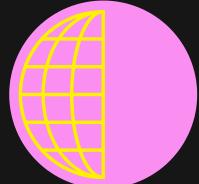


TOP CONTENT ANALYSIS

SOCIAL

BUZZ

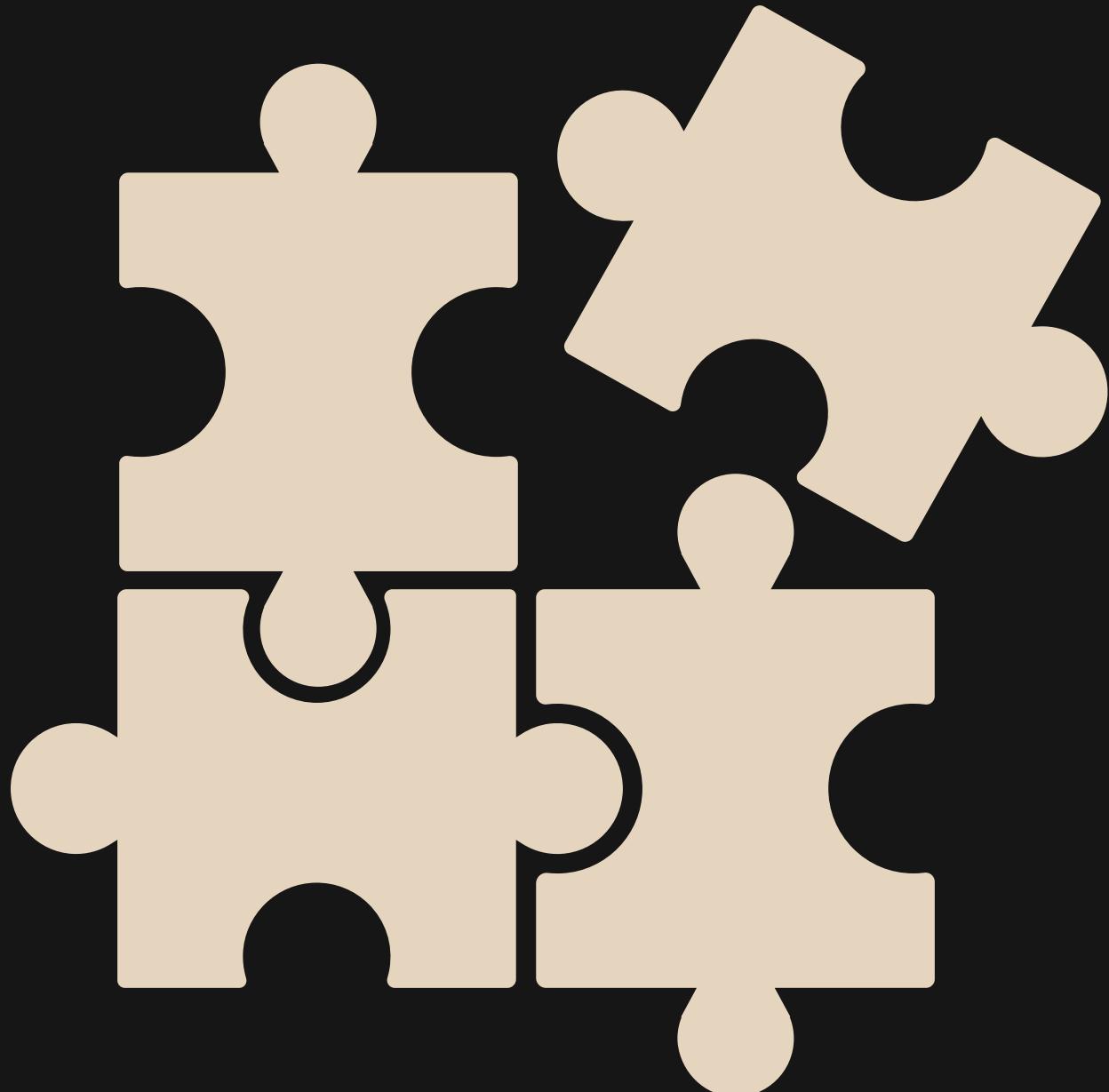




SOCIAL BUZZ

AGENDA

- 1 BACKGROUND
- 2 DEFINE PROBLEM & OBJECTIVE
- 3 SAMPLE ANALYSIS
- 4 RECOMMENDATION
- 5 FURTHER ANALYSIS



1

BACKGROUND



Founded in **2008**, San Francisco →
Anonymous interaction via likes,
dislikes, comments



Achieved **500M+** monthly active users
in the past 5 years



Generates **10K+** new posts daily

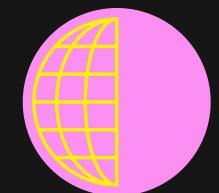


Rapid growth requires data-driven
insights to sustain momentum



Collaboration with technical & business
leaders to align strategy

**“SOCIAL
BUZZ
GROW
RAPIDLY IN
5 YEARS”**



SOCIAL BUZZ

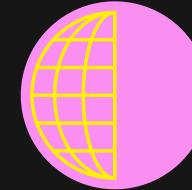
DEFINING PROBLEMS AND OBJECTIVES

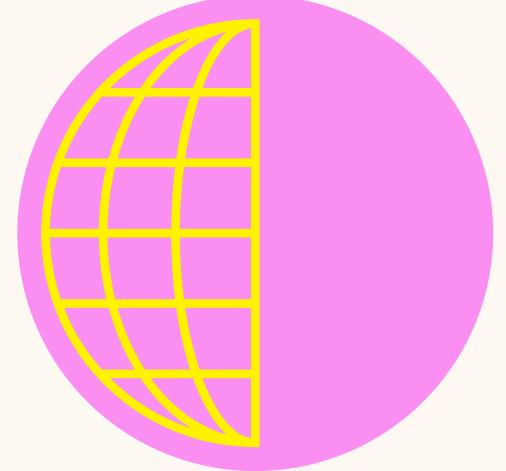


- Rapid growth but **no structured framework** to identify top-performing content
- **Limited visibility** on what drives engagement
- **Missed opportunities** for user retention and monetization



- Build a **data-driven framework** for content evaluation
- Define **key metrics** (engagement, virality, retention)
- Provide **actionable recommendations** to optimize strategy





OBJECTIVE OVERVIEW

1

DATA DRIVEN FRAMEWORK

Create a structured, data-based approach to evaluate content, ensuring consistent and reliable identification of top-performing posts.

2

KEY METRIC

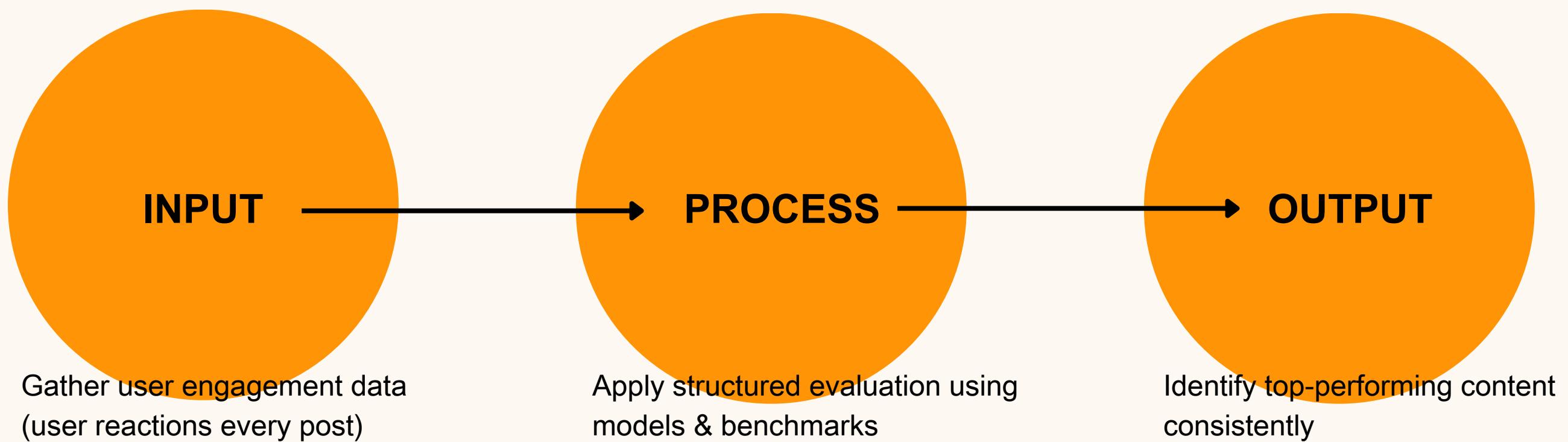
Establish clear performance indicators (engagement, virality, retention) to measure success and guide data-driven decision-making.

3

ACTIONABLE INSIGHT

Translate analysis into practical recommendations that optimize engagement, support global scaling, and improve monetization.

DATA-DRIVEN FRAMEWORK



**Additional Recommendation

Option to make process efficient:

1. Third parties application to extract data to dashboard
2. Build data & analytics application

DEFINE METRICS

Metrics

1

TOTAL ENGAGEMENT

Sum of all reaction scores (positive + negative). Captures overall activity level around a post — shows what content is driving attention regardless of sentiment.

2

POSITIVE ENGAGEMENT RATE

Sum of positive reaction scores (love, super love, cherish, adore, like, intrigued, interested, peeking).Identifies content that resonates emotionally in a favorable way.

3

NEGATIVE ENGAGEMENT RATE

Sum of negative reaction scores (hate, disgust, scared, worried, indifferent, dislike). Flags content that may trigger negative sentiment or controversy, which could still be valuable if Social Buzz wants to monitor risk.

4

ENGAGEMENT BALANCE (POSITIVE RATIO)

Positive Score ÷ (Positive + Negative Score). Goes beyond raw totals to show overall sentiment tilt — whether a post is mostly loved vs. mostly disliked.

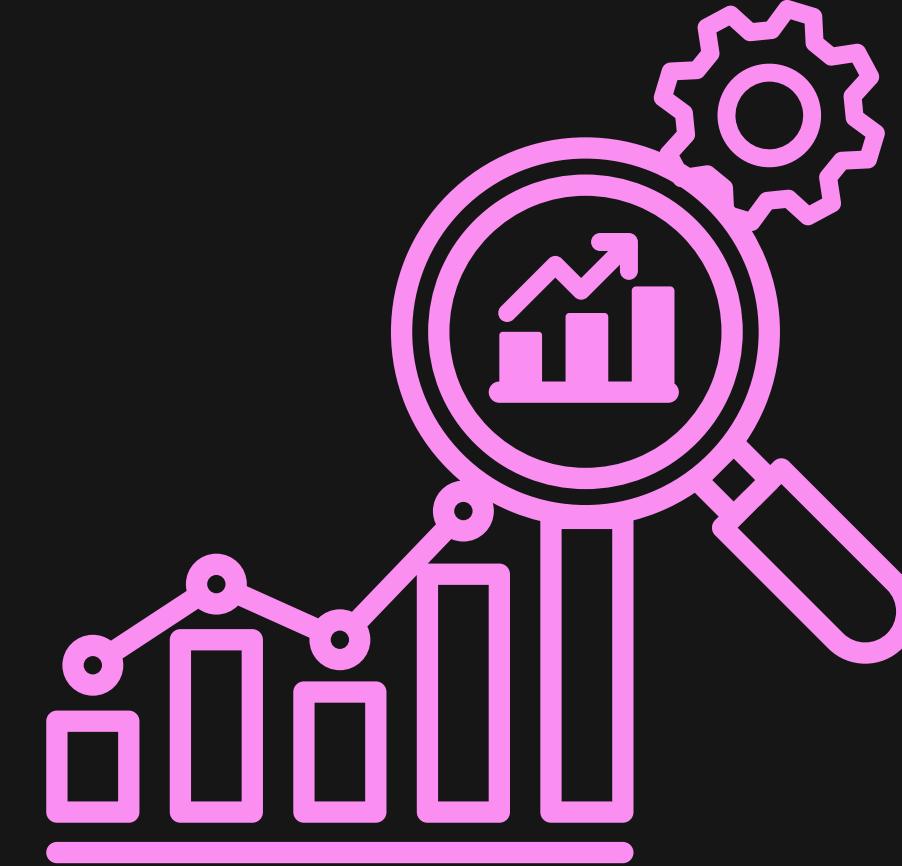
5

TOP CONTENT INDEX

Weighted combination of Total Engagement + Positive Engagement (e.g., 70% positive, 30% total). Helps rank and surface high-quality posts that are not only popular but also positively received.

Dimensions

DATE	CONTENT CATEGORY	CONTENT TYPE
------	------------------	--------------



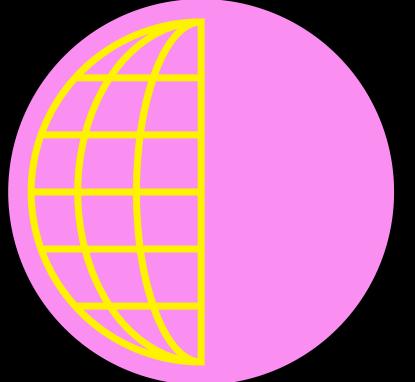
analysis highlight

- Spot content trends & patterns
 - Provide recommendations for content strategy
 - Guide global scaling & monetization
-

ACTIONABLE INSIGHT

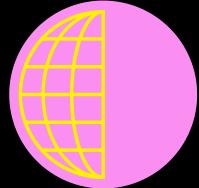
ANALYSIS SAMPLE

How to **MONETIZE** content based on **TOTAL ENGAGEMENT**



SOCIAL BUZZ





SOCIAL BUZZ

2020-2021

Content Activity Overview

962

TOTAL CONTENT

501

TOTAL ACTIVE USER

26

REACTION PER CONTENT
(AVG)

1.01k

SCORE PER CONTENT
(AVG)

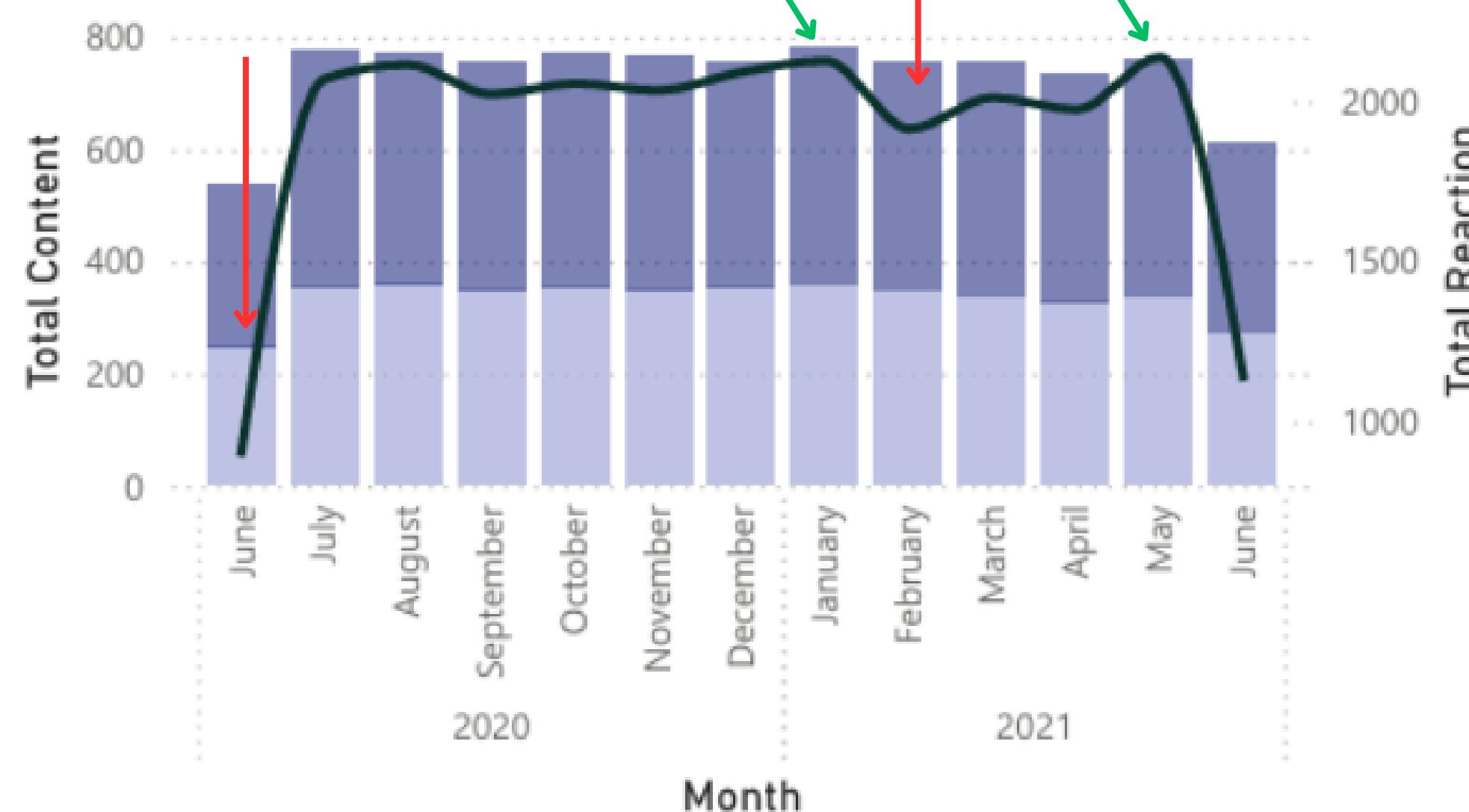
Avg. 77 posts/month → relatively low output
Indicates imbalance between user base and content creation

Encourage more users to post → boost engagement & growth

Momentum Opportunity

Content Growth

By Month



Peak in January & May

New Year & Eid Al-Fitr
celebrations

Stable for July to Dec

Summer holidays in
several countries

Decline in February

Users preoccupied
with other activities

Drop in June

Decline in content
volume

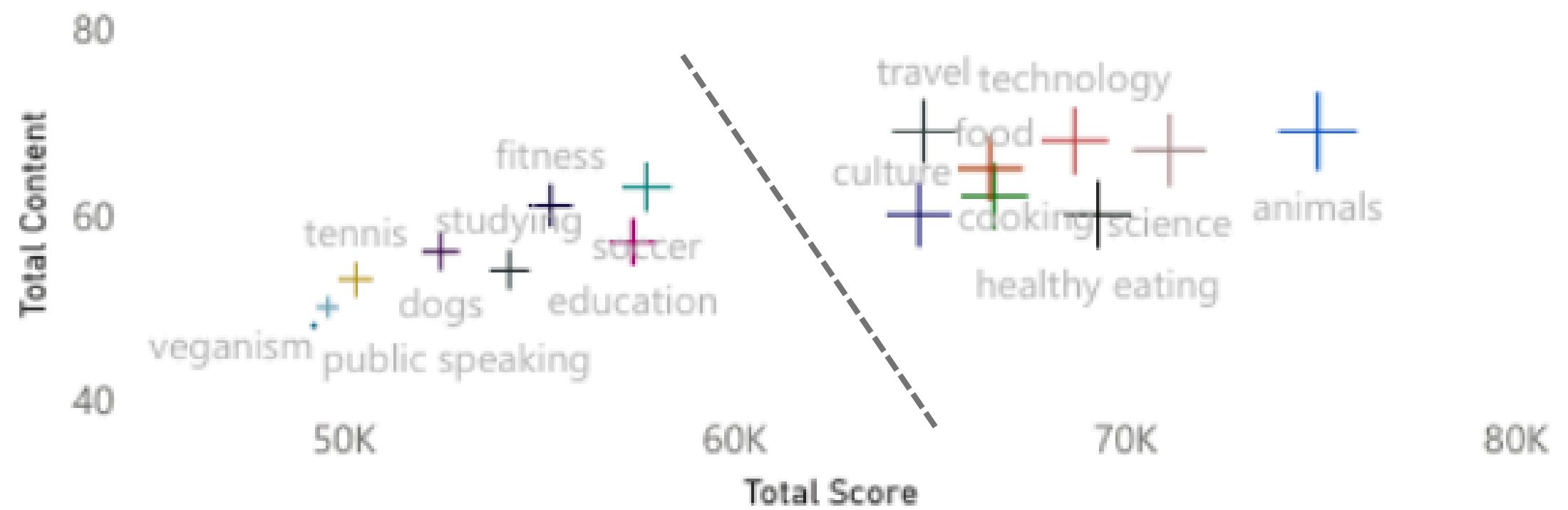
SEASONAL CAMPAIGN STRATEGY

1. Leverage **seasonal peak by boosting content production** around the global & cultural events (New Year, Eid Al-Fitr, others). Bring the challenge, trends, or hashtags for content idea.
2. Maximize **summer season by promoting “share your summer” or “holiday vibes” campaigns** to keep engagement active during vacation periods.

Most interested content preference:

Popularity Clustured

Total Score, Total Content and Total Reaction by Category



Top-perform category: animal
others : Science, Technology, Food

User preference:

- Life-enjoying (travel, culture)
- Informative (tech, science)
- Entertaining

Reflect to gen z & millenial values:
self-love, health, happiness, open-mindedness

Limited appeal category: Sport

Category	Total Content ID	Total Reaction	Total Score
animals	69	1897	74965
science	67	1796	71168
healthy eating	60	1717	69339
technology	68	1698	68738
food	62	1699	66676
Total	326	8807	350886

PRIORITIZE HIGH-ENGAGEMENT CONTENT

1. Focus on animal, science, technology, food, travel, and culture content in campaign. Give a vibe which resonate to Gen Z & Millennials, touch of self-love, health, positivity, and open-mindedness
2. Partnership with brand or influencer with these niche to get more attention and generate sales conversion.

CAMPAIGN RECOMMENDATION

1

SEASONAL CAMPAIGN

Example:

- Healthy Food Challenge: create a challenge during significant celebration and popular niche
- Cultural Celebrations: hashtag trend with #vacationinsummer

2

PARTNERSHIPS WITH BRANDS AND INFLUENCERS

Example:

- Collaborate with Online Travel Agencies: highlights travel destinations, tips, and cultural experiences or create a contest
- Influencer Marketing: work with them which align with their niche to boost certain campaign

3

SPONSORED CONTENT

Example:

- Collaborate with a tech company for informative posts about new gadgets or apps