

Assignment 1

I. Problem Statement:

Study various :

1. Social Media platforms Any Four
2. Social Media analytics tools Any Three (Facebook insights, google analytics net lytic etc)
3. Social Media Analytics techniques and engagement metrics (page level, post level, member level)
4. Applications of Social media analytics for business.
 - e.g. Google Analytics <https://marketingplatform.google.com/about/analytics/>
 - <https://netlytic.org/>

II. Theory

A) Social Media Platforms(Any 4)

1. Clubhouse :

1.1 Introduction:

- **Clubhouse is a social audio app** — think of it as a call-in radio show for the 21st century. Users enter “Rooms,” where they can listen to (and participate in) conversations about specific topics.
- When it was first released on iOS in March 2020, Clubhouse generated a ton of buzz, partly because of its exclusivity: you had to be “nominated” (aka invited) to join. At one point, users were even selling invites on eBay, and its valuation spiked from \$100 million in May 2020 to 4 billion USD in April 2021.
- The Clubhouse frenzy drove other social media apps to develop their own versions of Clubhouse, resulting in Twitter Spaces, Facebook Live Audio Rooms, Spotify Greenroom, and Amazon’s forthcoming Project Mic.
- Clubhouse is secretive about numbers, but interest has definitely cooled over the last year. It looks like downloads hit an all-time high in February 2021 and dropped sharply from there.
- There’s still room for growth, though. Clubhouse has become a popular venue for discussing global and political topics. For example, a room for discussion on the situation in Ukraine reached one million users in mid-April.

- The app is still drawing big names, too. In April 2022, former InStyle magazine editor Laura Brown announced a new Club (more on those later) featuring weekly interviews with celebrities like Elle Fanning, Sophie Turner, and Rebel Wilson.
- The main things that distinguish Clubhouse from other social media sites, like Facebook, Twitter, Instagram and more, is the audio-based format. On their website, the company explained that the audio-only, camera-free environment is a "very special medium."

1.2 Features:



- Clubhouse Payments
- Activity Feed
- Link/URL shared on your profile
- Language Filters
- Sending invitations features for clubs
- Invitations sent for phone numbers
- Reporting feature for interrupters
- Create a club
- Quality Audio
- Share URLs in a room
- Search people in a room
- Hiding a room
- Hand raising options
- Topic Directory
- Add your interests feature
- Club search
- Moderation Options
- Topics
- Music Mode
- Name Change
- Send Invitations feature for regular users
- Integrate Social Media Accounts
- Add to calendar
- People Available to chat

1.3 Summary:

- Clubhouse, the popular audio app, which became immensely popular during Covid times, laid off employees.
- During the Covid times, people turned to technology to connect with their friends and relatives as physical meetings were banned.
- The buzz around the app led to the emergence of similar features from other companies, such as Twitter Spaces, Facebook Live Audio Rooms, and Spotify Live.

2. **BeReal** :

2.1 Introduction:

- BeReal is a social media app that might just bring back a little bit of authenticity to our social media posts. No filters, followers, or preparation are allowed on the app. It's all about in-the-moment photos and being "real".
- App users receive a daily notification at a random time of the day that says " Time to BeReal". As soon as you get the notification, you have two minutes to take a selfie and a back camera photo of what you are doing at that very moment.
- If you choose to wait to post a picture later in the day when you look better or are doing something fun, all your friends will be able to see that you waited and aren't being real.
- BeReal was initially released in January 2020, but the app didn't skyrocket until 2022, accumulating over 56 million downloads during the year, according to The Washington Post.
- Out of its global audience, the app is the most popular in the United States. In July 2022, BeReal hit the number one spot on the Apple App Store in the US.
- In January 2024, nearly two years later, BeReal ranks number 21 in the App Store in the social networking category, right behind Skype. BeReal was also reported to have 23 million daily active users as of January 2024.
- If done correctly, the images are an authentic representation of a person's day-to-day life. At best, it's social media but without the airbrushed, fictional curated edge.
- On BeReal, you can only post photos with the two-box, front and back camera format when you are prompted. There is no option to post additional content, such as other photos, because that would take away from the "in the moment" aspect of the app.

2.2 Features:

- RealMojis
- Memories
- Dual Camera Mode
- Zero Followers
- Random Notification
- Discovery

2.3 Summary:

- BeReal is now the new favorite spot-on social media for Gen – Z. the present young crowd prefer more natural and authentic apps than other social media platforms consumed by influencers and manipulated content. In addition, most social media platforms focus on advertisements and commercial gains. As a result, consumers have become wary of seeing products and ads all the time. BeReal comes to the rescue.

- BeReal does not allow advertisements and commercial usage of the app. In addition, it encourages only posts without filters and has a zero-followers feature. Also, BeReal focuses on what we are behind the selfies and beyond the filters.

3. **Twitch :**

3.1 Introduction:

- Twitch is a live streaming platform that primarily focuses on video game streaming but also has streams for other topics such as art, talk shows, and music. It was founded in 2011 and acquired by Amazon in 2014.
- Twitch is one of the most popular streaming platforms, and has millions of active users who watch and interact with streamers in real-time.
- Twitch streamers can earn money through advertising revenue, donations, and sponsorships.
- Twitch also offers a feature called "Twitch Prime" which is a premium membership that offers free games and in-game content, as well as a free monthly subscription to one channel on the platform for Amazon Prime members.

3.2 Features:

Software Options

- Hosted Platform
- Social Media Stream
- Multi-Platform Streaming
- Embeddable

Audience Tools

- Live Rewind
- Live Chat
- Pause

Streamer Tools

- Highlight Clips
- Video Archive
- Analytics
- Monetization Options

3.3 Summary:

- Twitch is a live streaming platform for gamers. Non-gamers may not see the appeal of watching other people play video games, but with 15 million users everyday Twitch is hugely popular.
- The primary focus on Twitch is video games. Users can watch other people playing games, interact with other viewers, or live stream their own gameplay to the world. Lots of different games are streamed, with popular titles such as Fortnite, Teamfight Tactics, League of Legends, and Grand Theft Auto V being among the most watched.
- Streamers also have the potential to earn money through subscriptions and Twitch partnerships. The platform's biggest star 'Ninja' has more than 11 million followers, and reportedly earns over \$500,000 per month.

4. Wattpad :

4.1 Introduction:

- Wattpad is a social media service where writers and readers can share stories, comment on stories, add profile comments and send and receive private messages to one another.
- Every user registered on Wattpad has a profile where they can share the stories they like, as well as photos and information about themselves.
- Wattpad highlights stories to potential readers and the site offers writing resources, awards and the opportunity to connect with publishers and screen producers. The service contains advertising.

4.2 Features:

- Broadcast Messaging
- Quote Art
- Voting
- Curated Recommendations
- Offline Reading

- Mobile Writing
- Writer Analytics
- Wattpad Futures

4.3 Summary:

User Base:

- Over 90 million monthly users.
- Predominantly younger women.

Content Statistics:

- 665+ million total story uploads.

Adaptations:

- Stories transformed into mainstream novels, TV series, and movies.
- Examples include "After" and "The Kissing Booth" series.

Wattpad Books:

- Launched in January 2019.
- A publishing division to facilitate authors.

Naver Corporation Acquisition:

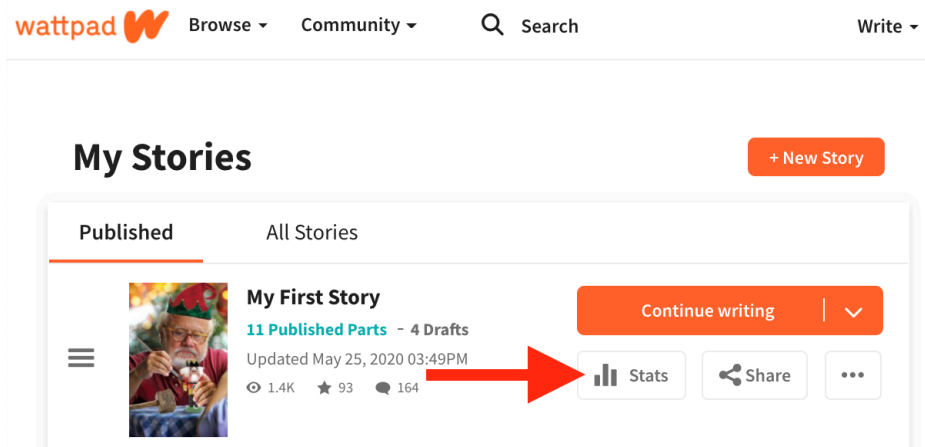
- Announced in January 2021.
- Completed in May 2021.
- A South Korean tech company acquired Wattpad.

B) Social Media Analytics Tools(Any 3)

1. Wattpad(Story Statistics):

- **Story Statistics** is a feature built to help you analyze your story's performance. This resource will help you gain a better understanding of the Engaged Readers metric on Wattpad.
- **Total Reads** are the total number of times your story parts have been viewed or read to any extent since they were published (all-time). As an example, if a single reader views or reads 10 parts of your story, this will count as 10 Total Reads. If a reader reads or views Part 1 of your story 4 times in multiple sessions, this will count as 4 Total Reads. Reads are thus the broadest measure of interest in your story and accumulate since the day you publish your first story part.
- **Unique Readers** are the number of unique daily viewers or readers of your story, with each individual reader being counted once.

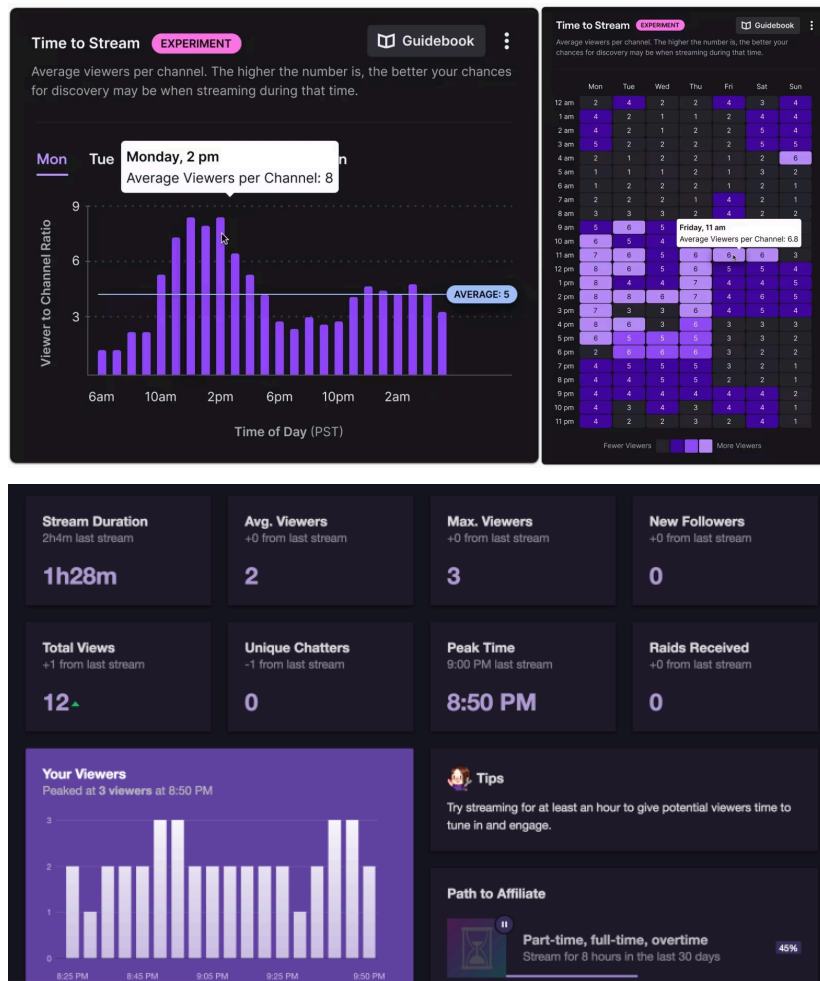
- Engaged Readers goes one level deeper than Unique Readers, by narrowing in on unique readers with 5+ minutes of time spent reading your story in the last 365 days. Of your total story viewers during the same period, these readers were most interested in exploring your content. This is a more recent measure of the depth of interest in your story (compared to Reads) and speaks to how well your writing is keeping readers hooked on your story.
- These metrics will reset roughly every 24 hours.
- Engaged Readers are an indication of the recency and depth of readership on your story. This metric shows unique readers with 5+ minutes of time spent reading your story in the last 365 days. This is important for keeping a pulse on whether unique readers with a deeper interest in your content are decreasing, sustained, or growing in a recent time period.



2. **Twitch(Twitch Analytics):**

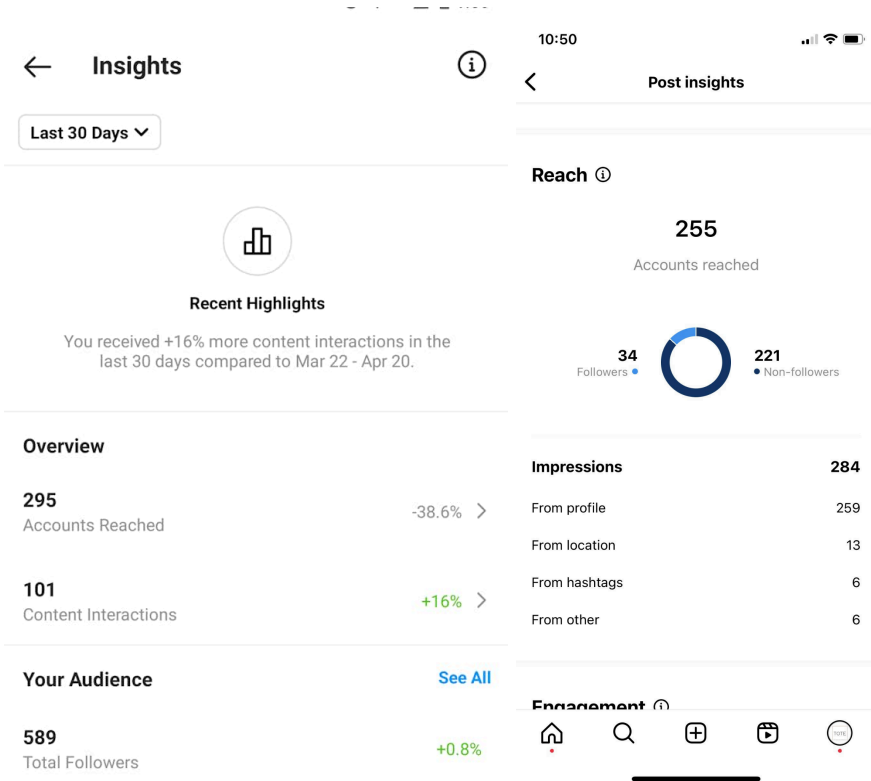
- **Overall analytics:** This includes an overview of all your analytics. Achievements and stream summaries are also stored in this tab of your creator dashboard.
- **Viewer analytics:** This includes Discovery data on how your viewers found your stream and from what platforms, etc. Also included are your Engagement Analytics that detail what Categories and Channels your viewers are watching on Twitch when they're not watching your stream. Last but not least, Emote Analytics tracks the usage of your emotes across Twitch to help you understand their value to your community.
- **Revenue analytics:** This includes your Earnings Analytics, where you can see how much you earn on Twitch from revenue sources including but not limited to, Subs: paid, prime, and gifted. Ads, Cheering, and others. You can also view your payout history to compare your annual earnings.
- **Average Viewers / Average Concurrent Viewership:**
 - This metric represents the average number of viewers who are actively watching your stream at any given time during a specific period. It's a crucial indicator of your channel's overall engagement.
- **Live Views:**
 - Total unique views from live content. This indicates how many individual users have tuned in to watch your live streams.
- **New Followers:**
 - Total number of new followers gained during a specified period. Followers are users who choose to receive notifications and updates when you go live.
- **Subscriptions (Revenue and Breakdown):**
 - Indicates the number of subscribers and the associated revenue. Subscription breakdown may include details on different subscription tiers and the revenue split for each tier.
- **Revenue Breakdown:**
 - A detailed breakdown of your total revenue from various sources, including paid and gifted subscriptions, Prime subs, ads, bits, game sales, extensions, bounties, or other bits interactions.
- **Stream Video Producer:**
 - An embedded list of past streams with details such as thumbnail, title, dates, and times.
- **Views Breakdown:**
 - Provides a detailed breakdown of the origin of total views, including your own followers, Twitch directories and recommendations, other channels on Twitch, and external traffic.
- **Channels in Common:**
 - Identifies the five channels that have the highest percentage of viewers in common with your channel.

- **Viewer-Preferred Categories:**
 - Highlights the top five categories that viewers spent the most time watching when they were not watching your channel.
- **Top Clips:**
 - Showcases the highest-viewed clips from your channel.
- **Go-Live Notification Performance:**
 - Offers insights into the performance of custom go-live notifications, including how many followers clicked on the notification and the total number of followers who have enabled notifications for your channel.
- **Tags Performance:**
 - Indicates the percentage of tag traffic responsible for viewers finding and viewing your channel, including tags of channels that may have hosted you.



3. **Instagram(Instagram Insights):**

- Recent highlights: This section announces any notable increases in account performance in your selected preset or custom timeframe within the past 90 days.
- Overview: This section showcases the number of accounts reached, accounts engaged, total followers and approximate earnings (if applicable) for your selected preset or custom timeframe within the past 90 days. Aggregated demographic data is based on a number of factors, including information users provide in their Facebook and Instagram profiles. You can tap on each of these metrics for a more detailed breakdown.
- Accounts reached: Number of unique accounts that have seen your content on screen at least once and demographic information on the accounts you've reached, including top countries, top cities, top age ranges and gender breakdown. To view audience demographics, use preset timeframes and reach over 100 accounts.
- Accounts engaged: Number of unique accounts that have interacted with your content and demographic information on the accounts you've engaged, including top countries, top cities, top age ranges and gender breakdown.
- Total followers: View trends across your followers when you have at least 100 followers. These insights include:
 - Growth (number of followers you've gained or lost)
 - Top locations of your followers
 - Age range
- Content you shared: The content you've posted and boosted across feed, stories and video for your selected preset or custom timeframe within the past 90 days. If you want to see all the posts, Stories, videos, reels and Live videos on your account, you can tap under each content type to go to the media library. Here, you can view and filter all your content by media type, reach, interactions and time frame.
- Content interactions: Actions people take when they engage with your content, such as likes, comments, saves, shares and replies.
- Ad: This section provides more information on your post if it's been boosted.
- Plays: Number of plays, which are counted when a video starts to play automatically or because someone clicked to play the video. In some cases, such as when people see your reel on the web browser of their mobile device, your video may not play automatically.



C) Social Media Analytics Techniques and Engagement Metrics

- **Social Media Analytics Techniques:**

1. **Define Objectives and Key Performance Indicators (KPIs):**

- a. Explanation: Setting clear objectives helps to align social media efforts with business goals. KPIs are specific metrics used to measure the success of those objectives.
- b. Example: If a company's objective is to enhance brand awareness, a corresponding KPI could be a 20% increase in social media reach within the next quarter.

2. **Use Analytics Tools:**

- a. Explanation: Native analytics tools provided by social media platforms offer insights into performance metrics, audience demographics, and content effectiveness.
- b. Example: Facebook Insights can reveal the reach, engagement, and demographic details of a post, helping marketers understand which content resonates most with their audience.

3. **Third-Party Analytics Tools:**

- a. Explanation: External analytics tools provide a more comprehensive view of social media performance across multiple platforms.
- b. Example: Google Analytics can track website traffic from various social media channels, showing the number of sessions, average session duration, and conversion rates.

4. **Sentiment Analysis:**

- a. Explanation: Sentiment analysis tools assess the tone of social media mentions, helping businesses understand how their brand is perceived.
- b. Example: Using Brandwatch to analyze Twitter mentions and determine whether discussions about a product are generally positive, negative, or neutral.

5. **Competitor Analysis:**

- a. Explanation: Analyzing competitors' social media strategies provides insights into successful tactics and content types.
- b. Example: Studying a competitor's Instagram account to identify the frequency of posts, types of visuals used, and engagement levels for each post.

6. **Audience Segmentation:**

- a. Explanation: Dividing the audience into segments based on demographics or behavior allows for targeted content creation.
- b. Example: Segmenting Twitter followers based on location to deliver region-specific content or promotions.

7. **Hashtag Analysis:**

- a. Explanation: Tracking the performance of hashtags helps assess their reach and effectiveness in promoting specific campaigns or themes.

- b. Example: Monitoring the usage and engagement of a branded hashtag on Instagram to measure its impact on user-generated content.

8. **Content Performance Analysis:**

- a. Explanation: Evaluating the success of different content types helps in optimizing future content creation.
- b. Example: Comparing the engagement metrics of image posts and video posts on a YouTube channel to identify the preferred content format.

9. **Conversion Tracking:**

- a. Explanation: Tracking conversions from social media links to the website helps measure the impact on business goals.
- b. Example: Using UTM parameters in links shared on social media to track the number of sign-ups or purchases resulting from those specific links.

10. **Benchmarking:**

- a. Explanation: Benchmarking involves comparing your social media performance against industry averages or competitors.
- b. Example: Comparing the engagement rate of a Twitter account to industry benchmarks to understand how well it performs relative to similar accounts.

11. **Time-of-Day and Frequency Analysis:**

- a. Explanation: Analyzing when the audience is most active helps optimize posting times for better engagement.
- b. Example: Using Twitter Analytics to identify peak hours of audience activity and scheduling tweets during those times.

12. **A/B Testing:**

- a. Explanation: A/B testing involves comparing two versions of content to determine which performs better.
- b. Example: Running A/B tests on different ad copies within a Facebook Ads campaign to identify the most effective messaging.

13. **Network Analysis:**

- a. Explanation: Analyzing how content is shared across the network helps understand its impact and reach.
- b. Example: Tracking the number of retweets and mentions for a tweet to measure its influence and potential virality.

14. **Emerging Trends and Virality Analysis:**

- a. Explanation: Staying aware of emerging trends helps in creating timely and relevant content.
- b. Example: Creating content related to a trending hashtag on Twitter to capitalize on the current conversations and increase visibility.

- **Social Media Analytics Engagement Metrics:**

- 1. Likes/Reactions:**

- a. Explanation: Indicates the number of users who appreciated or positively reacted to your content.
- b. Example: A Facebook post receiving 200 likes.

- 2. Comments:**

- a. Explanation: Reflects the number of user comments on your posts, showing direct interactions and conversations.
- b. Example: An Instagram post generating 50 comments.

- 3. Shares/Retweets:**

- a. Explanation: Represents the number of times your content is shared by users, extending its reach to a broader audience.
- b. Example: A Tweet being retweeted 30 times.

- 4. Click-Through Rate (CTR):**

- a. Explanation: Measures the percentage of users who clicked on a link in your post, taking them to an external website or content.
- b. Example: A LinkedIn post with a CTR of 5%, indicating that 5% of viewers clicked on the attached link.

- 5. Engagement Rate:**

- a. Explanation: A comprehensive metric that combines likes, comments, shares, and clicks, usually expressed as a percentage of total reach.
- b. Example: An Instagram post with 1,000 engagements and 10,000 impressions has an engagement rate of 10%.

- 6. Followers/Fans Growth:**

- a. Explanation: Tracks the increase (or decrease) in your follower count over a specific period.
- b. Example: Gaining 500 new followers on Twitter in a month.

- 7. Reach/Impressions:**

- a. Explanation: Measures the number of unique users who have seen your content (reach) or the total number of times your content has been displayed (impressions).
- b. Example: A Facebook post reaching 10,000 people.

8. Video Views:

- a. Explanation: Counts the number of times a video has been viewed on platforms like Instagram, Facebook, or YouTube.
- b. Example: A YouTube video with 50,000 views.

9. Average Engagement Time:

- a. Explanation: Indicates the average amount of time users spend interacting with your content.
- b. Example: Users spending an average of 3 minutes watching a live stream on Twitch.

10. Mentions/Tags:

- a. Explanation: Shows how many times your brand or account is mentioned or tagged by other users.
- b. Example: Getting mentioned in 20 tweets during a Twitter chat.

11. Profile Visits:

- a. Explanation: Reflects the number of times users visited your social media profile.
- b. Example: A spike in Instagram profile visits after a well-received post.

12. Saved Posts:

- a. Explanation: Indicates the number of times users saved your content for later reference.
- b. Example: A Pinterest pin saved by users for future use.

13. Clicks on Call-to-Action (CTA):

- a. Explanation: Measures the number of clicks on buttons or links prompting users to take a specific action.
- b. Example: Clicks on the "Shop Now" button in a Facebook ad.

14. Conversion Rate:

- a. Explanation: Tracks the percentage of users who completed a desired action, such as making a purchase or filling out a form.
- b. Example: A Twitter campaign resulting in a 2% conversion rate for a product sale.

D) Applications of Social Media Analytics for Business

From identifying market trends to making processes and products efficient, there are numerous reasons businesses use social media analytics.

1. **Identify market trends:** Collect information from different social media channels to analyse customer behaviour and illustrate industry trends.
2. **Gauge customer engagement:** Analyse how social media users engage with the marketing material and understand if your campaigns are churning to their full potential. Allow customers to engage with your brand through their questions and other online discussions.
3. **Study the demographics:** Social media statistics help businesses analyse which customer demographics support or purchase a product or service. Using this information, marketing specialists can improve or change their strategy.
4. **Detect inefficiencies in the company or products:** Monitor the customers' opinions about your products and services and use these insights to improvise. Know why people like a specific brand and how you can align your other brands accordingly.
5. **Measure social media ROI:** Agencies can directly showcase their value to brands. One of the direct value outputs of social media analytics is the ROI of campaigns. Brands can use the ROI analysis to further invest in targeting more customers and bringing them to the website.
6. **Refine your social media strategy:** Use analytics to understand which marketing strategies are working better than the others. Focus your efforts and money on those that deliver actual value and improvise on those that do not.
7. **Get a better understanding of the audience:** Most people have a digital footprint, and that provides valuable information about your needs and preferences. Marketers can use this information to engage with the audience in real-time.
8. **Benchmark against competitors:** Use social media analytics to identify competitors. Know what they do well and where their social media gaps are. Using this information, you can align your campaigns for greater competitive advantage.

- **6 Metrics you can track with social media analytics:**

- i. **Performance metrics**

- Know where your strategic efforts are successful and where they need improvement. The most important performance metrics to track social media analytics are –

- 1. Growth pattern in the count of followers.
 2. Click-through rate on the links in posts.
 3. The number of effective interactions across platforms.

ii. Audience analytics

Businesses want to create and distribute content that solves real-life problems for their audience. By knowing what answers your audience is searching for, you can provide relevant content and improve their experience.

iii. Competitor analytics

This helps businesses understand how their online presence is. Competitor analytics compares two or more businesses, assesses the relative effectiveness of their campaigns and suggests areas for improvement.

iv. Paid social media analytics

Advanced analytics tools tell marketers which campaigns will work better than others. This reduces your spending on risky and less productive campaigns. The following metrics help you achieve this –

- Cost per click.
- Cost per engagement.
- Number of active ads.
- Cost per purchase.
- Number of clicks.
- Total ad expenditure.
- Cost per action.
- Click-through rate.

v. Influencer analytics

Get precise metrics for successful influencer campaigns. Some influencer analytics businesses can use are –

- Engagement per thousand followers.
- Size of audience and most useful hashtags.
- The number of posts per day/week to gauge the influencer's engagement power.
- Influencer's prior engagement with brands.

vi. Sentiment analytics

It is a crucial analytics tool to know if your campaign is succeeding or failing. It can help identify potential issues with customer experience while the campaign is running. Monitor interactions and engagement rates over time for healthy growth.