



Social Media Analysis

Enhance your social media strategy by better understanding your audience with our social media analysis projects. This product is designed to sharpen your competitive angle through identifying your audience or expanding your understanding of that audience, discovering preferences and behaviors, and looking into the competition. The project will focus on primary research with secondary sources as supplements. Teams use multiple tools such as Excel, SPSS, and R to identify trends, patterns, and gaps. From this analysis, you will better understand your audience, their preferences, and how to best reach them on social media.

Work Scope

A social media analysis is an in-depth study of how a company uses its social media platforms, i.e. Facebook, Twitter, Instagram, etc. to reach customers and to advertise its products or services. A Social Media Analysis provides a company with the tools and information it needs to re-energize or overhaul its use of Social Media or marketing strategy to optimize its effect.

Outcomes

The client will receive a detailed report containing data mined from the organization's various social media accounts, as well as an in depth analysis of information about the company's use of social media. This analysis will illustrate how the organization uses its social media to reach and interact with clientele, and may also include information about its competitor's social media use, in order to expedite development of a social media marketing strategy. Research will also provide insight on existing consumer demographics and interests that will enable more effective outreach through social media marketing. Clients receive all original digital files (typically Word, Excel, and PowerPoint).

Client Involvement

Light. To achieve the best possible result, we will keep in contact with you through periodic emails and at least 4-6 meetings over the 13-week project timeframe. Meetings can take place in-person or over the phone and are typically less than one hour in duration. The purpose of our ongoing communication with you, is to align your goals and the intern's work to actively ensure the final product will meet your needs. We understand the sensitive nature of the information you share with us and you can expect the utmost professionalism in keeping your confidences.

Methodology

Researchers will mine data from your organization's social media platforms, as well as from analytic tools offered by the respective platforms. This information will be analyzed and compared to that of your competitor's in order to identify strengths, weaknesses, opportunities, and threats to your social media strategy.

A Social Media analysis includes specific information mined from an organization's posts on social media platforms, including the number of times posted in a month, content of posts, characteristics of posts (length, medium, emojis used, etc.), interactions posts receive (likes, comments, retweets, repins, etc.), and the number of people that follow the organization online. The report will include an analysis of customer interaction with the organization's posts, as well as how often and to what extent the organization interacts with its customers on an individual basis (replying to customer's comments) and how these interactions impact the organization's overall effectiveness online.

Time

Approved projects will fit a 13-week time frame and have about 40 hours per week of meaningful project work. Projects run on the academic calendar and start:

Early January, Early September, and Mid April

Past Project Examples

Researchers completed an analysis of how competitors of an online fitness company used Facebook and Instagram to reach and advertise services to customers. Interns identified 14 competitors for which they gathered detailed social media data including number of followers, number following, number of posts, characteristics of post content, hashtags used and their reach, and much more. Researchers analyzed this data to identify the best social media practices for the industry and give specific recommendations to the client about how to make their social media usage more effective.

Price

\$3,500 with negotiable payment terms.

Understand Your Audience

If you want to know where your business stands on social media, reach out and set up a free consultation to dig into the vibe of your customers.

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The Research and Business Development Center (RBDC) is a 501 (c) 3 non-profit that is a key partner of BYU-Idaho in providing meaningful work experience for students to better prepare them for careers and life. Connecting students with clients to work on projects that deliver value to both student and client is central to our mission.