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DDX219.1

Reflective Portfolio

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Week 1

READING 1: Social Influence

Describe the key learning, and explain this concept in your own words

After reading Chapter 1 it's clear that social media uses a two-way communication channel between brands and their audiences. I can see how the approach shifted from brand-centric to customer-centric, where engaging in conversation and building relationships are vital for brand success. This shift is about establishing a brand that interacts, learns, and grows with its audience (Kim, 2021, p.5). Social strategies should be integrated across the entire organization, as this creates a unified brand experience, enhancing trust among stakeholders and customers. By operating in a 'friend-of-mine' awareness mode, brands can use social media to become more accessible and relatable to their audience, creating a sense of community (Kim, 2021, p.4). It is important to create an authentic engagement and provide value beyond the transactional relationship. This approach would encourage customers to become advocates of the brand, thus increasing brand reach.

How will you apply this learning to your projects for this unit?

We should always think of social media strategies holistically, and how they tie back into the brand. I will use this to get information on how customers engage with the brands over different social media platforms, and emphasize what works and what doesn't, and why

How might this concept link more broadly to your future career?

It is important to keep this two-way communication approach in mind when I develop my future social media campaigns and keep my focus on the customer as I can use their feedback to adjust the campaign based on what works and what doesn't.





Week 2

READING 1: Big Data - Hype or Revolution

Describe the key learning, and explain this concept in your own words

One concern that stands out to me is the potential for data-driven decisions to perpetuate biases. Big data may contain biases based on gender, race, socioeconomic status, or geography, because algorithms that are trained on these datasets, can amplify these biases, leading to discriminatory outcomes (Sloan & Quan-Haase, 2017, pp.7-8). This also ties into another concern regarding correlation and causation, where findings can be misinterpreted by identifying certain patterns. For example, an algorithm might find a correlation between a certain demographic and the rise of a disease within it. However, without understanding the causes, interventions may target the wrong demographic characteristics (Sloan & Quan-Haase, 2017, p.13). A real-world example of confusion between correlation and causation is when Google Flu Trends overestimated flu cases based on search query data, assuming a direct correlation between searches for flu-related terms and actual flu cases (Arthur, 2014). Big data offers opportunities for analysis and insight that are particularly useful in measuring metrics in any social media campaigns I create in the future. However, it is important to recognize its limitations and potential for biases.

How will you apply this learning to your projects for this unit?

When getting data and analyzing social media platforms, I should make sure to get the data from reputable sources. Ideally from the platforms own website, as this has the highest probability that the data is accurate and is up to date.

How might this concept link more broadly to your future career?

When gaining insight from big data, always look at it from multiple angles. It's very easy to become susceptible to bias and create an incorrect correlation between information. Look at the whole picture, not just the information you think you need.





Week 3

READING 1: Establishing Strategic Goals

Describe the key learning, and explain this concept in your own words

Without a strategic plan, a social media campaign lacks direction, which leads to inconsistent messaging, and confusion among the target audience. This can diminish the brand's message, making it difficult for the audience to understand what the brand stands for. From the reading I also understand that, without a strategic plan, resources may not be allocated efficiently, leading to wasted budget on strategies that do not resonate with the target audience (Kolb, 2021, p.118). Another consequence would be that without clear objectives and key performance indicators (KPIs), it becomes challenging to measure the campaign's performance and understand what is working and what is not. This prevents us from making data-driven decisions to optimize the campaign in real time (Kolb, 2021, pp.135-136). What I take from this reading is that it is important to conduct SWOT analysis and prepare a strategic plan when designing any social media campaign, so that we can measure KPIs, and adjust our strategy based on those indicators, which in turn increases the ROI.

How will you apply this learning to your projects for this unit?

Strategic goals change based on which platform is being used for the campaign. I need to keep this in mind when analyzing different social media platforms and see how the same brand uses different platforms in achieving their goals, be it raising awareness or conversion to sales.

How might this concept link more broadly to your future career?

When creating any social media campaign it is important to create strategic goals in order to be able and measure specific KPIs which in turn will give me information on how to adjust the campaign to reach more customers, engage them and get a better ROI.





Week 4

READING 1: Understanding consumer motivation and segmentation

Describe the key learning, and explain this concept in your own words

An understanding of your audience's demographics, psychographics, needs, and behaviors enables you to create tailored solutions specifically for them. This leads to increased engagement and conversions from brand awareness to sales. By segmenting the audience into groups based on criteria such as age, interests, or purchasing habits, businesses can deliver more relevant content and advertisements, tailored to just that part of their audience (Kolb, 2021, pp.140-141). For example, if they have multiple products they can target a specific product to just one segment of their audience that is most interested in it. The good thing about social media is that users also segment themselves by joining online communities about products or brands that appeal to them. Understanding the nuances of each user segment can help to identify the most appropriate social media platforms for reaching them (Kolb, 2021, pp.142-143). For instance, younger audiences may be more active on platforms like TikTok or Instagram, while older demographics might prefer Facebook or LinkedIn. This in turn saves company resources and helps deliver a higher ROI, which is an important metric to keep in mind when creating my future social media advertising campaigns.

How will you apply this learning to your projects for this unit?

When researching how brands engage with their customers online, see if they are using social selling techniques and how they might defer based on different segment of their target audience. Maybe the brand uses one part of their audience segment for brand awareness, while they have another segment that is more likely to buy the product therefore they cater to them with more advertising based posts.

How might this concept link more broadly to your future career?

When creating a social media campaign or any brand products, makes sure to look at what part of your audience you want to target. Go more in detail, a brand might have multiple products but not all of them are for the same target audience. It is important to look at what users are saying about your product from different sources. This information can also inform what product you should design, based on the customer feedback.





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