A/B TEST PLAN

The following pages are the plan to run an A/B Test on a social network

Prepared by:
Mohammed Ikram Nagdawala

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101299238

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Test #1: 2 hashtags vs 5 hashtags

As a part of A/B test #1, the number of hashtags will be tested. While it's a general belief that use of more hashtags could lead to better engagement because people can easily find and follow what interests them, a Buffer study on twitter hashtags reveals that **"when you use more than two hashtags, your engagement actually drops by an average of 17 percent."** Hence it will be interesting to test this notion.

Control version of Twitter Post

- This post will be **titled** "quote from digital analytics experts" and will include a quote on digital analytics as an **image**.
- **2 relevant hashtags** will be added after the title.

Metrics:
Number of **impressions** and **likes** will be measured and recorded in the statistically significant calculator & tracker sheet at the end of test duration.

At the end of test:
Post will be deleted at the end of test duration after the metrics are recorded.

Test version #1 of Twitter Post

- This post will be the **same** as control version and will include same text and image as in control version.
- **5 relevant hashtags** will be added instead of 2.

Metrics:
Number of **impressions** and **likes** will be measured and recorded in the statistically significant calculator & tracker sheet at the end of test duration.

At the end of test:
Post will be deleted at the end of test duration after the metrics are recorded.

Hypothesis:
*Following the general belief, it will be assumed that the **test version** with more number of hashtags **will perform better** in terms of engagement which will be me measured by the number of post likes.*

Test #1 Action Plan

Control version post:

Posting date: Friday 28 May 10:00 am to Monday 31 May 10:00 am

Duration: 72 hours

Test version post:

Posting date: Monday 31 May 10:00 am to Thursday 3 June 10:00 am

Duration: 72 hours

Social network platform:
Twitter

Handle:
@IkramNagdawala

Sample size:
34 (Followers)

Tool used to schedule the post:
Hootsuite

Analytics tools to measure the metrics:
Twitter Analytics

Test #2: Change Post Length

As a part of A/B test #2, a longer version of the text in post will be tested. After the winning variation is chosen from A/B test #1, testing it again can help to understand if new change alters its performance. This will help to discover what works best right now for the current audience.

While a shorter title will be used in Test #1, **a longer title will be used and tested** if it resonates with the audience and improves the performance of the post.

Control version of Twitter Post

- The **winning post** from the **A/B test #1** will be considered as the control version.

Metrics:
Number of **impressions** and **likes** will that have been measured and recorded for this post as a part of **A/B test #1** will be used as control version metrics.

Test version #2 of Twitter Post

- This post will exactly be the **same** as control version in relation to post image and number of hashtags. But the **title will be altered to lengthier title** than what it is in the control version.

Metrics:
Number of **impressions** and **likes** will be measured and recorded in the statistically significant calculator & tracker sheet at the end of test duration.

Hypothesis:
According to Social media analytics firm Sotrender, "along with the number of characters used in tweets, engagement also increases." Hence, it will be assumed that ***the test version*** *with a longer post* ***will have more engagement.***

Test #2 Action Plan

Control version post:

Posting date: Monday 31 May 10:00 am to Thursday 3 June 10:00 am

Duration: 72 hours

Test version post:

Posting date: Monday 14 June 10:00 am to Friday 17 June 10:00 am

Duration: 72 hours

Social network platform:
Twitter

Handle:
@IkramNagdawala

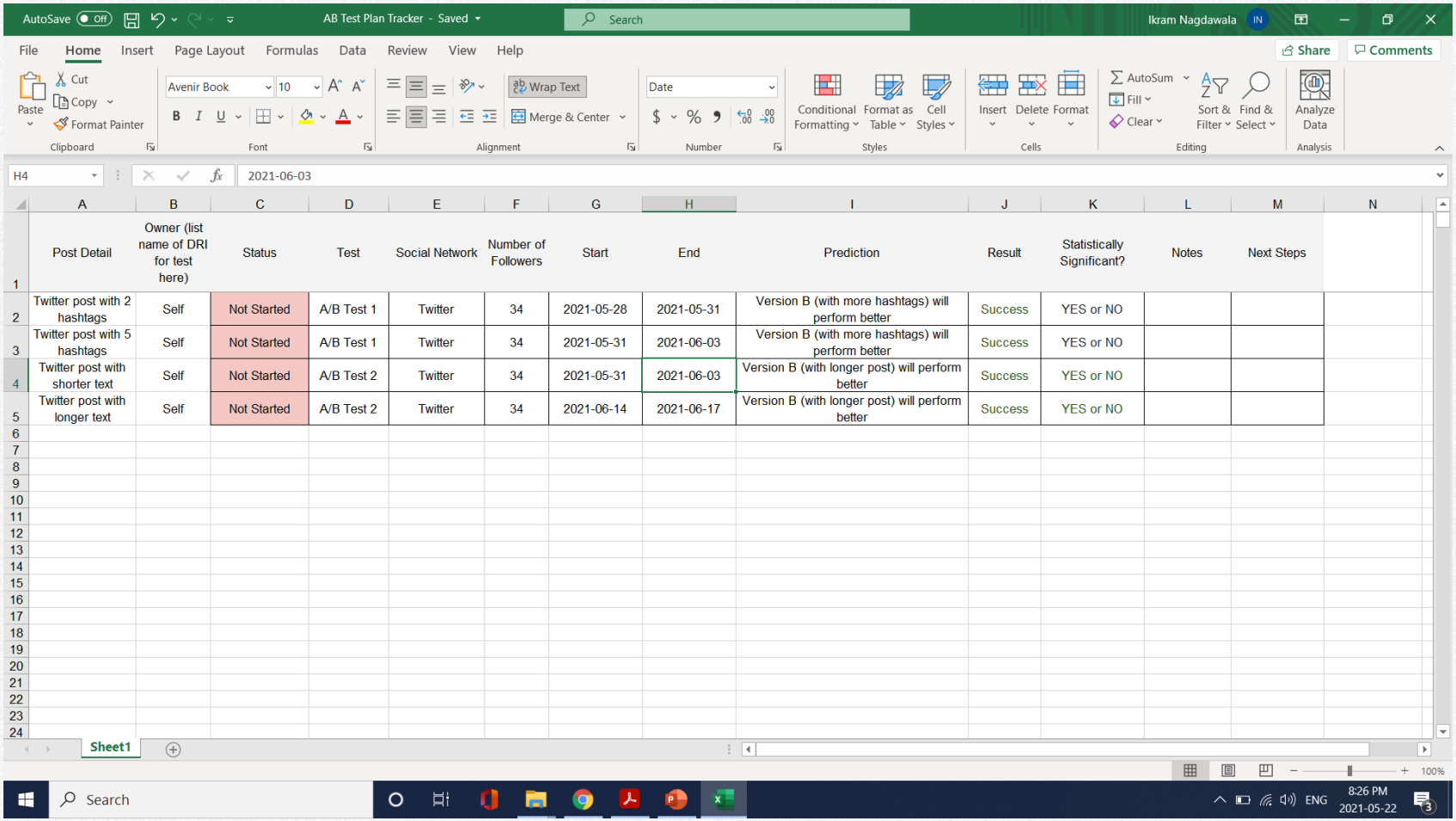
Sample size:
34 (Followers)

Tool used to schedule the post:
Hootsuite

Analytics tools to measure the metrics:
Twitter Analytics

Appendix

A/B Test Plan Tracker



	Post Detail	Owner (list name of DRI for test here)	Status	Test	Social Network	Number of Followers	Start	End	Prediction	Result	Statistically Significant?	Notes	Next Steps
2	Twitter post with 2 hashtags	Self	Not Started	A/B Test 1	Twitter	34	2021-05-28	2021-05-31	Version B (with more hashtags) will perform better	Success	YES or NO		
3	Twitter post with 5 hashtags	Self	Not Started	A/B Test 1	Twitter	34	2021-05-31	2021-06-03	Version B (with more hashtags) will perform better	Success	YES or NO		
4	Twitter post with shorter text	Self	Not Started	A/B Test 2	Twitter	34	2021-05-31	2021-06-03	Version B (with longer post) will perform better	Success	YES or NO		
5	Twitter post with longer text	Self	Not Started	A/B Test 2	Twitter	34	2021-06-14	2021-06-17	Version B (with longer post) will perform better	Success	YES or NO		