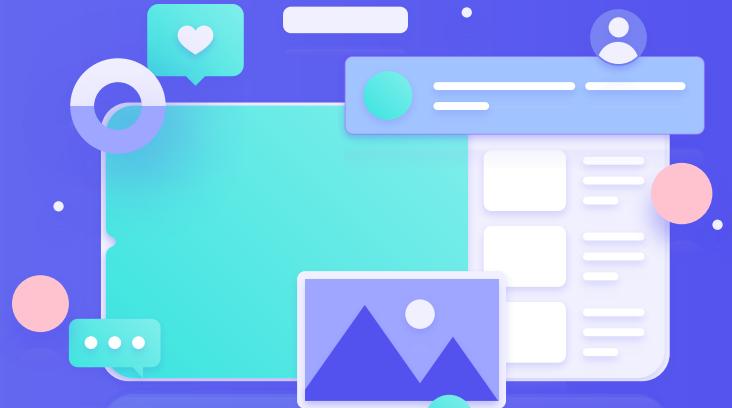


# Meta Key Metrics

By: Ensiyah Syed, Julee Nhek, Sophia Gambale, & Valentina Ramsay





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# Client Overview



- **Meta, Inc.**
- **American technology company based in California.**
- **Founded on January 4th, 2004.**
- **Founders include Mark Zuckerberg, Eduardo Saverin, Andrew, McCollum, Dustin Moskovitz, and Chris Hughes.**
- **Parent company of Instagram, Facebook, Whatsapp and etc.**



# Social Media Index

## Marketing Strategies:

- SEO
- Word-of-Mouth
- Address book importing
- Create community
- Personalisation
- Cross Channel Campaigns

**Facebook:** 50,142,529 likes  
52,012,174 following

**Instagram:** 4.1 M  
**Twitter:** 13.6 M  
**LinkedIn:** 7,456,643 Followers



# Problem/Topic



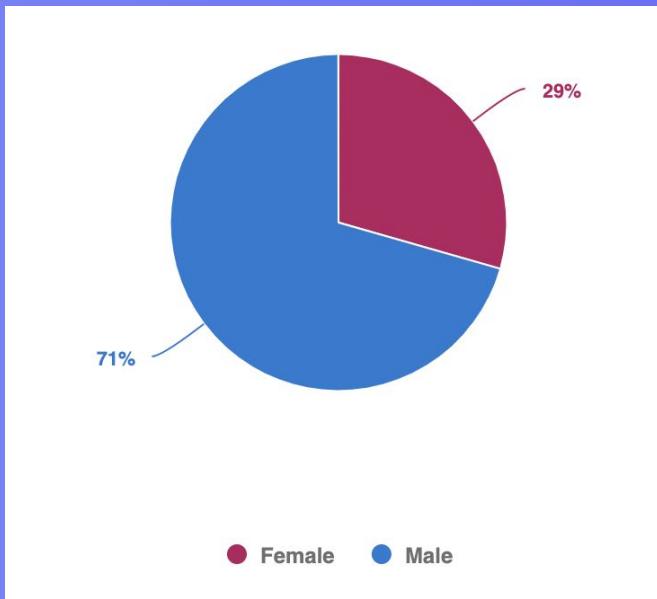
## What happened?

Facebook, Inc recently changed its name to 'Meta'.

## What we want to find out:

- How popular the news was amongst social media users.
- People's reaction to the name change.
- The response to the news - Was it positive or negative or neutral?

# Demographics



Mention Volume	Female	Male
Nov 8	323	665
Nov 9	349	1,064
Nov 10	223	518
Nov 11	223	433
Nov 12	228	478
Nov 13	106	278
Nov 14	59	187

# Trending Topics

Augmented Reality

Talk about the  
metaverse

NFT

Facebook/Meta

Company

Virtual

Rebranding of  
Facebook

Andrew Bosworth

Parent Company  
Meta



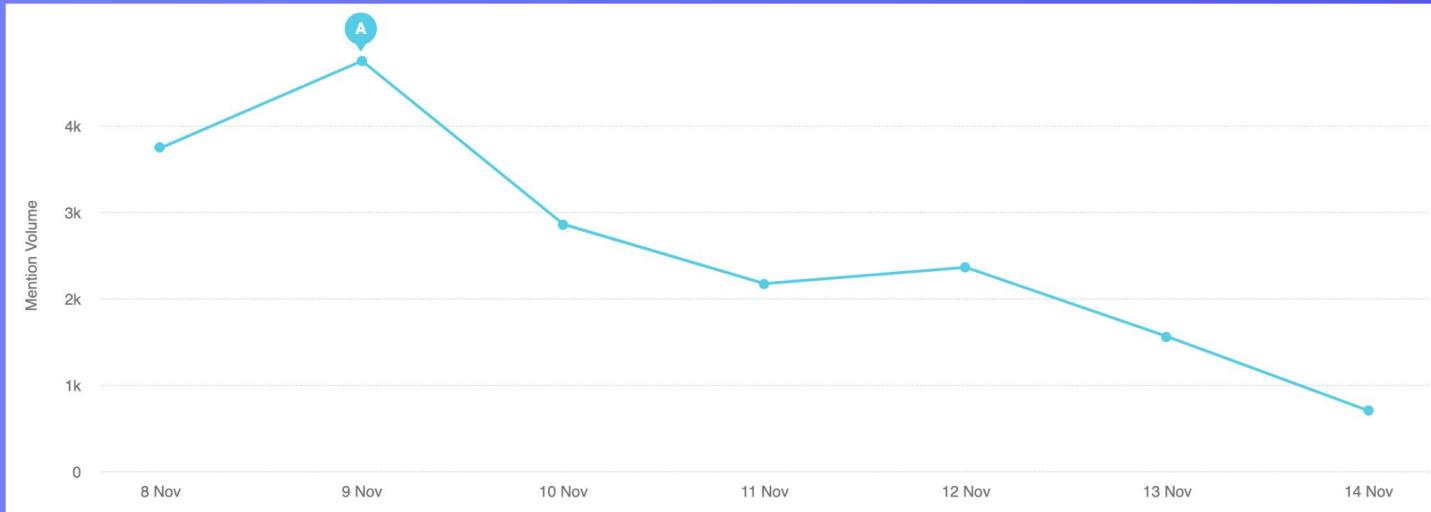
# Total Volume



<b>Total Mentions</b>	18K
<b>Total Retweets</b>	4,778
<b>Unique Authors</b>	9,539
<b>Total Impressions</b>	148.36 million
<b>Total Reach</b>	20.11 million



# Volume Over Time



A

November 9 (4,749 people)

Volume was **101% higher** than usual

# Sentiment

November 8 - November 14



## Neutral

- **14,208 people**
- Metaverse is a blockchain concept - @CoinDesk
- "One single company be the sole proprietor of online worlds" - @Cointelegraph
- "Why should we care?" - @wef



## Negative

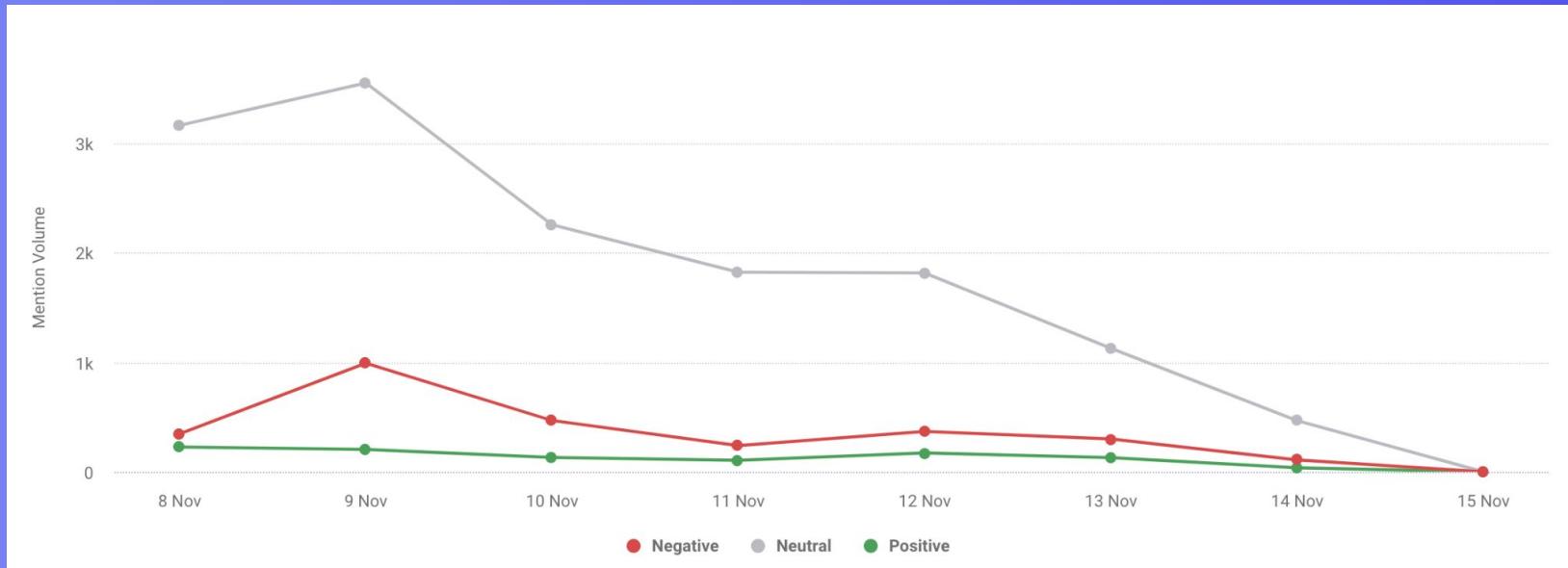
- **2,827 people**
- "Toxic Environment" for women/minorities - @bsindia
- Trying to divert from troubles - @livemint
- Fear of invasion and privacy - @horizenglobal



## Positive

- **1,005 people**
- First for mind blowing new tech - @XJohansonnn
- CEO expanding FB bigger - @pkafka
- Excited to join Meta - @kearwoodgilbert

# Sentiment



# Top Authors

1. hannahcurrey
2. Alex Sirois
3. Elsa
4. Jeff Beer
5. José Adorno
6. Mark R. Hake
7. Matt Eck
8. Paul McLellan
9. The Disciplined Investor  
(The Disciplined Investor)
10. Zak Killian

Source: Google.com  
Impact: 99.2  
Reach: 4996

## Top Influencers

@themaddiepayton (Twitter)  
@NFTLOWZ (Twitter)  
<https://bitcoinethereumnews.com/> (Google.com)



Neutral



Positive

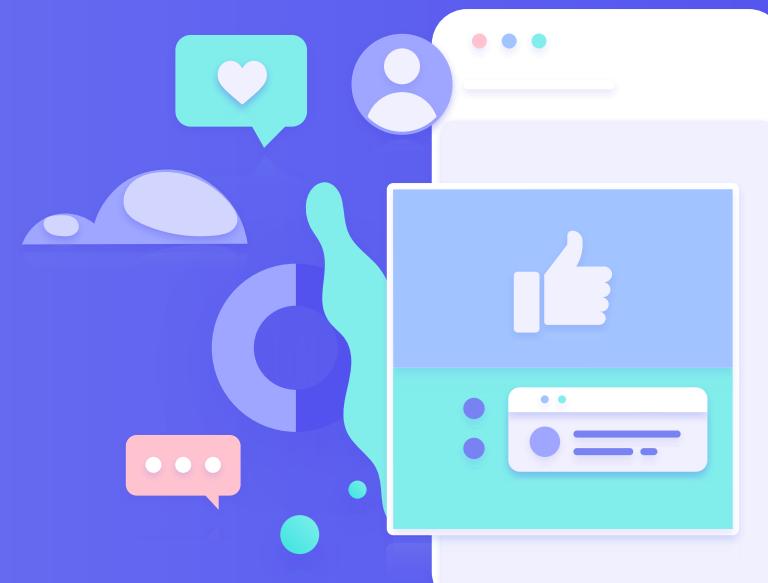


# Key Findings



- The demographic was 71% male.
- November 9th has the highest volume from the date range.
- A majority of everyone's reaction is neutral.
- Majority of the top authors stemmed from Twitter.

# Thanks!



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