HOW I USED FACEBOOK NETWORK ANALYSTICS AND TEXT MINING TO PROMOTE MY SITE “ [WWW.ONEMINUTEDAILY.ORG](http://WWW.ONEMINUTEDAILY.ORG)

I am happy to share my own insights on how I managed to get more than 5600 followers with in 30 days using Facebook network analysis tools .

I built my site “ [www.oneminutedaily.org](http://www.oneminutedaily.org) as a daily 1 minute video site with the aim of exploring and sharing daily 1 minute spiritual videos . To promote the suite I set up a Facebook page “oneminutedaily.org. As of now the Facebook page has more than 5600 followers with an expected target of reaching more than 10million in the coming months .

I believe utilizing network analytics and text mining is important for the success of any organization for the following reasons :

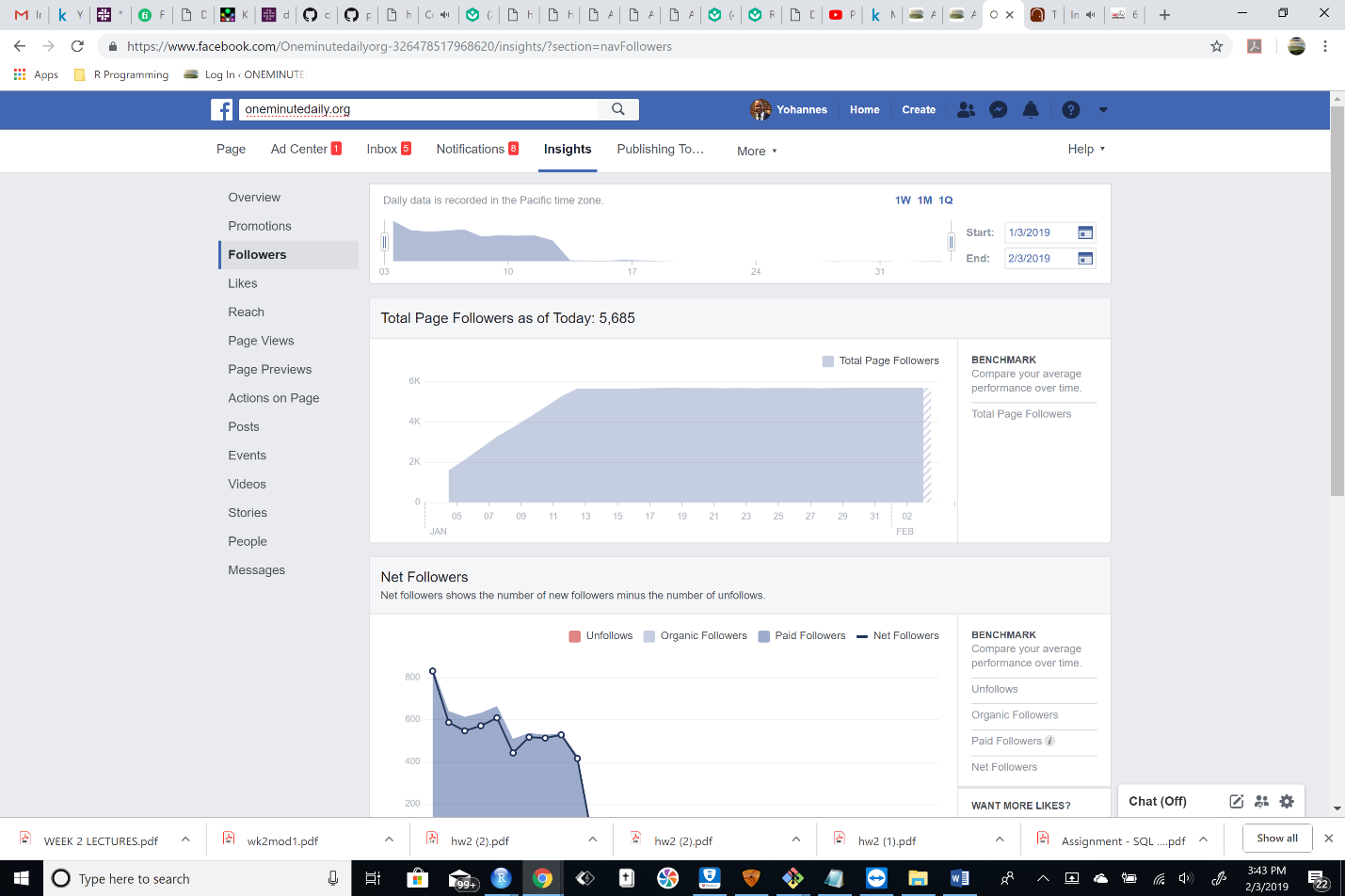
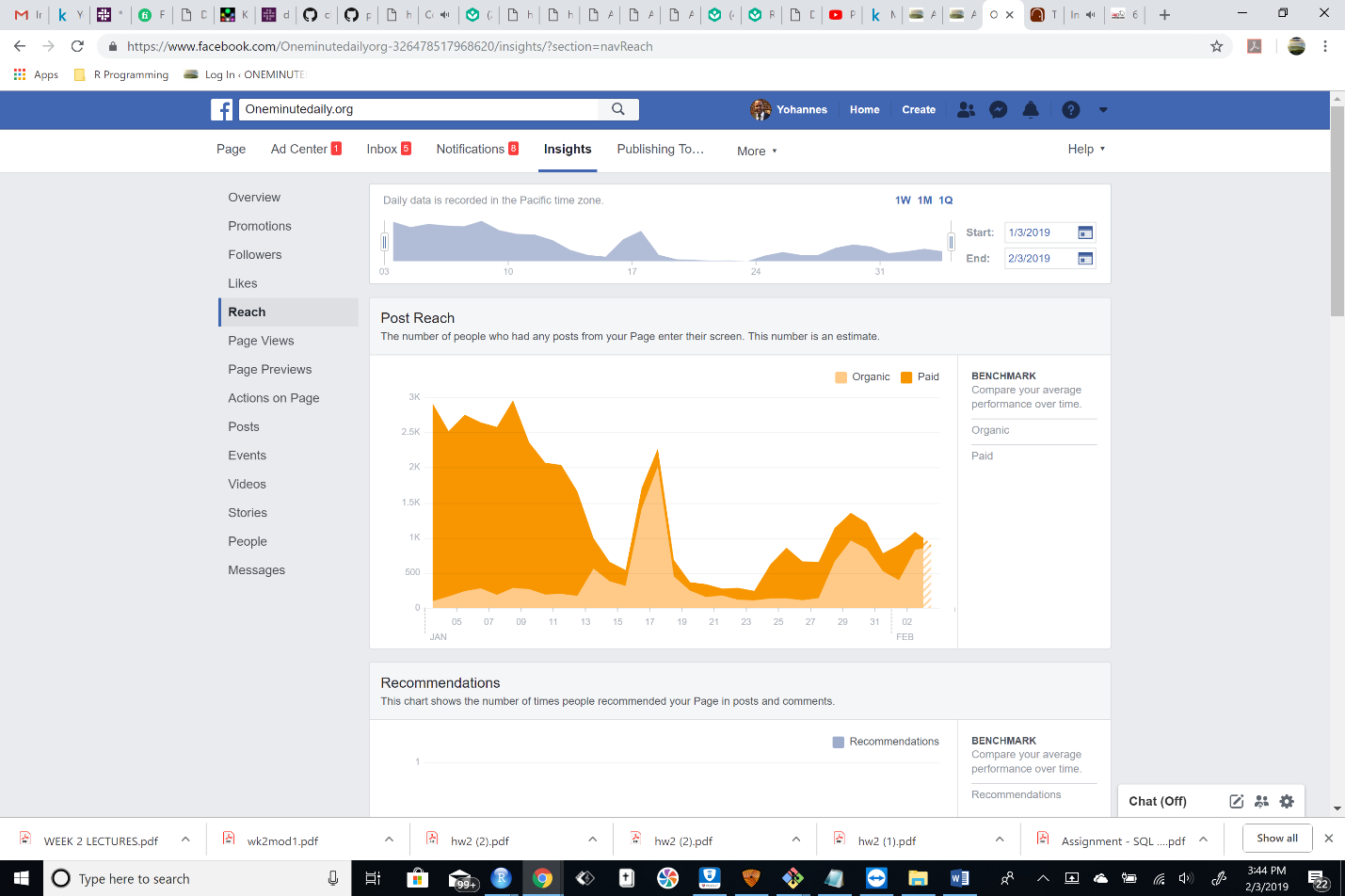
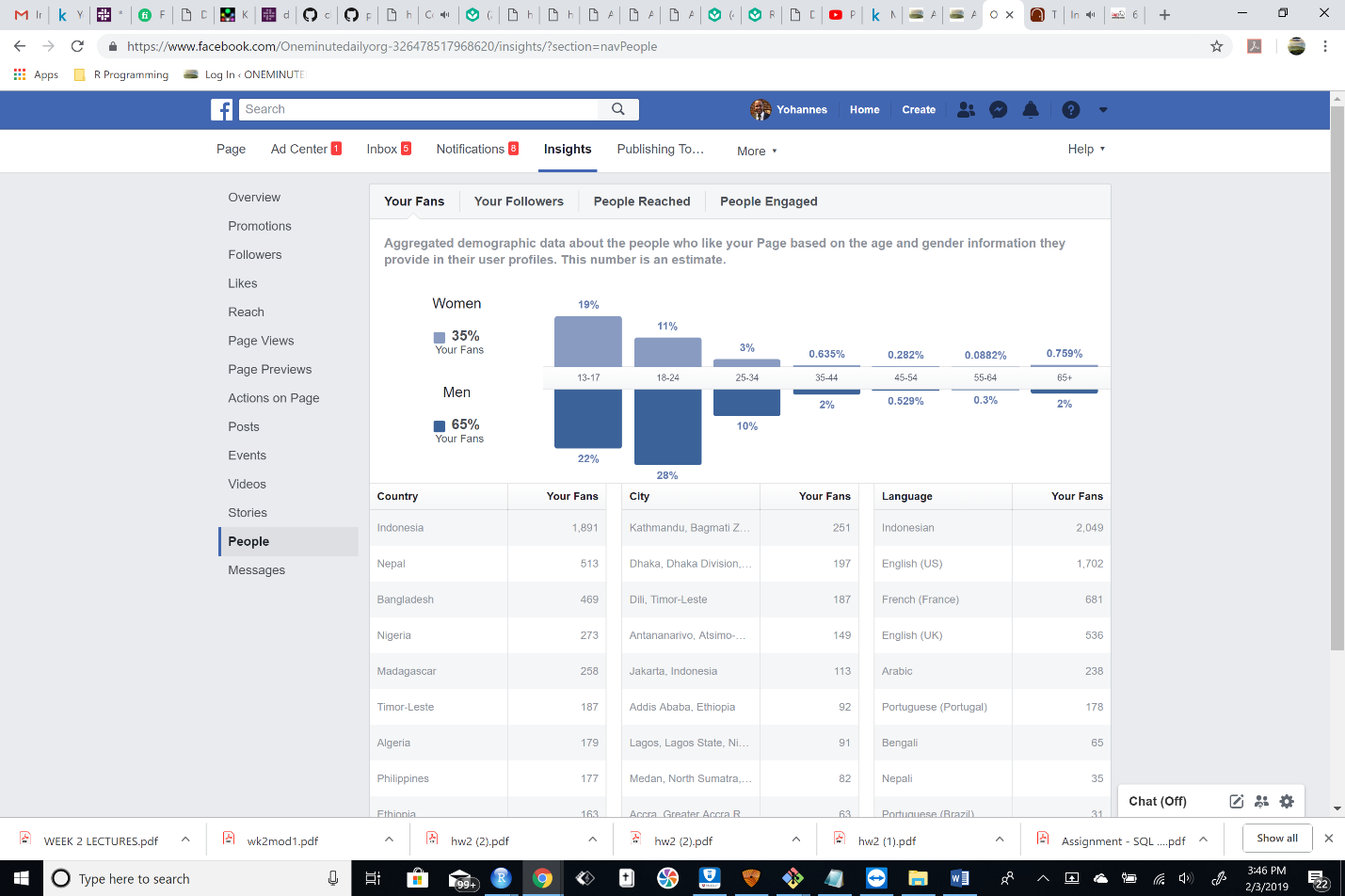
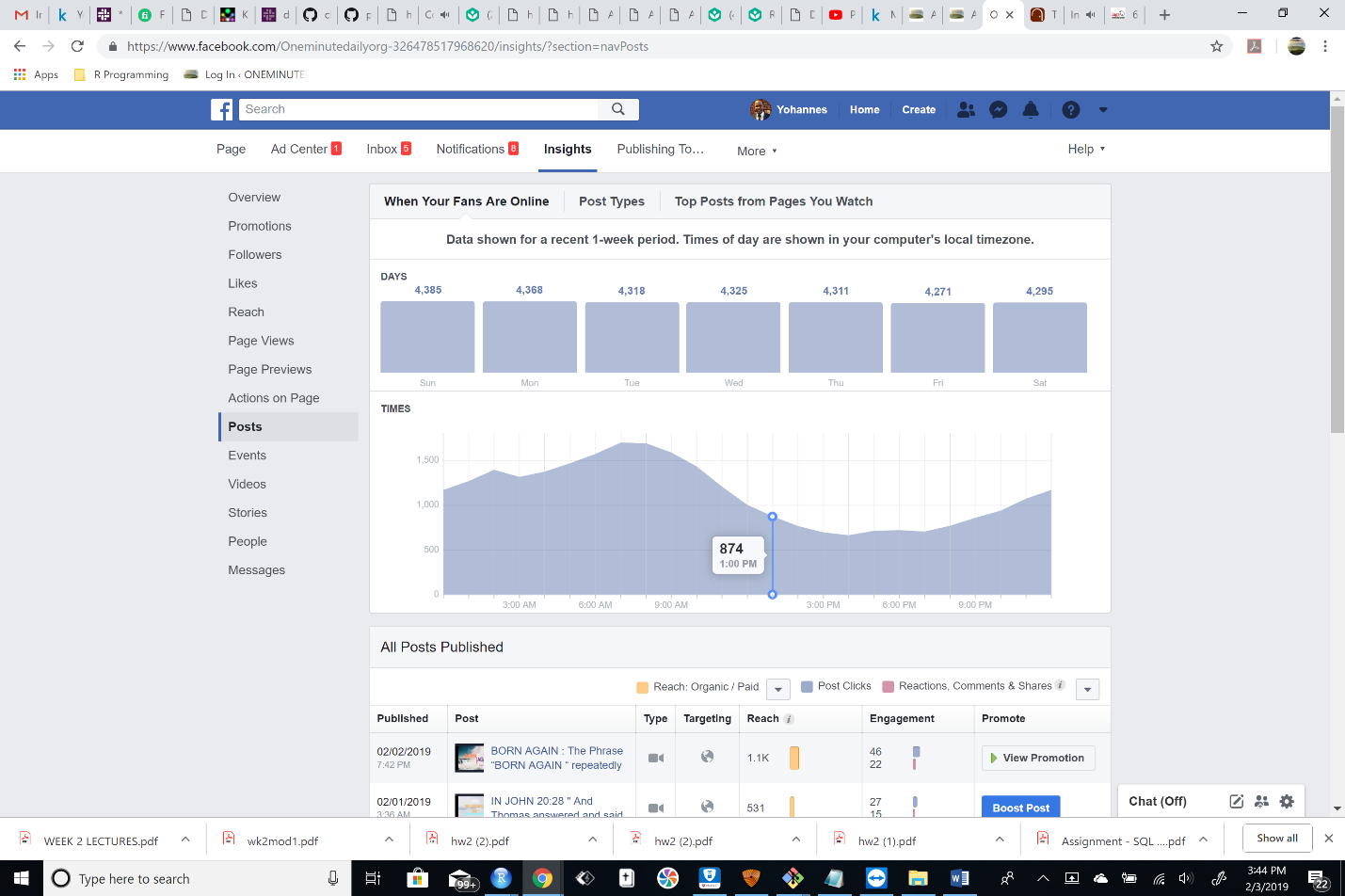
* **It helps to decide which social networks are best for promoting once organization.**

Not all social networks have similar outcome .   On my particular case I managed to get more viewers on Facebook than YouTube .

* **It helps to understand once audience.**
* **It helps to create better content.**
* **Helps to a better strategy.**
* **It shows how a social media campaign is performing.**

**I have attached some of the Facebook insights from the page to support the above points .**

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