Social media analytics is the process of data mining from social media sites, blogs, etc. and using that information to gain insight into one’s business. It is an excellent tool for seeing what real people are saying about your product, whether it is good or bad. Traditional data mining gives good insight into demographics, but social media analytics allows a company to gather information right from the consumers themselves and then tailor their marketing efforts accordingly.

This topic relates to our MIS 2502 course in a number of ways. First, we used various data mining tools throughout the semester, one of which was SAS. SAS has a large sector specializing in social media analytics, and it is turning transient, product-related conversations into real-time, useful data for firms to use in making business decisions. SAS allows companies to identify, track, and visualize social media and conversational data related to their products. Much like what we did in the latter half of the semester, putting the data into charts and graphs makes it much easier to interpret and analyze which ultimately leads to more practical insights. SAS also addresses the issue of data accuracy and redundancy, which is a related topic from the course. SAS allows analysts to run sentiment analyses that are separated by the data source (professional review, blog conversation, etc.), which minimizes data misinterpretation and confusion.

A popular social media site, Pinterest.com, is getting into the social media analytics sphere. Companies can create a verified Pinterest account and list as many of their items as they please, all for free. As users pin, re-pin, or like their posts, they can run analytics on their page. Pinterest will allow companies to see their reach, how many people are talking about them, and what the masses are saying. In her article, Pam Dyer notes how companies can see which of their items are the most pinned, and they can use this data to increase marketing in certain sectors or decrease in others. Social Media Analytics is a cost-effective way to gain insight into the new age that is social media. With people constantly abuzz on the Internet, knowing what real people think of your products could result in much more effective and ultimately lucrative marketing campaigns.

Works Cited