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Sub- Social Media Analytics

Experiment- 1

Aim: Study of:-

- i) Social Media platforms (Facebook, twitter, youtube etc)
- 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.

Part 1 - Social Media Platforms:

1) Reddit

Reddit is a website comprising user-generated content including photos, videos, links, and text-based posts and discussions of this content in what is essentially a bulletin board system. The name "Reddit" is a play-on-words with the phrase "read it", i.e., "I read it on Reddit." According to Reddit, in 2019, there were approximately 430 million monthly users, who are known as "redditors". The site's content is divided into categories or communities known on-site as "subreddits", of which there are more than 138,000 active communities. As a network of communities, Reddit's core content consists of posts from its users. Users can comment on others' posts to continue the conversation. A key feature of Reddit is that users can cast positive or negative votes, called upvotes and downvotes respectively, for each post and comment on the site. The number of upvotes or downvotes determines the posts' visibility on the site, so the most popular content is displayed to the most people.

2) Discord

Discord is a versatile communication platform, widely known for creating communities and facilitating real-time interaction through text, voice, and video. Originally catering to gamers, it has expanded to serve diverse interests. Users join servers, each containing various channels for specific discussions. Roles and permissions help organize members, while voice and video calls enhance communication. Discord supports cross-platform accessibility, including Windows, macOS, Linux, iOS, and Android. Its popularity is attributed to a user-friendly interface, feature-rich environment, and the ability to integrate bots and connect with other applications, making it a preferred choice for communities beyond the gaming sphere.

3) Twitter

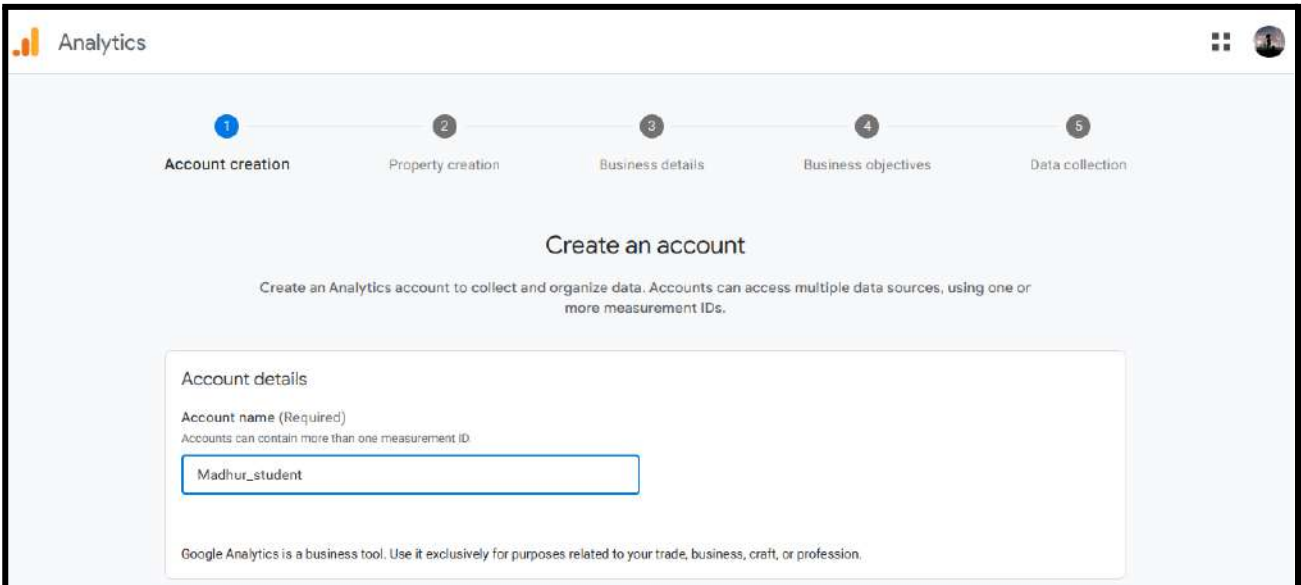
Twitter is a microblogging platform that allows users to share thoughts, news, and media content in short messages called tweets, limited to 280 characters. Launched in 2006, it has become a global social media giant. Users follow accounts of interest, and tweets can include text, images, links, and videos. Hashtags categorize content, facilitating trends and discussions. Twitter is a vital tool for real-time news updates, social commentary, and personal expression. Its impact extends to politics, entertainment, and business, influencing public discourse globally. The platform's simplicity and brevity make it a dynamic and influential force in online communication.

Part 2 - Social Media Analytics Tools:

Google Analytics

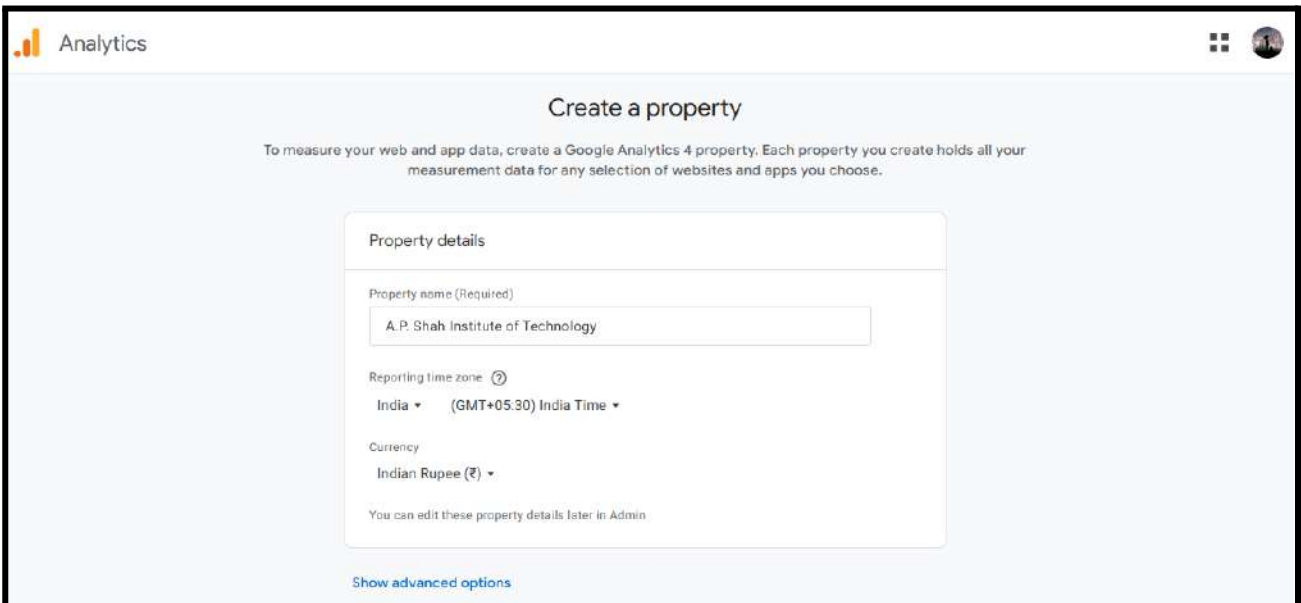
Process- Create an account on Google Analytics and visualize the live data from social media websites.

Step 1: Account creation on Google Analytics.



The screenshot shows the 'Create an account' page in Google Analytics. At the top, there is a progress bar with five steps: 1. Account creation (highlighted in blue), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. Below the progress bar, the heading 'Create an account' is centered, followed by a subheading: 'Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.' A form titled 'Account details' is displayed, containing a text input field for 'Account name (Required)' with the value 'Madhur_student'. Below the input field, a note states: 'Accounts can contain more than one measurement ID.' At the bottom of the form, a disclaimer reads: 'Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.'

Step 2: Property Creation



The screenshot shows the 'Create a property' page in Google Analytics. The heading 'Create a property' is centered, followed by a subheading: 'To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.' A form titled 'Property details' is displayed, containing several fields: 'Property name (Required)' with the value 'A. P. Shah Institute of Technology', 'Reporting time zone' set to 'India (GMT+05:30) India Time', and 'Currency' set to 'Indian Rupee (₹)'. A note at the bottom of the form states: 'You can edit these property details later in Admin.' Below the form, there is a link that says 'Show advanced options'.

Step 3- Business Details

The screenshot shows the 'Describe your business' step in the Google Analytics setup process. The page has a light blue header with the Analytics logo. The main heading is 'Describe your business', followed by the instruction: 'Help us better understand your business by answering the following. Your input helps improve Google Analytics.' Below this is a white box titled 'Business details'. Inside the box, there are two sections: 'Industry category (Required)' with a dropdown menu set to 'Jobs & Education', and 'Business size (Required)' with four radio button options: 'Small - 1 to 10 employees', 'Medium - 11 to 100 employees' (which is selected), 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'. At the bottom of the page, there is a footer with the text '© 2024 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback'.

Step 4- Choose business objectives and agree to terms and service

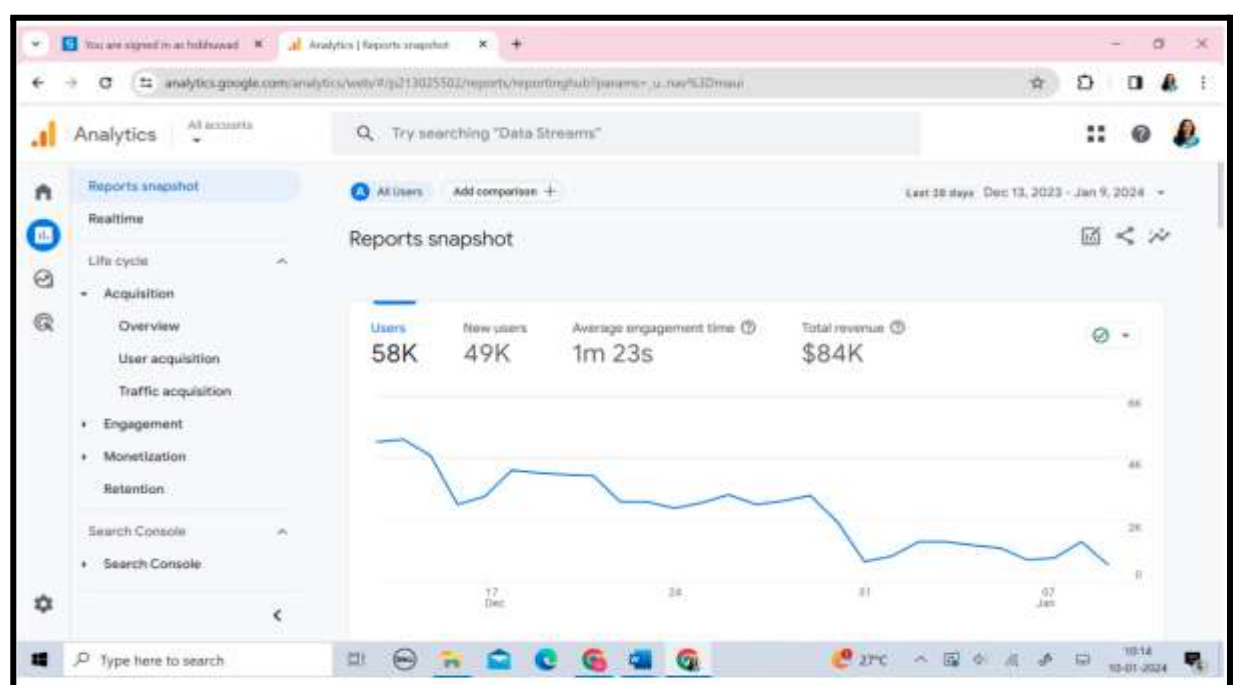
The screenshot shows the 'Choose your business objectives' step in the Google Analytics setup process. The browser window title is 'Analytics - Chromium'. The address bar shows the URL 'analytics.google.com/analytics/web/provision/?pli=1&authuser=14/provision/create'. The page has a light blue header with the Analytics logo. The main heading is 'Choose your business objectives', followed by the instruction: 'For reports that are personalized to your business, select the topics most important to you.' Below this are five objective cards, each with an icon, a title, a description, and a checkbox: 'Generate leads' (checked), 'Drive online sales' (unchecked), 'Raise brand awareness' (unchecked), 'Examine user behavior' (unchecked), and 'Get baseline reports' (checked). At the bottom of the page, there is a footer with the text '© 2024 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback'.

The screenshot shows the 'Google Analytics Terms of Service Agreement' dialog box. The title is 'Google Analytics Terms of Service Agreement'. The text reads: 'To use Google Analytics you must first accept the terms of service agreement for your country / region.' Below this is a dropdown menu set to 'India'. The main heading is 'Google Analytics Terms of Service'. The text reads: 'These Google Analytics Terms of Service (this "Agreement") are entered into by Google LLC ("Google") and the entity executing this Agreement ("You"). This Agreement governs Your use of the standard Google Analytics (the' followed by a blue checkmark icon and the text 'I also accept the Data Processing Terms as required by GDPR. Learn more'. At the bottom, there are two buttons: 'I Accept' and 'I Do Not Accept'.

Step 5- Set up data stream

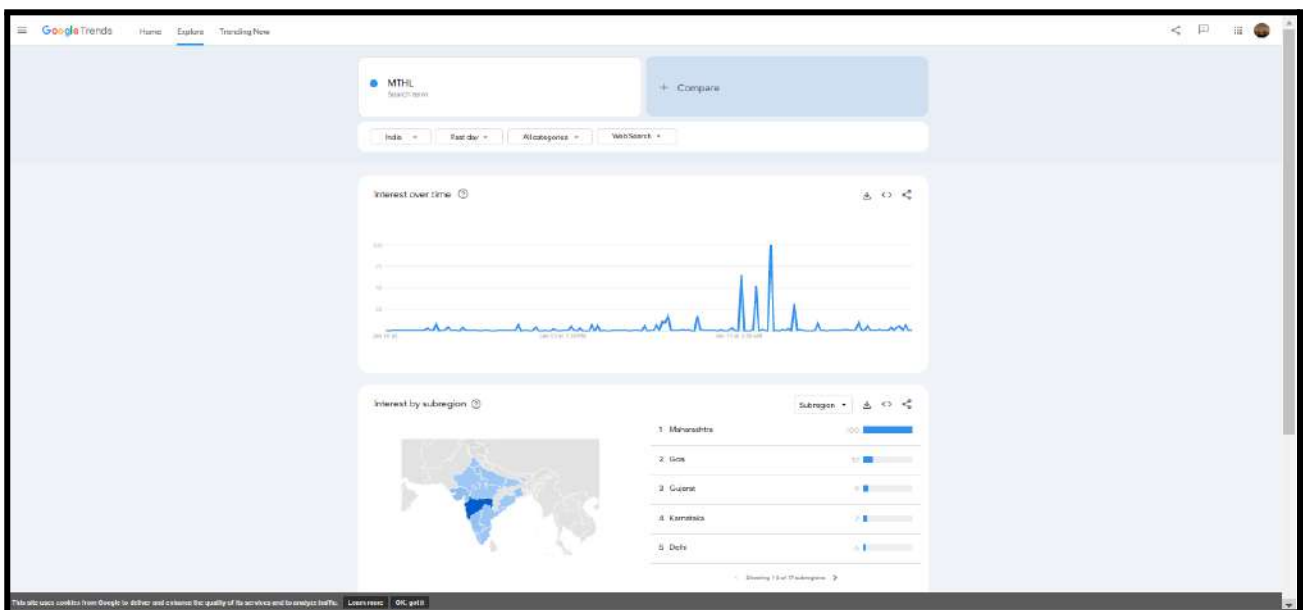
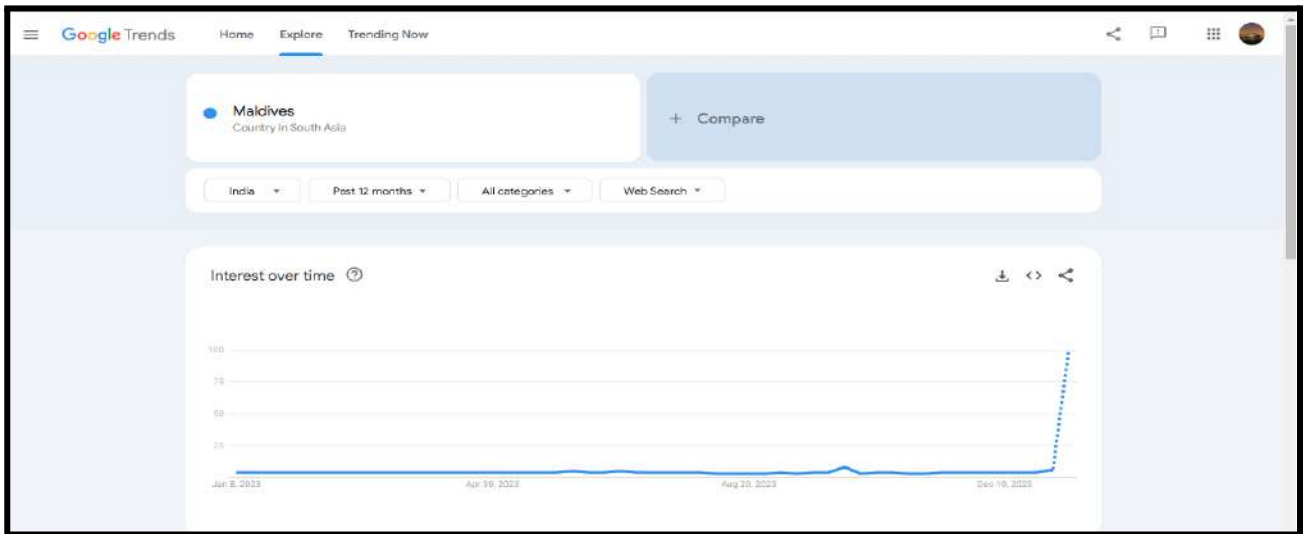
The screenshot shows the 'Set up data stream' page in Google Analytics. On the left sidebar, 'Account creation' is checked, and 'Choose a platform' is selected. The main area is titled 'Set up your web stream'. It includes a 'Web site URL' field with 'https://www.ghost.edu.in' and a 'Stream name' field with 'Mashoor'. Below this, the 'Enhanced measurement' toggle is turned on. The 'Measuring' section shows 'Page views' (blue circle), 'Events' (green plus), 'Outbound clicks' (blue circle), and '+ 4 more'. A 'Create stream' button is at the bottom.

Step 6- Visualization and analysis of website's live data.



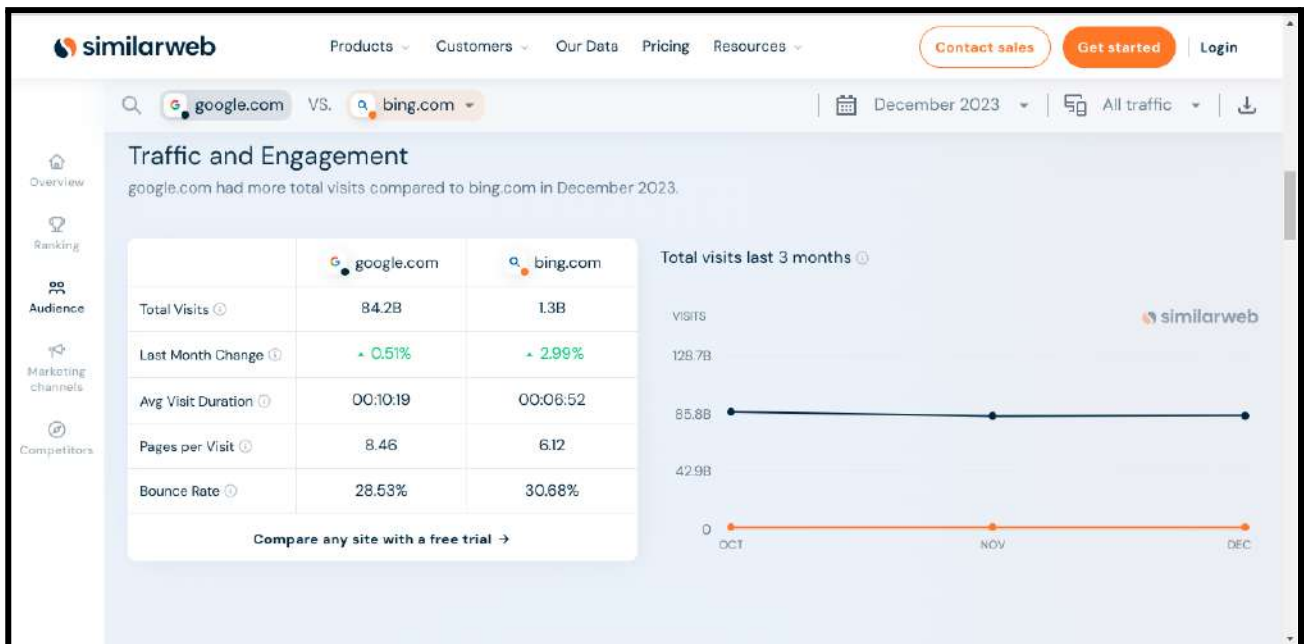
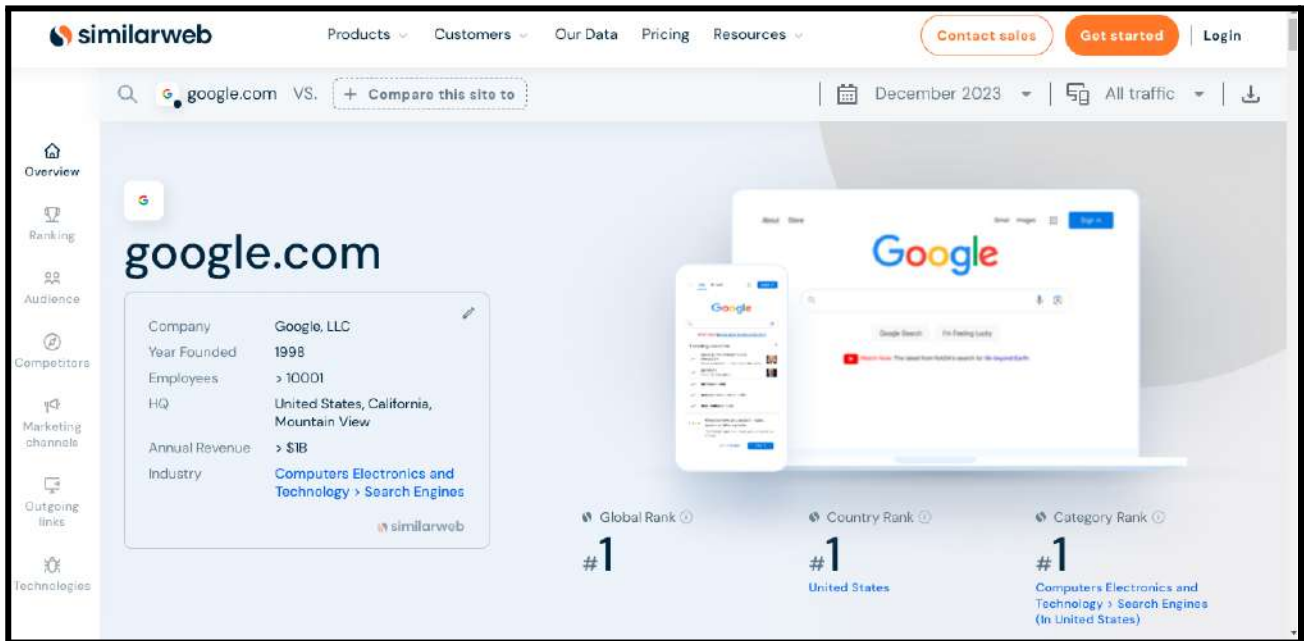
Google trends:

Screenshot showing search analytics for the keywords “Maldives” and “MTHL”.



Similar web:

Screenshots showing information and analytics for website with respect to various parameters as well as comparison with other major platform.



Lexalytics:

Screenshots showing some features of the website with regards to natural language processing.

The screenshot displays the Lexalytics NLP Demo interface. The top navigation bar includes the Lexalytics logo, links for Platform, Solutions, Tech, More, and NLP Demo, and a Contact Us button. The main content area is divided into two sections. On the left, there are two dropdown menus: '1. Select Industry Pack' (set to General) and '2. Select a text sample' (set to Sample One). Below these is a text area containing a sample document about the New York Giants. On the right, there is a 'JSON View' toggle and a tabbed interface with 'Document', 'Topics', 'Themes', and 'Entities'. The 'Document' tab is active, showing a 'Summary' of the text. Below the summary is a table with 'Sentiment Phrase' and 'Sentiment Score'.

Sentiment Phrase	Sentiment Score
all set	0.49
healthy	0.30
strange	-0.24
injured	-0.25

This screenshot shows the same Lexalytics NLP Demo interface, but with the 'Themes' tab selected in the right-hand panel. The 'Get a Quote' and 'Self Assessment' buttons are visible in the top right. The 'Themes' tab displays a table of identified themes and their sentiment scores.

Theme	Sentiment
severe hamstring strain	☹️
running backs	☹️
limited number	☹️
practice field	☹️
neck injury	☹️
seventh-round draft pick	☹️
junior hockey star	☹️
healthy Giants	☹️
broken leg	☹️
rushing duties	☹️
near certainty	☹️

Part 3 - Comparison Table representing the companies and their usage of social media for marketing.

Company	Platforms	Type	Content	Frequency	Type of interaction	Popularity
Mercedes Benz	Instagram Facebook Twitter Pinterest	Automobile	Media about models and division	Many times a week	Combination (Broadcast interaction as well as direct interaction)	High
GoPro	Instagram Facebook Twitter Pinterest	Camera	Media about photography and videography with the product	Many times a week	Combination (Request for input and Broadcast)	High
Apple	Youtube Instagram Twitter Linkedin	Electronic devices	Mostly content shot from their devices	Once a week to once a month	Broadcast	High
Tesla	Youtube Instagram Twitter Linkedin	Automobile	Upcoming cars and job openings	Once a week	Broadcast	High
TCS	Youtube Instagram Twitter Linkedin	IT and Consulting Services	Achievements, events, and job openings.	Many times a week	Broadcast	Low

Conclusion:

Social media has been a medium of communication and promotion for various major organizations. Various firms pertain to using a multitude of services for analytics of their social media activity. While various organizations have gained popularity because of their interactivity with their clients, a few have also been low in popularity but highly successful in achieving their goals. Their participation across various social media platforms helps them attain maximum outreach to various and maintain communication with clients across the globe.