

FR. CONCEICAO RODRIGUES COLLEGE OF ENGINEERING

Department of Computer Engineering

Course, Subject & Experiment Details

Practical No:	1
Title:	Study various – i) Social Media platforms (Facebook, twitter, YouTube etc) ii) Social Media analytics tools (Facebook insights, google analytics, Netlytic etc) iii) Social Media Analytics techniques and engagement metrics (page level, post level, member level) iv) Applications of Social media analytics for business. e.g., Google Analytics https://marketingplatform.google.com/about/analytics/ https://netlytic.org/
Name of the Student:	Warren Fernandes
Roll No:	8940
Date of Performance:	24/01/2023
Date of Submission:	31/01/2023

Evaluation:

Sr. No.	Rubric	Grade
1	On time submission/completion (2)	
2	Preparedness (2)	
3	Skill (4)	
4	Output (2)	

Signature of the Teacher

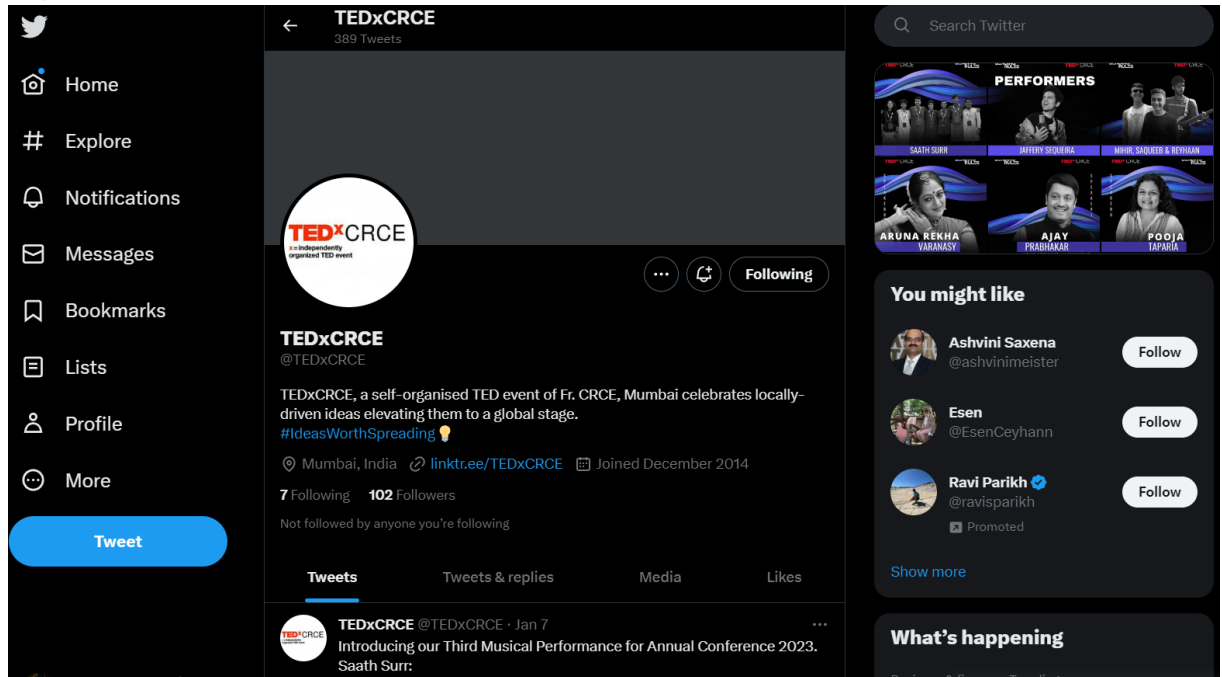
CASE STUDY – TEDxCRCE

i) Social Media platforms (Facebook, twitter, YouTube etc)

1. List each company and their social media accounts.

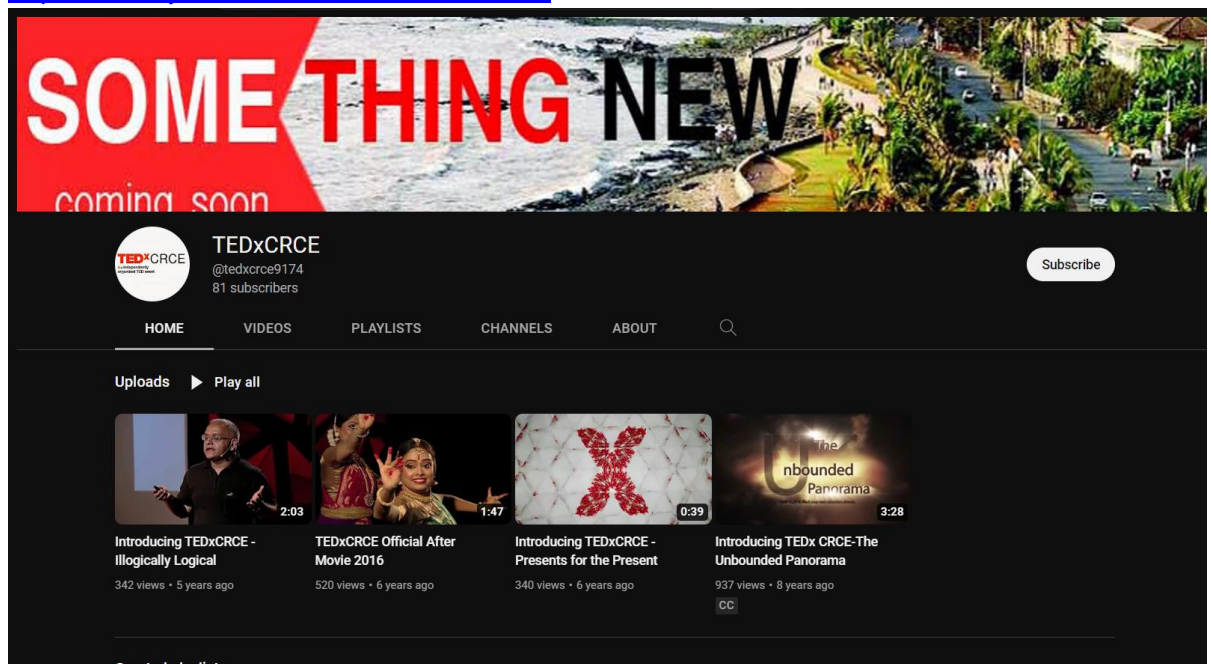
Twitter:

<https://twitter.com/tedxcrce>



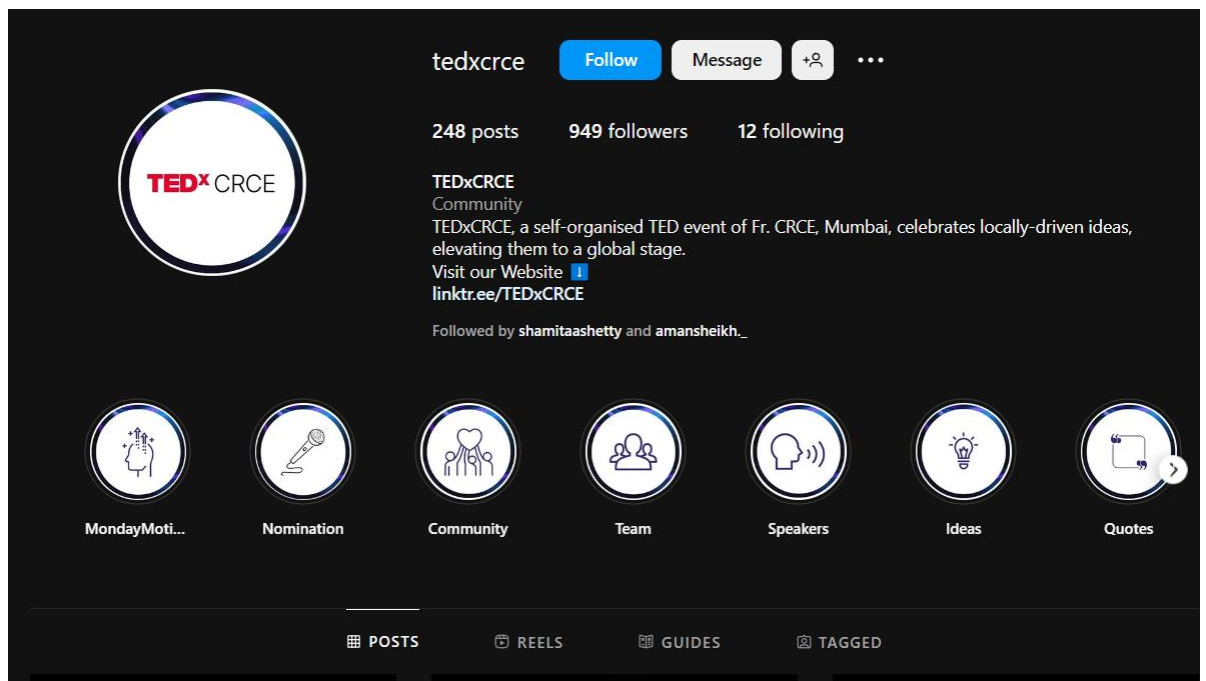
YouTube:

<https://www.youtube.com/@tedxcrce9174>



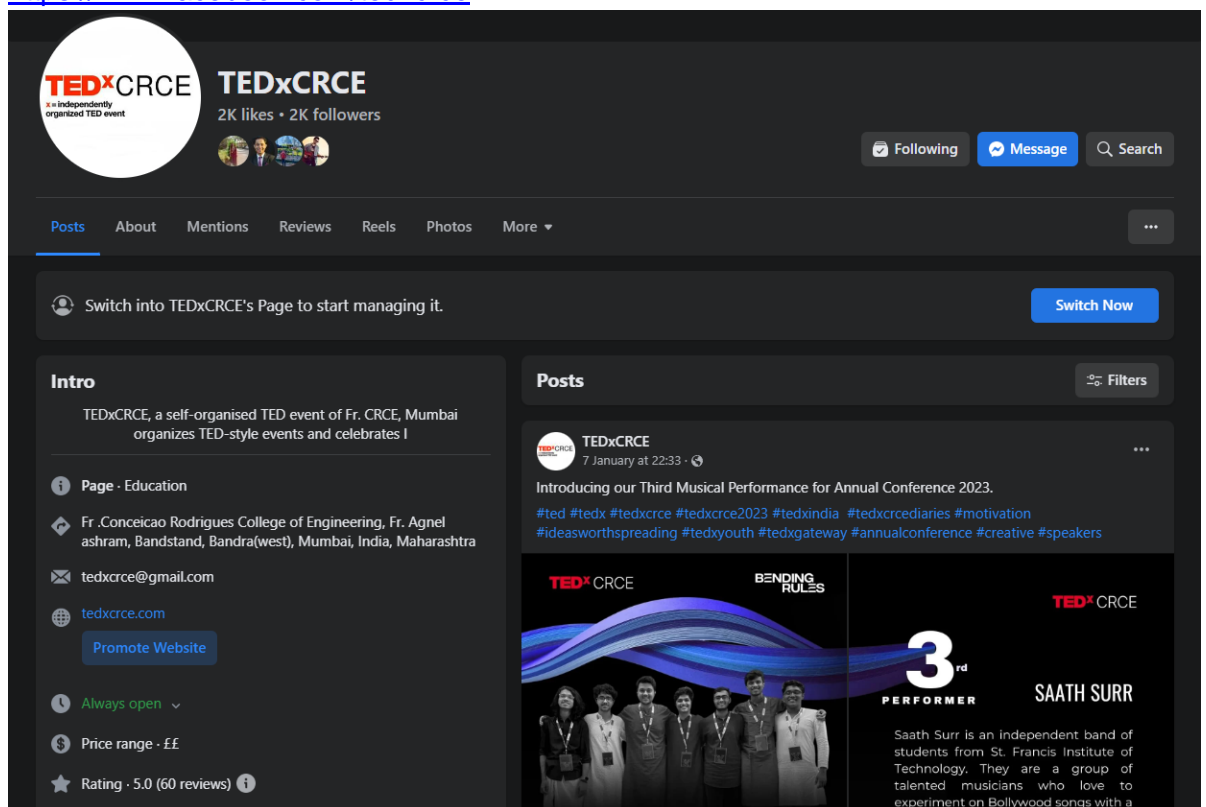
Instagram:

<https://instagram.com/tedxcrce>



Facebook

<https://www.facebook.com/tedxcrce>



2. Find as many counts for each social media account as described in the section on measuring success.

Twitter:

102 Followers

Instagram:
949 Followers

YouTube:
81 Subscribers

Facebook:
2K Followers

3. How often does the company interact on their social network site? Is it many times a day, a few times a week, or never?

Twitter:
Few times a week

Instagram:
Few times a week

YouTube:
Once in a year

Facebook:
Few times a week

4. What kind of interaction is the company doing? Broadcast, request for input, direct interaction, or a combination? Provide an example of each.

1. Advertising and marketing through Instagram reels and memes.
2. Sharing their achievements on the page
3. Request for input: asking followers to answer various questions through tweets to achieve user engagement

Example:



4. Broadcasting of various informative and motivational videos on YouTube.

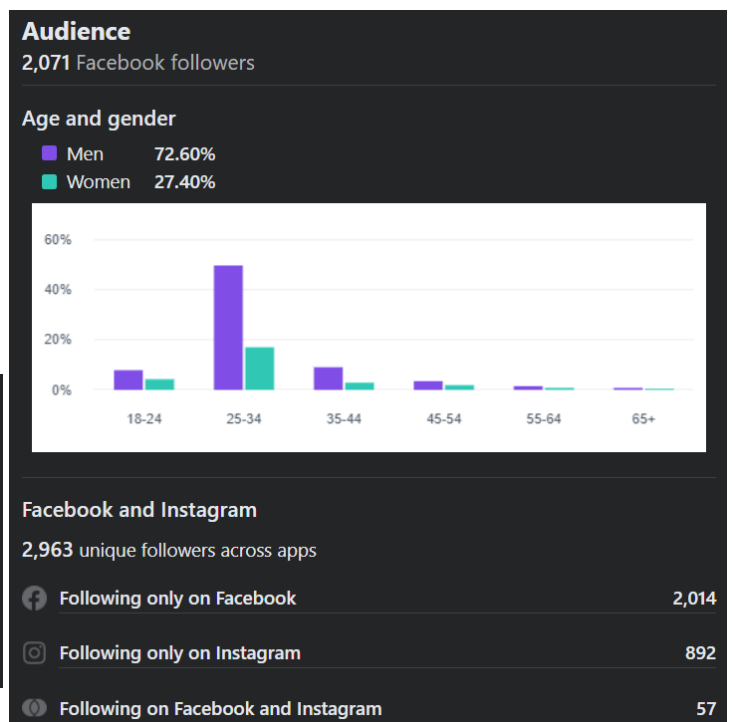
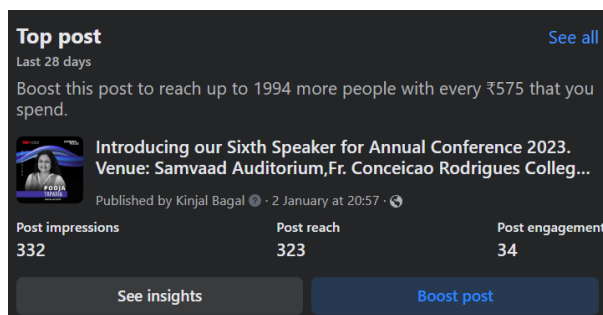
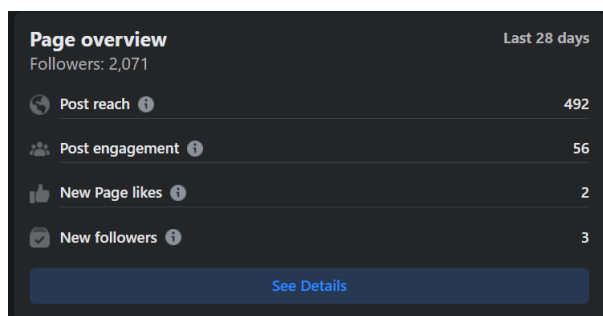
5. Assess the company's social media strategy. What are they doing well and why? What could they do better, why would that be better, and how should they do it?

- What they're doing well:
 - a. Consistent posting: They are regularly posting content which helps to keep their followers engaged.

- b. Engaging content: The content they post is relevant and appealing to their target audience.
 - c. Hashtag utilization: They are using relevant hashtags which helps to increase the visibility of their posts.
- What they could do better:
 - a. Cross-platform integration: They could better integrate their content across different platforms to create a more cohesive brand image.
 - b. More visually appealing content: They could use more visual content such as images and videos to make their posts more eye-catching.
 - c. Collaboration with other brands/influencers: They could collaborate with other brands or influencers in their niche to reach a wider audience.
- To implement these changes, they could:
 - a. Develop a content calendar that outlines their social media strategy across platforms.
 - b. Invest in visual content creation tools such as graphic design software or a professional photographer.
 - c. Research and reach out to relevant brands and influencers to establish partnerships.

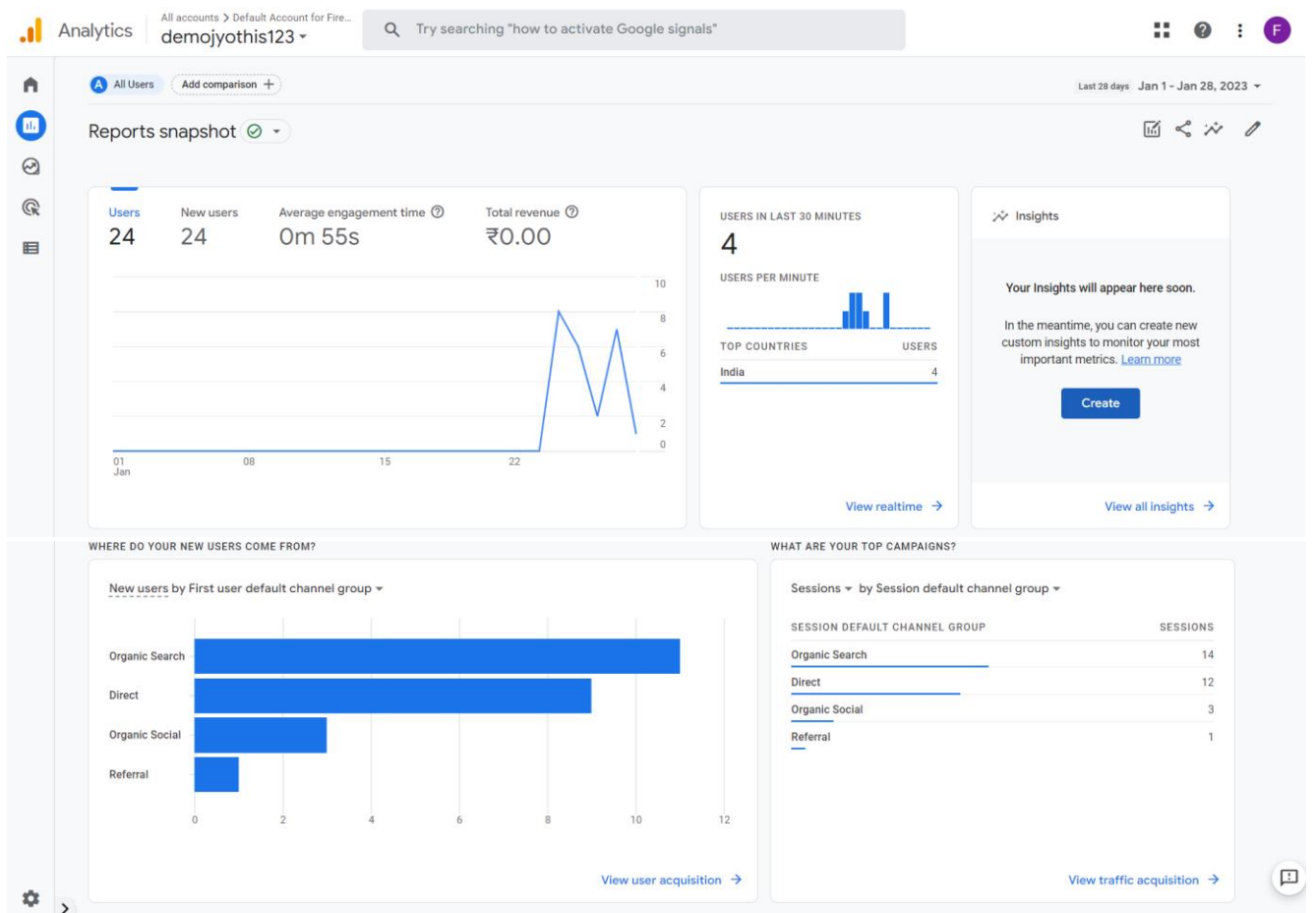
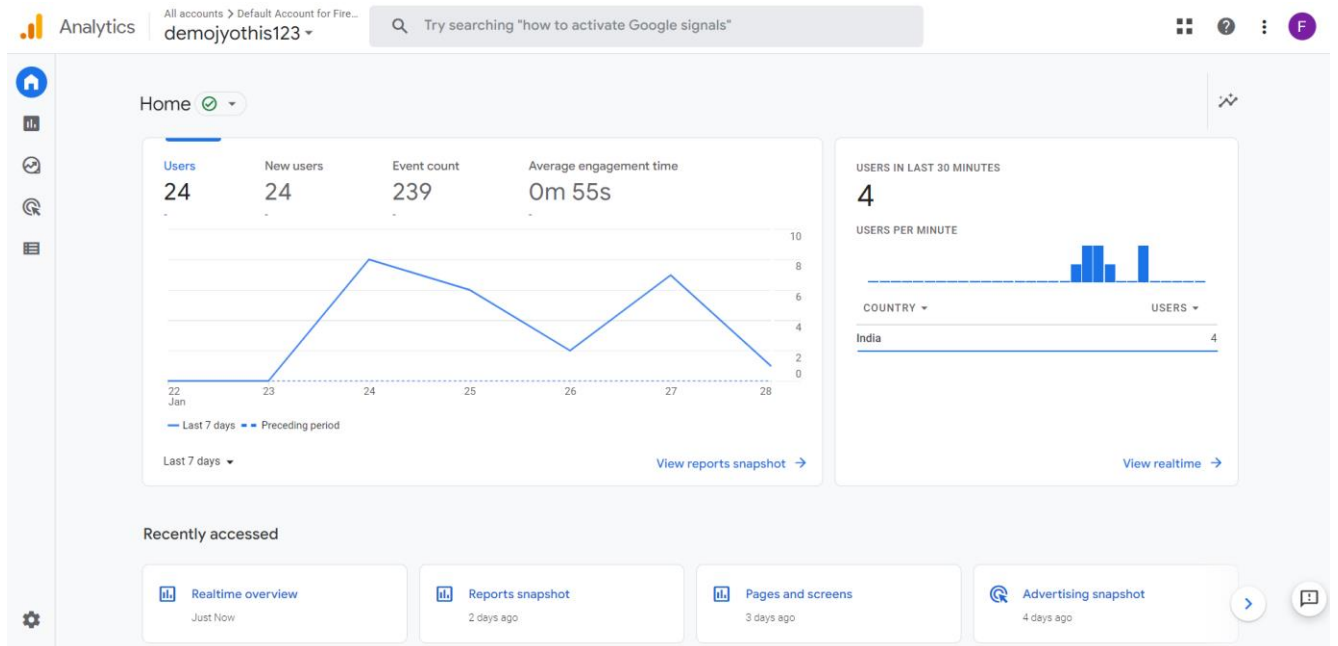
ii) Social Media analytics tools (Facebook insights, google analytics, netlytic, etc.)

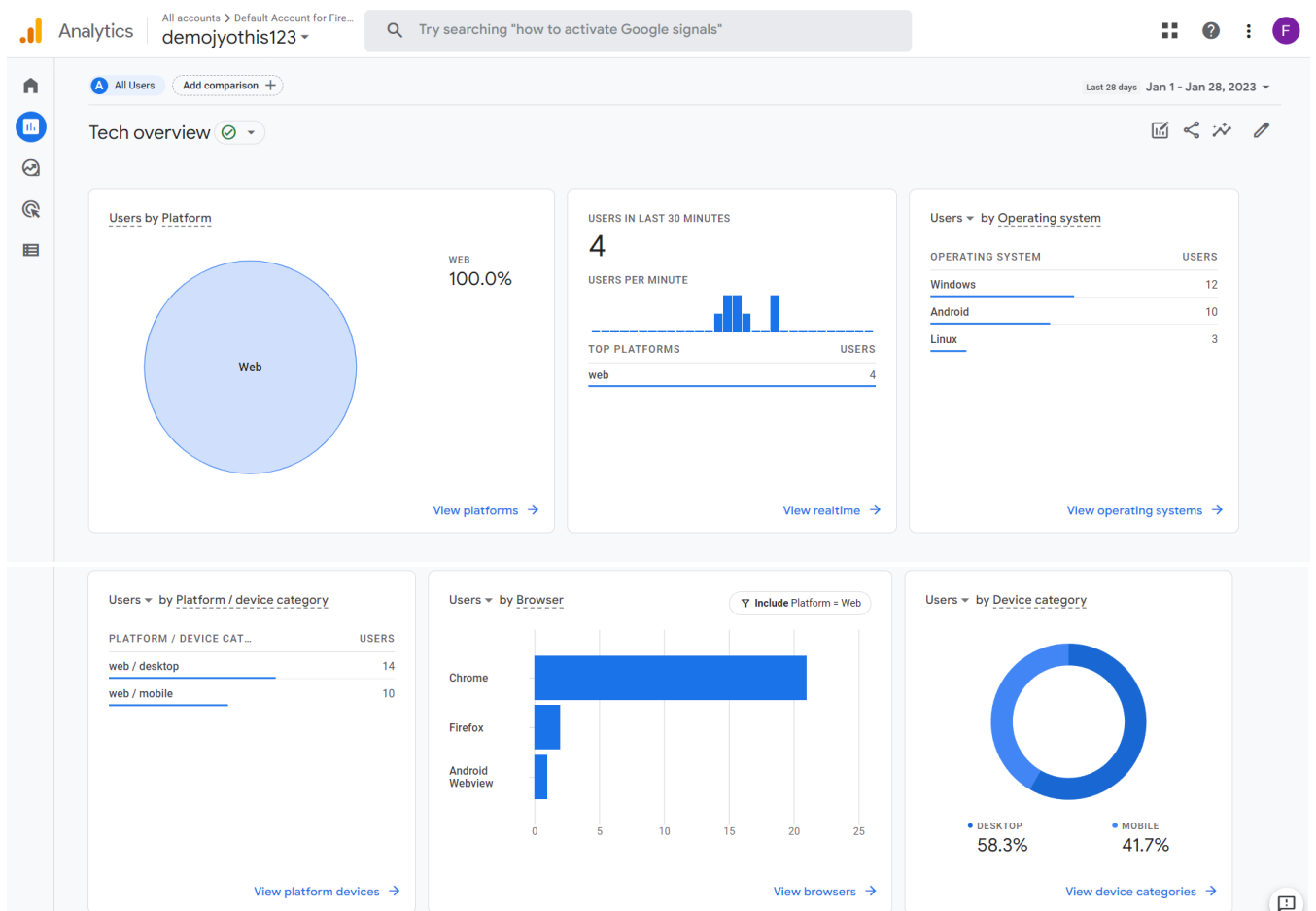
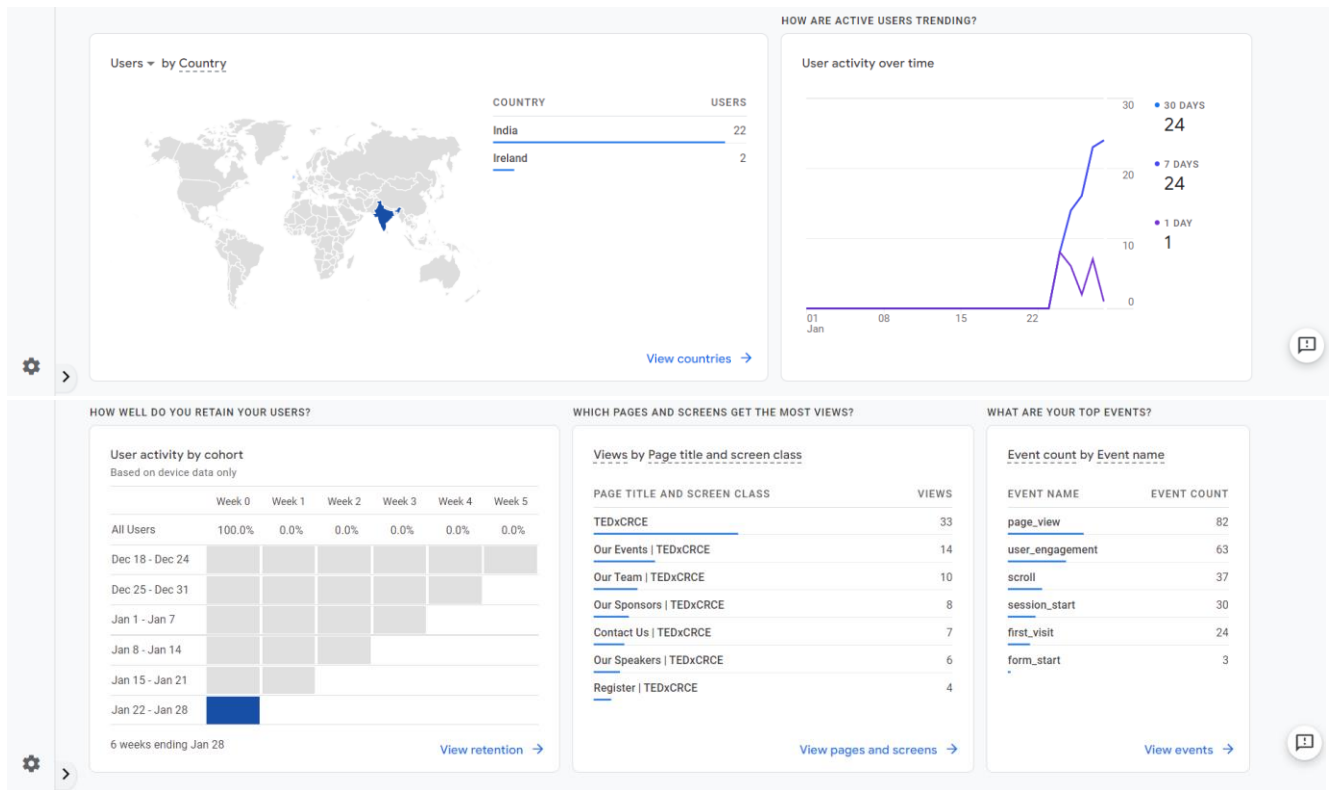
Facebook Insights

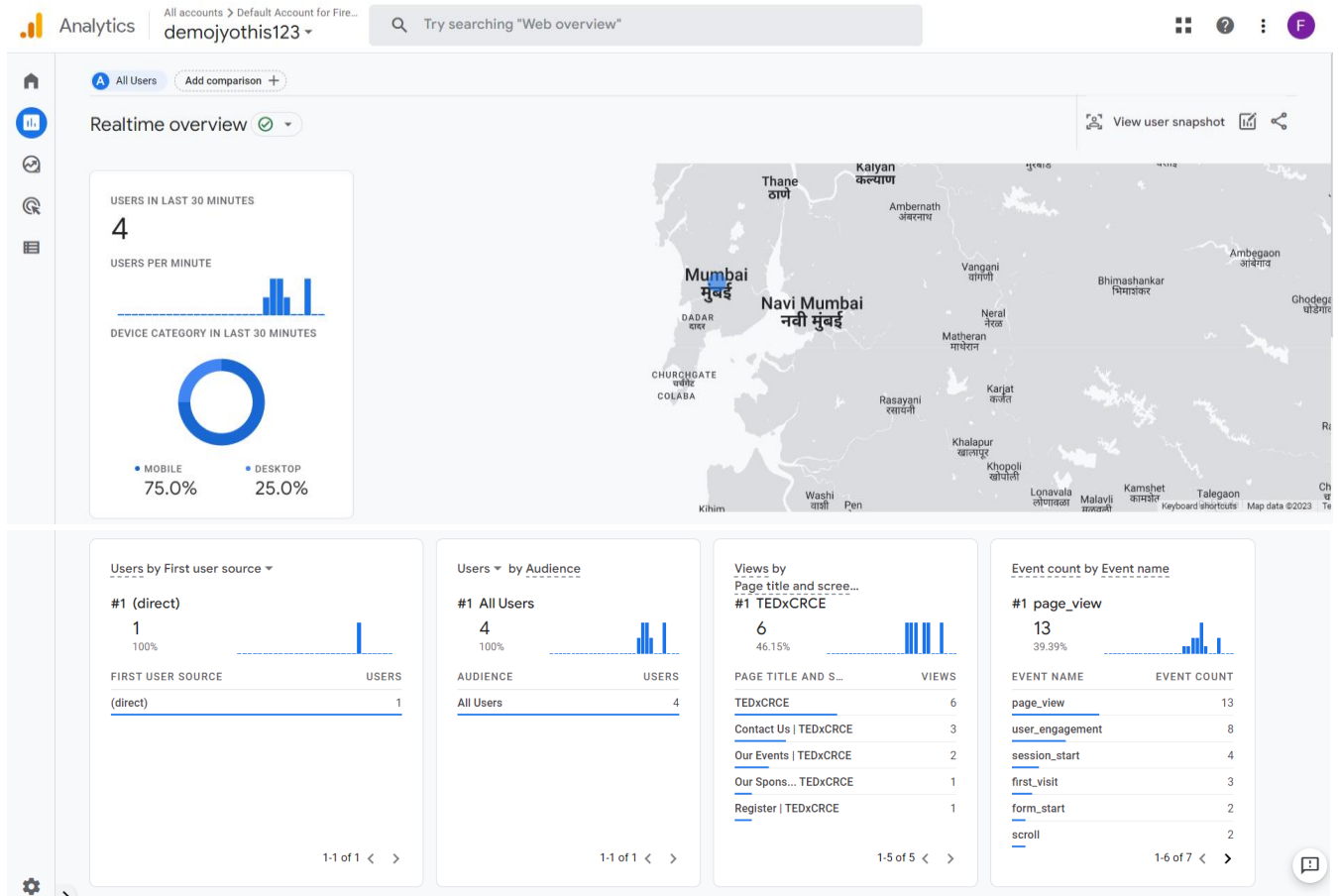
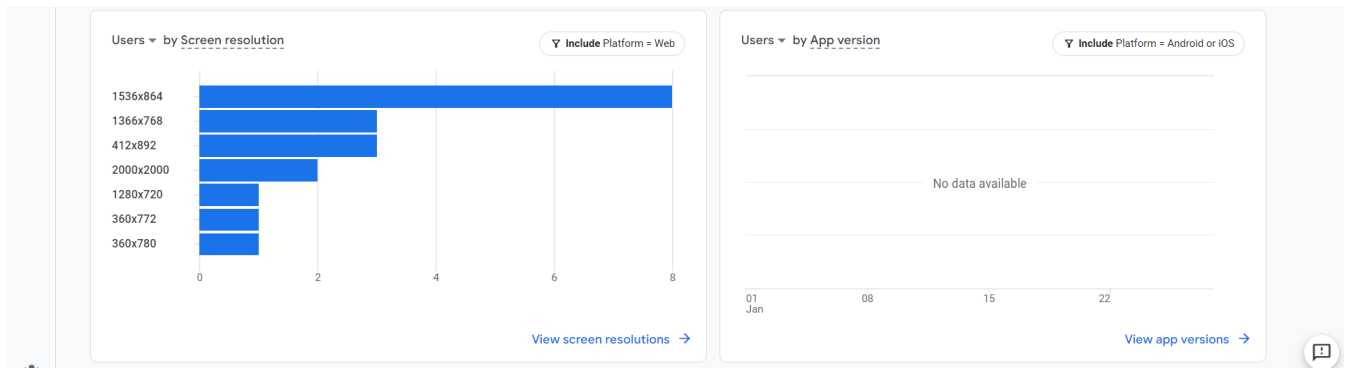


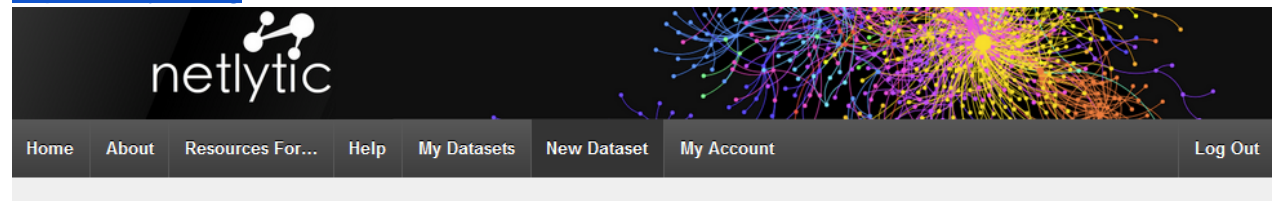
Google Analytics

<https://tedxcrce.com>









Twitter YouTube Google Sheets Text File RSS Reddit

Twitter API information and limitations

Twitter account linked with Netlytic: **WarrenSpeaks**

Dataset Name: (No Special Characters)

Select all that apply. You can mix and match the filters.

1. Search Keywords

You can use Boolean search operators (AND OR) to compose an advanced query. Because the search uses Twitter's API v1.1, OR is applied before AND. We suggest using (parentheses) to group search terms and operators together.

2. Filter by language

Twitter currently supports 70 languages and dialects

3. Only INCLUDE tweets from users located within the given radius of the given location (fyi. most users don't

Optional: Exclude tweets with fewer than the given number of retweets

7. Minimum number of likes

Optional: Exclude tweets with fewer than the given number of likes

8. Tweets directed at

Optional: Only include replies to a given user

9. Tweets from

Optional: Only include tweets from a given user

[Test Query on Twitter](#)

Note: The search query will run once to retrieve up to 2500 most recent tweets. (Tier 3 accounts can set this query to run every 15 min automatically.)

You are using **2/3** of your permitted datasets - [Get More](#)

[Import](#) [Go Back \(No Action\)](#)

DATE	USER	POSTS, N = 6
2023-01-14	cuckootalks	A fun evening talking about my life experiences "Bending Rules" #Tedx #TedxCrce #Prateek #PrateekSethi #Faq #TripCreativeServices #FolktalesOfIndia #AnimatorsGuildIndia https://t.co/5ae5UVhO6W
2023-01-14	wearetrip	A fun evening talking about my life experiences "Bending Rules" #Tedx #TedxCrce #Prateek #PrateekSethi #Faq #TripCreativeServices #FolktalesOfIndia #AnimatorsGuildIndia https://t.co/5ae5UVhO6W
2023-01-14	Vijay73893478	A fun evening talking about my life experiences "Bending Rules" #Tedx #TedxCrce #Prateek #PrateekSethi #Faq #TripCreativeServices #FolktalesOfIndia #AnimatorsGuildIndia https://t.co/5ae5UVhO6W
2023-01-14	Arpan_CSA	Enjoyed speaking at TEDxCRCE in Mumbai this evening, my second #TEDx talk. The theme was Bending Rules and so I focused on how we bent rules by breaking the silence on #CSA through @Arpan_CSA #TEDx #Tedxspeaker #TEDTalks https://t.co/mpg57aLxPM
2023-01-14	snehashimpi	Enjoyed speaking at TEDxCRCE in Mumbai this evening, my second #TEDx talk. The theme was Bending Rules and so I focused on how we bent rules by breaking the silence on #CSA through @Arpan_CSA #TEDx #Tedxspeaker #TEDTalks https://t.co/mpg57aLxPM
2023-01-16	jaffery25	Introducing our Second Musical Performance for Annual Conference 2023. Jaffery Sequeira: Jaffery Sequeira, better known by his stage name "Jeff", is an Indian singer raised in Mumbai by a family of musicians. https://t.co/7HMdhJblHj

[illegible]

TwitterYouTubeGoogle SheetsText FileRSSReddit

YouTube API information and limitations

data_youtube

(No Special Characters)

Fw1Fc_y_2Ek

Enter the ID of the YouTube video as follows:

https://www.youtube.com/watch?v=9bZkp7q19f0

On the video page,
copy the code after "v=" in the URL

Important notices:

- The current download speed for this source is ~1k comments per minute. Please don't close the browser once you click the "Import" button below.
- Since YouTube API only permits storage of public data for up to 30 days, this dataset will be automatically deleted 30 days after its collection unless it's updated within the 30-day period.

You are using 3/3 of your permitted datasets - [Get More](#)

Go Back (No Action)

1. Edit / 2. Preview / 3. Text Analysis / 4. Network Analysis / 5. Report

100%

> Total records in the dataset before the import: 0
> Retrieving data... **Don't close the browser!**
> Retrieving top-level comments first...
> 2907 top-level comments found. Retrieving replies...
> **There are more comments than what can be stored in your account.** Only 2500 records will be saved.
- [Get More Space](#)
> Saving data...
> Saved/updated 2500 records.
You can now close the browser!

<Go BackNext Step>

DATE	USER	POSTS, N = 2500
2017-04-07	Anything Everything	Parents be like.. beta engineering kar lo boht scope hai. And when their kids are not able to get employment in their relevant fields then "Banking hai na"
2017-04-08	Chandramouli Srinivasan	Fantastic speech about Indian education system. This system makes a genius to a dumb person who follows just instructions.
2017-04-08	TimeWalker	this person was throwing out the truth like a white hole
2017-04-08	Naman Sharma	Pause at 2:43 with the auto subtitles on. He sells something else apparently.
2017-04-08	Mihir J.	sad !
2017-04-09	Sumit Upadhayay	watching this makes me sad.
2017-04-09	Karanseerarah	truly said... indian schools dont teach students for knowledge.. besides for marks... what a stulent will do with fucking stupid marks when he ll not having enough knowledge about the subject
2017-04-10	SOHAM	you can apply for mathematics major

A	B	C	D	E	F	G	H	I	J	K
id	author	description	guid	to	likecount	link	pubdate	replycount	title	authorChannelU
1	Engineering give attendance		UgxO3eyUaBuL18DwJfP4A0			https://www.yi2023-01-2100			Engineering g	http://www.youtu
2	Kaustubh Ramteke	"be an engineer first then decide what to do with life"	UgzB9BflavPwJpKcznON4A1			https://www.yi2023-01-2000			"be an engine	http://www.youtu
3	listen something different	Best talk ever Now.	UgyXaBkz3xCIE09mJf4Aa0			https://www.yi2023-01-0900			Best talk ever	http://www.youtu
4	Lohith P gowda	India is affected by British education system	UgwFrJ07WpP_8fS3W34A0			https://www.yi2023-01-0410			India is affect	http://www.youtu
5	bit coin	He is real hero I watched first video which is useful after independence	Ugw8NkYm8XaMGNt594A0			https://www.yi2023-01-0320			He is real her	http://www.youtu
6	Creative_Raj	currently i am a jee aspirant	UgyO-GyRHAJ_0WNoV44A0			https://www.yi2022-12-2210			currently i am	http://www.youtu
7	Itz NOVA	Bhai m kyu padh raha hu mujhe to English aati h hehe	Ugx7BwZorROzYqGkUM4A0			https://www.yi2022-12-1410			Bhai m kyu pi	http://www.youtu
8	Mohit manyamtion	His jokes are actually good boomers don't get	UgxChh176gus...3-nwJ4Aa0			https://www.yi2022-12-1100			His jokes are	http://www.youtu
9	FATHIMA	I am 17 now I am in 12,i am a biomaths student, and The only advice I get from elders(uncle, aunt, relatives	UgyDw3Z3eddGfmwip4Z4A1			https://www.yi2022-12-0520			I am 17 now i	http://www.youtu
10	Rajasaurus	I am really lucky to have parents who encourage me go to Shantiniketan Vishwa Vidyalaya to study art beca	UgxAg5jdY-F04MJaDYB4Ae0			https://www.yi2022-11-2710			I am really luc	http://www.youtu
11	Archana Kumari Dasgup	And the reason why I'm not on that stage giving a TED talk like Adhitya Iyer, is because unlike him I followe	Ugyj-TWxHOpCIVHocup4Ae0			https://www.yi2022-11-2700			And the reasc	http://www.youtu
12	Niva	I also felt the same. Being 'good at studies' actually opens up lot of options. When you get lot of options then	UgxT10MbkdPJE7XsYl94Aa0			https://www.yi2022-11-1320			I also felt the	http://www.youtu
13	Naresh rao	I am not good at studies and not in math either but I am an engineer and now I am broke and poor	UgzfWwMk30nFT1TzTKB4A0			https://www.yi2022-11-0600			I am not good	http://www.youtu
14	Sharvi Jai Memories	Nice story.	Ugw_e6p35a9fR8LQNCi4Ae0			https://www.yi2022-11-0200			Nice story.	http://www.youtu
15	Tanushka Khanduja	Bonkers!	Ugw-825MODCikQqBzP4Ae0			https://www.yi2022-10-2900			Bonkers!	http://www.youtu
16	Saurav Suresh	You forgot about India's obsession with hard work. We're being taught that hard work makes us rich and suc	UgwTtsR85z1MkrjKGd4Aa1			https://www.yi2022-10-2510			You forgot ab	http://www.youtu
17	AKSHAY KOTHARI	Thumbnail may Arjun Kapoor ki pic h	Ugzhd6J-oRo8qV67G7NB4A0			https://www.yi2022-10-2200			Thumbnail ma	http://www.youtu
18	Vavilala Sriteja	In Israel, it is a must to work in army at a point of time. In india it is a must to work as an Engineer.	Ugz22nypYd8BgABkAH4Ae0			https://www.yi2022-10-1210			In Israel, it is	http://www.youtu
19	Anupam Bhise	thanks	UgwO_z8bQqStl4J7ZV4Aa0			https://www.yi2022-09-3000			thanks	http://www.youtu
20	CLARITY-SPREADER	Engineer by only option not by choice !!!!! That's what he meant by saying His biggest mistake was that he v	UgwkwKuV1dOM5g_hfAZA0			https://www.yi2022-09-2700			Engineer by c	http://www.youtu
21	bit coin	I'm from South india this guy is true hyderabad Narayana worst than Andaman beacause of which nuclear sc	UgzGAlcAWCnhmZy7h4A0			https://www.yi2022-09-2600			I'm from Souh	http://www.youtu
22	Pratik Tiwari	Topper oriented education system is worst Education has become money making business.	Ugz2QOwGdmupwmiVXA0			https://www.yi2022-09-1110			Topper orient	http://www.youtu
23	Pragat D	This is an eye opener	UgyYnBfmcirfChOzZSR4A0			https://www.yi2022-08-3000			This is an eye	http://www.youtu
24	Kashi Infinity	Commendable job Sir!! Sadly the audience was dead.	Ugyyn0zaupb20HwUNIAA0			https://www.yi2022-08-2820			Commendabk	http://www.youtu
25	Nritya khound	Itna sab bakbak karne ka kya faida... i appreciate you... but aisob humko bhi maloom hain...kisiko kehne ki j	UgywF5ghbY4Z30s8whJ4A0			https://www.yi2022-08-2500			Itna sab bakb	http://www.youtu
26	nothing	I watched after 2 years again, u did great bro but people are dead.	UgwAHU_6NjYKJkSIF4Ae0			https://www.yi2022-08-1710			I watched aft	http://www.youtu
27	Better than Yesterday	After the student ran away from hostel, he feels like hero from SHAWSHANK REDEMPTION	UgyxGgGzWkNF_g5RQR4A1			https://www.yi2022-08-1300			After the stud	http://www.youtu
28	Shraddha Biswas	JEE NEET = Nightmares.. And for me it was neet.	UgdwjiOWdiiHfKzLx4AaA0			https://www.yi2022-08-0210			JEE NEET =	http://www.youtu
29	Gopinath Soni	Worth listening	Ugx0Ji4oJAh-3WYfTicN4Aa0			https://www.yi2022-07-3100			Worth listenin	http://www.youtu
30	Snigdha Dwivedi	I wish I had watched this video before	UgymgK_5_1cDs8jVZB4Aa0			https://www.yi2022-07-2900			I wish I had w	http://www.youtu
31	ritz	I will tell you my story, after taking science in 11th with a percentage of 96 in boards my dad simply asked n	UgweQGKvRyGkyKylhR4A0			https://www.yi2022-07-2500			I will tell you	http://www.youtu
32	Aditya	He should have rehearsed and checked his content before speaking at the global social platform TEDx. I'm f	UgzeUdpdnF47_Oh_Qd54A0			https://www.yi2022-07-2410			He should ha	http://www.youtu
33	Space_Monkey	I once told my dad I wanted to take commerce and the rest is history.	UgzHmD4Sbebyh1mLjCR4A0			https://www.yi2022-07-2400			I once told m	http://www.youtu
34	Manisha Agarwal	I m in Allen 7th grade, uhnh....	UgxHmD4Sbebyh1mLjCR4A0			https://www.yi2022-07-2400			I m in Allen 7	http://www.youtu

iii) Social Media Analytics techniques and engagement metrics (page level, post level, member level)

Page level, post level, and member level are three different ways of categorizing or organizing content or information on a website or platform.

- Page level: Refers to the overall structure and content of a web page. It determines the layout, design, and overall user experience of a page.
- Post level: Refers to individual pieces of content such as blog posts, articles, or social media updates. It determines the format and style of individual pieces of content.
- Member level: Refers to the user account or profile level, including information such as username, password, email address, and access rights. It determines what content a user can see and interact with based on their account privileges.

iv) Applications of Social media analytics for business.

Social media analytics can be used in a number of ways by businesses to improve their marketing and customer engagement efforts:

- Market research: Understanding customer preferences, opinions, and feedback on social media can help businesses identify new market opportunities and inform product development.
- Competitor analysis: Tracking competitor activity on social media can provide insights into their marketing strategies, audience engagement, and industry trends.
- Brand reputation management: Monitoring brand mentions and sentiment on social media can help businesses address negative comments and maintain a positive brand image.
- Customer engagement: Analyzing social media interactions can provide insights into what content resonates with customers and how to better engage with them.
- Campaign analysis: Evaluating the success of social media campaigns in terms of reach, engagement, and conversions can help businesses optimize future campaigns.
- Audience targeting: Analyzing social media demographics and interests can help businesses better target their marketing efforts and reach their desired audience.

CONCLUSION

In conclusion, learning various social media analytics tools and evaluation matrices is crucial for businesses that want to maximize the value of their social media presence. There are a variety of tools available, each with its own set of features and capabilities, and choosing the right tool requires careful consideration of key evaluation matrices such as ease of use, data accuracy, customization options, integration capabilities, cost, and customer support. By carefully evaluating their options, businesses can choose the right tool to meet their needs and use social media analytics to improve their marketing and customer engagement efforts.