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EVALUATION OF SOCIAL MEDIA MARKETING STRATGIES APPLIED TO DIFFERENT TYPES OF ORGANISATIONS

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Project submitted as part of the requirements for the award of

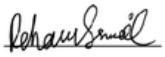
BSc Business Information Technology

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DECLARATION FORM

I, Reham Al-Shaibani declare that I am the sole author of this Project; that all references cited have been consulted; that I have conducted all work of which this is a record, and that the finished work lies within the prescribed word limits.

This work has not previously been accepted as part of any other degree submission.

Signed : 

Date : 21st April 2016

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ABSTRACT

The research aim is to investigate into social media marketing strategies to different types of organisations and to help achieve the aim there are objectives to guide, and they are:

- Investigate social media marketing strategies and organisations social media accounts.
- Identify content methods to be applied on the organisations social media accounts that will increase engagement.
- Analyse each organisations social media accounts after methods applied and identify if it increases engagement.
- Recommend content methods to be used in businesses social media marketing strategies.

Methods used in this case study research are Questionnaire; Survey and interviews, there are posting methods given for managers to use in their social media accounts and that will be analysed using analytics tool offered by the social media platform. Most organisations use Facebook as their main page for marketing and do not plan their posts to be conversational but they mostly use questioning method and use images with a caption. Additionally, most of social media marketing managers prefer not to use emoji in their posts as they believe it is unprofessional to be used by businesses.

It has been shown that most common and used posting method is questioning fans and adding an emoji with any of the methods to increase fans engagement. It is important that organisations post in constant time as that benefits to reach more people as fans know when to expect the post.

There are shortcuts used through the research as some words are used constantly through whole the research and they are:

- SM = Social Media
- SMM = Social Media Marketing
- SMMt = Social Media Management tool

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CHAPTER 1

INTRODUCTIO

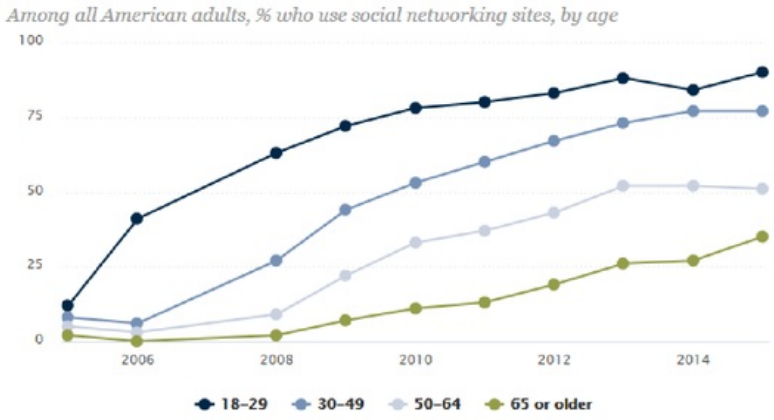


Chapter 1: Introduction

Between 2002-2006 is when social networking "*hit really its stride*" after the launch of Friendster, LinkedIn, My Space and Facebook as said by Digital Trends Staff [1]. Shortly after that, in January 2007 the first iPhone development was announced by Steve Jobs as mentioned by Arthur C.[2] and then smartphone evolution started and its usage dramatically raised as stated by Martin T. [3]. Fourth screen technology – as smartphones, tablets etc. – has completely changed communication between each other and social networking.

There are almost 1.73 billion active social media (SM) users' worldwide in 2013 as reported by LePage E. in Hootsuite blog [4]. Milanovic R. [5] identified 'the most important social media sites in 2015' and they are: Facebook, Google+, LinkedIn, Tweeter, Instagram, Pinterest, Snapchat, Tumbler, YouTube, Vine and Myspace. Additionally, every SM platform has its specific aim of use – e.g. Vine is a video sharing app designed to film a short video of separate instances linked together for a total of 6 seconds [6]. Facebook, Twitter, LinkedIn, Instagram and YouTube will be discussed in more details in 'Chapter 2: Research and Review of Literature'.

SM usage has increased every year as the statistics show for American adults and young people. Young adults between the age of 18-29 their usage for social networking has increased from 12% in 2005 to 90% in 2015. In contrast, people who are 65 and over has started from 2% to 35% in the years of 2005-2015 and for different age groups is shown in the graph (Fig1) as demonstrated by Perrin A..[7]



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

Fig 1 - Social Networking Statistics

In this period, when all SM and smartphone evolution started it did not only get used by people but it also got widespread in businesses. Businesses SM addresses were seen everywhere as in their websites, TV commercials, Posters and more. Websites for businesses starting to add a bar for the latest feed from their SM accounts and Terrel K. *[8]* adds saying that it was impossible to see a brand or a business without SM icons with it.

> *"Social media has exploded over the past 2 years. Businesses, large and small, are integrating social media marketing campaigns into their marketing plans. The ones who truly understand the purpose of social media are reaping the rewards while those who are just following the herd are having trouble justifying their time and money spent on social media marketing."*
>
> Barbera V. L. [9]

Some business will just follow and rush to use social media marketing (SMM) without developing a plan or a smart '*robust*' strategy they are setting for a failure. One bad post would make the business struggle when the most loyal follower turns away and some of the common reasons will be mentioned further on. On the contrary, a great post, posted in the perfect time can go viral, bring thousands of visits and new followers that will need to use some tips and tricks as it will be discussed in 'Chapter 2: Research and Review of Literature'.[9]–[12]

Introduction

Bradbury D. [13] pointed out that when someone posts something on any SM platform it creates a digital footprint and every time someone reads or interacts (like, retweet, comment, share, favourite etc..) they add a data trail. The question is how can businesses gather such information and why? Almost every SM platform offers their own analysis platform – which is free - to calculate those trials, for instance Facebook has its own insights and Twitter has analytics. This can be used to gather data and it helps to analyse foot prints to help the businesses make a decision depending on their aim. [13], [14] Rouse M. [14] stated that the most common use for analytics to find out 'customer sentiment' and that is used to assist customer service and marketing activities.

But what if the business had to manage different SM platforms at once and want to gather all data, want to post in every platform at same time, reply to customer messages and schedule posts, that can be a complex task and time consuming. So what is the solution? The solution is having one dashboard to manage all SM accounts and it is called social media management tool (SMMt). [15] There are various of options for SMMt that the business can use and choosing between all of these can be exhausting and time consuming. To make the decision easier instead of just signing up to the most well-known, Gray I. A. [16] suggests to define the business needs first, that can be publishing content, monitoring, managing engagement etc. Will discuss the features of the most well-known SMMt and they are Hootsuite and Buffer.

In this report will conduct an investigation of some organisations social media accounts, mainly focusing on their Facebook pages where almost 99% of brands "*adopted*" by Facebook as discussed by Kurr D. [17]. The organisations that volunteered to be part of this research as they are interested to know more tricks and tips to get their SM accounts more followers and increase brand awareness. Those organisations are:

1. UWTSD FACE (University Page for Faculty of Architecture, Computing and Engineering)
2. WK Bikes and Quadzilla (motorcycle/scooters and quads/buggies)
3. The Crepe Vine (Crepe restaurant and coffee shop)

Introduction

The main aim for this cast study research is to investigate into social media marketing (SMM) strategies to different types of organisations and the objectives are:

- Investigate SMM strategies and organisations SM accounts.
- Identify content methods to be applied on the organisations SM accounts that will increase engagement.
- Analyse each organisations SM accounts after methods applied and identify if it increases engagement.
- Recommend content methods to be used in businesses SMM strategies.

Part of this investigation, there is a chapter that is going to discussing the 'Research Methodology' which is about what type of research is this and what type of data collection is going to be used. After that, 'Analysis' the data that was received by the chosen data collection and next is to 'Evaluation' to evaluate the overall results from the research and the analysis.

CHAPTER 2

RESEARCH AND REVIEW OF LITERATURE



Chapter 2: Research and Review of Literature

1. Before Social Media Marketing (SMM)

To begin, what is marketing? Blick D. gives the best definition that he came across in the last 26 years for marketing as it was defined by Doyle P. in his book 'Marketing Management and Strategies' [18]:

"Marketing is a philosophy of business that places the customer at the centre of the universe."

The heart of a business is marketing that concentrates on what the customer wants and need to aim the service/product to meet their needs. That aside, marketing environment have been going through rapid change over the last decade that raised awareness of its importance. To add, the increase of business competition and changes in politics and economics. Moreover, Strydom J. [19] believes that marketers who are ahead of their game are the ones who will be able to satisfy the customer needs when such circumstances happen.

Bourne J. [20] and Chan C. [21] reminded us of the first online banner advert (Fig 2) was sold in September 1994, it was an ad for AT&AT when launched digital media marketing. Technology and digital media have been changing in a phenomenal pace that it has changed how people communicate on a global scale, Wertime K. and Fenwick I. [22] adds that new media has brought the power to create and share content.



Fig 2 - First Online Ad Banner

In the last decade, with digital media changes marketing was redefined by Horton C. and Kaufman I. [23] where its core components have manifested themselves and have fundamentally changed, result to "*New Marketing Normal*".

Those five core marketing components each reflects the rapidly shifting standards of consumer behaviour in the digital age. The foundation of the New Marketing Normal:

1. **Market Segmentation**
2. **Branding**
3. **Product Features**
4. **Sales Process**
5. **Customer Decision Process**

I. Developing a Strategy

According to Charlesworth A. [24] objectives are important when developing an effective strategy as it is essential to have specified objectives for digital media marketer. This will help the marketer to decide if the online activity is effective and to evaluate the return on investment (ROI) for the online operations. He suggests three main objectives:

1. **Brand development:** when online presence improves offline branding achievements for the organisation.
2. **Revenue generation:** The online presence will increase the organisation revenue by direct marketing, direct sales or lead generation.
3. **Customer service/support:** when online presence helps to improve customer services and support.

II. Online Activities

i. **Websites**: Organisations websites should not only provide information about the business, product and services, it should be thought as a "*conversation engine*" as discussed by Ryan D. and Jones C. [25] .

ii. **Search Engines**: BBC [26] has defined search engines is used to find a website or a page easily as they are unique websites that have indexed billions of pages.

iii. **E-mail**: Ryan D. and Alvin C.[27] said that in digital media toolbox, e-mail marketing is a powerful essential feature that helps to communicate easily with customers.

Those activities were used as a main way of marketing to reach customers but that changed when SM changed communication in a whole different way.

2. What is Social Media (SM)?

Herring M. [28] mentioned in his book that SM has no precise definition that everyone can agree with, however he defines it as "*a map with of the relationships between individuals, ranging from casual acquaintance to close familial bonds. Virtual Communities are built around affinity and similarity … and taking place around …*". To add, there are other definitions online for SM, for instance it is defined as different types of media and applications that people can use to make a 'genuine' and 'natural' conversation about something they have in common built on thoughts and experience. [29], [30] There is an increase of social networking users from almost 10% in 2005 to 75% in 2015 of all internet users in America, moreover, adults using SM has increased from 7% to 65%. [7], [31]

I. Social Media Platforms

Let's start by defining social media, it is an interactive web-based and mobile app that allows individuals and organisations to communicate instantly by creating, engaging and sharing content in a public or internal forum through multi-way communication. [32], [33]

Here are some of the SM platforms that will be discussed in details:

a. Facebook

The site that got social networking going in the first place is arguably Facebook, it started in the United States as a site for college students to keep in contact after they leave campus and now it is one of the largest social networking site in the world [34], [35]. Facebook allows the users to send messages, post statues that can be either text, link, image or video and the statues updates can be shared or comment on it by friends in Facebook [36].

Clapperton G. gives an advice for business users to first sign up as a normal user, then add customers after accepting keep looking at their updates and see if they are serious users[35]. From this case, business users can start a Facebook page where they can share their stories, events and more that customers will be updated on in their newsfeed after liking the page[37].

Facebook offers advertising 'ads' for businesses that shows on the News Feed in all devices including the right column on desktop[38]. Therefore, using ads on Facebook is beneficial were there are more than 1.4 billion users and 900 million of them access Facebook in daily bases. Facebook helps to choose the target audience easily as it offers the opportunity to choose the audience by either their location, age, gender, interests and more. The ads can be a direct link to download an app, shop direction or any action required, to add businesses can be updated of how Facebook adverts preform and how the budget is spent and there are Advert Manager Tool offered by Facebook to track. [39]

b. *Twitter*

> "Twitter *is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about."*
>
> Twitter.com [40]

After making a profile on Twitter users can 'tweet' using their 140 character including spaces and they also can add images or videos. Users can follow what interests them and get updates with the news at the time it is happening as a newspaper in their timeline. The tweets can be either replied to using @username in the text or they can retweet it.[40], [41]

On the other hand, twitter has 500 million users, and over 100 thousand users sign up every day [42] and it is the way to discover of what is going on the world right now. Same as Facebook, Twitter offers ads campaign for business that can be chosen depending on the goal desired. There are four options that Twitter offers to help set the goals and each of them allows to specify content, audience, budget and so on.[43], [44] Here are the main goals mentioned in Twitter for Business[44]:

- Build an audience

- Website traffic and sales
- Promote app
- Brand awareness

These are the main goals to any business and it goes accordingly as first you will need to build the audience to get more customers visiting the website, then build an app for fast access for the customers and after succeeding all these, businesses can build a brand that can be recognisable by people.

c. *LinkedIn*

Clapperton G. [45] defines LinkedIn as a "*business site-only*" and adds more by saying and it is a must for a business-to-business sector rather than business selling directly to customers as they will be less interested to join a '*purpose-built business network*'. Whereas, Loretto P. [46] defined it as today's largest professional network site that provides a communication between professionals, and it is a professional way to promote user identity that will help to find interesting groups and jobs.

LinkedIn is a professional business site that allows to advertise in more professional way and it helps people to know more about the brand, products, and if there are job opportunities. To create company page in LinkedIn, firstly requires personal LinkedIn profile and then have to meet the requirements of adding a company page. [47], [48]

In January 2015 there are 332 million people on LinkedIn and every second 2 new members join. Advertising in LinkedIn is very profitable by reaching professional audience where businesses pay for it by clicks and impression, cancelling ads can be at any time and there is no long-term commitment. [49], [50]

d. *YouTube*

YouTube is Google-owned website that was launched in 2005 that gives the people around the world a chance to create their own video, share it and others can watch. This platform provides a new way for people to connect, inspire, and inform with each other around the world and it '*acts as*

a distribution for original creators and advertisers large and small'. [51] Primarily, YouTube was used to be just for young people to watch videos and listen to music as discussed by Clapperton G.[45] until the Queen in December 2008 put her Christmas message on YouTube and Prime Minister Gordon Brown made an announcement on MPs' pay just few months after.

Businesses can benefit from using YouTube as there are 1 billion monthly active users by demonstrating products in action and this allows the customer to see products. YouTube offers to create a community for business and helps to engage and communicate with the customers. Then again, YouTube provide some businesses to demonstrate expertise and this can be video tutorials or short video tips. Using YouTube can guide a business to build a '*personality*', can add videos of events and the highlights happened for people to recall it. Finally, it benefits to solve customers' problems as demonstrating videos of software installing, address frequently asked questions, acknowledge issues and show customers how to deal with it directly. [52], [53]

e. *Instagram*

Instagram is another site/app that can be used to connect with each other but with taking photos or short videos then add filter to it and share the memory with friends. The photos can be shared instantly on other SM platforms as Twitter, Facebook and Flicker. [54]

People can post pictures in any other social network but Instagram has a simple and easy way to use, with the addition of filters makes it special as the app hit #1 in the app store after 24 hours of launch [55], [56]. Consequently, using Instagram for business is beneficial by expressing the business in a picture sharing it with at least 400 million active users. Whereas, Instagram '*built on the power of visual storytelling*' as people get visual inspiration and inspire them to see it differently with the visual language[57], [58].

Using Instagram to advertise the business gives the same benefits as brand awareness, popularity, social storefront, create competitions and get more fan engagement as mentioned by Wilson A.[59].

3. Importance of Social Media in Businesses

> *"Social Media has become a primary tool for higher levels of fans engagement, directly driving lead generation through interaction and content sharing..."*
>
> *Dave Evans with Jacke McKee*[60]

Basically, Evans D. is saying that SM has become the most important tool to get the real benefit of fans engaging with companies, by converting fans who are interested in the brand to either interact or share the brand content.

Karr D. [17] pointed that 46% of web users look towards SM for reviews when making a purchase. He adds, that there almost 8 out of 10 SMBs use SM to increase the organisation growth and 3 in 5 of SMBs gained new customers. To Add, Karr D. has mentioned the top 5 reasons why customers follow brands on their SM platforms and they are:

1. Promotions and discounts
2. For latest products information
3. Customer services
4. Entertaining content
5. The ability to offer feedback

Here are some of the main benefits that was discussed by DeMers J. [61] in Forbes online magazine:

From the benefits of marketing in SM platforms, firstly it **rises up the brand recognition** as the social networks are the '*voice and content*' for the brand. Karr D. [17] gives statistics that businesses invest in SM as it gives them 83% to increase their brand exposure.

Then, this will improve the **brand loyalty** while it helps the brands to connect with their audience while using the SM tools with a strategic and open SM plan.

After that, when posting any kind of content gives **opportunities for the customer to convert** by reacting to any content been shared while that might build a conversation and website visit.

Next, SMM benefits in **raising conversation rates** since SM interactions humanize the brand and people prefer dealing with another human than an organisation.

Moreover, communicating with customers frequently shows good faith and it **increases brand authority**. Customers use SM platforms to review or brag their experience of using a product/service.

Having a profile in SM platforms **increase the chances of inbound traffic** while posting any content on those profiles there is a chance for a new customer. Karr D. [17] adds saying that 69% of businesses use SM to increase web traffic.

Using SM **decreases marketing costs** to 84%, spending at least 1 hour a day in planning and developing a strategic content the results can almost being seen immediately.

To capture traffic from search engines can be changed, while search engines might calculate SM presence to **better search engines ranking** as a main factor.

Finally, Karr D. adds saying that 65% of businesses marketers invest to SM to gain the market insights to **stay up to competition**.

4. Social Media Strategies

Building a SM strategy is the same as building a business strategy as suggested by Fox G. [62] and that is by having goals for the business or what they want to achieve. He adds, strategy is a direction to achieve these goals by making a plan, then are objectives; by measuring the business using an analysis (e.g. PEST analysis), and finally are the tactics to achieve that specific action.

Will discuss strategies for Facebook as it is the main SM platform for businesses which the research is based on.

I. Facebook

Kabadayi S. and Price K. [63] highlights businesses has embraced the key of using Facebook as a marketing channel, to grow fan engagement and brand awareness that opened many opportunities for brands. Businesses can now get feedback from customers, solve problems, reply to customers enquires and improves better service by using SM sites.

a. How to post to get more fan engagement

To build the brand awareness on Facebook will require engagement and specific behaviours such as like, comment and share on brands content. Malhotra A. et al [64] gained a better understanding after they "*coded more than 1,000 wall posts from 98 global brands*" to figure out how the content can influence fan engagement. After their research, they classified eight different ways that can be used to increase fan engagement for brand marketers, and they are:

1. **Express using pictures** to tell a story that will connect easily with a creative text.
2. Keeping up with times, **be more "*topical*"** as posts when referring to holidays, events, or festivals and those topical posts can either contain a hint or not for the brands content.
3. **Promote the brand** and the products as that is what expected when fans are visiting the page and look through the posts as this generate "*likes*".
4. Fans express their own "*positive self-identity through brand's achievements*", this happens by **sharing brand validation** as sharing success stories, awards, achievements and celebrate by posting content.
5. **Inform and educate** the fans, e.g. history of the brand, how the company operates, how it produces product or anything happening as preparation for an event.
6. As mentioned earlier also by DeMers J. is to **humanize the brand** and this by expressing emotions, use Facebook as a "*personal communication platform*" as the fans can connect with these emotions.

7. **Make your fans lough** with you as the best social medicine is humour as everyone loves to laugh and it can be hard to be funny but it engages with many fans.
8. Do not feel shy to **ask to be liked, shared or ask them to comment**, it tends to work and gets high of fan engagement by asking politely and smart way.

Brown M. [65] has discussed another tips to be used on Facebook for a better success for the posts to get higher engagement for a better marketing strategy and here some of what he mentioned:

1. Use videos to get more interaction as Facebook offers 15-second macro videos and share videos links e.g. YouTube videos can be viewed directly from the post.
2. To increase conversations, make the content conversational by including other Facebook pages or user by using @username.
3. Aim to schedule posts when users are off work, on their lunch break or on weekends as these times get high engagement.
4. Keep your fans with no questions by replying to their messages ideally within few hours and that helps to keep the fan interaction.

Nevertheless, Facebook offers something called a 'boost' for public pages, this is used to reach more people who do not know about the business yet [66]. This happens whenever a fan likes a boosted post, it then will appear in their friends newsfeed even if they did not like tha page to give the post a higher chance of being seen as mentioned by Sorokina O. [67].

b. Posts that Fans avoid to engage

When using SM for marketing it changes the way of the usual marketing campaigns as Brown M.[65] highlighted that "*traditional marketing is usually one-way street but Facebook marketing is a definite two-way street*". SMM is active conversations between the brand and the community this applies to Facebook.

When starting to market a campaign on Facebook there would be lots of mistakes done and Brown M. and Malhotra A. et al [64] mentioned some of the common mistakes:

1. Violating Facebook page terms and conditions guidelines.
2. Using monolog marketing for SMM instead of dialogue to get higher interaction.
3. Remember that fans might not be interested in the same causes that the brand might care about.
4. Posting long information about a product or services, prices and links, this type of posts do not initiate conversations
5. Offering contests and deals on posts as customers can see through those promotional strategies.
6. Not giving recognition to active fans by giving fans shout-outs as they can either put up or break you down.
7. Not having a SMM strategy, companies should know having a strong Facebook image is important and Facebook can offshoot of the marketing strategy.

5. Social Media Platforms Analytics

I. Facebook Insights

When creating a page, it is considered as a "*public space*" same as the page interaction. Furthermore, page managers would be interested to know about people's activity within their page as Facebook offers their insights for analysis [68]. Page insights help to improve the page by understanding the people who engage within the page and that is done by viewing the metrics about the page performance. Moreover, managers can use the insights to gain more information of which posts has had the most engagement and learn more about their Facebook audience.[69]

a. Overview

To explain how insights works will use one of the pages which is Quadzilla and UWTSD FACE Facebook page and add some screenshots for visual preferences. Firstly, when press on the page

there will be a menu on the top of the page and insights is one of the options as shown in (Fig 3). After clicking the insights, there will be an overview of the page insights such as page likes, post reach and engagement. On the left side of the page you will notice that there is a vertical menu where you can press to get more specific data for page likes, reach, page views, posts, videos and people.

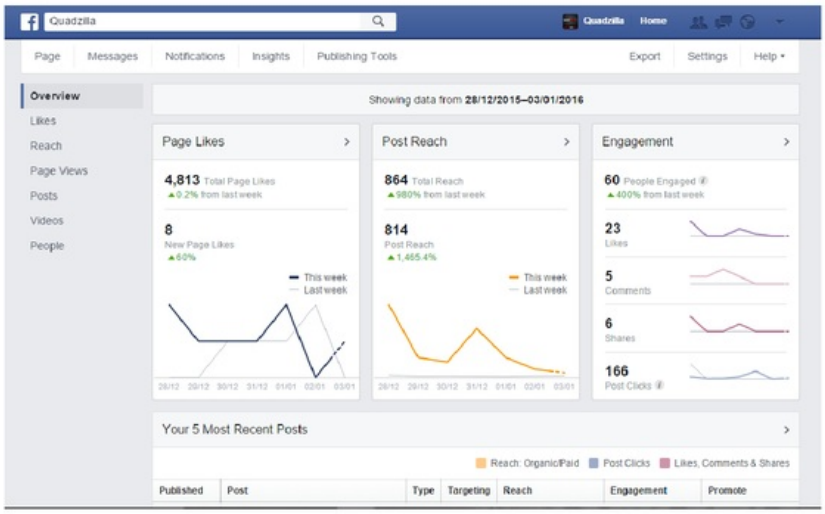


Fig 3 - FB Overview (1)

When scrolling down the page, will show the most current 5 posts with the date it was published, the post itself, type of post, target audience, post reach, engagement and promote shown in (Fig 4).

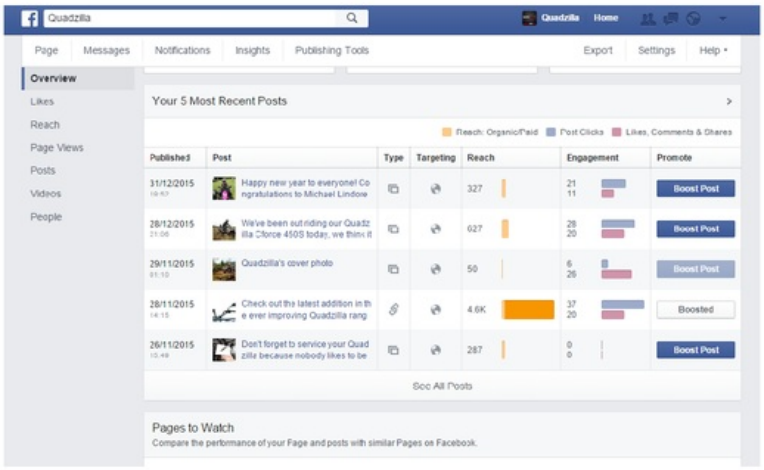


Fig 4 - FB Overview (2)

The last part of the overview page is the '*Pages to Watch*' were you can add any other pages with the same interest of the business and then it can be compared to the owners' page last week overview. In this example, Quadzilla added 6 other pages and can compare them by seeing the total page likes, likes from last week, posts this week, engagements this week and ranks the pages including the Quadzilla page (Fig 5).

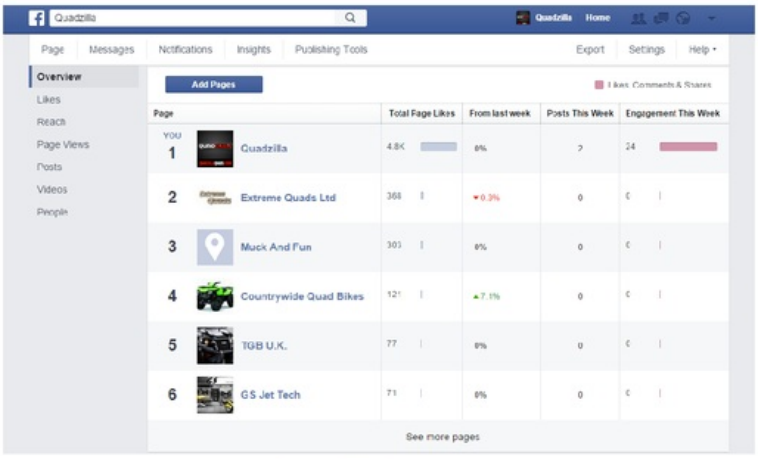


Fig 5 - FB Overview (3)

b. Likes

Then is the likes, on the top of the page shows the last 2 months in addition to a month in front and there is an option to choose what months and dates for data to be displayed (Fig 6).

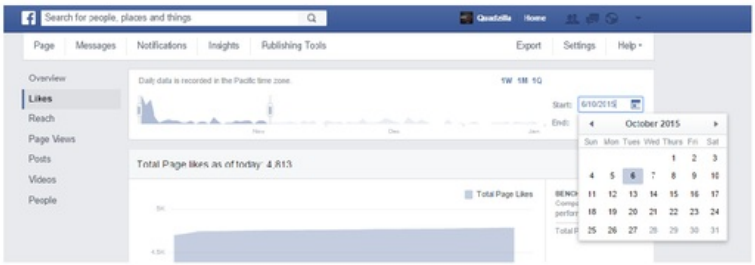


Fig 6- FB Like (1)

Total page likes 'as of today' is the next part, where it shows the chosen month period and when the mouse is hovered over the graph to shows the total likes on that specific date (Fig 7) -all graphs have the same hoover feature.

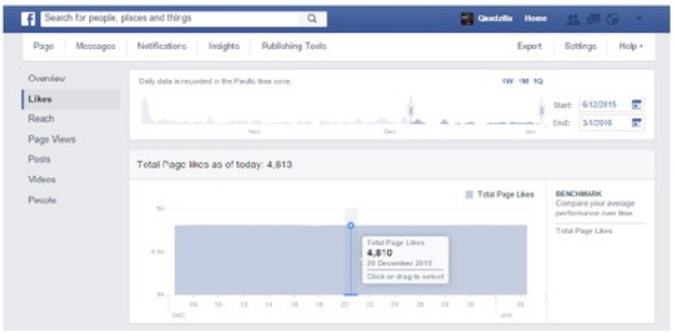


Fig 7 - FB Like (2)

Further down the page (Fig 8), there are the Net likes graph and that shows unlike, likes, organic likes, paid likes and Net likes -Net likes are the difference between the new likes and unlike.

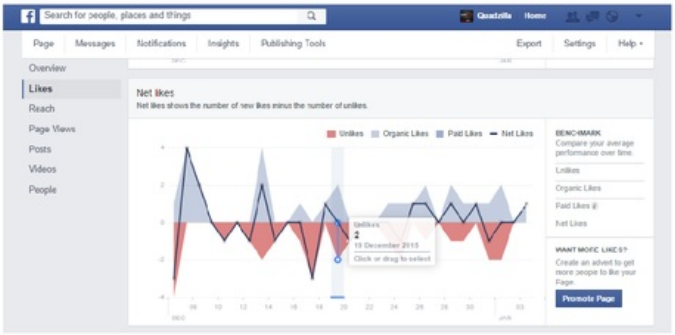


Fig 8 - FB Like 3

The last graph, explains which source sent them to like the page and how many times the page was liked. The source which people can like the page is either on the page itself, adverts, search, page likes or uncategorised desktop as displayed in (Fig 9).

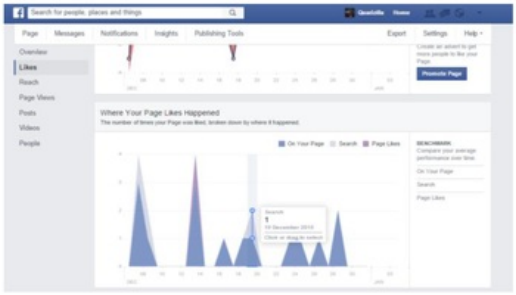


Fig 9 - FB Like 4

In 24th of February this year Facebook has upgraded their like button to more different reactions emoji and they are: Like(the same), Love, Haha, Wow, sad or angry shown in (Fig 10) as mentioned by Cowdhry A. [70].



Fig 10 - FB Like New Emoji

c. Reach

In the start of page, it has the same feature as the like tab where manager can choose the date for the data to show. The first graph shows the number of people the post reached and if the reach was organic or paid (Fig 11).

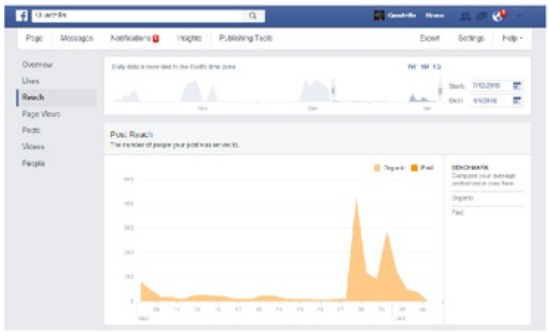


Fig 11 - FB Reach (1)

The second graph (Fig 12), is for the likes, comments and shares while these 3 actions help the post to reach more people organically.

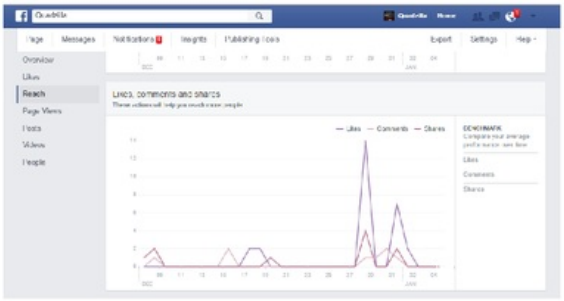


Fig 12 - FB Reach (2)

(Fig 13) has two graphs where the first graph, displays if people hide a post, report the post as a spam or unlike the post, hence the minimum numbers of these actions the better as it decreases the post reach. The last graph, shows the data of the total reach by the number of people who see any activity from the page, that includes the page posts, posts on your page by other people, mentions and check-ins, then again if it is organic or paid.

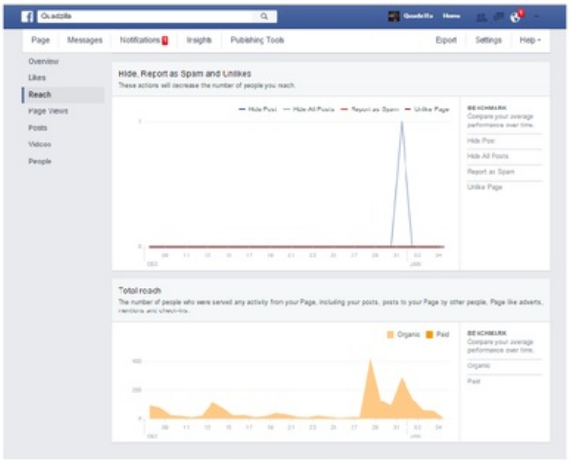


Fig 13 - FB Reach (3)

d. Page Views

Next is the page views, where the first graph is for the page and tab visits, displaying 'the number of times each of the page tabs was viewed' weather in the timeline, info tab or videos tab (Fig 14).

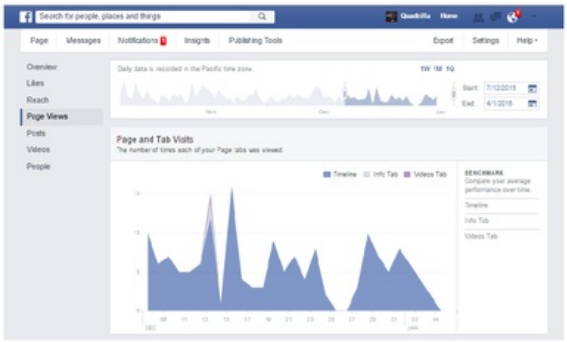


Fig 14 - FB Page Views (1)

The other graph, is for external referrers as the number of times people visited the page from external websites than Facebook as demonstrated in (Fig 15).

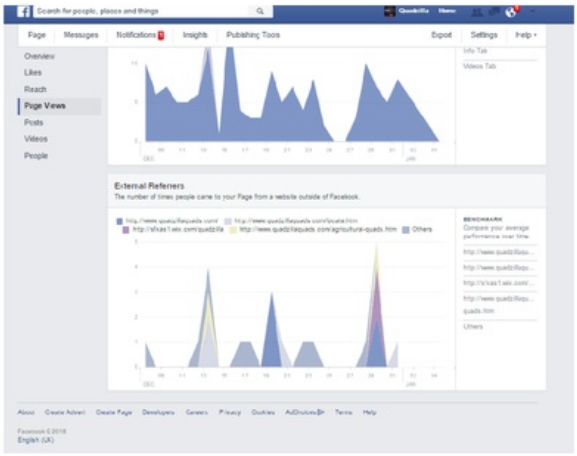


Fig 15 - FB Page View (2)

e. Posts

The posts insights explain what time of the day within the last '1-week' period fans are online where the time shown depends on the computer's local time zone. Furthermore, there is the days' tab and on every day it shows how many fans where online on the day as the times graph (Fig 16) presents the overall time of fans being online. To check the graph time for the specific day, the mouse can be hovered on the day and the times graph will pop up the data for that day.

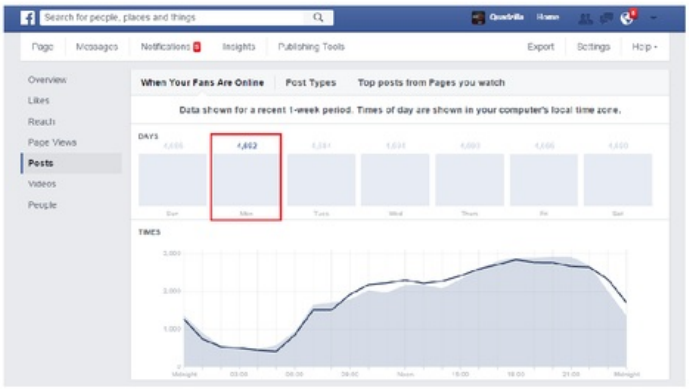


Fig 16 - FB Posts (1)

Whereas, the next graph (Fig 17) presents all posts that has been posted in the page and that includes:

- the date and time of post being published
- the post that has been posted
- type of the post; link, image, video, shared video or text only
- the target audience of the post
- how many people the post reached
- fans engaging with the post; post being clicked or like, comment and shares
- the option of 'boost' or if it is already posted

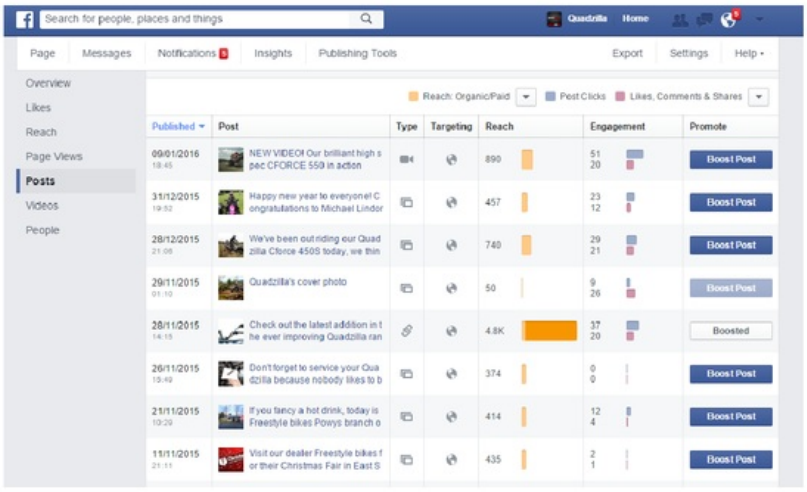


Fig 17 - FB Posts (2)

The tab on the top of posts page 'When Your Fans Are Online' there is another tabs next to it presented in (Fig 18), 'Post Types' where it illustrates the posts: type, the average reach and the average engagement.



Fig 18 - FB Posts (3)

The other tab (Fig 19) is for the top posts from other pages that has been watched to help compare and it identifies the page name and post: published date and time, the post itself and the fan engagement.

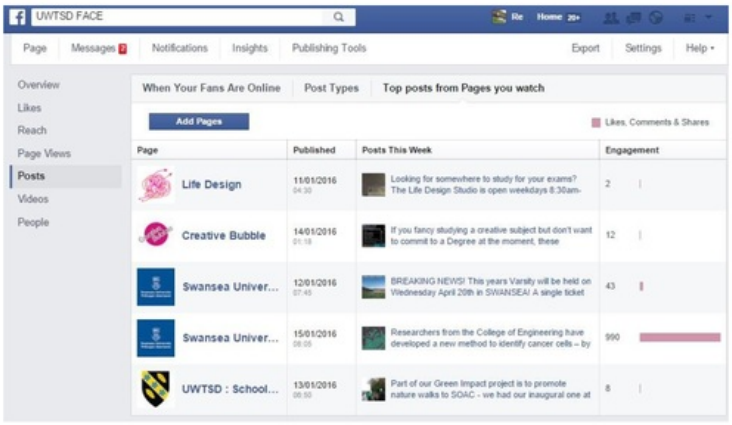


Fig 19 - FB Posts (4)

f. Videos

In videos, if a video has been posted in the page it will show how many times the video has been viewed for 3 seconds or more. The first tab (Fig 20) has the same hoover function as likes, reach and page view where it also can be chosen within either 1 week, 1 month or 1 quarter, and can chose the date preferred to show in the graph and if the video post was organic or paid.

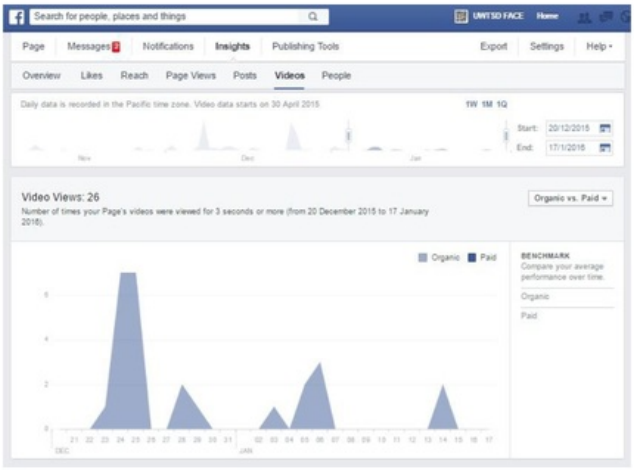


Fig 20 - FB Video (1)

The other graph, (Fig 21) shows the total numbers of views over 30 seconds, even so if the video is less than 30 seconds it will be counted and either the video is organic or paid. Where at the

end it shows the top video posted that includes: the date of the video published, the video, the target audience, reach, views and the average completion.

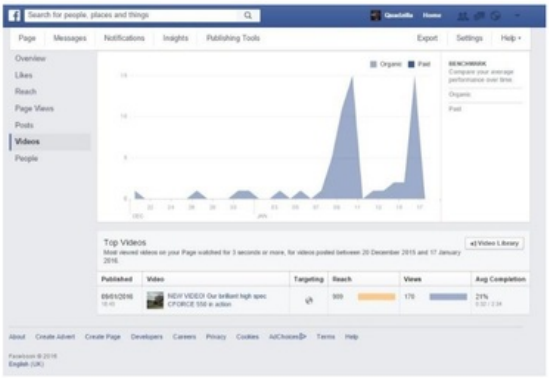


Fig 21 - FB Video (2)

Lastly, if pressed on the video post a small popup window (Fig 22) which demonstrates the video analytics in details as that will include:

- Audience Retention: percentage of all views of video being watched at each moment.
- Average view duration
- People reached
- Metrics for organic vs paid
- Video views over 3 seconds and over 30 seconds

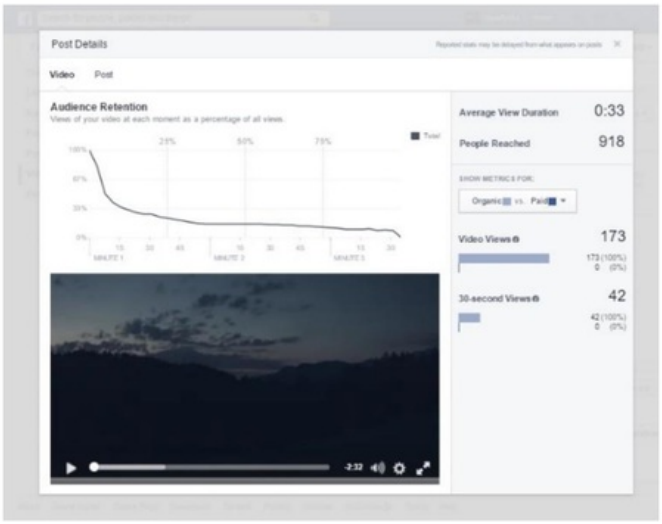


Fig 22 - FB Video (3)

There is another tab in the small window 'Posts' (Fig 23), that presents the post text, people reached, total video views, engagement, post clicks and shares.

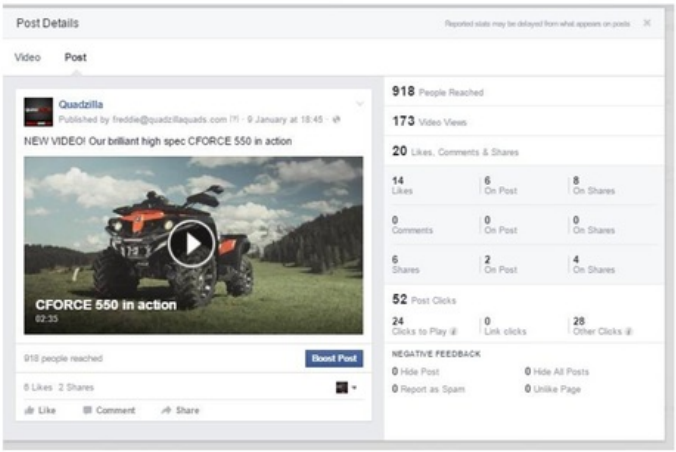


Fig 23 - FB Video (4)

g. People

Finally, people tab represents fans who liked the page, and the bar graph categorise the total percentage of the gender (women and men) and their age; 13-17, 18-24, 25-34, 35-44, 45-54, 55-64 and 65+ (Fig 24).

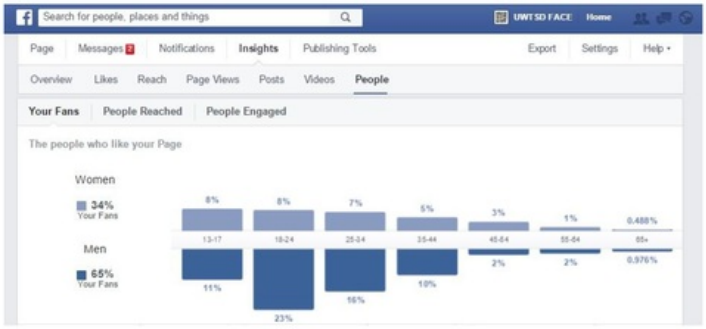


Fig 24 - FB People (1)

The tab for 'Your Fans' shows the total percentage of people like the page but then there is 'People Reached' (Fig 25) as it identifies how many people the page posts has reached and how compares it with the fans.

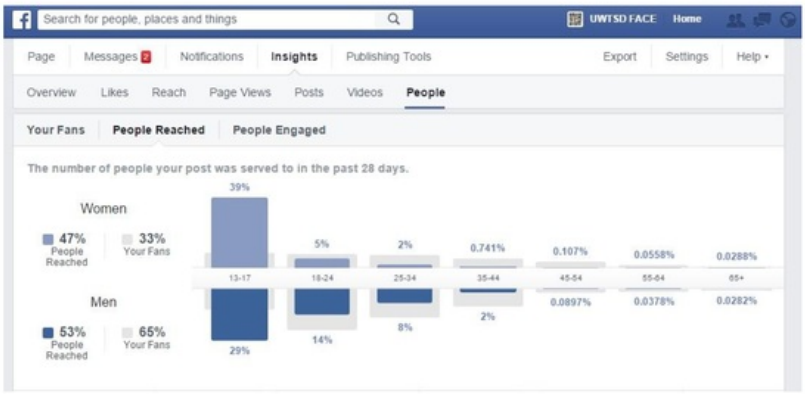


Fig 25 - FB People (2)

The other tab is 'People Engaged' to clarify how many people -that are not fans- engage with the posts and how many is the page fans to differentiate (Fig 26).

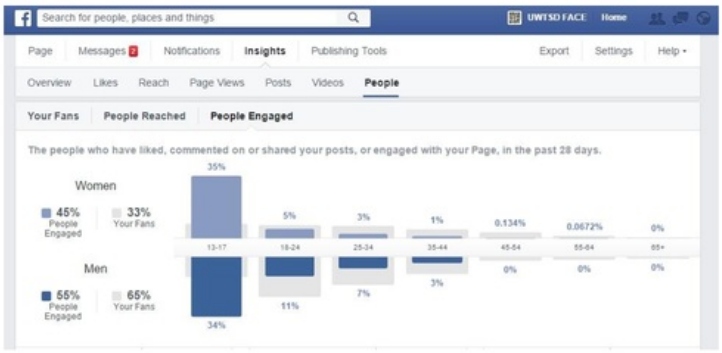
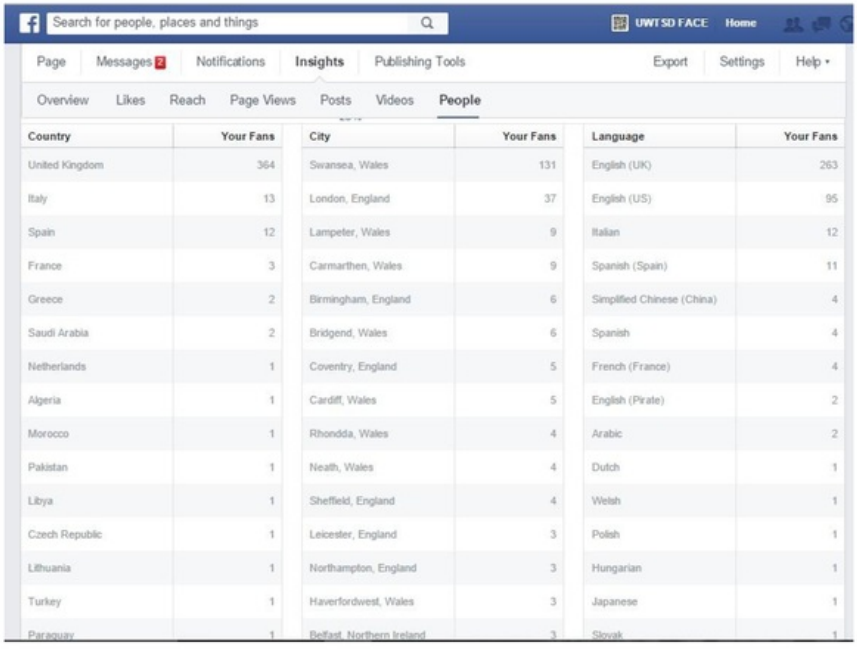


Fig 26 - FB People (3)

To have more information about the people engaging with the page for instance how many people are there in a specific country, city and what language they use and that is demonstrated in the last 3 tables (Fig 27) in peoples' tab.



Country	Your Fans
United Kingdom	364
Italy	13
Spain	12
France	3
Greece	2
Saudi Arabia	2
Netherlands	1
Algeria	1
Morocco	1
Pakistan	1
Libya	1
Czech Republic	1
Lithuania	1
Turkey	1
Paraguay	1

City	Your Fans
Swansea, Wales	131
London, England	37
Lampeter, Wales	9
Carmarthen, Wales	9
Birmingham, England	6
Bridgend, Wales	6
Coventry, England	5
Cardiff, Wales	5
Rhondda, Wales	4
Neath, Wales	4
Sheffield, England	4
Leicester, England	3
Northampton, England	3
Haverfordwest, Wales	3
Belfast, Northern Ireland	3

Language	Your Fans
English (UK)	263
English (US)	95
Italian	12
Spanish (Spain)	11
Simplified Chinese (China)	4
Spanish	4
French (France)	4
English (Pirate)	2
Arabic	2
Dutch	1
Welsh	1
Polish	1
Hungarian	1
Japanese	1
Slovak	1

Fig 27 - FB People (4)

6. Social Media Management tools (SMMt)

SMMt is a software developed to assist organisations more specifically marketing departments to publish on their SM platform/s as defined in G2 Crowd Website [71]. This tool is beneficial for marketers if the industry has more than one SM platform as then it is hard to manage all SM platforms at once. [72]–[74] Have chosen to discuss 2 SMMt and they are Hootsuite as it the most known tool and Buffer as it has unique useful features.

I. Hootsuite

Gray I. [75] discussed some of the reasons of why businesses should use Hootsuite and mentioned some of the features:

a. Multiple Accounts

The best about any SMMt is that it offers to add and manage more than one social network account and here what SM accounts Hootsuite offers to manage:

- Twitter
- Facebook Profiles & Pages
- LinkedIn Profiles & Pages
- Google+ Pages (not personal profiles)
- Foursquare
- Instagram
- WordPress blogs
- Vimeo, tumblr, evernote, flickr, mailchimp, slideshare, storify (via 3rd party apps)
- YouTube

"Through Hootsuite we are able to upload videos to our YouTube account; add titles, descriptions, tags, categories and set privacy levels. We also use our dashboard to monitor engagement – number of views, comments, likes, dislikes and favourites. It is a useful tool for getting a high-level overview of interaction and engagement, without having to conduct in-depth analysis. We are also monitoring who is watching our channel and their details – number of channel views, subscribers and total upload views."

Lauren Howard [76]

b. *Cross-Platform Availability*

Hootsuite can work on most operating systems as Windows, Mac OSX, Linux and it is a web-app that works on all browsers. It is also available on all mobile platforms as Android, iPhone, iPad and blackberry but not for Windows Mobile.

c. *Generated Reports*

Hootsuite users receives emails with information about their '*click summaries*' as a pdf attachment that has graphs and it shows:

- Daily number of clicks
- People who clicked country information
- Top referrers
- The top popular links

This is available for free to all users and it works only if users use Hootsuite constantly to manage the networks and that is because it uses their url shoretner (ow.ly) to record click-throughs.

d. *Schedule Posts*

Gaines T. [77] mentions Hootsuite allows to schedule individual messages, if needed to schedule ton of messages there is 'Bulk Schedule Uploader' that uses Excel template to schedule and structure various messages that costs $9.99 monthly in their upgrade.

e. *Team Members*

In large industries there are a group of SM management department, there will be more than one employer. Hootsuite Teams service offers a communication tool that divides teams to deal with different tasks where it benefits in replying to messages fast and adequately.

f. *RSS Syndicator*

RSS firstly stands for 'Really Simple Syndication' while it can automatically publish new RSS feed content such as blog posts and anything else done manually to all SM accounts and other connected networks.

g. *Extra Features*

- Hootsuite offers vanity short url for users who are constantly sharing links across all their SM platforms, but it is available only for Hootsuite upgraded accounts; pro or enterprise.
- There is Hootsuite University that offers to teach skills and *'best practice to help you excel with Hootsuite'*. To add, they also offer Hootsuite Education and Training, Hootsuite certification and that offer is free trial to start with, but then have to pay $21 per month.

h. *Hootsuite Pricing*

Hootsuite offer 3 different plans; Free, Pro and Enterprise demonstrated in (Table 2) [78]:

	Free	Pro From £6.99/month	Enterprise
Social Profiles	Up to 3	50 included, up to 100	Unlimited
Enhanced Analytic Reports	Basic	1 included, up to 10	Unlimited
Message Scheduling	Basic	Advanced	Advanced
App Integrations	None	1 included, up to 9	Up to 500,000
RSS	Up to 2	Unlimited	Unlimited
Hootsuite University	Optional	Optional	√
Security	None	√	Advanced
Vanity/Custom URL's	None	Optional	Optional
Enhanced Technical Support	None	Optional	√
Professional Service	None	None	√
Dedicated Account Rep.	None	None	√
Compliance Integrations	None	None	√
Geo-Targeting	None	None	√

Table 1 - Hootsuite Pricing

II. Buffer

a. Multiple Accounts

Buffer offers to add multiple accounts as identified by Hines K. [79], but the free account allows the users to only add one account/page per network and here what social networks can be added:

- Twitter profile
- Facebook profile
- Facebook Page
- Google+ Page
- LinkedIn profile
- LinkedIn Page
- App.net profile
- Pintrest

If needed to add more than one account/page in each platform can upgrade to Awesome account that allows you to add 12 profiles.

b. Cross Platform Availability

Hines K. [79] pointed out that Buffer can be used on all modern browsers as Google Chrome, Firefox or Safari, it is also available for mobile devices iPhone, iPad and Android devices and users can use their mobile phone browser to bookmark and add updates to their Buffer.

c. Scheduling Posts

Buffer allows to post content, to schedule and to customise the chosen SM account as mentioned by Hines K. [79]. He adds, that Buffer has teamed with Twitter analytical tool called Followerwonk to help their users to find out the best time to tweet to reach the majority of the audience. In addition, there are an app called Echofon for mobile phones that easily schedule posts to Twitter and Buffer will automatically tweet it in the perfect time as after it sends analytics for the tweet.

d. *Team Members*

Cooper B. [80] highlighted that there are different plans to fit any business size, where there are three available plans and they are:

Small:

- 25 social accounts
- 5 team members

Medium:

- 50 social accounts
- 10 team members

Large:

- 150 social accounts
- 25 team members

In bigger organisations that has big marketing teams Buffer offers up to 25 members in the same account to make collaboration better and if more members are needed can contact Buffer.

e. *RSS Feed*

As mentioned by Lee K. [81] users can view feeds and then added straight to queue and this can happen by "*grabbing the feed and pulling to buffer*". Furthermore, it allows users to change the text format, format the text and it sends the time of the update, so it updates in the real time.

f. *Analytics*

The analytics upgrade which is free presents reports of all clicks, retweets, mentions, favourites and reach. On the other hand, Lee K. [81] goes on to say that buffer offers an advanced plan for businesses where they can measure their important 'stats' with graphs next to it and can choose any timeframe to view metrics. Businesses can also export it into a google spreadsheet, buffer apply some formulas and this feature can be accessed through buffer stats dashboard.

g. *Extra Features*

The best productivity hack in Buffer is that it offers a browser extension which is free and it works on Chrome, Firefox, Safari and Opera. Lee K. [81] also mentions that the extension appears next to the address bar just on the top right of the browser as shown in (Fig 28) and it useful to share directly from any web page that the user is on.

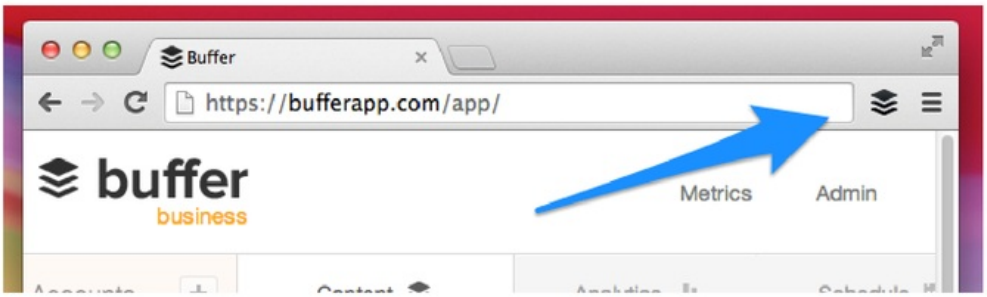


Fig 28 - Buffer Extension

Cooper B. [80] wrote that Feedly is news reading app to helps users to find and read topics they are interested in and then it syncs it across all devices as iPhone, iPad, Android and on any web browser. Subsequently, any article that is interesting in Feedly can be easily added to Buffer queue this happened as Buffer integrations built right into Feedly.

h. *Pricing*

Buffer [82] offers plans for '*Individual*' in (Table 3) and other plans for '*Teams and Agencies*' (Table 4) and that to make it easier for users to choose the plan that fits their needs.

	Individual Free	Awesome $10
Social Profiles	1 per platform	10
Users	-	-
Scheduled posts per profile	10	100
Social networks		
Browser extension	√	√
Mobile Apps iOS + Android	√	√
Pablo: image creator	√	√
Video and GIF: Uploader	√	√
RSS Feed	-	√
Calendar	-	√

Optimal timing tool	√	√
Link shortening and tracking	√	√
Social analytics	-	-

Table 2 - Buffer Pricing Individual

	Small $99	Medium $199	Large $399
Social Profiles	25	50	150
Users			
Scheduled posts per profile	2000	2000	2000
Social networks			
Browser extension	√	√	√
Mobile Apps iOS + Android	√	√	√
Pablo: image creator	√	√	√
Video and GIF: Uploader	√	√	√
RSS Feed	√	√	√
Calendar	√	√	√
Optimal timing tool	√	√	√
Link shortening and tracking	√	√	√
Social analytics	√	√	√

Table 3 - Buffer Pricing Business

7. Emoji ☺

Let's start with defining emoji, it is defined by Urban Dictionary [83] that the word itself is origin from Japanese (絵文字) read as moji and it means an icon that can be put in texts to express emotion or an idea. This word got spread after the early Japanese mobile phones and that is what they keyboard on the phone was named.

How this emoji evolution started in the first place? Seiter C. [84] remind us that it started way back in 1982, when Scott Fahlman recommended to use ' :-) ' on a message board for Carnegie Mellon University computer scientists as a "*joke marker*".

I. The ☺ is our new Language?!

Cohn N. asks a question about emoji saying "*Will emoji become a new language?*" and then he also adds that emoji are now used in every sentence on SM platforms. He explains that emoji appearing in a text it is a similar gesture that comes along with conversation. When speaking we use gestures that clarifies what we mean but when writing it takes away the non-verbal instruction here come the use of emoji as it '*re-incorporate*' into the texts.

Then, Hudson J. [85] discussed in his blog "*Could emoji be considered today's hieroglyphics?*" where he says that in conversations using emoji enhances messages and using this icon helps to explain what the sender exactly means.

On the other hand, People online magazine [86] talks about Nye Bill and his success because of his teaching that is aimed at the younger audience where he uses emoji to explain evolution in a YouTube Video. Nye Bill express the point that "*it's about the future*" and he adds:

> *"The next generation. People who are going to do the next thing after the iPhone, the people who are going to desalinate water with lower energy costs than we have now. Those people, that's who I'm writing for."*

He emphasises that younger people of tomorrow are going to be the future, so he uses emoji's in his teaching to 'cater' his audience. This statements suggests emoji's can also be used by industries more specifically it can benefit organisations that have a younger target audience.

II. Using ☺ in Business SM Platforms

First, Wix [87] suggested in a posted on Facebook that Twitter has advised them to use emoji's on their posts as shown in (Fig 29) by saying that "*Sometimes words just won't do. Tweet with emoji to show how you really feel*".



Fig 29 - Wix Emoji Post

Why not use them? Embrace emoji to change your brand SM voice and tone to make it friendlier, to grow your popularity and "*even make you happier offline*" as a research has done by Seiter C. [84]. She gathered '*real-deal*' scientific studies to use emoji and she gives reasons why to use them, chosen 5 and they are:

1. After analysing more than half a million of Facebook posts and 31 million tweets it was found that the use of emoji's is an effective SM status maker.
2. Using a smiley face emoji can help to reach out to your customers and followers face-to-face. When looking at a ☺, "*the same very specific parts of the brain are activated as when we look at a real human face*" as discovered by scientists.
3. Some industries would think using emoji cannot be professional to use in a work place but University of Missouri-St Louis Study tested how people would react to smiley face in work email and to social email. In both cases, it made the recipient "*like the sender more and feel that the sender like them more*".
4. When managers give a negative feedback using a positive emoji, workers receive it with a good attitude and would make the change they were asked as proven by workplace studies.
5. If wanting to be more approachable online and friendly, using emoji's is the answer as it sends that image when communicating online as discussed in a study that had participants chat online with "health experts" and "film experts".

There are lots of organisations that uses emoji in their posts, for instance Dominos (Fig 30), Hot Topic (Fig 31), Bud Light (Fig 32), GE (Fig 33), Ikea, Coca-Cola and more. [88], [89]



Fig 30 - Dominions Emoji Post



Fig 31 - Hot Topic Emoji Post



Fig 32 - Bud Light Emoji Post



Fig 33 - GE Emoji Post

Key Finding

- Technology has totally changed how people communicate between each other and changed the understanding of marketing and how it should be done.
- SM platforms are not only used by young adults but it is also used by organisations to communicate with their customers.
- Any type of industry or a start-up company use SM platform to gain customers or to increase traffic to their website.
- SMM is not just posting information in SM platforms, it is used to connect with fans in a specific way to gain more interactions when posting.
- There are different tools to use to analyse the interactions and that is offered by every SM platform, in addition to SMMt that can assist managers to manage their accounts.
- Emoji is a new language used to express emotions in writing such as texting and some organisations use it on their social media platforms.

The next chapter is Research Methodology that will discuss what type of methods are used within the research and if there were any testing done.

CHAPTER 3

RESEARCH METHDOLOGY



Chapter 3: Research Methodology

In this chapter will discuss what type of methods are used in this research to help achieve the main objectives, which are:

- Investigate SMM strategies and organisations SM accounts.
- Identify content methods to be applied on the organisations SM accounts that will increase engagement.
- Analyse each organisations SM accounts after methods applied and identify if it increases engagement.
- Recommend content methods to be used in businesses SMM strategies.

1. Research Onion

Saunders M. and Tosey P. [90] discussed that when a research is done there will be data that will be worked out and focused on, the gathered data can be done using techniques as interviews, questioners and case study and there will be procedures to analyse the data. That is the Research Onion while it contains 6 layers (Fig 34) to lead researches to choose the right philosophy to plan and carry the research as mentioned by University of Derby [91].

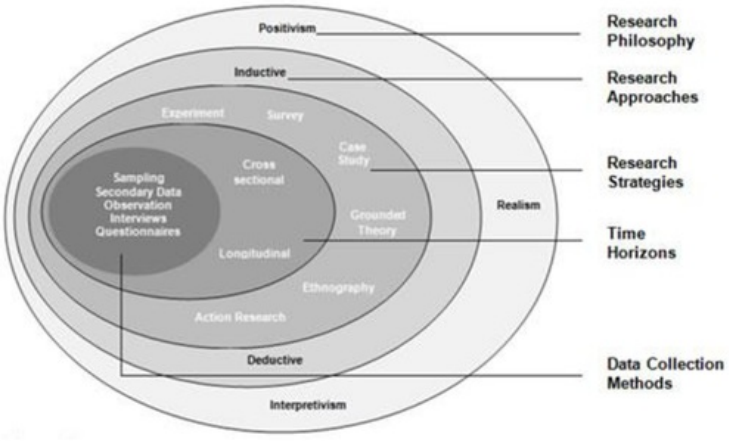


Fig 34 - Research Onion

I. Layer 1: Research Philosophies

Hilary C. [92] defines the term of 'research philosophy' as it relates to nature of development and knowledge in research. This initiate research strategy when researchers make presumptions that will give a supporting structure.

In addition, Research Philosophy has 2 elements that can be used separately depending on the type of research knowledge development and they are: phenomenology and positivism as identified by Denscombe M. [93].

Phenomenology is a focused investigation of an experience from individual perspective identifying the ways of perceiving in other words it is about 'lived experience' and without finding theories about their 'causal explanations or their objective reality'. [94]–[96]

Positivism is part of 'epistemology' which means it concentrates on the philosophy of knowing as trying to 'uncover the one truth of how things are'. Researches use scientific methods to gain knowledge and research social and psychological phenomena. [97]–[100]

This research is about 'fans' reacting to a specific behaviour on a SM posts provided by organisation where the results will be analysed using SM analytics to measure the success of the post. In this case, phenomenology would be ideal to use as we are trying to understand human 'fans' responsiveness to the SM posts.

II. Layer 2: Research Approaches

Research approach is the importance of a scientific prediction in a study and it is the main difference of the two approaches: deductive and inductive as discussed by Dudovskiy J. [101].

Deductive is related to positivism and it focuses on processing a hypothesis that is based on a current theory and then the hypothesis gets tested after designing a research strategy as defined by Wilson J. [102].

Inductive is related to phenomenology as also Wilson J. define it as when the researcher is looking to make a reflection about their research that might result to a new theory.

> *"If you are interested in explaining why something is happening, and the area is relativity new, or under-research, then an inductive approach may be better."*

Well, this was suggested by Jones I. [103] and as discussed earlier the research is phenomenology and so it will be inductive where this research will be explaining why fans react more to specific type of SM posts.

III. Layer 3: Research Strategies

Research strategies shapes is to make a plan to accomplish the research objectives by answering the research questions that is investigated. More importantly, deciding what type of research conducted by choosing a primary or a secondary research and choosing what is more convenient for the research. Here are the most common research strategies mentioned by Walsh M. [104] :

Case Study is a detailed research involving individuals, or a team of people or unit. (e.g organisation). Methods used to collect data, such as observation, participation, existing research, interview and tests, where it mainly focuses on analysing and describing.

Survey is research used in primary market and is used to collect quantitative and qualitative data. It cannot be done face to face, it is either on a paper or digitally and very commonly used by organisations to do internal research.

Interview is a highly structured formal meeting to find the most appropriate or team or individual that fits the criteria or the cause of research. It can be a discussion or a test depending on the interviewer.

Three of these strategies will be used in the research as used a case study observing and testing organisations SM pages that was mentioned in the introduction, will deploy a survey via questioners that will be based for organisations to answer and finally will interview some of SM managers.

IV. Layer 4: Research Choices

This layer offers methods in a way which designs and collect data, and every option in this layer has their own methods. In this step it benefits to decide whether to use quantitative that contains numbers as it focuses on quantity and figures, or qualitative accumulate about rich data as opinions description and personal accounts. Here are some of the methods mentioned by University of Derby [91]:

Mono-method demands strategies employed, philosophical choices and philosophy and it is called mono as it has to use either quantitative or qualitative.

Mixed-method it is about joining data collection and analysis, using both types quantitative or qualitative. And it is argued that using mixing both methods can be obtaining data as if there any gaps in the data it can be either predicted or filled.

Consequently, mixed-method will be used in this research as will collect data from the survey, interview and the analytics for SM platforms and then will analyse that data.

V. Layer 5: Time Horizon

Time horizon has 2 options either cross-sectional and longitudinal as mentioned by Saunders M. et al [105] and they define time horizon as it is "*they study of a particular phenomenon (or phenomena) at a particular time*". This part is what the researcher decides if their research is going to be a 'snapshot' taken at a specific time and that is cross-sectional. Or if the research is going to be a series of snapshots as a diary and it will represent events happened over a specific period, this will be longitudinal. The authors emphasize that these time horizons will be depending on what research strategy is the researcher going after what choice of method to design the research.

Due this is an academic research and it has time constrain, so the research will be cross-sectional and will be able to compare the results as SM analytics can show results before methods was applied.

VI. Layer 6: Data Collection

In a research there is 2 types of methods, they are either secondary data and that is collection of views related to the topic by different authors, this is incorporate in the 'Research and Review Literature'. The other method is primary data that is collected to prove a topic that the researcher is using under investigation or a study. [106], [107]

In quality for qualitative research can be determined in terms of validity, reliability, and generalisability as explained by Leung L. [108] and he defines each:

Validity also means 'appropriateness' of the process data tools and commonly used in qualitative research. Where the results of data collection have to exactly meet the objectives/aims of this research.

Reliability after the data has been considered valid it has to be reliable, where the results can be accurate and stable. Though, there could threats in reliability as mentioned by Saunders et al. [105] and they are:

- participant error
- research error
- participant bias
- researcher bias

Generalisability is when a research is mean to investigate a specific type of population or group and it has principles and they are:

- use of systematic sampling
- triangulation and constant comparison

- proper audit and documentation
- multi-dimensional theory

Validity, reliability and generalisability were taken into account carefully when designed and planned the survey questioners, interviews and the case study. Where in the survey and interview every question is going to be explained 'why it was asked'. All four threats in reliability will be considered to protect the data from being bias as firstly created a pilot survey to make sure when participants answer with their own opinion and a semi-structured interview. The target audience for the people participating in the essay are SM managers in various industries no age limit.

a. Questionnaire

Brace I. [109] defines questionnaire is questioners that are designed for 'self-completion' that participants fill a survey and this term is also rarely used for an interview. Moreover, survey is a classic method to use when a research is conducted and it was defined by Mathers N, and Fox N. [110] that it is commonly convenient for non-experimental descriptive designs to collect data on a specific behaviour or attitude.

Questionnaires can have some issues relating to sampling and to resolve some of problems that can appear when choosing different methods in research as interview. Brown J. [111] claims to must weigh the advantages and disadvantages of questionnaires and they are:

Advantages

- They survey participants and creator can be anonyms
- Creating surveys can be cheap and fast to be done
- It can conduct a large-scale study
- Participants can fill the survey on their own time
- Using surveys can help to cover a wide range of geographic area
- Surveys can control subconscious bias and controls any other types of bias

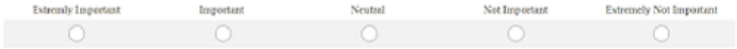
Disadvantages

- Surveys can usually have low return rate
- Survey answers can usually be incomplete
- Surveys can have no control over the environment or over order
- Surveys can be relatively: rigid, artificial, impersonal, restricted data and simple
- It can be hard to look for other observations in surveys as its only written behaviours

The survey questions where designed using 'SurveyMonkey' it generates its own link which was sent by email to managers of SM accounts within the university and other managers. The staff in the university, friends and family has also offered to help by sending the survey link to friends that works in other industries and uses SM. The analysis for the survey generated automatically through SurveyMonkey where it shows a summary view of the data by showing; individual responses, it filters and compares, creates dynamic graphs and more [112].

Before the survey was sent out there were a pilot survey sent out and a pilot study is aimed *"to try out the research approach to identify potential problems that may affect the quality and validity of the results"* as defined by Blessing L. and Chakrabarti A. [113]. Basically, the pilot survey is sending the first draft of the questionnaire to identify if there are any problems or a need to restructure questions insure the survey quality and validity.

The questions that was provided in the survey is shown in a table (Table 5) with answer options and participants feedback. After feedback was given back from participants' questions was deleted and other questions was restructured as the final survey questions shown in the Analysis chapter.

Num	Question	Answers choices	Feedback
1	How important do you think Social Media Marketing is for your organisation	a. 1 b. 2 c. 3 d. 4 e. 5	There was a suggestion of changing it from 1-5 to this structure: 
2	How often do you post on Social Media.	a. everyday b. Several times a day c. 2-3 times a week d. once a week e. Every other we	There was an advice to change this to less complicated and more basic option, and to add 'other' box in case someone has another answer to mentioned.
3	What's your Social Media platform do you use	a. Facebook b. Twitter c. Instagram d. Other_____	There was another suggestion to add more SM platforms to make the participants answer easier and faster.
4	What's your Social Media platform do you use most commonly	a. Facebook b. Twitter c. Instagram a. Other_____	Cancelled this question as suggested as there is no difference between this question and the one before Q3.

Num	Question	Answers choices	Feedback
5	Do you use social media for the following activities:	a. Promotional Post b. Paid Advertising c. Research competitor activities d. Customer research e. Customer feedback	There was a change of the question structure as suggested.
6	What strategy do you use for your posts	a. Yes b. No	This question got cancelled as it needed a definition for strategy and changed it to a different question
7	For your business what do you post on social media	a. New products b. Product update c. Promotional offers d. Business news e. Events f. Business job advertisements	The question structure has changed as there is grammar mistakes and wrong words used.
8	Which of these posts get more fan engagement	a. Question the fans b. Vote c. Quote photo d. Shout outs to dedicated fans e. Fill in the blank f. Caption image g. Hashtag g. Other _____	Some managers might not know any of those methods added pictures to explain each of the choices. The pictures will be opened on a different tab when participants click on the hyperlink word/s.

Num	Question	Answers choices	Feedback
9	Do you use social media management tool (e.g hootsuite)	a. Yes b. No (if no please go to question 7)	Just added more examples for SMMt as the participant can at least know one type of them.
10	What Social Media management tool you use	a. Hootsuite b. Buffer c. Crowdbooster d. Co-schedule e. Other	There was some suggestions to cancel the question.
11	What do you use Social Media Management tool for	a. Scheduling b. Availability of different	Added more options
12	How beneficial has social media been on your organisation	Text Box	Question structure has changed

Other Feedback	There were other suggestions made in the pilot survey as adding a video in the introduction, text introduction had grammar mistakes and added more questions.

Table 4 - Pilot Survey Questionnaire

b. Interviews

On the contrary, interview is when a conversation happening between two people, where one of the people will be the interviewer to ask questions that seeks for a particular purpose and the interviewee is going respond to the questions as defined by Gillham B. [114].

Brown J. [111] also claims to must weigh the advantages and disadvantages of interviews and they are:

Advantages

- Interviews has a high return rate
- There could be less questions not answered
- Interviews give the opportunity to involve realia
- Interviews happens in a controlled environment
- The answers for the interviews are controlled
- Interviews can relatively: flexible, personal, rich data and complex

Disadvantages

- Interviews can be expensive and time-consuming
- Interviews are small scale study
- Interviews are never % anonymous
- Interviews are restricted geographically and scheduling
- There is a chance for subconscious bias and other types of potential bias
- Interviews can have some potential inconsistencies

Interviews was undertaken in this study to support the research validity and interviewed 2 of SM managers. The interview questions were semi-structured it is "used when the researcher knows most the questions asked but cannot predict the answers" as defined by Morse J. and Field P. [115] . Interview questions had the same structure as the survey and then questions added when conversation was going in the interview. Interviews was done to establish a great research quality by

gathering data and gain valuable information from industry professionals working in the field of SM management.

c. *Case Study*

Woodside A. [116] has mentioned a definition for case study that was said by Yin R. [117] and it is:

> *"A case study is an empirical inquiring that investigates a contemporary phenomenon within it's a real life context, especially when the boundaries between phenomenon and context are not clearly evident"*

If there is an extensive research done and uses large set of individuals (as person, culture, society, event, organisation, group, industry etc.) and also about a phenomenon. Then researches will collect empirical data by planning a strategy as surveying large-scale of people (participants), where then participants answer the series of questions that provides information. Hence, to understand and explain the phenomenon is by getting information about frequency distributes and relationship between the variables understudy provided by the survey answers as discussed by Swanborn P.. [118]

In this case study research as discussed will use surveys and interview questionnaires to help understand and explain the phenomenon of SM marketing. Suggested to the organisations used in the study (UWTSD FACE, The Crepe Vine, WK Biked and Quadzilla) to use their SM platforms more efficiently to market their products/services by posting creative posts that will get them the attention they need. Where the managers of SM in other organisations will answer questions about their knowledge and understanding of SM marketing as lots of businesses use SM as information platform than a fun conversational platform to connect with customers.

Therefore, there were methods used in the case study organisations SM platforms and analysed the analytics for the methods used in the posts. This is going to help identify what type of post gets more engagement and works well with a type of an organisation.

Every organisation in this case study has a received a 'recommendation' word document that has offered different post methods for Facebook to increase the interaction between the organisation and their fans. The recommendation letter contained Bunskoek K. [119] '8 ways to improve your Facebook Engagement' and they are:

#1: Solve Problems with Photos:

Including images when posting which gives fans a solution for a problem or an advice to improve their life, it can get more interaction. For instance, Whole Foods uses this post tactic "*to encourage fan discussions about product-related solutions to common problems*" as shown in (Fig 35).



Fig 35 - FB Post Method (Photos)

Tips:

- It is better to post images and videos directly to the page rather than sharing a links.
- When posting images on Facebook make sure to optimise the image to 403 X 403 pixel as larger images will not show the whole image on the timeline unless it is clicked through.

#2: Give a Shout-out to Your Customers

When fans post an interesting or creative content as images that is connected to the brand use it on your own page as people love to see their content or their friends content shared. For example, Starbucks used a talented customer drawing as their cover photo and they give the customer a shout-out in the image description with a link for their Instagram account as shown in (Fig 36).



Fig 36 - FB Post Method (Shout out)

Another example, last year Walmart used real photos from their fan base to create a seasonal cover image and (Fig 37) was one of their seasonal photos.



Fig 37 - FB Post Method (Shout out1)

Tips:

- To increase the reach and impact is cross-promotin Facebook shout-outs to Twitter and Instagram.
- Fans that shows off with products/services or promote the brand give them some attention.
- Members can help to boost shout-out exposure when taking advantage of brand related content from clubs or teams.

#3: Involve Customers With a Question

Let your fans get involved by giving a chance to be heard and comments where they can share the voice by asking them a question to share their consumer preference. Involve the fans to name a product, describe memories or moments that is related to the brand. Skittles in (Fig 38) for example asked their fans "to describe the moment they opened a pack of the candy" as this post received more than 5000 interactions.



Fig 38 - FB Post Method (Question)

Tips:

- Questions have to be kept simple
- Questions can be related to consumer life, like where and how they used product/Service
- Keep up with customers' feedback through comments and messages and other SM accounts

#4: Let Them Fill in the Blank

When posting content with a short sentence then give mess a word from them to complete to generate comments and shares. (Fig 39) show Pringles using fill in the blank method to connect a summer holiday with a flavour and Pringles monitor comments to find out their fans product preference.



Fig 39 - FB Post Method (Fill in the blank)

Tips:

- Fill-in-the-blank method is a technic for a 'two-pronged' engagement by interacting with SM fans and to get to know them.
- This post technic is better to use when connecting it to a specific event as a Holiday, Football match.
- To engage with fans on personal level post or let them share awkward or funny situations.

#5: Crowdsource Photo Captions

When choosing an image make sure that to think about the triggered emotion and add a fascinating image by giving fans a chance to caption it. Because people loves to interact with brands they identify themselves with giving a caption for an image as they shown over 250,000 interactions for National Geographic post (Fig 40).



Fig 40 - FB Post Method (Caption)

Tips:

- When posting for images caption, the images should be: inspiring, provocative or humorous.
- Find photos can visit Flickr Creative Commons, Reddit's Pics, iStockphoto and Shutterstock and if images are not for a public domain then mind copyright.
- To increase fan engagement to the post, create a photo caption contest.

#6: Share Quotes

When posting photos with a caption it triggers the 'Me, too!' feelings and fans express their feeling easily by pressing the like button. This method is powerful on Facebook like button and this will create a great connection with the good feeling when quote associated with the brand. Disney used a quote with an image (to increase engagement) to connect with their fans with funny moments from their movies, see (Fig 41).



Fig 41 - FB Post Method (Quote)

Tips:

- Quotes used in the post should support the campaign aims.
- When posting a quote use visuals and memes to increase the interaction where Bunskoek K. suggests some good sites to create memes as: Memecruch, Quickmeme and Imgflip.
- If got stuck to think of quotes Bunskoek K. suggests find quotes on The Quotations Page on Facebook, Bartleby.com site or use #quote on Facebook or Twitter.

#7: Gather Votes With Like vs. Share

Voting on this method is visible where fans get motivated to interact when asking them to either 'like' if the like the first choice or share if they prefer the second option. Another post method Walmart frequently uses sharing a post of two competing images with an explanatory overlay small graphic to describe check (Fig 42).

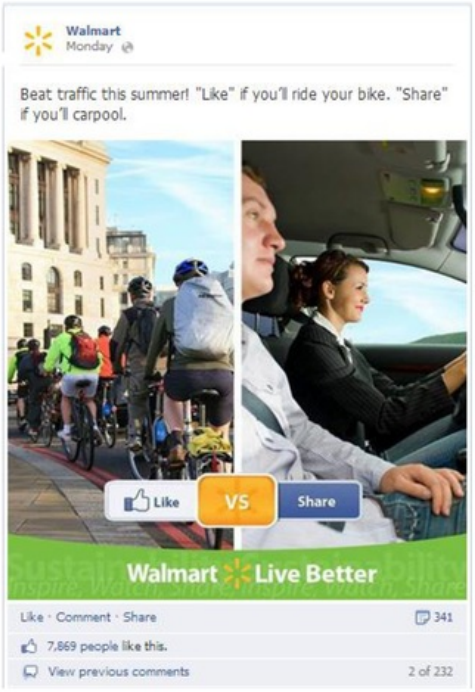


Fig 42 - FB Post Method (Vote)

Tips:

- When using this post tactic triggers strong emotions within the community by using controversial choices.
- Make sure you add the brand logo in the image.
- To edit images use digital image editing applications as suggests Photoshop, Photofiltre or Paint.net to add the overlay graphic in the images.

#8: Use Hashtags

(#) is used to categorise the term behind it in SM platforms to help increase the brand, product and campaign awareness to increase and wider the audiences on Facebook. Where Sephora opens up an interaction with their fans using the hashtag '#OneQuickQuestion' (Fig 43).



Fig 43 - FB Post Method (Hashtag)

Tips:

- When have specific campaigns use a hashtag to increase engagement and awareness.

- When using the # use common terms to increase the post conversation and its visibility such as #tbt and that means throwback Thursday.
- Search for hashtags used by your fans, partners and competitors to join the conversations.

Because of the time concerns for this case study and the organisations not using Twitter as the main platform for their online marketing have not provided post methods for Twitter. The next chapter is going to discuss the analysis for the survey, interview and Facebook analytics for the posts and methods used in the organisations.

2. Key Findings

- The research philosophy is phenomenology as it is about understanding how people 'fans' respond to organisation posts on their SM platforms.
- Because the research is phenomenology the research approach will be inductive.
- In the research strategy will contain survey, interviews and a case study analysis.
- Mixed-method is going to be used in research choices as the data collected from the survey, interview and the case study analysis.
- This research is academic where the time horizon is cross-sectional as it has a time constrain.
- The data for the survey is collected by SurveyMonkey, interviews are recorded and done face-to-face, and the case study methods is analysed with Facebook insights.

CHAPTER 4

ANALYSIS



Chapter 4: Analysis

Boeije H. [120] mentioned that there are several definitions for analysis and the closest definition to associate to qualitative analysis that was defined by Jorgensen:

> *"Analysis is a breaking up, separating, or disassembling of research materials into pieces, parts, elements or units. With facts broken down into manageable pieces, the researches sorts and shifts them, searching for types, classes, sequence, processes, patterns or wholes. The aim of this process is to assemble or reconstruct the data in a meaningful or comprehensible fashion."*

As mentioned before the analysis of the survey answers will generated automatically by SurveyMonkey and added the data next to the question, analyse it, did it match the expectation and the 'relation' which relates to research and review of literature.

1. Survey

Question 1: How important do you think Social Media Marketing is for your organisation?

Data:

	Extremly Important	Important	Neutral	Not Important	Extremely Not Important	Total	Weighted Average
(no label)	76.92% 10	23.08% 3	0.00% 0	0.00% 0	0.00% 0	13	1.23

Fig 44 - Q1 Data Graph

Data Analysis: as shown in (Fig 63) showing the majority of the participants which is 76.92% feel that social media marketing is 'extremely important' for an organisation and the rest 23.08% think it is 'important'.

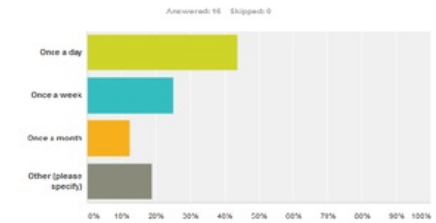
Expectation: the results of the survey was as expected, in our current time and year having SM accounts are a necessity to all types of industries. Social Media is almost like a search engine that people use for finding out about brands.

Relation : the results have proved that SM is 'extremely important' tool for organisations as Evans D. and McKee J. [60] emphasised earlier as mentioned in 'research and review literature' when they said

"Social Media has become a primary tool for higher levels of fans engagement, directly driving lead generation through interaction and content sharing..."

Question 2: How often do you post on Social Media?

Data:



Answer Choices	Responses	
Once a day	43.75%	7
Once a week	25.00%	4
Once a month	12.50%	2
Other (please specify)	18.75%	3
Total		16

Fig 45 - Q2 Data Graph

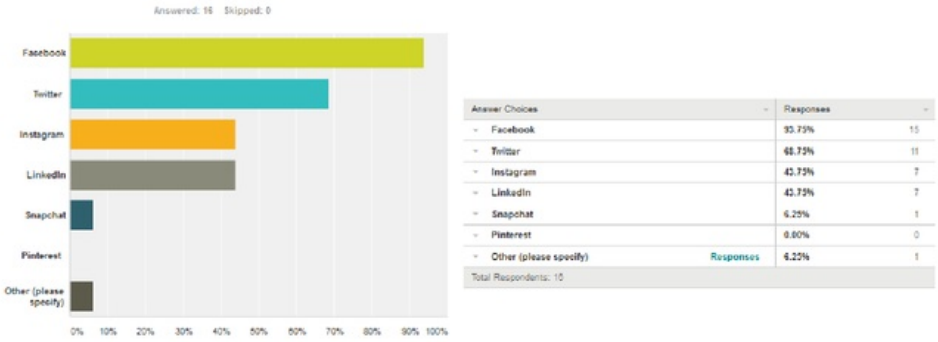
Data Analysis: (Fig 64) graph demonstrates that 43.75% of SMM managers that took part in the survey said they at least post once a day on SM accounts compared to the 12.50% of SMM managers who only post once a month. Therefore, by looking at the results you can see that a higher percentage of SMM managers are more active in a daily basis on SM platforms.

Expectation: as predicted organisations raise their brand awareness by posting regularly, to reach more people by appearing in their newsfeed constantly.

Relation : as explained in SM analytics it is important to have more interactions from fans as they give higher EdgeRank, where the algorithms keeps the post popping up on their friends newsfeed.

Question 3: What Social Media platform/s do you use for the organisation?

Data:



Answer Choices	Responses	
Facebook	93.75%	15
Twitter	68.75%	11
Instagram	43.75%	7
LinkedIn	43.75%	7
Snapchat	6.25%	1
Pinterest	0.00%	0
Other (please specify) Responses	6.25%	1
Total Respondents: 16		

Fig 46 – Q3 Data Graph

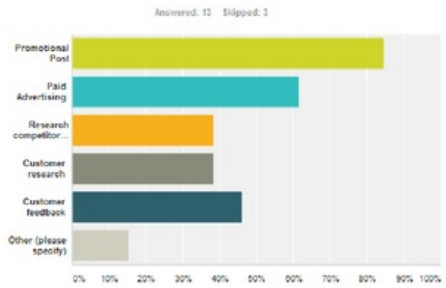
Data Analysis: looking at the results from (Fig 65), Facebook is the most important and preferred platform to be used whereas 93.75% of the managers has chosen it and then Twitter with 68.75%.

Expectation: Facebook is the most known and used by people and organisations as it offers lots of options when it comes to creating content such as unlimited characters when writing a statues and can add an image or any length of video in a post.

Relation : as shown in the statistics there are almost 900 million users that sign in to Facebook on a daily basis and organisations uses this platform more as they can reach more people in different countries.

Question 4: Which of the following activities do you use Social Media for?

Data:



Answer Choices		Responses	
Promotional Post		84.62%	11
Paid Advertising		61.54%	8
Research competitor activities		38.46%	5
Customer research		38.46%	5
Customer feedback		46.15%	6
Other (please specify)	Responses	15.38%	2
Total Respondents: 13			

Fig 47 – Q4 Data Graph

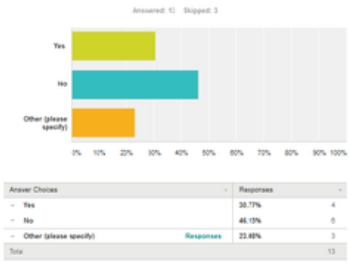
Data Analysis: the graph in (Fig 66) displays the highest percentage is 84.62% for promotional post and the lowest option was for organisations to use it for researching about their competitor activates and to also research about their customers with 38.46%.

Expectation: the results was shocking as most of the managers did not use SM for researching about competitors and researching about their customers. The reason is, first have to research to learn about the customers to connect with them, then promote their products/services. And then, have to know how to keep the fans interested with the brand SM account, by searching what other competitors are doing to keep up with the 'game'.

Relation : it was discussed earlier it is important to keep up with the customer and researching about them as that is one of the important steps in basic marketing, and as mentioned marketing is the heart of the organisation and the customer is the heart of marketing and the brand. On the other hand, researching 'the competition' of other brands in the same industry or not, crucially in SM to keep up with new ideas, most popular used hashtags and worldwide events to connect with the brands.

Question 5: Do you plan your posts to be conversational?

Data:



Answer Choices	Responses	
Yes	30.77%	4
No	46.15%	6
Other (please specify)	23.08%	3
Total		13

Fig 48 – Q5 Data Graph

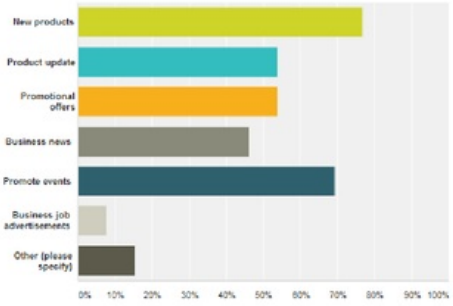
Data Analysis: the results from (Fig 67) show that 46.15% of the SM managers do not plan their posts to be conversational disputes there are only 30.77% who only plan their posts to be conversational.

Expectation: those results was very unfortunate and very disappointing as in SMM tactics, it is very important to always think to post in 'conversational' way to open a conversation with the fans. This gives a chance to fans to speak their opinion about a product/service and in the same time helps the organisation to make decisions.

Relation : DeMers J. said organisations have to humanize their brands, to be more approachable to customers as they connect more with emptions.

Question 6: What type of 'content' do you use on Social Media posts?

Data:



Answer Choices	Responses	
New products	76.92%	10
Product update	53.85%	7
Promotional offers	53.85%	7
Business news	46.15%	6
Promote events	69.23%	9
Business job advertisements	7.69%	1
Other (please specify) Responses	15.38%	2
Total Respondents: 13		

Fig 49 – Q6 Data Graph

Data Analysis: (Fig 68) presents that the main aim for SM managers to promote on their page is about their product and after that is promoting events. The lowest percentage where for advertising about 'other'[1] answers with 15.38% and with same percentage of 53.85% for products updates and promoting professional offers.

Expectation : the answers of the participants was very expected as the main aim for organisation would be to market their products/services and then promote their event to increase and motivate people to buy products or attend their events.

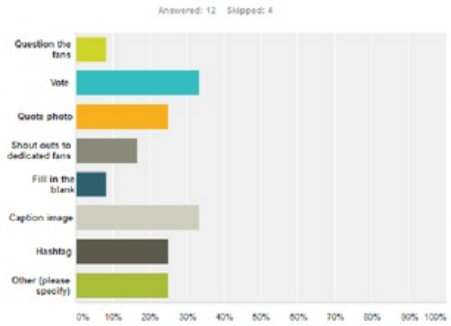
Relation : when organisations promote products and increases sales, it increases the ROI for the organisation and when they promote events they gain more people to join the events and also increases the sale of the tickets.

Correlation: if in Q4 the answer was the use Facebook for promotional offer then the answers here are will be promoting new products, product update and promotional offers.

[1] 'other' answers will be shown in the appendices for every participant

Question 7: **Which of these posts get more interaction in your opinion?**

Data:



Answer Choices	Responses	
Question the fans	8.33%	1
Vote	33.33%	4
Quote photo	25.00%	3
Shout outs to dedicated fans	16.67%	2
Fill in the blank	8.33%	1
Caption image	33.33%	4
Hashtag	25.00%	3
Other (please specify) Responses	25.00%	3
Total Respondents: 12		

Fig 50 – Q7 Data Graph

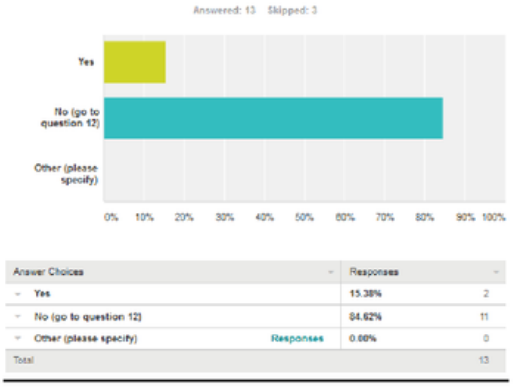
Data Analysis: there was competitive results between 'captioning an image' and 'vote' as a method to use when posting with both having the same results of 33.33%. Similarly, the methods of 'Hashtag' and 'Quote Photo' posts that 25.00% of SMM managers agreed that is less interacting.

Expectation: learning from these results using 'captioning an image', 'vote', 'Hashtag' and 'Quote Photo' methods in posting in the participants' point of view gets more interaction by their fans.

Relation : the post that uses images, hashtags and find more other ways to connect with their customers by humanizing the brand, and opening new ways to connect with fans and get an effective instant interaction.

Question 8: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)?**

Data:



Answer Choices		Responses	
Yes		15.38%	2
No (go to question 12)		84.62%	11
Other (please specify)	Responses	0.00%	0
Total			13

Fig 51 – Q8 Data Graph

Data Analysis: the results for SMM managers using SMMt was very low with 15.38% and higher number with 84.62% of participants not using the tool.

Expectation: SMMt is a very useful tool for SMM and more importantly, some small business marketing manager as they have a lot in hands and this tool will save them so much time.

Relation : the reason to why organisations do not use this tool as it could be because there are too many options for them to choose from.

Question 9: What was the aim to start using Social Media Management tool for

Data:

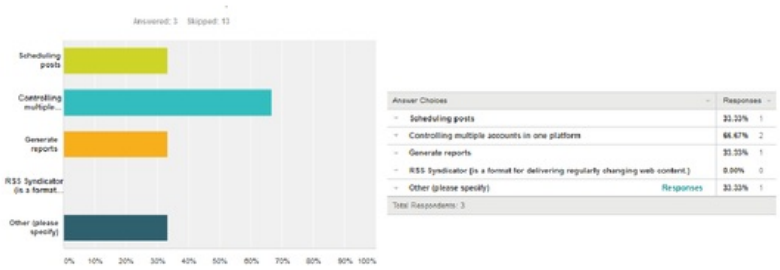


Fig 52 – Q9 Data Graph

Data Analysis: from the 15.38% participants who answered with yes to using SMMt in previous question, uses the tool mainly for controlling multiple accounts and it has 66.67% where the rest are equal with the results 33.33%.

Expectation: this result discovered that the most reason that SMM managers use SMMt to control their SM accounts as every organisation will at least have and account on Facebook and Twitter.

Relation : SMMt important feature is that it offers to the users the ability to control different SM accounts from one platform as that easily help the SM manager and not need all accounts open on the browser.

Question 10: **In what way has Social Media benefited your business?**

Data:

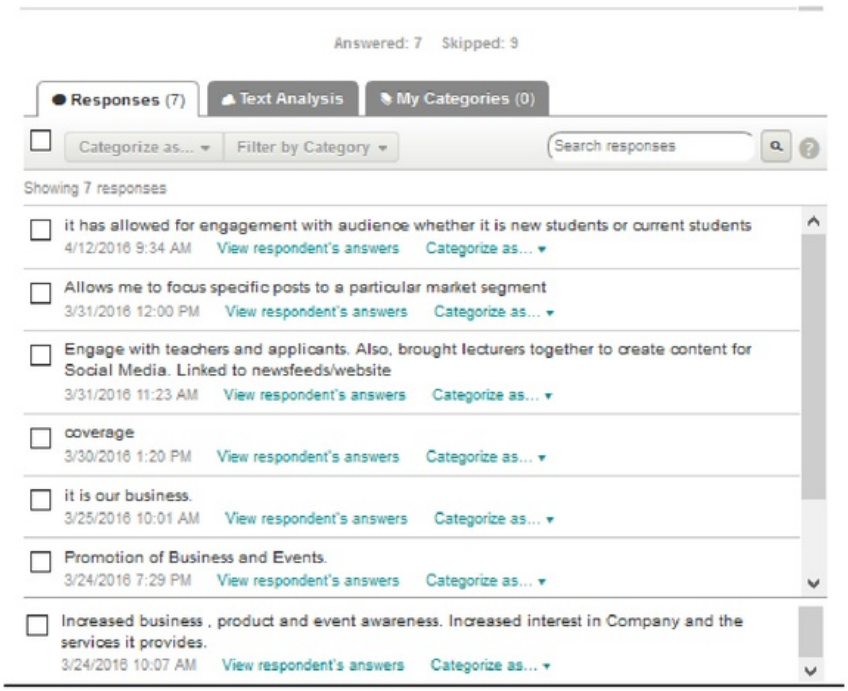


Fig 53 – Q10 Data Graph

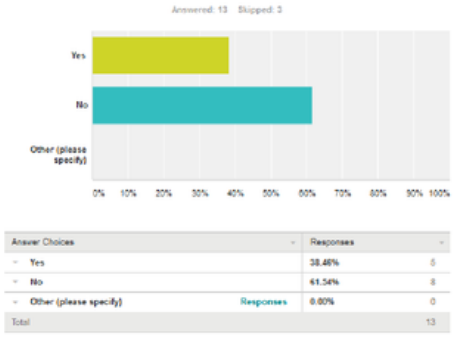
Data Analysis: this question had a text box for answers and as (Fig 72) displays the answers that was provided by the participants explaining how SM has benefited their business. Most answers were about "engagement with audience" and "promote".

Expectation: noticed on of the answers had a unique answer that using SM has helped the organisation for "market segment" as the rest of the answers is very common that they use it to reach a higher 'coverage' and to promote their business and events.

Relation : Karr D. mentioned the top "*5 reasons why customers follow brands*" as mentioned before and the first reason was "*promotions and discounts*" and that explains the result of businesses benefiting by promoting their products.

Question 11: Do you use emoji's in your posts to connect with your fan base?

Data:



Answer Choices	Responses	
Yes	38.46%	5
No	61.54%	8
Other (please specify) Responses	0.00%	0
Total		13

Fig 54 – Q11 Data Graph

Data Analysis: the graph presents that there are more SMM managers who do not use emoji when posting on their SM accounts with a percentage of 61.54 and the rest of the 38.46% said they use it.

Expectation: it was no surprise from those results as businesses still afraid to cross the line and sacrifice using emoji on their SM accounts as they are afraid to lose their fans or be misunderstood.

Relation : business owners are hesitate in taking chances as in the business world taking chances can let them lose their fans or lose the brand image by adding an emoji in their posts.

Question 12: Please shortly explain why you do or do not use emoji in your posts?

Data:

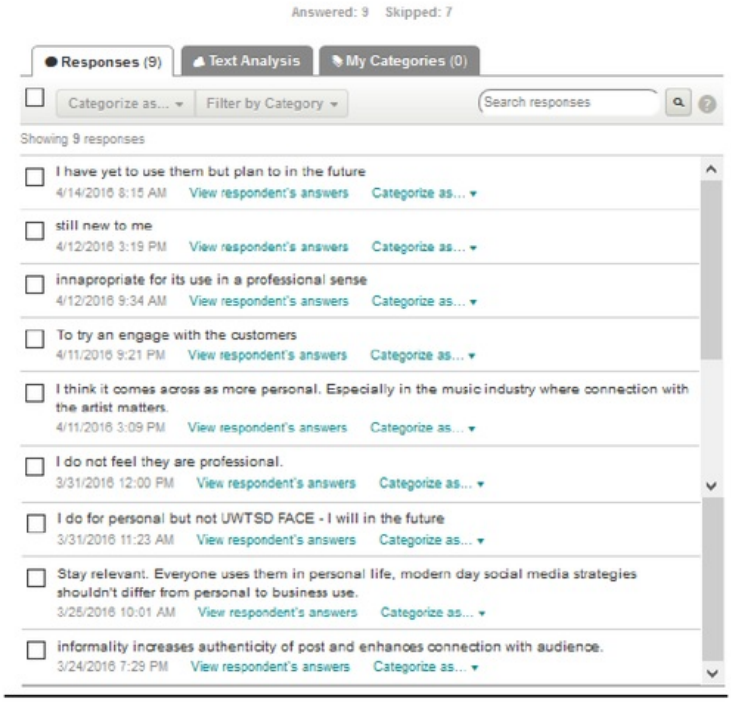


Fig 55 – Q12 Data Graph

Data Analysis: as shown the answers in (Fig74) has identified the reasons of participants using or not using emoji when posting on SM platforms. The common answers for not using emoji in posts where that it is 'not professional' or 'inappropriate to use'.

Expectation: some of those answers was predicted as mangers thinking it is not professional to use on their SM platforms and people have not thought of using them in their business SM accounts.

Relation : this proves that business have less understanding of the use of emoji can give deeper connection with the customer.

2. Interviews

The questions of the interview were the almost the same as survey questions and the interviews were done face-to-face so some questions can just come up with the flow of the conversation. The first interview was done with Facebook page manager of UWTSD FACE (Kim Wills) and her position is Senior Marketing in University of Wales Trinity Saint David. Second, interview was done with Marketing International Officer (David Derbyshire) working in City School of Languages.

Question 1: How important do you think Social Media Marketing is for your organisation?

Kim Wills : 'it is very important, because the University recruits young people and they use SM to communicate and SM has rich content that allows to send visual messages.'

David Derbyshire : 'it is very important specifically to keep students and agents informed' and 'it gives a flavour of what the school is like compared to e-newsletters and emails'

Analysis : both participants believe that SMM is very important for their organisation

---

Question 2: How often do you post on Social Media?

Kim Wills : 'couple a week though should do more'

David Derbyshire : 'it depends on the busy schedule of office work and it can be between 2-3 times a week'.

Analysis : both participants post couple posts a week

Question 3: What Social Media platform/s do you use for the organisation?

Kim Wills : 'Facebook first and then Twitter'

David Derbyshire : 'Facebook, Instagram as it is a big one and then Twitter'

Analysis : Facebook is the main page for both and then Twitter and Instagram

---

Question 4: Which activities do you use Social Media for?

Kim Wills : 'first post news on the university website then collate the news to mail chimp to create a newsletter then share the newsletter on Facebook and pay to advertise the newsletter' and 'share and promote other students University activities on the page to inform potential students'.

David Derbyshire :'use it as regular Facebook, post videos, challenges done by students, publicise new courses that the school offer and promotional posts'

Analysis : promotional posts are their aim for SMM

Question 5: Do you plan your posts to be conversational?

Kim Wills : 'started to think about that now when posting on the page'

David Derbyshire : 'Yes and No.' 'No when posting videos as we add statements and yes regards to opening new school campus or course opening'

Analysis : it seems like both think about conversational posts

---

Question 6: What type of 'content' do you use on Social Media posts?

Kim Wills : 'businesses news: students' achievements, success stories, graduate profiles and where are they now' and 'Promote courses'

David Derbyshire: 'new courses, new building and internal organisation news'

Analysis : their content is to market new products, product update and promotional offers

---

Question 7: Which of these posts get more interaction in your opinion?

Kim Wills : 'use hashtags to link it to student groups, shout outs to teams as racing teams and hesitate to question fans of getting negative comments'

David Derbyshire : 'hashtag, caption image and also question the fans'

Analysis : most common methods used are hashtags, question fans and caption images

---

Question 8: Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)?

Kim Wills : 'No, but use Facebook pages app' and 'once downloaded Hootsuite app, but it was very complicated to use'

David Derbyshire : 'not at the moment but looking into it'

Analysis : managers here do not use SMMt but they use platforms analysis tools

---

Question 9: What was the aim to start using Social Media Management tool for?

Kim Wills : 'to keep eye on the pages when far away from the office computer'

David Derbyshire : 'to streamline everything'

Analysis : SMMt is used to monitor SM platforms and RSS

Question 10: In what way has Social Media benefited your business?

Kim Wills : 'its new for the faculty, but the main use of it is to first potential students like the page and then get them to like the University more'

David Derbyshire : 'it shows the past, present and future students what the school is about, by expressing how serious education is taken but also students can have fun while studying and practicing English'

Analysis : it benefits them to gain more customers and represent their business in their SM platforms

---

Question 11: Do you use emoji's in your posts to connect with your fan base?

Kim Wills : 'planning to start using emoji when posting'

David Derbyshire : 'NO'

Analysis : it shows that some organisations still think using emoji's in their SM platform is not professional

---

Question 12: Please shortly explain why you do or do not use emoji's in your posts?

Kim Wills : *Question was not asked*

David Derbyshire : 'because, if there is potential client or agent looking at our SM platforms and they saw an emoji they might think it is a bit immature-ish'

Analysis : assuming or thinking that other people will not take the business seriously

---

Other questions asked to Kim Wills:

Question 13: Do you plan a specific time for posts?

Answer: 'Post whenever there is time'

Question 14: Do you schedule your posts?

Answer: 'do not schedule unfortunately but should do that, where most content is shared and that can't be scheduled'

Overall, the answers of the interview have the same results that the survey has reached especially using emoji in posts as most managers are hesitate to use it because they think it is not professional to be used in their SM platforms.

3. Case Study

Every organisation chose couple of methods to use on their page so will discuss what method/s each organisation chose and how the engagements was on the post compare to older posts. After, analysing the page overall as if there increase of page likes and compare the timing of the posts if applicable.

I. WK Bikes / Quadzilla

WK and Quadzilla is two separate brands owned by the same management, where WK Bikes has 8,764 likes and Quadzilla has 6,676 likes in the date of 16 April 2016, and both pages where started in 2012. When gave them the recommendation document for Facebook posting methods to change their post to be more conversational and they applied it in both pages. The SMM manager used to already post with images almost with every post, to add when post they used two methods at once as will be discussed in details with every post. WK and Quadzilla started to use the 'question the fans' method in their posts when promoting their products as suggested to them.

Question The Fans

Post 1:

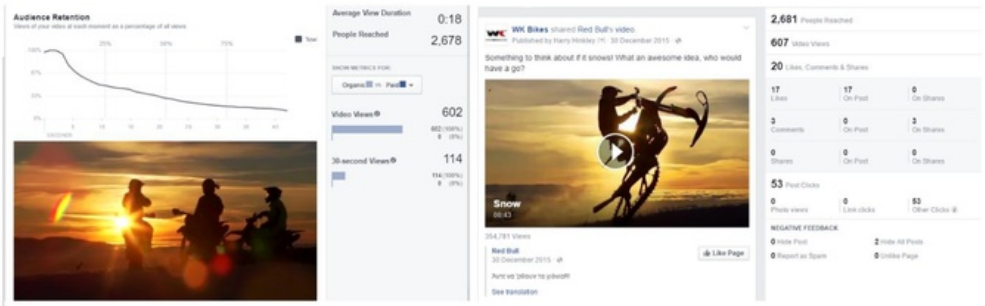


Fig 56 - WK & Quadzilla Video Post

The brand shared a video from RedBull YouTube channel on their page and they added a question to keep their fans interested to check the brand page. The posts insights in (Fig 75) gives an analysis for the video first, showing in the graph in the x-axis the video length in seconds and the overall percentage in y-axis. The post has the average view of 18 seconds and reached to almost 2,678 and this post was not 'boosted', it has 607 views 20 total engagement (likes, comments and share). It was posted just before new year on a Wednesday of 30 Dec 2015 at 15:11.

Post 2:

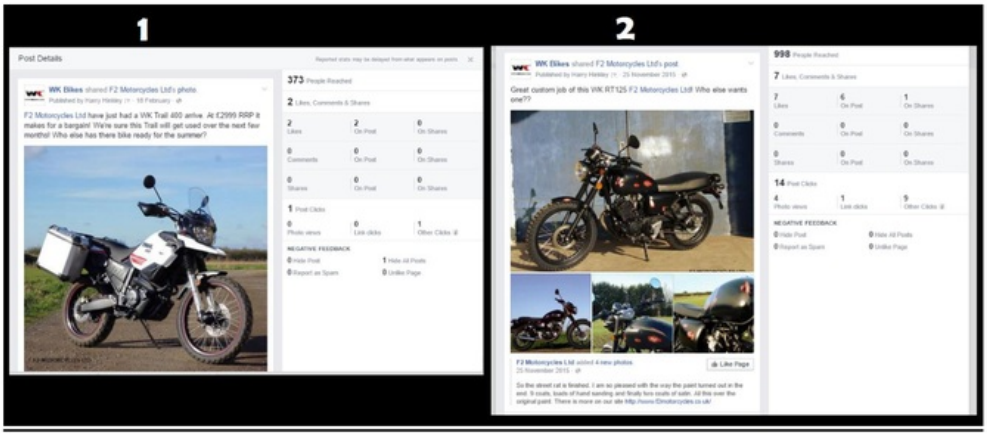


Fig 57 - WK & Quadzilla Question Post 1

The difference of both posts in (Fig 76) is the date difference, although they were both posted on a Thursday the time was 20:59 for post 1 and 20:56 for post 2. Both posts used a question in their statues and both was a shared content from other page F2 Motorcycles Ltd. However, the reach of the older post (2) with 998 is more than the other post (1) with 373 and this is very interesting difference.

Post 3:

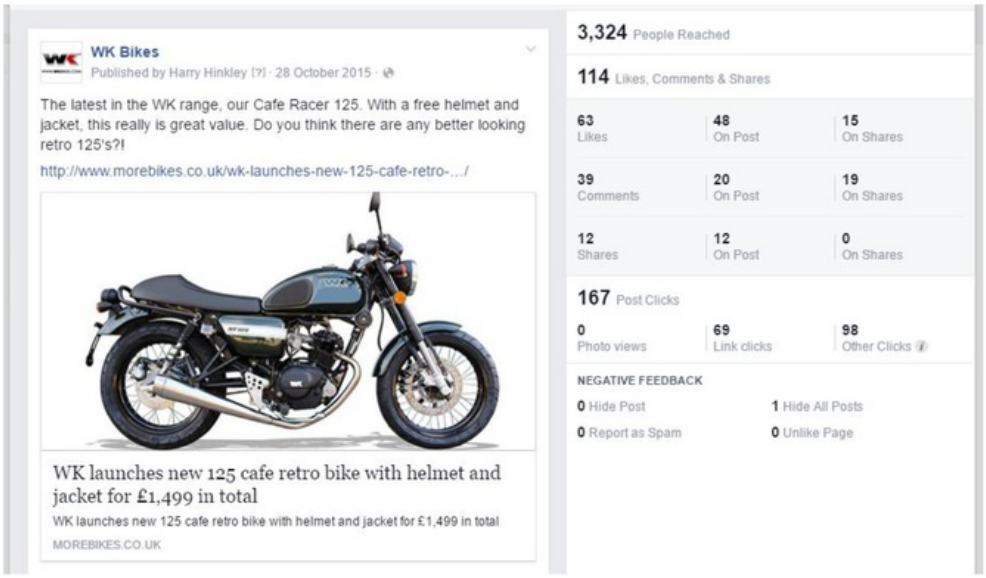


Fig 58 - WK & Quadzilla Question Post 2

On the other hand, in (Fig 77) the brand posted their own product with the same amount of sentences as post (1) in (Fig 76), nevertheless this post has reached to over 3,324 and 114 interactions to the post from their fans. It was posted on a Wednesday 18 October 2015 at 18:00.

Post 4:

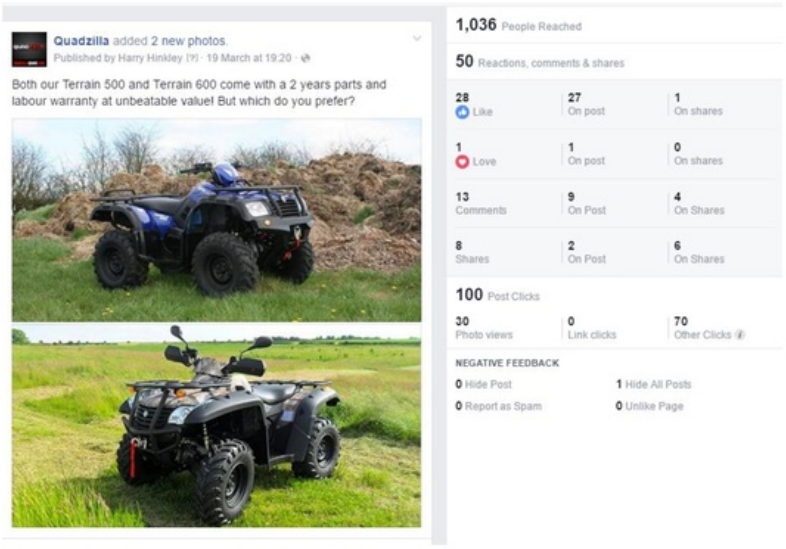


Fig 59 - WK & Quadzilla Question Post 3

They also used the same questioning method to the Quadzilla page and it reached to 1,036 people and got 50 engagements, and as shown in (Fig 78) there were 50 likes and with new addition of emoji like the post got 1 'love' from a fan. It was posted on Saturday 19 March 2016 at 19:20.

Hashtag

Post 1:

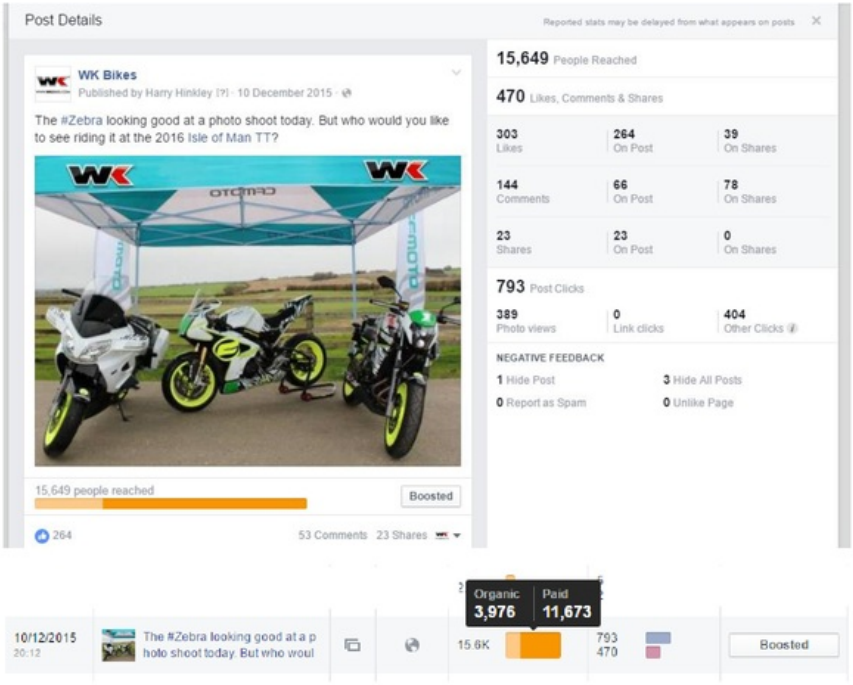


Fig 60 - WK & Quadzilla Hashtag Post 1

This post (Fig 79) has added two of the methods on one post and that using the hashtag for their motorbike name and a question. Though they boosted the post and got 15,649 in total and that dramatic reach compared to the organically reach which is 3,976 and it was posted on Thursday 12 December 2015 at 20:12.

Post 2:

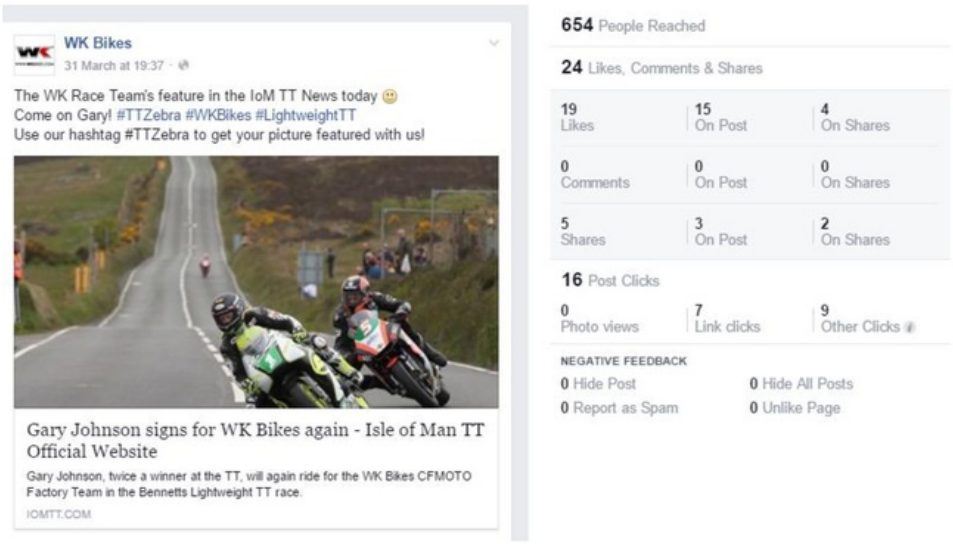


Fig 61 - WK & Quadzilla Hashtag Post 2

In (Fig 80) displays the post of their campaign for their bike as it is entering the 'Light weight TT race' where they used #TTZebra and the content was a website article and they also added a smiley emoji. The post has reached 654 and got 24 engagements from their fans and it was posted on a Thursday 31 March 2015 at 19:37.

Vote:

Post 1:

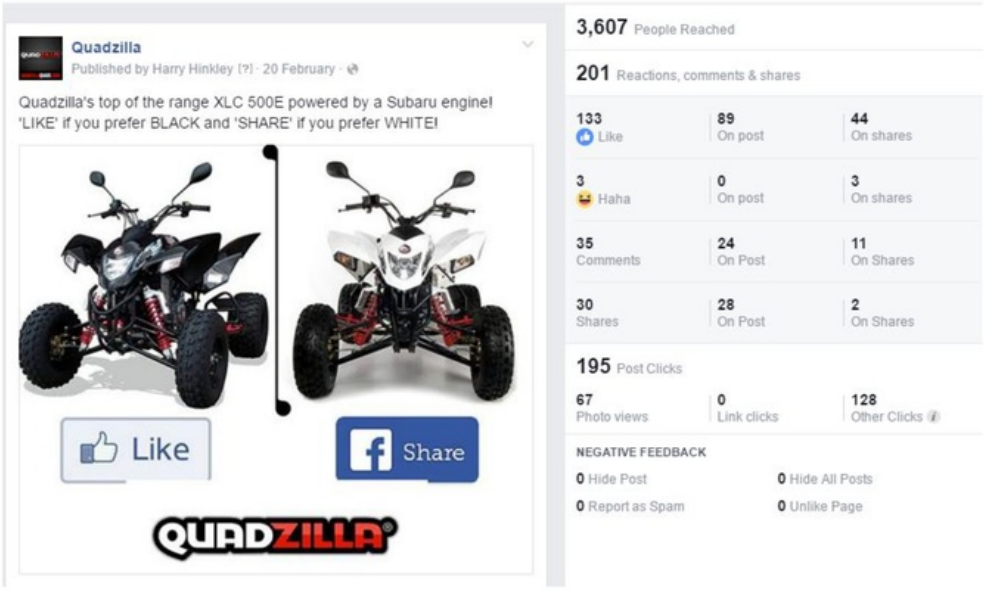


Fig 62 - WK & Quadzilla Vote Post 1

The voting method when proposed to manager, the manager was hesitate at first but after the post (Fig 81) was published it reached to over 2000 and had interactions over 170 in the first 2 hours of the post. This post was created using Canva.com and posted on a Saturday 20 February 2016 at 17:30.

Post 2:

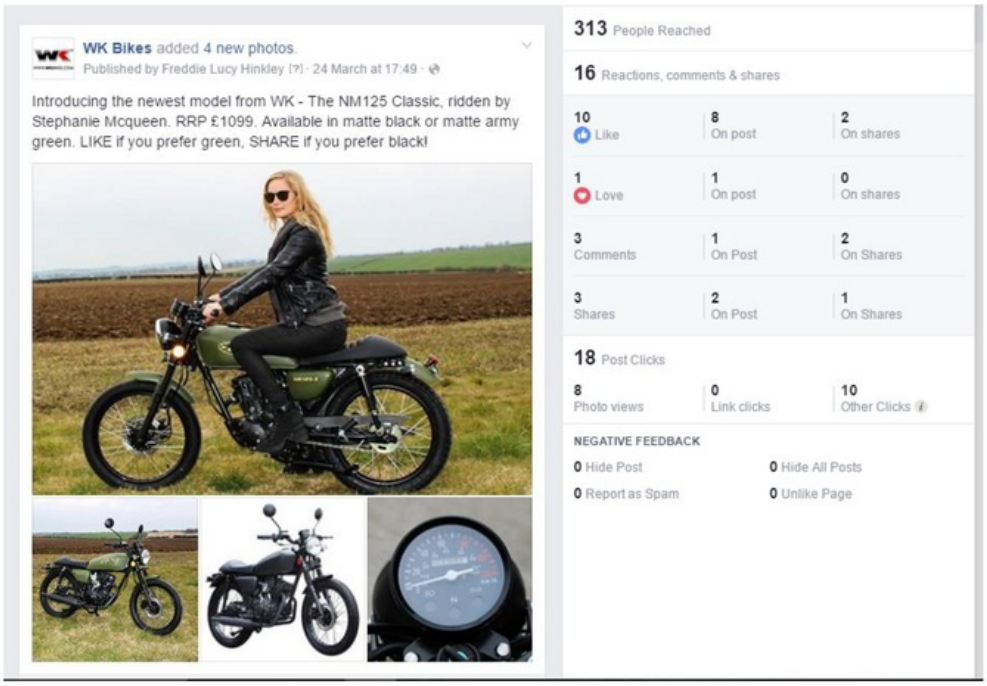


Fig 63 - WK & Quadzilla Vote Post 2

After the other post was suggested and the picture was done for them, they have tried to post the vote method without editing the image or overlay graphics as shown in (Fig 82). Though, it was posted in almost the same time at 17:49 on Sunday 24 March 2016, anyhow the post got less engagement with only 16 and reached 313 people.

Post 3:

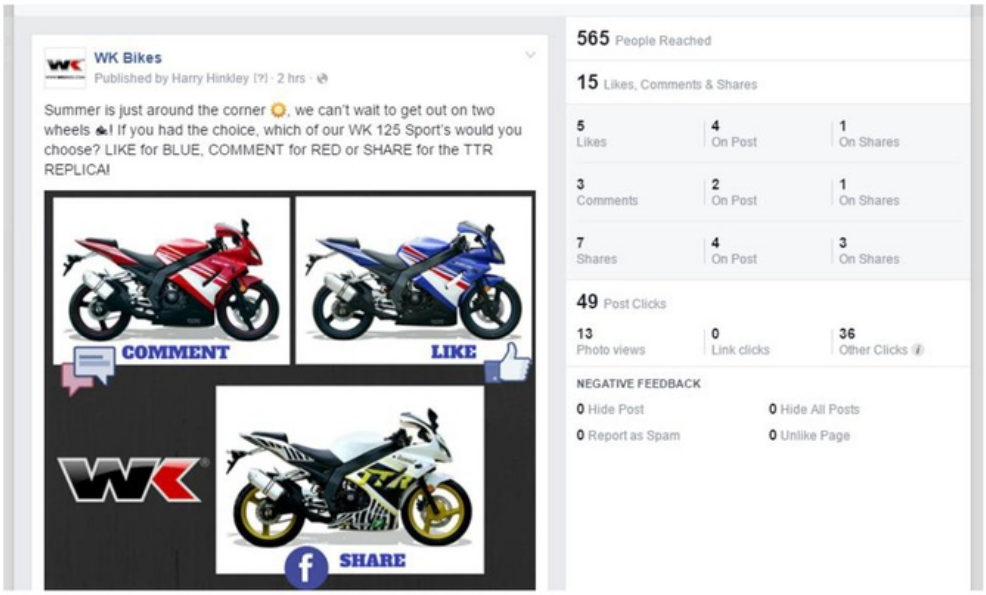


Fig 64 - WK & Quadzilla Vote Post 3

The post had three options to vote (Fig 83) and used three options to give more chances of interaction with addition of emoji in the post and it reached 565 people and 15 likes in the first 2 hours. This post was posted on Saturday 16 April 2016 at 15:30.

Analysis

There is a rhythm in their posting time and that is any time between 5-9, where the majority of the posts are posted on Thursday and Saturday by doing this they do not over crowd the fans news feed. The effects of their rhythm it results that fans know when to expect posts from the industry and they get more interactions.

II. UWTSD FACE

UWTSD FACE is a page for University of Wales Trinity Saint David, Faculty of Architecture, Computing and Engineering. This page is new and just started in 2015 and has only 431 Likes on the date 17 April 2016. The manager for this page has also received the 'recommendation letter' and agreed to consider the methods. Most of the content of the page is shared content from other University pages and additional some real content posted by the page. The most common methods used by the page are; using images and videos, questioning fans and shout-outs.

Images and Videos:

Post 1:

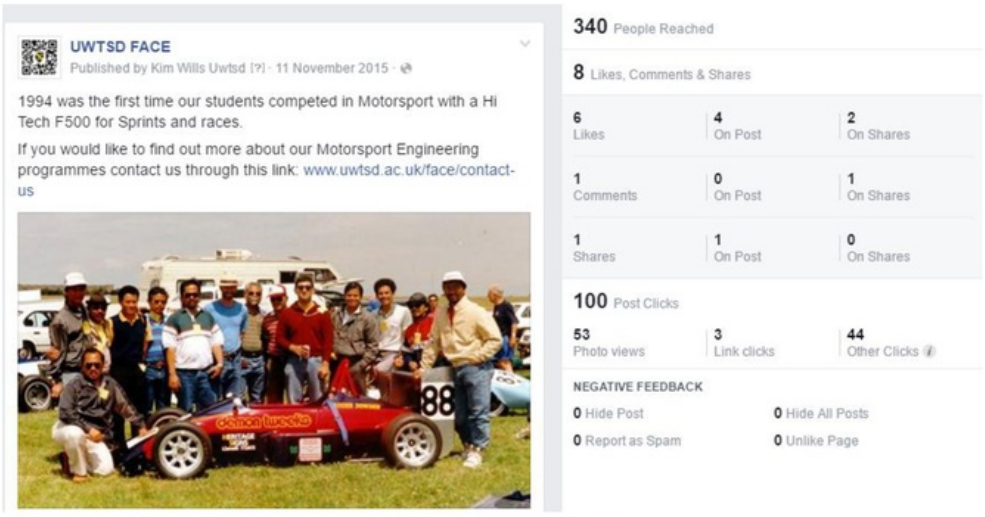


Fig 65 - UWTSD FACE Image 1

One of the reasons chose this image post (Fig 84) is that it reached 340 people for a page that has only 431 likes and the reason is that the image had a meaning by sharing a special past moment with the fans with an old picture. Fans love when other people share moments, with the addition of a shout-out to previous students and this makes fans happy. It has 8 total of engagement, was posted on Wednesday 11 November 2015 at 20:20.

Post 2:

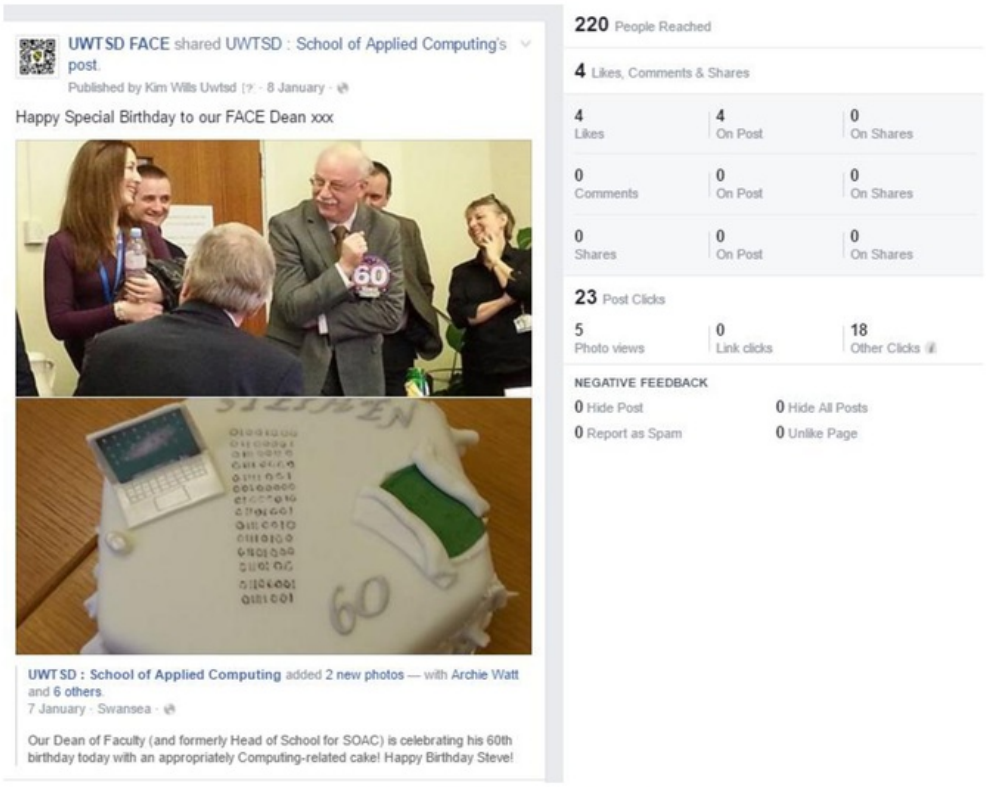


Fig 66 - UWTSD FACE Image Post 2

Another intimate image (Fig 85) was shared celebrating staff member birthday with the fans and this image has reached 220 people with 4 interactions. This post was posted on a Friday 8 January 2016 at 20:44 and it is shared from other page.

Post 3:



Fig 67 - UWTSD FACE Video

This video (Fig 86) reached 298 people and 104 people watched the video, where 93 unique viewers (as people who has not liked the page) and had 4 engagements. The post had a shout-out for a student who done the video in an event the University has joined.

Question the fans

Post 1:



Fig 68 - UWTSD FACE Question 1

Questioning the fans is one of the used methods as in (Fig 87), because the page is still small got 1 engagement but reached 163 people. The date for the post was on Wednesday 27 January 2016 at 12:25.

Post 2:

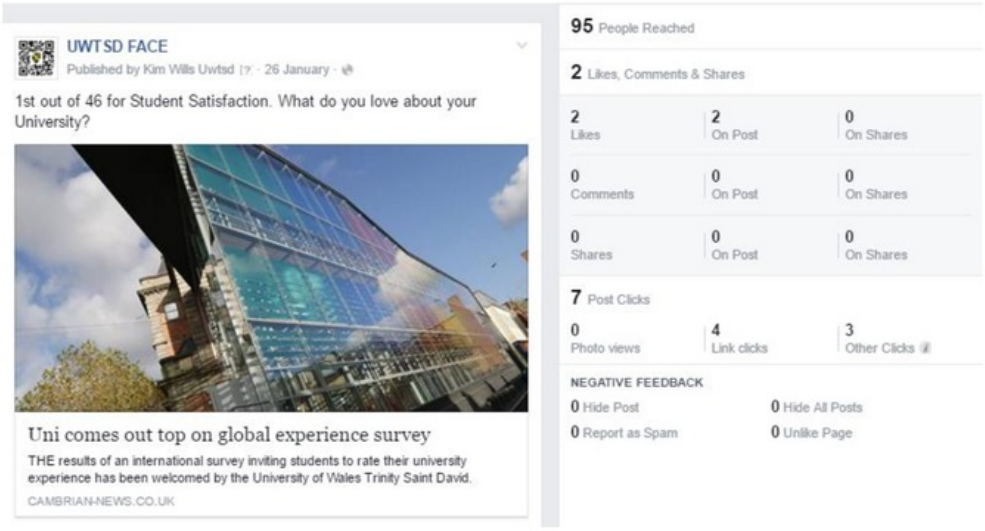


Fig 69 - UWTSD FACE Question 2

Another post questioning the fans (Fig 88), it got 2 interactions and it reached 92 people where the post is a shared link from the University website. It was posted on Tuesday 26 January 2016 at 13:38.

Hashtag

Post 1:



Fig 70 - UWTSD FACE Hashtag 1

Using hashtags has got more interactions in the post (Fig 89) as it has reached 393 people, 23 engagements and the 118 people clicked on the post. The post was about sporting a cause by using the #BCSWomenAda, shout-out to student achievements and it was on a Thursday 10 December 2015 at 8:45 in the morning.

Post 2:

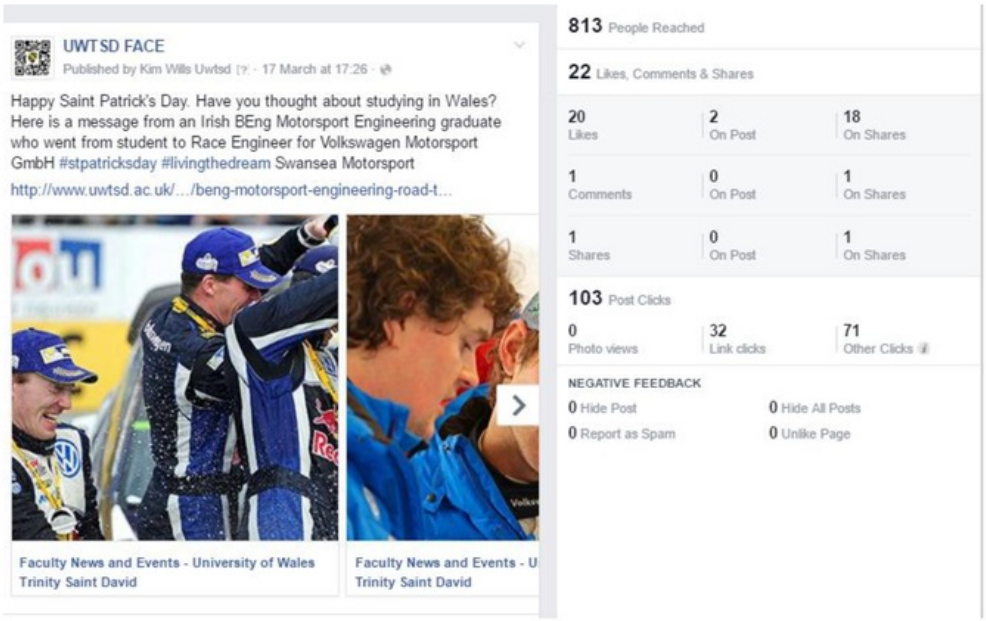


Fig 71 - UWTSD FACE Hashtag 2

St. Patrick Day is a celebrated day in the UK and shared the post using the #StPatricDay and the story of the student is also a shout-out method and 813 people has reached to their newsfeed with 22 engagements. 103 fans clicked on the post and it was posted on Thursday 17 March 2016 at 17:26.

Quote

Post 1:

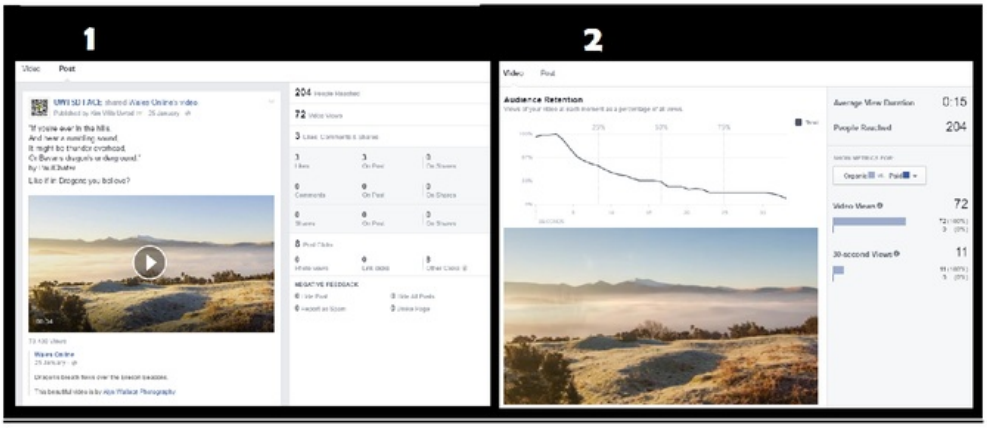


Fig 72 - UWTSD FACE Quote

A quote and a question used in a post to a short video about a mountain in Wales and that gained 72 views, 4 engagements and reached over 204 people. Where only 11 people viewed the first 30 seconds of the video as it was posted on Monday 25 January 2016 at 12:51.

Analysis

UWTSD FACE posts are posted on random days and timings, in addition to more than couple posts are posted in a one-day period. This results in overcrowding their fans news feed and this discourages fans to engage with their page. The manager can research using the Facebook insights for people to discover and plan the best time to post to get higher engagement as it shows when the page fans are online.

III. The Crepe Vine

The Crepe Vine is a Café/restaurant owned business and their Facebook Page was started in 2014 and it has 942 like on the date 17 April 2016. The owner of the restaurant has an outside person who does their posts and the manager posts on the page often. They also got the 'recommendation' document, most of their posts are so basic by just posting information - no images included in most posts.

Competition

Post 1:

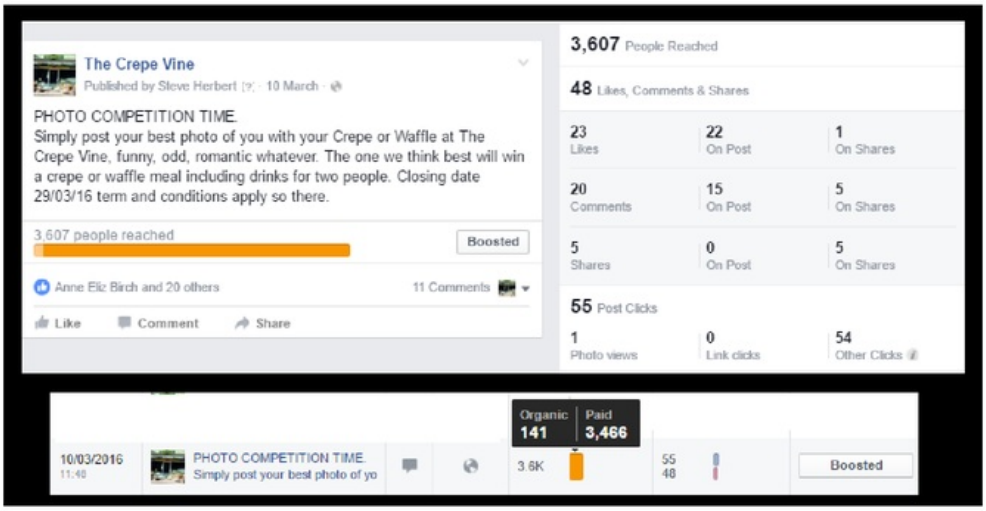


Fig 73 - The Crepe Vine 'Competition' 1

Crepe Vine made a photo competition for their fans and to motivate fans to join the offered that the winner with a price as shown in (Fig 92). Though the post was 'boosted' to reach more people but it got 141 organic reach and people had engaged with 48. It was posted on a Thursday 10 March 2016 at 11:46.

Post 2:



Fig 74 - The Crepe Vine 'Competition' 2

After couple of weeks, the café has replied to the competition by announcing the winner and the post got ZERO interactions and that could be because there was no image attached for the winning picture. Though the post reached 213 people and it was posted on Tuesday 29 March 2016 at 16:04.

Question Fans

Post 1:



Fig 75 - The Crepe Vine 'Competition' 1- The Crepe Vine 'Question' 1

After the recommendations they have used the questioning method by asking feedback from their customers and without a 'boosting' it reached 1,026 people with 39 interactions. It was posted on Wednesday 23 March 2016 at 14:54.

Post 2:

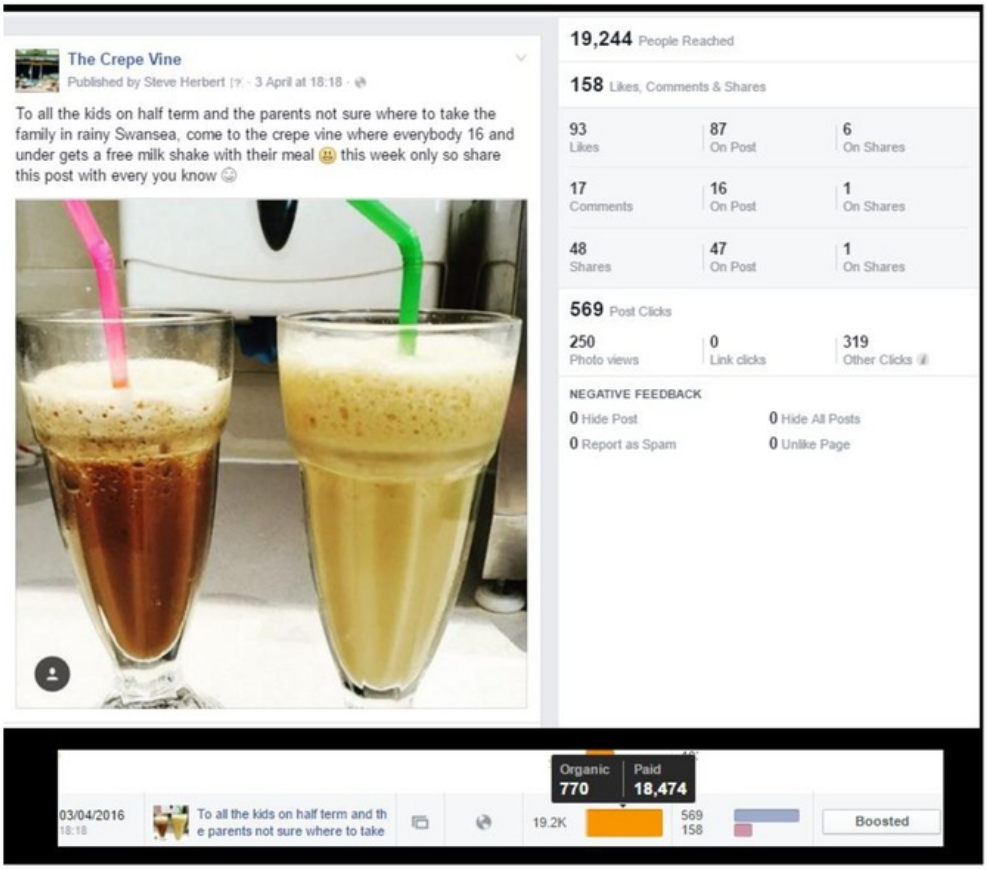


Fig 76 - The Crepe Vine 'Question' 2

Another post asking fans to share and using some emoji icons and this post organically reached 770 people and overall engagement with 158. The post got clicked 569 times and it was posted on Sunday 3 April 2016 at 18:18.

Post 3:

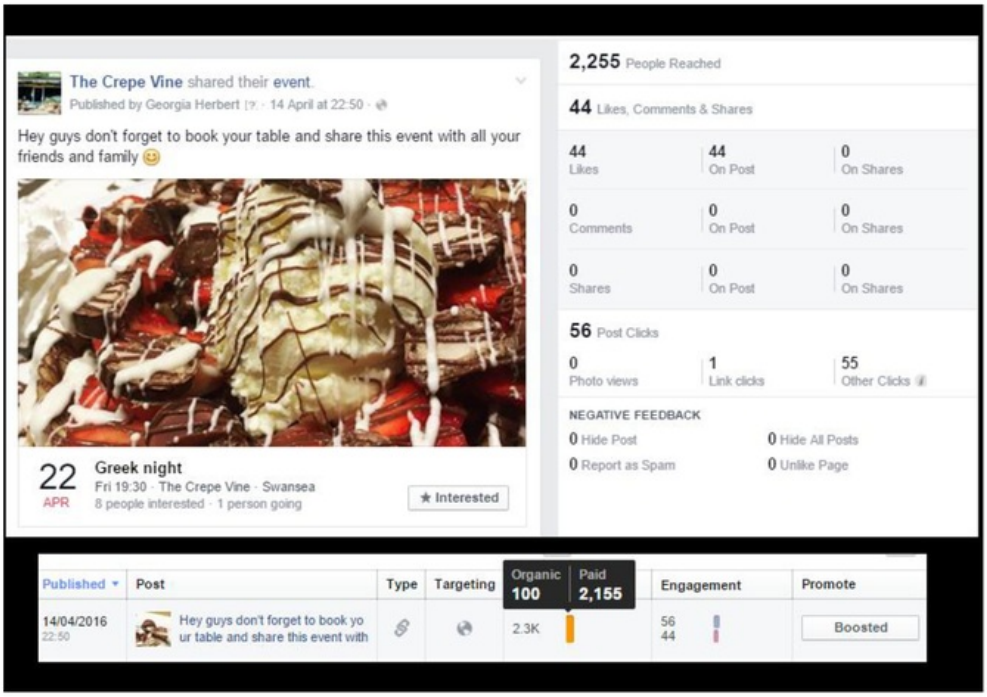


Fig 77 - The Crepe Vine 'Question' 3

There was an event made by Crepe Vine that they shared on their page asking people to join and share it using an emoji, too. It has organically reached 100 people, 46 interactions from fans and 56 people clicked on the post. It was posted on Thursday 14 April 2016 at 22:50

Shout-out

Post 1:

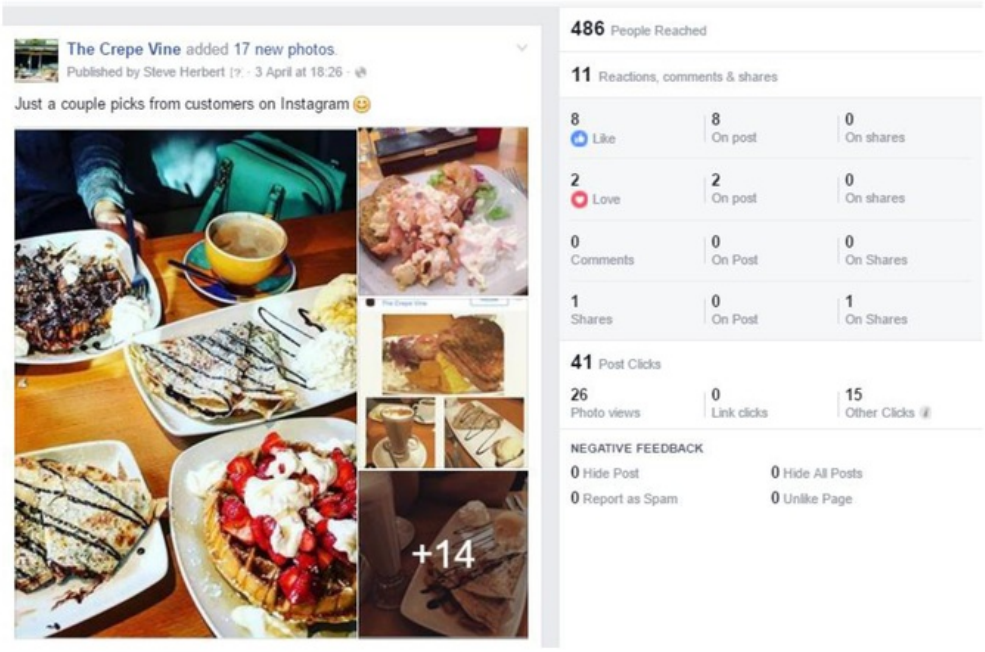


Fig 78 - The Crepe Vine 'Shout-out & emoji'

Crepe Vine has an Instagram account and they gave shout-outs to the customers by posting their pictures on Facebook but the customer name/s was not mentioned in the post. however, it reached 486 people, 2 people loved the picture and total engagement of 11. It was posted on Sunday 3 April 2016 at 18:26.

Analysis

Most of the posts in The Crepe Vine page do not include images to connect with fans and that will explain getting no reaction to competition post 2 (Fig 93). It is a necessity to add images in their posts as people respond to food visually than just reading a menu or information posted on their page. The days and timings are randomly posted and sometimes there will be more than 3 posts published as this results fans not interacting constantly to the page.

4. Key Findings

- Most organisations think that SMM is 'extremely important' for their organisation, and the majority of managers post at least once a day on their platforms.
- Facebook is the most important platform for organisations to use and then is Twitter where they usually use it for promotional posts or paid advertising.
- A large number of managers do not plan their posts to be conversational and use the caption image method.
- Using emoji in posts are not preferred by a substantial number of organisations as they think it is not professional.
- WK/Quadzilla and UWTSD FACE include images in their posts which in return gains them more interaction compare to The Crepe Vine as they do not include images more often in their posts.
- When emoji was added to the posts with other methods fans responded more actively to the posts.
- WK/Quadzilla has a rhythm when posting where fans know when to expect the post compared to UWTSD Face and the Crepe Vine as they post on random days and times.

CHAPTER 5

EVALUATION



Chapter 5: Evaluation

1. Overall Key Findings

Research onion has identified that this research is phenomenology and inductive and that is because the research it to understand fans phenomenon. Interviews, survey and case study strategies used as primary resource for the research, and this means the research is mixed-method. The time horizon for this case study is cross-sectional as it is an academic research. The survey collected data using SurveyMonkey, interviews were recorded and analysed the methods using Facebook Insights.

Discovered in the research and review of literature that in this century marketing is using the rich content of SM to benefit their organisations as it helps to increase brand awareness and more importantly to communicate with the customers. It is a necessity to every organisation to have SM account as customers use it to know more about a brand and if they like a product that will increase traffic to website. Posting in SM platforms is not just about posting information about a certain product, it is more of opening a dialogue with customers to help increase the post engagement. To express emotions in writing, texting, emailing and posting in SM by using emoji and some organisations use it to connect and get higher interactions from their fans.

From the data collected from the survey and interviews most organisations believe using SM for business is extremely important as it offers rich content to help organisations creatively post about their new products, events and promotional offers. The most used platform for organisations is Facebook, managers post at least once a day on their platforms and their most common method used is captioning an image. Unfortunately, some managers of SM platforms do not plan to make their posts conversational to reach and engage with more fans, and they believe that using emoji in posts or in business is unprofessional. It is important that organisations have a rhythm when posting on their SM platforms and using images when posting is important to increase engagement in addition to adding emoji's.

2. Survey Vs Research and Review of Literature

Businesses are realising the real benefit of SMM as proved in the survey that the majority thinks it is extremely important to help the business grow as stated in the secondary research. Facebook does not only have the most users as discussed in the 'research and review of literature' but also all organisations use it as the main platform for marketing their products, events or promotional offers as discussed in the survey. When posting on SM organisations post once a day and the timing and the days posting should have a rhythm so fans know when to expect the posts as found out in SMM strategies research. The survey confirmed that if plan the post to be conversational or use some of the methods it will get higher engagement and the most used method is images with caption and that proves the research that images easily connect with fans. To add, using emoji in organisations post can get more engagement as found out in the case study analysis, but in the interview some organisations think it is unappropriated to use in business environment. The secondary research has discussed that some organisations would think it is unprofessional and there are others that use it in their SMM strategies and post planning.

3. Did it achieve the objectives?

This research was aimed to achieve objectives that was reached by investigating into social media marketing strategies to different types of organisations as discussed in the research.

Objective 1: Investigate SMM strategies and the impact of it in organisations

Achieved : researched the background of marketing and SMM, then investigated strategies for SM and the importance it has in businesses.

Objective 2: Identify content methods to be applied on the organisations SM accounts that will increase engagement.

Achieved : in the methodology added some researched methods that organisations can use to post in their SM platforms. Also conducted primary research such as survey and interviews to support the secondary research methods.

Objective 3: Analyse each organisations SM accounts after methods applied and identify if it increases engagement.

Achieved : in the case study analysis organisations posts that included the methods were analysed and from the analysis results identified the best methods to post that increases engagement; questioning fans, captioning image and voting.

Objective 4: Recommend content methods to be used in businesses SMM strategies.

Achieved : then recommended a method by using an emoji when posting with the methods and it proved that it increases fan interaction.

CHAPTER 6

CONCULUCION AND RECOMMENDATIONS



Chapter 6: Conculusion and Recommendation

I. Conclusion

To summarise, objectives were achieved as the data collected discovered that SM is extremely important for organisation to use to market their brand where it organisations can gain feedback from customers by connecting with fans. Organisations use SM to connect with present customers and helps to convert other customers to their brand by using conversational posts. There are methods suggested that organisations can use to help increase their engagement to help increase either brand awareness or sales on a product and the more engagement they get the more it shows in other people newsfeed. Furthermore, as discovered in the case study analysis and the questionnaire analysis the most used and successful methods are adding an image to every post, questioning fans, voting and adding emoji's to any of the methods.

II. Recommendation

Recommend to organisations that they post in constant to keep the fans used to a specific time and day of the week, so they know when to expect news from the brand. For example, if post once a day make sure to post every day at the same time or if couple a week choose specific days in the week to post and the time has to be constant. The time for getting higher engagement is by going with society timing as lunch breaks, after work and weekend afternoons or use Facebook insights to know when fans are online. Questioning method and shout-out are great if known how to use it right as adding images with methods and asking the right question. Emoji is used in our daily texting to express what we 'really' mean behind the sentence and organisations can use it as that should not affect the organisation as not being professional. Using emoji now might seem like a 'no way' to use by organisations but if Nye Bill uses it for teaching, then one day it will be a language that people use in a daily basis. In further work would apply survey for fans to ask their opinion of what methods they prefer to engage with and extend the research from Facebook to other SM platforms as Twitter, Instagram and YouTube.

CHAPTER 7

REFLECTION



Chapter 7: Reflection

The main reason for my research is that I wanted to use SM platforms to send a positive message to young adults to motivate and lead them to the right direction. Because I dislike that SM content motivates students to be lazy, leave assignments to deadline or student life is just about drinking and being hangover. On the other hand, I noticed that some businesses still use Facebook as an information page compare to Starbucks page -as I follow them- and I wanted to learn more about it to know the tricks and tips of using SMM. The aim after graduating is to first find a job in SMM department and observe how it works within the organisation, and after that study masters in SMM and if possible -or a course available- course about YouTube specifically. The reason is I knew that teaching technics are changing to 'flip teaching' and that means there will be a video posted before lecture. The problem then is how to make sure they watch the video, and not just because they have to but more because they want to. To make students want to watch a video have to always have a creative video content to make them interested and not bore them as for example using Nye Bill method which is explaining while emoji popping up in the video. Hopefully, that what my PHD research is going to be and because of this dissertation it helped aim and plan my future to make education more interesting for the upcoming generation.

One of the difficulties that I went through in the research is to communicate to the managers of the Facebook pages and it was hard to ask them to post something in a specific way. Another issue was the time and word limit has controlled my research as I was interested to add Twitter methods, Instagram and YouTube. Structuring the research was hard at start but with help of the supervisor I managed to restructure it and he helped to manage my crazy ideas to more realistic ideas. I would have added a survey for the public to fill about asking them the best methods to use or what is their opinion for organisation using emoji. Unfortunately, thought of this at last second and had not time to add it to the dissertation and because of the word limit and the time for analysing the data.

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Appendices

The use of internet around the world has increased from 1.024 billion in 2005 to 3.17 billion in 2015 as shown by Statista website [1]. Nowadays, work is done online, assignments are submitted online, taking courses are available online, want to know what is happening in the world it is just a click away.

> *"certainly many years before Al Gore claimed he "took the initiative in creating" it, the Internet – and its predecessors – were a focal point for social interactivity. Granted, computer networking was initially envisioned in the heyday of The Beatles as a military-centric command and control scheme. But as it expanded beyond just a privileged few hubs and nodes, so too did the idea that connected computers might also make a great forum for discussing mutual topics of interest, and perhaps even meeting or renewing acquaintances with other humans. In the 1970s, that process began in earnest."*
>
> *Digital Trend Staff [2]*

There was a part deleted in Chapter 2 and in the 1st section 'Before Social Media Marketing':

ONLINE ACTIVITIES

i. **Websites**: Organisations websites should not only provide information about the business, product and services, it should be thought as a "*conversation engine*" as discussed by Ryan D. and Jones C. [26] . They add, the conversation goals can be decided on what is important for the business and what is more convenient for the customers, keeping the goals in mind when designing/redesigning the website.

ii. **Search Engines**: BBC [27] has defined search engines is used to find a website or a page easily as they are unique websites that have indexed billions of pages. The most popular search engines are Google, Yahoo, Microsoft and Ask [26], [27]. Lee K. [28] discussed that Specialty search engines is launched locally in most countries to meet the population needs, while these engines use algorithms. Using algorithms helps to find the most relevant results

that will consider search key words, location, operating system, device used, search history '*behaviour*' and even identity.

iii. **E-mail**: Ryan D. and Alvin C.[29] said that in digital media toolbox, e-mail marketing is a powerful essential feature that helps to communicate easily with customers. Unfortunately, e-mail marketing these days are mostly junk mails that often customers either leave unread or delete. There is still better use for e-mail marketing in more 'efficient and effective' ways, by making those e-mails more 'relevant and interesting' for the chosen customer. In addition, they said that e-mails can be used "*as a mechanism to maintain consumer engagement, strengthen your brand and credibility to your business*".

Those activities were used as a main way of marketing to reach customers but that changed when SM changed communication in a whole different way.

In Chapter 2 there were a part for Twitter strategies and that was deleted because it was irrelevance after research was mainly done about Facebook:

Will discuss strategies for F Twitter as it is the main SM platform for businesses which the research was also based on.

8. Remember that fans might not be interested in the same causes that the brand might care about, thus marketers have to study and know what type of posts would make fan engagement.
9. Using Facebook to post information about the product or services, prices and links, this type of posts do not initiate conversations or any kind of discussion. To add, longer the post is the less it will get engagement from fans, so posts have to be as brief as possible.

II. TWITTER

According to Brown M. [67] "*Twitter is the second best social network after Facebook*" and he adds saying that SM marketers finds twitter important, because content is short and fast, and if the tweets got retweeted more the once it expands the exposure for potential customers. To succeed in

using Twitter, Twitter [68] first advice by giving some tips when tweeting and creating an ongoing conversation with followers:

1. **Listen and observe** to what other businesses are doing on Twitter and monitor the conversations between them and their customers.
2. **Use the 80/20 principle** as 80% of the tweets focus on interaction with followers by either retweet, reply or favourites.
3. Let your personality shine by communicating in approachable way that is friendly and not overly formal as humour will provide entertainment.
4. Test and learn by focusing on developing great content by keeping a regular rhythm so followers know when to except it.

These are some tips from Twitter itself but there are more tips that can help organisations to drive their business and brands to use Twitter successfully.

a. How to post to get more fan engagement

Twitter [68] adds some tips that can help businesses to create tweets that will accomplish the 'desired results' if they need direct respond or engagement (Table 1).

Tweets that drive engagement *If you want to get followers to Retweet, reply or favourite your Tweets:*	**Tweets that drive direct response** *If you want to get followers to take an immediate action:*
Get visual and creative: followers would most likely interact to funny, inspiring and news worthy tweets.	**Start with a compelling offer**: ask your followers for suggestions about '*Pique curiosity, drive clicks and generate leads by delivering a relevant and timely offer*'
Ask for what you want: Ask your followers honestly for retweets, replies, favourites or mentions to increase the reach of the tweet	**Create sense of urgency**: offers can be limited to a specific time period as a day or a week and that helps to harness Twitter's real-time nature to inspire action.
Seize the moment: Benefit from popular conversations about seasonal stuff, organisation events happening and cultural	**Include a clear call to action**: Do not use images, hashtags, or mentions when your aim is to press on a URL link as that will distract the followers.

Table 5 - Twitter Tips

Brown M. [67] suggests couple of tips for using Twitter to help the organisations succeed and here are some of the tips:

1. While tweeting **keep the brand tone consistent** if followers got used to the brand being funny in their tweets then you are suddenly serious they might be misunderstood.
2. When using the 140 characters make sure to **be interesting and human** by posting, when posting either say something important or do not post.
3. When tweeting find a way to **provide value to followers** and don not restrict to only promotional tweets only. For example, tweet about your products, interesting deals, your articles, other interesting articles/links or talk about relevant topics that will interest your followers.
4. Using **images in Twitter is very important** as the Twitter feed moves fast and the images will capture a large area on the tweet feed and will help the tweet to be more visible.
5. **Twitter** contains **terminology** and every twitter user should know them as:
    i. **RT** this means retweeting
    ii. **@** is used for mentioning a user
    iii. **#** is used after words/phrases and it is used to organise conversations
    iv. **DM** that stands for direct message
6. Learn how to **use hashtags** and use them for your industry, and find out the most the common hashtags as #FF Follow Friday as this is feature experts or news and there is a hashtag for every week mentioned in Twitter [68].
7. The more you follow accounts the harder to manage your feed and it will benefit you if you **make lists** to arrange the accounts you follow in convenient categories.
8. **Use tools** to help you enhance your Twitter account by helping you schedule, build reports and more. Apps like Buffer, Hootsuite, Tweetdeck etc..

9. **Twitter** has **analytics** to help you understand the reach, the engagement rate, number of impressions for every tweet and highest engagement as that helps to improve the content quality.
10. There are **Twitter ads** to help you promote products and there are promoted tweets, promoted trends and promoted accounts.

b. Posts that Fans avoid to engage

Brown M. [67] stated that "*mistakes are commonplace; they are human nature and it's how we learn*" and he explains saying it is okay to make mistakes since we learn from them. Using SM in general is all about engaging with your customers, the capability to respond to them instantly and listening to what they have to say. These platforms are not for used to promote your product by asking them to buy it or writing so much information that will bore them and ignore your tweets.

Time website mentions an article about '*11 Twitter Mistakes to Avoid at All Costs*' [69] those mistakes are common mistakes by businesses, and they are:

- Avoid using a **different hashtag every time** tweeting as it is important to create a consistent hashtag for the industry.
- Avoid to **sound off** when tweeting by giving information that is not relevant to your industry.
- Avoid **tweeting infrequently** as then your followers will not be able to keep up with your tweets.
- Avoid to **not appreciating dedicated fans** by not thanking or mention fans who always engage to your tweets.
- Avoid to use **Twitter as the same as other SM** platform, where every SM platform is created differently and if the same content is posted everywhere will bore your fans.
- Avoid to **regularly retweet** as the content will not be original and fans will engage with it.

- Avoid to make your **twitter account just about your industry**, where fans except more than promotional advertisement.

Brown M. [67] adds saying that to avoid to **not respond to an @mention** and that is because fans or other businesses use Twitter to contact you instead of emailing you.

In SM platform analytics tool there was not only for Facebook but also Twitter:

11. **Twitter** contains **terminology** and every twitter user should know them as:
    i. **RT** this means retweeting
    ii. **@** is used for mentioning a user
    iii. **#** is used after words/phrases and it is used to organise conversations
    iv. **DM** that stands for direct message
12. Learn how to **use hashtags** and use them for your industry, and find out the most the common hashtags as #FF Follow Friday as this is feature experts or news and there is a hashtag for every week mentioned in Twitter [68].
13. The more you follow accounts the harder to manage your feed and it will benefit you if you **make lists** to arrange the accounts you follow in convenient categories.
14. **Use tools** to help you enhance your Twitter account by helping you schedule, build reports and more. Apps like Buffer, Hootsuite, Tweetdeck etc..
15. **Twitter** has **analytics** to help you understand the reach, the engagement rate, number of impressions for every tweet and highest engagement as that helps to improve the content quality.
16. There are **Twitter ads** to help you promote products and there are promoted tweets, promoted trends and promoted accounts.

c. Posts that Fans avoid to engage

Brown M. [67] stated that "*mistakes are commonplace; they are human nature and it's how we learn*" and he explains saying it is okay to make mistakes since we learn from them. Using SM in

general is all about engaging with your customers, the capability to respond to them instantly and listening to what they have to say. These platforms are not for used to promote your product by asking them to buy it or writing so much information that will bore them and ignore your tweets.

Time website mentions an article about *'11 Twitter Mistakes to Avoid at All Costs'* [69] those mistakes are common mistakes by businesses, and they are:

- Avoid using a **different hashtag every time** tweeting as it is important to create a consistent hashtag for the industry.
- Avoid to **sound off** when tweeting by giving information that is not relevant to your industry.
- Avoid **tweeting infrequently** as then your followers will not be able to keep up with your tweets.
- Avoid to **not appreciating dedicated fans** by not thanking or mention fans who always engage to your tweets.
- Avoid to use **Twitter as the same as other SM** platform, where every SM platform is created differently and if the same content is posted everywhere will bore your fans.
- Avoid to **regularly retweet** as the content will not be original and fans will engage with it.
- Avoid to make your **twitter account just about your industry**, where fans except more than promotional advertisement.

Brown M. [67] adds saying that to avoid to **not respond to an @mention** and that is because fans or other businesses use Twitter to contact you instead of emailing you.

Survey Participants full answers for the survey:

#14 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Sunday, April 17, 2016 4:48:40 PM
Last Modified: Sunday, April 17, 2016 8:36:06 PM
Time Spent: 03:47:26
IP Address: 196.205.148.167

Q1: **Please fill these to start the survey:**

Organisation Careem
Position Verification Specialist

Q2: **How important do you think Social Media Marketing is for your organisation**

Extremely Important

Q3: **How often do you post on Social Media**

Other (please specify) Only when necessary like a life event happened

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook
Twitter
Instagram
LinkedIn

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Customer feedback
Research competitor activities
Promotional Post

Q6: **Do you plan your posts to be conversational**

Yes

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

Business job advertisements
Promote events
Promotional offers

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Hashtag
Vote
Question the fans

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: What was the aim to start using Social Media Management tool for (can choose more than one)

Respondent skipped this question

Q11: In what way has Social Media benefited your business

Respondent skipped this question

Q12: **Do you use emoji's in your posts to connect with your fan base?**

Yes

Q13: Please shortly explain why you do or do not use emoji's in your posts

Respondent skipped this question

#13 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, April 13, 2016 5:15:43 PM
Last Modified: Thursday, April 14, 2016 8:14:53 AM
Time Spent: 14:59:09
IP Address: 109.68.198.41

Q1: **Please fill these to start the survey:**

Organisation Quadzilla
Position Manager

Q2: How important do you think Social Media Marketing is for your organisation

Respondent skipped this question

Q3: **How often do you post on Social Media**

Once a week

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Promotional Post
Paid Advertising
Customer feedback

Q6: **Do you plan your posts to be conversational**

Yes

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

New products
Product update
Promotional offers
Promote events

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Question the fans

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: What was the aim to start using Social Media Management tool for (can choose more than one)

Respondent skipped this question

Q11: In what way has Social Media benefited your business

Respondent skipped this question

Q12: **Do you use emoji's in your posts to connect with your fan base?**

No

Q13: **Please shortly explain why you do or do not use emoji's in your posts**

I have yet to use them but plan to in the future

#12 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, April 12, 2016 3:16:55 PM
Last Modified: Tuesday, April 12, 2016 3:18:48 PM
Time Spent: 00:01:53
IP Address: 84.45.236.115

Q1: **Please fill these to start the survey:**

Organisation The Crepe Vine
Position MD

Q2: **How important do you think Social Media Marketing is for your organisation**

Extremely Important

Q3: **How often do you post on Social Media**

Once a day

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Promotional Post
Paid Advertising

Q6: **Do you plan your posts to be conversational**

No

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

New products

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Respondent skipped this question

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: **What was the aim to start using Social Media Management tool for (can choose more than one)**

Respondent skipped this question

Q11: **In what way has Social Media benefited your business**

Respondent skipped this question

Q12: **Do you use emoji's in your posts to connect with your fan base?**

No

Q13: **Please shortly explain why you do or do not use emoji's in your posts**

still new to me

#11 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, April 12, 2016 9:27:13 AM
Last Modified: Tuesday, April 12, 2016 9:33:31 AM
Time Spent: 00:06:18
IP Address: 193.62.88.101

Q1: **Please fill these to start the survey:**

Organisation UWTSD
Position Executive International Officer

Q2: **How important do you think Social Media Marketing is for your organisation**

(no label) Extremly Important

Q3: **How often do you post on Social Media**

Other (please specify)not personally currently active, the department uses it daily

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

LinkedIn
Instagram
Twitter
Facebook

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Customer feedback
Customer research
Paid Advertising
Promotional Post
Other Information to audience

Q6: **Do you plan your posts to be conversational**

Other sometimes

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

Promote events
Business news
Promotional offers
Product update
New products

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Quote photo

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: **What was the aim to start using Social Media Management tool for (can choose more than one)**

Other engagement with the audience

Q11: **In what way has Social Media benefited your business**

it has allowed for engagement with audience whether it is new students or current students

Q12: **Do you use emoji's in your posts to connect with your fan base?**

No

Q13: **Please shortly explain why you do or do not use emoji's in your posts**

innapropriate for its use in a professional sense

#10 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, April 11, 2016 9:16:50 PM
Last Modified: Monday, April 11, 2016 9:20:39 PM
Time Spent: 00:03:49
IP Address: 109.68.198.41

Q1: **Please fill these to start the survey:**

Organisation Quadzilla
Position Manager

Q2: **How important do you think Social Media Marketing is for your organisation**

Extremely Important

Q3: **How often do you post on Social Media**

Once a week

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Promotional Post
Paid Advertising
Research competitor activities
Customer research
Customer feedback

Q6: **Do you plan your posts to be conversational**

No

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

New products
Product update
Promotional offers
Business news
Promote events

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Vote
Fill in the blank

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: What was the aim to start using Social Media Management tool for (can choose more than one)

Respondent skipped this question

Q11: In what way has Social Media benefited your business

Respondent skipped this question

Q12: **Do you use emoji's in your posts to connect with your fan base?**

Yes

Q13: **Please shortly explain why you do or do not use emoji's in your posts**

To try an engage with the customers

#9 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, April 11, 2016 3:02:54 PM
Last Modified: Monday, April 11, 2016 3:08:36 PM
Time Spent: 00:05:42
IP Address: 131.251.254.187

Q1: **Please fill these to start the survey:**

Organisation Geraint Rhys Music
Position Manager

Q2: **How important do you think Social Media Marketing is for your organisation**

Extremely Important

Q3: **How often do you post on Social Media**

Once a day

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook
Twitter
Instagram

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Promotional Post
Paid Advertising

Q6: **Do you plan your posts to be conversational**

Yes

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

New products
Product update
Promotional offers

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Caption image
Hashtag
Other People respond mostly to videos and links where they have to click such as soundcloud.

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: **What was the aim to start using Social Media Management tool for (can choose more than one)**

Respondent skipped this question

Q11: **In what way has Social Media benefited your business**

Respondent skipped this question

Q12: **Do you use emoji's in your posts to connect with your fan base?**

Yes

Q13: **Please shortly explain why you do or do not use emoji's in your posts**

I think it comes across as more personal. Especially in the music industry where connection with the artist matters.

#8 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, April 11, 2016 2:36:17 PM
Last Modified: Monday, April 11, 2016 2:38:08 PM
Time Spent: 00:01:51
IP Address: 194.80.178.1

Q1: **Please fill these to start the survey:**

Organisation Trinity Saint David Students' Union
Position Chief Executive

Q2: **How important do you think Social Media Marketing is for your organisation**

Extremely Important

Q3: **How often do you post on Social Media**

Once a day

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook
Twitter
Instagram
LinkedIn

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Promotional Post
Customer feedback

Q6: **Do you plan your posts to be conversational**

No

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

Promotional offers
Promote events

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Vote

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: What was the aim to start using Social Media Management tool for (can choose more than one)

Respondent skipped this question

Q11: In what way has Social Media benefited your business

Respondent skipped this question

Q12: **Do you use emoji's in your posts to connect with your fan base?**

No

Q13: Please shortly explain why you do or do not use emoji's in your posts

Respondent skipped this question

#7 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, April 11, 2016 2:32:48 PM
Last Modified: Monday, April 11, 2016 2:37:25 PM
Time Spent: 00:04:36
IP Address: 193.62.88.101

Q1: **Please fill these to start the survey:**

Organisation UWTSD
Position Compliance Officer

Q2: **How important do you think Social Media Marketing is for your organisation**

Extremely Important

Q3: **How often do you post on Social Media**

Once a day

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook
Twitter

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Customer research
Other engagement with the activities of the Confucius Institute

Q6: **Do you plan your posts to be conversational**

Yes

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

Promote events

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Caption image
Other Sorry I'm a bit confused by the question. Do you mean intercation in terms of what I personally post or generally what do I feel would get more interaction? If its the former see above

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: **What was the aim to start using Social Media Management tool for (can choose more than one)**

Respondent skipped this question

Q11: **In what way has Social Media benefited your business**

Respondent skipped this question

Q12: **Do you use emoji's in your posts to connect with your fan base?**

No

Q13: **Please shortly explain why you do or do not use emoji's in your posts**

Respondent skipped this question

#6 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, March 31, 2016 11:48:03 AM
Last Modified: Thursday, March 31, 2016 12:00:19 PM
Time Spent: 00:12:16
IP Address: 193.62.88.101

Q1: **Please fill these to start the survey:**

Organisation University of Wales Trinity Saint David
Position Senior Faculty Marketing Officer

Q2: **How important do you think Social Media Marketing is for your organisation**

Extremely Important

Q3: **How often do you post on Social Media**

Once a day

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook
Twitter

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Promotional Post
Paid Advertising
Research competitor activities
Customer research
Customer feedback

Q6: **Do you plan your posts to be conversational**

No

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

New products
Product update
Business news
Promote events

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Other I do not do these types of posts

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: **What was the aim to start using Social Media Management tool for (can choose more than one)**

Respondent skipped this question

Q11: **In what way has Social Media benefited your business**

Allows me to focus specific posts to a particular market segment

Q12: **Do you use emoji's in your posts to connect with your fan base?**

No

Q13: **Please shortly explain why you do or do not use emoji's in your posts**

I do not feel they are professional.

#5 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, March 31, 2016 11:13:21 AM
Last Modified: Thursday, March 31, 2016 11:22:41 AM
Time Spent: 00:09:20
IP Address: 193.62.88.101

Q1: Please fill these to start the survey:

Respondent skipped this question

Q2: **How important do you think Social Media Marketing is for your organisation**

Extremely Important

Q3: **How often do you post on Social Media**

Other (please specify)a few time a week. Daily during peek recruitment periods - it should be more

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook
Twitter

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Promotional Post
Paid Advertising
Research competitor activities

Q6: **Do you plan your posts to be conversational**

Other started to learn

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

New products
Product update
Promote events
Business job advertisements
Other student activities

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Vote
Shout outs to dedicated fans

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: What was the aim to start using Social Media Management tool for (can choose more than one)

Respondent skipped this question

Q11: **In what way has Social Media benefited your business**

Engage with teachers and applicants. Also, brought lecturers together to create content for Social Media. Linked to newsfeeds/website

Q12: **Do you use emoji's in your posts to connect with your fan base?**

No

Q13: **Please shortly explain why you do or do not use emoji's in your posts**

I do for personal but not UWTSD FACE - I will in the future

#4 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, March 30, 2016 12:01:59 PM
Last Modified: Wednesday, March 30, 2016 1:20:11 PM
Time Spent: 01:18:11
IP Address: 193.62.88.101

Q1: **Please fill these to start the survey:**

Organisation UWTSD
Position Professor of Medical Devices

Q2: How important do you think Social Media Marketing is for your organisation

Respondent skipped this question

Q3: **How often do you post on Social Media**

Once a week

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook
Twitter
Instagram
LinkedIn
Snapchat

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Research competitor activities

Q6: **Do you plan your posts to be conversational**

No

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

New products
Promotional offers
Business news

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Vote
Caption image
Hashtag

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: What was the aim to start using Social Media Management tool for (can choose more than one)

Respondent skipped this question

Q11: **In what way has Social Media benefited your business**

Coverage

Q12: **Do you use emoji's in your posts to connect with your fan base?**

No

Q13: Please shortly explain why you do or do not use emoji's in your posts

Respondent skipped this question

#3 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, March 25, 2016 9:56:59 AM
Last Modified: Friday, March 25, 2016 10:00:53 AM
Time Spent: 00:03:53
IP Address: 82.31.209.135

Q1: **Please fill these to start the survey:**

Organisation Skippr
Position CEO

Q2: **How important do you think Social Media Marketing is for your organisation**

Extremely Important

Q3: **How often do you post on Social Media**

Once a day

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook
Twitter
Instagram
LinkedIn

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Promotional Post
Paid Advertising
Research competitor activities
Customer feedback

Q6: **Do you plan your posts to be conversational**

Yes

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

Business news
Other industry specific, audience focused content & blog posts

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Quote photo

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

Yes

Q10: **What was the aim to start using Social Media Management tool for (can choose more than one)**

Scheduling posts
Controlling multiple accounts in one platform
Generate reports

Q11: **In what way has Social Media benefited your business**

it is our business.

Q12: **Do you use emoji's in your posts to connect with your fan base?**

Yes

Q13: **Please shortly explain why you do or do not use emoji's in your posts**

Stay relevant. Everyone uses them in personal life, modern day social media strategies shouldn't differ from personal to business use

#2 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, March 24, 2016 7:26:26 PM
Last Modified: Thursday, March 24, 2016 7:29:17 PM
Time Spent: 00:02:50
IP Address: 212.188.195.149

Q1: **Please fill these to start the survey:**

Organisation Golau D Ltd.
Position Company Director

Q2: **How important do you think Social Media Marketing is for your organisation**

Extremely Important

Q3: **How often do you post on Social Media**

Once a day

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook
Twitter
Instagram
LinkedIn

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Promotional Post
Customer research

Q6: **Do you plan your posts to be conversational**

Other Sometimes
.

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

New products
Promote events

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Shout outs to dedicated fans
Caption image

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

Yes

Q10: **What was the aim to start using Social Media Management tool for (can choose more than one)**

Controlling multiple accounts in one platform

Q11: **In what way has Social Media benefited your business**

Promotion of Business and Events.

Q12: **Do you use emoji's in your posts to connect with your fan base?**

Yes

Q13: **Please shortly explain why you do or do not use emoji's in your posts**

informality increases authenticity of post and enhances connection with audience.

#1 COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, March 02, 2016 10:31:19 AM
Last Modified: Thursday, March 24, 2016 10:07:15 AM
Time Spent: Over a week
IP Address: 193.62.88.101

Q1: **Please fill these to start the survey:**

Organisation LD Ltd.
Position Director

Q2: **How important do you think Social Media Marketing is for your organisation**

Important

Q3: **How often do you post on Social Media**

Once a week

Q4: **What Social Media platform/s do you use for the organisation(can choose more than one)**

Facebook
Twitter
Instagram
LinkedIn

Q5: **Which of the following activities do you use Social Media for (can choose more than one)**

Promotional Post

Q6: **Do you plan your posts to be conversational**

No

Q7: **What type of 'content' do you use on Social Media posts (can choose more than one)**

New products
Product update
Promotional offers
Business news
Promote events

Q8: **Which of these posts get more interaction in your opinion (can choose more than one and click on word/s to see an example of the post)**

Quote photo
Hashtag

Q9: **Do you use social media management tool (e.g hootsuite, tweetdeck or buffer)**

No (go to question 12)

Q10: What was the aim to start using Social Media Management tool for (can choose more than one)

Respondent skipped this question

Q11: **In what way has Social Media benefited your business**

Increased business , product and event awareness. Increased interest in Company and the services it provides.

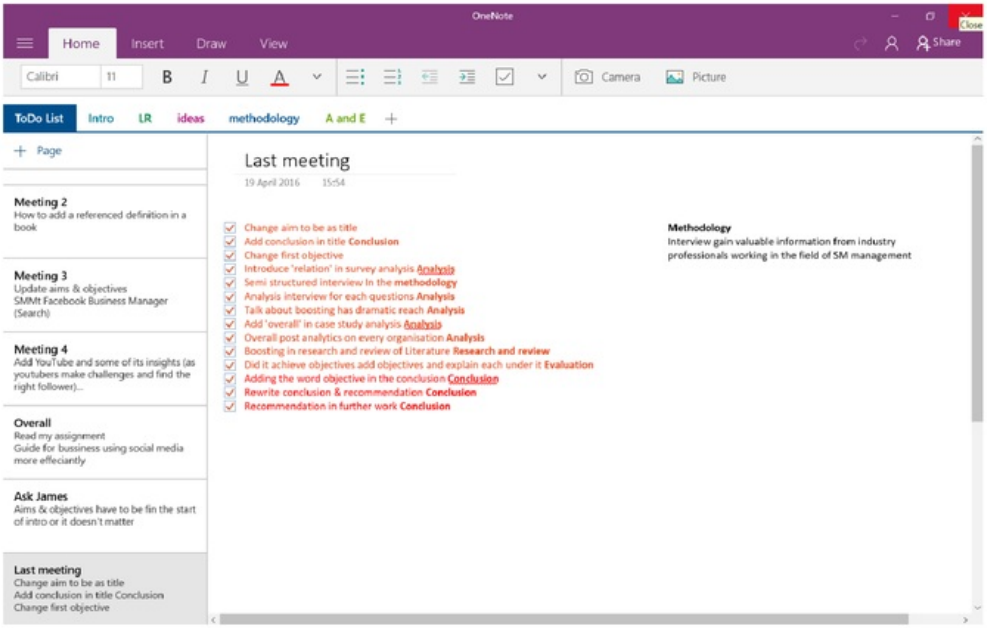
Q12: **Do you use emoji's in your posts to connect with your fan base?**

Yes

Q13: Please shortly explain why you do or do not use emoji's in your posts

Respondent skipped this question

When attend supervisor meetings every week and write notes to my OneNote directly as it can be accessed from my phone, laptop and Windows Surface tab. Divided the dissertation OneNote Notebook to; meeting notes, intro (introduction), LR (Literature Review), Methodology and 'A and E' (Analysis and Evaluation) shown in the picture bellow.



Used OneDrive to save the files and organised the folders accordingly to the dissertation structure with addition to books folder, draft and viva folders.

