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Sub- Social Media Analytics

<u>**Experiment- 1**</u>

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.
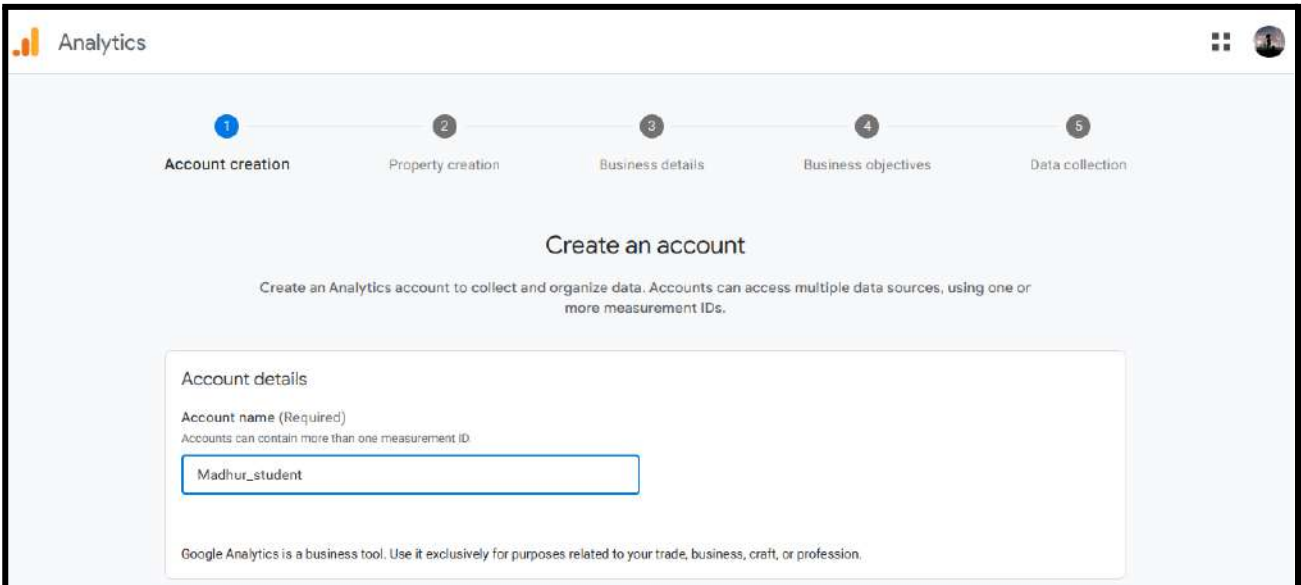
3) Twitter

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:
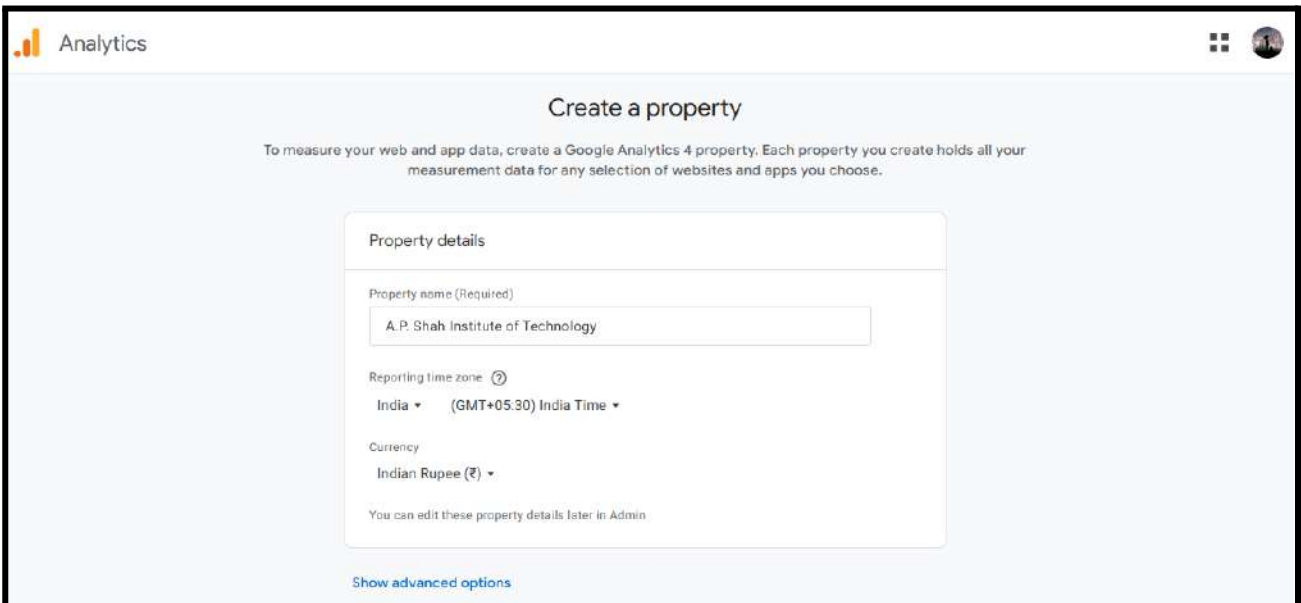
Google Analytics

Process- Create an account on Google Analytics and visualize the live data from social media websites.
Step 1: Account creation on Google Analytics.

Step 2: Property Creation

Step 3- Business Details

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

Step 5- Set up data stream

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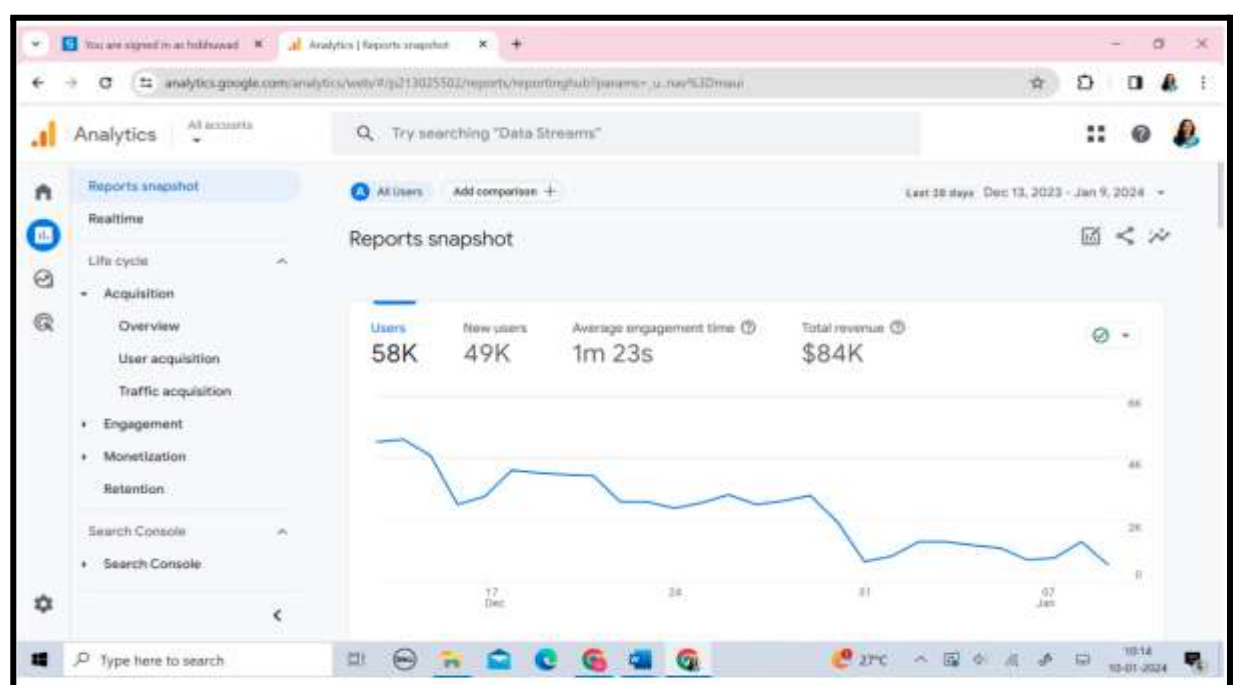
Google trends:

Screenshot showing search analytics for the keywords "Maldives" and "MTHL".
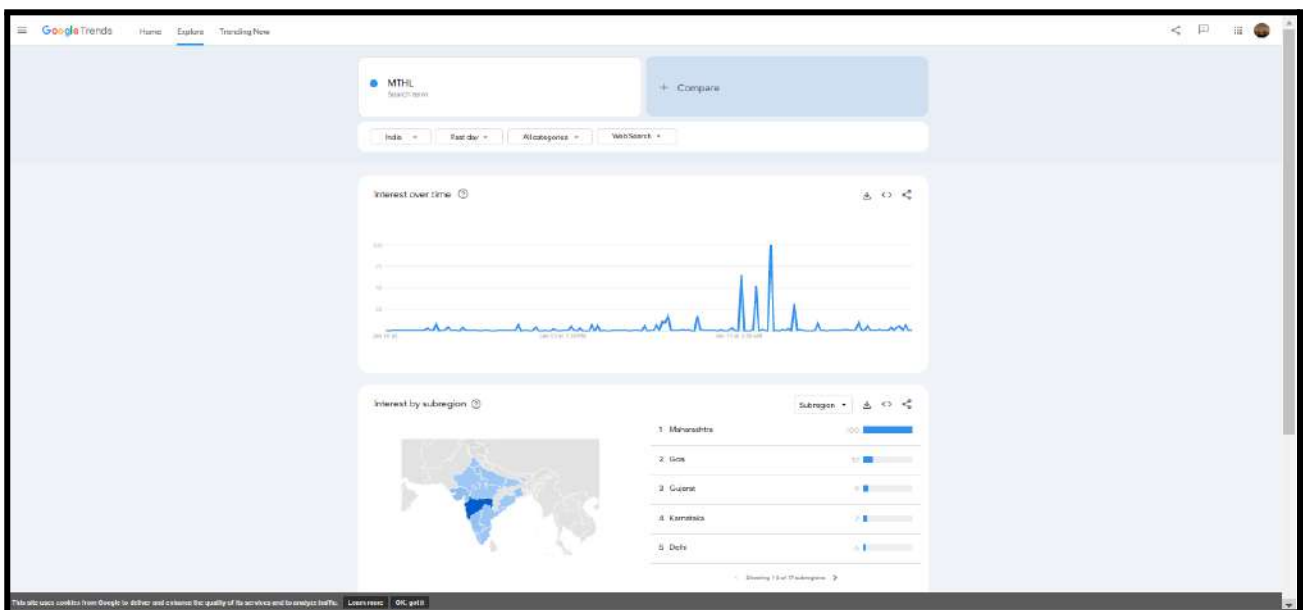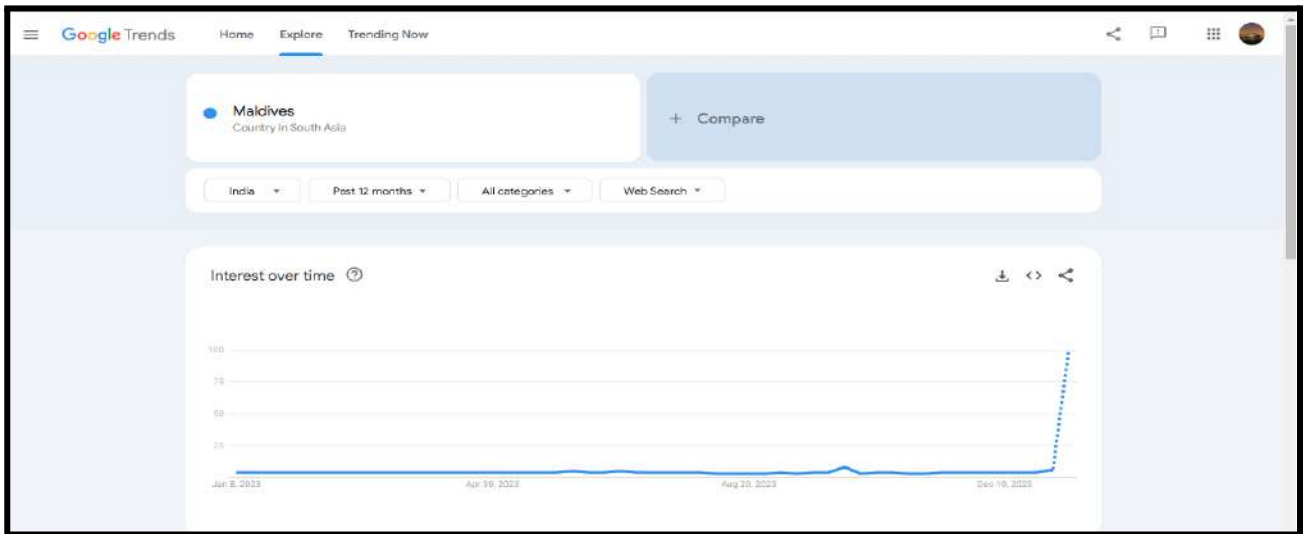
Similar web:

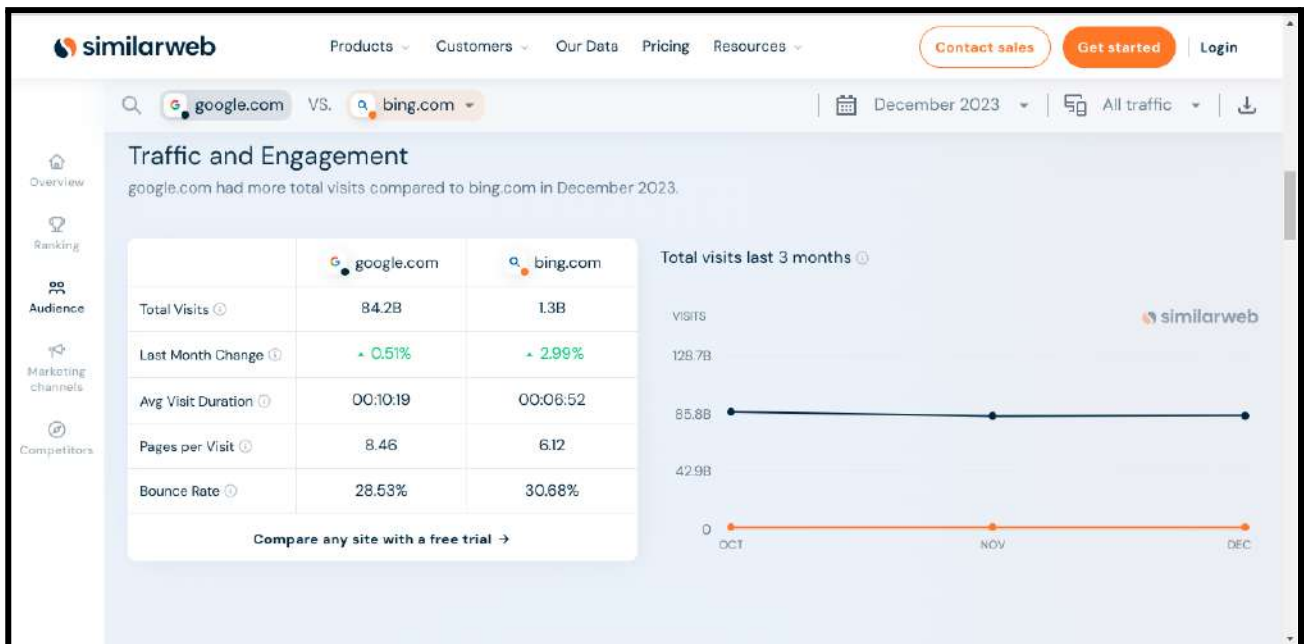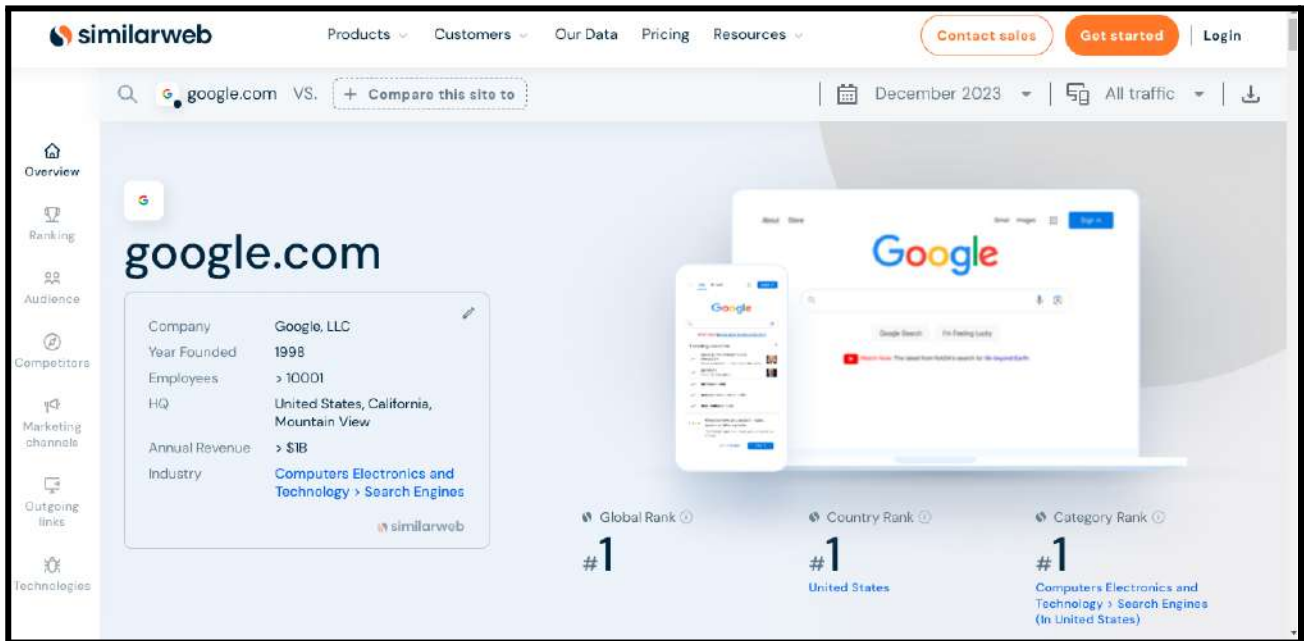Screenshots showing information and analytics for website with respect to various parameters as well as comparison with other major platofrm.

Lexalytics:

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

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.