Introduction to Social Media Analytics (SMA)

Introduction

- Social media analytics refers to **the process of collecting and analyzing data from various social media platforms to gain insights into audience behavior, content performance, and overall social media marketing effectiveness.**
- It involves using **specialized tools and techniques to track, measure, and interpret data** to make informed decisions and improve social media strategies.
- **Social media can benefit businesses by enabling marketers to spot trends in consumer behavior** that are relevant to a business's industry and can influence the success of marketing efforts.
- Furthermore, marketers can analyze performance of different social platforms -- such as Facebook, LinkedIn and Twitter -- and of specific social media posts to **determine which messaging and topics resonate best with a target audience.**

Tools

1. BrandWatch: Track and Analyse data from many sources including blogs, forums, and review sites as well as social networks.
2. Google Analytics: Track the traffics and Leads to your website from social media channels.
3. Channelview Insights: Analyse Youtube performance of multiple channels
4. Talkwalker: Monitor conversations from more than 150 million sources to analyse engagement, potential reach, comments, sentiments, emotions.

Tools

1. Mentionlytics
2. KeyHole
3. Hubspot
4. Agorapulse

Case Study

1. The Impact of Social Media Analytics on Brand Awareness
2. Optimizing Social Media Advertising Campaigns with Analytics
3. Using Social Media Analytics to Enhance Customer Service

Core Characteristics of social media

1. **SOCIAL MEDIA IS MANY-TO-MANY**
2. **SOCIAL MEDIA IS PARTICIPATORY**
3. **SOCIAL MEDIA IS USER OWNED**
4. **SOCIAL MEDIA IS CONVERSATIONAL.**
5. **SOCIAL MEDIA ENABLES OPENNESS**
6. **SOCIAL MEDIA ENABLES MASS COLLABORATION**
7. **SOCIAL MEDIA IS RELATIONSHIP ORIENTED**
8. **SOCIAL MEDIA IS FREE AND EASY TO USE**

Types of social media

1. Social networks
2. Discussion forums
3. Image-sharing networks
4. Bookmarking networks
5. Blogging and publishing networks
6. Consumer review networks
7. Interest-based networks
8. Sharing economy networks
9. Social shopping networks
10. Video hosting platforms

Social Media Landscape

Social Media Landscape..

1. **Social Media Platforms**
2. **User Demographics (Data from particular group)**
3. **Content Types**
4. **Interactivity and Engagement**
5. **Social Media Marketing**
6. **Influencer Marketing**
7. **Trends and Virality**
8. **Privacy and Security**
9. **Algorithm Changes**
10. **Social Issues and Activism**

Need of social media analytics..

1. It helps business owners evaluate how potential customers interact with their brand and content on different social platforms.
2. This generates insights and a report for the organization to know exact position of their business.

Need of social media analytics..

1. Identifying Valuable Trends
2. Engage with Customers
3. Identify Demographics

SMA in small & large organizations

SMA (Social Media Analytics) plays a significant role in both small and large organizations. Social media analytics involves collecting, analysing, and interpreting data from social media platforms to gain valuable insights into audience behaviour

Social Media Analytics in Small Organizations:

1. Audience Insights
2. Content Performance
3. Competitive Analysis
4. Cost-Effectiveness
5. Customer Service

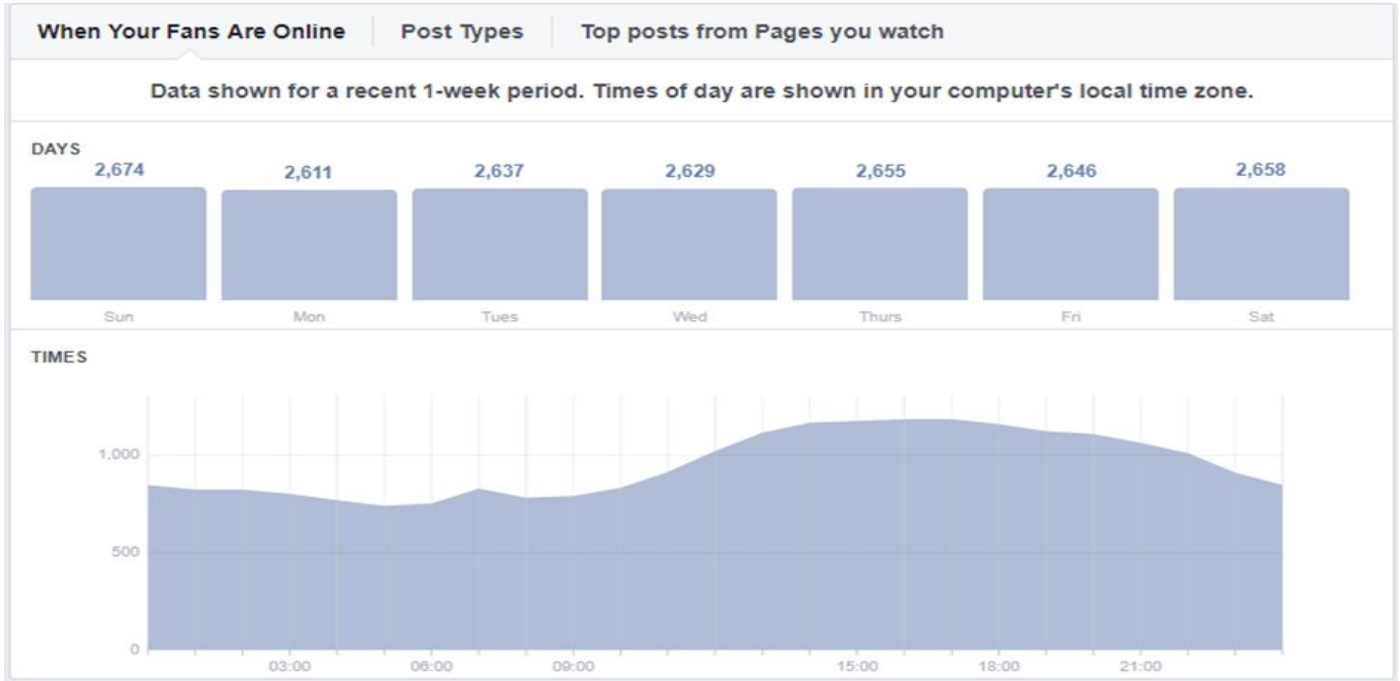
SMA in small & large organizations

Social Media Analytics in Large Organizations:

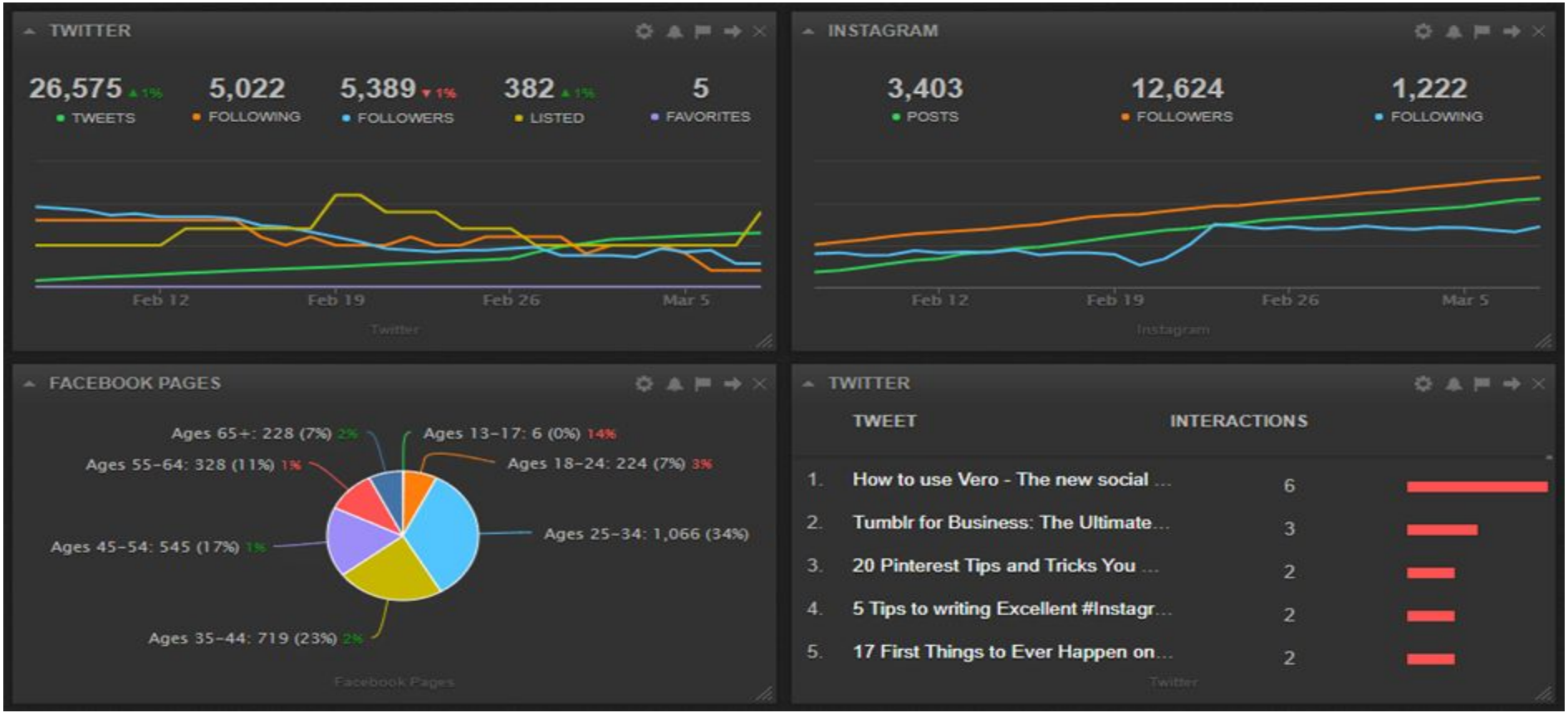
1. Big Data Analysis
2. Multi-Channel Analysis
3. Brand Reputation Management
4. Influencer Marketing
5. Campaign Measurement
6. Integration with Business Analytics

Purpose of Social Media Analytics

#1 They help you understand your audience



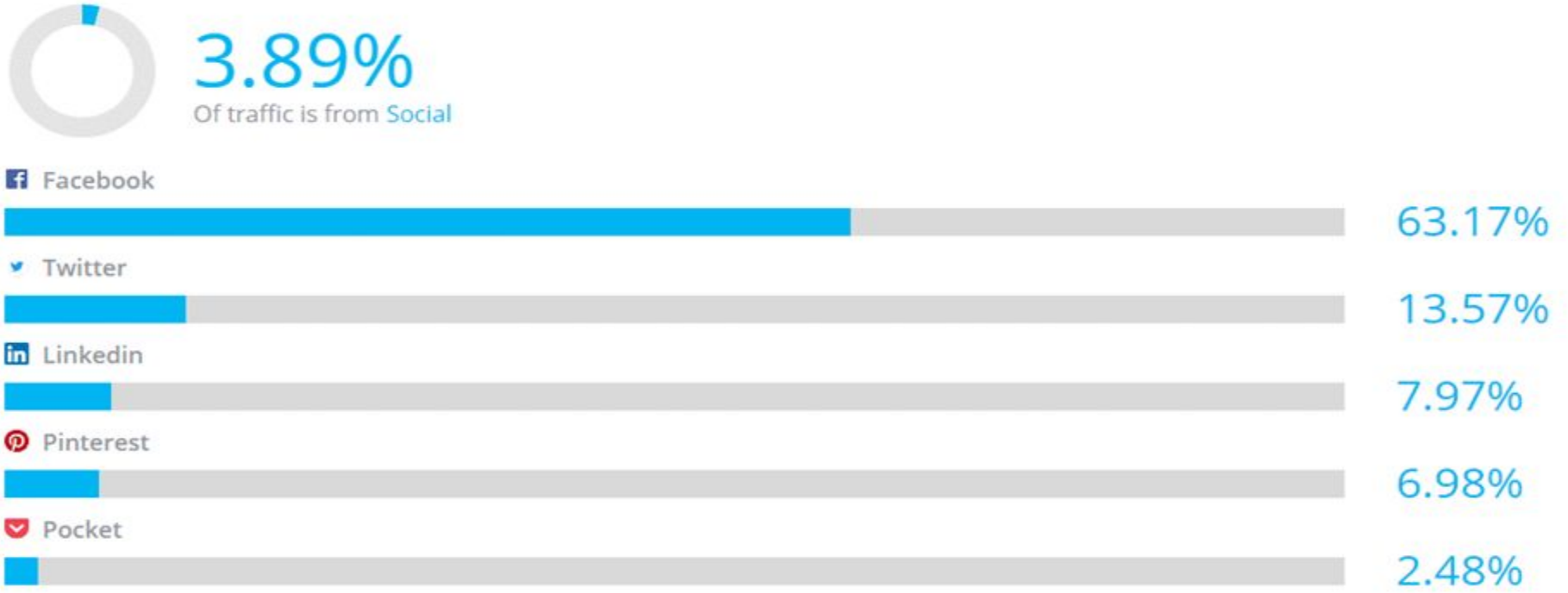
2 They show you what your best social networks are



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 a ds in your newsfeed, you may ha			140	7 0	Boost Post
01/02/2018 18:06	5 Steps To The Perfect #Instagra m Post Via PromoRepublic.com			125	2 0	Boost Post
01/02/2018 12:45	4 Potent Tactics to Capture More Leads from Your Blog Via Basic B			199	10 2	Boost Post
16/01/2018 14:45	5 Ways to Get More Comments o n Instagram Via Curatti #instagra			33	0 3	Boost Post
20/09/2017 18:44	4 Ways to Generate More Leads with Linkedin #linkedin #social #			177	7 1	Boost Post
28/07/2017 14:05	How to Drive More #Traffic and # Sales on Your #Ecommerce site			130	4 4	Boost Post

Help you Understand competitors



Social Media vs. Traditional Business Analytics

Data Source:

Social media analytics focuses on data derived from social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, etc. It involves analyzing user-generated content, interactions, sentiments, and other social media-specific metrics.

Traditional business analytics encompasses a broader range of data sources, including structured data from databases, transactional systems, customer relationship management (CRM) platforms, enterprise resource planning (ERP) systems, and other operational data sources.

Social Media vs. Traditional Business Analytics

Focus Areas:

Social media analytics is primarily concerned with understanding social media engagement, brand sentiment, customer feedback, social trends, influencer impact, and audience behavior on social media platforms.

Traditional business analytics covers various aspects of business operations, such as sales performance, financial analysis, supply chain management, customer behavior, inventory management, and overall business performance.

Social Media vs. Traditional Business Analytics

Methodologies:

Social media analytics often uses natural language processing (NLP) techniques to analyze textual data, sentiment analysis to gauge customer sentiments, and social network analysis to understand relationships and connections between users.

Traditional business analytics relies on statistical analysis, data mining, and data modeling techniques to identify patterns, correlations, and trends in structured data.

Social Media vs. Traditional Business Analytics

Use Cases:

Social media analytics is widely used in digital marketing and brand management. It helps businesses monitor their social media presence, identify trends, measure the success of social media campaigns, and engage with customers effectively.

Traditional business analytics is applied across various departments within an organization. It helps in optimizing business processes, improving decision-making, forecasting sales, identifying cost-saving opportunities, and enhancing overall efficiency and profitability.

Social Media vs. Traditional Business Analytics

Social Media Analytics	**Business Analytics**
Semistructured and unstructured data	Structured data
Data is not analytical friendly	Data is analytical friendly
Real-time data	Mostly historical data
Public data	Private data
Stored in third-party databases	Stored in business-owned databases
Boundary-less data (i.e., Boundary within the Internet)	Bound within the business intranet

Social Media vs. Traditional Business Analytics

Data is high volume	Data is medium to high volume
Highly diverse data	Uniform data
Data is widely shared over the Internet	Data is only shared within organizations
More sharing creates greater value/impact	Less sharing creates more value
No business control over data	Tightly controlled by business
Socialized data	Bureaucratic data
Data is informal in nature	Data is formal in nature

SEVEN LAYERS OF SOCIAL MEDIA ANALYTICS

The following are seven social media layers:

1. Text
2. Networks
3. Actions
4. Hyperlinks
5. Mobile
6. Location
7. Search engines

SEVEN LAYERS OF SOCIAL MEDIA ANALYTICS

LAYER ONE: **TEXT** Social media text analytics deals with the extraction and analysis of business insights from textual elements of social media content, such as comments, tweets, blog posts, and Facebook status updates. Text analytics is mostly used to understand social media users' sentiments or identify emerging themes and topics.

LAYER TWO: **NETWORKS** Social media network analytics extract, analyze, and interpret personal and professional social networks, for example, Facebook, and Twitter. Network analytics seeks to identify influential nodes (e.g., people and organizations) and their position in the network.

SEVEN LAYERS OF SOCIAL MEDIA ANALYTICS

LAYER THREE: **ACTIONS** Social media actions analytics deals with extracting, analyzing, and interpreting the actions performed by social media users, including likes, dislikes, shares, mentions, and endorsement. Actions analytics are mostly used to measure popularity, influence, and prediction in social media.

LAYER FOUR: **MOBILE** Mobile analytics is the next frontier in the social business landscape. Mobile analytics deals with measuring and optimizing user engagement with mobile applications (or apps for short).

SEVEN LAYERS OF SOCIAL MEDIA ANALYTICS

LAYER FIVE: **HYPERLINKS** Hyperlink analytics is about extracting, analyzing, and interpreting social media hyperlinks (e.g., in-links and out-links)

LAYER SIX: **LOCATION** Location analytics, also known as spatial analysis or geospatial analytics, is concerned with mining and mapping the locations of social media users, contents, and data.

LAYER SEVEN: **SEARCH ENGINES** Search engines analytics focuses on analyzing historical search data for gaining a valuable insight into a range of areas, including trends analysis, keyword monitoring, search result and advertisement history, and advertising spending statistics.

TYPES OF SOCIAL MEDIA ANALYTICS

DESCRIPTIVE ANALYTICS Descriptive analytics is mostly focused on gathering and describing social media data in the form of reports, visualizations, and clustering to understand a business problem.

Actions analytics (e.g., no. of likes, tweets, and views) and text analytics are examples of descriptive analytics.

Social media text (e.g., user comments), for example, can be used to understand users' sentiments or identify emerging trends by clustering themes and topics. Currently, descriptive analytics accounts for the majority of social media analytics.

TYPES OF SOCIAL MEDIA ANALYTICS

PREDICTIVE ANALYTICS

Predictive analytics involves analyzing large amounts of accumulated social media data to predict a future event.

For example, an intention expressed over social media (such as buy, sell, recommend, quit, desire, or wish) can be mined to predict a future event (such as purchase). Or a business manager can predict sales figures based on historical visits (or in-links) to a corporate website.

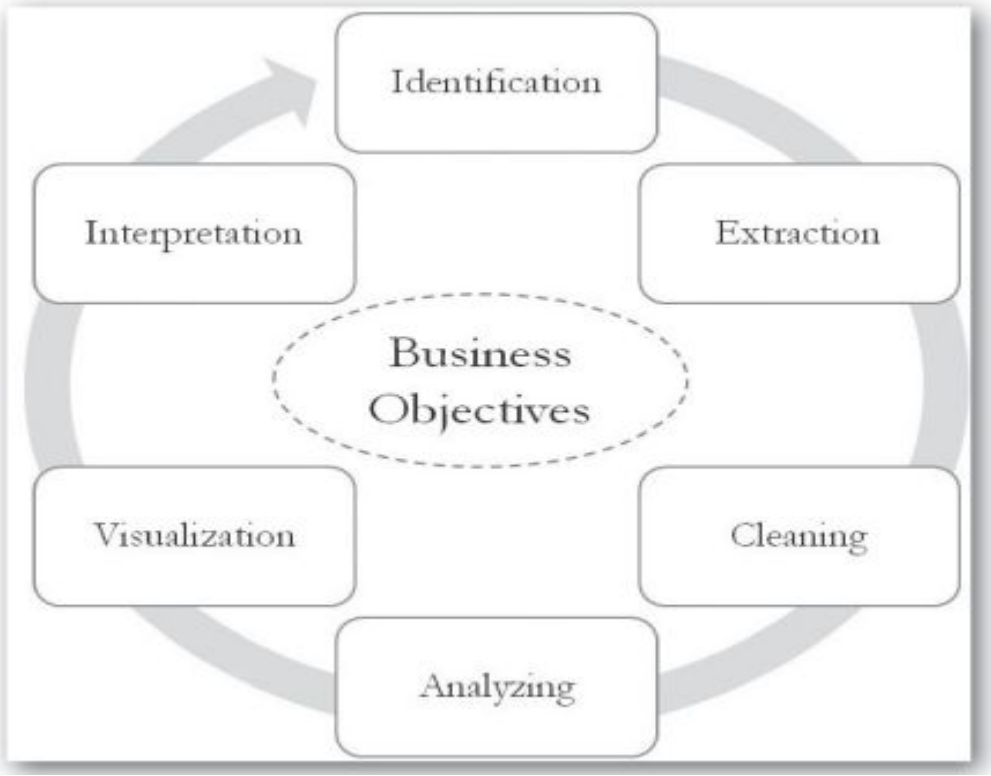
The TweepsMap tool, for example, can help you determine the right time to tweet for maximum alignment with your audience time zone. Or, based on analyzing your social media users' languages, it can suggest if it is time to create a new Twitter account for another language.

TYPES OF SOCIAL MEDIA ANALYTICS

PRESCRIPTIVE ANALYTICS While predictive analytics help to predict the future, prescriptive analytics suggest the best action to take when handling a scenario.

For example, if you have groups of social media users that display certain patterns of buying behavior, how can you optimize your offering to each group? Like predictive analytics, prescriptive analytics has not yet found its way into social media data.

SOCIAL MEDIA ANALYTICS CYCLE



CHALLENGES TO SOCIAL MEDIA ANALYTICS

VOLUME AND VELOCITY AS A CHALLENGE

DIVERSITY AS CHALLENGE

UNSTRUCTUREDNESS AS A CHALLENGE

Layer of social media Example of tools

Text Discovertext
Lexalytics
Tweet Archivist
Twitonomy
Netlytic
LIWC
Voyant
Actions Lithium
Twitonomy
Google Analytics
SocialMediaMineR

Network NodeXL
UCINET
Pajek
Netminer
Flocker
Netlytic
Reach
Mentionmapp
Mobile Countly
Mixpanel
Google Mobile Analytics
Google Fusion Table

Location
Google Fusion Table
Tweepsmap
Trendsmap
Followerwonk
Esri Maps
Agos
Hyperlinks Webometrics
Analyst VOSON
Research Engines
Google Trends

Benefits

- **Data-Driven Decision Making**: With analytics, businesses can make informed decisions based on actual data rather than assumptions or guesswork.
- **Improved Audience Targeting**: Understanding audience demographics and preferences helps in creating more targeted and relevant content.
- **Crisis Management:** Real-time monitoring of sentiments helps companies address negative feedback and crises promptly.
- **Competitive Intelligence:** Analyzing competitor activities on social media allows businesses to stay ahead of the competition