

## SOCIAL MEDIA ANALYSIS FOR HIGHER EDUCATION INITIATIVES

### Background

Coursolve connects courses with organizations to empower students to solve real-world problems. In other words, we match nonprofits, social enterprises, small businesses, and other organizations with relevant academic courses so that students' work in course projects can meet these organizations' needs.

Given our focus on using the internet as a tool for connection and collaboration, social media outreach (primarily on Twitter and Facebook) is central to our marketing and publicity strategy. Our goals for this project are as follows:

1. Learn what topics are currently popular in higher education discussion circles
2. Investigate how best to leverage social media to disseminate relevant content and promote brand visibility

### Research Questions

1. What are the most common topics that thought leaders in higher education are discussing?
2. Which tweets, posts, and articles in the higher ed and social sector spaces get the most interactions? What characterizes our own most successful tweets and posts?
3. What frequency / timing for posts and tweets within our field maximizes engagement? How does this differ across Facebook and Twitter?

### Resources

[Twitter API](#)

[Facebook Graph API](#)

Google Trends - there is no official API, but there are some [unofficial options](#)

[ScraperWiki](#) (to scrape twitter data w/o coding)