## **Internal Meeting Minutes 3**

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| Date/Time | 23th January |
| Venue | SIS GSR 2.7 |
| Attendees | Eric, Ivan, Shing Hei |
| Agenda | 1. Discuss Common Metrics for Consultation with XXX 2. To-Do List |

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|  | Task/Description | Person in Charge | Due Date |
| 1 | Discuss Common Metrics for Consultation with XXX   1. Comments /Shares / Views (video) / Likes   - For Instagram (IG), FB video, FB post, YouTube   1. Metrics by Demographics 2. Organic vs Paid 3. Metrics by Facebook Post Type (Link, Photo, Shared video, Status, Video) 4. LDA (Post message for FB video, FB post) | All |  |
| 2 | To-Do:   * Ask for Blog Data - metrics * Difference between duplication of columns? E.g. Lifetime Organic Video view * Let XXX sign the updated NDA * Ask if we can retrieve FB Jan data to compare (for the algo change):   1. How to identify which posts are affected by the algo?   2. How are we going to flag these videos for those who are shared/liked? | All | Nil |

