# Acknowledgments

# Preface

## Chapter 1: Social Media Analytics: An Overview

### Purpose of Social Media Analytics

### Social Media vs. Traditional Business Analytics

### Seven Layers of Social Media Analytics

- **Layer One: Text**
- **Layer Two: Networks**
- **Layer Three: Actions**
- **Layer Four: Mobile**
- **Layer Five: Hyperlinks**
- **Layer Six: Location**
- **Layer Seven: Search Engines**

### Types of Social Media Analytics

- **Descriptive Analytics**
- **Predictive Analytics**
- **Prescriptive Analytics**

### Social Media Analytics Cycle

- **Step 1: Identification**
- **Step 2: Extraction**
- **Step 3: Cleaning**
- **Step 4: Analyzing**
- **Step 5: Visualization**
- **Step 6: Interpretation**

### Challenges to Social Media Analytics

- **Volume and Velocity as a Challenge**
- **Diversity as Challenge**
- **Unstructuredness as a Challenge**

### Social Media Analytics Tools

### Case Study: The Underground Campaign that Scored Big

#### Background

- **The Goal**
- **The Challenge**
- **The Solution**
- **Influencing the Right Demographic**
- **Underground Results**
- **The Right Line**
- **Commentating to Commuters**

## Chapter 2: Introduction to Social Media

### World Wide Web

### Web 1.0

### Web 2.0
Chapter 6: Mobile Analytics

What Is Mobile Analytics?

Types of Apps

From the Perspective of Development

Native Apps

Web-Based Apps

Hybrid Apps

From the Perspective of Objectives

Transaction-Oriented Apps

Ads-Oriented Apps

Information-Oriented Apps

Networking-Oriented Apps

Communication-Oriented Apps

Entertainment-Oriented Apps

Education-Oriented Apps

Self-Improvement Apps

Characteristics of Mobile Apps

Always On

Moveable

Location Awareness

Focused

Personalization

Short-Term Use

Easy to Use

Developing Your Own App

Do-It-Yourself

Outsource It

Go Open Source

Mobile Analytics Tools

Case Study: Mobile Analytics to Optimize Process

About Airbnb

The problem

Solution

Outcome

Tutorial: Apps Analytics with Countly

Dashboard Overview
Chapter 10: Analytics—Business Alignment

Understanding Social Media and Business Alignment

Social Media Analytics Alignment Matrix

Role of CIO and IT Management

- Strategic Thinking and Evaluation
- Systems Orientation
- Appreciation for Complexity
- Information Stewardship
- Technical Leadership

Formulating a Social Media Strategy

- Get Hold of an Executive Champion
- Build a Cross-Functional Team
- Assess Your Organizational Culture
- Review Your Current Social Media Presence
- Determine Your Objectives
- Aligning Social Media Goals with Business Goals
- Develop Your Content Strategy
- Platform Strategy
- Resource Considerations
- Establish a Social Media Ownership Plan and Policy
- Select Success Metrics
- Use Analytics to Track Progress
- Social Media Strategy Implementation Plan
- Periodic Review

Managing Social Media Risks

- Risk Identification
- Risk Assessment
- Risk Mitigation

Securing Your Facebook Account

Securing Your Twitter Account
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