

Experiment No: 1

Aim: Study various

- i. Social Media platforms (Facebook, twitter, YouTubeetc)
- ii. Social Media analytics tools (Facebook insights, google analytics , netlytic etc)
- iii. Social Media Analytics techniques and engagement metrics (page level,post level, member level)
- iv. Applications of Social media analytics for business.

e.g. Google Analytics

<https://marketingplatform.google.com/about/analytics/>

<https://netlytic.org/>

Theory:

Social Media Platforms:

- **Facebook:** A social networking website that allows users to connect with friends, family and other people who share similar interests.
- **Twitter:** A microblogging platforms that allows users to send and read short messages called “tweets”
- **Instagram:** A photo and video sharing app that allows users to share pictures and videos with their followers.
- **TikTok:** A short form, video sharing app that allows users to create and share 15-second videos.
- **LinkedIn:** A professional networking platform that allows users to connect with other professionals in their industry.
- **Pinterest:** A visual discovery platform that allows users to discover and save creative ideas for various projects and interests.
- **Snapchat:** A multimedia messaging app that allows users to send and receive photos and videos that disappear after they’re viewed
- **YouTube:** A video sharing platform that allows users to upload,share , and view videos
- **Reddit:** A social news and discussion platform that allows users to submit and vote on content
- **WhatsApp:** A messaging app that allows users to send and receive text, photos, videos in real time
- **Quora :** Online question answering portal

Social Media Analytics Tools:













- **Google Analytics:** Google Analytics is a Cloud-Based Web Analytics service that delivers different tools to optimize Digital Marketing. Google Analytics gives real-time statistical-based analytics solutions about your user’s interaction with your Social Mediawebsite or app
- **YouTube Analytics:**Allowing them to track and monitor crucial metrics & statistics for better optimization and performance. With YouTube Analytics, you’ll quickly be able to draw crucial viewer-driven insights about your audience such as audience retention, real-time activities, etc.
- **Hotspot:** HubSpot is one of the most popular Social Media Analytics Tools used by

companies to manage and attract customers, generate leads, and provide services. HubSpot offers several tools to create and host web pages, blogs, emails, and manage interaction with customers.



















- Pinterest Analytics:** Pinterest Analytics categorizes the Analytics Section into 3 parts: Profile, Audience, and Website Analytics. Profile Analytics shows you the list of pins people liked most from your profile in the last 30 days, the number of times your pins were visible in the feed, and other insights. Audience Analytics shows you the demographics of your audience, like their gender, where they live, their interests, etc. You can compare your audience against the overall Pinterest audience to see where they fall. These crucial insights can help you decide what to pin next.
- LinkedIn Analytics :** LinkedIn Analytics will make it easy for you to analyze and measure performance dynamics. LinkedIn offers distinct, and basic analytics about your followers, visitors, and connections. It'll help you understand more about who exactly is engaging with your Business Campaigns and Posts.

Social Media Analytics techniques and engagement metrics

Page Metrics

Metric name	Description	Included metrics
Fans and followers	The number of people who liked your Facebook Pages and those who followed your Instagram, LinkedIn, Twitter, and TikTok Pages or accounts.	 Fans  Followers  Followers  Followers  Followers
New fans and followers	The number of new people who liked your Facebook Pages and those who followed your Instagram, Twitter, and TikTok Pages or accounts .	 New fans  New followers  Net new followers  Net new followers
Inbound messages	The number of messages received by your Facebook, Instagram, and Twitter Pages or accounts. Messages include comments, direct and private messages, public posts by others, public posts that tag your Page, and mentions.	 Inbound messages  Inbound messages  Inbound messages

Post Metrics

Metric name	Description	Included metrics & post type
Posts	The number of posts published to your Pages and accounts.	Organic:  Posts  Posts  Posts  Tweets  Posts
Post impressions	The number of times your posts appeared on someone's screen.	 Post impressions (organic, paid)  Post impressions (organic)  Post impressions (organic)  Post impressions (organic, paid)  Post video views (organic)
Post reach	The number of people who saw your posts on your Facebook, Instagram, and TikTok accounts.	 Post reach (organic, paid)  Post reach (organic)  Post reach (organic)
Post reactions and likes	The number of reactions to your posts on Facebook and LinkedIn and the number of likes your posts received on Instagram, Twitter, and TikTok.	 Post reactions (organic)  Post likes (organic)  Post reactions (organic)  Post likes (organic, paid)  Post likes (organic)

Page-post metrics

A Page-post metric is a metric for all of your Page's posts

Metric name	Description	Included metrics & post type
Page and profile impressions	The number of times any content from or about your Facebook, Instagram, and LinkedIn Pages or accounts was displayed on someone's screen. Content includes posts, check-ins, ads, feed stories, and more.	 Page impressions (organic, paid)  Profile impressions (organic)  Page impressions (organic)
Page reach	The number of people who saw any content from or about your Facebook, Instagram, and LinkedIn Pages or accounts. Content includes posts, posts to your Pages, mentions of your Pages, check-ins to your places, and more.	 Total reach (organic, paid)  Profile reach (organic, paid)  Page reach (organic)

Applications of Social media analytics for business

1. Sentiment Analysis
 - a. Social Media Analytics can be used to analyze the Sentiment of customers towards business or product.
 - b. It provides an insight into how people feel about product /service/business.
2. Audience Segmentation
 - a. Social media analytics can help businesses to **segment their audience** based on factors such as **demographics, interests, and behavior**.
 - b. It allows for **more targeted marketing efforts**.
3. Brand Monitoring

Social media analytics can be used to **track mentions** of a **business or brand** on social media, providing insight into **how people perceive the company**.
4. Campaign Analysis

Social media analytics can be used to measure the **success of marketing campaigns** and to **identify areas for improvement**.
5. Content Analysis

Social media analytics can be used to **track the performance of different types of content**, helping businesses to understand **what types of content are most effective**.
6. Market Research

Social media analytics can provide businesses with **valuable insights** into **market trends and customer needs and preferences**.
7. Social Listening

By **monitoring social media for mentions** of a business or industry, businesses can stay up-to-date on industry developments and **identify opportunities for growth**.
8. Crisis Management

Social media analytics can help businesses to **quickly identify and respond to any crises** that may arise, such as **negative press or customer complaints**.
9. Competitor Analysis

Social media analytics can be used to **monitor the activities and strategies of competitors**, providing businesses with valuable insight into their own performance in comparison.
10. Customer Service

Social media analytics can help businesses **track and respond to customer inquiries, complaints, and feedback** in **real-time**. This can improve customer satisfaction and loyalty.