**SLLS5027A Social Media Analysis**

**Assignment 2**

**Michael Kaudi**

**2895478**

**Why it is important to identify influencers within a community?**

Influencers by their nature have a wide reach and influence in their respective communities. For this reason, one of the benefits of identifying influencers is for companies, or product owners, to have the visibility of potential users/accounts they can approach to utilise for target-marketing their services or products.

Additionally, monitoring influencers’ tweets or posts, and at times also the replies to their tweets, can assist in picking up trends and sentiments which could be politically or socially related. Interested parties in these areas can use this information to position themselves to address these to their benefits or benefits of the wider communities. This information or insights could also be used in areas such as security to attend to any potential risks.

**How can their influence be measured?**

Influence on social media can be measured by several metrics such as the number of followers an account/user has, the number of interactions, the number of retweets, interactions such as replies and impressions their tweets receive. Also, the number of times a user/account is tagged can also indicate the amount of influence they possess.

For companies who utilise influencers to market or advertise their products, sales related to these posts can also assist to measure the amount of influence. Tracking the sentiment of the potential influencer and the followers in that, does a negative tweet from the influencer influence the community t0 trend towards an overall negative sentiment.