Seven Layers of Social Media Analytics: Mining Business Insights from Social Media Text, Actions, Networks, Hyperlinks, Apps, Search Engine, and Location Data

Gohar F. Khan

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The book offers concepts, tools, tutorials, and case studies that business managers need to extract and analyze the seven layers of social media data, including text, actions, networks, apps, hyperlinks, search engines, and location layers. Social media analytics is about converting unstructured social media data into meaningful business insights. By the end of this book, you will have mastered the concepts, techniques, and tools used to extract business insights from social media that help increase brand loyalty, generate leads, drive traffic, and ultimately make good business decisions. The book is non-technical in nature best suited for business managers, owners, consultants, students, and professors, etc.

Here is how the book is structured:

Chapter 1: The Seven Layers of Social Media Analytics

Chapter 2: Understanding Social Media

Chapter 3: Social Media Text Analytics

Chapter 4: Social Media Network Analytics

Chapter 5: Social Media Actions Analytics

Chapter 6: Social Media Apps Analytics

Chapter 7: Social Media Hyperlinks Analytics

Chapter 8: Social Media Location Analytics

Chapter 9: Social Media Search Engine Analytics

Chapter 10: Aligning Social Media Analytics with Business Goals

The book also comes with a companion site (http://7layersanalytics.com/) which offers Updated Tutorials, Power-Point Slide, Case Studies, Sample Data, and Syllabus.

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