

ANLY482 MEETING MINUTES WITH SPONSOR(S) (13 OCTOBER 2016)

Date:	13 October 2016
Time:	15:30 – 16:30
Venue:	SGAG's Office
Attendees:	SMU: Anita, Sally, Xiu Ming SGAG: Karl Mak
Agenda:	<ul style="list-style-type: none"> • Preliminary update

S/N	Things Discussed/Done	Remark
1.	Changed in work scope	<ul style="list-style-type: none"> • Team informed Mr. Karl that Twitter analysis will be excluded from our work scope, and we will be focusing on the analysis on Facebook. Mr. Karl has no objection.
2.	Page Level Analysis	<ul style="list-style-type: none"> • Mr. Karl would like to see the total number of fan base by gender. • Possibility of why age group 13-17 has low engagement with SGAG's page: they are more active on other social media such as Instagram and Snapchat.
3.	Posts Level Analysis	<ul style="list-style-type: none"> • For the comparison of the performance of paid content by industry, Mr. Karl proposed to have the industry to be excluded if there's only 1 paid content in that particular industry. • Team suggested/informed Mr. Karl the followings: <ul style="list-style-type: none"> ○ Impact on the posts quantity (can be against number of new likes) ○ Posts performance on the weekend or holiday season
4.	Video Level Analysis	<ul style="list-style-type: none"> • To compare the performance of in-house generated videos or shared video. Team need to check the video posts manually of which is shared.
5.	General enquiry	<ul style="list-style-type: none"> • Use Reach, engaged, likes+comments+shares for measurement

Item Due (Team)/Action(s)
Map videos to shared or in-house generated, clarify with Mr. Karl if needed.