

A Social Media Competition Analysis in Instagram

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Abstract

Social media has seen a large increase in popularity during the last decade and it profoundly changed the way most people interact with each others. The increasing number of social media users attracts businesses which use these media to promote their brand. Social media, however, differs fundamentally from conventional media and requires new measures in order to assess the success of marketing campaigns. Social media analytics is the new research field which is concerned with the development of so-called *Social Media Metrics* (SMM). Recent literature thoroughly discusses the use of SMMs by establishing guidelines and best practices for business managers. Whereas a lot of research analyze the business-centric aspect, few studies focus on the analysis of multiple competing businesses in social media. This thesis monitors 37 Luxembourgish associations on Instagram during a small period of time. For every association common SMMs, which have been identified from the recent literature and formally defined, are computed. A structural and temporal similarity analysis is performed on these SMMs and election methods are used to provide a first insight on ranking these associations according to their performance. The analysis shows that both the structural as well as the temporal similarity analysis reveal common patterns among certain Luxembourgish businesses in Instagram and are well suited for analyzing the competition.