

Module-5

- Social Information filter
- Social Inform sharing
- ⇒ Automated Recommendation System
- ⇒ Recommender System work?
 - 1)
 - ⇒ Tradition Recommendation
 - ⇒ Social Recommendation System

Understanding Social Media and Business Alignment, Social Media KPI, Formulating a Social Media Strategy, Managing Social Media Risks ✓

understanding SM & Business alignment

- 1) Marketing & advertising
 - 2) customer service
 - 3) Public relation
 - 4) Talent recruitment
 - 5) lead generation
 - 6) Market ~~for~~ Research
 - 7) Product development
- 1) Marketing & advertising - Business can use SM to reach potential customer & promote their product & Service.. This can include ~~with~~ creating a SM presence, Posting content, running ads on SM platform
- 2) customer service - Business can use SM to provide customer support & Question Answer or resolve issue. This can include monitoring SM for mention of the business & responding to customer inquiries or complaints.
- 3) Public relation - Business can use SM to manage their reputation & communicate with the public. This can include responding to negative review or feedback as well as sharing news & update about the business

- u) Talent recruitment - Business can use SM to find & attract potential employee by posting job opening & engaging with potential candidate.
- 5) Lead generation - Business can use SM to generate leads by connecting with potential customer & sharing valuable content & offering incentive for user to provide their contact info.
- 6) Market Research - Business can use SM to gather insight about their customer, competitor & industry trends. By monitoring SM conversation & conducting surveys
- 7) Product development - Businesses can use SM to gather feedback & ideas for new product or feature by engaging with customer & asking for input.

→ Measure of success for a company's SM campaign

- Counts
- Social Sharing
- Engagement Rate
- Interaction
- Referral rate
- Importance & Influence of users
- 1) Counts - This include the no. of fans, followers, or friends as well as the no. of views, likes or similar indication of favorable opinion on the company's SM content.
- 2) Social Sharing - This include the no. of times the company's content is shared, mentioned or retweeted on SM platform
- 3) engagement Rate - This is the no. of engagement activities like, share etc divided by no. of friends, followers or fans & indicate the level of engagement of company's sm audience.
- 4) Interaction - This include the no. of customer with whom the company has engaged the no. of conversation & length & also resolution of those conversation.

- 5) Referral Rate - This is the amount of traffic driven to the company's website from its SM presence, as measured through click-through or web analytics.
- 6) Impact & Influence of users - This include metrics such as centrality or the no. of friends, which indicate the influence & importance of users in company's SM N/w.

SM KPI (Key Performance Indicators)

- 1) Reach
- 2) Engagement
- 3) Traffic
- 4) Conversion Rate
- 5) Customer Satisfaction
- 6) Lead Generation
- 7) ROI
- 8) Cost Per Acquisition

1) Reach - The no. of people who see a business's SM content, including followed friends & other users who came across the content.

2) engagement - The level of interaction with business's SM content including like, comment, share & other actions taken by user

3) Traffic - The no. of users who click on links from a business SM content & visit their website

4) Conversion Rate - The percentage of users who take a desired action after visiting a business website from its SM content such as making a purchase or signing up for a newsletter.

5) Customer Satisfaction - The level of satisfaction of business's customer as measured through SM interaction or survey

6) Lead Generation - The no. of leads generated through SM such as user who provide their contact information in exchange for an offer or resource

7) ROI - The financial return on a business's SM efforts calculated as

Profit gained divided by cost of SM campaign.

⑧ CPA \Rightarrow The cost of acquiring of new product through SM Calculated by cost of SM campaign divided by no of new customer acquired.

SM Strategy:-

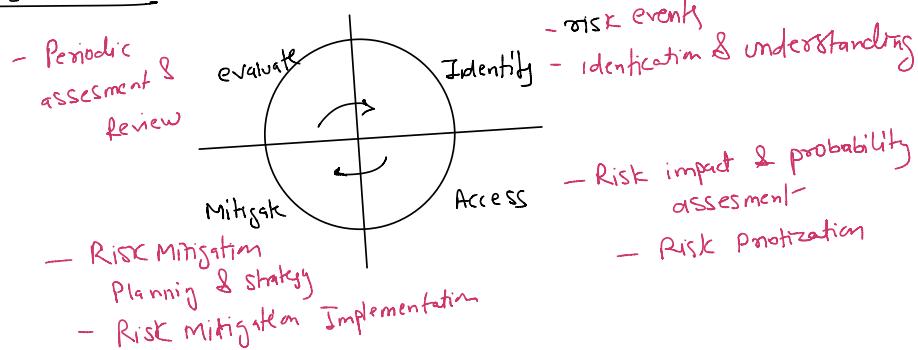
- 1) Objective:- Identify the specific goal that the business wants to achieve through SM, such as increasing brand awareness, generating leads or improving customer satisfaction.
- 2) Identify target audience:- Determine the demographics & interest of the business target audience, including age, gender, location & habit (SM).
- 3) Research competition:- Analyze the SM presence & strategies of the business competitors to understand what is & which is not working in industry.
- 4) Choose SM platform:- Select the SM platform that are most relevant to the business target audience & objective.
- 5) Create a content calendar:- Plan & schedule the type of content that the business will post on SM, including text, images, video & links.
- 6) Engage with followers:- Monitor & respond to comments & messages from followers & encourage user-generated content & interaction.
- 7) Analyze & adjust \Rightarrow Use SM analytics tool to track the performance of business's SM effort & make adjustment as needed to improve result.

⇒ Managing SM Risks:

- > Develop a SM Policy
- > Monitor SM Activity
- > Respond to negative feedback
- > Protect Personal Information
- > Stay up to date with legal requirement

-) Train employee
 - > Have a plan in place
- 1) Develop a SM policy:- Create guideline for employee on How to use SM in a professional manner & How to Handle sensitive or Confidential information.
 - 2) Monitor SM Activity- Regularly review the Business's SM presence & activity to identify any potential risk or issue.
 - 3) Respond to negative feedback- Address any negative comments or review in a professional & timely manner & work to resolve any issue that may arise.
 - 4) Protect personal information - Ensure that personal information such as customer data is kept secure & not shared on SM without proper consent
 - 5) Stay up to date with legal requirement - Understand & comply with relevant laws & regulation such as those related to privacy, advertising & customer protection
 - 6) Train employee - Educate employee on How to Handle SM risks & best practices for using SM in a professional manner.
 - 7) Have a plan in place - Have a plan in place for Handling SM crisis including identifying team to manage the situation & establishing protocol for communication

SM Risk Management frame



Module- 6 ✓

3:00 PM
ESE → 15 May