

Nikita Belii
11/17/2024
ISM 4420
Homework 6

Source: YouTube

The brand with the least interactions: **Lego**

3.

View History Favorites Profiles Tab Window Help Sun Nov 17 1:36PM

Content - Emplifi Untitled document - Google Doc

://app.emplifi.io/1095328/content/feed?filter=%5B%7B" type "%3A" ORIGIN "%2C" tags "%3A%5B... ChatGPT Google Docs YouTube VMware Horizon Other Favorites

Search... 2 515 results Save search Sort by: Interactions

1 LEGO YOUTUBE @lego Thursday Nov 14, 2024 11:00 | 0:59 Grundkurs i volumkontroll 🎵 | Saker man aldrig ska göra | LEGO Friends: Nästa kapitel S2 LEGO Friends playlist ↗ https://www.youtube.com/playlist?list=PLRNbTEZdhlTQ6o_DF8x8M4XCWnri_J7H Liann lär Nova vikten av att använda hörlurar i offentliga utrymmen för att undvika att förlova potentiella vänner. ... Show more

2 LEGO YOUTUBE @lego Thursday Nov 14, 2024 11:00 | 0:59 Volumkontroll 🎵 | Ting du aldrig bör gjøre | LEGO Friends: Neste kapittel S2 LEGO Friends playlist ↗ https://www.youtube.com/playlist?list=PLRNbTEZdhlTQ6o_DF8x8M4XCWnri_J7H Liann läser Nova att det er lurt med hodestet på offentlige steder for å ikke irritere andre. ... Show more

3 LEGO YOUTUBE @lego Sunday Nov 10, 2024 03:00 | 0:59 Välkommen till Slott Nocturnia! 🎩 | Avsnitt Klipp | LEGO DREAMZzz Neverhåxans natt Välkommen till Slott Nocturnia! Herr Oz glömde att berätta en VÄLDIGT viktig detalj för barnen Show more

4 LEGO YOUTUBE @lego Sunday Nov 10, 2024 03:00 | 0:59 Int. per 1K subscribers Add Label

5 LEGO YOUTUBE @lego Sunday Nov 10, 2024 03:00 | 0:59 Int. per 1K subscribers Add Label

6 LEGO YOUTUBE @lego Sunday Nov 10, 2024 03:00 | 0:59 Stulna Minnen VÄLKOMMEN TILL SLOTT NOCTURNIA! 61:20 Add Label

4.

Other metrics:

Screenshot of a web browser showing a social media analysis tool interface. The URL is <https://app.emplifi.io/1095328/content/feed?filter=%5B%7B%22type%22%3A%22ORIGIN%22%2C%22tags%22%3A%5B...>. The interface displays 2,515 results for content interactions. The columns include Content, Total interactions, Organic interactions per 1000 followers, Interactions per 1000 followers, Sentiment, Total reactions, Organic likes, Total comments, and Organic comments. The bottom row shows summary statistics: Sum (6,004,631), Avg (N/A), Total reactions (5,978,055), and Total comments (26,576).

Content	Total interactions	Organic interactions per 1000 followers	Interactions per 1000 followers	Sentiment	Total reactions	Organic likes	Total comments	Organic comments
1 LEGO Friends playlist	0	—	0	—	0	—	0	—
2 LEGO Friends playlist	0	—	0	—	0	—	0	—
3 Välkommen till Slott Nocturnia! Herr Oz ...	0	—	0	—	0	—	0	—
4 ¡Bienvenidos al Castillo Nocturnia El Sr. ...	0	—	0	—	0	—	0	—
5 Velkommen til Nocturnia-slottet! Hr. Oz ...	0	—	0	—	0	—	0	—
6 Velkommen til Nocturniaslottet Herr Oz ...	0	—	0	—	0	—	0	—
7 Mateo og vennene hans må ta en avgjør...	0	—	0	—	0	—	0	—
8 Mateo og hans venner skal tage en vigtig...	0	—	0	—	0	—	0	—
Sum	6 004 631	—	N/A	—	5 978 055	—	26 576	—

The totals at the bottom row provide an interesting contrast to the individual results. While the sum of 6,004,631 total interactions and 5,978,055 total reactions suggests that LEGO's YouTube channel does generate significant engagement overall, the individual posts in the sample show zero interactions. This discrepancy could indicate that a few highly popular posts are skewing the overall metrics, while the majority of content fails to engage the audience.

5.

View History Favorites Profiles Tab Window Help

Mon Nov 18 1:21PM

Homework Assignment 6: Socie Content - Emplifi Untitled document - Google Doc +

//app.emplifi.io/1095328/content/inspiration/?date=%7B"movingDaterange"%3A>this-year%7D... A Star

ChatGPT Google Docs YouTube VMware Horizon Other Favorites

ANY Hasbro Mattel Playmobil Fisher-Price FULLTEXT FULLTEXT FULLTEXT FULLTEXT

Search... THIS WEEK'S TOP TRENDS Politics Photography Writing Automobiles Association football ... RECOMMENDED Simulation games Comics Do it yourself (DIY)

Science fiction movies Shoes

Top recommendations out of 197 424 results

Show the best by: Text relevance

1 Memory Lane Toys Sunday Mar 17, 2024 10:17 |

Fisher Price Beaver Children's Musical Linkimals Fun Toy

Fisher Price Beaver Children's Musical Linkimals Fun Toy
Made in 2020 Mattel / Fisher Price
Memory Lane Toys



2 Memory Lane Toys Wednesday Apr 24, 2024 11:05 |

Linkimals Fisher Price Learn Shapes With Bear Musical Singing Fun Learning Toy

Linkimals Learn Shapes & Shape Sorting With Bear
Musical Singing Fun Learning Fisher Price Toy / Mattel 2021.
Memory Lane Toys



3 Tiny Treasures and Toys Saturday May 11, 2024 09:03 |

POOL WATERSLIDE Elmo Sesame Street Playmobil

Tiny Treasures popular Elmo and Sesame Street toys video compilation
water slide swimming in the Playmobil pool. Play Doh, Fisher Price school bus learning educational kids toddlers videos



View History Favorites Profiles Tab Window Help

Homework Assignment 6: Social Media Analysis | Content - Amplifi | Untitled document - Google Docs

<https://app.emplifi.io/1095328/content/inspiration/?date=%7B%22movingDaterange%22%3A%22this-ye...>

ChatGPT Google Docs YouTube VMware Horizon Other Favorites

194 Interactions 194 Likes 0 Comments 12.9k Video views 0.11 Int. per 1K subscribers Hide this content. It's not relevant to my search.

238 Interactions 238 Likes 0 Comments 19k Video views 0.13 Int. per 1K subscribers Hide this content. It's not relevant to my search.

36 Interactions 36 Likes 0 Comments 17.2k Video views 0.02 Int. per 1K subscribers Hide this content. It's not relevant to my search.

133 Fisher-Price® @fisherprice Wednesday Nov 13, 2024 03:00 | [Link](#)

The Magic Carpet | Kipper the Dog | Season 6 Full Episode | Kids Cartoon Show

► SUBSCRIBE: <http://bit.ly/FisherPriceSub>

About Fisher-Price:
Let's spend a little less time growing up and a little more time growing down.
Let's Be Kids.
[...Show more](#)



90 Interactions 90 Likes 0 Comments 15.2k Video views 0.05 Int. per 1K subscribers Hide this content. It's not relevant to my search.

134 Fisher-Price® @fisherprice Saturday Nov 09, 2024 03:00 | [Link](#)

Time to SING! 🎵 Toddler Learning Songs | Kids Cartoon Show | Educational Tunes

► SUBSCRIBE: <http://bit.ly/FisherPriceSub>

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Let's Be Kids.
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38 Interactions 38 Likes 0 Comments 13.7k Video views 0.02 Int. per 1K subscribers Hide this content. It's not relevant to my search.

135 Fisher-Price® @fisherprice Friday Nov 08, 2024 09:01 | [Link](#)

Make It Myself | Meet Barney | Barney's World | NEW Series!

► SUBSCRIBE: <http://bit.ly/FisherPriceSub>

About Fisher-Price:
Let's spend a little less time growing up and a little more time growing down.
Let's Be Kids.
[...Show more](#)



70 Interactions 70 Likes 0 Comments 7.2k Video views 0.04 Int. per 1K subscribers Hide this content. It's not relevant to my search.

Out of all competitors, I could only find one - the Fisher-Price.

Based on the Fisher-Price content shown, their posts are performing reasonably well, with interactions like likes and significant video views. For example, the video "Pingu Learns His Lesson" has 64.3k views and 190 likes, which indicates that their audience finds this type of content engaging and visually appealing. Their focus on relatable and educational themes for kids, such as recycling or learning songs, is likely resonating with their target audience of parents and children. LEGO could take inspiration from this by creating more educational, fun, and emotionally engaging content designed specifically for kids and families to boost their interactions and video views.