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Social Listening: Meta (Formerly known as Facebook)

Introduction/Case Background

By definition, the word "meta" means a comprehensive overview of everything. A summary of sorts. The announcement of the metaverse was made on October 28th, 2021. Facebook CEO Mark Zuckerberg is the one who announced this change, referring to the change in Facebook's title. Meta's overall focus will be to bring together all technology and apps into one "meta" to make communication more efficient and easier to manage. The goal of the Meta will be to combine all of what we likely consider now to be online experiences. Overall, it will be easy to access and is the next evolution of social media as a whole. When Facebook was originally launched, it quickly became the fastest way for people to communicate virtually and changed the social media game fast. The Meta is meant to be the next step up from that and Zuckerberg believes that he will be able to lead the social media communities that already exist towards the metaverse as time goes on.

Purpose

Our purpose with this research is to find out people's responses to the name change - whether they were positive or negative or neutral - from Facebook to Meta as well as how popular the news was amongst social media users. Facebook has been around for years and is overall known for being a successful leader in the social media industry, especially since it purchased Instagram in 2012.

Social Listening Brief

Meta, Inc formerly known as Facebook, Inc is an American technology company based in California. The company was founded on January 4th, 2004 by Mark Zuckerberg, Eduardo Saverin, Andrew, McCollum, Dustin Moskovitz, and Chris Hughes. Subsidiaries of the company include Instagram, Facebook, Whatsapp, etc.

After conducting a social media audit we found that Meta utilizes SEO and SEO-Copywriting as well as buzz marketing as social media strategies to stay relevant in digital spaces and to increase awareness of their company. Meta also focuses on a customer-first approach in that it allows consumers to personalize their profiles and be part of different communities on its platforms; the algorithm of Meta is also designed to show consumers what they are interested in. The convenience and uniqueness of their experiences on Meta platforms generate brand loyalty. Meta also utilizes cross-channel and multi-platform marketing which allows the company to increase awareness, as well as engagement as more individuals can have impressions on the company's posts as well as get a chance to interact with their content. Meta's marketing strategies have made it successful as it has amassed a great following with 50,142,529 likes and 52,012,174 followers on Facebook, 4.1 Million followers on Instagram, 13.6 Million followers on Twitter, and 7,456,643 followers on LinkedIn.

Facebook, Inc recently changed its name to 'Meta' and through social listening, our team wants to find out people's reactions to the name change. We specifically want to find out how popular the news was amongst social media users as well as whether the response to the news was positive or negative.

Method of Analysis

By using keywords in the query, we were able to access a lot of information about Meta Inc. and people's overall response to it. Before putting in words in the query, we read a few articles going over the release of the metaverse and what that meant for Facebook as a company, as well as how people reacted to it. The majority of the reaction was not positive because some people were even angry about it.

Write your query

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1  ("metaverse" OR "meta verse" )
2  "meta"
3  ("Facebook" OR "Face book")
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When writing the Boolean query verbatim, at first we wanted to use a lot of detailed terms to get specific information and results. However, after testing the preview, we realized that it was much better to make the information broader and about Meta Inc. and Facebook in general since most of the recent information would take us to what we wanted anyway, but we would get more data and higher results. This resulted in a very basic Boolean query that still gave us access to the exact data we needed.

For the where section of the query, we did not specify a specific location because the metaverse was being talked about everywhere and anywhere and we wanted to get data on that. When looking at the "when" category, I put the data set to a little over a year ago. We wouldn't necessarily need information from that far back, but seeing the change in sentiment from a year ago about Facebook, to sentiment now after Meta Inc. has been announced, could be important.

Insights

When looking at the insights for the announcement of Meta Inc. as a whole, the first thing we looked at was where people were talking about it the most. When looking at the graph, we can see that shortly after it was announced it was talked about on the news very frequently. Facebook is a huge company, and almost everyone nowadays uses some form of social media that is owned by Facebook, therefore this was a very big announcement that drew the attention of everybody. In addition, a lot of people talked about it on Twitter. Twitter is an easy way to quickly share thoughts and opinions, so it makes sense that this would be the second most common place people are speaking about Meta Inc. We were able to collect insight on the total volume of how popular the news of the name change was on social media. There were about 18k total mentions, 4,778 total retweets, and 9,539 unique authors. This content had a huge reach of 20.11 million in total, with 148.36 million impressions.
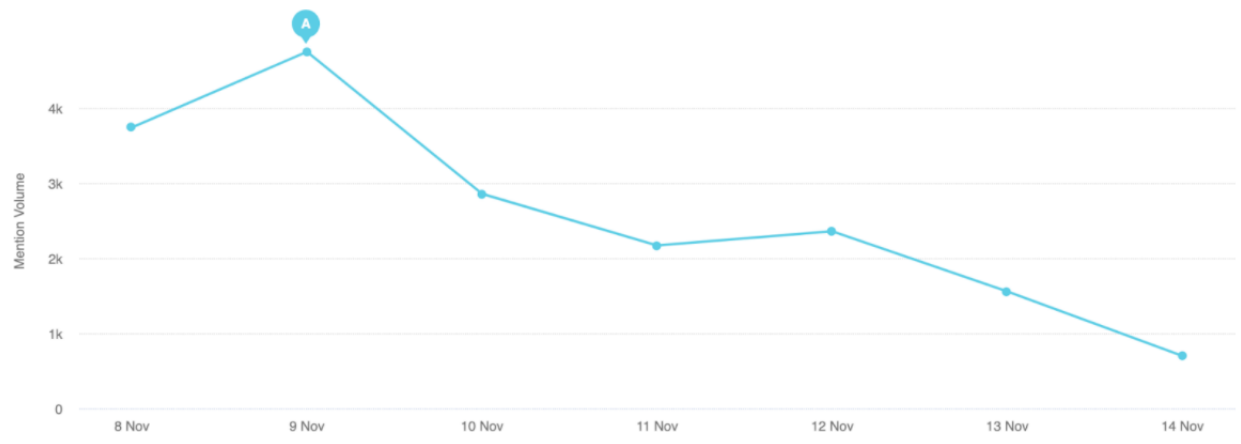

The above graph shows the volume of sentiment over time from November 8th to the 14th. There was a spike on November 9th of 4,749 mentions- 101% higher than usual. This spike was due to influential authors' content posted right before that grew quickly on social media- prompting many others to also share their thoughts.
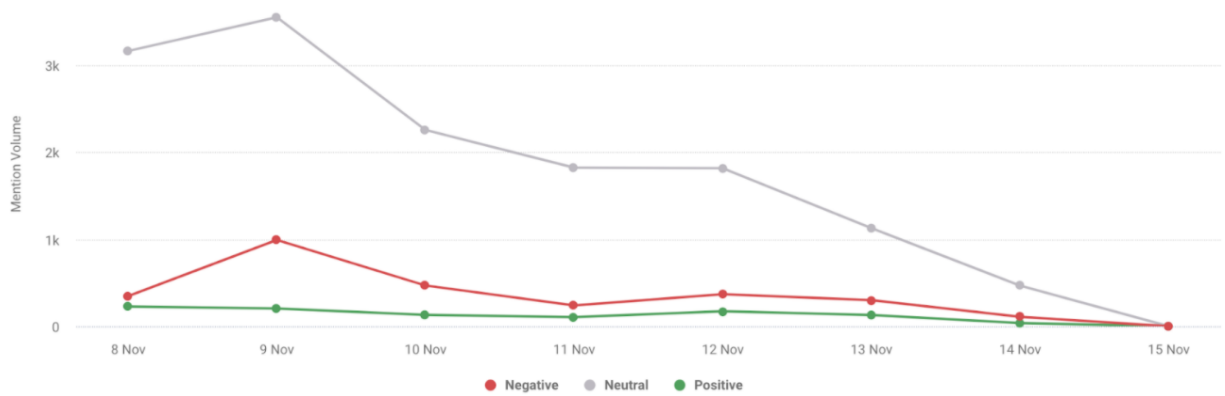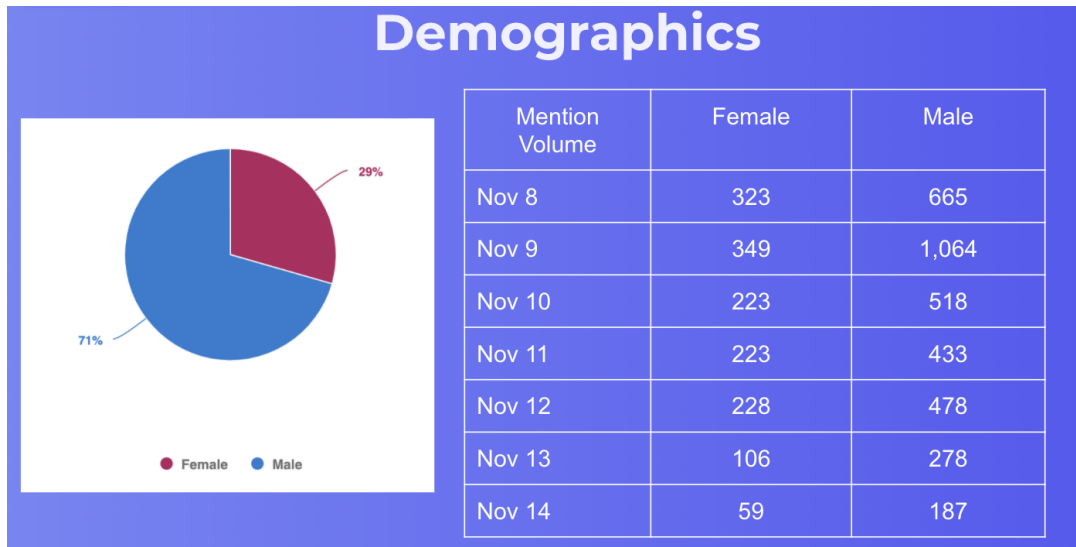
The above graph shows what type of feedback was given with the sentiment of many users. The feedback was mostly neutral. Negative feedback followed, with positive feedback following close behind. We can see the spike of negative feedback on November 9th that likely came with the near 5,000 mentions of the news on that same day. When big news comes out, more people usually form their opinion within the first 24 hours which we can see as a trend here.
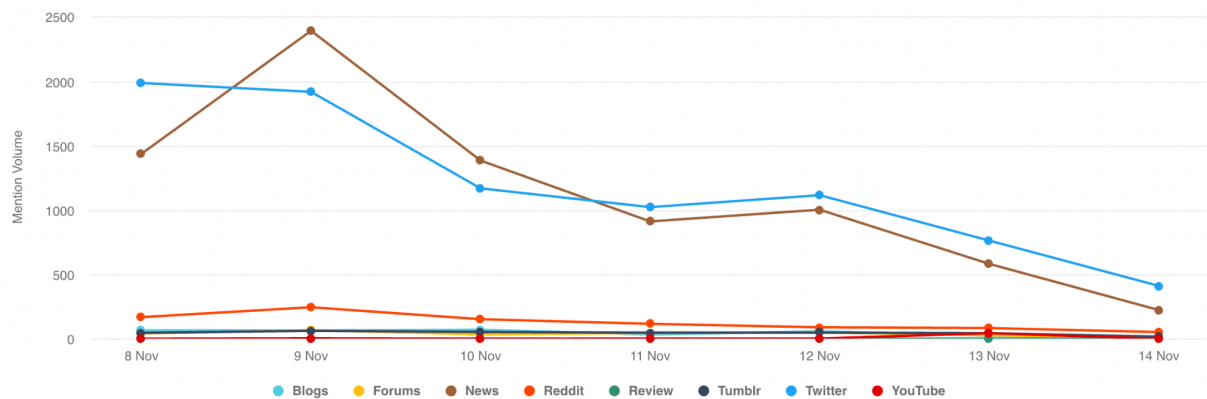
The above graph shows what social media platform was most regularly being used to talk about Meta Inc. and how users were feeling about it. The most common platform used was Twitter, which makes sense due to how quick users can share opinions about something by simply just typing a few sentences. The news was also a popular source of information about Meta Inc. This also makes sense because Facebook is a widely used social media platform that appeals to a large number of people. Meaning that many people will be affected by this change and likely use Meta Inc.

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

The above graph shows the demographic of the authors of the sentiment we have analyzed from November 8th to November 14th. Between this time we observed that most of the sentiment came from males, an impressive 71 percent; compared to females, at 29 percent. We can also see that on that November 9th surge, only the male sentiment was affected, as the female sentiment stayed relatively stagnant.

Conclusion

In conclusion, all three of our questions were answered through our query. We wanted to find out what people's response to the announcement of Meta Inc. would be and we were able to find our answer through the data. We learned that the overall sentiment was very neutral and people did not necessarily have a positive or negative opinion about the announcement. Through the data, we also learned that the news was overall pretty popular amongst social media users and it did cause a reaction when people found out about the name change. We were able to observe results from a variety of social media platforms with varying volume to each. People mostly reacted on Twitter and there was also a lot of information in the news about the overall announcement. This made sense, as Twitter is a huge public hub for rapidly growing news. When observing the sentiment from November 8th to November 14th, we gained lots of insight on the volume and variety of people's reactions to the news. We noticed a huge spike on November 9th that was likely due to the growth of influential authors' sentiments, further influencing others.