

## WDA - LAB 5 social network analysis

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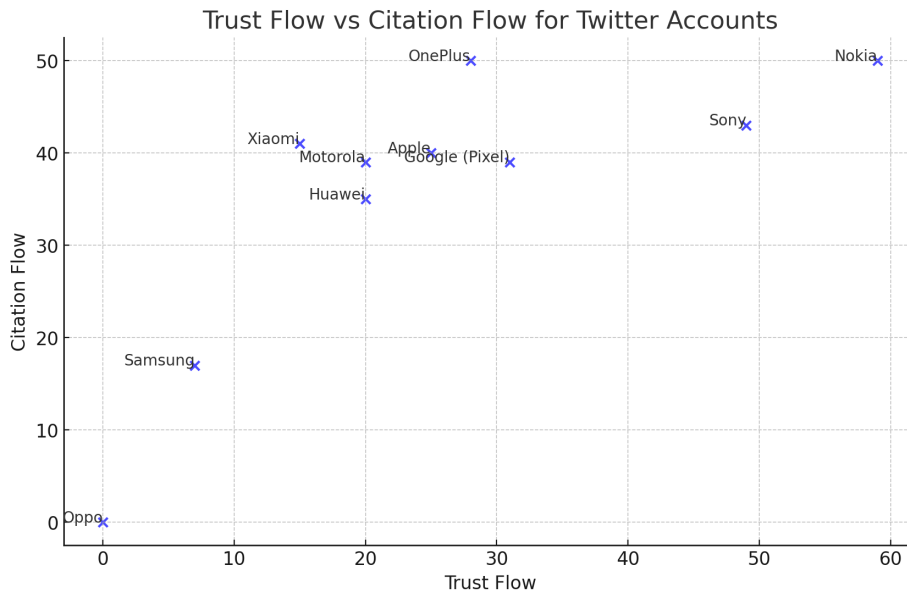
We will collect information of the 10 companies' Twitter (X) and Instagram accounts, through Majestic. Here are the URLs that we used in Majestic to extract data :

Companies	Twitter (X)	Instagram
Apple	<a href="https://twitter.com/Apple">https://twitter.com/Apple</a>	<a href="https://www.instagram.com/apple">https://www.instagram.com/apple</a>
Samsung	<a href="https://twitter.com/SamsungMobile">https://twitter.com/SamsungMobile</a>	<a href="https://www.instagram.com/samsung">https://www.instagram.com/samsung</a>
Huawei	<a href="https://twitter.com/Huawei">https://twitter.com/Huawei</a>	<a href="https://www.instagram.com/huawei">https://www.instagram.com/huawei</a>
Xiaomi	<a href="https://twitter.com/Xiaomi">https://twitter.com/Xiaomi</a>	<a href="https://www.instagram.com/xiaomi.global">https://www.instagram.com/xiaomi.global</a>
Google (Pixel)	<a href="https://twitter.com/madebygoogle">https://twitter.com/madebygoogle</a>	<a href="https://www.instagram.com/madebygoogle">https://www.instagram.com/madebygoogle</a>
OnePlus	<a href="https://twitter.com/oneplus">https://twitter.com/oneplus</a>	<a href="https://www.instagram.com/oneplus">https://www.instagram.com/oneplus</a>
Sony	<a href="https://twitter.com/Sony">https://twitter.com/Sony</a>	<a href="https://www.instagram.com/sony">https://www.instagram.com/sony</a>
Nokia	<a href="https://twitter.com/nokia">https://twitter.com/nokia</a>	<a href="https://www.instagram.com/nokia">https://www.instagram.com/nokia</a>
Motorola	<a href="https://twitter.com/Moto">https://twitter.com/Moto</a>	<a href="https://www.instagram.com/motorola">https://www.instagram.com/motorola</a>
Oppo	<a href="https://twitter.com/OPPO">https://twitter.com/OPPO</a>	<a href="https://www.instagram.com/oppo">https://www.instagram.com/oppo</a>

Here are the results

### Twitter :

Company	Trust flow	Citation flow	external backlinks	referring domains
Apple	25	40	15 269	1 434
Samsung	7	17	1,444	468
Huawei	20	35	2756	326
Xiaomi	15	41	128,976	268
Google (Pixel)	31	39	14,693	359
OnePlus	28	50	14,009	574
Sony	49	43	7,989	382
Nokia	59	50	32,759	790
Motorola	20	39	928	113
Oppo	0	0	634	19

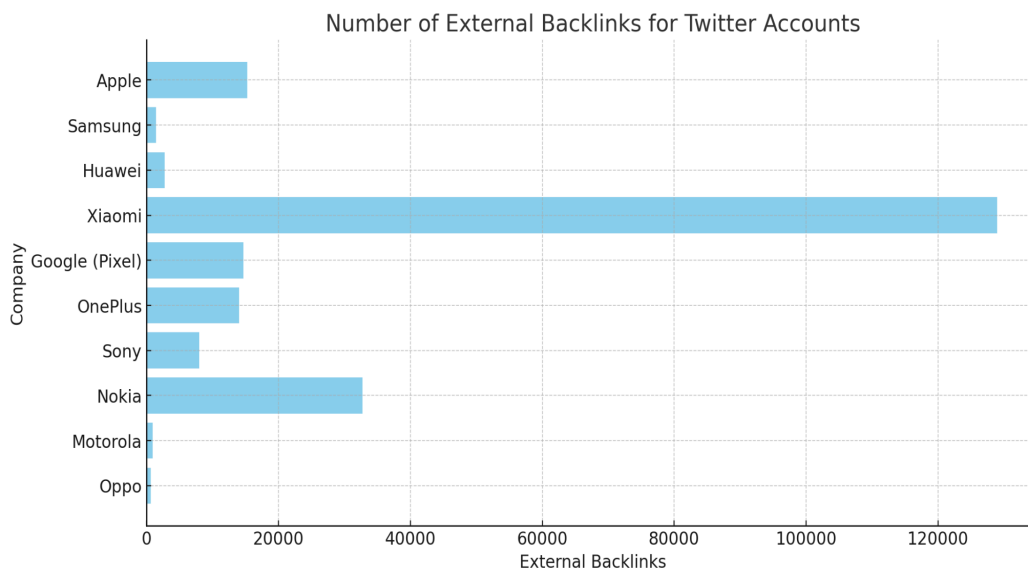


**Nokia** has the highest Trust Flow (59), indicating strong credibility.

**OnePlus** has the highest Citation Flow (50), meaning it is widely referenced.

**Oppo** has 0 in both Trust Flow and Citation Flow, indicating a lack of backlinks and credibility.

**Samsung** has very low Trust Flow (7) compared to others, despite being a major brand.



**Xiaomi** has the highest number of external backlinks (129,000), indicating a strong presence and high external link activity.

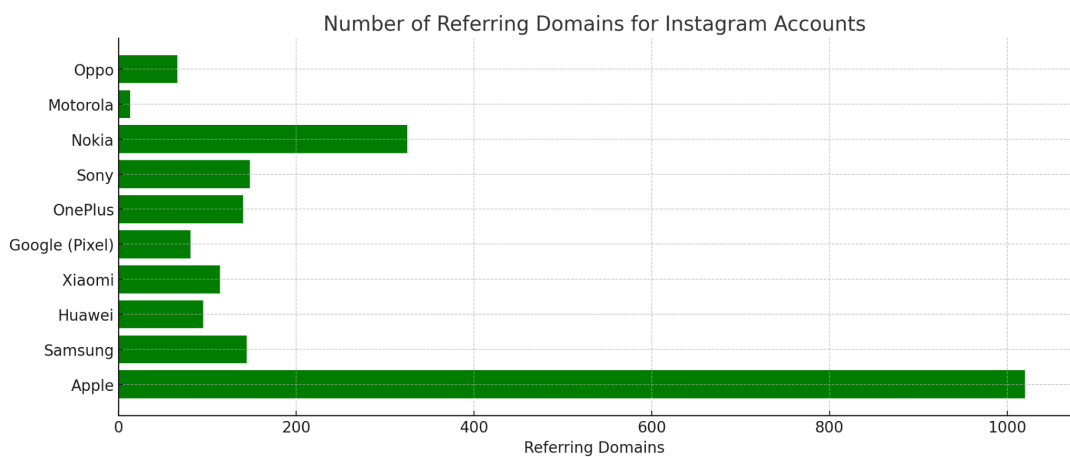
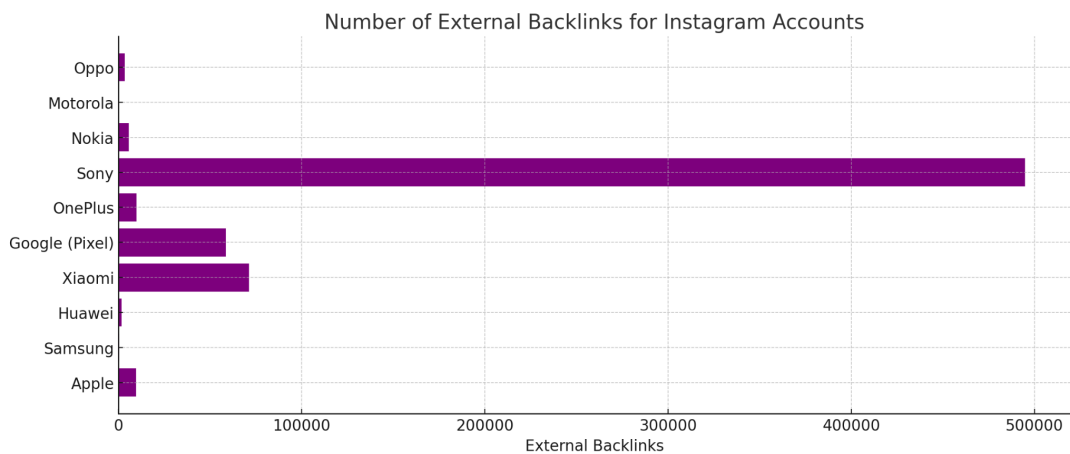
**Nokia** follows with 32,000 backlinks, suggesting significant mentions across the web.

**Apple**, **Google (Pixel)**, and **OnePlus** also have a decent number of backlinks, contributing to their online visibility.

**Oppo** has the lowest number of backlinks (634), indicating minimal external references.

## Instagram :

Company	Trust flow	Citation flow	external backlinks	referring domains
Apple	27	39	9 515	1 020
Samsung	25	33	412	144
Huawei	28	40	1 751	95
Xiaomi	21	40	71 216	114
Google (Pixel)	28	42	58 680	81
OnePlus	28	49	9 854	140
Sony	49	43	494 919	148
Nokia	32	35	5 540	325
Motorola	1	8	26	13
Oppo	24	43	3 485	66



**Sony** has the highest Trust Flow (49), indicating strong credibility and high-quality backlinks. **OnePlus, Google (Pixel), and Huawei** all have a Trust Flow of 28, showing consistent reliability.

**Motorola** has the lowest Trust Flow (1), suggesting almost no credible backlinks.

Citation Flow is generally higher than Trust Flow across companies, meaning more references but not necessarily from high-quality sources.

**Oppo** has a relatively strong Citation Flow (43) compared to its Trust Flow (24), meaning it's frequently mentioned but lacks strong credibility.

### **Trends and Insights:**

**Trust vs. Citation Flow:** Generally, Citation Flow tends to be higher than Trust Flow across most companies, indicating a higher volume of mentions that do not necessarily translate to quality or credible backlinks. This suggests that while these companies are frequently mentioned, they may need to try to improve the quality of these mentions.

**Platform Differences:** Some companies like Nokia and Sony show strong performance across both Twitter and Instagram, indicating a well-rounded social media strategy. In contrast, companies like Motorola and Oppo might need to enhance their engagement strategies, especially on Instagram.