Social Media Data Collection Task

Purpose

Systematically collect and analyze social media data to understand brand presence, audience engagement, content strategy, and competitive positioning in the social media landscape.

Inputs

- Target company or brand name
- Social media platforms to analyze
- Time period for analysis
- Specific metrics to collect
- Competitive benchmarks (if available)

Process

1. Platform Identification

Identify active social media presence across platforms:
- LinkedIn (professional presence)
- Twitter/X (real-time engagement)
- Facebook (community building)
- Instagram (visual storytelling)
- YouTube (video content)
- TikTok (short-form video)
- Pinterest (visual discovery)
- Other relevant platforms

2. Account Discovery

Primary Accounts:
- Official brand accounts
- Corporate accounts
- Product-specific accounts
- Regional/local accounts

Related Accounts:
- Executive and employee accounts
- Partner and client accounts
- Influencer partnerships
- User-generated content accounts

3. Profile Data Collection

Account Information:
- Account names and handles
- Profile descriptions and bios
- Website links

- Contact information
- Verification status
- Account creation date
- Location information

Audience Metrics:
- Follower/subscriber counts
- Following counts
- Audience demographics (when available)
- Audience growth trends
- Geographic distribution

4. Content Analysis

Content Inventory:
- Post frequency and timing
- Content types (text, image, video, link, etc.)
- Content themes and topics
- Hashtag usage
- Mention patterns
- Campaign-specific content

Content Quality:
- Production value
- Brand consistency
- Messaging clarity
- Visual appeal
- Creativity and innovation
- Cultural relevance

Content Strategy:
- Content pillars and themes
- Posting schedule and cadence
- Content mix and variety
- Campaign integration
- User-generated content usage
- Influencer collaborations

5. Engagement Metrics

Quantitative Metrics:
- Likes/reactions per post
- Comments per post
- Shares/retweets per post
- Saves/bookmarks
- Click-through rates (when available)
- Video views and watch time
- Engagement rate calculations

Qualitative Analysis:
- Comment sentiment (positive, negative, neutral)
- Conversation topics
- User questions and concerns

- Brand advocacy indicators
- Crisis or negative sentiment patterns

6. Campaign Tracking

Campaign Identification:
- Campaign-specific hashtags
- Campaign launch dates
- Campaign duration
- Campaign themes and messaging
- Cross-platform integration

Campaign Performance:
- Reach and impressions
- Engagement metrics
- Sentiment analysis
- Viral moments or peaks
- User-generated content
- Influencer participation

7. Competitive Benchmarking

Comparative Analysis:
- Follower count comparisons
- Engagement rate comparisons
- Content frequency comparisons
- Content quality assessments
- Strategy differentiation
- Share of voice analysis

8. Influencer and Partnership Analysis

Influencer Collaborations:
- Influencer partnerships identified
- Influencer reach and engagement
- Partnership types (sponsored, organic, ambassador)
- Content created through partnerships
- Partnership effectiveness

Brand Partnerships:
- Co-branding initiatives
- Cross-promotion activities
- Strategic alliance content
- Partnership announcements

9. Advertising Analysis

Paid Social Media:
- Ad creative and messaging
- Ad formats used
- Targeting indicators
- Ad frequency and timing
- Landing pages and CTAs
- Facebook Ad Library data (when available)

10. Trend and Pattern Identification

- Content themes that perform well
- Optimal posting times
- Audience preferences
- Seasonal patterns
- Emerging trends
- Best practices observed

Data Collection Methods

Manual Collection

- Platform browsing and documentation
- Screenshot capture of key content
- Manual metric recording
- Observation and note-taking

Tool-Assisted Collection

- Social media analytics platforms
- Social listening tools
- Hashtag tracking tools
- Influencer discovery platforms
- Competitive intelligence tools

API Access

- Official platform APIs (when available)
- Third-party data providers
- Analytics platform integrations

Ethical Considerations

- Use only publicly available information
- Respect platform terms of service
- Avoid scraping private or protected content
- Maintain user privacy
- Comply with data protection regulations
- Document data collection methodology

Outputs

- Social media presence overview
- Platform-by-platform analysis
- Engagement metrics summary
- Content strategy assessment
- Campaign performance data
- Competitive benchmarking report
- Influencer partnership inventory

- Trend and pattern analysis
- Recommendations for improvement

Success Criteria

- Comprehensive coverage of all relevant platforms
- Accurate and current metrics
- Meaningful engagement analysis
- Competitive context provided
- Patterns and trends identified
- Actionable insights generated
- Data properly organized and documented

Quality Checks

- [ ] All relevant platforms analyzed
- [ ] Metrics accurate and current
- [ ] Engagement data comprehensive
- [ ] Content strategy documented
- [ ] Campaigns identified and tracked
- [ ] Competitive benchmarks included
- [ ] Influencer partnerships documented
- [ ] Trends and patterns identified
- [ ] Sources and methodology documented
- [ ] Ready for synthesis and reporting

Related

- @agent:company-research-agent
- @agent:client-portfolio-agent
- @task:web-scraping-research
- @template:campaign-analysis-tmpl
- @checklist:advertising-research-quality-checklist

Best Practices

- Collect data consistently across platforms
- Document methodology for reproducibility
- Use multiple data sources for validation
- Track metrics over time for trends
- Consider context when analyzing engagement
- Respect privacy and ethical boundaries
- Maintain organized data files
- Update data regularly
- Cross-reference with other research
- Focus on actionable insights

- Benchmark against competitors
- Identify both strengths and opportunities