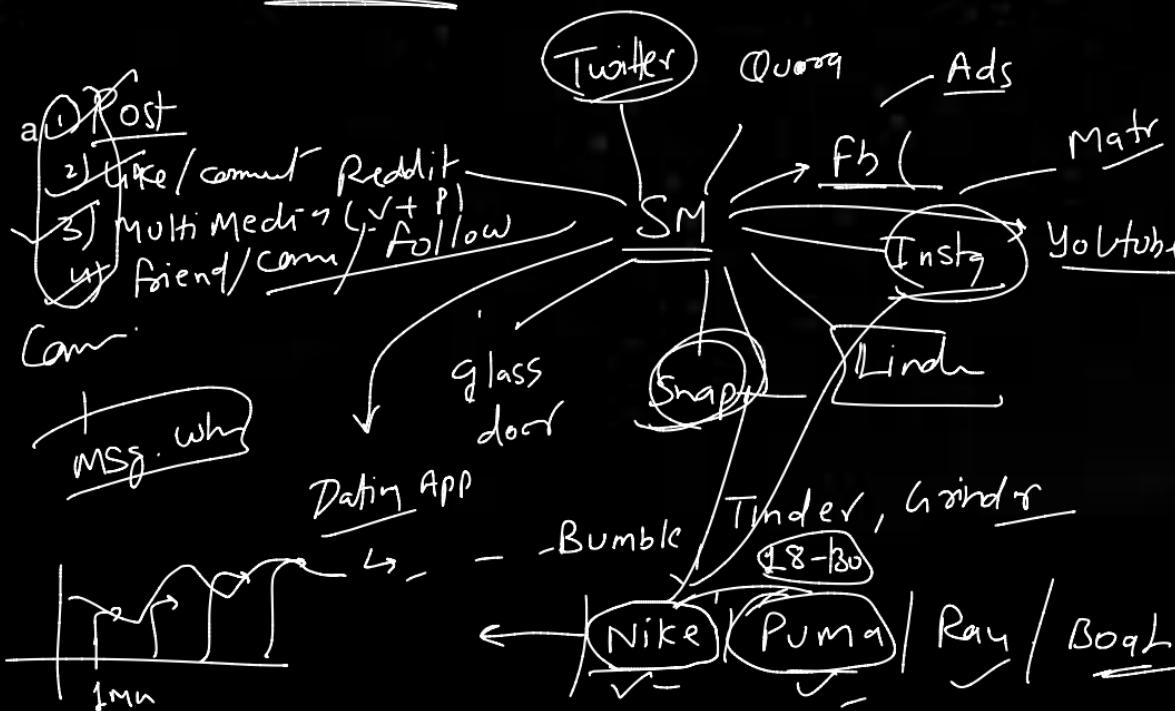
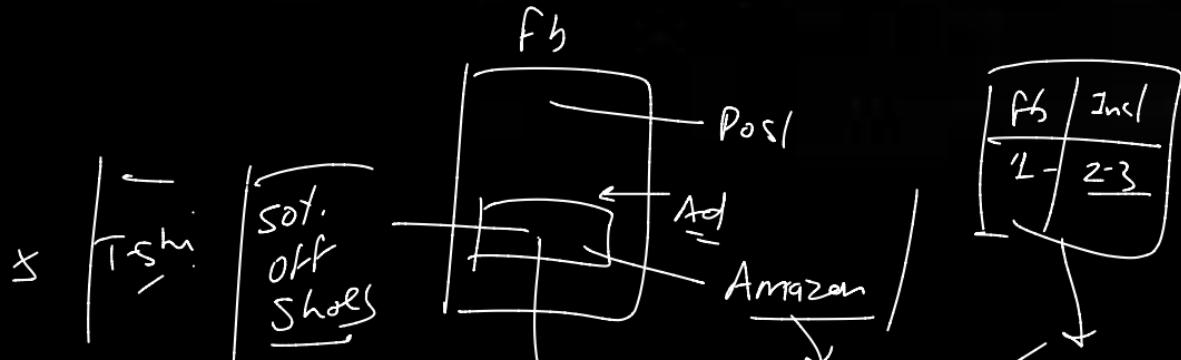
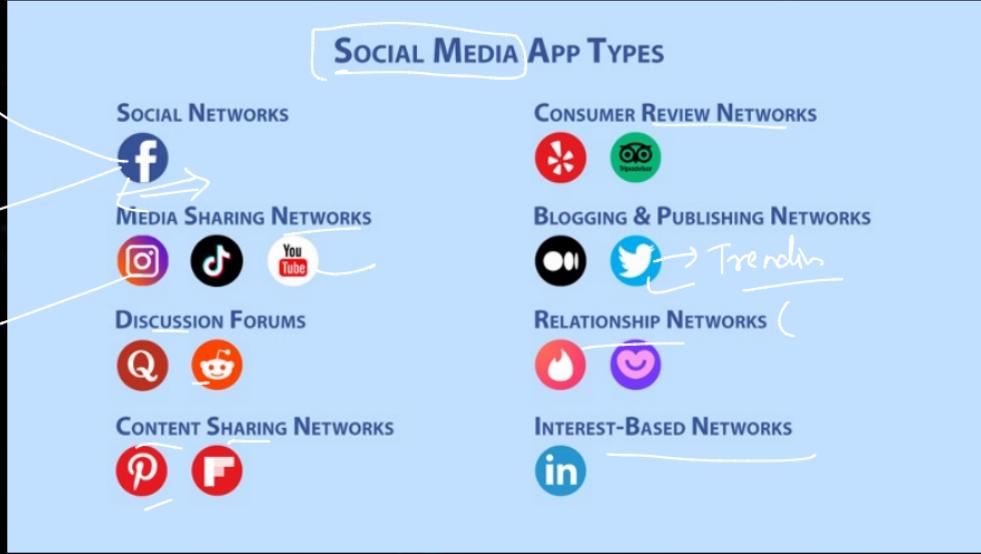


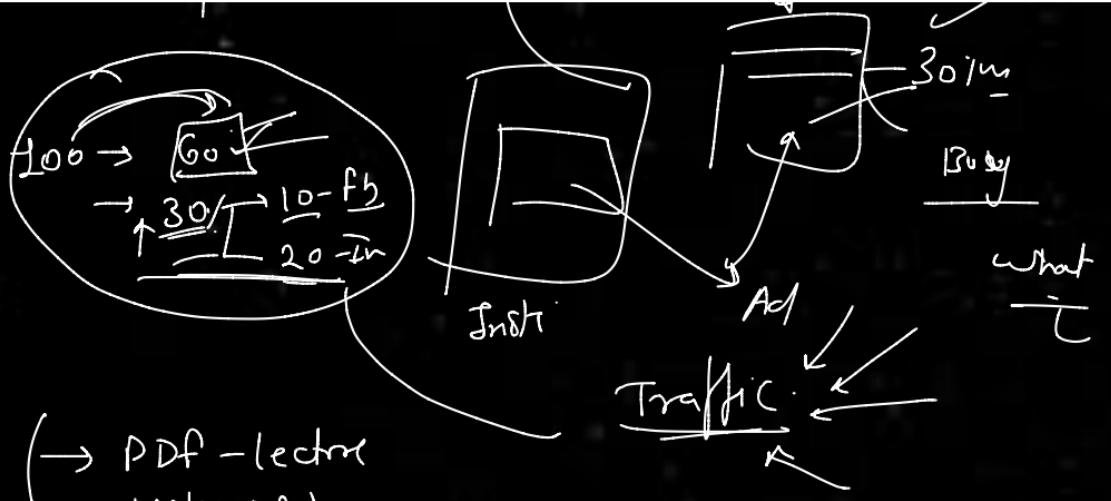
Module-1: [Social Media Analytics] An Overview

Core Characteristics of Social Media, Types of Social Media, Social media landscape, Need for Social Media Analytics (SMA), SMA in small & large organisations.

Purpose of Social Media Analytics / Social Media vs. Traditional Business Analytics, Seven Layers of Social Media Analytics, Types of Social Media Analytics, Social Media Analytics Cycle, Challenges to Social Media Analytics, Social Media Analytics Tools.







- PDF - lecture
- Notes → Syll.
- Tools \Rightarrow Stations //
- 30 Hrs
- Question Bank - Module

Social Media :-

- free,
- Internet Based Platform
- User friendly environment
- User's Privacy
- Connecting/ Networking with other user
- Share your view/ Post/ idea,
- Interaction with other user.
- Storage for Multimedia, Text ..

SM refer to the means of interaction among people in which they create, share, or exchange of info. & ideas in virtual communities & n/w.

SMA :- It is the ability to gather & find meaning in data gathered from social channels to support business decisions. & measure the performance of actions based on those decisions through Social Media.

Characteristics of SM

- 1) web space :-
- 2) web Address
- 3) Built profile
- 4) connect with friendly

5) upload content in the Real time

6) Enable conversation

7) Post with time stamp.

X) web space:- The website should provide the users free web space to upload content.

2) Web Address :- The users are given unique web Address that becomes their web identity. They share/post all their content on this web Address

3) Build profile:- Users are asked to enter

- Name / DOB / G / P /
→ Pwd / Location / PH /
Personal details like name
Pwd, Add, DOB, prof details)

emil, colleg/cmpny college. This site have
- About yourself. your personal details as
well as connections of friends.

4) connect with friends:

Users are encouraged to post personal &
professional update about themselves. The
site then become a platform to connect
friends & relatives

5) upload content in Real time:-

Users are provided the tools to post
content in real time. They content can
be text, image, audio, video or

even symbolic like or dislikes.

6) Enable Conversation:-

Members are given the rights to comment-
or post made by friends / relatives,
The conversation are a great social connect

7) Posts have time stamp:-



All the posts are time stamped , making it easy to follow post.

Type of Social Media :- (Fb, Inst, Twitter) LinkedIn

1) Traditional Social Networking Site :- -

- Most of us are familiar with social N/w sites like Fb, Instagram, Twitter, LinkedIn. These platform help us connect with friends, family & brands. They encourage knowledge sharing & are all about personal users interaction.

2) Social Review sites :- Review sites like

yelp & tripadvisor display review from
community members for all sort of location
& experience.

- This eliminates a lot of guesswork that goes into booking a restaurant or hotel.
- Business can increase from study the review. i.e good or bad. It help them
- customer perspective
- Review are the opportunity engage with other reviewers.

3) Image & video sharing site:-

Social Media platform like Instagram, Snapchat are designed to amplify the power of Image Sharing.

-Encourage user generated Content

1. content sharing site as a gift for photographic Business.

You can run the campaigns that

User M-Snap & Share a pic / video

With your product & unique Hashtag.

4) Video Hosting Site :-

YT revolutionized the way we create, watch, & think about the video. It transformed

the medium into something accessible

5) Community blogs:-

sharing blogging platform like Medium & Tumblr
give people a space to express their thought
& help connect them with readers.

6) Discussion sites:

While most of us have seen many headed discussion happen on fb, discussion site like Reddit & Quora are specially designed to spark a conversation.

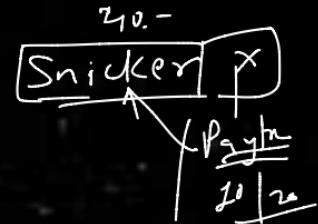
Social Media Landscape :



- Connecting with customer & potential customer positively impacts your relationship with customer as well as increase Brand loyalty.
- The SM landscape is the constantly growing & changing & improving. It is area of Marketing that you should

definately start exploring, being able to engage with your followers put you at a huge advantage over your competitors

- Collaborating
 - Discussing like Quora



→ Benefit of SMA

- gain an edge over the competition
- Product improvements
- learn from customers
- Improved target marketing efforts
- Scope for Innovation.

Why is Social Media Analytics important :-

→ SMA helps companies address their exp. & use them to.

- 1) Spot trends related to offering & brand
- 2) Understand conversation - what is being said & how it is being received
- 3) Define Customer Sentiment towards product & services.
- 4) Uncover what competitor are saying & its effectiveness

1) → They help you to understand your audience

When Your Fans Are Online

Post Types

Top posts from Pages you watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local time zone.

DAYs



TIMES



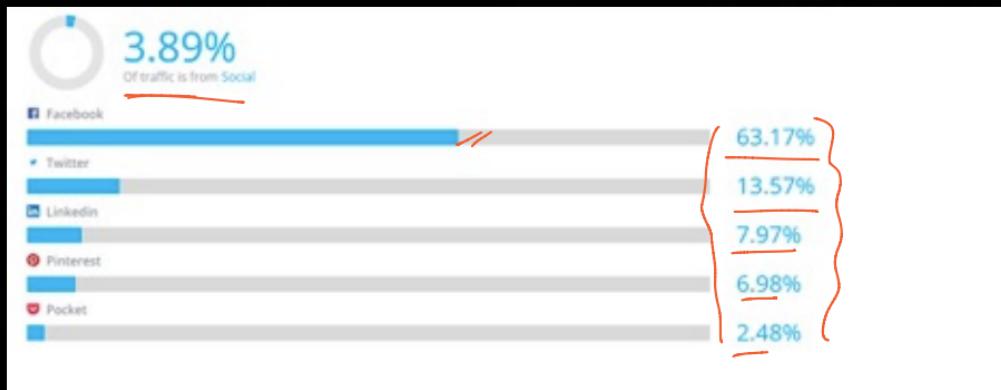
2) They Show you what's your best SN.

→ The Best SM platform helps to grow engagement,
traffic & sales

3) Social data can help you create better content

Published	Post	Type	Targeting	Reach	Engagement	Promote
22/02/2018 18:12	If you constantly see Facebook ads in your newsfeed, you may ha			140	70	
01/02/2018 18:05	5 Steps To The Perfect #Instagram Post Via PromoRepublic.com			125	20	
01/02/2018 12:45	4 Potent Tactics to Capture More Leads from Your Blog Via Basic B			199	102	
16/01/2018 14:45	5 Ways to Get More Comments on Instagram Via Curatti #Instagra			33	03	
20/09/2017 18:44	4 Ways to Generate More Leads with LinkedIn #LinkedIn #social #			177	71	
28/07/2017 14:05	How to Drive More #Traffic and # Sales on Your #Ecommerce site			130	44	

4) Help to understand Competitor



5) SMA shows you how a Social Media Campaign is performing

Seven Layers of Social Media Analytics_ Mining Business Insights from Social Media Text, Actions, Networks, Hyperlinks, Apps, Search Engine, and Location Data, Gohar F. Khan,