

Date: 12 Jan 2016

Time: 1000 hrs

Venue: SGAG Office at Tai Seng

Attendees:

1. Sherman Yong – Team AP member
2. Wong Shyan Ann – Team AP member
3. Ng Tse Siong – Team AP member

Absentees (If applicable): NIL

Agenda:

1. Sign NDA with SGAG for initial dataset
2. Discuss with SGAG (Karl) about how and what to analyze for the dataset provided

Discussion:

1. SGAG has several social networks that they want to explore – namely Twitter, Facebook and Instagram
2. Karl's focus seems to be finding out which are the posts(categories) that garner the most shares/retweets/likes.
3. One level above this, he is also interested in finding out the profile of his followers/retweeters, so as to cater to more tailored content.
4. Karl mentioned that continual growth is crucial for SGAG, and it is difficult to generate content that go viral
5. A quick comparison on the several social networks effectiveness/engagement were done, and mentioned that many of the posts that SGAG has is currently done by "gut-feel", and he is interested in exploring how he can execute targeted posts, to different age groups in Singapore

Action items:

No.	Task	I/C	Due Date
1	Discuss analytical approach and tools to	Team AP	15 Jan 2016

	use, after looking at the initial dataset		
2	Split the work, after deciding the analytical approach(Network with retweeters?Followers?)	Team AP	18 Jan 2016

Prepared by,
Sherman Yong