

BA4029

SOCIAL MEDIA WEB ANALYTICS

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COURSE OBJECTIVE:

➤ To showcase the opportunities that exist today to leverage the power of the web and social media

UNIT I INTRODUCTION 9

Evolution of online communities - History and Evolution of Social Media- Social Media vs. traditional media - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties – Influencers - How ideas travel – Virality - Social theory and social media - technological determinism in popular discourse on social media technologies.

UNIT II COMMUNITY BUILDING AND MANAGEMENT 9

Science of Social Media - Keys to Community Building - Promoting Social Media Pages- Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media: formation of identities, communities, activist movements, and consumer markets - Social Media as business.

UNIT III SOCIAL MEDIA POLICIES AND MEASUREMENTS 9

Social Media Policies-Etiquette, Privacy- ethical problems posed by emerging social media technologies - The road ahead in social media- The Basics of Tracking Social Media - social media analytics- Insights Gained From Social Media- Customized Campaign Performance Reports - Observations of social media use.

UNIT IV WEB ANALYTICS 9

Web Analytics - Present and Future, Data Collection - Importance and Options, Overview of Qualitative Analysis, Business Analysis, KPI and Planning, Critical Components of a Successful Web Analytics Strategy, Web Analytics Fundamentals, Concepts, Proposals & Reports, Web Data Analysis.

UNIT V SEARCH ANALYTICS 9

Search engine optimization (SEO), non-linear media consumption, user engagement, User generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

1. The students will be able to enhance the social media skills.
2. The students will be able to develop a mass communication strategy and guide campaigns.
3. To get an idea of social media policies.
4. Understand the fundamentals and concepts of web analytics.
5. How to effectively use the resulting insights to support website design decisions, campaign optimisation, search analytics, etc.

REFERENCES:

1. K. M. Shrivastava, Social Media in Business and Governance, Sterling Publishers Private Limited, 2013
2. Christian Fuchs, Social Media a critical introduction, SAGE Publications Ltd, 2014
3. Bittu Kumar, Social Networking, V & S Publishers, 2013
4. Avinash Kaushik, Web Analytics - An Hour a Day, Wiley Publishing, 2007
5. ric T. Peterson, Web Analytics Demystified, Celilo Group Media and Café Press, 2004
6. Takeshi Moriguchi, Web Analytics Consultant Official Textbook, 7th Edition, 2016

Social Media Web Analytics

Unit- 1

Evolution of online communities - History and Evolution of Social Media- Social Media vs. traditional media - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties – Influencers - How ideas travel – Virality - Social theory and social media - technological determinism in popular discourse on social media technologies.

Introduction to Social Media



- The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities.
- Social media is a computer-based platform to facilitate sharing our thoughts, ideas, and information to communicate with other people.
- Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos.
- Users engage with social media via a computer, tablet, or smart phone via web-based software or applications.
- While social media is ubiquitous in America and Europe, Asian countries like Indonesia lead the list of social media usage.
- More than 4.5 billion people use social media, as of October 2021

Social Media Overview

Types

- Social networking
- Bookmarking
- Social news
- Media sharing
- Micro blogging
- Online forum sites

Social Media Overview

What Are the Top 10 Social Media Apps?

The top 10 social media apps are Facebook, YouTube, WhatsApp, Facebook Messenger, Instagram, WeChat, TikTok, QQ, Douyin, and Sino Weibo.

What Are the 6 Types of Social Media?

The six types of social media, though this can be broken down in many ways, include social networking, bookmarking, social news, media sharing, microblogging, and online forum sites.

What Is the Use of Social Media?

Social media allows individuals to keep in touch with friends and extended family. Some people will use various social media applications to network and find career opportunities, connect with people across the globe with like-minded interests, and share their own thoughts, feelings, and insights online.

What Is the Most Popular Social Media?

The most popular social media site is Facebook.

WHO FIRST INVENTED SOCIAL MEDIA?

- It depends on your definition of social media. Even when we're talking about the internet era, we should choose a tart point.
- If we start it with our casual definition of social media, the answer is Andrew Weinreich, the founder of Six Degrees in 1997. But some may point at Usenet which was created in 1979 at the University of North Carolina. Keep in mind that this one was created before the World Wide Web and it was just a local network.

2022 TRENDS IN THE SOCIAL MEDIA PLATFORM



- Because of the importance of social media in the lives of consumers, marketers and companies rush to social media platforms in the hopes of engaging with their target audiences. On the other hand, there is a glut of content on social media, and the competition is fierce.
- If you don't have a distinct social media marketing plan, it might be difficult to stand out. Keeping up with the newest social media trends may help you fuel your approach and set you apart from the competition. Here's a look at some of the social media trends to watch in 2022 and even beyond.

SOCIAL MEDIA CONTINUES TO THRIVE IN THE U.S.



72%
of U.S. adults
population uses
social media



73%
of U.S. adults
regularly visit
YouTube



69%
of U.S. adults are
on Facebook



75%
of U.S. adults
18 to 24 use
Instagram

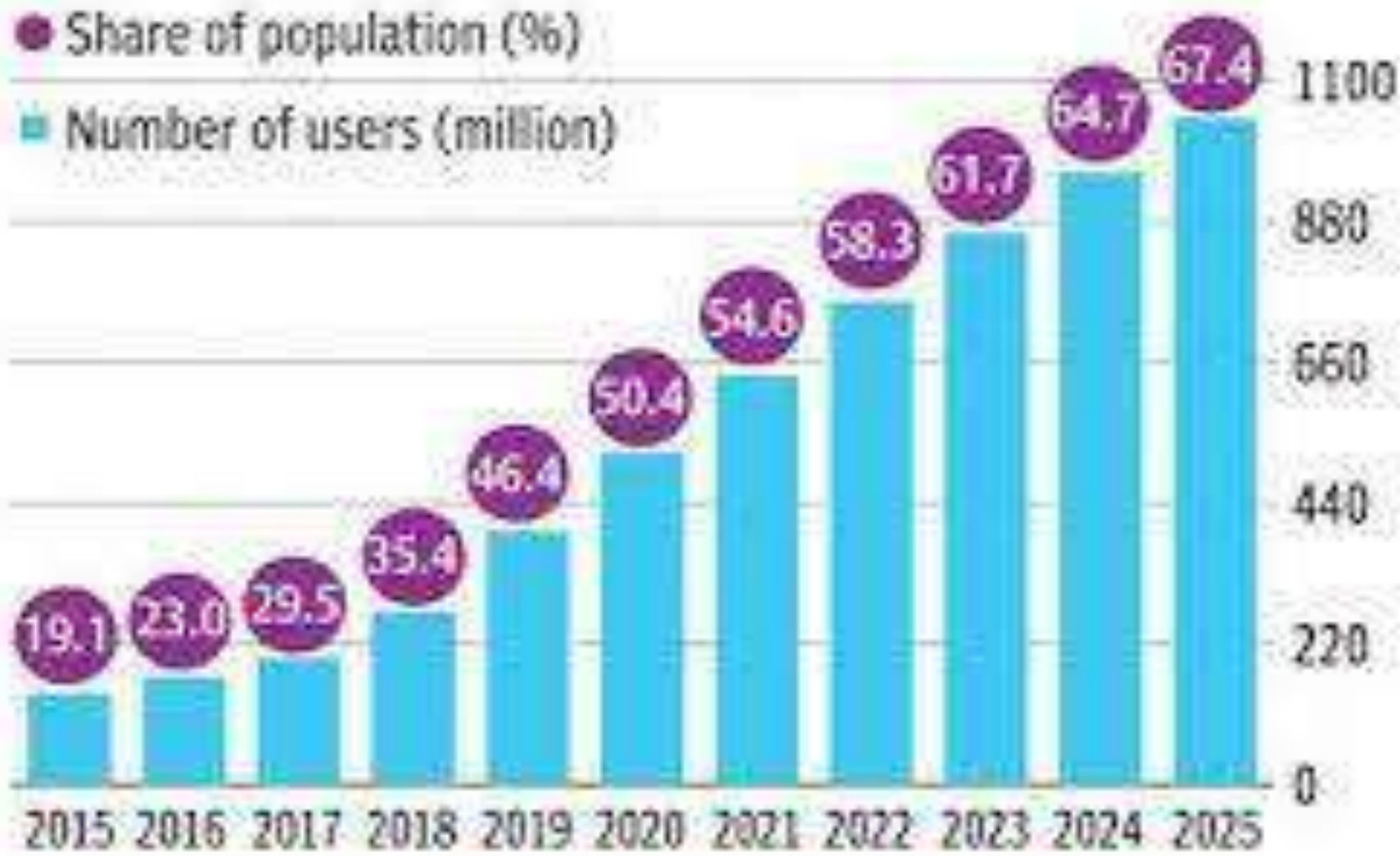


73%
of U.S. adults
use Snapchat



67% of Indians to use social network by 2025

Social network user penetration in India



**JAN
2022**

TIME SPENT WITH SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS



01: YOUTUBE



23.7

HOURS / MONTH

02: FACEBOOK



19.6

HOURS / MONTH

03: WHATSAPP



18.6

HOURS / MONTH

04: INSTAGRAM



11.2

HOURS / MONTH

05: TIKTOK



19.6

HOURS / MONTH

06: FACEBOOK MESSENGER



3.0

HOURS / MONTH

07: TWITTER



5.1

HOURS / MONTH

08: TELEGRAM



3.0

HOURS / MONTH

09: LINE



11.6

HOURS / MONTH

10: SNAPCHAT



3.0

HOURS / MONTH

Evolution of online communities and the social web

- 1.From humble beginnings
- 2.Bulletin Board Systems (BBS)
- 3.Chatrooms
- 4.Question and Answer boards
- 5.Digg and Reddit
- 6.LiveJournal
- 7.Friendster
- 8.Myspace
- 9.Facebook
- 10.Twitter
- 11.Tumblr
- 12.Forums and messaging boards
- 13.Foursquare
- 14.Instagram
- 15.Turntable.fm
- 16.Pinterest
- 17.The future of social

History and Evolution of Social Media

- Pre-internet Roots
- The Launch of Social Sites
- Modern Social Media Outlets
- Facebook
- Reddit
- Twitter
- Instagram
- Pinterest
- Snapchat
- TikTok

History and Evolution of Social Media

- Social Media: End Users and Businesses
- The End-User Experience
- The Business Experience
- According to HubSpot's [“Social Media Marketing: The Ultimate Guide,”](#) companies use organic social media marketing to:
 - Increase brand awareness
 - Generate leads and increase conversions
 - Develop and nurture relationships with customers
 - Learn from competitors

Social Media – The Future



Social Media vs. Traditional Media

Social Media

It is a form of electronic communication that enables users to create and share information, ideas, messages, and content.

Two-way conversation is the heart of social media marketing.

Social media gives a lot of freedom over creation of information and in information sharing.

Traditional media is designed for mass consumption which means they are targeted at mass consumers.

Traditional Media

It includes contemporary modes of communication such as television, radio, newspaper, magazine etc.

Traditional media delivers a single message through one-way communication.

Only the sender decides what to publish, telecast or broadcast, while the receiver always receives the information.

Social media involves targeted two-way communication which means the message can be addressed to targeted audience.

Social Media vs. Traditional Media

SOCIAL MEDIA

Social media refer to websites and applications that enable users to create and share content or to participate in social networking

Facebook, YouTube, Instagram, LinkedIn, Wikipedia, Pinterest, etc. are some examples

Offers two-way communication

Dependent on the internet

Easy to make changes once a message is broadcasted/published

You have more control over the message you want to share

TRADITIONAL MEDIA

Traditional media refers to any form of mass communication available before the introduction of digital media

Some examples include television, radio, newspapers and magazines

Offers one-way communication

Not dependent on the internet

Difficult to make changes once a message is broadcasted/published

You have less control over the message you want to share

Social Media Audience

Target audience definition

- A social media target audience is the specific group of people you want to reach with your social channels. They are the people who are most likely to be interested in your content, products, or services. They are likely united by some common characteristics, like demographics and behaviors.
- As you develop your target audience definition, don't be afraid to get highly specific. You can start with broad categories like millennials or single dads. But good social media audience research will allow you to get into much finer detail.

How to Find Your Target Audience on Social Media

- Identify or create buyer personas.
- Find out where your audience is most active.
- Look at your competitors.
- Survey your customers.
- Search Facebook Groups

OR

- Compile data on your existing customers and social media audience
- Use social listening to find conversations about your brand
- Research which social channels your audience uses
- Check out the competition
- Understand what your target audience wants from your social channels

How To Set and Exceed Social Media Goals

- Increase brand awareness
- Manage brand reputation
- Increase traffic to your website
- Improve community engagement
- Boost conversions or sales
- Generate leads
- Deliver customer service
- Gain market insights with social listening
- Attract candidates for open positions

Set SMARTer social media goals in 5 steps

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

Link: https://blog.hootsuite.com/smart-social-media-goals/#1_Increase_brand_awareness

Understanding Social Media: Strong and Weak ties

Online Ties

Facebook's Current Use of Ties

Social Algorithms

- **Strong Tie :**
- Strong relationship exists between close members with frequent interactions or meetings. Example – family members and close friends cause strong ties.
- **Weak Tie :**
- Weak relationship is caused by distant social relationships and very infrequent meetings or interactions. Example – Acquaintances and strangers cause weak ties.
- **Separate Slide**

What is an influencer?

- **An influencer** is someone who has: the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.
- a following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche.
- It is important to note that these individuals are not merely marketing tools, but rather social relationship assets with which brands can collaborate to achieve their marketing objectives.

How ideas travel

- Photos, Videos, Useful links
- Blog posts, Destination fun facts
- Polls, Event announcements, Top 10 lists
- Community work updates
- Contest announcements & updates
- Travel updates, Ship inspection information, Family trip reports
- Client stories, Opinions, Travel tips, Behind-the-scenes updates
- Favourite quotes
- Staff picks, Funny Stories, Updates from the road
- Milestones, Travel deals
- **<https://www.adventuretravelnews.com/25-social-media-content-ideas-for-travel>**

The media and social theory



<https://www.slideshare.net/USIC/lecture-7-the-media-and-social-theory>

Technological Determinism & Social Media

Communication technology has exceedingly changed the way we send out messages and receive them from the opposite. Communication barriers are eliminated and the forms of communication have been transformed significantly.

For the past centuries, development of technology has played a critical role in improving and shifting the ways certain activities are used to be done, particularly human activities.

There have been discussions regard of the influences in which technological innovations impose on the development of society's cultural values and norms, such belief is called '**Technological Determinism**'.

Technological Determinism & Social Media

Various social evolution theories have also mentioned likewise by illustrating an example of the creation of social media which enabled us to connect with others anytime and anywhere. However, such changes of communication also led to less genuine human interactions, face-to-face conversations. The value of social interactions gradually declines while the use of social media increases continually. Clearly, social media which is a technological innovation has brought people closer as well as unintentionally isolated us. Technology is able to bring about changes in so many different ways.

Technological Determinism & Social Media

According to Marshall McLuhan, he mentioned that we should pay attention to the **form of a medium rather than the content it carries**.

Basically, it is the message itself when we get a message that is the message, the content rather than its form. However, McLuhan focused on the medium itself as he argued that throughout centuries the messages that are communicated among us have been less crucial than the form of its medium.

Technological innovation in term of communication which transfers messages changes human and the society, in the way that it unifies people, encourage participation, and expand the scale of impact. The form of communication changes the emphasis on the way we recognize and react to the information.

We are unconsciously adapting to modern telecommunications while such medium has contributed to the increase of our capacity to deliver content. For example, it is undeniable that a combination of an online media technology with offline activities bring about advocacy campaigns which greatly create social movement and impactful changes.

Technological Determinism & Social Media

In the era of digital media, we can extensively reach to audience and carry out engagement at a very low price.

Thus, if you are able to make a campaign to become rapidly popular on the internet, or basically go viral, then the ability to influence general public, organizations, or government sector, or even to provoke movement will become much more possible.

The coordination of online media to offline media is essential whether the intention of a campaign is to fulfill the needs, solve problems, or create profit. Without an online platform which enhance the capability to reach to audience, the results of a campaign might appear otherwise.

This example could possibly demonstrate why we would be paying attention to medium rather than the content it carries.

COMMUNITY BUILDING AND MANAGEMENT

Unit – II

Science of Social Media - Keys to Community Building - Promoting Social Media Pages- Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media: formation of identities, communities, activist movements, and consumer markets - Social Media as business.

Science of Social Media

- Step One: Hypothesis
- Step Two: Experiment
- Step Three: Observation and Analysis
- Step Four: Take Action
- **The Role Of Social Media In Science Communication**
- Rates of social media use in the scientific community are low when compared to the general public or even to other professional groups.

The Role Of Social Media In Science Communication

- The traditional nature of scientific communication is unidirectional (think about conferences or articles in peer-reviewed journals), but this long-form narrative contrasts with the current evolution of communicative preferences across the globe. Nowadays, two-way interactive exchanges find in social media
- platforms the ideal space for conversations between people from a wide variety of backgrounds.

Keys to Community Building

- Leverage social media.
- Pay attention to product reviews.
- Incorporate customer feedback into your products.
- Co-create content
- Host in-person events
- Build a network of affiliates

Why promote your business on social media?

- Target audiences with pin-point precision
- Reach new audiences similar to yours
- Send qualified traffic to your site
- Boost sales and leads
- Help you better understand your audience
- Provide quality means of engagement with your audience

How to promote on social media

1. Choose your social media platform
 - Facebook, Instagram, Twitter, YouTube, Pinterest, LinkedIn, TikTok
2. Build up your brand on social media
3. Complete your profile
4. Integrate your logo
5. Use hashtags with your content
6. Post content on your social profiles
7. Use social media buttons to promote your profiles
8. Cross-promote on other channels

6 social media promotion ideas to help you get started

- Run a social ad campaign
- Make social-only discounts
- Use shoppable tags (Instagram only)
- Host contests and giveaways
- Referrals
- Create a loyalty program

Linking Social Media – One By One

- Here we are going to tell you how to link social media accounts if you are using one of the platforms, Facebook, Instagram, Twitter, and LinkedIn.
- Link Facebook to Instagram
- Link Facebook to Twitter
- Link Facebook to LinkedIn
- Link Twitter to LinkedIn
- Link Twitter to Instagram
- Link Instagram to LinkedIn

5 Powerful Practices for Social Media Linking

- Use Shortened and Branded URLs to Boost Social Media Engagement
- Cross-Link Your Social Media Profiles to Grow Your Audience
- Add Deep Links to Your Website to Improve Rankings
- Use High-Quality, Engaging Images Alongside Your Social Media Linking
- Incorporate Links in Your Social Media Profile Bios as Calls to Action (CTAs)

Impact of Social Media on Society

- Socialisation
- Business
- Politics
- Job hiring
- Education
- The negative impacts of social media

Impact of Social Media

- The Impact of Social Media on Politics
- The Impact of Social Media on Society
- The Impact of Social Media on Commerce
- The Impact of Social Media on the World of Work
- . The Impact of Social Media on Training and Development
- The Challenges of Social Media
- The Impact of Social Media on Relationships

Digital PR

- A digital PR specialist uses a wide variety of tactics to improve a client's web presence. Examples include:
- Preparing online press releases
- Building relationships with online journalists and bloggers to generate online press coverage
- Arranging business profiling
- Organizing online reviews and interviews
- Ensuring press releases are optimized with [relevant links](#) back to your website. This benefits readers with links to more information and gives your search rankings a boost by securing high authority links to your website from high traffic blogs and news sites
- Influencer marketing and blogger outreach to attain mention on influential social media accounts and blogs
- Publishing online content to gain a wider reputation and high-quality backlinks

How Digital PR Can Benefit Your Brand

- Boost website traffic
- Improve search engine optimization
- Establish you as an authority in your niche
- Generate leads and sales
- Improve your brand image and increase trust

Why Digital PR Is Important

- **Digital PR** is important because it introduces a company to new target audiences. These introductions take place on search engine results pages and within editorial article placements on popular sites.
- **Here is how Digital PR benefits a small business**
- Improves SEO rankings
- Grows website traffic
- Builds brand
- Generates leads
- Increases sales

Types of Digital PR

- Unlinked Mentions
- Guest Posts
- Directory Inclusions
- Press Releases
- Influencer Marketing

Digital HR Strategy

- Here are the cornerstones of a Digital PR strategy
- Target anchor text
- Target URLs
- Media list
- Pitch
- Content ideas

Digital PR Campaigns

- Google Analytics
- Google Search Console
- Domain Rating
- Social Media Shares & Followers
- Leads & Sales

Digital PR Tools

- [Google Analytics](#). Measures an increase in traffic, as well as conversions for leads and sales.
- [Google Search Console](#). Measures an increase in clicks, impressions, and brand mentions.
- [Ahrefs](#). SEO tool for measuring Domain Rating, conducting backlink analysis, and identifying unlinked mentions.
- [Majestic](#). SEO tool that measures the trustworthiness of an external website.
- [HARO](#). Help a Reporter Out (HARO) provides journalists with sources for upcoming stories. This vibrant community provides sources with daily opportunities to secure valuable media coverage.
- [Tineye](#). A reverse image search tool that identifies where infographics and images appear online.
- [BuzzSumo](#). Discover content ideas, influencers, and how often content is shared on social platforms.
- [Gmail](#). Email platform to message bloggers, journalists, and influencers.
- [LinkedIn](#). Social network to identify contacts.

- **Digital PR vs. Traditional PR**
- What's the difference between Traditional PR and Digital PR? One is online, and the other is offline.
- **Examples of Traditional PR include:**
- **Print.** Magazines, Newspapers, and Niche Publications.
- **Media.** Radio and Television appearances
- **Event Coordination.** Release parties, trade shows, and VIP events.
- **Relations.** Investor, Government, and Community Relations.
- **Examples of Digital PR include:**
- **Blogs.** Guest posts, quotes in articles, and online profiles.
- **Influencers.** Social media shares, giveaways, and resource pages.
- **Audio & Video.** Podcasts, online videos.
- **Inclusions & Attributions.** Unlinked mentions, image copyrights, and directories.

Digital PR Tactics & Ideas

- Relationship Building
- Media List Building
- Monitoring
- Promotion
- Analysis
- Links
- Submissions
- Social

Tips For Increasing Your Social Media Engagement

- Talk About Your Topic (Not Just Your Brand)
- Join Question & Answer Sessions
- Share Other People's Content- Reposting Customer or Follower Posts, Using Influencers to Share Content, Guest Posting
- Make Your Customers Feel Engaged - Creating a Conversation, Give Your Response Feelings
- Make Your Posts Visual
- Add Relevant Hashtags (#) to Your Posts
- Create Polls & Surveys
- Run Contests and Giveaways
- Engage With The Latest Trends and Issues
- Use Analytics Tools to Monitor Engagement - [Google Analytics](#), [Twitter Analytics](#), [Hootsuite](#)

Why Social Media might tell us quite a lot about social Identity

- Identity through storytelling
- Studying identity online
- Social Media and Identity Formation
- Social Media and Identity: Influence on Young Adults and Branding

Activism on Social Media

- Social Media platforms have taken centre stage in the outreach and mobilisation efforts for civil society organisations (CSOs), grassroots groups, activists and concerned individuals.
- In this piece we focus on four facets and actors of how the data generated by users of social media platforms can be used.
- Platforms and Personal Data
- Authorities and Personal Data
- Adversaries and Personal Data
- Personal Context and Personal Data

Activism on Social Media

- Good people can get hacked, too
- *Create and maintain a strong password*
- *Protect sensitive files on your computer*
- *Securing your devices against malware*
- **Protecting your device from physical threat**
- Sharing Images, Videos and Documents on Social Media
- Alternatives for Sharing Images

Sharing information with a wider public

- Facebook
- Activist Alternatives to Facebook
- Twitter
- Creating events & publicising them
- Groups
- Messenger

What are consumer insights/ Markets?

- A consumer insight is an interpretation used by businesses to gain a deeper understanding of how their audience thinks and feels. Analysing human behaviours allows companies to really understand what their consumers want and need, and most importantly, why they feel this way.
- **Why understanding buyers is so valuable**
- Better informed about products and services
- Connected to one-another, and can easily find reviews and opinions before buying
- Expecting personalization, and react negatively to “one size fits all” advertising

What qualifies as an “insight?”

- They should be new
- They should be unexpected
- They must be relevant
- They should inspire you to take action

Traditional sources of consumer insights

- Focus groups
- Surveys
- Questionnaires

How to find consumer insights on social media



1. Get a good social listening and analytics tool
 - Great listening capabilities
 - Excellent analysis features
2. Do some primary audience analysis
3. Discover the main topics associated with your brand
4. Find out where people are talking about you
5. Find consumer insights from your competitors

How to make social consumer insights work for the whole company

- Measure brand equity evolution
- Track campaigns more accurately
- Manage crisis and protect the brand's reputation
- Find and work with authentic or niche influencers
- Customer service and experience

Social Media as business



- Increase brand awareness
- Humanize your brand
- Establish your brand as a thought leader
- Stay top of mind
- Increase website traffic
- Generate leads
- Boost sales
- Partner with influencers
- Promote content
- Go viral
- Source content- Source ideas ,Source material for posts.
- Reputation management
- Crisis communication
- Customer and audience engagement
- Customer service and customer support
- Learn more about your customers
- Gauge sentiment around your brand
- Keep an eye on the competition
- Stay on top of industry news
- Targeted advertising
- Retargeting
- Reporting and analytics

SOCIAL MEDIA POLICIES AND MEASUREMENTS

Unit – III

Social Media Policies-Etiquette, Privacy-ethical problems posed by emerging social media technologies - The road ahead in social media- The Basics of Tracking Social Media - social media analytics- Insights Gained From Social Media- Customized Campaign Performance Reports - Observations of social media use.

What is a social media policy?

- A social media policy is an official company document that provides [guidelines](#) and requirements for your organization's social media use. It covers your brand's official channels, as well as how employees use social media, both personally and professionally.
- The policy applies to everyone from the CEO to summer interns, so it needs to be easy to understand. It can be part of a wider social media marketing strategy, or it can live with onboarding materials and other company policies.

What is a Social Media Policy?

- Having a social media policy for your business is essential in making sure your employees know what they should and should not do on social channels. Plus, it can help your company curb any legal or security issues.
- A social media policy simply outlines how an organization and its employees should conduct themselves via the web. It helps protect your company's online reputation and encourages employees to also get involved in sharing about the company in their online networks.
- The challenge is many companies do not know how to best organize a good social policy and want to ensure employees are actually reading it.

Why do you need a social media policy for employees?

- Maintain your brand identity across channels
- Protect yourself from legal and regulatory challenges
- Facilitate diversity and inclusion
- Prevent a security breach
- Prevent a PR crisis
- Respond quickly if a crisis or breach does happen
- Clarify employees' social media responsibilities
- Encourage your employees to amplify your brand's message

What should your social media policy include?

- Roles and responsibilities
- Security protocols
- A plan of action for a security or PR crisis
- An outline on how to comply with the law
- Guidance for employees' personal social media accounts
- Employee advocacy guidelines

Why is Social Media Etiquette important for business?

- Etiquette helps with online interaction
- Etiquette aids in remediation after a blunder
- Etiquette can help you appear empathetic
- Etiquette assists you focus on the result
- Etiquette protects you from legal implications.
- Etiquette protects your brand respectability

Social Media Etiquette for professionals

- Keep your audience in mind
- Make sure you don't post any personal information
- Share valuable content
- Share consistently but don't overdo it
- Beware of social media norms
- Uphold business values
- Maintain a schedule
- Identify platforms that work for you
- Provide a complete bio for your brand/business
- Address follower queries

Social Media Etiquette for Employees

- Use social media during working hours
- Keep personal and professional accounts separate
- Avoid sharing personal information
- Consult with coworkers
- Make use of disclaimers

Why is social media etiquette important?

- Protect against legal and security issues
- Protect against privacy risks
- Empower staff
- Defend your brand

Threats to Privacy on Social Media

- **Data Mining**
- **Phishing Attempts**
- **Malware Sharing**
- **Botnet Attacks**

How to Protect Your Privacy on Social Media

- Read and Understand the Privacy Terms
- Site Features
- Adjust your Privacy Settings
- Biographical Information
- Account Information
- Friends or Contacts
- Turn Off Your Location
- . Be careful about posting photos online
- Avoid Clickbait

Security Tips for Privacy on Social Media

- Choose a “strong,” secure password. Use different passwords on all your different social media accounts.
- Change your passwords frequently.
- Avoid logging into public computers or using friends’ phones to log in to your social media accounts.
- Use caution with public wireless connections when accessing your social media accounts. If possible, [use a VPN](#).
- Avoid using public or shared devices to access your social media accounts.
- Avoid clicking on social media links, even the ones sent to you by a friend.

Ethical problems posed by emerging social media technologies

- Misuse of Personal Information. ...
- Misinformation and Deep Fakes. ...
- Lack of Oversight and Acceptance of Responsibility. ...
- Use of AI. ...
- Autonomous Technology. ...
- Respect for Employees and Customers. ...
- Moral Use of Data and Resources. ...
- Responsible Adoption of Disruptive Tech.

The Long Road Ahead: Social Media Success

- *“Don’t use social media to impress people; use it to **IMPACT** people” - Dave Willis.*
- Genuine relationships take some time to develop.
- Creating value doesn’t happen in a blink of an eye
- Building loyalty and brand awareness are long-term goals.

The Basics of Tracking Social Media

- Impressions. Impressions are the number of times your content is shown to users. ...
- Reach. Reach is the number of users who see your content, even if they see your content multiple times.
- Audience growth rate. ...
- Engagement rate. ...
- Click-through rate. ...
- Bounce rate. ...
- Average time on page. ...
- Referrals.
- Cost-per-click
- Response rate
- Response time

Why Social Media Analytics Are Important

- *Increase Customer Acquisition*
- *Protect Brand Health*
- *Lower Customer Care Costs*
- *Maximize Product Launches*
- *Boost Campaign Performance*
- *Improve Crisis Management*

10 of the best social media analytics tools

- [#1: Hootsuite Analytics](#)
- [Growth = hacked.](#)
- [#2: Google Analytics](#)
- [#3: RivalIQ](#)
- [#4: Hootsuite Insights powered by Brandwatch](#)
- [#5: Brandwatch](#)
- [#6: Talkwalker](#)
- [#7: Keyhole](#)
- [#8: Channelview Insights](#)
- [#9: Mentionlytics](#)
- [#10: Panoramiq Insights](#)

Social Media Insights

- Social Posting Optimization
- Social Advertising
- Targeted Calls-to-Action (CTA)
- Email Marketing
- Competitive Social Media Insights

Seminar Topics

- **Customized Campaign Performance Reports - Observations of social media use.**

WEB ANALYTICS

Unit – IV

Web Analytics - Present and Future, Data Collection - Importance and Options, Overview of Qualitative Analysis, Business Analysis, KPI and Planning, Critical Components of a Successful Web Analytics Strategy, Web Analytics Fundamentals, Concepts, Proposals & Reports, Web Data Analysis.

What is web analytics?

- Web analytics refers to the process of collecting website data and then processing, reporting, and analyzing it to create an online strategy for improving the website experience.
- Web analytics is important to help you:
 - Refine your marketing campaigns
 - Understand your website visitors
 - Analyze website conversions
 - Improve the website user experience
 - Boost your search engine ranking
 - Understand and optimize referral sources
 - Boost online sales

Use a web analytics tool to automatically track key site performance metrics, like bounce rate, conversion rate, monthly unique visitors, and more.

What is web analytics?

- Web analytics is the process of analyzing the behavior of visitors to a website. This involves tracking, reviewing and reporting data to measure web activity, including the use of a website and its components, such as webpages, images and videos.
- Data collected through web analytics may include traffic sources, referring sites, page views, paths taken and conversion rates. The compiled data often forms a part of customer relationship management analytics ([CRM analytics](#)) to facilitate and streamline better business decisions.

Objectives of web analytics

Web analytics enables a business to retain customers, attract more visitors and increase the dollar volume each customer spends.

The **objective** of web analytics is to serve as a [business metric](#) for promoting specific products to the customers who are most likely to buy them and to determine which products a specific customer is most likely to purchase. This can help improve the ratio of revenue to marketing costs.

Essential web analytics steps



What are the two main categories of web analytics?



- **Off-site web analytics**

The term *off-site web analytics* refers to the practice of monitoring visitor activity outside of an organization's website to measure potential audience.

- **On-site web analytics**

On-site web analytics refers to a narrower focus that uses analytics to track the activity of visitors to a specific site to see how the site is performing. The data gathered is usually more relevant to a site's owner and can include details on site engagement, such as what content is most popular.

Web analytics tools



- **Google Analytics.** Google Analytics is a web analytics platform that monitors website traffic, behaviors and conversions. The platform tracks page views, unique visitors, bounce rates, referral Uniform Resource Locators, average time on-site, page abandonment, new vs. returning visitors and demographic data.
- **Optimizely.** [Optimizely](#) is a customer experience and A/B testing platform that helps businesses test and optimize their online experiences and marketing efforts, including conversion rate optimization.
- **Kissmetrics.** Kissmetrics is a customer analytics platform that gathers website data and presents it in an easy-to-read format. The platform also serves as a [customer intelligence](#) tool, as it enables businesses to dive deeper into customer behavior and use this information to enhance their website and marketing campaigns.
- **Crazy Egg.** Crazy Egg is a tool that tracks where customers click on a page. This information can help organizations understand how visitors interact with content and why they leave the site. The tool tracks visitors, [heatmaps](#) and user session recordings.

Common issues with web analytics



- Keeping track of too many metrics
- Data is not always accurate
- Data privacy is at risk
- Data doesn't tell the whole story

Present and Future

Today, web analytics are an important part of how millions of businesses operate. Businesses of all sizes and stripes rely on services like Google Analytics to help them understand consumer wants and optimize web experiences for them. Data analytics is a rapidly growing field as well, expected to be worth [\\$550 billion by 2028](#).

Reflection on the future of web analytics



- Data measurement in the browser
- Data for advertising systems
- Personal data is not free.
- Enhanced data
- Consequences of measurement restrictions
- Purchase data and sell data for ad targeting
- It will be expensive
- The data will be hosted on the website domain and not in the advertising system
- Open-source managed by large companies

Importance of web analytics

- Access to Accurate Data to Understand the Traffic
- Helps you to Understand Website Audience
 - Technology Report
 - Behaviour Report
 - Demographic Report
- Understand Return on Investment
- Demographic Report
- Improve SEO
- Improve PPC Performance
- Identify Pain Points
- Optimise Conversion Funnel (At Which stage customers are leaving out)
- Data Reporting

Components of a Successful Web Analytics Strategy

1. Is your data actionable?

2. Business Goals, KPIs and Conversions

3. Measurement Governance

- **Business requirements** - documentation including the major KPIs laid out (BRD)
- **Measurement roadmap** - (tracking brief) with the tracking logic explained.
- **Metadata roadmap** - indicating the logic of the collected custom attributes
- **Tag governance** - documentation describing your current TMS system
- **Event governance** - document listing all collected events, locations and corresponding attributes

Components of a Successful Web Analytics Strategy



4. Meaningful Collection and Benchmarks

5. Integrations

- **Cross-platform data:** aggregate the customer journey data across web and app properties. You'll only get meaningful information if these flows are unified by a user identifier (deduplicate users)
- Integrations for **unsampled data:** use BQ and API connectors, sampled data is useless if you want to be data-driven.
- **Integrate the back-end:** expand the funnel by mapping the online data to the offline CRM pipelines, optimize against the objective that's further down the pipeline.
- Integrate **marketing cost and impression data:** add the impression touchpoints into the online conversion paths for a more sophisticated attribution, stream marketing cost data into your web analytics solution.

Components of a Successful Web Analytics Strategy



6. Regression Testing

7. Test, Analyze, Act and Repeat

HADI cycles - *Hypothesis > Action > Data > Insight*

- Start the cycle with the **hypothesis** laid out in an “If.. — then..” format. Not all of them require testing, and you can choose those that have the most impact on the business (or a business growth metric) and require the least effort (cost less).
- **Act** on the accepted hypothesis, run A/B testing to confirm the lift in the chosen metric over the original state.
- Collect the **data** to analyze the delta of the success metrics. If your technology allows tracking multiple objectives, have several critical KPIs analyzed.
- Generate **insights** based on the collected data. If the hypothesis is confirmed — scale the change, if not — analyze what didn’t go as expected and why.

Why do I need web analytics?

In short, web analytics allows you to see how your website is performing and how people are acting whilst on your website. What's important is what you can do with this knowledge.

Why is this useful?

Analytics is how you find out what to change, how to change it, and whether your changes are working. But to get to that stage, you need to know how to work with the fundamentals.

How is web traffic measured?

install a web analytics tool on your website

When visitors go to your site, they are loading webpages up from your webserver to view in their browser. But how do we monitor this activity? How do we measure how much your web pages are viewed and how many people come to your site?

Which analytics tool should I choose?

- There's a lot of choices here. [Google Analytics](#) tends to be the default for most people, because it is free and can offer an incredible amount of detail for power users. However, there's a huge amount of complex detail that can be confusing when you're starting out.
- We originally built [GoSquared Analytics](#) to be a faster, simpler alternative to Google Analytics, which is easier to use and offers more accurate real-time data.

The Fundamentals of Web Analytics

What is a “Pageview”?

A pageview is, as the name suggests, the number of times your website’s pages have been viewed by people visiting your site. Whenever someone loads up your page in their web browser, or refreshes the page, or moves to another page, a pageview is counted.

- Why is this useful?
- If you are in a scenario, perhaps where your goals or targets are aligned to traffic volume, then this is, of course, an important metric for you to be able to prove yourself or your project. More specifically, knowing which pages are the most viewed is particularly useful for websites where you are always adding and updating content.

What is a “visitor”?

Measuring the number of “visitors” is an attempt at measuring how many different individual people have visited your website. In reality, it is never a completely accurate measure, but is usually a reasonable estimate.

- Why is this useful?
- So, this is all to say that the visitor count can give a reasonable estimation of the number of people who came to your site, but it can never give you an exact reading.

The Fundamentals of Web Analytics

Knock, knock

- By using detailed analytics tools combined with a CRM (customer relationship manager) or [Customer Data Hub](#) tool you are able to identify in detail who is visiting your site.
- You are able to collate data from different parts of your site on individual customers and on [segmented groups of customers that we call Smart Groups](#).
- Why is this useful?
- Your sales team will find a lot of value in this information as it allows them to [make personalised and tailored approaches to potential customers](#). Something that we know customers are expecting more and more.

What's up with bounce rates?

A bounce is when someone comes to your website and then leaves without visiting any other pages. The majority of analytics tools will measure this as a 'bounce' – no matter how long the visitor stayed on the page, and even if your website is a single page site.

- Why is this useful?
- When looking at the success of your website the bounce rate is a great way to look into user engagement – and this is why applying a time frame is so important.

The Fundamentals of Web Analytics



Traffic sources

In the realm of analytics a ‘source’ is anything that sends people towards your site. By using an analytics tool and something called a UTM parameter you are able to see exactly where your visitors are coming from.

Traffic sources are broadly split into two categories
Organic or Paid.

Organic Traffic Sources- Search Engines, Backlinks, Social Media

Paid Traffic Sources- Social Media, Advertising

Overview of Web Analytics Report and Dashboard



- **What is the difference between a web analytics dashboard and a report?**
- A [*dashboard builder*](#) is a website analytics tool to help you build a dashboard that will showcase data and provide a real-time view of your web analytics metrics.
- However, a web analytics *report* is generated to:
 - Assist with auditing and reviewing projects over a certain time frame;
 - Identify what has and hasn't worked in the past;
 - Use historical data to create optimized and data-driven strategies.

5 Elements of A Professional Web Analytics Report



- **Sources of Incoming Traffic:** This refers to the source or origin of your website traffic. For instance, people can visit your site through search engines or email links.
- **Page Views:** Just as the name suggests, a page view means how website visitors view your pages and the number of pages the average individual visits before leaving your site. This metric takes into account the pattern of page views of a single user.
- **Average Time on Page:** This refers to website users' average time on a single page. The longer a visitor stays on your website, the more of an indication it is that your website is filled with engaging and high-quality content.
- **Bounce Rate:** This metric refers to the number of people who visit a page on your website and leave immediately without interacting further.
- **Device usage:** No matter how your website is built, it should be responsive and look great on all devices. So this metric is particularly important as it gives a breakdown of what type of devices people use to browse your content.

Why Build a Web Analytics Dashboard or Report?



- You work for a company that prioritizes visibility and insight into website performance;
- You are in charge of the performance of a website that receives a large number of monthly visitors;
- You are tasked with combining web analytics data with other sales and marketing data to better understand the performance of your website;
- You are tasked with simplifying critical metrics monitoring without investigating or utilizing common tools such as Google Analytics;

How to Create a Web Analytics Visual Report?



- **Identify the top web analytics metrics** and key performance indicators you need to monitor.
- **Identify the source of the data** you need to pull data from, such as Google Analytics.
- **Determine your preferred choice of presentation** of your dashboard, such as mobile or TV dashboard.
- **Determine and assess the dashboard software vendor.**
- **Pull data from all your data sources** into the dashboard.
- **Build and design graphical representation and visualization** for your web analytics dashboard.
- **Finally, share the web analytics dashboard with your team.**
-

Web Analytics Report Templates



1. Web Traffic Report

- Which device performs better with which traffic (paid or from organic search);
- What countries bring in which traffic (paid or organic) and where to double the focus;
- How paid and organic traffic work and compliment each other.
- Traffic acquisition;
- Unique visitors;
- Total visitors;
- Returning and new visitors;
- Conversion rates.

2. SEO Overview Report

- Probably the most comprehensive web analytics report template is the [SEO overview report](#). This is what SEO specialists and marketers generate when they want to look at the overall website's SEO performance. This report shows:
 - Bounce rate;
 - Conversions;
 - Keyword rankings;
 - Goal completions successes (Exclusively on Whatagraph);
 - CTR.

Web Analytics Report Templates

3. eCommerce Report

- [eCommerce report](#) is a little bit more specific than the other two mentioned, as it focuses on the sales part and paid & organic advertising performance. You want to generate this report to get all the necessary data about:
 - Shopping cart data;
 - Best selling products;
 - Conversion rate;
 - Checkout process.

4. PPC (Pay per click) Campaigns Report

- The last report to always have handy is the [PPC campaigns report](#). Use our reporting platform to get the best and the most detailed performance reports that are also visually appealing. Paid search and paid traffic will be easily displayed on one page, even though the data source is not one. Connect Google Ads, Microsoft Ads (aka Bing Ads), Facebook Ads, LinkedIn Ads or any other preferred source, and track key PPC KPIs:
 - Conversion rate;
 - Clicks;
 - Impressions;
 - Spent on Ads;
 - Overall campaign costs.

SEARCH ANALYTICS

Unit – V

Search engine optimization (SEO), non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors.

What Is SEO / Search Engine Optimization?



SEO stands for “search engine optimization.” In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other [search engines](#). The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

Methods in SEO



- **Index** - Google stores all web pages that it knows about in its *index*. The index entry for each page describes the content and location (URL) of that page. *To index* is when Google fetches a page, reads it, and adds it to the index: *Google indexed several pages on my site today.*
- **Crawl** - The process of looking for new or updated web pages. Google discovers URLs by following links, by reading sitemaps, and by many other means. *Google crawls the web, looking for new pages, then indexes them (when appropriate).*
- **Crawler** - Automated software that crawls (fetches) pages from the web and indexes them.
- **Googlebot** - The generic name of Google's crawler. *Googlebot crawls the web constantly.*
- **SEO** - Search engine optimization: the process of making your site better for search engines. Also the job title of a person who does this for a living: *We just hired a new SEO to improve our presence on the web.*

Core Elements of SEO: On-Page SEO and Off-Page SEO



- When it comes to broader SEO, there are two equally important paths: [on-page SEO](#) and [off-page SEO](#).
- On-page SEO is about building content to improve your rankings. This comes down to incorporating keywords into your pages and content, writing high-quality content regularly, making sure your metatags and titles are keyword-rich and well-written, among other factors.
- Off-page SEO is the optimization happening off of your website itself, such as earning backlinks.

Tips for Creating Quality Content



- Understand user intent: You need to know what the reader wants to accomplish when they land on your page.
- Develop a customer avatar: You also need to know who your reader is, what they like, what they dislike, and why they're there.
- Break up the text: People have short attention spans, and writing giant walls of text doesn't work anymore; you need to break it up with plenty of headers and images.
- Make it actionable: There's nothing worse than reading a piece of content and not getting everything you need to accomplish something. Your content should be thorough, but it also needs to answer the question, "What now?" Will the reader have everything they need when they finish your article?

Elements of Keyword Selection



- Choosing the Right Keywords
- Competition Analysis
- Search Intent

Tips for Selecting the Best Keywords

Use tools to help

Understand semantics

Learn the intent

Spy on the competitors

Title Tags & Meta Description



- One thing a lot of people confuse is the [title tag](#) and [H1 tag](#). These are two different headings and should be treated as such. The title tag is what's displayed in the tab at the top of your browser and shows when your page turns up on Google.
- **Meta Description**
- The [meta description](#) is the area below that. Here is where you get a chance to tell the searcher what the content is about. It's important to keyword-optimize this section, and it's no longer than 160 characters. You want it to display correctly on both mobile and desktop screens.

Meta Description



Getting started - Bitcoin

<https://bitcoin.org/en/getting-started> •

You can get bitcoins by accepting them as a payment for goods and services or by buying them from a friend or someone near you. You can also buy them ...

not optimized

Buy Bitcoin With Credit Card - CEX.IO

<https://cex.io/buy-bitcoins> •

★★★★★ - Rating: 83% - 100 votes

Need Bitcoins? Buy Bitcoins for USD or EUR with a payment cards or bank transfer. It has never been so easy and quick!

optimized

Schema



- Schema is the result of a collaboration of several search engines. It's basically just a subset of specific HTML tags that improves the way the SERPs display your content.

Subheadings

- One example of a subheading would be your H1. This is the title of your article and is displayed at the top. While it might just seem like a string of words, it's important because it's your H1. It's your primary header.

Alt Text

- Alt text describes an image in your article. All pieces of content have it, but a lot of people don't make use of it. The point of alt text is so search engines can verbally describe the image to people who are visually impaired. When you write alt text, you want it to properly break down what the image is, but you can also use these for inserting keywords.

- **URL Slug**
- Going back to this image again, you'll see the box is around the phrase “what is content marketing.” This is the [URL slug](#), which is the part of the URL that tells Google what the content is about. These are also important areas for you to insert your most important keyword.

Non-linear media consumption



Non-linear media is a form of media that can be interacted with by the consumer, such as by selecting television shows to watch through a video on demand type service, by playing a video game, by clicking through a website, or by interacting through social media.

What is user engagement?

User engagement measures whether users find value in a product or service. Engagement can be measured by a variety or combination of activities such as downloads, clicks, shares, and more. Highly engaged users are generally more profitable, provided that their activities are tied to valuable outcomes such as purchases, signups, subscriptions, or clicks.

How to calculate user engagement



- To calculate user engagement, teams must decide what engagement means to them. For a [media publication](#), all activities might be considered positive engagement because the site makes money from advertising. For an e-commerce store, activities might only be considered positive engagement if they are correlated with a positive outcome such as purchases, or at least adding items to a cart. Here are activities that different businesses might count as engagement:
- **Media site:** Daily usage, views, time on page, clicks, searches, comments, shares
- **Streaming music app:** Daily usage, time spent in app, songs listened to, playlists created, friends added
- **E-commerce store:** Monthly usage, adding items to cart
- **Personal finance app:** Weekly usage, sync bank accounts, create a budget, enable notifications, view dashboard
- **Enterprise software:** Monthly usage, create reports, share reports, invite users

How to improve user engagement



Finding out what users consider valuable

Improving the product's usability

Educating users, especially new ones

Communicating with users

What is user-generated content?



- User-generated content (also known as UGC or consumer-generated content) is original, brand-specific content created by customers and published on social media or other channels. UGC comes in many forms, including images, videos, reviews, a testimonial, or even a podcast.

Where does UGC content come from?



Customers

Brand loyalists

Employees

- **UGC creators**
- A [UGC creator](#) is someone who creates sponsored content that appears authentic but is designed to showcase a specific business or product.

Why is user-generated content important?



Takes authenticity to the next level

Helps establish brand loyalty and grows community

Acts as a trust signal

Increase conversions and influence purchasing decisions

Adaptable and flexible

More cost-effective than influencer marketing

Works in harmony with social commerce

Types of user-generated content



- User-generated content is this season's must-have strategy for social media marketers, and it comes in many styles and formats to help you find the right fit for your brand.
- Images
- Videos
- Social media content (e.g., a Tweet about your brand)
- Testimonials
- Product reviews
- Live streams
- Blog posts
- YouTube content

What is website traffic analysis?



Website traffic analysis is the process of collecting and interpreting key data points that describe web traffic to and from your site. (Web traffic is information about every user that visits your site.) While the general rule of thumb is the more traffic, the better, high traffic numbers alone don't always translate to increased sales or lead generation.

How do website traffic analysis tools work?

Traffic Sources

Page Views

Visits

Unique Visits

Bounce Rate

Average Time On-Page

Conversion Rate

Exit Pages

What are the benefits of website traffic analysis?



Target Market Development

Spend-to-Sales Ratios

Lead Generation Success

Tools for Effective Traffic Analysis

[HubSpot CMS](#)

[Hubspot CMS](#) offers powerful and customizable website traffic analysis tools. Combined with top-tier campaign, lead generation, and customizable form tools, HubSpot CMS is your one-stop-shop for website metrics, management, and marketing.

2. [Mouseflow](#)

Mouseflow lets you see *exactly* what your visitors see — easily replay the entire visitor experience to identify key pain points and make adjustments that lead to a boost in conversions.

3. [SimilarWeb](#)

SimilarWeb is ideal for tracking your market share with benchmarks, trends, and traffic analysis. It gives you an understanding of what's working on your site, what isn't, and how you can improve.

4. [Semrush](#)

Semrush offers website traffic analysis for both your site and websites owned by your *competitors*. Quickly get a sense of what marketing and traffic strategies are seeing the most success and adapt your processes in a similar way.

5. [Google Analytics](#)

Arguably the king of free website traffic analysis, Google Analytics helps you build a complete picture of visitor preferences while connecting key insights to traffic results.

What Is a Content Management System (CMS)?

A content management system, often abbreviated as **CMS**, is software that helps users create, manage, and modify content on a website without the need for specialized technical knowledge.

What is RSS?



- [RSS stands for Really Simple Syndication](#). It refers to files easily read by a computer called XML files that automatically update information.
- This information is fetched by a user's RSS feed reader that converts the files and the latest updates from websites into an easy to read format. An RSS feed takes the headlines, summaries, and update notices, and then links back to articles on your favorite website's page.
- This content is **distributed in real time**, so that the top results on the RSS feed are always the latest published content for a website.