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Professor Jung

Extra Credit Assignment: Social Media Analytics

Social media analytics involves the collection and analysis of data from varying social media platforms for the purpose of making better informed decisions. Digging deeper into the usage of social media allows businesses to learn unique customer insights, patterns, and preferences that cannot be replicated from other, more traditional sources. The main overall concept of social media analytics involves three major steps: data identification, data analysis, and information interpretation. Data identification pertains to identifying what type of data can be obtained from social media that is useful to the goals of the business. Data analysis involves processing the source data into information that can be analyzed and turned into insight for business decision-making. Information interpretation is the process of using the information converted from the raw data to make informed decisions for the benefit of the business.

Using social media analytics is important as it allows for constant, up-to-date, large-scale data to be collected, interpreted, and used for businesses to make better decisions. Social media has grown to have an overwhelming presence in the everyday lives of people around the world. Being able to analyze the patterns and preferences of the billions of people that use social media is vital to the success of a modern business.

Moving forward, the process of social media analytics closely mirrors the Information Architecture of an Organization concept that has served as the outline for our curriculum in MIS2502. The data in the chart we used flows from raw data in a transactional database through extraction and analysis. Social media analytics follows the same pattern in that raw data is collected from various platforms, converted to better-understood information, and analyzed for beneficial use. Learning the processes of analyzing social media data reinforces the concepts taught in class in that I can see additional, outside uses for the foundational analytic ideas we have been using this semester.

Moving forward, a real word example of social media analytics being used can be found in an analysis of the Twitter Analytics Dashboard. The Temple University student-run marketing firm, Cherry Consulting, partners with local businesses to drive measurable marketing advances. They partnered with Temples' Office of Sustainability and analyzed various metrics such as the twitter-to-web conversion rate to determine which types of posts create the greatest engagement to create a more effective social media marketing campaign with the overall goal of raising awareness and usage of the organization.