

Meta Key Metrics

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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



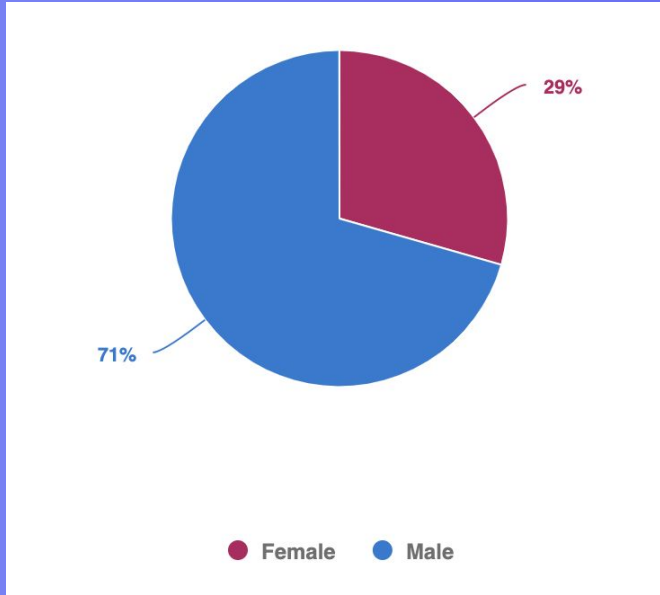
What happened?

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

What we want to find out:

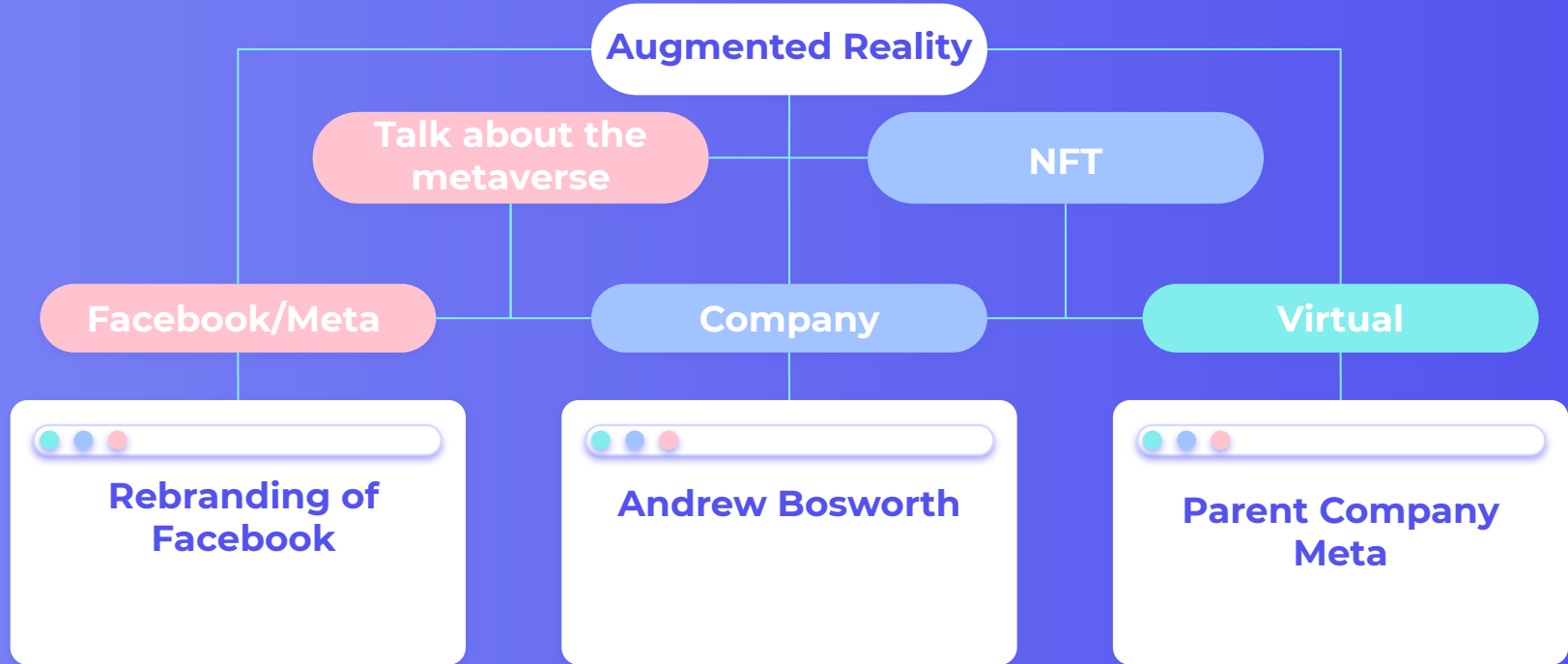
- How popular the news was amongst social media users.
- People's reaction to the name change.
- The response to the news - Was it positive or negative or neutral?

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

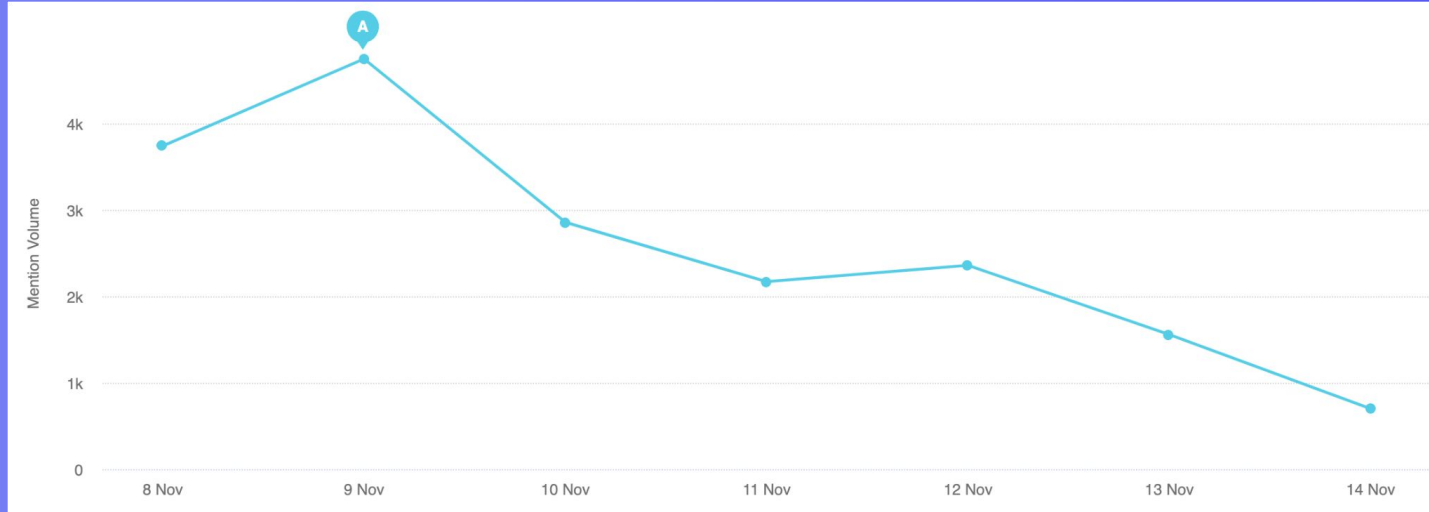
Trending Topics



Total Volume

Total Mentions	18K
Total Retweets	4,778
Unique Authors	9,539
Total Impressions	148.36 million
Total Reach	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

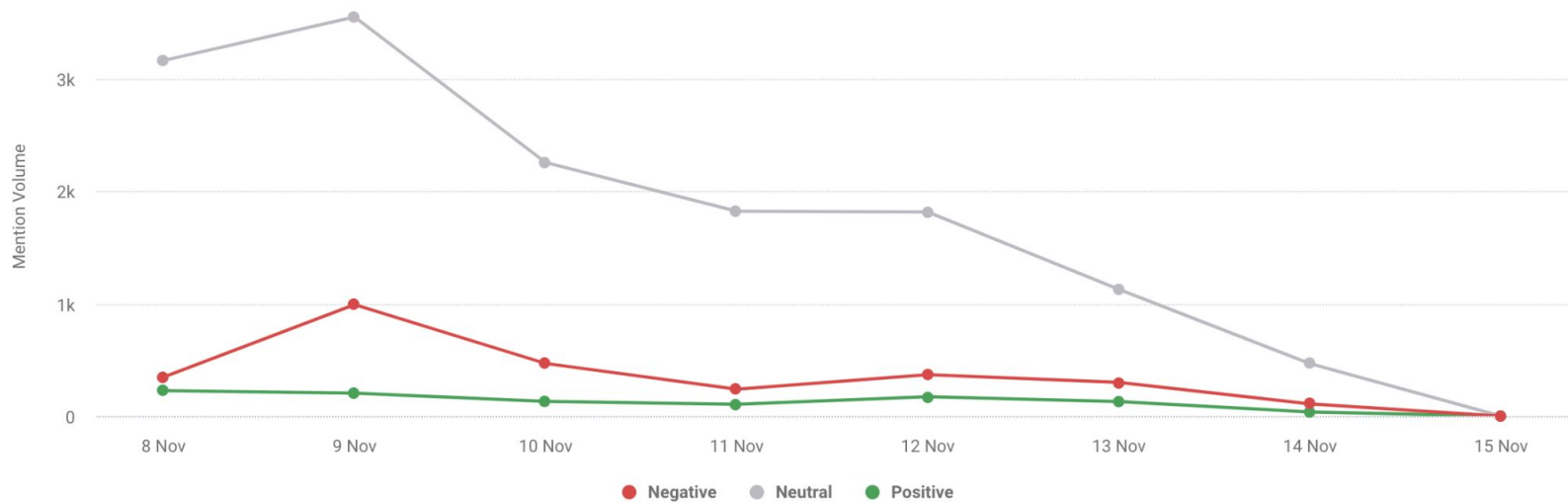
Negative

- 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 - @XJohanssonn
- 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!

