**Social Media Analysis**

***JEA Curriculum***

Pick your favorite social media account (Facebook, Twitter, or Instagram). If you do not have a favorite account, use your school or school district’s social media. Analyze that account based on the following:

1. How often does the account post content? Is there a pattern? Why do you think they post when they do?
2. What kind of content do they post? (Pictures, videos, quotes, sayings, etc.) What effect does their content have on their account?
3. How many likes and comments (or retweets) does their content get? Why do you think they get that many or that few?
4. Bots have become a big challenge in social media. According to Wikipedia, “A social bot is a particular type of chatbot that is employed in social media networks to automatically generate messages (e.g. tweets) or in general advocate certain ideas, support campaigns, and public relations either by acting as a "follower" or even as a fake account that gathers followers itself.” Go to [Botometer](https://botometer.iuni.iu.edu/#!/) and use it analyze the account you chose. If you are not using Twitter, try to find the Twitter version of your account. How many bots follow that account? Why?