



Estrategias de interacción y medición de engagement de la cuenta de Twitter @CheNetflix

2022

text (article)

Analítica

The objective of this article is to measure the engagement achieved by the Twitter account created especially for Argentina, @CheNetflix by the video-on-demand company Netflix. An exploratory analysis is carried out based on a previous study, made on the discursive strategies used in this account now in order to measure engagement according to the resources that the aforementioned account uses to achieve interaction with its users. A quantitative analysis was carried out based on a specific formula of the 265 tweets published by the account in January and February 2021. Based on categories such as the use of vernacular terms (argentinisms and voseo), humor; the reference to culturally relevant events and characters and the formats used by the account, the commitment achieved by its users and its correlation with each applied strategy was measured. The proposed formula could be replicated in similar accounts created by Twitter for specific countries, as well as being used by other streaming platforms to measure the interaction they achieve with their receivers

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