

# STUDENT INSPIRE NETWORK: MILLENNIAL SOCIAL MEDIA PLATFORMS

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## Introduction

The Student Inspire Network (SIN) is a Manchester based start-up that aims to support 100 million young people to get into the world of work. To do this it primarily focuses on providing information for students in the

form of videos. To fund this it works in the GenZ marketing space, aiding established companies in their recruitment strategies. I primarily worked alongside the CEO in a more operations centric role.

## Data Mining and Optimization

In terms of quantitative work, I was instructed to data trawl LinkedIn to provide demographically filtered data sets which can be used to automate connection requests to improve the reach of one of our key social media platforms that drive traffic to our videos.

Furthermore, I used google analytic data from YouTube to provide insight into possible solutions to optimize our YouTube content.

## Data Collection

To trawl LinkedIn I researched and implemented online tools that connect to LinkedIn's open API allowing me to then research and set specific parameters to the trawler. This provided me a window to gain demographically specific datasets based around publically available place of study data.

I then automated this trawler and, using excel power queries, automated the data downloads to a certain folder giving me the ability to automatically refresh my data set and manipulate it into any format desired on excel.

This was then used to feed back into further open source code allowing the company to send customised connection requests on LinkedIn automatically.

## Results

By the end of my trawling I managed to get the company around 40,000 profiles with over 500,000 data points to manipulate. In terms of accepted connection percentage, approximately 3-5% of profiles contacted with a customised connection request accepted.

In terms of my optimization work, even though no videos were being released my work on optimization led to a 2% increase in click-through rate and a 5% increase in watch time when compared to before optimization. This is more substantial given there were no videos released during my optimization work and it was out of season for recruitment.

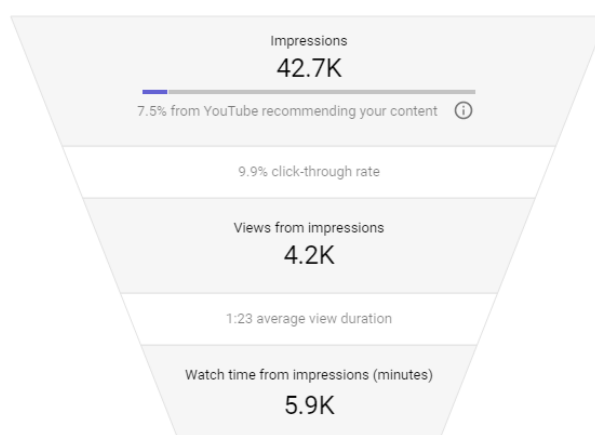
For a simple example, note the graph on the right showing severe audience retention issues due to our intro. To combat this I provided instructions and analysis to help optimize the introduction.

## Non-Quantitative Work

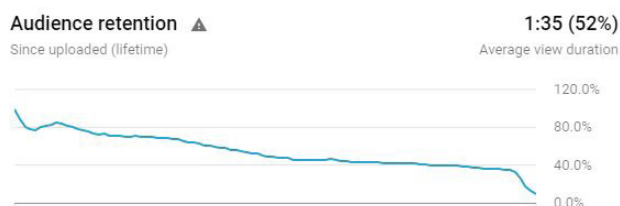
The majority of my work was non-quantitative, especially given the amount of automation I managed to implement. Of this work I would argue my key contributions were in budgeting and revenue strategy, implementing technical solutions, liaising with 3rd parties, heading up their recruitment

### Impressions and how they led to watch time

Data available Sep 20 - Oct 17, 2019 (28 days)



### YouTube Analytics Impression Funnel



Audience Retention Graph Showing the Amount and Locations of Viewers Clicking Off of this Video.

strategy, providing insight into rebranding, video and script production, and RAF campaign work. This is by no means an exhaustive list of tasks but gives some insight into the breadth of work provided.

## Conclusion

Regardless of the amount of purely quantitative work provided during this internship, I am still pleased with the internship. It is especially enjoyable to, so overtly, see the fruits of my labour reflected in the company most notably in the recruitment strategy and new employees. Along with allowing me to work on a massive variety of soft skills the insight into running a start-up, negotiating and acquisition of clients, as well as leadership is, in my opinion, invaluable to any future employer.