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Subject : Social Media Analytics

Experiment No. 10

Aim : Design social media analytics applications for your own startup business.

Consider the following parameters:

1. Identify the business objectives and corresponding social media analysis strategies. Justify.
 2. Identify and justify the social media platform.
 3. Design the content to be posted on social media.
 4. Identify the team and generate the content policy.
 5. Identify and justify the analysis parameters related to layers of social media on which the analysis is required to perform and provide the solutions for business improvement.
 6. Conclusion
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Global Current Affairs

Introduction

In the digital age, staying informed about global current affairs has become crucial for individuals and businesses alike. Social media platforms offer a vast landscape for accessing real-time updates and engaging with diverse perspectives on global events. This documentation outlines the strategies for leveraging social media analytics to provide timely and insightful updates on global current affairs.

1. Business Objectives and Social Media Analysis Strategies

- **Objective:** To provide accurate and timely updates on global current affairs to a diverse audience.
 - **Strategy:** Real-time monitoring of social media platforms is paramount to identifying trending topics and breaking news stories. By employing

advanced social media listening tools, we can track keywords, hashtags, and mentions related to current affairs globally. This enables us to swiftly identify emerging stories and ensure our audience stays informed about the latest developments. Additionally, sentiment analysis tools will be utilized to gauge public opinion and reactions to these events, allowing us to provide insights into the broader societal impact and sentiment surrounding key global issues.

- **Objective:** To foster meaningful discussions and engagement around global current affairs.
 - **Strategy:** Our approach emphasizes the creation of engaging and interactive content formats to encourage audience participation and discussion. By leveraging social media platforms as virtual forums for dialogue, we aim to facilitate a diverse range of perspectives and insights on global events. Live Q&A sessions, polls, and debates will be organized to encourage active engagement from our audience. Furthermore, monitoring engagement metrics such as likes, shares, comments, and retweets will enable us to gauge the effectiveness of our content strategy and adapt accordingly to maximize audience engagement and participation.

In summary, our business objectives are centered around providing timely updates and fostering engaging discussions on global current affairs through proactive social media monitoring and interactive content creation strategies.

2. Selection of Social Media Platform

Justification: Twitter emerges as the platform of choice for disseminating updates on global current affairs due to its unique features and wide-reaching influence. With its real-time nature and succinct character limit, Twitter allows for quick updates and concise summaries of breaking news, making it ideal for delivering timely information to our audience. Moreover, Twitter's use of hashtags facilitates the categorization and discovery of relevant content, ensuring that our updates reach a broader audience interested in global affairs. Additionally, Twitter's global user base ensures that our updates can reach a diverse audience across different regions, enabling us to fulfill our objective of providing comprehensive coverage of global current affairs to a wide demographic. Therefore,

leveraging Twitter as our primary social media platform enables us to maximize the reach and impact of our updates on global current affairs.

3. Team Structure and Content Policy

- **Team Composition:** Our startup will assemble a multidisciplinary team comprising individuals with diverse skill sets to effectively execute our social media analytics strategy. This team will include:
 - **Social Media Manager:** Responsible for overseeing the overall social media strategy, content planning, and performance analysis. They will ensure that our social media efforts align with our business objectives and resonate with our target audience.
 - **Content Creators/Writers:** Skilled writers who will be tasked with creating engaging and informative content related to global current affairs. They will craft compelling narratives, summaries, and analyses to keep our audience informed and engaged.
 - **Graphic Designers:** Talented designers who will be responsible for creating visually appealing graphics, infographics, and visual summaries to accompany our content. Visual elements will enhance the readability and shareability of our updates on social media platforms.
 - **Analysts for Social Media Metrics:** Data analysts proficient in social media analytics tools and techniques. They will track and analyze key metrics such as engagement rates, audience demographics, and sentiment analysis to evaluate the effectiveness of our social media strategy and identify areas for improvement.
- **Content Policy:** Our content policy will serve as a guiding framework to ensure consistency, accuracy, and professionalism in our social media communications. Key elements of our content policy include:
 - **Accuracy and Fact-Checking:** Ensuring that all information shared on our social media platforms is accurate, verified, and sourced from credible sources. Fact-checking procedures will be implemented to mitigate the

spread of misinformation and maintain our credibility as a trusted source of news and information.

- **Respectful and Inclusive Language:** Upholding principles of respect, diversity, and inclusivity in our language and communications. We will avoid inflammatory or divisive language and strive to foster constructive dialogue and understanding among our audience.
- **Transparency and Disclosure:** Being transparent about the sources of our information and any potential conflicts of interest. We will disclose any affiliations or biases that may influence our content to maintain transparency and integrity in our communications.

By establishing a robust team structure and content policy, our startup will be well-equipped to deliver high-quality updates on global current affairs while upholding the highest standards of professionalism and integrity in our social media communications.

4. Analysis Parameters for Social Media Analytics

In order to effectively leverage social media analytics for our startup's objective of providing timely and insightful updates on global current affairs, it's essential to identify and analyze key parameters across various dimensions of social media engagement. The following analysis parameters will be crucial in informing our content strategy, measuring audience engagement, and identifying trends related to global current affairs:

- **Sentiment Analysis:** By employing sentiment analysis tools, we can gauge the overall sentiment surrounding global current affairs topics discussed on social media platforms. This analysis will provide insights into public perceptions, attitudes, and emotional responses towards different events, enabling us to tailor our content to resonate with the prevailing sentiment.
- **Engagement Metrics:** Tracking engagement metrics such as likes, shares, comments, retweets, and mentions will allow us to measure the impact and reach of our content. High engagement levels indicate that our content is resonating with our audience and generating interest and discussion. Analyzing engagement metrics over time will help us identify content trends, optimal posting times, and audience preferences.

- **Audience Demographics:** Understanding the demographics of our audience is crucial for tailoring our content and engagement strategies to specific segments. Analyzing audience demographics, including age, gender, location, interests, and language preferences, will enable us to create targeted content that appeals to different audience segments. This analysis will also inform our advertising and promotion strategies, ensuring that our content reaches the right audience effectively.
- **Trending Topics:** Monitoring trending topics and hashtags related to global current affairs will help us stay informed about the most relevant and timely news stories. By identifying trending topics early, we can capitalize on opportunities to provide timely updates and engage with ongoing discussions. Analyzing trending topics will also enable us to identify emerging themes and anticipate future trends, allowing us to stay ahead of the curve in our content creation and curation efforts.
- **Influence Mapping:** Identifying key influencers and thought leaders in discussions surrounding global current affairs is essential for amplifying our reach and engagement. By analyzing influence metrics such as follower count, engagement rates, and authority within specific topic areas, we can identify influential voices that can help amplify our message and increase our visibility on social media platforms. Collaborating with influencers and thought leaders can also provide valuable insights and perspectives on global current affairs, enhancing the depth and credibility of our content.

By analyzing these key parameters across various layers of social media engagement, our startup can gain valuable insights into audience preferences, content trends, and emerging topics related to global current affairs. This data-driven approach will inform our content strategy, optimize our engagement efforts, and ultimately enable us to provide timely and insightful updates that resonate with our audience.

5. Analysis Parameters for Social Media Analytics

Analyzing various layers of social media engagement is crucial for our startup's objective of providing timely and insightful updates on global current affairs. By implementing a comprehensive approach to social media analytics, we can gain valuable insights into audience behavior, content performance, and emerging trends. The following analysis

parameters across different layers of social media engagement will be instrumental in informing our content strategy and optimizing our engagement efforts:

1. **Basic Metrics:** Basic metrics such as likes, shares, comments, retweets, and mentions provide fundamental insights into the reach and engagement of our content. By tracking these metrics over time, we can measure the effectiveness of our content strategy and identify high-performing content that resonates with our audience.
2. **Audience Segmentation:** Segmenting our audience based on demographics, interests, and behavior allows us to tailor our content and engagement strategies to specific audience segments. Analyzing audience segmentation data enables us to identify trends, preferences, and opportunities for targeted content creation and promotion.
3. **Sentiment Analysis:** Sentiment analysis tools help us gauge the overall sentiment surrounding global current affairs topics discussed on social media platforms. By analyzing sentiment trends, we can identify prevailing attitudes, emotions, and opinions towards different events, enabling us to adjust our content strategy accordingly.
4. **Influence Mapping:** Identifying key influencers and thought leaders in discussions related to global current affairs is essential for amplifying our reach and engagement. Analyzing influence metrics such as follower count, engagement rates, and authority within specific topic areas helps us identify influential voices that can help amplify our message and increase our visibility on social media platforms.
5. **Trending Topics and Hashtags:** Monitoring trending topics and hashtags related to global current affairs allows us to stay informed about the most relevant and timely news stories. By analyzing trending topics, we can capitalize on opportunities to provide timely updates and engage with ongoing discussions, ensuring that our content remains relevant and timely.
6. **Competitor Analysis:** Analyzing the social media activities and content strategies of competitors provides valuable insights into industry trends, audience preferences, and content gaps. By benchmarking our performance against

competitors, we can identify areas for improvement and opportunities for differentiation, ensuring that our content stands out in a crowded landscape.

7. **Content Performance Analysis:** Evaluating the performance of individual pieces of content helps us identify patterns, trends, and best practices for content creation. By analyzing metrics such as engagement rates, click-through rates, and conversion rates, we can identify high-performing content formats and topics that resonate with our audience, informing future content creation efforts.

By analyzing these parameters across different layers of social media engagement, our startup can gain actionable insights into audience behavior, content performance, and industry trends, enabling us to optimize our content strategy and engagement efforts for maximum impact and effectiveness.

6. Conclusion

In the rapidly evolving digital landscape, leveraging social media analytics for providing timely updates on global current affairs is paramount. Through this documentation, we have outlined comprehensive strategies encompassing real-time monitoring, interactive content creation, and in-depth analysis. By harnessing the power of social media platforms, particularly Twitter, we aim to deliver accurate and insightful updates while fostering meaningful discussions and engagement. Our multidisciplinary team, guided by a robust content policy, will ensure professionalism and integrity in our communications. Analysis parameters spanning sentiment analysis, audience segmentation, and content performance evaluation will drive our content strategy, enabling us to remain agile and responsive to audience needs. Ultimately, our startup endeavors to become a trusted source of information and a catalyst for constructive dialogue in the digital sphere. By embracing social media analytics, we are poised to make a tangible impact on how individuals and businesses engage with global current affairs in the digital age.