

Impact of social media on employees and stock markets

Dr. P. Balaji Venkatasubramanian

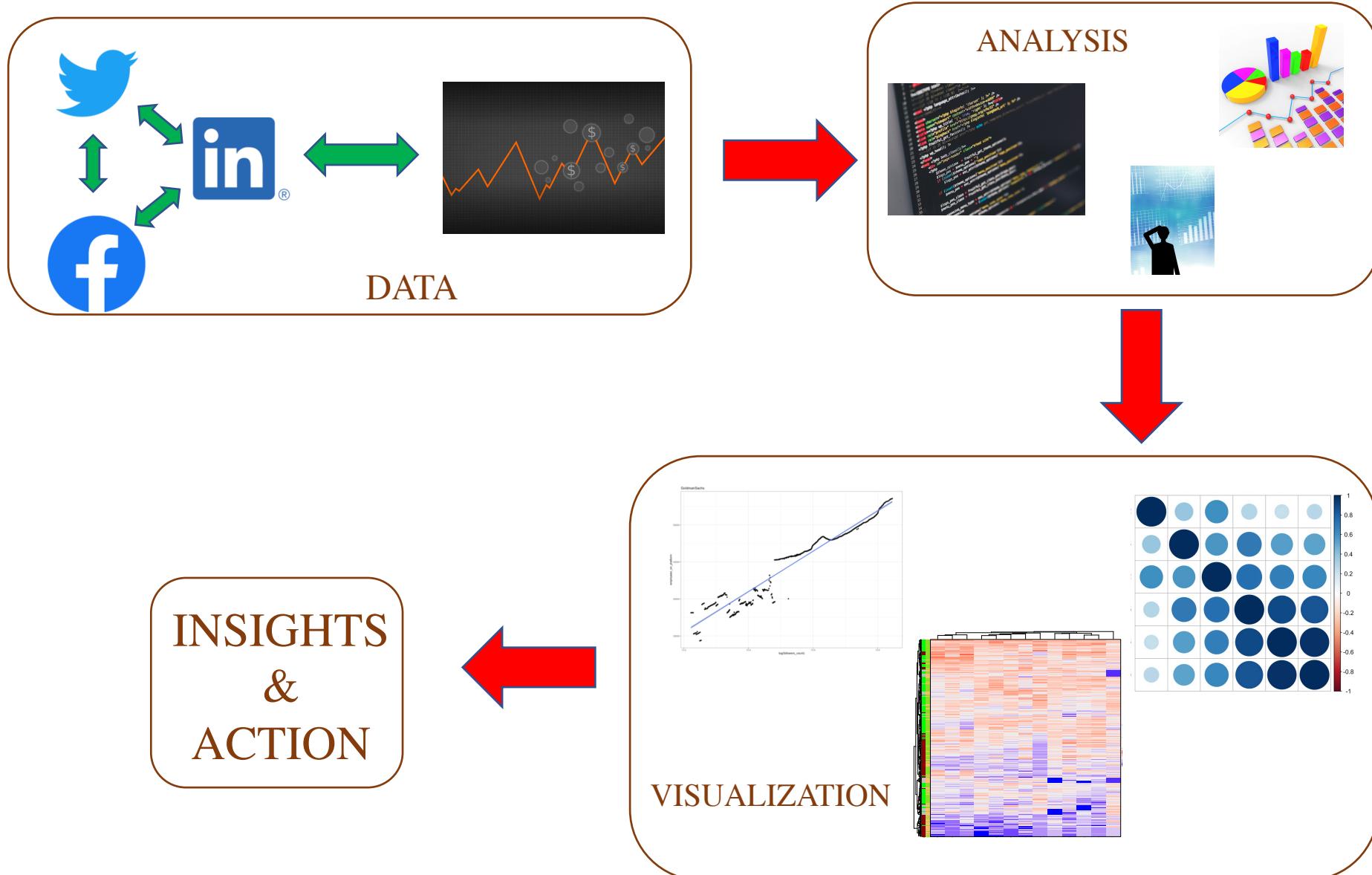
Key questions

- Relationship between posts in Linkedin and Facebook by companies
- Relationship between reach in public and company growth (monetary and employee)
- Correlation between social media likes and stock behavior
- Are there variation in this behavior across sectors / industries?

Target group

- Companies' marketing team
 - improve investment by increasing reach on social media
- Investors
 - potential companies for investment
- Employees
 - Identify stable companies

Protocol

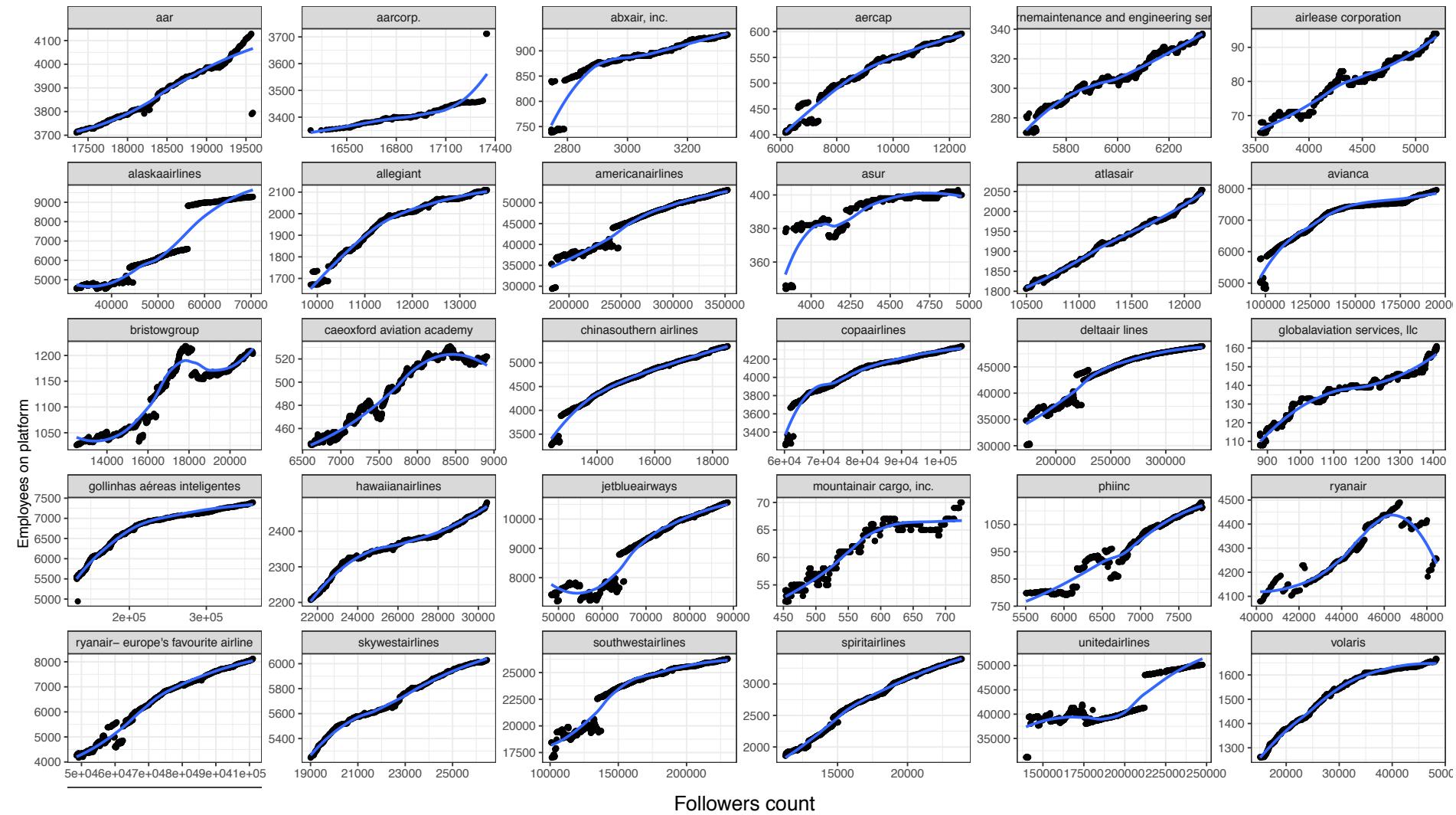


Data Collection

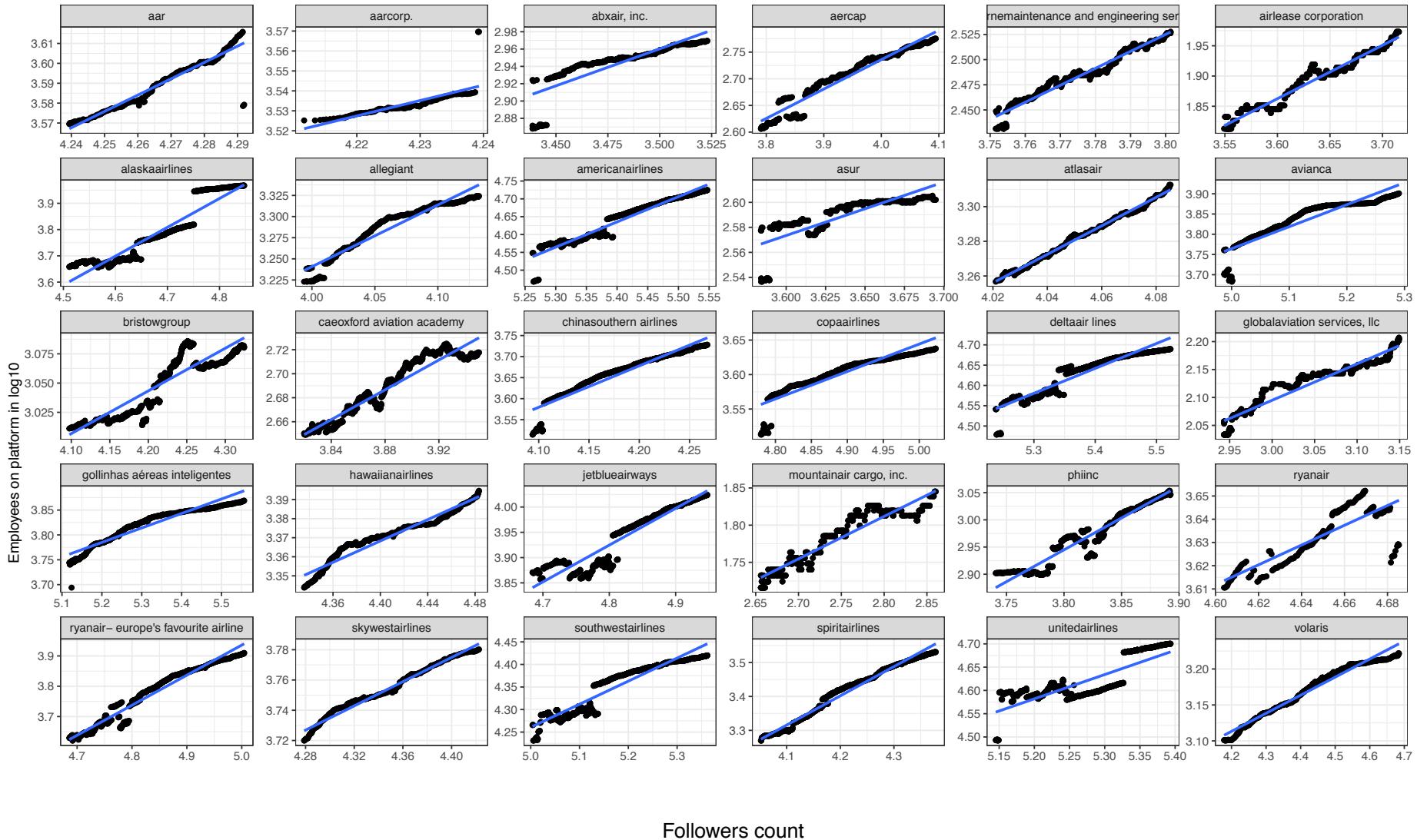
- Linkedin data
 - Thinknum
 - Web scraping (for additional data)
- Facebook
 - Thinknum
 - Web scraping (for additional data)
- Stock Market
 - Yahoo finance
 - web scraping to be done
- Twitter
 - Twitter web scraping

Sample analysis – Linkedin

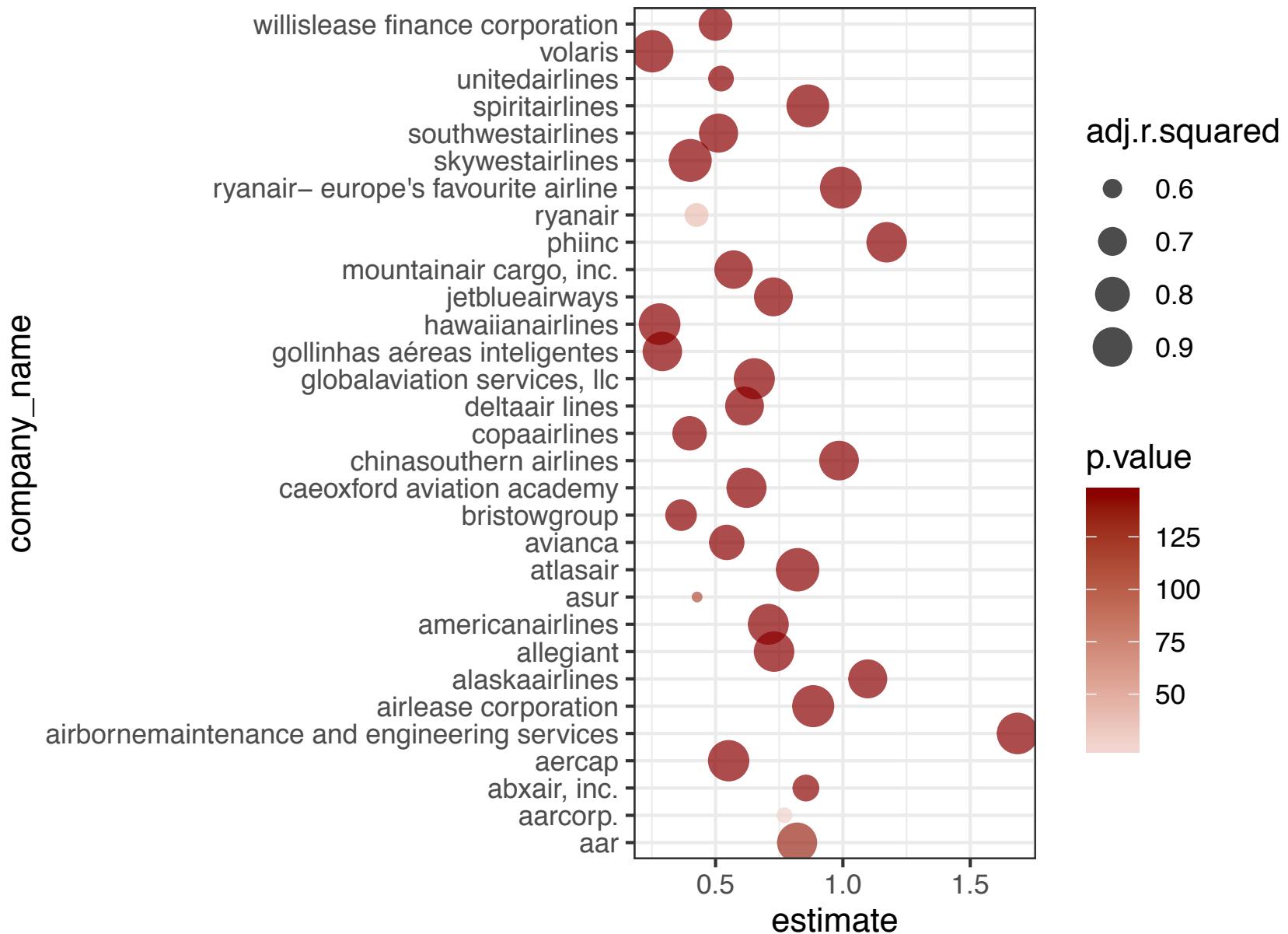
What is the relationship between # of employees and follower count in Airlines/Aviation industry?



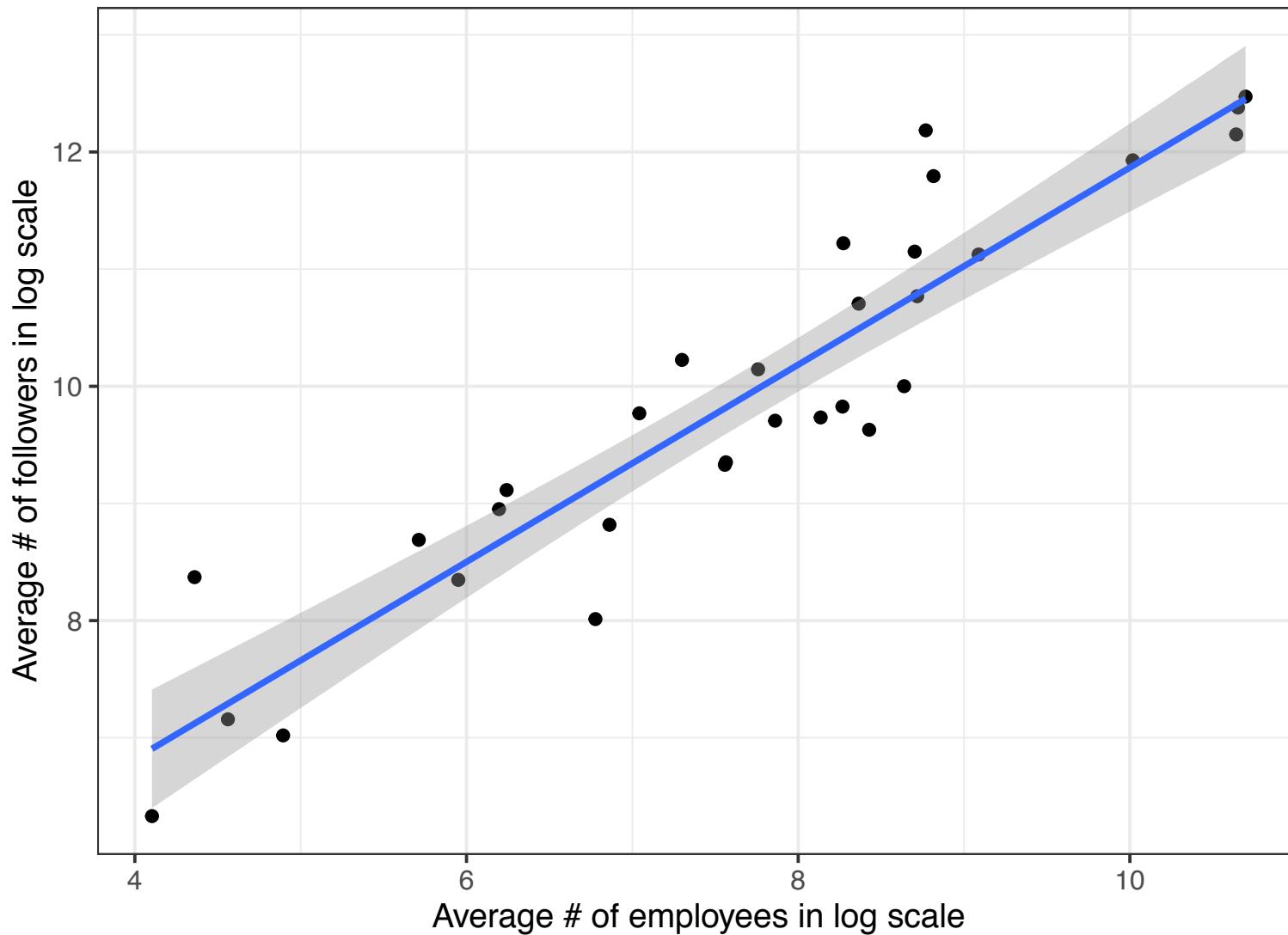
of employees vs. followers count in Airlines/Aviation industry



of employees vs. followers count in Airlines/Aviation industry- linear model



What is the relationship between mean # of employees and mean # of follower count in Airlines/Aviation industry?



Insights

- Linear relationship between employees and followers count in log-log scale
 - Few 1:1 correlation – Ryanair, china southern, Alaska airlines among others
- Linear relationship between mean # of employees and mean # of followers in log-log scale
 - For every unit log increase in employees, there is 0.84 * unit log increase in followers.