

SMA EXP. 1

C12 – GROUP 8

- **Study various Social Media Platforms (Any 4)**

1. Instagram:

1. Feed: Users can scroll through a feed of photos and videos posted by accounts they follow.
2. Stories: Users can share ephemeral photos and videos that disappear after 24 hours.
3. Direct Messaging: Users can send private messages to individuals or groups.
4. Explore Tab: Users can discover new content based on their interests and activity.
5. IGTV: A platform for longer-form videos, often used by creators and influencers.
6. Reels: Short-form videos that users can create and share with their followers.
7. Shopping: Users can browse and purchase products directly within the app.
8. Filters and Effects: Users can enhance their photos and videos with various filters and effects.
9. Live Video: Users can broadcast live video streams to their followers.
10. Insights: Account holders can access analytics to track the performance of their posts and engagement.

2. Facebook:

1. News Feed: Users can view updates from friends, pages, and groups they follow.
2. Timeline: A chronological display of a user's posts and activity.
3. Groups: Communities based on shared interests where users can discuss topics and share content.
4. Events: Users can create and RSVP to events, both virtual and in-person.
5. Messenger: Facebook's messaging platform for private conversations, voice, and video calls.
6. Marketplace: A platform for buying and selling items locally.
7. Watch: Users can discover, watch, and share videos, including original content.
8. Gaming: A feature that allows users to play games and connect with friends.
9. Fundraisers: Users can raise money for charitable causes or personal needs.
10. Memories: Facebook's feature that resurfaces old posts and memories to users.

3. Twitter:

1. Tweets: Users can post short messages of up to 280 characters, including media attachments.
2. Retweets: Users can share others' tweets with their followers.
3. Replies: Users can respond to tweets publicly, fostering conversations.
4. Likes: Users can indicate appreciation for tweets by liking them.
5. Hashtags: Users can categorize tweets and participate in trending topics.
6. Lists: Users can organize accounts they follow into curated lists.
7. Moments: Curated collections of tweets centred around specific events or topics.

8. Twitter Spaces: Live audio conversations where users can participate in discussions.
9. Fleets: Temporary tweets that disappear after 24 hours.
10. Trends: Users can see what topics and hashtags are currently popular on the platform.

4. LinkedIn:

1. Profiles: Users can create professional profiles showcasing their work experience and skills.
2. Connections: Users can connect with colleagues, mentors, and other professionals.
3. Feed: Users can see updates from their connections and companies they follow.
4. Groups: Communities where professionals can discuss industry topics and share insights.
5. Jobs: Users can search for job openings and apply directly through the platform.
6. Articles: Users can publish and read articles on various professional topics.
7. Learning: LinkedIn Learning offers courses on a wide range of topics to enhance professional skills.
8. Recommendations: Users can give and receive endorsements and recommendations from connections.
9. Company Pages: Businesses can create pages to showcase their products, services, and company culture.
10. Events: Users can discover and RSVP to professional events, both online and offline.

- **Study various Social Media Analytics Tools (Any 3)**

1. Hootsuite:

- Explanation: Hootsuite is a social media management platform that enables users to manage multiple social media accounts from a single dashboard. It offers features for scheduling posts, engaging with audiences, and analysing social media performance.

- Key Features:

1. Social Media Monitoring: Track mentions, keywords, and hashtags across various social media platforms.
2. Performance Analytics: Measure the effectiveness of social media campaigns with detailed analytics and reporting.
3. Audience Engagement Tracking: Monitor and respond to audience interactions and messages in real-time.
4. Content Scheduling: Plan and schedule posts ahead of time across multiple social media channels.
5. Campaign Management: Create, launch, and track social media campaigns to achieve specific goals.
6. Competitor Analysis: Analyse competitors' social media performance and benchmark against them.
7. Customizable Dashboards: Customize dashboards to display key metrics and insights according to specific needs.
8. Team Collaboration Tools: Collaborate with team members, assign tasks, and streamline workflow within the platform.

9. Keyword Tracking: Monitor specific keywords and trends to stay informed about relevant topics.

10. Social Listening: Gather insights from social media conversations to inform strategy and decision-making.

2. Google Analytics:

- Explanation: Google Analytics is a web analytics service offered by Google that provides detailed statistics and insights about website traffic and user behaviour. It helps website owners understand their audience and optimize their online presence.

- Key Features:

1. Traffic Analysis: Monitor website traffic, including the number of visitors, pageviews, and sessions.

2. Audience Segmentation: Segment website visitors based on demographics, interests, and behaviour.

3. Goal Tracking: Set and track specific goals such as conversions, sign-ups, or purchases.

4. E-commerce Tracking: Track e-commerce transactions, revenue, and product performance.

5. Conversion Attribution: Analyse the effectiveness of different marketing channels in driving conversions.

6. Behaviour Flow Analysis: Visualize how users navigate through the website and identify potential drop-off points.

7. Custom Reports: Create customized reports to track specific metrics and KPIs relevant to your business.

8. Real-Time Reporting: Monitor website activity in real-time, including active users, pageviews, and traffic sources.

9. Mobile Analytics: Track website performance on mobile devices, including mobile app analytics.

10. Integration with Other Google Products: Seamlessly integrate with other Google products such as Google Ads and Google Search Console for comprehensive data analysis.

3. Facebook Insights:

- Explanation: Facebook Insights is a tool provided by Facebook for page owners to understand and analyse the performance of their Facebook pages. It provides valuable data on audience demographics, engagement metrics, and post reach.

- Key Features:

1. Page Likes and Followers: Track the growth of page likes and followers over time.

2. Post Reach: Measure the number of people who saw your posts and their engagement.

3. Engagement Metrics: Monitor likes, comments, shares, and other engagement metrics for individual posts.

4. Audience Demographics: Understand the demographics of your audience, including age, gender, location, and language.

5. Page Views: Track the number of views your Facebook page receives and analyse trends.

6. Video Performance: Analyse the performance of video content, including views, watch time, and engagement.

7. Events Tracking: Monitor the performance of events created on your Facebook page.

8. Ad Performance: Review the performance of Facebook ads, including reach, clicks, and conversions.

9. Competitor Analysis: Benchmark your page performance against competitors using comparative metrics.

10. Exportable Reports: Export data and insights for further analysis or sharing with stakeholders outside Facebook.

- **Study various Social Media Analytics techniques and engagement metrics (page level, post level, member level)**

1. Page-Level Analytics:

Page-level analytics focus on analysing the overall performance and metrics of a social media page, such as a Facebook Page, Twitter Profile, or LinkedIn Company Page. These analytics provide insights into the overall health and effectiveness of the page in achieving its objectives. Key metrics and techniques include:

- Total Page Likes/Followers: This metric indicates the size of the page's audience and its growth over time. Analysing trends in page likes/followers can provide insights into the effectiveness of content and promotional efforts.

- Reach and Impressions: Reach refers to the number of unique users who have seen any content associated with the page, while impressions represent the total number of times the content has been displayed. Understanding reach and impressions helps in evaluating the visibility and exposure of the page's content.

- Engagement Rate: Engagement rate measures the level of interaction users have with the page's content, including likes, comments, shares, and clicks. A higher engagement rate indicates that the content resonates well with the audience.

- Audience Demographics: Analysing the demographics of the page's audience, such as age, gender, location, and interests, helps in understanding the target audience better and tailoring content accordingly.

- Referral Traffic: Referral traffic metrics reveal the sources from which users are navigating to the page, providing insights into the effectiveness of external promotions, campaigns, or collaborations.

- Content Performance: Analysing the performance of different types of content (e.g., photos, videos, links) helps in identifying which content formats resonate best with the audience and drive engagement.
- Follower Growth Rate: Follower growth rate measures the rate at which the page's audience is expanding over time. Understanding follower growth trends helps in assessing the effectiveness of acquisition strategies.
- Page Impressions by Day/Time: Analysing when the page's content receives the most impressions can help in optimizing posting schedules for maximum reach and engagement.
- Competitor Benchmarks: Benchmarking the page's performance against competitors provides context and helps in identifying areas for improvement and competitive advantages.

2. Post-Level Analytics:

Post-level analytics focus on analysing the performance of individual posts or content pieces published on social media platforms. These analytics provide insights into the effectiveness of specific content and help in refining content strategy and optimization. Key metrics and techniques include:

- Reach and Impressions: Analysing the reach and impressions of individual posts helps in understanding their visibility and exposure to the audience.
- Engagement Metrics: Metrics such as likes, comments, shares, and clicks measure the level of interaction and engagement generated by each post. Analysing these metrics helps in identifying high-performing content.
- Engagement Rate: Calculating the engagement rate for each post by dividing the total engagement (likes, comments, shares, etc.) by the total reach or impressions provides a normalized measure of engagement.
- Click-Through Rate (CTR): CTR measures the percentage of users who clicked on a link or call-to-action within the post. Analysing CTR helps in evaluating the effectiveness of content in driving traffic or conversions.
- Post Timing: Analysing the timing of posts (e.g., day of the week, time of day) and their performance helps in identifying optimal posting times for maximizing reach and engagement.
- Content Type: Analysing the performance of different types of content (e.g., photos, videos, links, text) helps in understanding which content formats resonate best with the audience.

- **Hashtag Performance:** Evaluating the performance of posts with and without hashtags helps in understanding the impact of hashtags on reach and engagement.
- **Sentiment Analysis:** Analysing the sentiment of comments and reactions to posts helps in understanding the audience's perception and sentiment towards the content.
- **Post Duration:** Monitoring the duration of a post's visibility and engagement (e.g., lifetime impressions) helps in assessing its long-term impact and relevance.
- **A/B Testing:** Experimenting with variations of posts (e.g., different headlines, visuals, calls-to-action) and analysing their performance helps in identifying best practices and optimization opportunities.

3. Member-Level Analytics:

Member-level analytics focus on analysing the behaviour and characteristics of individual members or followers within a social media community. These analytics provide insights into the interests, preferences, and engagement patterns of individual users, enabling personalized communication and relationship-building strategies. Key metrics and techniques include:

- **Follower Demographics:** Analysing the demographics of followers, including age, gender, location, and interests, helps in understanding the composition of the audience and tailoring content and messaging accordingly.
- **Engagement History:** Tracking the engagement history of individual followers, including their interactions with posts, comments, shares, and messages, helps in identifying highly engaged users and nurturing relationships.
- **Influencer Identification:** Identifying influential followers based on their engagement levels, follower counts, and sharing behaviour helps in leveraging their influence for amplifying reach and engagement.
- **Segmentation and Targeting:** Segmenting followers based on characteristics such as demographics, interests, engagement levels, and purchase behaviour helps in targeting personalized content and offers.
- **Lifetime Value (LTV):** Calculating the lifetime value of individual followers based on their engagement, purchase history, and referrals helps in prioritizing and nurturing high-value relationships.
- **Customer Journey Mapping:** Mapping the customer journey of individual followers from awareness to conversion and advocacy helps in understanding their interactions and touchpoints with the brand.

- Retention Analysis: Analysing follower churn rates and retention patterns helps in identifying factors influencing follower retention and implementing strategies to improve loyalty.

- Customer Feedback and Sentiment Analysis: Monitoring customer feedback and sentiment expressed by individual followers through comments, messages, and reviews helps in understanding their perceptions and addressing concerns proactively.

- Personalized Communication: Tailoring communication and content based on individual follower preferences, behaviour, and engagement history helps in fostering deeper relationships and driving loyalty.

- Community Building: Encouraging user-generated content, fostering interactions among followers, and creating opportunities for participation and collaboration help in building a vibrant and engaged social media community.

By leveraging insights from page-level, post-level, and member-level analytics, organizations can gain a comprehensive understanding of their social media performance and audience behaviour, enabling them to optimize content strategies, enhance engagement, and drive business outcomes.

- **Study various applications of social media analytics for business.**

1. Audience Segmentation:

- Application: Businesses can use social media analytics to segment their audience based on demographics, interests, and behaviour. By understanding their audience segments, businesses can tailor their marketing strategies and content to better meet the needs and preferences of each segment.

- Example Tools:

- Google Analytics: Google Analytics provides audience segmentation features that allow businesses to create custom segments based on various criteria such as demographics, geography, and user behaviour. Businesses can use these segments to analyse the behaviour and characteristics of different audience groups.

- Netlytic: Netlytic is a social media analytics tool that offers text analysis features to identify and segment audiences based on their interests, sentiment, and engagement with specific topics or keywords. Businesses can use Netlytic to uncover patterns and trends in audience conversations and behaviour on social media platforms.

2. Content Performance Analysis:

- Application: Social media analytics help businesses assess the performance of their content by tracking metrics such as reach, engagement, and conversion rates. By analysing content performance, businesses can identify top-performing content and optimize their content strategy for better results.

- Example Tools:

- Google Analytics: Google Analytics tracks social media traffic and conversions, allowing businesses to analyse the performance of their social media-driven traffic and content. Businesses can use Google Analytics to measure the effectiveness of their social media campaigns and identify which content drives the most engagement and conversions.

- Netlytic: Netlytic offers content analysis features to analyse the performance of social media content based on user-generated data such as tweets, comments, and shares. Businesses can use Netlytic to track the reach, engagement, and sentiment of their content across social media platforms and identify opportunities for improvement.

3. Competitor Benchmarking:

- Application: Social media analytics enable businesses to benchmark their performance against competitors and identify areas for improvement. By analysing competitors' social media activities, content strategies, and audience engagement metrics, businesses can gain insights into industry trends and competitor strategies.

- Example Tools:

- Google Analytics: While primarily a website analytics tool, Google Analytics can also be used for competitor benchmarking by tracking competitors' social media-driven traffic and conversions. Businesses can analyse competitors' referral traffic sources and behaviour to understand their social media strategies and identify opportunities for improvement.

- Netlytic: Netlytic offers social media listening and monitoring features to track competitors' mentions, sentiment, and engagement across social media platforms. Businesses can use Netlytic to monitor competitors' conversations and audience interactions, identify emerging trends, and benchmark their performance against competitors.

4. Brand Reputation Management:

- Application: Social media analytics help businesses monitor and manage their brand reputation by tracking mentions, sentiment, and conversations about their brand across social media platforms. By analysing brand sentiment and addressing customer feedback and concerns in a timely manner, businesses can maintain a positive brand image and enhance customer satisfaction.

- Example Tools:

- Google Analytics: Google Analytics offers social media tracking features to monitor brand mentions and sentiment across social media platforms. Businesses can use Google Analytics to track social media referrals and engagement metrics related to their brand and assess the impact of social media on their brand reputation.

- Netlytic: Netlytic provides sentiment analysis features to analyse the sentiment of brand mentions and conversations on social media platforms. Businesses can use Netlytic to monitor brand sentiment, identify potential reputation issues, and take proactive measures to address customer concerns and maintain a positive brand image.

5. Influencer Identification and Engagement:

- Application: Social media analytics help businesses identify and engage with influencers who can help amplify their brand message and reach a wider audience. By analysing

influencers' reach, engagement, and relevance to their target audience, businesses can identify suitable influencers for partnership and collaboration.

- Example Tools:

- Google Analytics: Google Analytics tracks social media referrals and conversions, allowing businesses to identify influencers who drive significant traffic and conversions to their website. Businesses can use Google Analytics to analyse the effectiveness of influencer collaborations and assess the impact of influencers on their social media-driven conversions.

- Netlytic: Netlytic offers social network analysis features to identify influencers based on their network centrality, connectivity, and influence within a social network. Businesses can use Netlytic to analyse the social networks of their target audience and identify influential users who can help promote their brand and content.