

Branch	Test Date	Semester	Div.	Roll No.	Student's Signature
CM PN	3	8	A, B		

IA Test No.	Subject
3	Social Media Analysis

Junior Supervisor's full signature with date :	Question No.	1	2	3	Total 20	Examiners Signature	Student's Sign After receiving the assessed answer sheet
	Marks obtained						

Q-1	formulating SM Strategy
(A)	Define objective - identify the specific goal that the business want to achieve through SM such as increasing brand awareness, generating leads or improving customer satisfaction.
>	Determine the demographics & interest of the business target audience, including age, gender, location & SM habit.
>	Research competition - Analyze the SM presence & strategies of business competitor to understand what is not working in the industry.
>	Select SM platform that are most relevant to business target audience & objective
>	Plan & Schedule the type of content that the business will post on SM, including text, image, video etc.
>	Monitor & respond to comments & inquiries from followers & encourage user-generated content & interaction.

B) KPI -

- a) Reach - The no of people who see a Business's SM content, including follower, friends & other user who come across the content.
- b) Engagement - The level of interaction with a Business SM content including like, comment, share after action
- c) Traffic - The no of user who click on links from Business's social Media content & visit its website.
- d) Conversion Rate - The per. of user who take a desired action (page) after visiting a Business's website from its S
- e) customer satisfaction - The level of satisfaction of Business customer as measured through SM interaction or Survey
- f) lead generation - no of lead generated through SM
- g) ROI - The financial return on Business SM effort calculated by profit gain divided by cost of SM campaign.

5)

### Traditional Media

- 1) > Tradition media / such as TV, radio, print often have wider reach

Compared to SM

- 2 Traditional media allow for targeting specific demographic through programming or content

- > Tradition media can be expensive to advertise on it acquire purchasing airtime or space.

### SM.

- > SM is limited to those who are connected to internet.

- > SM allow for targeting based on interest behaviour & demographic

- > SM can be more cost effective as it allows for targeting & adjusting campaign based on performance

O-2

- (a) Social information filtering -
- Social Media information filtering is a process for organizing & filtering information based on social connection & relationship
  - It can involve the use of algo. & Human judgement to identify relevant information
  - It is used in a variety of context, including online SM news, aggregator & recommendation system.
  - It can be used to surface relevant content to user based on their social connection & interest

> Social information Sharing -

- Social information sharing refers to the exchange of information, ideas & content among individual within SN or community
- It can take place through various channel such as online SM platform, msg app, forum, or in-person conversation.
- Social information sharing can facilitate the spread of information & ideas & can help to build connection & relationship among indivis.
- It can also have negative consequences such as the spread of Misinformation or invasion of privacy.

Q-2)

(5)

## Measure Success of Company's SM campaign

> Count - This include the no of fans, followers or friends as well as the no of view, like, & similar indication of favorable opinion on the Company's SM content.

> Social Sharing - This include the no of times the Company's Content is shared, mentioned, or retweeted on SM platform.

> Engagement Rate - no of engagement Activities (like, share, etc) divided by friends, followers, fans, etc. indicate the level of engagement of Company's SM audience

> Interaction - no of customer with whom the Company has engaged the no of conversation of length & resolution of those conversation

> Referral Rate - This the amount of traffic driven to Company's website from its SM presence, as measured through click through or website analytic

Q-2

(5)

## SM in public Sector -

- Improvement in communication with Public -

SM allows public sector organization to

directly communicate about service & initiative

- Increased transparency - SM can help increase transparency in Govt. operation by providing

platform for open communication & allowing

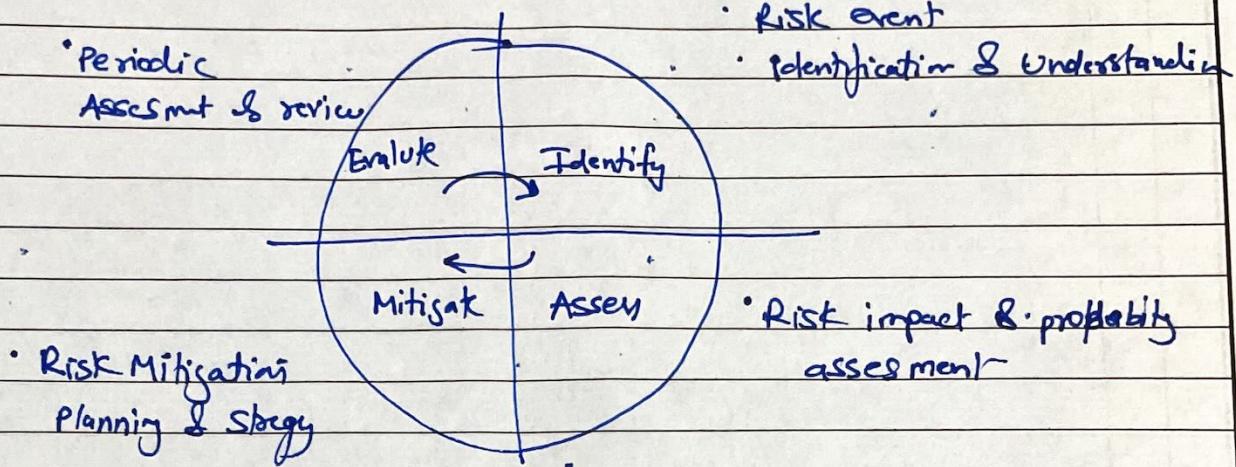
the public to directly engage with &

ask question of Govt. official

- > Improve customer service - SM can be used as a customer service tool, allowing public sector, organ. to quickly & effectively address issues & concerns raised by public
- > greater reach & engagement
- > Enhance community involvement
- > Increased efficiency & cost saving
- > Enhance crisis mgt

## (Q-3) SM Risk framework

(a)



- Risk identification - Identify potential SM risk such as hacking, information leaky, phishing & impersonation.
- Risk Assessment - Determine the likelihood & impact of identification. Risk prioritize & rank based on probability & impact.
- Risk Mitigation - Implement strategies to manage, eliminate or reduce identified risk. This may include physical, technical & procedural measure.
- Risk Monitoring - Continuously monitor & assess risk to ensure that risk mitigation measure are effective & update as needed.
- Risk review - Regularly review & assess overall risk Mgt strategy to ensure it is effective & up-to-date.