GRAMMYs Assignment

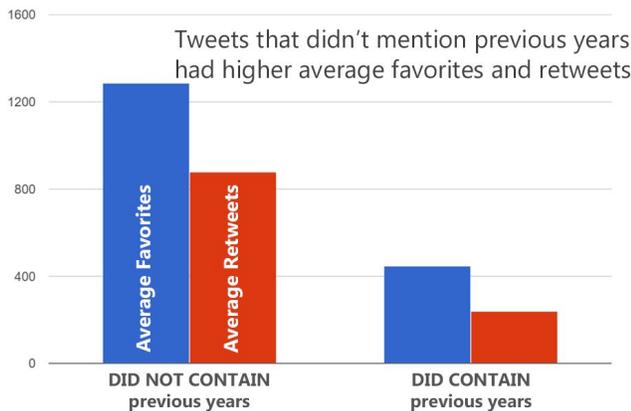Daniel Chen - MKTG 3700

DATA SEGMENTATION:
Twitter Data: The Tweet Data contained three types of tweets. Both the "Retweet" and "Reply" types were removed so that the data only showed original content from The Recording Academy that also wasn't a reply to a tweet. "Reply" tweets were removed since the majority of "Reply" tweets were automatic responses such as, "@ShawnMarciello Thanks! Your entry was successful."

Facebook(FB) Data: The FB Data included "Total Count Data" as well as "Unique Users" data for Comments, Likes, and Shares. In this analysis, "Total Count Data" was removed and only "Unique User" data was analyzed as it would more accurately represent the number of engaged persons. Additionally, comments were excluded since it would be unclear whether the comment were positive or negative.
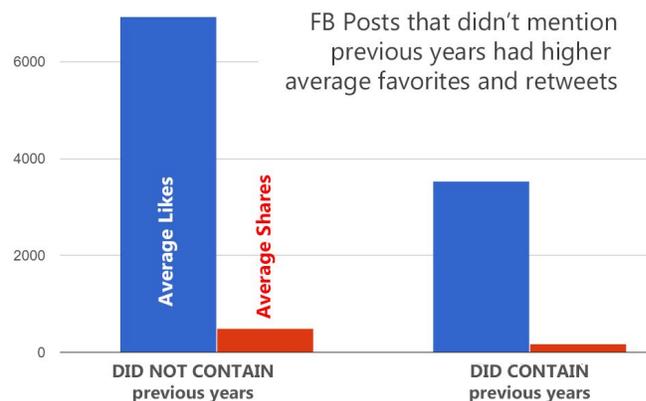
HISTORICAL PRESERVATION (Content Containing Years Prior to 2016)
In order to look at the effectiveness of Twitter and FB posts, the data was categorized into whether or not the posts included any of the years prior to the 2016 Grammy's (i.e. 2015 - 1959)[1]. By comparing the "Average Favorites" and the "Average Retweets" on Twitter and the "Average Likes" and "Average Shares" on FB posts that either did or didn't contain past years, it was clear that posts that contained past years were less successful in generating engagement.

Looking to further examine the effectiveness of historical posts, the data was then broken down into different decades to see if posts about different decades varied in performance.[2] Twitter posts containing the years 2000-2009 were the most popular in both "Average Favorites" and "Average Retweets" however FB posts containing the same years were the worst posts in both "Average Likes" and "Average Shares".
FB posts containing the years 1980-1989[3] averaged the most amount of likes while posts containing the years 1990-1999 averaged the most amount of shares. Regardless, all decades of posts on both platforms had less engagement than posts that did not include any of the years prior to the 2016 Grammy's.

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[1] The year "1989" was removed from this list. No posts on either Twitter or FB were dated to the year 1989 however Taylor Swift's album was titled, "1989".
[2] The Grammys started in 1959 so the 1950's decade only contained one year of data. Additionally, the 2010's decade only included 5 years of data.
[3] The year "1989" was removed from this list. No posts on either Twitter or FB were dated to the year 1989 however Taylor Swift's album was titled, "1989".

**Average Favorites & Retweets Depending on Decade Featured in Post**
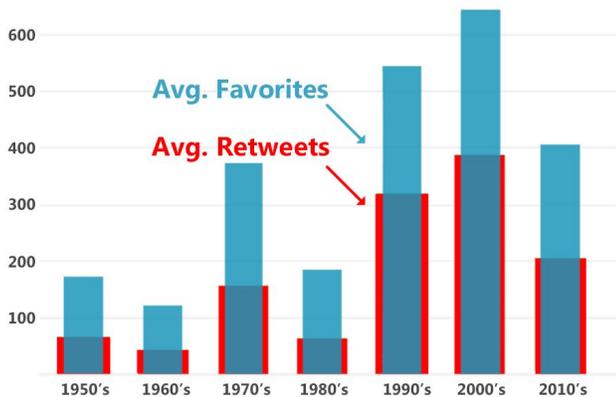
Average Likes & Shares Depending on Decade Featured in Post
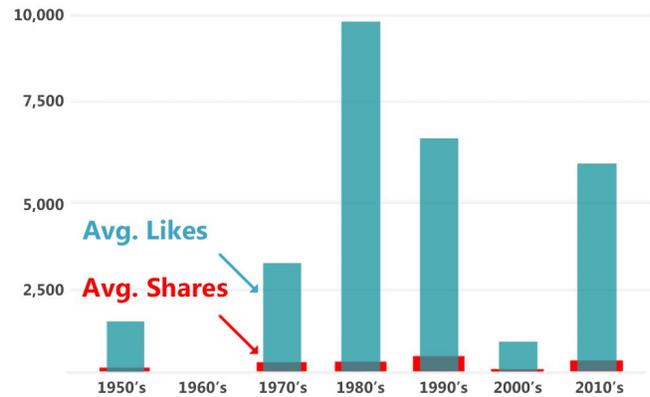

TIME OF POST AND ENGAGEMENT

The data was then analyzed to see if the the time of the post affected the amount of engagement. Data was categorized within hourly segments, for example, posts that occurred from 8:00AM - 8:59AM. On both Twitter and FB, posts that occurred in the morning, typically between 5AM - 9AM, performed well. Posts then declined in their performance for a couple hours in the middle of the day, typically 10AM - 1PM. Posts then had good performance for the rest of the day, 2PM - 10PM. Finally, from 10PM - 4AM, The Recording Academy's social media was typically quiet with few to no posts.

Average of Retweet & Favorite Depending on Time of Day
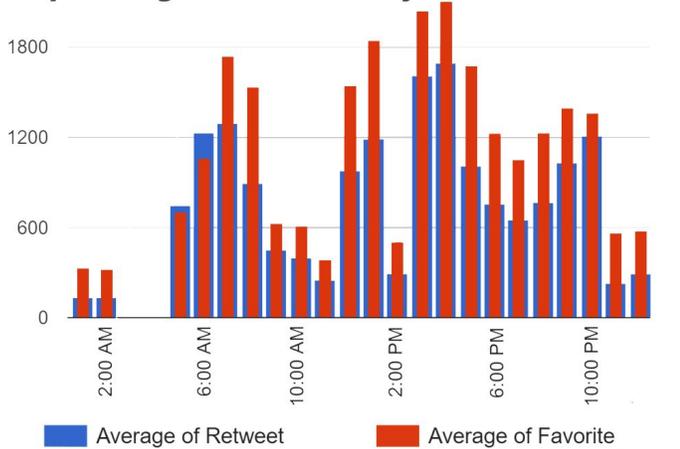
Average of Like & Share Depending on Time of Day
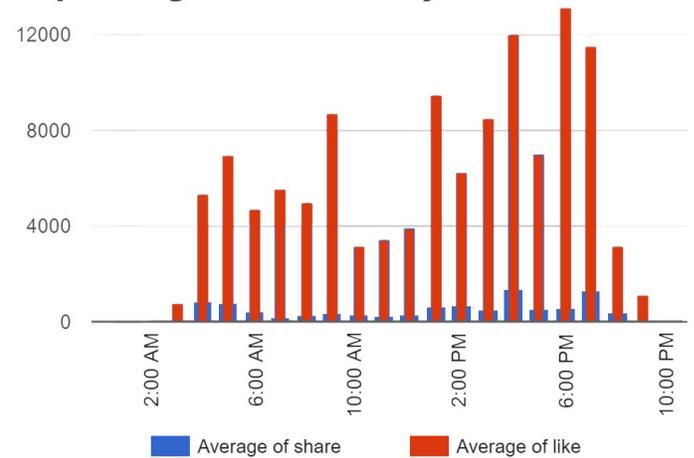
RECOMMENDATIONS / SUMMARY:

While The Recording Academy may wish to have a brand identity of the preservation of music history, their social media posts indicate that their audience is not interested in that aspect of the brand. Perhaps the brand could look at doing different campaigns about the preservation of music history.

One key finding was that the time of the post affects the performance of it. On both Twitter and FB, posts during the late night and during the middle of the day suffered while posts in the early morning and mid afternoon excelled. Making sure to push key content during peak times will improve it's chances of success.