

Leveraging Cloudbreakr Platform

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Speaker:

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How to leverage Cloudbreakr to conduct social media research?

1. Define research question
2. Identify related keywords
3. Export data from Cloudbreakr - “Topic Discovery”
4. Data import & cleansing
5. Data analysis
6. Draw insights

1. RQ: How Does Social Media Influence Recycling Behaviour?

- What kind of recycling behaviour?
 - Use less plastic cutlery
 - Use less papers
 - Sorting at home
 - Reduce single-use plastics
 - Use minimal packaging
 - Reuse items
 - Reduce food waste

2. Identify keywords

- Recycling behaviour-related keywords
 - Recycling
 - Reduce
 - Reuse
 - Sorting
 - Green living
 - Zero waste
 - Sustainability

3. Cloudbreakr – Topic Discovery

- Type in keywords: Recycling, Reuse
- Select related keywords or hashtags
- Select date period
- Select “OR”
- Export CSV

The screenshot displays the Cloudbreakr Topic Discovery interface. At the top, there is a search bar and navigation tabs for LEADERBOARD, INFLUENCER, TOPIC, and MY WATCHLIST. The main section is titled 'Topic Discovery' and shows a search for 'reuse'. Below this, there are sections for 'Select keywords related to: reuse' and 'Select hashtags related to: reuse', both with various options. A 'Selected keywords and hashtag:' section shows a list of keywords and hashtags separated by 'OR' operators. The interface also displays statistics: 2,831 Results found, 794 Contributors, 203,920,242 Follower reach, and 950,672 Engagement. A 'Sorting' dropdown is set to 'Post date'. The 'Social Media' section lists platforms like Instagram (1839), Facebook (992), and Youtube (19). The 'Categories' section lists categories like Celebrity (16) and Beauty Blogger (30). A 'Contributor Follower Range' slider is visible, and an 'Export CSV' button is highlighted with a red circle. The bottom right corner features the Cloudbreakr logo.

4. Data import & cleansing

- Import CSV:

- “Data” tab ->
- From Text/CSV ->
- Import CSV ->
- Load

The screenshot displays the Microsoft Excel interface with the 'Data' tab selected. A tooltip for the 'From Text/CSV' button is visible, stating: 'Import data from a text, comma-separated value or formatted text (space delimited) file.' Below the main interface, a smaller window titled 'Data_Sep 13.csv' is open, showing a preview of the imported data. The data is organized into columns: 'File Origin', 'Delimiter', 'Data Type Detection', 'content', 'link', 'post_datetime', and 'matched_hashtag'. The 'File Origin' is '65001: Unicode (UTF-8)', the 'Delimiter' is 'Comma', and the 'Data Type Detection' is 'Based on first 200 rows'. The 'content' column contains various text entries, and the 'link' column contains corresponding URLs. The 'post_datetime' column shows dates and times, and the 'matched_hashtag' column is currently empty.

File Origin	Delimiter	Data Type Detection	content	link	post_datetime	matched_hashtag
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	親子級編織 *第二集*	https://www.instagram.com/reel/CdQ2Z77Bj/	11/9/2023 20:05:01	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	【婚紗季序號】VVS婚紗禮服又再躍可麗FU...	https://www.instagram.com/p/CdG93E1Vf/	11/9/2023 20:00:06	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	【Evoos 新開張】短版與「秘拉」日新時髦...	https://www.instagram.com/p/CdC7Q3PAJUC/	11/9/2023 17:00:07	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	🌿 another week, another roundup of positive eco-f...	https://www.instagram.com/p/CdCjJMB-4f/	11/9/2023 14:51:14	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	A Sustainability Collaboration with nurture_malaysia...	https://www.instagram.com/reel/CdCjv0f8F/	11/9/2023 12:57:54	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	【紅髮樂志】「紅髮樂志」二週年 Vlog	https://www.instagram.com/p/CdCkU1A6J2W/	11/9/2023 10:20:07	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	全新康能日誌 heewe 入息法式香小絲洗衣液 · 經...	https://www.instagram.com/p/CdA43v0Dn/	10/9/2023 22:00:00	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	【Evoos世代】攝影展電子藝術展 認識wenz shak...	https://www.instagram.com/p/CdA8wP1cC/	10/9/2023 18:18:17	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	【Evoos世代】不如來爭奪當家米 金喜爭「保持電氣...	https://www.instagram.com/p/CdV3u8t5s/	9/9/2023 22:28:02	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	連連轉轉三年Cententage Fashion Show👏👏👏 今年...	https://www.instagram.com/p/CdV9fVnDn/	9/9/2023 22:17:09	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	【Evoos世代】你知網家出主理Mistalia 雜誌...	https://www.instagram.com/p/CdVt9b9Ks/	9/9/2023 12:55:17	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	getredesed Design Award 2023 🏆 Inspired to see a...	https://www.instagram.com/p/CdV70T3vssd/	8/9/2023 17:12:35	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	續行與性的關係 用色不承香紅蘇草 · 保潔出膠種...	https://www.instagram.com/p/CdV7166F9t8/	8/9/2023 15:27:43	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	【MVA運動攝影中心 · 保護地球】VIVA為地球動...	https://www.instagram.com/p/CdV6xP9t8/	8/9/2023 13:00:21	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	【MVA運動攝影中心 · 保護地球】VIVA為地球動...	https://www.facebook.com/6381643494341/posts/...	8/9/2023 13:00:18	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	啟·DUDDN - 口語界時針則 - 一個轉在坊間...	https://www.instagram.com/reel/CdV5rDAP1xI/	8/9/2023 03:03:29	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	Nothing goes to waste at double_hy_jimmy_wong 'n...	https://www.instagram.com/reel/CdV5rDAP1xI/	5/9/2023 20:57:57	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	【Evoos世代】「由地土」亦再展 攝影展紅紅V2x...	https://www.instagram.com/p/CdVae7g9c/	5/9/2023 17:38:30	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	A Sustainability Collaboration with nurture_malaysia...	https://www.instagram.com/reel/CdV4G2ND7KW/	5/9/2023 13:37:48	
65001: Unicode (UTF-8)	Comma	Based on first 200 rows	【獨立劇場】強勁冒險隱隱地 - Series Move 4正...	https://www.facebook.com/69356743434311/posts/...	5/9/2023 13:00:04	

5. Data analysis: What does each column mean?

- Content: The social media content (Qualitative data)
- Link: The hyperlink of the social media content
- Post_datetime: The social media post date and time
- Matched hashtags: The hashtags matched with the post
- Matched keywords: The keywords matched with the post
- Likecount, commentcount, Engagement: The interactions with the post
- Username: The influencer, media or brand who posted the social media post
- Industry: If it is a brand, this column shows you which industry it is in
- Followercount: Number of followers
- infPower: Influence Power. It is an index developed by Cloudbreakr, it shows the overall performance of the influencer
- Identityname: If it is an influencer, this column shows which type of influencer he/she is
- Pagelink: The hyperlink of social media profile

5. Data analysis: Hashtags analysis

- Delimit the hashtags
 - Move hashtags to the last column
 - Select the column
 - Data -> Text to Columns
 - Delimiters: Comma
 - Finish
- Put headers for each hashtag column, i.e. hashtag 1, hashtag 2, hashtag 3...etc.

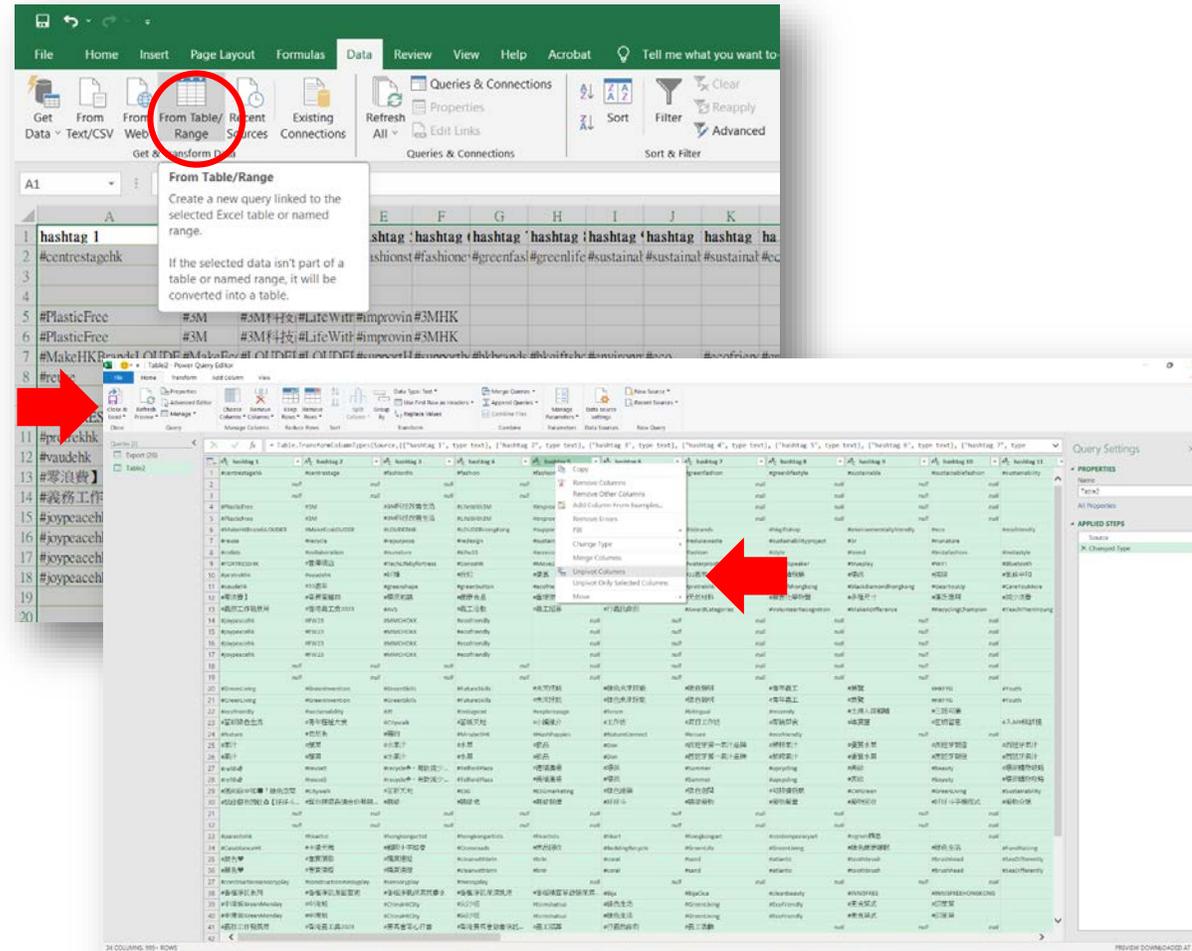
The screenshot shows the Microsoft Excel interface. The 'Text to Columns' wizard is open, showing the 'Convert Text to Columns Wizard - Step 1 of 2' dialog box. The 'Text Wizard' has determined that the data is delimited. The 'Original data type' is 'Delimited'. The 'Preview of selected data' shows a list of hashtags. The 'Convert Text to Columns Wizard - Step 2 of 3' dialog box is also open, showing the 'Delimiters' section with 'Comma' selected. The 'Data preview' section shows the resulting data table with headers for each hashtag column.

hashtag 1	hashtag 2	hashtag 3	hashtag 4	hashtag 5	hashtag	hashtag	hashtag	hashtag	hashtag	hashtag	hashtag	hashtag	hashtag	hashtag
#centrestagekk	#centrestage	#fashionkk	#fashion	#fashionstyle	#fashionevent	#greenfashion	#greenlifestyle							
#PlasticFree	#3M	#3M科技改善生活												

5. Data analysis: Hashtags analysis

- What can you do with the hashtags?
- Count the hashtags frequency: See which hashtags being used the most in recycling content

1. Copy all the hashtags to a new sheet
2. Click "Data" tab -> "From Table/Range"
3. From "Power Query", select all the columns. You can do this by holding down the Ctrl key and clicking on the column headers and Ctrl-A.
4. Right-click on one of the selected columns, and choose "Unpivot Columns" from the context menu
5. Close and load



5. Data analysis: Hashtags analysis

6. Create PivotTable:

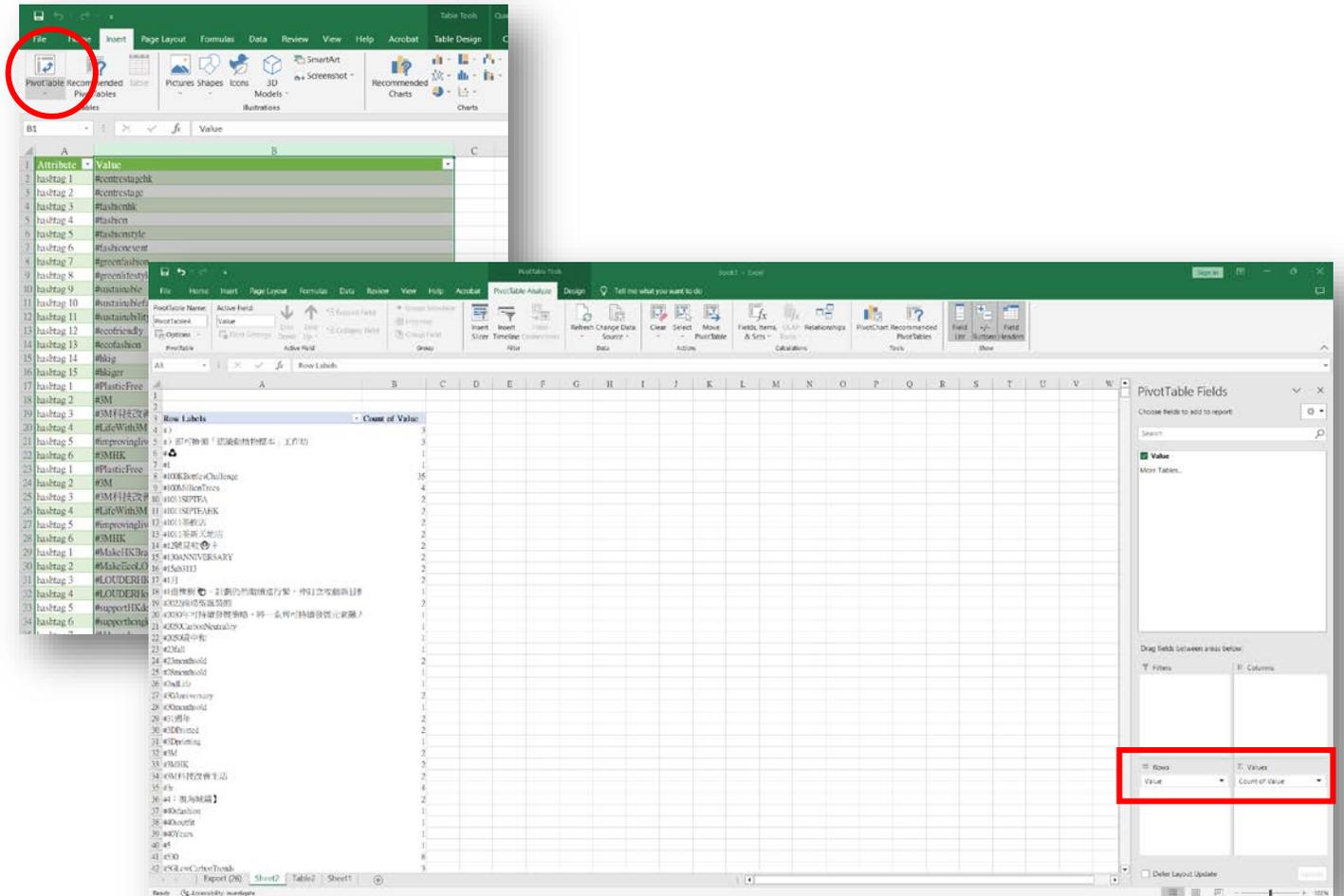
- Go to the "Insert" tab and select "PivotTable."
- Choose where you want to place the PivotTable (e.g., a new worksheet) and click "OK."

7. Set up the PivotTable:

- Drag the "Value" field to the "Rows" area of the PivotTable.
- Drag the "Value" field again to the "Values" area. This will automatically create a count of each hashtag.

8. Finish! You can now find out the most used hashtags in the recycling behaviour-related posts!

9. You can also do the same practice for "keywords"



5. Data analysis: Filtering

- Analyze the content and interactions from different types of influencers, media or brands
- Example: Filter “Identity - Brand”
- Sort by “Likes” or “Comments”
- To find out the trending content and what makes them trending from a **commercial perspective**
- Pick some examples to analyze the content (Qualitative analysis)
- Validity of comments (Refer to Lucy’s sharing)

The image shows a screenshot of an Excel spreadsheet with a data table and two filter dialog boxes. The data table has columns for postEngage, username, industry, followerCo, infPower, identityName, pageLink, hashtag 1, and hashtag 2. The first dialog box is a 'Text Filters' window for the 'identityName' column, with the 'Brand' checkbox selected and highlighted by a red box. The second dialog box is a 'Sort' window for the 'likeCount' column, with 'Sort Largest to Smallest' selected and highlighted by a red box.

	G	H	I	J	K	L	M	N	O
	postEngage	username	industry	followerCo	infPower	identityName	pageLink	hashtag 1	hashtag 2
0	0.0015	citygateoutlets	Shopping ma				https://www.in...	#第二生命!	#玻璃心
5	0.0089	wrfhk	Non profit or				https://www.in...	#BuySmart	#循環經濟?
1	0.0091	yahoo.hongkon	Broadcast M				https://www.in...	#Yahoo新聞	#yahoonews
0	0.0019	greenqueenhk	None				https://www.in...	#GreenQueen	#sustainability
0	0	jimmywbk	None				https://www.in...	#collab	#collaboration
0	0.0005	citywalkhk	Shopping ma				https://www.in...	#全新綠色生活	#Citywalk
4	0.003	1010hopehk	None				https://www.in...	#可生物降解	#升級除菌除
5	0.0586	sswagger.hk	None				https://www.in...	#SSW世代之	#頭髮要#GenZshake
0	0.0198	sswagger.hk	None				https://www.in...	#SSW世代之	#不做嘢#鄭熙珍
3	0.0002	liz.kamyng	None				https://www.in...	#centrestagehk	#centrestage
2	0.0269	sswagger.hk	None				https://www.in...	#SSW生活態度	#狗#M72
53	0.0131	jessieli	None				https://www.in...		
1	0.0001	kellustration	None				https://www.in...		
0	0.0027	3mhongkong	Personal car				https://www.in...	#PlasticFree	#3M
1	0	3MHongKong	Personal car				https://www.in...	#PlasticFree	#3M
12	0.0051	903ahjeng	None				https://www.in...	#MakeHKBrandsLOU	#MakeEcolO
1	0.0001	jimmywbk	None				https://www.in...	#reuse	#recycle
13	0.0627	sswagger.hk	None				https://www.in...	#SSW世代之	#愈老#SSwagger
0	0.0015	jimmywbk	None				https://www.in...		
0	0.0001	fortresshk	Retail outlet				https://www.in...		
0	0.0002	weekendweekl	None				https://www.in...		
2	0.0172	crabwarehouse	None				https://www.in...		
0	0	take5_hongkon	Retail outlet				https://www.in...		
0	0	take5_hongkon	Retail outlet				https://www.in...		
4	0.0145	sswagger.hk	None	57428	7.8	Media & Page	https://www.in...		
6	0.0018	hongkongfp	None	174322	5	Media & Page	https://www.in...		
0	0.0013	the.hanli	None	12497	3.2	E-Shop	https://www.in...		
0	0.0004	take5hongkong	Retail outlet	28043	2.8	Brand	https://www.in...		
0	0.0055	sswagger.hk	None	57428	7.8	Media & Page	https://www.in...		

5. Data analysis: PivotTable

- Analyze the trends of mentioning recycling behaviour from high level
- Example: You want to find out which industry has the most recycling content
 - Create PivotTable
 - Row: Industry
 - Values: Count of link
 - **None** means influencers
 - Copy the PivotTable to a new sheet, **paste as value**
 - Retail outlet industry has the highest number of posts
 - Then, you can go back to the data, filter “Industry – Retail Outlet” and analyze the content

Row Labels	Count of link
Apparel & Accessories	2
Attractions	17
Automotive	13
Beauty & Cosmetics	83
Broadcast Media	19
Clothing, Footwear & Accessories	85
E-commerce & Online platform	42
Electronics & appliances	6
Financial	3
Food & Beverage	56
Government Organization	18
Health & Wellness	12
Household products	23
Luxury Fashion	6
Music, Gaming & Entertainment	5
Not profit organization	99
None	2023
Personal care	36
Retail outlet	127
Shopping mall	80
Sports Gear & Outdoor Accessories	25
Travel & Hospitality	47
Watches & Jewelry	2
(blank)	
Grand Total	2828

5. Data analysis: PivotTable

- Example: You want to find out the brands or a PARTICULAR brand who is highly engaged in go-green topics
 - Row: Username
 - Values: Count of link
 - Filter: Identityname -> Only select "Brand"

The screenshot displays an Excel spreadsheet with a PivotTable and the PivotTable Fields task pane. The PivotTable is located in the range B3:C42, with 'Row Labels' in column B and 'Count of link' in column C. The data is as follows:

Row Labels	Count of link
2xckloerdesign	1
2xomgloes	2
2xongkong	2
2xlevezik	7
AI Bakery Group	1
a1lbakeryhk	2
americanartistick	1
apita.hongkong	3
armandhuemerk_official	3
ashtarchive	1
astex.hk	2
ASICSHK	2
avodahongkong	1
bessoca	3
bcbu.hk	3
BEAMS.co.jp	1
BGGPACK.hk	4
bigback_bkmacao	16
Bolancfrance	1
blueberlecortehongkong	1
bplussc	14
caoon.hk	1
CauihancHK	5
casentiy.hk	1
cehay.hk	3
chinahicity	4
cheifung.hk	3
cityatocofets	2
citylink.hk	1
cityplaza.hk	3
citysuper	1
citysuper.hk	1
citywalk.hk	37
conservationintl.hk	1
conservationhk	3
cord.hk	1
cpu.hk	8
CP7.HK	3
disignature	1

The PivotTable Fields task pane on the right shows the following configuration:

- Filters:** IdentityName
- Columns:** (Empty)
- Rows:** username
- Values:** Count of link

The task pane also shows a list of fields to add to the report, including content, link, post_datetime, matched_hashtag, likeCount, commentCount, postingengagementRate, username, industry, followerCount, inPower, IdentityName, pageLink, hashtag 1, and hashtag 2. The 'link' and 'IdentityName' fields are checked.

5. Data analysis: PivotTable

- Example: You want to find out which type of influencers posted the most recycling content
 - Row: Username
 - Values: Count of link
 - Filter: Identityname -> **Uncheck** "Brand"

The screenshot shows an Excel spreadsheet with a PivotTable and the PivotTable Fields task pane. The PivotTable is located in the range A3:B25 and has the following data:

Row Labels	Count of link
Author	1
Beauty Blogger	30
Celebrity	15
Designer / Artist	10
Entertainer	41
E-Shop	152
Frugae	5
Fashion Stylist	11
Food Blogger	87
Lifestyle Blogger	78
Live Streamer	1
Media & Page	1355
Model	49
Others	6
Parenting	108
Photographer	6
Politician	19
Sports Lover	49
Traveller	9
Vlogger	30
(blank)	
Grand Total	2062

The PivotTable Fields task pane is open on the right side of the spreadsheet. It shows the following configuration:

- Row Labels: IdentityName
- Values: Count of link

The task pane also shows a list of fields to add to the report, including content, link, post_datetime, matched_hashtag, likeCount, commentCount, postEngagementRate, username, industry, followerCount, infPower, identityName, pageLink, hashtag.1, and hashtag.2. The 'link' and 'identityName' fields are checked. The 'Filters' and 'Columns' areas are currently empty.

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Live Streamer	1
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