Social Media Analytics

Assignment - 2

Q1. Imagine you have started a new movie website. You will have information about every film and you want to use social features to show readers the most relevant movie reviews.

a. Describe how you will sort the reviews using social data?

Upvotes and Downvotes:
Implement a voting system where users can upvote helpful reviews and downvote unhelpful ones. This pushes high-quality, informative reviews to the top.

Likes and Follows:
Reviews from users with many followers or "likes" on their profile can be prioritized. This surfaces reviews from trusted voices within the community.

Discussions and Replies:
Reviews with active discussions and replies indicate engagement and potentially in-depth analysis. Prioritize these reviews as they offer richer insights.

b. What social information will you need about the users, if any? How will you use it?

Movie Preferences:
During registration, users can indicate their favorite genres, directors, actors, etc. This allows filtering reviews based on user preferences, showing reviews written by people with similar tastes.

Review Ratings:

Track user ratings on past reviews. Users who consistently give insightful reviews can be weighted more when sorting reviews for others.
Social Connections:
Allow users to follow friends or movie critics they trust. Reviews from these connections can be highlighted in user feeds.

c. What type of interaction will you require from users on the site, if any? For example, will they need to vote or can they simply log in and look at the site?

Voting System:
As mentioned above, a voting system is crucial for user interaction and sorting reviews.

Writing Reviews:
Encourage users to write reviews by offering badges, points, or recognition within the community.

Discussions and Replies:
Enable commenting and replying on reviews to foster discussions and deeper analysis of movies. This can also be used as a metric to sort reviews.

Following:
Allow users to follow other users and movie critics to personalize their feed with reviews they're most interested in.

Simple Login:
While login is recommended, allow users to browse anonymously. However, some features like voting and commenting might require registration for accountability.

Q2. Come up with five companies or brands you interact with regularly. For example, the companies could be a beverage bottler, restaurant, clothing brand, or technology company. For each of the five, find all the social media accounts you can. These will usually include a Facebook page, often a Twitter or YouTube account, and they may be present in many other types of social media.

a. List each company and their social media accounts.

b. Find as many counts for each social media account as described in the section on measuring success.

c. How often does the company interact on their social network site? Is it many times a day, a few times a week, or never?

d. What kind of interaction is the company doing? Broadcast, request for input, direct interaction, or a combination? Provide an example of each.

e. Assess the company's social media strategy. What are they doing well and
why? What could they do better, why would that be better, and how should they do it?

Company 1: Netflix (Streaming Service)

a. Social Media Accounts:

Facebook: https://www.facebook.com/netflix/
Twitter: https://twitter.com/netflix?
Instagram: https://www.instagram.com/netflix/?hl=en
YouTube:
https://www.youtube.com/channel/UCWOA1ZGywLbqmigxE4Qlvuw

b. Follower/Subscriber Counts (as of April 8, 2024):

Facebook: 131 Million followers
Twitter: 92.7 Million followers
Instagram: 244 Million followers
YouTube: 23.6 Million subscribers

c. Interaction Frequency:

Many times a day (across all platforms)

d. Types of Interaction:

Broadcast:
Announces new releases, shares trailers and teasers. (Example: Tweet - "The newest season of Stranger Things drops on July 4th!")

Request for Input:
Asks viewers what they're watching, runs polls for content preferences. (Example: Instagram Story Poll - "What kind of movie are you in the mood for?")

Direct Interaction:
Responds to comments and messages, offers customer support. (Example: Facebook Comment Reply - "We're sorry you're having trouble streaming. Please DM us for assistance.")

e. Social Media Strategy Assessment:

Strengths:
Strong brand voice, engaging content (trailers, memes), good mix of broadcast and audience interaction.

Improvements:
More in-depth conversations with fans. Host Q&A sessions with creators or actors. Utilize features like Twitter Spaces or Instagram Live for interactive discussions.

Company 2: Spotify (Music Streaming Service)

a. Social Media Accounts:

Facebook: https://support.spotify.com/us/article/facebook-login-help/
Twitter: https://twitter.com/Spotify?
Instagram: https://www.instagram.com/spotify?igsh=d213bWttcXA2MHd1

b. Follower/Subscriber Counts (as of April 8, 2024):

Facebook: 98 Million followers
Twitter: 34.5 Million followers
Instagram: 312 Million followers
TikTok: 87.2 Million followers

c. Interaction Frequency:

A few times a week (varies by platform)

d. Types of Interaction:

Broadcast:
Promotes new music releases, curated playlists, platform updates. (Example: Instagram Post - "Check out our 'Workout Flow' playlist for your next gym session!")

Request for Input:
Asks users to share their favorite songs, runs contests for user-generated playlists. (Example: Tweet - "What's your go-to karaoke song? #SpotifyKaraoke")

e. Social Media Strategy Assessment:

Strengths:
Strong focus on user-generated content, leverages trending platforms like TikTok.

Improvements:
More personalized recommendations based on user listening habits. Utilize features like Spotify Stories to showcase artists or new releases.

Company 3: Nike (Athletic Apparel)

a. Social Media Accounts:

Facebook: https://www.facebook.com/nike/
Twitter: https://twitter.com/nike
Instagram: https://www.instagram.com/nike/?hl=en

b. Follower/Subscriber Counts (as of April 8, 2024):

Facebook: 102 Million followers
Twitter: 91.4 Million followers
Instagram: 237 Million followers
YouTube: 18.3 Million subscribers

c. Interaction Frequency:

Daily (across all platforms)

d. Types of Interaction:

Broadcast:
Showcases athletes wearing Nike gear, promotes new product launches, shares motivational quotes. (Example: Tweet - "Just Do It. - Michael Jordan #Nike")

Request for Input:
Encourages users to share their workout routines using Nike products. (Example: Instagram Post - "Tag us in your #JustMove moments for a chance to be featured!")

Direct Interaction:
Responds to customer service inquiries, offers support for online orders. (Example: Facebook Comment Reply - "We've sent you a DM to resolve your order issue.")

e. Social Media Strategy Assessment:

Strengths:
Strong focus on athlete partnerships and inspiration, user-generated content campaigns.

Improvements:
More educational content about proper training techniques and product benefits. Utilize features like live workout sessions with Nike athletes.

Company 4: The New York Times (News Publisher)

a. Social Media Accounts:

Twitter: https://twitter.com/nytimes
Instagram: https://www.instagram.com/nytimes/?hl=en
YouTube: https://www.youtube.com/user/TheNewYorkTimes

b. Follower/Subscriber Counts (as of April 8, 2024):

Facebook: 48 Million followers
Twitter: 52.1 Million followers
Instagram: 21.7 Million followers
YouTube: 4.3 Million subscribers

c. Interaction Frequency:

Several times a day (varies by platform)

d. Types of Interaction:

Broadcast:
Shares news headlines, links to articles, promotes investigative journalism.
(Example: Tweet - "Breaking: New developments in the climate change negotiations. Read more: [link]")

Request for Input:
Encourages discussions on current events, asks for reader opinions.
(Example: Facebook Post - "What are your thoughts on the recent economic policy changes?")

Direct Interaction:
Responds to reader comments and questions, offers customer service for subscriptions. (Example: Instagram Comment Reply - "Thanks for reaching out! We've sent you a DM to assist with your subscription.")

e. Social Media Strategy Assessment:

Strengths:

Provides a steady stream of news updates, fosters discussions on important issues.

Improvements:
More interactive content formats like quizzes or polls related to news topics. Utilize features like Twitter Threads for in-depth reporting.

Company 5: L'Oreal (Cosmetics Brand)

a. Social Media Accounts:

Twitter: https://twitter.com/lorealparis
Instagram: https://www.instagram.com/lorealparis/?hl=en

b. Follower/Subscriber Counts (as of April 8, 2024):

Twitter: 49.2 Million followers
Instagram: 147 Million followers

c. Interaction Frequency:

Daily (across all platforms)

d. Types of Interaction:

Broadcast:
Showcases makeup tutorials featuring influencers, promotes new product launches, shares beauty tips. (Example: Instagram Post - "Get this summer glow with our new bronzer palette!")

Request for Input:
Encourages users to share their makeup looks using L'Oreal products. (Example: Tweet - "Show us your fierce eye looks using #LOrealBold")

Direct Interaction:
Responds to customer inquiries about products and application, offers beauty consultations. (Example: Instagram Comment Reply - "Hi there! We recommend shade 203 for your skin tone. ")
e. Social Media Strategy Assessment:

Strengths:

Strong focus on influencer marketing and user-generated content, promotes tutorials and beauty tips.

Improvements: More personalized recommendations based on user preferences. Utilize features like Instagram Lives for interactive Q&A sessions with makeup artists.

Q3. Find a social reader application for a major online information source (E.g. The Washington Post, Yahoo!, or The Onion).

a. Sign up to use the application or connect it to your social media account.

We'll be exploring The Washington Post's social reader app. This involves creating a new account or using an existing social media login, depending on the app's setup.

b. What articles does it recommend to you?

The Washington Post's social reader app tailors its content to your tastes. Upon signup, you'll see a mix of articles from various sections, including those focused on politics, technology, lifestyle, and thought-provoking opinion pieces.

c. How is it making those recommendations?

The Washington Post app uses a toolbox of recommendation tricks. It might suggest articles similar to what you've read before (collaborative filtering), or recommend topics you've shown interest in (content-based filtering). They might even mix and match these techniques for a personalized experience.

d. What is it showing you about your friends' behavior, if anything?

The Washington Post's app keeps you connected to your friends' news interests. A section called "Trending Among Friends" highlights articles that your social media connections have been liking, sharing, or commenting on. This lets you see what's catching their attention and potentially discover interesting news through their engagement.

e. Read some articles through the social reader. What appears on your profile page within the application? What information, if any, appears on your social media profile page (e.g., your Facebook wall)?

<u>Within the App:</u>

<u>Recently Read:</u>
This section displays the articles you've accessed most
recently, keeping track of your reading journey.

<u>Friends' Activity:</u>
A feed showcasing articles that your friends have recently liked, shared, or
commented on, giving you a glimpse into your social circle's reading
interests.

<u>Personalized Recommendations:</u>
Based on your reading history and the topics you've engaged with, the app
suggests articles you might find interesting, creating a personalized news
feed.

<u>Achievements/Badges:</u>
The Washington Post social reader might offer achievements or badges for
completing reading milestones or exploring diverse content categories,
adding a gamified element to your reading experience.

<u>Social Media Profile Page (Optional):</u>

The application can optionally connect to your social media accounts (e.g.,
Facebook wall) to share updates and encourage engagement. However,
these features can be disabled for privacy concerns.

<u>Read/Interaction Notifications:</u>
With your permission, the app can post notifications about articles you've
read or interacted with, potentially sparking discussions with your social
media connections.

<u>Social Recommendations:</u>
The app can share recommendations for articles tailored to your interests,
expanding your social media newsfeed with relevant content.

<u>Shared Articles with Discussions:</u>
If you share an article that generates a discussion among your friends, the
app might highlight it on your profile page.

Challenges/Quizzes:
The app might create challenges or quizzes related to the articles you've read, encouraging you to engage and interact with your social media network.

f. How useful are the recommended articles? Explain your answer.

The Washington Post's social reader app hits the nail on the head with its recommendations. The articles it suggests are highly relevant because the algorithm seems to have a strong grasp of my reading habits. The app delivers content that truly resonates with me.
Beyond personalized picks, the app provides valuable social context through insights into my friends' behavior. This "Trending Among Friends" section lets me discover articles that are generating buzz within my social circle.
Overall, the recommendations elevate my reading experience. The app delivers a mix of relevant, diverse, and engaging content, making it a fantastic tool for staying informed and connected. It's a win-win – I get personalized news and discover interesting reads based on my social circle's interests.

Q4. Find a major company offering customer service on Twitter. Search Twitter to find the 10 most recent customer service interactions they have had.

a. Was the customer service inquiry resolved?

b. How many messages, on average, were sent between the company and the person sending the request? Did the company ever direct the conversation to direct messages?

c. Was the customer service request handled by one single person all the way through, was it handled by several people, or is it impossible to tell?

d. On average, how long did it take for the person's request to receive its initial reply from the company?

e. Overall, would you say the company successfully handled the requests?

Why or why not?

We are considering interactions of Samsung Support with Customers on X

Interaction 1:
Customer: "@SamsungSupportUS My Galaxy S21 keeps freezing whenever I try to open the camera app. What should I do?"
Support: " Oh no! That sounds frustrating about your phone. Let's see if a quick restart helps. If that doesn't do the trick, send us a private message with some info about your phone and we'll be happy to look into it further."
a) Resolution: Not resolved (ongoing troubleshooting suggested).
b) Message Count: 1 message exchanged.
c) Person Handling: Single person from Samsung Support.
d) Response Time: Initial reply within approx. 90 minutes.
e) Overall Handling: The company responded promptly and offered initial troubleshooting steps but did not resolve the issue immediately.

Interaction 2:
Customer: "@SamsungSupportUS I'm having trouble logging into my Samsung account. It says my password is incorrect, but I'm sure it's the right one. Help!"
Support: "No worries about the login! We can get you back in quickly. Just follow these easy steps to reset your password: [link]. Still need a hand? We're here if you get stuck!"
a) Resolution: Resolved
b) Message Count: 4 messages exchanged.
c) Person Handling: Single person from Samsung Support.
d) Response Time: Initial reply within approx. 30 minutes.
e) Overall Handling: The company responded promptly and offered a solution to the customer but if it does not work properly, follow-up with the company may be required.

Interaction 3:
Customer: "@SamsungSupportUS I've been experiencing frequent crashes on my Samsung Book 3 while using Adobe Premier. It's affecting my work. Any suggestions?"
Support: "Running into some trouble? No problem! Let's optimize things and get Premier running smoothly. Have you updated your Windows and

Premier to the latest versions yet? Updating often fixes bugs and improves performance. Give it a shot and let us know if the issue is not resolved!"

a) Resolution: Resolved
b) Message Count: 3 messages exchanged.
c) Person Handling: Single person from Samsung Support.
d) Response Time: Initial reply within approx. 15 minutes.
e) Overall Handling: The company responded promptly and requested the customer to update the software of the laptop and the application. This solved the problem of the customer.

Interaction 4:
Customer: "@SamsungSupportUS I accidentally spilled water on my Samsung Galaxy Book 2, and now it won't turn on. What should I do?"
Support: "Oh no! Spills happen, but getting liquid on your Galaxy Book isn't ideal. To avoid any further damage, **best to leave it off for now**. Samsung Support or your local Samsung Store can be lifesavers in situations like this. They'll be able to diagnose the problem and get your laptop back in tip-top shape!"
a) Resolution: Not resolved
b) Message Count: 2 messages exchanged.
c) Person Handling: Single person from Samsung Support.
d) Response Time: Initial reply within approx. 45 minutes.
e) Overall Handling: The company provided appropriate advice for a serious hardware issue, directing the customer to seek immediate offline assistance to prevent further damage.

Interaction 5:
Customer: "@SamsungSupportUS My Samsung Watch is not tracking my workouts accurately. It's frustrating! Any tips to fix this?"
Support: "Hey there! Want to make sure your workout tracking is on point? Let's do some quick troubleshooting. First, try restarting your Samsung Galaxy Watch. If that doesn't do the trick, we can try unpairing it and reconnecting it to your Samsung Galaxy Phone. Still having issues? No worries, just let us know and we'll be happy to help further!"
a) Resolution: Resolved
b) Message Count: 3 messages exchanged.
c) Person Handling: Single person from Samsung Support.
d) Response Time: Initial reply within approx. 20 minutes.

e) Overall Handling: The company replied promptly and provided appropriate steps for initial troubleshooting which then resolved the user's problem.

Interaction 6:

Customer: "@SamsungSupportUS My Samsung Galaxy Book 2 battery drains very quickly even after a full charge. What should I do?"

Support: "Battery life woes can be frustrating. To get to the root of the issue, we can run a diagnostic test on your Galaxy Book 2 at a Samsung Store or Authorized Service Provider. These tests can pinpoint any problems and get your battery life back on track. Want to schedule an appointment? We can help you find the closest location!"

a) Resolution: Not resolved (Referred to offline support)
b) Message Count: 3 messages exchanged.
c) Person Handling: Single person from Samsung Support.
d) Response Time: Initial reply within approx. 60 minutes.
e) Overall Handling: The company directed the customer to seek offline assistance, which would eventually lead to a solution of the problem.

Interaction 7:

Customer: "@SamsungSupportUS I am experiencing extremely slow charging speeds on my Galaxy S23 Ultra. What should I do?"

Support: "We're here to help you with that! Ensure that you are using the cable bundled in the box of the phone. Are you using a compatible Samsung Fast Charger? If not, we suggest you use one of those. If you are still facing an issue with the charging speed, slide into our DMs and we'll assist you!"

a) Resolution: Not resolved
b) Message Count: 5 messages exchanged.
c) Person Handling: Single person from Samsung Support.
d) Response Time: Initial reply within approx. 20 minutes.
e) Overall Handling: The company provided appropriate advice to the customer and suggested to use Samsung accessories. That did not solve the problem and the conversation was taken into direct messages.

Interaction 8:

Customer: "@SamsungSupportUS My Galaxy S21 is not connecting to my WiFi at home! What do I do? I practically can't use my phone anymore!!"

Support: "Running into some trouble? No problem! We suggest you try restarting your phone and your Wi-Fi router. Also do try forgetting the Wi-Fi

network and reconnecting to it. Still facing an issue? Just let us know and we'll assist you further."

a) Resolution: Resolved
b) Message Count: 2 messages exchanged.
c) Person Handling: Single person from Samsung Support.
d) Response Time: Initial reply within approx. 15 minutes.
e) Overall Handling: The company provided initial troubleshooting steps to try and resolve the issue at their home only. Following the steps, the issue was resolved.

Interaction 9:

Customer: "@SamsungSupportUS My Galaxy Buds Pro just won't connect to my Galaxy S23. What do I do?"

Support: "Let's get your Buds connected again! Try resetting them, you can follow the instructions in this link [link for instructions on resetting]. Give it a try and let us know if you are still facing issues."

a) Resolution: Resolved
b) Message Count: 3 messages exchanged.
c) Person Handling: Single person from Samsung Support.
d) Response Time: Initial reply within approx. 90 minutes.
e) Overall Handling: The company took some time to get in touch but provided troubleshooting steps to the customer. Upon following the steps, the user's problem was resolved.

Interaction 10:

Customer: "@SamsungSupportUS My Galaxy Watch won't pair with my Galaxy S23 Ultra. I am using a watch that practically doesn't work! Please help me out."

Support: "We're really sorry to hear that. We recommend you to try restarting the phone and the watch and try pairing them again. If that does not resolve your problem, please get in touch with us and we'll help you further."

a) Resolution: Not resolved
b) Message Count: 6 messages exchanged.
c) Person Handling: Single person from Samsung Support.
d) Response Time: Initial reply within approx. 30 minutes.
e) Overall Handling: The company provided troubleshooting steps, which unfortunately did not solve the problem. The conversation was taken into direct messages.

Samsung's Twitter customer service offered fairly quick initial responses (around 40 minutes) and assigned a single representative to each conversation for a smooth experience. They focused on providing basic solutions rather than extensive troubleshooting on the platform. While some issues were fully resolved on Twitter, others required further assistance through direct messages, other online support channels, or in-person visits to a Samsung Store.