the process of analyzing raw data to extract relevant information, trends, and insights.  
It is used for problem-solving, business processing, decision-making, and making predictions.
- \* Social media analytics is a subset of data analytics that studies the actions, clicks, and responses of social media users to gauge interest, spot trends, and improve offerings.
- \* Key techniques used in social media analytics include social listening, software platforms for data collection, cluster

data visualizations, behavioral analysis, and segmentation.

- \* Benefits of incorporating data analytics in social media include improved customer experience, product development, branding options, operational efficiency, and competitive analysis.
- \* Noble desktop offers in-depth courses and bootcamps on data analytics, python, excel, and social media marketing, with over 90 bootcamp options for beginners to advanced students. The cost for these courses ranges from \$ 119 to \$ 27,500

## Advantages of Social Media

- \* Better understanding of target market.
- \* Improved product pricing
- \* Give better opportunity for innovation
- \* Help tweak the existing strategy for better results
- \* Help avoid mistakes made by your competitors.
- \* Improved product pricing of markets.

## Disadvantages of Social media

- \* Doesn't inform how to improve our strategy.
- \* Real time processing is not possible

\* External tools are needed to analyze campaigns effectively

How Konnect insights analytics can help you?

Konnect insights is a unified platform with built-in BI tools and an intuitive dashboard to provide you with insightful data. There are more than 3000 third party integration options available with Konnect insights.



So, it is easy to listen to your potential customer's words using the software.

Other amazing features of the application include :



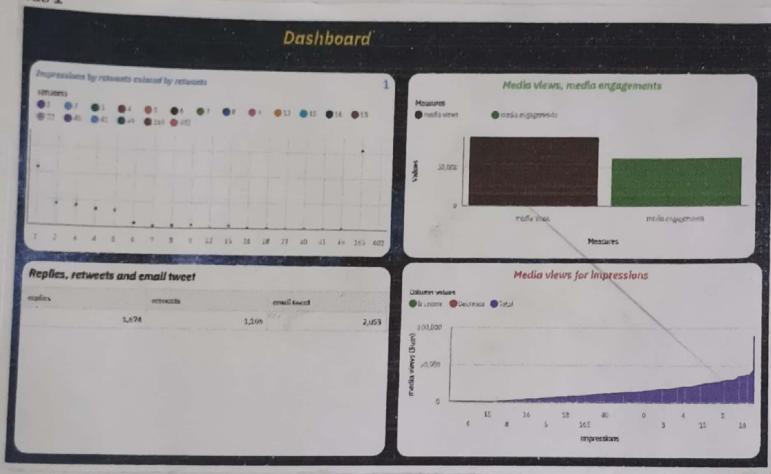
- Response management
- Social analytics
- Social CRM
- Surveys and feedback
- Social publishing
- Crisis management.

Available with a free trial option, Kollect Insights has affordable premium plans for

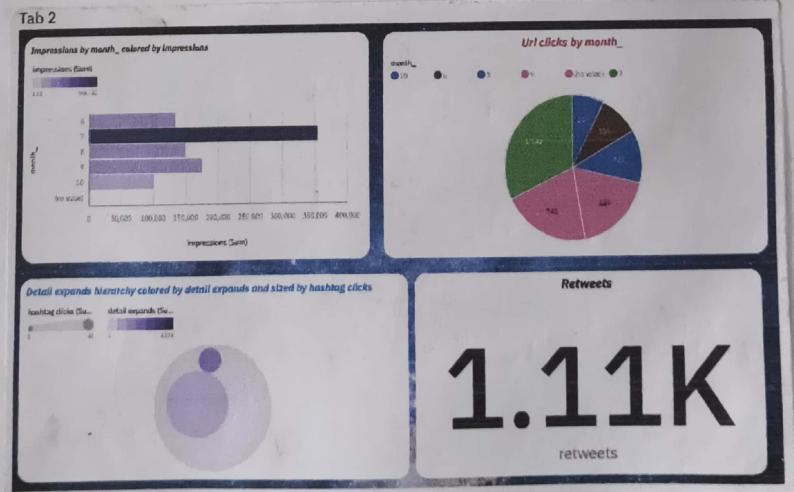
## Dashboards :-

A social media dashboard is a tool that aggregates your crucial social media metrics across networks to quickly measure the performance of your posts / campaigns, customer care interactions and community engagements.

Tab 1



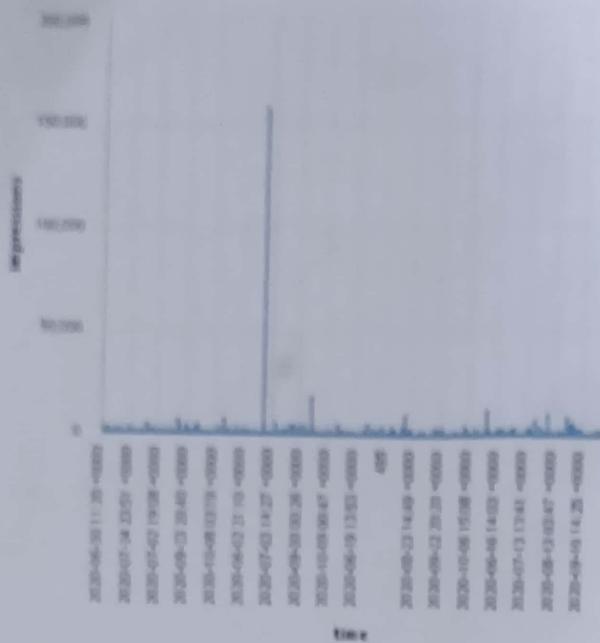
Tab 2



## Story

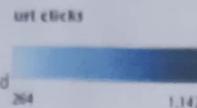
They introduced users to digital communication through email, bulletin board messaging, and real-time online chatting. This gave rise to the earliest social media networks, beginning with the short-lived six degrees people uploading service in 1997. This service was followed in 2001 by <sup>9</sup> friendster. A story in social media refers to a function that enables users to share temporary multimedia content, such as photos or videos which are visible for a set amount of time before vanishing after 24 hours. Social media platforms, including Instagram, Snapchat and Facebook, have a good story feature that is accessible by swiping up or clicking a designated button within the app.

# Report



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This visualization output type requires that the image service be configured and running.



A social media report offers a means of extracting value from data based on various social networks and metrics (Facebook, Twitter, LinkedIn, YouTube etc -) over various time frames.

marketers.

### Conclusion :-

Studies have shown that social media use can lead to feelings of anxiety, depression, and loneliness.

This is because social media often presents a distorted view of reality, with people presenting only their best selves and creating unrealistic expectations for others.



## Future goals

The goal of social media is to generate leads, drive traffic to a website & make sales. It's also used to create brand awareness and loyalty and to build relationships with customers.

Augmented reality integration is also expected to change how we use social media, allowing users to superimpose digital content on the actual world.