Social Media Analytics for Business (CIS 7029)

Assignment

1. 1.   
   As of an organization I’d like to select [Prime Group](https://www.primelands.lk/) real state giant,

issues they are facing are,

Because of they are not handling properly, we can see limited number of people engage with their SM channels.

“*The value that SM creates for users is limited, and this lack of knowledge could limit the value accessible through SM engagement.*”(Cartwright, Davies and Archer-Brown, 2021, p. 130)

Due to SM channels context and trends changing time to time, we can see they are not accepting it, and adopting this behavior. “*Brand image can be reinforced over time in various SM contexts, targeting B2B purchase decision-makers.*”(Tiwary *et al.*, 2021, p. 123)

By not identifying the correct age groups, SM context etc. it causes for incorrect measurements when it is branding through SM. because of they have limited resources and subject expertise. “*corporate branding through SM, firms can face barriers and measurement issues*,”(Tiwary *et al.*, 2021, p. 133)

challengers they are facing are,

No matter big or small industry, it must build SM correctly “*Despite larger organisations possessing a greater amount of resources, they faced similar challenges to those experienced by smaller organisations when implementing SM.*”(Cartwright, Davies and Archer-Brown, 2021, p. 124)

Setting up relevant SM Channel and Content highly challenging its need reach correct audience “*Organisations often face challenges in settling upon an SM channel that is most appropriate for them and in developing the correct content that will reach the desired audience*”(Cartwright, Davies and Archer-Brown, 2021, p. 127)

In briefly other important points, we can realize from this.

“*No specific channel strategy, Low quality of content that is not engaging, Lack of dialogue amongst existing relationship partners, Difficulty in choosing the correct platform for very specific audiences, difficultly to continuously generate thought leadership content Engaging broad audiences increases risk in negative comments, long period of time to develop beneficial content, Relationships usually very complex that require consistent nurturing*” (Cartwright, Davies and Archer-Brown, 2021, p. 126)

Moreover, when try to implement SM as strategic tool, co-creators facing hesitation of managing it (Cartwright, Davies and Archer-Brown, 2021, p. 129)

Ethical consideration wise “*being honest, and disclosing relationships such as who you work for in personal posts when endorsing products and services, and not writing fake reviews.”(Joseph W. Barnes, 2015, p. 13)*

In order to marketing via SM it’s not a good approach to use free giveaways, (Muzumdar, Grant-Kels and Farshchian, 2021, p. 1) specially in real state industry its totally depend on trust.

1. 2.

With the latest development with metaverse (Mystakidis, 2022), I can launch campaigns to design and develop to consumers to buy virtual land plots, virtual visits to fully completed condominium apartments and showcase the upcoming land and property development projects. “*The Metaverse is the post-reality universe, a perpetual and persistent multiuser environment merging physical reality with digital virtuality. It is based on the convergence of technologies that enable multisensory interactions with virtual environments, digital objects and people such as virtual reality (VR) and augmented reality (AR).*”(Mystakidis, 2022, p. 1)

With the emerge of CQA “*Community question answering (CQA) sites have emerged as platforms designed specifically for the exchange of questions and answers among communities of users.*” (Camacho, Luzón and Cambria, 2021, p. 319) its best to introduce platform specified bot assistance, which is not existing currently.

Letting consumers to decide what they want it another way of making it more engaging. “*One of the important ways in which social media differs from traditional media is that content is user-generated.”* (Vandenbosch, Fardouly and Tiggemann, 2022, p. 2) so, for that facilitating to consumers to design their own land plots, home decorations and interior designs using simple tools such as [AutoDraw](https://www.autodraw.com/)

Its oblivious more and more new SM platforms to popular in future (Vandenbosch, Fardouly and Tiggemann, 2022, p. 1), for an example like TikTok, so It will worthy to sharpening the SM team to work with new trends and new platforms to make this brand popular among youth.

With the introduction of SM platform’s integrated wallets approaches, like [facebook pay](https://pay.facebook.com/) and [TikTok shop](https://seller-sg.tiktok.com/) I’d like to introduce payment gateways to current brand from these platforms.

Facebook recently introduced Top Fan, Valued Commenter badges for Fan of Facebook pages. Such badges are already introduced for Facebook group fans, i.e Visual storyteller, Conversion starter. Likewise, I’ll introduce loyalty program and points-based system to make consumers more attach to the brand. When considering points, it will depend on their SM platform engagements too.

With the rise of IOT (Internet of Things) and WOT (Web of things) it’s ideal convince higher management go for introduce smart homes and housing schemes, then based on these we can implement a SM-IOT collaborative systems, that data ans system can use for disaster managements situations like fire, flood, earthquakes, and other community bonding situation. “*With the rapid evolution of web technologies, Web 3.0 aims to expand on current and emerging social media platforms such as Facebook, Twitter, and TikTok, and integrate emerging computing paradigms, including the Internet of Things (IoT), named social media 3.0. The combinations of these platforms in Web 3.0 promises consumers greater integration, interaction, and more seamless movement between physical spaces.*” (Salim, Turnbull and Moustafa, 2022)

Diagram

Description automatically generated

Fig. 1. The functional architecture of the SM-IoT platform (Dridi, Sassi and Faiz, 2017, p. 1423)

1. 1. 1.

Real Estate industry is another essential area need to improve along with the population growth. As for living standards getting improve this area need to improve parallelly. I’d like to select condominium apartments in urban areas as for the product. With the present market status, it’s been a challenge for a property developer to navigate this kind of product due to few other competitors. such as landed houses, housing schemes, hotels, office, and industrial buildings in these neighborhoods.

1. statistical analysis, data from different data sources

Financial data, competitive analysis, stats

2.

1. SM strategy, quantitative analysis, measure KPIs, likes per hour, minute, comments per hour,

Campaigns likes this, next post likes

2. based on data reach may high, possibility business higher, average min/max

3. where inspirations come from, reliable source, information diffusion,

Platform selected (fb, twitter, YT content)

4. directed/indirect graph – who respond, centrality, idempotent, between, cluster coefficient, closeness methods method , influence analysis packages based on data new implementation

3. try to find real data if can’t go with hypothetical data

1.

2.

3.

4. User Guide, Installation Guide

1.

2.

1.

2.

3.

4.

5. 1000 X 2, event driven and collaborative filtering, information diffusion analysis, community detection easy, paragraph with reference, review article, details understanding

1.

2.

Abbreviations

SM – social media

References

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