SOCIAL MEDIA CONTENT ANALYSIS
"What makes a great post?"

Our client is SGAG, one of Singapore's leading local humour content creators. Their goal is to achieve audience growth with whom they share their creative content across various social media platforms. Through this collaboration with SMU, they hope to answer the business question of "what makes a great post", and gain insights to enable them to create popular content that is data-driven by an understanding of audience preferences rather than raw intuition.

PROJECT >

Motivation
Today at 2:25pm

The need to evaluate and improve content strategy to ensure long term sustainability and growth

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Objective
Today at 2:25pm

- To ensure comparability of post's performance
- To select attributes that best represent "growth"
- To explore various factors such as date posted, content theme/topic and design attributes, that might affect post's engagement level.
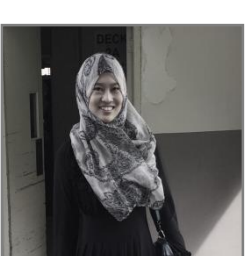
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Scope
Today at 2:25pm

- One year's (Jan-Dec 2015) worth of post and page level performance metrics extracted from the Facebook insights tool
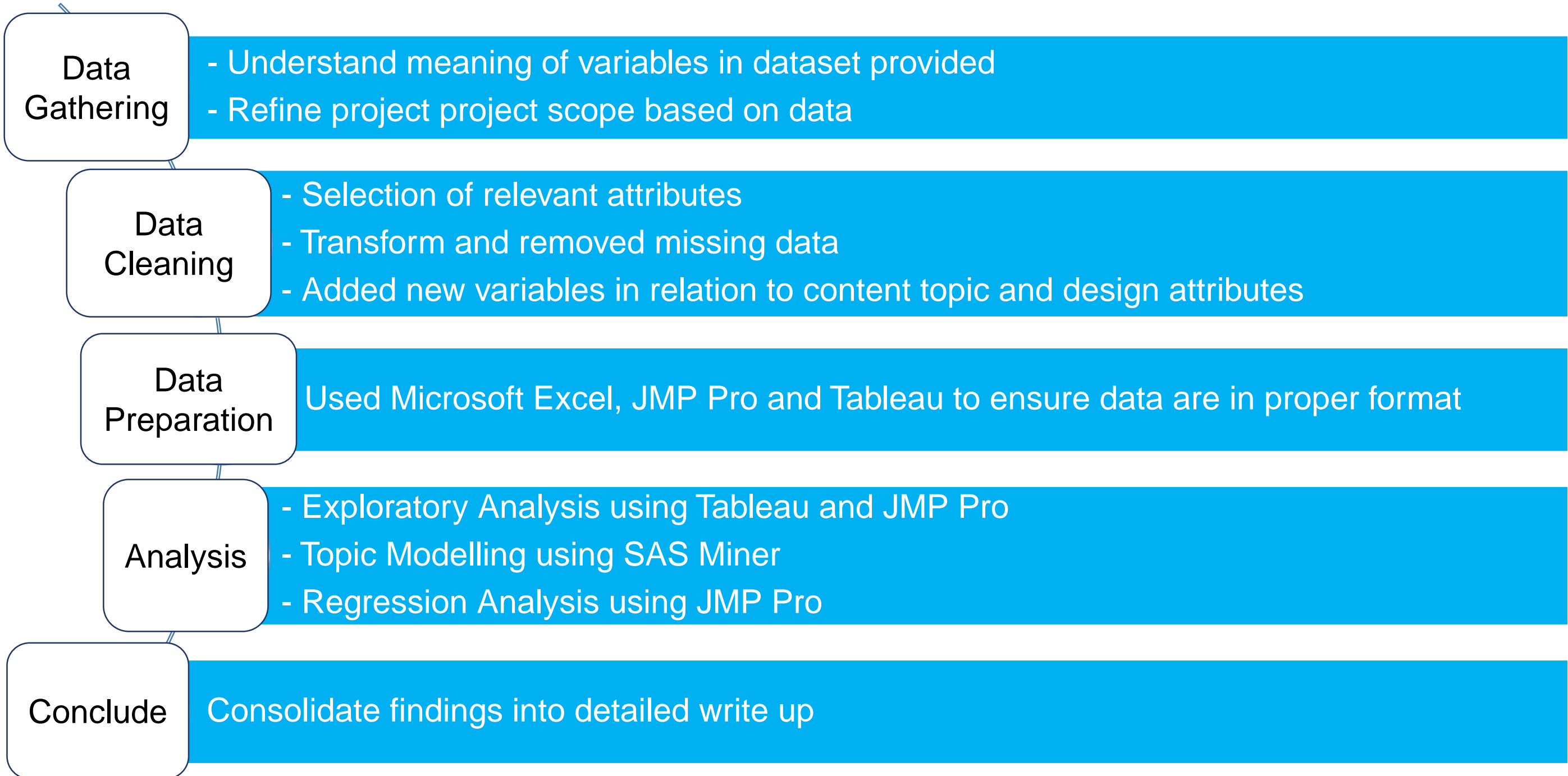- Only photo posts

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T(eam)ROLL +

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🔧 Methodology

Data Gathering
- Understand meaning of variables in dataset provided
- Refine project project scope based on data

Data Cleaning
- Selection of relevant attributes
- Transform and removed missing data
- Added new variables in relation to content topic and design attributes

Data Preparation
- Used Microsoft Excel, JMP Pro and Tableau to ensure data are in proper format

Analysis
- Exploratory Analysis using Tableau and JMP Pro
- Topic Modelling using SAS Miner
- Regression Analysis using JMP Pro

Conclude
- Consolidate findings into detailed write up

📷   👤+   📍   Post

📊 Key Results and Analysis
Today at 2:25pm

Time Series Analysis
Outliers → Audience less receptive to negative news, inclined to topics related to transport and major events

Audience Demographics
Males > Females, High % of 18-34 year olds, but ↓ number of 13-17 year olds

% of Engaged Users Over Total Reach

Time of Day vs Average Reach
Posts released at 12pm (lunch) has highest reach followed by 6pm (going home)

Likes vs Negative Feedback
↓likes, ↑unlikes: many posts about chinese seventh month and ghosts → superstitious Singaporeans do not favour

Topic modelling

- Developed a total of 27 main topics, and 12 sub-topics.
- Top 5 topics (count) were: "Singaporean Life", "Breaking News", "Credited", "Making Fun/Puns" and "Relationships"
- Top 5 topics (avg likes) were "Breaking News", "Singaporean Life", "Credited", "Making Fun/Puns" and "Relationships"
- 3 topics with good potential were "Breaking News", "Name to Shame/Honour", and "Foreign Talents/Workers"

Regression modelling
- Adjusted Rsquare of 8.85%
- Top 3 Topics with largest impact:
  1. "Name to Shame/Honour" ($\beta = 2725$)
  2. "MGAG" ($\beta = -1235$)
  3. "SGAG Challenge/Troll" ($\beta = -1123$)

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🕐 Future Work
Today at 2:25pm

- Exploring Network Analysis to push content more effectively
- Exploring differences in audience preferences and the impact of content design strategies across other platforms
- Exploring differences in various similar content sites' strategies and their effectiveness in targeting different audience segments

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