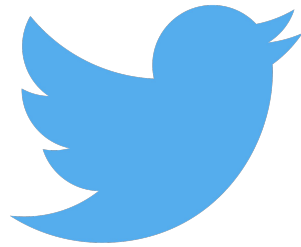


Social Network Analysis of Central Bank's Communications



Introduction and project's background



Bank of Thailand ✓
@bankofthailand

ธนาคารแห่งประเทศไทย เพื่อร่วมทางทางการเงิน ที่คอยให้คำแนะนำและความรู้ให้คุณมีภูมิคุ้มกันทางการเงินที่ดี เพื่อความเป็นอยู่ที่ดีอย่างยั่งยืนของไทย

Translate bio

📍 พระนคร, กรุงเทพมหานคร 🌐 bot.or.th

📅 Joined June 2558 BE

152 Following 46.4K Followers

Bank of Thailand	
Followers	46.4K
Tweets	5,932
Media	5,302
Likes	185
Created year	06/2015



Bank of England ✓
@bankofengland

As the UK's central bank we work to ensure low inflation, trust in banknotes and a stable financial system. Follow our @BoE_PressOffice and @boemuseum accounts

🌐 bankofengland.co.uk 📅 Joined January 2552 BE

1,452 Following 340K Followers

Bank of England	
Followers	340K
Tweets	10.2K
Media	2,596
Likes	106
Created year	01/2009



Central Bank of India ✓
@centralbank_in

Welcome to The Official Twitter handle of Central Bank of India. Bank offers a wide range of products and services. Please join us to know more.

📍 India 🌐 centralbankofindia.co.in

📅 Joined September 2557 BE

6 Following 37.4K Followers

Bank of India	
Followers	37.4K
Tweets	18.3K
Media	4,117
Likes	261
Created year	09/2014



Bank of Canada ✓
@bankofcanada

Canada's central bank. Promoting the country's economic and financial welfare. Keeping inflation low, stable and predictable. En français : @banqueducanada

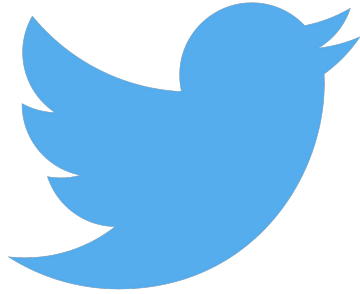
📍 Ottawa, Canada 🌐 bankofcanada.ca

📅 Joined June 2551 BE

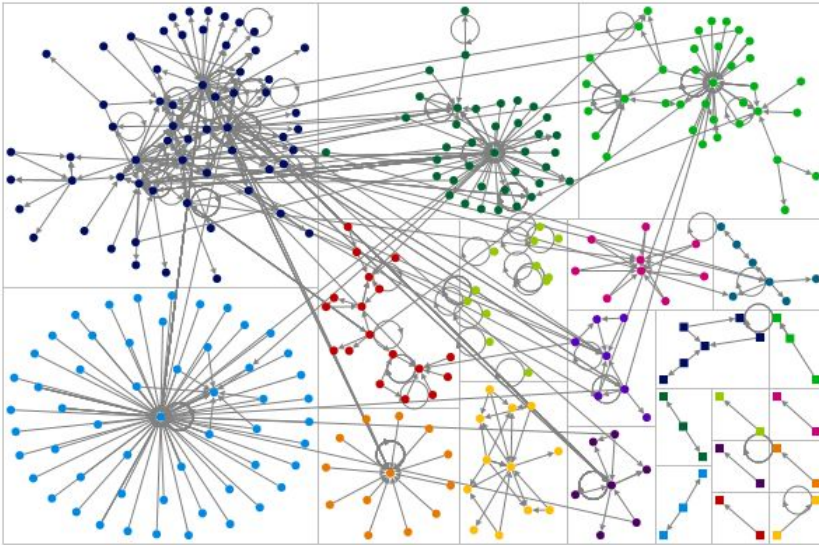
36 Following 191.7K Followers

Bank of Canada	
Followers	191.7K
Tweets	4,842
Media	1,542
Likes	4
Created year	06/2008

Sources of data



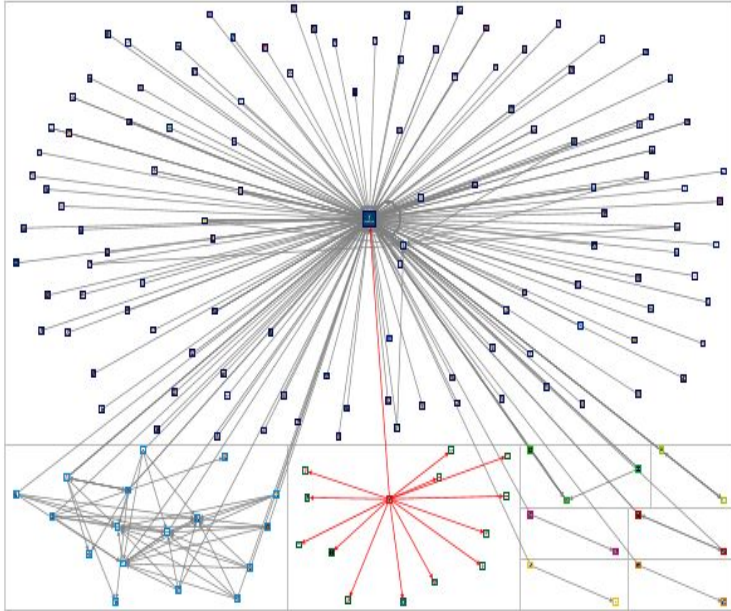
Twitter official account of the central banks



Step 1: We use the program called nodeXL to get data of twitter traffic activity and generate network chart.

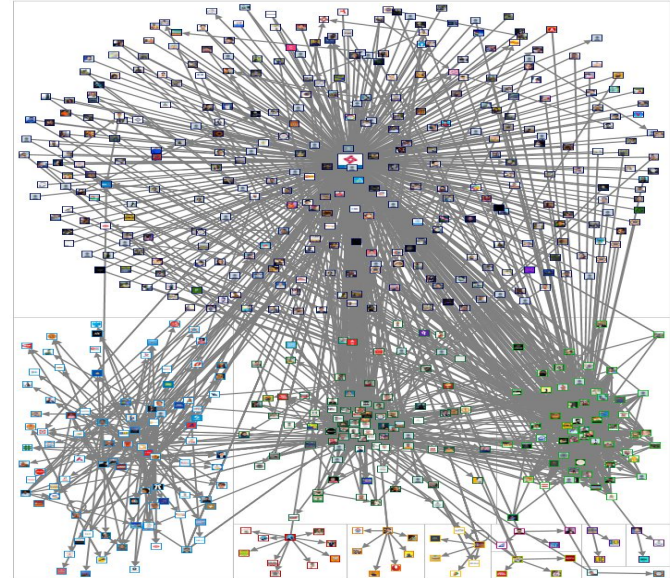
Step 2: We use the data from the nodeXL to analyse the relationship, number of tweet , retweet , edges, and etc.

Network charts



Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)

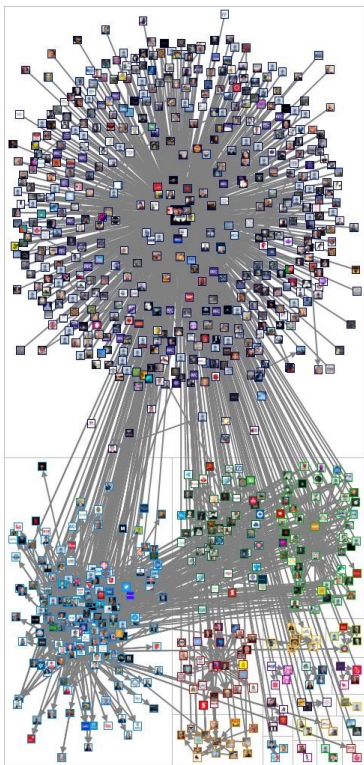
Bank of Thailand



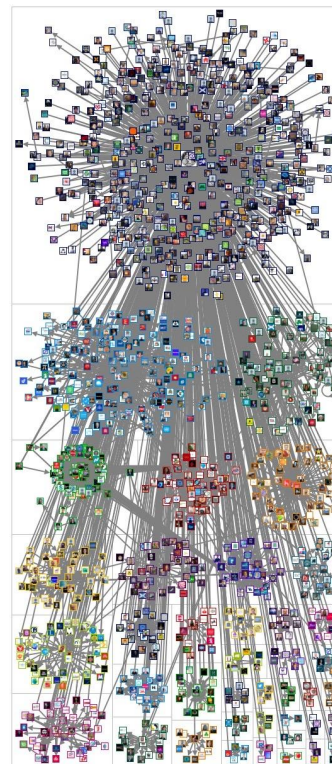
Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)

Bank of India

Network charts



Bank of Canada



Bank of England

Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.srmfoundation.org>)

Created with NodeXL Pro (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.srmfoundation.org>)

Main messaging activities comparison table

	No. of tweet	No. of retweets	No. of replies to	Mentions in retweet	Mentions	Total tweet relationship
Bank of Thailand	52	155	19	40	14	280
Bank of England	14	678	322	2150	1589	4753
Bank of India	19	457	460	1751	1165	3852
Bank of Canada	7	544	349	2183	1670	4753

Key network statistics comparison table

	Graph Density	Unique Edges	Edges with Duplicates
Bank of Thailand	0.00711478	150	130
Bank of England	0.003266208	2086	2667
Bank of India	0.005332059	1259	2593
Bank of Canada	0.003266208	2086	2667

Policy recommendation

- Since the majority of people using twitter are Gen Z, those official account should **creates more approachable infographic.**
- **Use KOL and experts** to spread any knowledges via online platform.
- Use KOL accounts on twitter to **retweet** a financial content.
- **Create a sub account** for communicating with other people on twitter to increase more participation ; this may include answering any questions.
- **Invite a superstar as a guest speaker** to make people be more familiar with bank official accounts.

Thank you



Group C

Group members

Chaichadyawat	Ponpurychaipas	6104640799
Pattaratida	Hansiripongsakul	6104640955
Nuttapat	Kullayodratchapong	6104641516
Khemjira	Ratrawewong	6304640490