



The Use of Social Media to Promote Organizations within the Care Sector. Review of the Company PCAS.

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Chapter 1: Introduction

Social media has become a global phenomenon the past decade. The creators of social media websites and apps produce new platforms for online dating, online communications, online services and online shopping literally every day. Every subsequent app's aim is to be easy to use and to encourage customers to spend their money there or at least to consider the idea of it (Thoumrungroje, 2018).

A computer-centred technology that make available and accelerates ideas & thoughts sharing, exchange of information across virtual-generated networks and communities could be termed social media. Social media is internet-based and allows consumers to quickly communicate and share various content, including images, documents, movies, and personal information. Consumers interact with social media through web-based software or applications on different devices such as smartphones, computers or tablets (Kaplan & Haenlein, 2010). The focus of this dissertation will be directed towards the care sector, more particularly towards the private care homes and how they use social media to generate benefits for the businesses, also it will be accentuated on the company PCAS as well.

It could be stated any organisation that offers healthcare assistance, such as hospitals, homes for the elderly, physiotherapists, dentists, foster care, and nurseries, can be considered vital component of health and social care sector (Heenan & Birrell, 2017). With wide diversity of users, social media has emerged as one of the simplest, most affordable, and rapid ways to market a company. Thanks to social media, higher percentage of people could be reached, higher than with a conventional offline marketing campaign. (Furncare.co.uk, 2017). There is plenty of information online about social media and its promotional tools. The motivation behind selecting this particular topic for the dissertation is that there is very limited data and research regarding how the very vital care sector, and more specifically care companies are using social media to promote their businesses (Nica, 2015).

Many care companies have joined social media the past decade, however they have still a long way to go. It could be argued that care companies in general are a little hesitant or reluctant to join social media because of regulatory barriers, particularly when they expose their clients in order to provide evidence of the high standard of care they provide (Godfrey, 2014). The advance of technologies creates more and more opportunities for business to advertise and sell their services, and care companies take advantage of that more and more. Social media may seem like a minefield, but nowadays when it comes to the care sector, it serves as a crucial source of connection with the local community and the residents' families who have the potential to be the ultimate online advocates and promoters of the care company (Furncare.co.uk, 2017).

Service users (patients), their relatives and friends are valuable for the care organizations as they hold the power to increase or decrease the value organization brings to the care industry by sharing content, writing reviews or recommendations concerning the company and its services, therefore they can be excellent promoters. Recommendations and feedback concerning a care company will deliver valuable information to the users who need the services of a care facility and turn them into clients (Furncare.co.uk, 2017). Therefore, positive feedback and recommendations will be sought out by potential clients when deciding whether to use the services of the company.

The percentage of the older generations who are using social media is on the incline, hence the chance that they will consult with social media when searching for a home is higher. So, having a profile for individuals to give feedback, recommendations and share their experiences at the care facility will deliver a positive impression on searching for a care home. It is a very low-cost and low-effort technique to promote a care facility on a near constant basis (Furncare.co.uk, 2017).

Social media has become one of the most prosperous sectors where the key users and followers are predominantly young people. Whether a company is in the public or private sector, social media marketing (SMM) has emerged as the most popular method of promotion. The majority of business owners, whether they are small, medium, or large, use social media for lead generation and promotion. The value of social media and its significance in developing a brand's reputation and customer relationships has been recognised by business owners. The physical barrier of distance has been lifted by technology, making it quick and simple to communicate with people across the country or even the globe. Social networking websites make it simple to keep in touch with distant family members and old friends. Social media marketers understand that that creates opportunity, therefore they are directing their focus to fully exploiting it to gain a profit. The evolution of technologies has made people dependant of them to some extent. Social networking sites today have a significant impact on our everyday lives and take up a significant amount of our time. Facebook, Twitter, LinkedIn, and Instagram have an impact on how we think, interact with others, and spend our free time (Ghoshal, 2019).

Nowadays, customers appear to be more informed about a service or product before to decide to purchase. Social media offers features such as user reviews, expert opinions, peer reviews, and critic's opinions, and they are becoming the new components in the decision-making process. These days customers have the authority to discuss a brand and write his review of the good or service on the business' website and social media pages. Thus, businesses must accept the influence of social marketing and treat it with special consideration and respect. Every business needs to make the greatest use of the appropriate social media channels due to the significant influence that social media has on customers' buying decisions. Developing company's brand on social media will help the business to attract more clients, build stronger relationships with existing clientele, and provide higher-quality services. It facilitates digital marketing process. Companies are being firmly encouraged to use Facebook, Twitter, Instagram, LinkedIn, YouTube, and Google+ for advertising and promoting their goods and services due to the social media platforms' explosive development and surge in mobile users (Tourani, 2022).

Marketers have many opportunities and techniques to interact and connect with their target audience, promote their goods & services to them and then to convince them to make a purchase and become a loyal customer. Without a question, social media is a fast-expanding medium for developing brands and is utilised by practically all industries. In addition to being a powerful instrument for brand development and product promotion, it is also quite affordable when compared to other forms of advertising (Ghoshal, 2019).

1.1 Rationale of the Study

The subject matter of examination of this study appears to be critical component of the success of the care home businesses in recent years. According to report issued by gov.uk the competition between care organisations has drastically increased in the past decade. Thus, care businesses are exploring new channels to stay current, how to satisfy the demand among the consumers, how to stand out among other care businesses and attract new clients (Gov.uk, 2017). The findings of this study could come into actual use to researchers due to the fact that the existing data on the topic is very limited, this subject has been mildly explored (Gunawardane, 2020).

1.2 Research Aims

This study aims to investigate the use of social media to promote organisations within the care sector, and more precisely what is the value and benefits that social media bring to the business and if it is well integrated within the care sector. The impact of social media on PCAS company and how they are utilizing the social media channels to benefit their business will be considered as important researching agenda as well.

1.3 Research Objectives

1. Analysing the care companies social media presence.
2. Investigating how well integrated social media is within the care sector.
3. Determining what value social media add to care companies.
4. Analysing the value social media brings to PCAS company.

1.4 Research Questions

1. How well integrated social media is within the care sector.
2. What value social media add to a care company and is it worth it?
3. What value social media brings to PCAS?

1.5 Chapter Overview

The introduction's chapter will introduce the topic and will offer a summarized presentation of what is social media. The literature review chapter will deliver an overview of social media and its application to businesses. The integration of social media within the businesses will be discussed, and more specifically the integration within the care sector. The investigation will continue with the value social media add to organizations. PCAS Kent Ltd will be investigated to find out how the company is utilizing the social media channels. Honeycomb model and RACE models will be revised and applied to the care sector in order to get more clarity on the subject. The research methodology chapter consist of particular procedures and techniques that will be used in this research to detect, choose, process, and examine data about a topic, and that will allow the reader to complete a critical evaluation of the validity of the research paper. The next chapter is Type of investigation and it will investigate how the research paper has incorporated primary and secondary data, also will expose their advantages and disadvantages. The data collection chapter will clarify what instruments are used for primary and secondary data collection, also an analysis will be delivered. The findings of the research will be summarised in a conclusion and then the limitations of the research will be explained in debt, recommendations will be provided as well. Lastly, a further research chapter will be provided, whose purpose is to explain what could have been done differently if the researcher is about to investigate and explore this topic again.

Chapter 2: Literature Review

The process of driving traffic to or drawing attention to a website or social media application through social media platforms is known as social media marketing. Programs for social media marketing typically focus on initiatives to provide material that grabs readers' interest and entices them to share it with their social networks. Social Media Marketing can be easily explained as the exploitation of social media channels to advertise and promote an organization and its product or service (or both) (Li, et al., 2020).

There are numerous existing articles and research papers about how social media has been implemented and incorporated within the healthcare sector. The majority of the research materials are focusing on how hospitals are using social media, or how the social media has altered the communication between healthcare professionals and patients and made it easier, therefore healthcare professionals more accessible. However, there is surprisingly limited research regarding how care companies are using the different social media channels to advertise and promote themselves and their services (Chaudhri, et al., 2021).

The goal of this dissertation is to fill the research gap by delivering more information on the topic.

2.1 Social media integration in Organizations

Organizations regularly use the term "digital transformation," but what does it really mean and how does it affect the business environment? The development of a mobile website to the development of a social media strategy have all been referred to as "digital transformation," according to specialised literature. However, digital transformation must involve so much more than just a final product. Digital is at the heart of the business and how is executed will reflect on customer behaviour and how it changes. The speed of digitization has quickened this change; therefore, companies must be ready to adapt swiftly to changing consumer behaviour. Basically, digital transformation is the key factor in the adaptability of companies to customers. Doing marketing effectively and efficiently in a digital environment is what's important (Chahal, 2017).

2.2 The use of social media in organisations

Nowadays, businesspeople and entrepreneurs utilize social media marketing to spread the word about their organizations and promote their brands to their existing clientele and potential customers as well. The key idea behind sharing information is creating and producing content that would attract new potential clientele - Social media content marketing (SMCM) has the crucial role to convey effective and accessible information to customers. There are several criteria that could be used to measure the strength and potency of a brand, for instance time on the site, repeat visitors on the site, social likes, subscriptions and rejection rates.

However, the research studies about the impact of SMCM content on brand's health remains limited. (Proença & Rodrigues, 2022).

Social Media's concept is a major subject of discussion in recent years, and many researchers pay attention to this phenomenon. This is because academics and industry professionals are interested in learning how it may help the growth of existing and new companies with sales, customer service, and product development. Consumers increasingly use social media to learn more about products and services because they believe it to be more trustworthy than any other information delivered by organisations. More and more businesses are establishing a significant social media presence to draw people to their products and brands by leveraging the popularity of these social networks and their perceived credibility in the market. Moreover, empirical evidence proposes that by adopting social media, a business will be given the opportunity to gain benefits from it. It shows that social media, as opposed to the conventional digital media, can produce stronger buying attitudes and intentions. Furthermore, social media and social networking sites have been extensively used as a marketing communication instrument, due to their potential to spread viral and Word Of Mouth generating messages. Inside the businesses, media relations can potentially create capabilities that can be transformed into useful resources, which will result in larger competitive advantage and performance (Ortiz-Ospina, 2019).

2.3 The value of social media in organisations

According to Dlamini and Johnston (2018), social media add value to organizations as it gives *the* business a competitive advantage over other organizations in the same market, and also helps to build or maintain a positive reputation. Singh, et al., (2020) confirms that statement, however they are arguing that social media can help a brand to build a positive reputation, but it also can destroy it, or at least damage its reputation. Negative PR on social media can be much stronger than the positive. Businesses are going to have bad experiences, it is inevitable. However, the risk of damaging company's reputation should be greatly minimized. The Content publishing should be supervised and assessed for controversies (Singh, et al., 2020).

Organizations must utilize social media effectively and efficiently in order to sustain competitive advantage. Moreover, they should deliver a content that cannot be replicated easily by competitors. Social media can be used by businesses to measure how well they have satisfied customers' needs (Singh, et al., 2020).

Effective integration of social media is another way to add value to the business as it will help companies to improve and strengthen their relationships with internal and external stakeholders in a much more fruitful way. In order all this to be achieved, social media should be integrated into the organisation processes, it cannot be a different entity of the organisation, for it to impact all elements of organisation including sales. The organisation must determine the value proposition of social media for the organization and its customers. Social media delivers value to businesses as it is a vital aspect of brand promotion which is important for companies' investments. The presence of an organisation on social media platforms and consumer reviews and opinions are monitored by external stakeholders of the organisation, who then utilise

this information to obtain insight into where and what to invest in. Social media and all related technologies are intended to deliver brand new value to all structures of the business (Dlamini & Johnston, 2018).

However, according to Upadhyay et al. (2022), Social media can deliver substantial scores in sales, leads and branding, as well provides the organization with the opportunity to presents itself to a substantial and larger audience at a low expense, regardless of how unique and easy to be replicated the content is. Social media evolves continuously and in recent years the content has been ruled by trends and trends are being followed and replicated all the time – in recent years the audience is proven to prefer products or services they ca relate to, content showing vulnerability. Therefore, staying active and following the trends with help a business to stay current. (Upadhyay, et al., 2022).

2.4 The importance of social media in organisations

Social media offers a lot of opportunities for companies. Most social media instruments are free to use and easy to set up, creating opportunities for big and small businesses to assist with promoting their products and services. As more businesses see the advantages of social media, the use of this digital phenomenon increases rapidly. Nowadays, social media is an essential and effective form of interaction between companies. With the development of social media and its popularity among more and more people, businesses are paying much more attention to the need to invest time and money in social media to generate higher profits. Therefore, any business's social media presence is key to communicating quickly, effectively, and at a low cost with its target audience and existing customers. Social media converts a company's sales power without requiring new strategy or organisation framework that demands strong implementing of tools and instruments to be effective and successful (Onețiu, 2020).

Compared to others forms of media, social media is beneficial for the reason that a business will not require an experts or particular machinery to have a great impact and harvest benefits from social media, however, the organizations need to distribute appropriate and suitable content (Onețiu, 2020). On the contrary, Tiwari (2021) argues that a digital marketing expert would use their skills and expertise to push the organization focus on the correct course. They would have the abilities to push a company's brand awareness on social media, set up innovative email marketing campaigns, apply new video marketing strategies, help the company to set new goals, update and improve company's social media strategy or create new one, etc. By using the services of a digital marketing expert an organization can build their brand, and that will offer them long term returns. Essentially, a digital marketing expert can help an organization to achieve better results quicker, than the organization on its own (Tiwari, 2021).

2.5 Social media in Care Sector

There are over 17,000 care homes companies in UK as of March 2021. They provide care for over 490,000 residents. The majority of the companies have social media presence at least to some extent (Carehome.co.uk, 2021). Statistics from carehome.co.uk show that most people search by location more than any other classification, so competition for a care home is often from other homes in their area.

The larger care home companies have stable social media presence, but the smaller organizations are still building their way into establishing adequate social media presence. The majority of care companies who operates with social media are promoting their services predominantly on Facebook. Facebook's features are easy to understand and work with. This Social media platform allows the residents and their families to post praises of the care that the company provides. That would hold massive reputational value. What is more, all the praise posts automatically transform themselves into instant positive recommendations to future potential clients. Apart from using Facebook for free advertising of their services, care companies are using the platform to recruit new employees. Care companies would encourage their employees to share the company official page on their profiles or to post feedback concerning the level of satisfactory of the workplace conditions and benefits. Platforms such as LinkedIn, Instagram and twitter are less likely to be used by the care companies in UK (Carehome.co.uk, 2021).

2.6 PCAS & social media

The organization currently has an established presence on four social media platforms – Facebook, Instagram, Twitter, and LinkedIn. Out of the four, the company's Facebook page appears to be the most advanced and established, and they are most active on Facebook as well. The organization is using their official page on facebook for everything – from free advertising to staff recruitment. New posts and photos pop up every other day. The company acknowledges their residents progress constantly, as well as demonstrates if they have been on a holiday or just to the cinema or a restaurant for a nice meal. That gives instant indications that the company is aiming to provide high standard of care by encouraging their clients to be as independent as possible and have social life. All posts are written in positive manner. A positive comments from current employees could be seen under almost every post or picture. About fifteen employees were noticed on company's posts for the past month, all of them shared on their profiles that they work for PCAS, which speaks that the employees are well engaged in company's promotion on social media. The organization frequently reflects on its employees progress as well, praises them and acknowledge their hard work. The company often post about their reward scheme – every month they award the hardest workers with money bonus. Also, the company announce every jobs fair they participate on (Facebook.com, 2022).

It could be stated that the company is trying to establish a stable Facebook platform that stands out from the mass, however it has a long way to go as it lacks followers, recognition and reviews from clients or employees.

If PCAS improve and develop their twitter, Instagram and linkedin that would certainly contribute to their Facebook presence to grow more as those social media platforms are connected.

2.7 Social Media Engagement Behaviour

A psychological process in which customers step towards being loyal to a brand could be defined as customer engagement. It is characterized by cognitive, emotional, and behavioral states of activation when interacting with a brand—behavior motivated by factors other than purchase. Customer engagement extends beyond mere involvement and participation. It incorporates an interactive relationship with an engagement object, such as a brand, and the customer's voluntary and discretionary behavior towards the object. It demands perceived experiential and instrumental value derived from interactions with the brand.

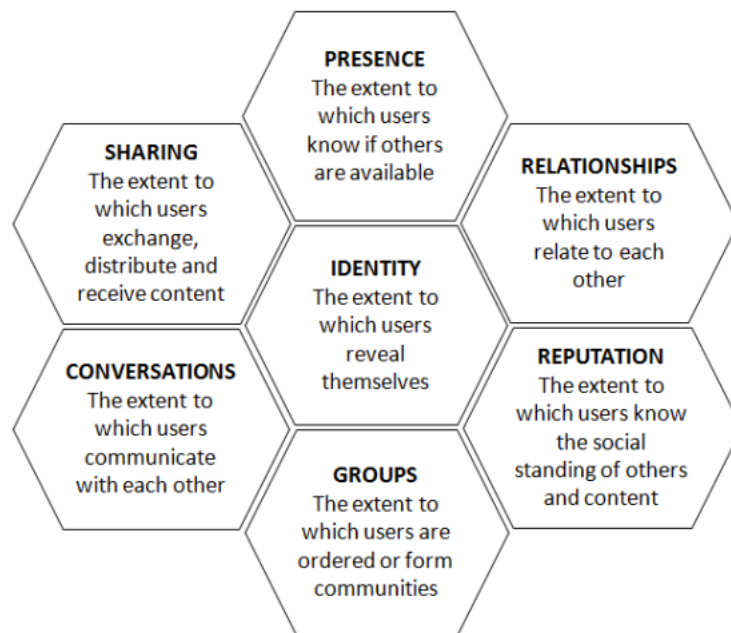
Large portion of the early studies and research on customer engagement concentrated on online and social media contexts. Within these contexts, authors and academics have conceptualized the construct, empirically proven and validated measurement scales, argued for engagement properties such as intensity, and identified various antecedents and consequences. The literature classifies person-related aspects as antecedents of customer engagement. However, not many studies have investigated and analyzed marketing strategy that affects customer engagement. By encouraging customers to reflect on a personal objective, user-generated content enhances purchase intentions and demonstrates that engagement is not the result of customer participation alone. Relatability and vulnerability are key factors in creating a content (Dolan, et al., 2019).

Customers' creation or consumption of brand-related content on a social network is behavior that demonstrates social media engagement. The level of engagement itself is going up and down. It is a spectrum from basic forms of commitment (e.g., "liking" a status, group, or Facebook page) to greater states of engagement demonstrating customer involvement in co-creation actions such as writing reviews. This investigation depends on the SMEB (social media engagement behaviour) concept. Characteristics of the concept are the different levels of engagement intensity. This concept involves discrete degrees of behavioural intensity, such as moderately active engagement behaviors such as contributing, lower intensity and more passive engagement behaviors such as consumption, and highly active engagement behaviors such as creating (Ajiboye, et al., 2019).

Additionally, more data about the role of the audience in social media choice will be provided in the Appendix.

2.8 The Honeycomb model

This model is a process of exposing the most vital forces the social media ecology possess, that every social media marketer, user or platform operates within. Therefore, businesses could make an adequate selection between the 7 blocks and select the ones most applicable to their company and concentrate their attention on the crucial functionalities. It consist of a structure of 7 blocks, each of them symbolizes a fundamental aspect of how social media is used (Chandani, et al., 2022).



The honeycomb framework of social media: (Boughzala, 2018)

The 7 segments could be used separately or together in order to help the marketer to investigate and evaluate their social media activities, also their audience, and the broader social media ecosystem in which they operate. Focusing on the most crucial aspects of how social media functions is the main way the honeycomb makes this possible. It can be used as a checklist of important strategic considerations that we can go through step-by-step when planning or evaluating. By organising strategy sessions in this way, we can make sure that important areas are covered in our analyses (Boughzala, 2018).

Identity

It is a known fact that many people are revealing personal information on the social media. They share their gender, marital status, location, education, profession, hobbies, and others. It could be argued that the availability of this information has a crucial role for the marketers. The different traits of the different profiles could be evaluated, and if they match the brand, it will be advertised to them (Jakaza, 2022).

Care homes businesses could use similar approach, by investigating user's available information on their accounts. For instance, the company PCAS could advertise their facebook page to people who are working in the care sector now or have previous experience. Also, the company could advertise their service to people who are members of Facebook groups which mission is to help and connect elderly or people with learning disabilities.

Conversations

Refers to the degree of communication between users on social media platforms, which the frequency of posts can measure (Silva, et al., 2020). Through the experiences of other consumers, clients could learn more about a particular business. Customers can also contribute to brand-related information through comments. The "conversations" block's key implication is "conversation velocity and the dangers of initiating and participating" (Azar, et al., 2016).

Sharing

What could be discovered in regards how the targeted audience shares content? What are the traits of the content that's been shared? What are the common interests of individuals in the audience targeted by the brand? By identifying these will be generated strong foundation for producing content that, from a business standpoint, is shared with the appropriate audience (Silva, et al., 2020).

Care home businesses could investigate the sharing habits of their targeted audience in order and what they have in common, this way the business could incorporate these mutual interests in their content to make their product/service more attractive.

Presence

This segment refers to the capability of a user to determine if other users are available. This includes being aware of both the virtual and physical whereabouts of other users. On Facebook, for instance, a user can click a chat icon to signal if they are active and online or whether they do not want to engage with other users (Silva, et al., 2020).

Care home business might need to research how their targeted audience maintain and manipulate their online presence. That could be vital from commercial standpoint. It could be speculated that a care company's online presence gives them the chance to learn what their customers think of the brand and perhaps even prevent any unfavourable perceptions

Relationships

It refers to how people connect to one another on social media platform, how they relate to one another, and how do these connections show up in their online interactions (Silva, et al., 2020).

It could be argued that if a care company communicates with its followers by replying to comments, providing solutions for their problems or concerns and encouraging them to participate, followers would feel a stronger level of relationship quality and build a sense of connection (Silva, et al., 2020).

Reputation

"Reputation" refers to a user's capacity to determine the standing of people on a social media network, including themselves. Users of Facebook, for instance, have the option to "like" and comment on specific content. A substantial component in an organization's success is its online reputation (Silva, et al., 2020). For online marketers, maintaining good online reputation is crucial. One unfavourable social media post or comment on organization's social media could affect the opinions of other community members. Any negative comments should be addressed promptly to limit their impact. Positive WOM publicity does not have as much of a strong impact as negative WOM publicity (Kudeshia, et al., 2016). Having said that, online reputation is an essential component for the success of an organization. A care company's online presence allows them to learn how their customers feel about the brand and perhaps even prevent any unfavourable perceptions that would harm their reputation.

Groups

It refers to the ability of users to create communities and sub-communities. When users "like" the same brand, they form a community. Users who "like" the same brand form a community. Users on Facebook can create communities by classifying their friends into various groupings (Silva, et al., 2020). For user-generated content to be created, social contact is crucial because "by producing content, consumers can connect with others, experience a feeling of community, and feel important." Furthermore, consumers can experience human engagement and closeness by engaging with a business on social media channels (Azar, et al., 2016).

It could be speculated that a care company would benefit from forming and joining groups or sub-communities. People with disabilities often would form communities and create fan pages or fan groups where they support each other and discuss topics and issues that concerns them (Williams, 2019). Therefore, for a care organization would be considered beneficial to join such group, to demonstrate knowledge when it comes to understanding different types of disability, to offer advice and assistance. That would be prerequisite to form relationship with potential clients.

Advantages of Honeycomb Model:

- Visibility to the business
- Engage with potential customers
- Create leads back to your business
- Close sales (Mamorobela & Buckley, 2018)

Disadvantages of Honeycomb Model:

- Disadvantage if used incorrectly (inability to create appropriate content)
- Time consuming if not used strategically
- Building followership does not guarantee that more people will see company's content, especially if the business has not formed proper relationship with users and potential customers (Talwar, et al., 2020).

2.9 RACE Digital Marketing Framework



RACE framework: (Chaffey, 2022)

The framework proposes a structure of crucial digital marketing practises and methods and by incorporating them, would allow the organization to fully exploit digital marketing to R-reach, I-interact with, C-convert and E-engage people on social media through the customer lifecycle from producing awareness, conversion to sale and retention and growing a customer base. The framework accentuate on the need to plan, and build coordinated, as well as integrated approach to digital marketing, that is integrated and combined with other communications activities (Ellis-Chadwick & Chaffey, 2019).

Reach	It is about creating awareness of a business's website or social media accounts. The business need to pay attention to the unique visitors, bounce rate, the revenue per visit, etc. The main goal is to get the audience to the company's social media. The tools that may help to achieve this are pay-per-click advertising, fill rate advertising (Negricea & Purcarea, 2020).
Act & Convert	This stage is all about getting the users to do something. It is all about the organization writing compelling copy on their website or Social media; split testing (must monitor what converts better); generation technique – how the business build leads in its content and how the business take the users through the funnel of RACE (Negricea & Purcarea, 2020).
Engage	Engaging the existing audience (followers, customers), building customer loyalty. It could be done by emails, promotion, SRM strategy. This is stage is crucial because the business must find a way to keep the attention of the followers or customers who have already consumed its product or service (Negricea & Purcarea, 2020).

The majority of the care companies are using social media to promote their business, however having adequate social media strategy would boost performance (Skillsforcare.org.uk, 2021). Accommodating the RACE framework appropriately to a care home business could provide a massive exposure on the social media platform. Moreover, this framework would provide the tools to encourage the users to be involved participant in company's journey and become an ally. What is more, by using the model a care company could turn some of the audience members into paying customers (Negricea & Purcarea, 2020). This could be done through online and offline channels, predominantly offline as buying a care package of services it is not the same as buying a garment or furniture online, it is sensitive matter requiring additional discussion between client/legal guardian and care company. Usually attracting one client, for a care company means that the client will use the service of the company for a long time, unless there is a serious issue along the way. Therefore, the company will collect monthly fee from the client in exchange of the services the company provides for them (Disabilityrightsuk.org, 2019). By providing care for the same client for longer period of time would give to the company an opportunity to build relationship with them or their legal guardian.

Advantages of RACE Model:

- It helps to construct a digital marketing strategy
- When there are numerous possibilities, yet some work better than others, the RACE Framework provides a structure to aid in analysis and prioritisation.
- It involves always-on digital marketing activities across the customers lifecycle which are sometimes overlooked
- RACE is data-driven, based on KPIs focused on business expansion and growth (Chaffey, 2022).

Disadvantages of RACE Model:

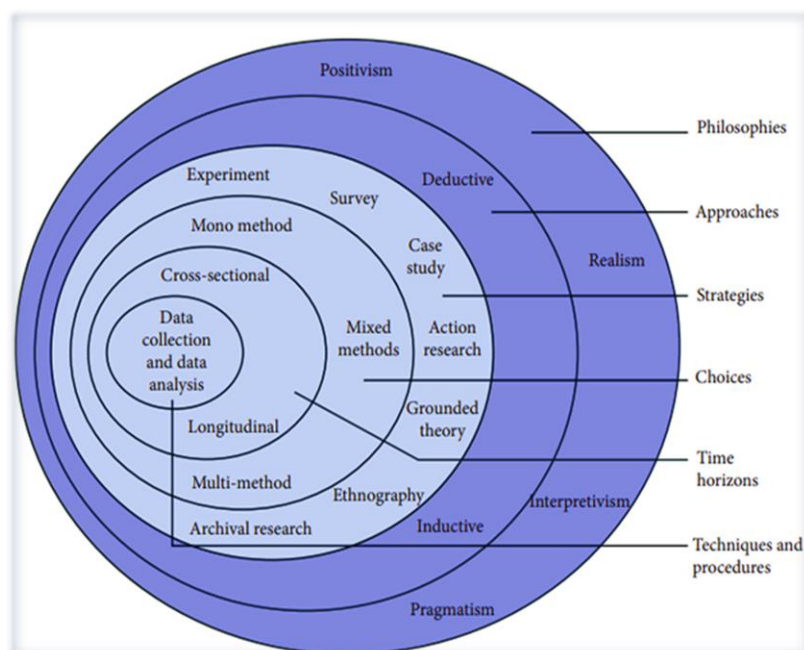
- Time consuming process
- Requires to be handled by someone with experience and skills in the field – SM professionals.
- It appears to be more efficient and suitable for physical products than services (Upadhyay, 2016).

The RACE model provides a technique that could be applied on different levels within the digital marketing plan. There are four stages that would help a business to popularise its social media and gain profit – approach customer, take actions, obtain profit and build customer loyalty. On the other hand, the **Honeycomb** model focuses on 7 fundamental aspects or blocks that affects the social media users and the businesses that promoting themselves on social media, and also shows hoe social media function. Moreover, exploring the importance of each block of the model would help a business to understand how social media works, and also would help to prevent future mistakes from happening. Race model appears to be more suitable for people or businesses with clear understanding of how social media works.

Therefore, a company who's a newcomer to social media world, or has not targeted professionally social media as a tool to promote its business would benefit more if first apply Honeycomb model, and then after it acquire the needed knowledge and experience could apply the RACE model to build a robust social media strategy, gain profit from social media promotion and build brand loyalty.

Chapter 3: Research Methods and Methodology

Research methods are a variety of techniques, plans, and algorithms used in research. Research methods refer to the entire spectrum of techniques utilized in a research study. In essence, they are planned, scheduled and organized, scientific and value neutral. They include observations, theoretical techniques ad procedures, experimental research, numerical models, and statistical methods, etc. Research methods let the researcher perform sampling, gather data, and identify a problem's solution. (Mackenzie & Knipe, 2006).



Research Onion: (Alturki & Usman, 2021)

3.1 Research Onion.

The purpose of the Research Onion model is to describe and provide more clarity about the different steps of writing a dissertation and to assist students to create well organized methodology. The Research Onion Model is a visual representation of the numerous ways that the research's various components could be

examined and assessed in order to produce the final research design (Saunders, et al., 2019). The research onion includes six key layers, each of them will be examined in this study.

3.2 Research philosophy

This paper will be using interpretivism research philosophy. A philosophical position that accentuates the significance of contexts, reasons and the meaning of human behaviour, investigates why or how an individual feels or behaves, is termed as Interpretivism. Hence, interpretivist researchers have a tendency to use qualitative data (Alharahsheh & Pius, 2020). Utilizing an interpretivist perspective, the social work researcher is interested in the meaning that individuals give to understanding other individuals and the culture and society they are part of. Therefore, it could be argued that this philosophy will be supportive of the research and investigation of how care organizations use social media to promote themselves and how different social media and techniques prompts business to customer interaction and vice versa (Snelson, 2016).

This philosophy can enable researchers to describe things, people, or events and fully understand them in their social context. These kinds of studies can also be carried out in a natural context by researchers using essential methodologies like grounded theory, ethnography, case studies, or life histories to get intimate knowledge of the study's objects and provide more accurate information about them. Researcher can examine an interviewee's beliefs, values, prejudices, perceptions, opinions, sentiments, and perspectives through an interactive interview, which allows researcher to study and prompt things that we cannot perceive. Some of disadvantages are: sometimes not generalisable, sometimes not representative, sometimes the research provides low reliability (Pham, 2018).

3.3 Research approach

In a deductive method, a hypothesis is made based on existing theory, followed by developing a investigation plan and strategy to assess the hypothesis. Hypotheses derived from the theory's proposals can be utilized to describe the deductive method. Also, the deductive method focuses on drawing inferences from a premise or proposition (Woiceshyn & Daellenbach, 2018). In order to accurately identify social media's contribution to a care organisation and it value that brings to it, a variety of frameworks, social theory, and social media metrics will be used in this project.

Advantages of Deductive Approach:

- Able to explain causal relationships between concepts and variables.
- Possibility to measure concepts quantitatively.
- Possibility to generalize research findings to a certain extent (Hammond, 2018)

Disadvantages of Deductive Approach:

- Some researchers states that this approach does not promote divergent thinking. Also, it may put a restrictions on people's creativeness.
- The disadvantage of deductive research is that it might be charged with making the incorrect assumption that all areas of natural science function similarly (Hammond, 2018).

3.4 Research strategy

This paper will utilize qualitative research strategy, It provides insights into the study topic and aids in achieving research goals through a variety of methods, including focus groups, interviews, observations, textual material, open-ended surveys, and oral histories (Basias & Pollalis, 2018). As mentioned above in this paper there is a large gap in the existing research on the topic, therefore an interviews with care companies managers will be conducted in order to acquire more information regarding the severity of usage of social media to promote care businesses – how they use it? Do they rely on social media how they use it to promote themselves? Which one is the most utilized social media channel by care companies? What value social media brings to the organization. Moreover, a case studies will be reviewed and analysed to get more clarity on the subject.

3.5 Methodological choice

This paper will be using qualitative mono method research design. Within the mono method research design a single data collection technique is used along with the corresponding data analysis procedure (Bergman, 2008). This is qualitative study; therefore, the information will be predominantly in textual form, and it will be analysed by using qualitative data analysis techniques (Azorín & Cameron, 2010).

Advantages of Qualitative Mono method:	Disadvantages of Qualitative Mono method:
● Only one set of data will be analysed. ● It gives more freedom as if both quantitative and qualitative research are used I the study they would have complement each other in the research. ● The researcher does not have to be skilled in both qualitative and quantitative methods (Emeraldgrouppublishing.com, 2022)	● The monomethod does not address the research problems and questions as effectively as the mixed method (Azorín & Cameron, 2010). ● Validity decreased as only single data collection technique is used (Azorín & Cameron, 2010).

3.6 Time Horizons

This layer determines the study's time frame: cross-sectional (short-term) studies, which require collecting data over a period of time to answer a research question; longitudinal studies, which include gathering data over an extended period to compare findings (Melnikovas, 2018).

Research on the topic of this study had not been collected before, nor they will be collected again for this research. Therefore, this study will be applying the cross-sectional method.

Advantages of Cross-sectional Studies:	Disadvantages of Cross-sectional Studies:
• Less time consuming; economically cost-effective (Eijgelshoven, et al., 2013). • Allows researchers to compare different variables at single point in time (Wang & Cheng, 2020). • Provides date regarding the current status/what is happening at present (Levin, 2006). • Numerous outcomes and risk variables can be evaluated (Levin, 2006).	• Does not provide long term analysis on the research topic (Wang & Cheng, 2020). • Cannot establish cause & effect relationships (Eijgelshoven, et al., 2013). • Cannot detect developments or changes in the characteristics of target population (Solem, 2015). • Findings cannot make conclusive observations between variables (Wang & Cheng, 2020). • Only a snapshot: if a different timeframe had been chosen, different results will be delivered (Levin, 2006);

Chapter 4: Type of investigation.

This study has incorporated primary data research and secondary data research. Research data, produced by the researchers themselves, such as surveys, interviews, and experiments, specifically created for comprehending and resolving the current study challenge, is termed primary data. Existing research data that has previously been collected by large government Institutions, healthcare facilities, scholars, investigators, scientists, academics etc. and can be accessed by researchers is termed secondary data. Secondary data is in contrast with primary data as primary data is gathered straight from its source (Hox & Boeije, 2005).

The primary research in this study includes 3 semi-structured interviews with care companies PCAS, LDC Care and Kare Plus. The Kare Plus and LDC's interviewees did not agree to disclose their identities. Three managers from PCAS have given their consent their names and job position to be used in this research. Open Ended Questions are used for both interviews and the interviewees responses have been recorded on paper.

Secondary research will include two case study reviews based on the use of social media to promote care homes, elderly homes and hospitals, health care facilities in general. Finally, the whole data will be summarised, discussed and analysed.

Advantages of Primary Data:

- The researcher can manage the type of data being gathered during the time of research.
- It is more accurate than secondary data. The data is not subject of personal bias; therefore, the legitimacy of the data can be considered reliable.
- The researcher demonstrates ownership of the information obtained through primary research. They may decide to sell, patent, or make it available to the general public.
- Data is collected in real-time, and it is typically up to date. Researchers do not rely on outdated sources.
- The data gathered through primary research is completed in the researcher's hands. He is responsible for selecting the design, methodology, and data analysis procedures (Hox & Boeije, 2005).

Disadvantages of Primary Data:

- Expensive compared to secondary data. Collecting primary data might appear to be difficult.
- Time-consuming.
- Data Collection may not be feasible sometimes due to its complexity and required commitment.
- Primary data may not be realizable and feasible to gather in some situations if the case is too complex and require more commitment (Hox & Boeije, 2005).

Advantages of Secondary Data:

- More accessible than primary data.
- The researcher can access the secondary data on various platforms.
- Affordable as the cost is usually very little. Frequently, the data is being accessed for free.
- Not as time consuming as primary data.
- Allow the possibility to conduct longitudinal studies without requiring waiting for a prolonged period of time to form conclusions.
- Provides the opportunity of generating new insights into current primary data (Vartanian, 2011).

Disadvantages of Secondary Data:

- Secondary data may lack authenticity and reliability. The information gathered from the available sources may need to be further verified by the researcher.
- Before discovering the required information, researchers might have to deal with irrelevant data in the sea of books, journals, web sources, academic papers etc.
- The possibility of the data is being exaggerated exists due to the data source's own personal bias.

- There may not always be new data available to update the outdated secondary data sources (Vartanian, 2011).

Chapter 5: Data Collection and Analysis

5.1 Sampling

By using sampling, researchers can draw conclusions about a population based on data extracted from results from a small sample of the population, rather than having to look at every single member of the community (Som, 1995).

Size – Three employees from PCAS, three employees from Kare Plus and three employees from LDC have been interviewed in 3 separated interviews. The invitation for the interview with PCAS was made over the phone, and the invitation for the interviews with LDC and Kare Plus were made via email.

Type – The PCAS's interviewees are one operation manager, one area manager and one people management advisor. However, they serve as Social media admins and managers for the company as well. LDC's interviewees are two managers and one social media administrator. Kare Plus Interviewees are one social media admin and two managers.

Method – None – probability method has been chosen for this sampling, and more specifically purposive sampling because in order to achieve the objectives of the interviews. Individuals with specific knowledge and experience on the topic were selected for the interviews.

Advantages of Non-Probability Method

The main advantage is that it is much quicker to conduct and less expensive than a probability sample. It is also easy to use and can be used in situations when probability sampling is not an option (for instance, when dealing with a relatively tiny portion of the population) (Sharma, 2017).

Disadvantages of Non-Probability Method

The primary disadvantage of non-probability sampling is that it is impossible to assess how efficiently the population is represented. Furthermore, confidence intervals and error margins cannot be calculated. This is the main justification for first looking into probability sampling techniques, if at all possible (Sharma, 2017).

5.2 Data collection method

A method for evaluating qualitative information is thematic analysis. Usually refers to a gathering of texts, for example, an interview or recording/transcripts (Braun & Clarke, 2006). To find common themes—topics, concepts, and patterns of meaning—the researcher precisely evaluates the data, investigating the similarities and relationships between variety of the data, distinguishing patterns and meanings in qualitative data (Castleberry & Nolen, 2018). Three semi-structured interviews have been conducted and two case studies have been reviewed. The findings will be analysed, discussed and evaluated.

5.3 Research Ethics

Research ethics refers to a moral approach that aids and leads the researcher into managing, monitoring and directing the research documents and records without affecting in a negative way the participants that agreed to take part in the research (Wiles, 2012). In the beginning of each of the three interviews conducted for this research, the interviewees were given participation consent form, provided by University of Wales Trinity Saint David. No personal questions were asked. However, the participants from LDC Care and Kare Plus wished to keep their identities in confidentiality.

This study fully complies with the Data Protection Act 2018. All primary data accumulated during the research will be kept in full confidentiality (Legislation.gov.uk, 2018). The researcher will remain unbiased towards the participants, so the results could be judged and analysed fairly.

5.4 Interview with PCAS Kent Ltd.

	Research Interview
	Date: 11.08.2022 Duration: 30 minutes
Topic:	The use of social media to promote organisations within the care sector.

	Interviewees: • Anne Mullender – People management advisor and Social Media Administrator at PCAS Kent Ltd (3 years of experience in managing company's social media). • Sharon Forrest – Operations Manager and Social Media Administrator at PCAS Kent Ltd (3 years of experience in managing company's social media). • Charlotte Etherington – Area manager and Social Media Administrator at PCAS Kent Ltd (6 months of experience in managing company's social media).
	Interview questions: 1. Who is managing company's social media? 2. When the company started using social media did you set any goals for the different social media channels? 3. Have you researched what type of content would be appropriate and beneficial to be used for the different social media channels? 4. Which of the social media platforms the company operates with is the most developed? What are the benefits the company gains from it? 5. Has the company ever completed social media audit? 6. Does the company uses paid social media advertising or targeted advertising? 7. In terms of recruitment, do you use social media to attract new employees to the organization? 8. Would you be able to determine what percentage of your clients and employees have find out about the company via social media? 9. Have you created a social media strategy? If yes, do you update it periodically?

Answers:

1. Who is managing company's social media?

According to Ms Mullender the company has not hired social media specialist to operate and manage their social media, therefore there is no additional expenses for managing social media. Instead, she, Ms Forrest and sometimes Ms Etherington are taking care of company's social media platforms. However, the company realises the benefits from social media, and therefore they are considering hiring social media specialist to manage their social media affairs in near future.

2. When the company started using social media did you set any goals for the different social media channels?

Not goals per se, however every social media platform has its purpose. For instance, LinkedIn is being used for advertising higher level jobs – management and senior management jobs. Facebook and Instagram are being used to promote the service they promote, which is accommodation and care support for people with disabilities; demonstration of how company helps and assist their clients. The company also operates with Twitter as well, however very rarely and it could be said that it's not very productive platform for the organization.

3. Have you researched what type of content would be appropriate and beneficial to be used for the different social media channels?

The company has conducted unofficial research based on other care companies in UK founded on posts, comments, followers and reviews. This is how they have established the purpose of each social media platform.

4. Which of the social media platforms the company operates with is the most developed? What are the benefits the company gains from it?

The most developed and most successful social media channel for the company is Facebook. Facebook is the platform where the company publish post the most. What is more, the company has gained most follower on facebook compared with Instagram, linkedin and twitter. The posts are mostly regarding organization's clients, their progress and their everyday life, they are trying to make the post relatable and engaging as possible. Also, they would post job ads for support worker staff on their Facebook page. According to Ms Mullender, the main focus is on the clients and the higher standard of care the company provides. This would help the company the build solid reputation. Another benefit is free promotion.

Follow up question: *Considering everything you just explained, would you be able to establish what value social media brings to PCAS?*

Answer: Social media brings value to PCAS by providing a competitive advantage over other care organizations in the care sector as the majority of the care homes organizations are implemented social media in their promotion nowadays, and it appears to be quickest and efficient way to show case your product/service to the customer.

5. Has the company ever completed social media audit?

According to Ms Etherington, the company has not completed a social media audit, but it is something they are planning to do in order to improve their social media affairs.

6. Does the company uses paid social media advertising or targeted advertising?

The company does not use paid social media advertising and does not intend to change that in near future. The interviewees did not answer if they are using targeted advertising.

7. In terms of recruitment, do you use social media to attract new employees to the organization?

As mentioned above the company is using LinkedIn to advertise management and senior management vacancies and Facebook to advertise support worker vacancies.

8. Would you be able to determine what percentage of your clients and employees have find out about the company via social media?

The company has not created a report for that matter, they have not come up with data and numbers. However, it could be speculated that around 30% of company's clients have found out about PCAS via social media.

The majority of the employees have found out about the company thanks to Facebook or a mobile job application.

9. Have you created a social media strategy? If yes, do you update it periodically?

The company's strategy is a short system consisting of two steps – establishing main goal and identifying the right social media channels.

Company's main goal is to gain more clients. Therefore, they have directed their focus on showcasing their expertise in providing high class care support by demonstrating person centred care, highlighting staff's professional achievement and posting articles regarding care related regulations, new technologies related to care sector, or regarding new care practices to show engagement and involvement. The social media channels have been mentioned above. The company has not updated their strategy yet. The company is planning to create a content plan. The aim is to create a calendar, where for certain days of the week will be created a schedule for the future posts and content for the different channels and monitor their performance.

Follow up question: Why facebook is the platform the company has popularised the most?

The company is using predominantly Facebook, because is the most popular social media platforms, also according to their unofficial research all of their clients/clients legal guardians have facebook, but very little percentage of them are using Instagram or twitter. What is more fakebook's features are more simplistic, efficient and easy to use.

5.5 Interview with LDC Care Company

The same format and the same questions will be used in the second interview. Two managers and one social media administrator are interviewed. The interview was conducted on 17.08.2022 and the duration was 25 minutes.

1. Who is managing company's social media?

Company's social media is being managed by one social media administrator and two managers. One of the office administrators has been promoted to social media admin. The social media administrator is responsible for keeping all social media channels up to date, answering questions and managing posts. The managers are responsible for giving ideas for the content and supervising the social media admin.

2. When the company started using social media did you set any goals for the different social media channels?

The main goals were attracting new clients and potentially new employees by showcasing how much the company is involved in what they do and demonstrating excellent standard of care provided.

3. Have you researched what type of content would be appropriate and beneficial to be used for the different social media channels?

The business has undertaken unofficial research based on posts, comments, followers, and evaluations from other care companies in the UK. Essentially linkedin is being used for recruitment purposes, predominantly higher-level jobs. Facebook and Instagram are being used for showcasing company's service, which is providing accommodation and care support for people with disabilities. The company would publish posts with their clients – their progress, everyday life, holidays, how happy they are supported by LDC. Also, the company would advertise any vacancies for support worker positions if they were hiring. What is more, facebook and Instagram are also being used for showcasing employees accomplishments and praise them in posts and comments.

4. *Which of the social media platforms the company operates with is the most developed? What are the benefits the company gains from it?*

Facebook is the most developed social media platform of LDC. The company has around 1500 followers on facebook, compared with below 200 on Instagram. Also, the posts on facebook have acquired most views, likes, shares, comments and reviews, compared to any other social media channel the company maintains. The benefits the company gains from it are free promotion and building a reputation.

5. *Has the company ever completed social media audit?*

The company has completed social media audit once, after the first year the organisation started using social media. The audit has been completed by the social media administrator and authorised by the managers. It has been assessed what went wrong, what had to be changed. After the audit the company has started posting more frequently on social media and then started showing its clients photos, sharing more about their life, goals, dreams and everyday life. That has made the company's facebook page more viewed and relatable.

6. *Does the company uses paid social media advertising or targeted advertising?*

LDC did not answer this question.

7. *In terms of recruitment, do you use social media to attract new employees to the organization?*

As discussed in previous answer the company is using LinkedIn to advertise management and high-level vacancies and Facebook to advertise support worker vacancies. The majority of company's support workers staff have found out about the organization via social media.

8. *Would you be able to determine what percentage of your clients and employees have find out about the company via social media?*

It's been speculated that almost half of clients joined LDC's services in the past two years have found out about the company via social media.

9. *Have you created a social media strategy? If yes, do you update it periodically?*

The strategy has two main objectives. The first one is to attract more clients, and the second one is to attract new employees as the staff turnover in the care sector is pretty high in general. The company strategy to attract new clients is to demonstrate high standard of care provided and to engage with the local community by posting about future events in regard to people with disabilities, new rules and regulations in health and social care. For example, during Covid-19 the company has posted every update from gov.uk regarding covid, also the company has been encouraging its followers to get vaccinated and has been posting a lot about the benefits of covid vaccines.

Follow up question: Why facebook is the platform the company has popularised the most?

Answer: Because it is easy to work with, all features are straightforward and easy to work with. Also, the majority of company's clients or their relatives are using only facebook, not many of them are using Instagram or twitter. What is more facebook is the most used social media platform in the world, and that's adds to it as well.

Follow up question: Would you be able to explain what value social media brings to LDC?

Answer: Many organizations within the care sector have started using social media to promote their businesses and services, and therefore by establishing an adequate social media presence to showcase the advantages of the service you are providing would create competitive advantage over competitors.

5.6 Interview with Kare Plus Company

The same format and the same questions will be used in the third interview. The interview was conducted on 26.08.2022, and the duration of the interview was 28 minutes. One social media admin and two managers were interviewed.

1. *Who is managing company's social media?*

The company has a social media team. it consist of social media administrators and marketing manager. Care managers also participate in the creative process as well.

2. *When the company started using social media did you set any goals for the different social media channels?*

The company has started just with a website over a decade ago and with time they have accommodated the usage of various social media platforms – facebook, Instagram, YouTube and LinkedIn.

3. Have you researched what type of content would be appropriate and beneficial to be used for the different social media channels?

Yes, The company has conducted a research on the subject a few years ago. The company actively is using facebook to promote its services, demonstrate social engagement with the users/followers by supporting and promoting various causes and campaigns such as pride month, learning disabilities month and others. Additionally, the organization actively is trying to attract new employees and new clients with various posts and videos on their company's page o facebook. Linkedin is being used for recruitment purposes only, and Instagram for self-promotion.

4. Which of the social media platforms the company operates with is the most developed? What are the benefits the company gains from it?

Most developed platforms are facebook and YouTube. Facebook is easy to work with and it is the most popular social media platform. The company has a YouTube channel, where they upload various videos. The content of the videos are serving different purposes – video interview with care staff to attract new employees, videos about promoting and showcasing higher standard of care by including clients/patients in the videos, which adds validity and legitimacy to the content. Also, there videos about the company and its management, they talk about the mission and values of the company. This exposure would encourage potential client and job hunters to show interest to what the company has to offer.

5. Has the company ever completed social media audit?

Yes, it is an essential part of maintaining satisfying level of social media presence, as they need to know what works, what does not, what needs to be altered.

6. Does the company uses paid social media advertising or targeted advertising?

Yes, on facebook.

7. In terms of recruitment, do you use social media to attract new employees to the organization?

As mentioned above the company is using Linkedin and Facebook, however, Facebook delivers better results for now.

8. Would you be able to determine what percentage of your clients and employees have find out about the company via social media?

There is no official statistic on this matter, but it could be speculated over 50%.

10. Have you created a social media strategy? If yes, do you update it periodically?

The company has focused strongly on attracting new employees due to the staff's shortage in the care sector at the moment and attracting new clients. To do that the company display full transparency and try to be honest about the challenges that comes with a care job, but at the same time accentuate on how it could be such a rewarding job.

11. What value social media brings to your organization?

Social media is of value of the company because it helps boosting company's reputation. The company has over 7000 followers on facebook and many positive reviews. Also, establishing a sufficient social media presence to highlight the benefits of the service you are giving would give you competitive advantage over rivals because many companies in the care industry have started using social media to market their businesses and services.

5.7 Case Study № 1 - Review

The secondary data research will include a case study review based on the use of social media to promote care home, elderly homes and hospitals in India.

The title of the case study is *Influence of social media marketing on health care and automobile sectors in India*. Only the part concerning influence of social media marketing on health care will be reviewed.

In order to gain more insight on how social media influence the healthcare industry 40 hospitals and care homes have been examined. According to Chatterjee and Joshi (Chatterjee & Joshi, 2018) 22 of the facilities have demonstrated active presence on social media on more than one channel. According to the study facebook is the most utilized platform, followed by twitter and LinkedIn. Hospitals display different approaches of engaging with patient/customers. Many hospitals educational articles, photos and statuses promoting healthy lifestyles. Some hospitals are offering live chats with the patients and answer their questions in order to resolve their concerns.

Apart from giving tips and advice promoting healthy lifestyles, some hospitals take an extra mile to show how much socially engaged they are. For instance, one of the hospitals has launched a campaign against acid attacks. Generally, hospitals maintain the same content on Facebook and Twitter to ease the social media administration. A survey with 112 participants has been conducted. 49% of the surveyed people would like more hospitals to implement the online live chats and online consulting services. Apollo hospitals are the most active healthcare facilities on social media. By efficiently connecting with their audience and interacting with them through updates like health recommendations and first aid advice, they have transformed the healthcare sector. They also listen to their audience and reply appropriately rather than just broadcasting. The distinction between the other hospitals and Apollo hospitals is that the latter haven't just stopped broadcasting but instead have kept up with engagement, increasing their following base (Chatterjee & Joshi, 2018).

5.8 Case Study № 2 - Review

Irish Home Care is home care provider in Ireland. In 2015 the company has faced problems of staff recruitment, turnover due to aging population and poor social media promotion and it needs digital marketing campaign to attract more reliable home care workforce. The company would use social media more to advertise the services they offer to their main target audience – the clients, and less for attracting reliable home care workforce. The company needed digital marketing overhaul. In order to attract suitable care workers, the company has exploited the following social media channels tools: LinkedIn Jobs, Twitter Newsfeed, Facebook Advertising, Google search and Ad words, landing pages, and lead conversion. Company's google ad campaign says 'Is your instinct to help? Then apply online now'. It leads the targeted audience through a storyboard sequence that moves from the original point of interest to where they can more clearly picture themselves in a home care job role. This will probably give them an idea of how this job would fit their occupational tendency and psychographic demands for work-life balance and long-standing goals.

Just posting randomly on social media does not guarantee successful promotion on itself. Irish Home Care wanted to show to their audience that they care that they are passionate about what they do, and they would like to hire people who cares as well, so they can make a difference together. What is more, having this idea as the engine of their social media campaign has helped the company not only with attracting new suitable candidates, but also has attracted new clients as well. Google, LinkedIn and Facebook has shown much more contribution and delivered more results, compared to Twitter. Facebook has contributed the most due to its flexible and diverse features. It also provides direct communication with the company (Cowley-Cunningham, 2016).

5.9 Analysis of the data

All three companies interviewed has shown quite similar understanding of social media. They all have directed their main focus on showcasing only the positive features of their services. What is more, it appears that they are directing their attention on establishing strong presence and be successful particularly on facebook – Kare Plus rely on both facebook and YouTube. It appears that the companies are neglecting Twitter and Instagram's power.

Instagram is more mobile friendly, it offers better mobile experience, it's an app made for the phone. Also, Instagram is considered more commerce friendly and offers better stories integration. Instagram offers better discovery due to the hashtags invasion. Instagram users are using between 5 and 20 hashtags per post on average (Jaidka, 2022). Therefore, it could be argued the interviewed organisations have not explored the opportunities Instagram offers. In terms of content both PCAS and LDC are publishing posts with similar content and message, which is demonstrating high standard of care provider and sense of compassion by posting photos or videos of their clients and praising them.

Sense of relatability and vulnerability is essential for every care professional. The content Kare Plus produce appears to be more elevated and creative, and more socially engaging compared with PCAS and LDC. They have wisely utilized youtube in their promotion on social media. In relation to strategies and goals all three businesses have concentrated on attracting new clients and attracting new employees. It appears that they have not investigated in depth the possibilities social media suggest. Overall, it seems like they prefer to promote their services on facebook, because it is something they relatively have general knowledge for, and it is easy to work with. All three companies point out competitive advantage and reputation boost as main value they gain from social media. The findings from the case study №1 are also showing that the healthcare facilities in India also relies predominantly on promotion on facebook. Their tactics are also showcasing care and engagement with the patients. They have taken even one step further by consulting patients via live chat. According to the study the healthcare facilities in India have completely neglected Instagram.

It is very surprising because India has over 230 million Instagram users (Dixon, 2022). Essentially, it could be stated that healthcare providers would rather promote their businesses on Facebook, because of the simplicity and predictability.

The case study №2 shows similar findings when it comes to promotion on social media. Even in terms of recruitment, facebook appears to show most productive results. LinkedIn is social networking site, considered crucial recruitment tool, but some people do not exploit its full potential. It's crucial that you use it well because it's such an effective tool for networking, making new connections.

LinkedIn is excellent for both hiring and for building a company's brand. Employers can set up company profiles, participate in industry discussions, and join LinkedIn groups. Companies can effectively market themselves to stand out to potential candidates, and also give the company's reputation a little boost (Koch, et al., 2018). It appears that LinkedIn is being slightly overlooked and neglected by the care organizations and it could be argued that it is not in their favour, as they are missing out a lot of possibilities and opportunities. However, focusing on being actively present on another social media platform is serious involvement and require an actual commitment if the target is to collect all advantages and benefits the platform can offer.

Chapter 6: Conclusion

This research has investigated how care companies have used social media to promote their businesses.

Care companies actively are using the social media platforms, however they appear to prefer doing it themselves independently, instead of hiring digital marketing expert. The main social media channel care companies, including PCAS, are using is Facebook. The reason for that is that facebook's features are easy to work with and most people who maintain a social media presence are using facebook. Two of the three interviewed care companies – PCAS and LDC Care are avoiding using paid promotion ads on facebook or on any other social media platforms.

PCAS and the other two companies are using Facebook for two main purposes – attracting new clients and attracting new employees. Some of the other social media platforms such as Instagram, twitter or linkedin appear to be purposefully neglected by the care organizations. According to the finding from the interviews the care companies are barely using twitter and Instagram, where linkedin is being used predominantly for recruitment purposes, usually high-level jobs only, the care businesses does not fully exploit all opportunities social media offers. What is more, even others health care facilities such as hospitals prefer to promote their service on facebook, they would do live chats and other face-to-face communication alternates in order to satisfy patients' needs.

These days successful social media integration it is a crucial element of the journey of most companies, therefore a care business should exploit the full potential of social media in order to stay competitive on the market. According to PCAS, LDC Care and Kare Plus social media bring value to the business by delivering competitive advantage over competitors boost their reputation.

Social media brings value to the organization by delivering competitive advantage if used appropriately. That could be achieved by building a trademark for a company, this way the company will be recognizable easier, and people will be aware of the existing of the organization more. Utilizing appropriate content by being relatable, vulnerable, and showing that they care for what they are doing, which is in the essence of the business they operate in. Social media is of value to the business because also because it could help a business to build up or enhance their reputation, and having a good reputation is essential in care sector as care companies are providing care and support for vulnerable people. Being involved in negative PR could be quite damaging, therefore the organizations need to be quite smart when it comes to their posts; actions are to be taken if a negative review is being published by a client or just another social media user. Due to its ability to distribute viral and Word of Mouth-generating content, social media and social networking sites have been extensively employed as a marketing communication instrument. The use of media relations within businesses could develop skills that may be turned into resources, increasing performance and competitive advantage.

Social media can be used by businesses to assess how well they are meeting their customers' needs. A successful integration of social media into companies will benefit such companies by enhancing and fortifying relationships with both internal and external stakeholders. For social media to have an impact on all organizational components, including sales, it must be integrated into organizational processes. It cannot be a separate organizational entity. The company must ascertain the value that social media offers to its customers, not just the company itself. Social media benefits businesses since it plays a significant role in brand promotion, which is crucial for their financial investments. The presence of an organization on social media platforms and consumer reviews are checked by external stakeholders of the organization, who then utilize this information to obtain insight into where and what to invest in.

Social media marketing creates a lot of opportunities for the businesses. Most social media instruments are easy to implement, and they are free of use. This quite an opportunity for a business to enhance the level of promotion of their products or services. The number of social media users is on constant incline, and this is one of the reasons why more and more organizations are getting interested into investing time, money, and hard work to make profit of it. Invariable part of reaching exquisite amount of people on social media is to be able to communicate with them directly or indirectly, all this could impact the organization massively and it could be achieved on low cost. It is still arguable if the statement that Social media transforms an organization's sales force without requiring a new organizational framework or strategy and without the requirement for expensive deployment tools is still **arguable**. Creating adequate social media strategy made by digital marketing expert strengthen the social media presence of the company and it could double the benefits and profit.

Nowadays, it is not about doing digital marketing, it is about being effective and efficient when doing marketing in a digital world. This transition has been hastened by digitization; therefore, businesses must be ready to adapt swiftly to changing consumer behavior.

6.1 Limitation of the research

The major limitation of this research was that it was extremely difficult to convince a care company representative to participate in an interview. Many conversations were held with over 20 care companies, and only 3 agreed to be interviewed. The general concern of most organizations was that some of the questions could be indirectly relating to their clients, who are vulnerable adults. Many legislations are put in place to protect the vulnerable adults, one of the most recognisable is Safeguarding Vulnerable Groups Act 2006, and care companies need to be extra cautious in their public statements (Legislation.gov.uk, 2011) Additionally, most of them said that they are private companies and wish to remain private. That were the deciding factors for them, and that's why most of them did not agree to participate in the interview. The other limitation that restrained the research was the lack of existing data on the topic. The researcher adapted to the situation by finding sources with data similar to the topic and relate to it in order provide results.

Another limitation could be considered the small sample size used for this research. It may be challenging to assess whether a certain result is a legitimate finding when there is a tiny sample size, especially in some circumstances. The validity and legitimacy of the research could be compromised (Hackshaw, 2008).

6.2 Recommendations

According to the findings from the interviews care companies tend to manage their social media independently without interference of an expert. It appears that they do not have clear vision about developing their social media in a way that will allow them to fully utilize all benefits social media could offer.

It could be argued that it will be very beneficial for them to use the services of digital marketing experts, who can show them the way by guiding and supporting them throughout setting goals & developing appropriate social media strategy.

6.3 Further Research

Before deciding on taking that route and choosing that topic again, it will be very advantageous if a brief general research is done in advance, so the quantity and the quality of the data can be examined. The reason behind this statement is that when a researcher starts an exploration of a topic and faces with lack of suitable and applicable data that may lead to a delay in the implementation of the project. Therefore, if the researcher is given a time frame to follow, he might not be able to complete the research on time if they are not flexible and resourceful enough. Additionally, if the researcher is planning to rely on interviews as data collection method to collect primary data, they should test the field to find out if there are some care companies out there willing to take part in the interviews.

This little pre-research operation will help the researcher to plan each stage of the project accordingly and will minimize the chances of obstacles and drawbacks to happen along the way (Valenciacollege.edu, 2021).

Chapter 7: References

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Chapter 8: Chapter 8: Appendix: Categorizing social media content uses and gratifications theory(UGT)

UGT helps researchers to understand the reasoning behind why and how a person would use social media to satisfy particular needs. UGT exposes the steps individuals take when choosing media suitable to fulfil their needs, letting them to appreciate and realize gratification in the form of knowledge development and enhancement, relaxation and entertainment, remuneration and social communication and interaction. UGT is one of the first frameworks to take into consideration the part audience take in media choice, proposing the idea that people are keenly exploring social media and search something to relate to in order to fulfil their particular gratification demands (Camilleri & Falzon, 2021).

The research studies on UGT from the early years have shown that audience search for and discover different gratifications inside the media content, impacting the way a content is being consumed, and the theory has been applied for prediction of particular behaviors that come from the level of motivation of consumers for exploiting social media websites and apps. When a brand is present on social media, normally their goal is to draw the attention of the audience by delivering value, or gratification via the content they produce. Hence, the design of the content should be created in a way to create value for customers and build up greater level of engagement. UGT helps researchers to understand the motivations behind what particular content type consumers are searching for. The content produced on social media can be generally divided into two primary rational appeals (informative and financially rewarding) and two primary emotional appeals (relational and entertaining).

These 4 categories of content are anticipated to indulge consumers motivations to use social media, leading in displaying active and passive social media engagement behavior (Dolan, et al., 2015).

Many researchers have argued that building strong relationship with consumers beneficial and advantageous for marketing. What is more, building fulfilled and loyal clientele on social media add more value for the brand as the satisfied clientele would share their positive experiences to the world online. Including social media communications in the marketing affairs of organizations relationships delivers diverse benefits for the marketing. The evolution of technology plays a vital role in customer relationship management, particularly with the constant arrival of innovations of the web-based technology these days. Businesses are trying to boost the sales processes by incorporating data from social media channels like facebook and Instagram in their marketing processes. Companies need to extract the value of the technology and create a framework of implemented procedures in order to raise the value of the customer (Camilleri & Falzon, 2021).

The care sector has successfully implemented social media in the businesses, but the implementation is still at stage 'beginners'. Care companies should allow themselves to fully take advantage of the potential and all the opportunities that social media offers.