

**SAVONIA**

University of Applied Sciences

THESIS – BACHELOR'S DEGREE PROGRAMME  
SOCIAL SCIENCES, BUSINESS AND ADMINISTRATION

# SOCIAL MEDIA STRATEGY

Case Student Union SAVOTTA

AUTHOR Saara Asikainen, LI19SP

Field of Study Social Sciences, Business and Administration	
Degree Programme Degree Programme in Business and Administration	
Author Saara Asikainen	
Title of Thesis Social Media Strategy Case Student Union SAVOTTA	
Date 11/17/2022	Pages/Number of appendices 43
Client Organization/Partners Savonia-ammattikorkeakoulun opiskelijakunta, SAVOTTA	
<p><b>Abstract</b></p> <p>The objective of this thesis project was firstly to broaden the writer's knowledge about social media marketing and, secondly, to implement a social media strategy for The Student Union of Savonia University of Applied Sciences, also known as SAVOTTA.</p> <p>The framework of the thesis is based on theory, and the author's own perceptions and experiences with social media marketing. A vast selection of different references has been used to implement the generated strategy, including Finnish and English literature and trustworthy internet publications. The primary target was to aggregate useful information that the case company could exploit. Regular consultative discussions were held with the executive director of the client organization during the project. Finally, the outcome of this thesis is a social media strategy for The Student Union of Savonia University of Applied Sciences providing instructions for performing social media marketing activities; what needs to be executed, how, where and how often. The strategy was prepared with the prerequisite that in strategy implementation, the relevant user of the strategy knows how to operate the various social media channels involved.</p> <p>Quantitative research was conducted to investigate the social media usage of those who study at Savonia University of Applied Sciences and their views on how appealing The Student Union's social media content is seen by them. To conclude, the social media strategy was made based on the present study with the objective of enhancing SAVOTTA's prominence in social media.</p>	
<p><b>Keywords</b> Social media strategy, student union, social media, marketing</p>	

## CONTENTS

1	INTRODUCTION .....	3
2	SOCIAL MEDIA .....	7
2.1	Marketing in social media .....	7
2.2	Social Media Strategy .....	9
2.3	Different types of social media marketing strategies.....	10
2.4	Why would you need a social media strategy? .....	15
2.5	How to implement a social media strategy? .....	17
2.6	Setting strategic goals.....	20
2.7	Interaction strategy .....	24
3	RESEARCH.....	25
4	SAVOTTA'S SOCIAL MEDIA STRATEGY .....	28
4.1	Goals .....	29
4.2	Target group .....	31
4.3	Channels and content .....	31
4.4	Responsibilities and monitoring.....	34
4.5	Analysing and measuring.....	35
4.6	Social media plan for client organization.....	36
5	DISCUSSION .....	40
6	CONCLUSIONS.....	42
	REFERENCES .....	

## LIST OF FIGURES

FIGURE 1.	THE LOGO OF THE STUDENT UNION SAVOTTA (OPISKELIJAKUNTASAVOTTA, 2022) ..	6
FIGURE 2.	ARE YOU A MEMBER OF THE STUDENT UNION OF SAVONIA, "SAVOTTA"? .....	26
FIGURE 3.	DO YOU FOLLOW THE STUDENT UNION "SAVOTTA" ON SOCIAL MEDIA? .....	28

## 1 INTRODUCTION

Businesses are using social media more and more every day to promote their products and services, to increase sales and to enhance visibility. Social media can also be used as a communication channel between customers and the business, this gives the customers and the business a chance to build a stronger relationship between each other. Social media gives the customers a possibility to see the activity behind the operations. A business is to determine their goals specifically and to produce unique and interesting content for their target groups so that social media channels can increase sales and be a profitable marketing channel.

Consumer loyalty and brand performance are both affected by digital customer engagement, as it increases brand value. Digital customer engagement has recently been identified as a critical performance metric to evaluate a brand's social media strategy and is attracting much attention across a variety of research areas. While social media strategies have an invaluable role in developing customer engagement, trust, and relationships, many enterprises find it difficult to use them successfully. As a result, further insights into how social media strategies engage digital customers to contribute to our understanding of this critical area.

The following thesis is made on the behalf of The Student Union of Savonia University of Applied Sciences, also known as SAVOTTA. The student union is one of the biggest student unions in Finland with over 5300 members (checked October 2022). SAVOTTA, the student union, is a legal part of Savonia University of Applied Sciences as regulated by the Finnish Legislation of Universities of Applied Sciences. The Student Union SAVOTTA was established officially in 1999, but the roots go back to 1892. Savonia University of Applied Sciences used to be a technical college, but as Savonia University of Applied Sciences legally became a UAS in 1999, also SAVOTTA was established due to Finnish regulations made by the Finnish Legislation of Universities of Applied Sciences. The highest decision-making body within SAVOTTA is the council of representatives, composed of 12 members elected annually. Members of the executive board are selected by the council of representatives. Meetings of the representative council are open to all members. The executive board of The Student Union execute the "daily" work, for example, develop Savonia's tutoring activities and implement events. SAVOTTA also has 7-30 employees during an academic year.

The student union of Savonia University of Applied Sciences, SAVOTTA, is a member of SAMOK (University of Applied Sciences Students in Finland), OLL (Finnish student sports federation), Opiskelijan Itä-Suomi ry and Service Sector Employers Palta (Opiskelijakuntasavotta.fi, 2022).

SAVOTTA is an organization that provides non-political service and support to all students at Savonia University of Applied Sciences. It is an independent, public corporation. This organization is established by the law governing universities of applied sciences. Student Unions are legally a part of the University of Applied Sciences, and their goal is to represent and act on behalf of students.

Student Union SAVOTTA obtains a student card for all degree students, ensures that students' rights are protected, provides several locally, regionally, and nationally beneficial services to its members, plans and organizes events, coordinates tutoring, cooperates closely with Savonia UAS administration and by cooperating with SYKETTÄ sports services, the company offers sports services. Students will be nominated for positions on Savonia's board and other student partnerships. SAVOTTA's mission is "to make studies easier, cheaper, and more fun"

SAVOTTA has already implemented a strategy for their operations in general, and that document states their vision, mission, and values. SAVOTTA states their vision being the most efficient student union by the end of the year 2024 (Savonia-ammattikorkeakoulun opiskelijakunta, 2020). In the same document, they have listed their mission being "that studying would be easier, cheaper and more fun"; Easier – SAVOTTA is an efficient guardian of interests locally and nationally, that works in cooperation within the student field and is actively developing its operations. Cheaper – SAVOTTA is an important operator in the middle of students and is seen in the daily life at campuses and students' everyday life. More fun – SAVOTTA is an important integrating element between the students and Savonia, building a healthy community. The student union's values have been listed as communal, trustworthy, and effective (Savonia-ammattikorkeakoulun opiskelijakunta, 2020).

SAVOTTA has a communication guideline that was implemented during the year 2019 to help outline the social media channels, what they are used for and how do they differ from each other regarding the tone of communication and regarding the operating systems. To clarify and further supplement the communication plan, a social media strategy is made. This strategy is based on the needs of the board members of SAVOTTA. The strategy is a clear and simple document to guide the usage and the user of different social media channels. The goal is to develop SAVOTTA's social media channels towards a coherent and more functional form, and to gain more visibility and followers. The strategy is made to be a helpful document for the board member of The Student Union who is responsible for communications, but it is also made to work as an overall guideline for SAVOTTA's social media channels. It is also made to help understand the importance of social media and updating the different social media channels regularly.

Students use social media a vast amount, but still SAVOTTA's social media does not reach most of them. Every social media channel operates differently, and all the channels have their own algorithm SAVOTTA should investigate and take advantage of them. Due to all platforms prioritizing different things and different content, a basic "copy paste" method will not give the students' attention.

A coherent and a simple plan for The Student Union's social media channels is made in the strategy so that the plan is easy to implement in practice. The thesis focuses on the usage of social media from a viewpoint of a business and an organization. The social media channels talked about in the thesis are channels that the client organization have and channels that could add value to the target group. Some of the crucial concepts are explained and the importance and the benefits of social media are undergone.

A quantitative research method is used in the thesis. The executive director and the board member responsible for communication for the year 2021 are involved in the making of the strategy. Their comments and development ideas are being taken into consideration. A theory base, that has been made from various theory references, has also been utilized to plan and develop the strategy.

A quantitative questionnaire was sent to all students at Savonia University of Applied Sciences regarding this thesis and the students' social media usage. The questionnaire was provided in Finnish and in English to ensure that it would be easily filled out by the respondents. The main target of the questionnaire was to gather relevant and up to date data about the visibility of the student union SAVOTTA's social media presence and to gather information about the content students would like to see on SAVOTTA's social media. One question was if the respondent follows SAVOTTA on social media and the results were not what was expected; about 52 percent of the respondents answered that they do not follow SAVOTTA on social media at all. The questionnaire and the answers are gone through in the thesis after the theory base and some written answers are introduced.

This thesis is closed with conclusions about the process implementing this strategy and about the thesis work. In addition, some development ideas are introduced for the future to keep the social media strategy up to date.



Figure 1. The logo of the student union SAVOTTA (Opiskelijakunta SAVOTTA, 2022).

## 2 SOCIAL MEDIA

The concept of social media can be described in terms of either computer-aided technology or a community that facilitates the exchange of ideas, information, and thoughts. Content such as videos, photos, documents, and personal information can be easily shared via social media. As an Internet-based service, social media provides users with quick access to a wide variety of content. Social media can be accessed via computers, tablets, or smartphones through the use of web-based software or applications. However, Asian countries such as Indonesia dominate the list of countries using social media despite the prevalence of social media in the United States and Europe (Dollarhide, 2021). As of October 2021, over 4.5 billion people use social media (Datareportal).

### 2.1 Marketing in social media

Social media is in a continuous turning point. The way to communicate in social media is changing and developing in a rapid speed. New social media channels are rising from end to end. Old channels are decaying or re-established radically. People also change the way they communicate on different channels. It is rightfully assumed that even companies and organizations develop in social media communications and marketing in a more goal-directed way.

Today, social media markets are vast experience fields, where consumers build their experiences in an active and continuous dialogue. This dialogue is happening between companies, but also between consumers and communities (Kananen, 2013). Nowadays the meaning of digital marketing is emphasized more and more, and it should be based on the company's commercial targets and therefore it defines target groups and the message that the company wants to transmit to the target audience. In digital marketing, the target audience is aspired to be identified as interesting and as a potential customer base by some criteria. After identifying, they are sent targeted commercial messages.

In what part of digital marketing should you concentrate on yourself and in what part should you seek for help from professionals? Every company should be advised to think about what they can do with their resources. No one is prohibiting the fact that clients are in social media, and therefore companies should be there for the clients. This thesis concentrates on only a small fraction of digital marketing, concentrating only in social media and mainly on implementing a strategy, due to the fact that the topic is really broad. A concise way to process the topic would not be in the interest of the client company. From now on, the attention is going to be only on social media (marketing) strategies. To provide a high-quality and successful social media marketing, you need to find the right ingredients first. What everyone feels is high quality and successful, is to be determined at the start by the "social media team". This is to help the team to work towards the right goals from the beginning.

Digital business expert Jani Virtanen wrote on his blog about how no one wants to be forced and sold things anymore, people prefer to find and choose their products themselves. For a consumer, making their own decisions is more and more important nowadays. Being desirable is the opposite of being forced. According to Virtanen, building your products to be desirable is a long-term work, where product development, service, visibility, expertise, and participation is a lot more than just implementing an advertising campaign (Virtanen, 2017).

Behind are the days, when social media marketing was just making "like and share" competition posts for small and medium sized companies. Gone are also the days when these companies waited for customers after traditionally posting about how they are doing once a month.

Digital marketing and marketing communications expert Marika Siniaalto says that the only way to take handle of social media is to have a reasonable presence, so that there's an advantage for the business. Know-how about goals and target audiences, perspective, rules, content and added value are needed to succeed. Without these six (6) ingredients, the "social media cake" will not rise. Reasonable presence is the core and foundation of the whole social media (Siniaalto, 2014).

Before a company can concentrate on implementing a social media marketing strategy, it is good to keep in mind what social media is all about. The rising popularity of social media is fulfilling people's demand, due some people need deeper socialization. Even though social media is filled with different types of internet socialization, there are the common links between them. Fundamentally it is always about meeting and interacting with people. The length, shape and number of participants can vary. The company that understands completely how social media is based on interaction between people online and creating meaning together and how this phenomenon can be pursued in the company's own business, is always one step ahead of other companies (Pönkä, 2014).

Finnish people spend time on the internet mostly to communicate, to follow medias, for shopping and to take care of things. Nowadays also different equipment and software, for example, home appliances and heating equipment, are guided through the internet. In 2020, about 97.5 percent of people aged between 16 to 34 use the internet on a daily basis. About 92 percent of this age group use the internet to follow up on social medias (Tilastokeskus, 2020). In the past three months, 69 percent of people aged between 16 to 89 followed social media. A year ago, it was 61 percent and in the year 2015, it was 58 percent.

From internet's communication tools, the most used is email. Emails have been sent and received by 87 percent of 16-89-year-olds in the last three months (Tilastokeskus, 2020). Contacting by email is fast and it is a cheap way to communicate and market your products and services. According to HubSpot, there are about 5,9 billion active email-accounts, 99 percent of email users check their email daily and 70 percent from consumers prefer email as the best marketing tool (Kirsch, 2022).



## 2.2 Social Media Strategy

What is a social media strategy and does implementing one have actual benefits for a company? With a social media strategy, you can clarify why, how and where you are involved in social media. With a strategy, your presence in social media is successful, and it saves you a noticeable amount of time and money.

The term "social media" is often used to imply the usage of the internet's services and applications, where communication between users and the user's own content creation is joint. There is no established explanation for the term "social media", although the use of it has become more common rapidly in teaching and citizen media, among other ways. The term "social" is often referred to communication between people and the term "media" to information and channels used to distribute and share it. How social media differs from the traditional mass communication is, for example, that in social media the users are not just the recipients, but they can also comment, get to know each other, mark favorites, and share content. Sociability, networking, and communality is increased with the use of social media (Hintikka, 2008).

The characteristics of social media are user friendly, easy to embrace, free of charge and the possibility for collective output. There is a comprehensive collection of different equipment, for example, distribution of audiovisual material (YouTube), group work tools, group office apps (Google Docs) and collective platforms for sharing and receiving information (Wikipedia, "Wiki's).

Simply put, a social media strategy is a summary of the actions a company is planning to implement and the goals they want to achieve in social media. With this kind of strategy, the company defines their social media behavioral policies. These policies are taken from the overall marketing strategy, which are led originally from the business' operational targets. The social media marketing strategy helps to perceive why social media is done in the first place. It is a summary of everything they are planning to do and achieve with social media. The strategy is made to steer your actions and to help you make content to social media systematically, so that you can reach your targets.

### 2.3 Different types of social media marketing strategies

It has been observed over the past decade that firms and customers have developed complex, multifaceted, and intensified relationships as a result of social media usage. There is an increasing use of social media platforms by companies for the purpose of expanding their geographical reach, enhancing brand evaluations and building customer relationships (Liu et al., 2021). The use of social media, on the other hand, contributes to the empowerment of the customer and places them in control of their marketing communication. In recent years, they have become collaborators, commentators, and even creators of marketing messages (Hamilton et al., 2016). Few businesses have properly strategized their social media presences and engagements, despite being aware of the necessity to engage customers via social media platforms (Liu et al., 2021). According to Varadarajan (2010), an integrated marketing strategy encompasses a series of decisions that enable the organization to make critical decisions about marketing activities in specific markets. By creating, communicating, and delivering value to customers, the company achieves its specific financial, market, and other goals. As a result of Barney's (1991) resource-based view, organizations are able to facilitate marketing strategies, to yield sustainable competitive advantages, and to improve performance as a result of organizational resources (for example, financial, human, physical, informational, and relational) (Liu et al., 2021). In order for targeted buyers to receive the most significant benefit from these resources, they must be able to transform them into higher-order resources (competences, capabilities). At one end of the continuum are transactional marketing strategies, at the other end, are relationship marketing strategies, while in between, multiple mixed marketing strategies are employed. According to Webster (1992), long-term customer relationships should be at the heart of a company's marketing strategy since active interaction and engagement with customers can ultimately lead to valuable business relationships (Liu et al., 2021). The design of value-enhancing marketing strategies can help companies create competitive advantages and achieve superior performance by capitalizing on long-term and trustworthy customer relationships. According to Morgan and Hunt (1999), companies should enhance the value of their marketing strategies by establishing long-term and reliable relationships with customers (Liu et al., 2021).

## Social commerce strategy

As a result of computer-mediated social environments, social commerce strategies are exchange-related activities that take place within a person's social network or are influenced by it, which correspond to the stages of identifying needs, preparing for purchases, purchasing purchases, and executing purchases. Rather than promoting products, Ryden et al. (2015) argue that social media is used to engage people and have conversations. Furthermore, Malthouse et al. (2013) note that social media promotions fail because they do not maximize the interactive capability of social media. The essentially transactional nature and the tendency of social commerce strategies to achieve short-term objectives make them low-maturity strategies. Through one-way communication, the strategy strives to acquire short-term customers.

As a result of social media, buyers and sellers have developed new ways to communicate (Marshall et al., 2012). Sellers can gain a greater understanding of their customers through the use of these technologies (Liu et al., 2021). Even so, social media has become increasingly important in promotional and advertising campaigns due to its global reach. Particularly among the millennial generation, social media has become increasingly critical (Liu et al., 2021). In spite of this, firms that employ this strategy tend to engage in social media activities that are transactional, and their customers tend to use social media in a passive and reactive manner. Through their purchases, customers contribute transactional value, but they are not very engaged. In this strategy, promotional offers are exchanged for monetary resources (for example, purchases).

Using social media as part of the sales process can be made more effective by understanding the driving factors, suggests Guesalaga (2016). Additionally, he emphasizes the importance of personal commitment when it comes to using social media for sales. To be successful with social media marketing, the sales and marketing departments need to be integrated. In order to maximize their effectiveness, Järvinen and Taiminen (2016) advocate integration between marketing and sales departments. Kumar et al. (2016) have also examined how social media and traditional media can synergize to increase social commerce (for example, press mentions, television, and in-store promotions). For social media to be most effective, multiple sales channels must be utilized to maximize their power..

## Social content strategy

Pulizzi (2009) defines social content strategy as the process of creating and distributing educational and compelling content in multiple formats to attract and retain customers. In this type of SMMS, customers are provided with timely and relevant content rather than product promotions (Järvinen, and Taiminen, 2016). Customers will be more likely to purchase products and services if they are engaged with valuable content.

Holliman and Rowley (2014) introduce an idea that customer-centricity, usefulness, and the compelling nature of content marketing are some of the characteristics that define content marketing's value. A two-way exchange of valuable content is created in this method, which is highly regarded by customers. In this method, viral content is created to stimulate customer interaction and spread positive word-of-mouth, increasing brand awareness and popularity (Liu et al., 2021). Companies have used social media to establish brand awareness and spread word of mouth as part of this strategy (Holliman, and Rowley, 2014). Social media engagement is actively achieved by companies by developing their own 'firm-generated' and 'marker-generated' content. Companies help their customers exchange comments and share brand-related content instead of encouraging them to contribute content (called "user-generated content"). In exchange for customer-owned resources, such as net assets and persuasion capital, companies create positive word-of-mouth and achieve sustainable brand status.

By pursuing a social content strategy, an organization builds capabilities in the areas of design and presentation (also known as social messaging) and viral distribution (also known as seeding). According to Malthouse et al. (2013), designing valuable content and facilitating customer interactions require understanding client engagement motivations and social media interaction characteristics (Liu et al., 2021). Firms are expected to employ this strategy by converting passive observers into active collaborators and participants through compelling and valuable content (Holliman, and Rowley, 2014). In order for brands to engage their customers, they need to empower their customers and enable them to speak on their behalf. Communicating effectively is therefore critical to the development and dissemination of effective marketing content.

## Social monitoring strategy

In social monitoring, marketers become involved through listening and responding. However, social monitoring differs from online content strategies, in which content is distributed to customers, as it requires firms to actively participate in all phases of communication (from content delivery to customer service). A social media monitoring program does more than simply observe and analyze customer behaviors on social media (Liu et al., 2021), but also actively seeks out and responds to customer complaints and needs through online channels. Social monitoring strategies are generally understood to involve two-way communication, when customers communicate with the company via social media, while the company uses data generated through customer behavior to learn, listen, and respond. Social media listening and responding are the primary methods of improving customer satisfaction and cultivating stronger relationships with customers.

Using social media platforms to listen to and gain insight from their customers can allow companies to improve their marketing decisions because they have access to attitudinal and behavioral data. Additionally, Carlson et al. (2018) contend that social media data can be utilized for identifying innovation opportunities and facilitating innovation processes. Companies can gain a better understanding of consumers' reactions through social media monitoring, assess the effectiveness of social media marketing initiatives, and allocate resources accordingly. Social media interaction and instant feedback in real time are the main objectives of this strategy. By incorporating customer knowledge repositories into product development, it has contributed to improving customer experiences (Liu et al., 2021).

You can build stronger customer relationships by better understanding customer needs, gaining valuable market insights, and gaining valuable market insights. For this reason, social monitoring strategies emphasize listening closely to social media activities (Timoshenko, and Hauser, 2019). In order for firms to engage their customers, they should actively involve themselves throughout the communication process, since customer engagement does not rely on rewards, but rather upon ongoing reciprocity between company and customer. Successful implementation of this strategy relies on marketing sensing, the process of gathering, interpreting, and communicating information effectively. Monitoring and text analysis techniques are necessary to collect social media data efficiently (Liu et al., 2021). Electronic negative word of mouth (e-NWOM) is becoming a significant problem on social media, so companies implementing this strategy should also be prepared to respond to online complaints and requests appropriately (Kim et al., 2016).

## Social CRM strategy

As part of its philosophy and business strategy, the social CRM strategy contains technology platforms, business rules, processes, and social features that demonstrate the highest level of strategic maturity. To provide mutually beneficial value to customers in a transparent and trusted business environment, it is necessary to engage them in a collaborative conversation (Liu et al., 2021). Social CRM combines elements of social media and customer relationship management (such as customer engagement and retention) according to Malthouse et al. (2013). The social CRM approach emphasizes the potential for customers to contribute more than one form of value, as opposed to traditional CRM models, which assume that customers are passive and only contribute to customer lifetime value. Multiple forms of value can be contributed by customers, according to Kumar et al. (2010). Through collaborative interactions, social CRM strategies enable organizations to engage and empower their customers, which includes firm-customer, intraorganizational, and inter customer interactions, resulting in mutually beneficial relationships and improved performance between the organization and its customers.

According to Choudhury and Harrigan (2014), social media is an important tool for customer relationship management. According to Charoensukmongkol and Sasatanun (2017), companies can segment their customers based on their similar characteristics and tailor their marketing offers accordingly (Liu et al., 2021). Through social CRM, firms can directly interact with customers through social media, thereby improving customer engagement. In this stage of interaction, the customer contributes innovative ideas to the development of new products. As well as contributing creativity, engaged customers provide network assets, persuasive capital, and knowledge stores that contribute to value creation.

In social CRM, customer information obtained by social media interactions is generated, integrated, and responded to at the company level (Liu et al., 2021). In order to enhance customer learning and innovation, social media data must be integrated with a company's CRM system (Choudhury, and Harrigan, 2014). In order to improve customer learning and innovation, social media data should be linked to other data sources (such as customer service records).

When developing a well-established social CRM strategy, it is also important to consider the company's culture and commitment, as well as its operational resources and cooperation with cross-functional teams (Malthouse et al., 2013). One must possess the following capabilities in order to develop an effective social CRM strategy: social CRM expertise, organizational learning expertise, and innovation expertise.

## 2.4 Why would you need a social media strategy?

“You just have to be in social media”, or “because every competitor is also there”, are not good enough reasons to be in social media. If you want to achieve your set goals in social media, social media strategy should be a part of your business’ marketing strategy. Being just present in social media is not simply enough anymore. As part of a company's marketing mix, social media is viewed as an integral component of the business plan. (Koivisto, 2015).

Relationships and customer loyalty, that are built via social media, can also translate to increased sales. Your engagement with your followers' posts and checking your notifications can help you achieve this. Be sure to interact with your customers if they tag you in a post on Facebook or leave you a review. Study results from The Social Habit found that 53 percent of consumers who follow a business on social media show more loyalty to that company. That is substantial. A significant benefit of social media marketing is an increase in search rankings (Anthony, 2022).

There is a wide range of social media channels available today, and their number is constantly growing. Tik Tok, for instance, is one of the newest social media networks that has already gained 800 million users. The number of people using social media keeps rising every year, with almost 4 billion people around the world using it. Additionally, the COVID-19 pandemic has resulted in a spike in social media use around the world (Lankinen, and Martic, 2021).

Developing a social media strategy will allow you to make your efforts more effective, and help you achieve your larger business objectives. Outlining your business goals will help you create posts that reinforce them. Putting a strategy together includes defining your goals and working backward from them. In addition, you'll want to set measurable social media goals (and track them) so that you have something to strive for, and to prove that the work you are doing is worth it (Lozano, 2018).

When you calculate your company’s marketing return on investment (ROI), remember to calculate how are different social media’s getting by. If you are making decisions based on results, why should social media differ from this?

The most important aspect of using social media as a company is to personally understand what social media is used for. What is the target, who’s attention we are trying to get, to whom is this content targeted to, who takes responsibility of the outcome, what are the ways we measure the results? A brightened plan for social media marketing is a requirement for social media marketing to be truly goal oriented. When your company implements a social media strategy, being in social media will be easier and it will support your business from the beginning.

Too many companies still add the same content to each and every social media channel they possess. A strategy would be time-efficient, but it cannot guarantee good results by the end of the day. Social media channels' algorithms are based on users' reactions in relation to created content. How many likes and comments? How fast? And how often? Based upon these probability calculations it determines how to divide its media space between users. The algorithm is always based on the channel's business, so who are using the channel's different features frequently and diversely, will get the most attention to their content. Even though social media sets different requirements, you do not have to develop all content from scratch. It is all about skillful planning and giving attention to different social media channels and using them insightfully besides all content creation.



## 2.5 How to implement a social media strategy?

Every social media marketing strategy should take into account what your largest competitors are doing on social media. You can learn from how your competitors are using social media, since they are probably already using it. (Lankinen, and Martic, 2021).

You can start implementing a social media strategy for your organization, or to develop an already existing one, with these different steps. Steps listed below start from setting the targets, but if you are developing an existing strategy, it is good to start from analyzing work that has been done and move on to defining targets, channels and target audiences based on succeeding.

### 1. Why?

Set up as concrete targets as possible. Ponder upon the benefits using social media has to your organization. What changes or outcome you are chasing with the help of social media?

Look for concreteness: how can you show that you have achieved your set goals? Try to set your goals as concrete as possible, so you can list indicators that help you show that you have reached your targets and the wanted change.

### 2. To who?

Who do you need to reach in order to reach your targets? Who are these people, how old are they, men, women, where do they live? What are the interests of the target audience? How do the target audience communicate online and in social media?

### 3. Where?

Targets indicate the audience; people indicate the channels. What social media channels does your target audience use? Use common sense, professionals and research when deciding on the channels. If you have already used social media channels, look who you have reached from there.

### 4. What?

People and the chosen channels define the content that is to be shared on social media. What content is your target audience wanting to receive from you? What will that audience receive from it? What are the modes of operation and operation models in the channels you have chosen?

From where can you share content to your social media channels? How will your shared content support your goals? How will you get people to do the things you are pursuing with social media? One easy example for this is, for example, getting people to participate in your event.

## 5. When?

The timing for social media content depends on the moderator, target audience and selection of channels. At what time will your target audience use the channels you have selected? At what time do they want to read content that is designed for them to share? Are you capable being present at the same time as your target audience?

Social media calendar is a great way to plan weekly posts as well as for the whole year.

## 6. Who?

The responsibility for maintenance is good to be divided inside the organization for different operators. Who will take the lead for making, maintaining, and developing social media marketing?

Can a social media team be made to support the making and the developing, and can the responsibility be shared within this team? Who will be creating content and who will administer the channels? Can someone take responsibility of following discussions on social media and reacting to them?

## 7. Tracking

Plan and give someone the responsibility of following and participating on the conversations happening on social media. Who will oversee answering the questions and comments that come from social media? How fast will we reply? It would be recommended to reply within 24 hours.

What to reply to questions and comments? Should you sign the responses etc.?

Will you reply to all comments and questions, or can some be left unanswered?

What conversations will be followed on different channels? How will you react, for example, to shared posts, participations in conversations and likes? What will be shared to your accounts and from where will you share them?

## 8. Analyzing

Develop everything you post one by one for all your social media channels and look at your posts more profoundly and in more detail two to four times per year. In this context, analyzing means analyzing the success of your posts on your social media channels.

The success of your contents can be evaluated, for example, by the coverage rate, amount of likes or how many have clicked your posts: these things tell you, has your content aroused interest in your target audiences, and have you succeeded in this so well, that the audience has done what you wanted them to do (for example, clicked a link that takes them to your website).

You need to conclude, why has some posts drawn more attention than others, and develop your future content to be more like the successful content.

## 9. Measuring

Look upon your set goals for social media and have you achieved them at least a couple of times per year. When your goals for using social media have been set as concrete as possible, you can easily point out with different indicators if you have achieved these goals.

## 10. Developing

By analyzing content and measuring your social media outcome, these results can provide you a base for developing your social media operations.

Enjoy the accomplishments and continue forward with the action models that you have proven to be working. Acknowledge your areas for development: why haven't you reached your set goals, what could be developed, is there something you should do about your maintenance measures, or should you even edit your whole purpose using social media or re-think the social media channels you are using?

Development is a continuous part of using social media in an organization and you should relate to it as a continuously changing and a living part of your organization's communications and operations but remember that the outlines of these are defined by the strategic alignments of the organization (Koivisto, 2015).

## 2.6 Setting strategic goals

When setting strategic goals, the targets should be as specific as possible. It should be pondered upon, what are the benefits of using social media, what changes or targets you are pursuing after with social media, and who the content is made for. You should seek for concreteness. Seek for concrete targets, so you would be able to list the indicators you can use to show that you have reached your targets and wanted changes. The goals are defined in the social media strategy and without it, social media usage and content marketing might not work as smoothly as it could. When creating a social media strategy, you need to ponder upon the following: what do you want to achieve, who do you want to reach and what kind of message do you want to give to your target audience? Only after setting your goals can you start to choose the right channels. You must have a concrete reason for using a specific channel, and that reason cannot be "because other organizations are already on Snapchat".

You should think about the goals for every channel you are using. You do not have to be in every possible channel. For example, if your target audience were 13-year-old girls, Twitter might not be the best channel to use.

Goals for using social media should be specific, measurable, assignable, relevant. In other words, you should use the S.M.A.R.T-formula:

Specific, Measurable, Assignable, Realistic, Time-related

Setting your goals might be the most important part of all. The value of the set goals, that are defined in your strategy, will rise when you try to stay in your targeted timeframe. If the set goals are impossible and out of reach with the given budget or human resources, you will not benefit from having a strategy. Therefore, you need to be realistic. As said in Sales Communications, you should not consider yourself a racehorse immediately, if just this morning you were hanging out with little ponies in a summer pasture (Sales Communications, 2019).

Like everything related to your business should be measurable, so should social media. You should exhibit it and analyze results. The easiest measures might be the number of followers, engagement rate, website traffic from different channels and presence of your posts (Koivisto, 2015).

Every social media marketing activity should be measured and assessed; it goes without saying. Professionals in social media must take advantage of this opportunity to better understand what is and isn't working. The insights they receive as a result enable social media managers to adjust their strategy and make data-driven decisions to improve their performance (Lankinen, and Martic, 2021).

You can calculate your engagement rate by adding up the amount of the post's likes, comments, and the times the post has been shared. Divide the outcome by the total of fans the channel has and multiply it with a hundred. You will get the percentual engagement rate, and it will tell you how many percent of your followers committed doing some social media activity due to your post.

$$((\text{Number of Likes} + \text{Number of Comments} + \text{Number of Shares}) / \text{Total Fans}) \times 100$$

= Engagement rate (Koivisto, 2015).

It is the easiest to follow the number of followers, but that does not tell you how much being on different channels has an effect on your sales. The analytics you can get from your webpage might help you to see what social media channel brings the most traffic to your page. From this knowledge, you could indicate that this channel's communication works as it should.

Measuring social media has been talked about a lot recently. Its affect has been often referenced in the speeches of seminars and writings and separate trainings have been and will be organized related to it. Measuring social media means proving successfulness of the actions made in social media by figures or other concrete achievements. In practice, no one can tell you how to measure social media, and its success, correctly. There is no one method or model that is right. You need to form your way to measure from your organization's objectives and actions leading you to your objectives on social media channels. Succeeding in social media communications and measuring it is organization specific. In addition: social media can be measured only when it is known what the organization is pursuing from social media and what do they want to achieve there.

If there are not concrete goals for the usage of social media, you cannot measure its results. Different social media platforms allow you to follow your visitors and to analyze your posts success. With the help of analytic software, you can dig up a considerable number of figures. But what does the organization benefit from there figures in practice?

Measuring social media usage in an effective matter should be based on what concrete gains is the organization seeking for when using social media. When the benefit, a goal, is found, a social media plan is made to achieve that goal. When this plan is clear, can the organization define the measures they will use to point out that their goal has been achieved. These results can later be used in, for example, developing social media functions and showing your successful usage of social media to the management of the organization. In the long run, measuring your results and comparing them to previous results can also have an impact in the development of the whole organization's actions.

Social media strategy defines the purpose, goals, target audiences and channels, and what kind of appearance you are seeking for from your social media usage. Social media strategy or –plan is a part of your marketing and/or communication plan and it should be based on all of your organization's actions and goals. In the best possible scenario, you can achieve your strategic goals with the help of social media. Social media is a part of all operations, communications and marketing happening in the organization, but with a separately specified and social media friendly barycentric.

You should notice that social media operations are not necessarily just your organizations posts on your channels, but also following interesting conversations and participating in them, so for example, it is concrete influencing work through participation.

Nevertheless, social media strategy strives to tell, as detailed as possible, why does the organization use social media and what does the organization want to accomplish with it. Has the organization achieved its objectives, and how often and in what ways it is measured? These questions should be answered in the strategy.

Measuring means indicating you have reached your set goal. Measurements are the tools to show you if you have reached your goal or not. Measurement used could be a website's analytic software, for example Google Analytics. Measuring and the measurements to be used are defined for a single target and for a single channel. For the first example, the target could be to increase conversation about a topic that is important for the organization. For this, the increasing in conversation is measured by hashtags or other key words used.

For the second example, it should be acknowledged that if the target is to get more participants to enroll for events with the help of social media, you should ponder upon the measures and measurements used to indicate success by what is your targets outcome. In this case, it would be to fill the enrollment form and for the person to commit to the event. The measurement used could be the website's analytic software to indicate how many, who came from social media to the website, will fill the form.

One useful tool to help you set your goals and to measure then is to ask yourself the following:

1. What does your organization want to achieve? What are you doing, what are you pursuing? Could communicating on social media channels help you to achieve your goals?
2. If, and when so, how's help could you acquire and on what channels? What do you need to try to do on social media, that your organization's action's goals can be reached?
3. In how small parts can you divide your organization's actions, so that you could take advantage of social media as a part of your actions and communications, as thoroughly as you possibly could?
4. And now that you know, what your organization's goals are and what actions you are going to take to achieve those goals: How can you demonstrate, if you have reached your set goals?

The most important is to remember that when you are pursuing concrete things that have an impact in your organization's actions, you can also plan clear and concrete actions. This way you can also perceive your actions' success, consequences and you can define the ways you will measure your organization's action's success.

Different concrete goals for being in social media could be, for example;

- Adding conversation in social media about a topic that is important for your organization
- Getting more people to participate in your events
- Increasing sales
- Increasing traffic on your website
- Getting more people to order your organization's newsletter
- Increasing your amount of members
- Taking part of decision making and affecting in it
- Member- or customer service's success in social media and a decrease in phone calls and/or e-mails
- Boosting your organization's own participating in social media and being more visible there.

Measuring social media should go hand in hand with your social media strategy and channel-specific activity plans. Taking these actions, you can measure and demonstrate your social media activity (Koivisto, 2015).

You can dive deeper into the analyzing and measuring of your social media success when your goal is made as specific as possible; "We want to increase people's awareness of us, so that especially young people can hear about our services we offer them and take advantage of those services more widely than before". Let us assume that this service offered to young people is, for example, a mobile application and an info set regarding it on your website. In this situation you could follow the following:

- Has the amount of application downloads grown after adding communication about it into your social media? You should look at the development of the amount of downloads every now and then.
- Has the traffic in your website developed, is there more traffic than usual? You should pay close attention to the ones who come to your website via your social media channels.
- You should pay attention to the reactions your content about the topic is getting (for example, shares, clicks, and likes)

In addition, you should follow the increase of the mobile application's use. From this you could interpretate that young people really do use the new service you provide them. In this way, you can point out the actual benefits when putting time, human resources, and money into social media.

## 2.7 Interaction strategy

It is heard daily how companies talk about their baffled growth of social media channels and about target audience's minor commitment to content. Taking a closer look at the channels, a few reasons come up repeatedly:

- The channel is missing interaction. Comments are not responded, or they are responded only if it is a question.
- Content creation is not regular. The channel is used to post content only when there is a campaign going on.
- The content is missing a visual line. The content used is originally implemented for a whole other thing.
- Repeating content concepts are missing. The content does not have a common thread that would hook and adhere the followers and create a consistent image of the brand.
- The posted content is the same in every channel, and they do not take into consideration the characteristics of different channels or the preferred format of the content.

Continuously creating content in social media is not enough to be authentically present. More relevant and important than quantity is quality, how interesting the content is and how reasonable it is. Every social media channel need brand content but also tactical content. The content should be de-signed for the specific channel, interactive and usually visually distinct. If you want to grow your presence in one channel, you need to be present there on a daily basis: you need to answer community's questions, react to the posts that mention your company and to "listen" to the conversations that discuss topics that are interesting in the eyes of the company.

When content is shifted into a part of a conversation, a sensible dialogue is accomplished between the company and the customer. In the conversation, the topic is central but also interaction, listening, asking questions, and answering them. From marketing's point of view, the dialogues make the company more approachable and more humane. Information about products is here, there and everywhere and the information is easily accessible, so a modern customer is seeking for personal interaction when needed.

The topic is not anything new, but the channels that are used for interaction have gotten more versatile. The interaction could happen, for example, through social media, live chat or even through a chatbot. In many cases, the customer makes the first interaction via social media (Facebook Messenger, Instagram, or WhatsApp), and that is when company's customer service should be alert. The essential thing is that the customer gets an answer immediately (Seppänen, 2020).

A company might not need a separate interaction strategy, but it should be integrated into the social media strategy to get the best possible outcome.



### 3 RESEARCH

A questionnaire was sent to all Savonia's students to get relevant data about social media channels students are using and the goal of the survey was to investigate what kind of content should The Student Union SAVOTTA post. The questionnaire got 304 answers in total. The following chapter will concentrate on the questionnaire made and the answers. The answers were given anonymously.

The research method used in the questionnaire was a quantitative survey. This research method was chosen that the survey would be easily accessible to every student studying in Savonia University of Applied Sciences and that it is easily implemented in Finnish and in English. Quantitative methods were chosen because the survey was originally made to gather numeral data, for example, age gaps between the respondents, even though some sporadic answers were involved in the actual development ideas suggested in the coming social media plan for SAVOTTA.

The questionnaire was developed mainly to gather data on the social media channels the students at Savonia University of Applied Sciences are using the most. The questionnaire was made in co-operation with The Student Union of Savonia University of Applied Sciences, also known as SAVOTTA. The questions on the questionnaire were chosen to give input on what SAVOTTA should post and on what channels, is there something that could make becoming a member of the student union more appealing and is there something that the students want to know about SAVOTTA and its operations.

#### Questionnaire

Let us break down the questionnaire question by question. We have a lot of students who are different aged. Most, even up to 42.7 percent of the respondents were between the ages from 21 to 24, but 5.3 percent of the respondents were older than 45 years old. This question was asked due to the vast age gap between students. The youngest student at Savonia is 17 years old.

The second question on the questionnaire aimed to gather data on the respondents, are they a member of The Student Union SAVOTTA. 75 percent of the respondents claimed to be a member and only 25.3 percent were not. About 3.3 percent of all the respondents answered that they were not members, but they would like more information about The Student Union and how to become a member. This was a question I, as the writer of this thesis, and the board of The Student Union wanted to ask in this questionnaire. We wanted to know how many of the respondents are members and also how many, who is not a member, would answer.

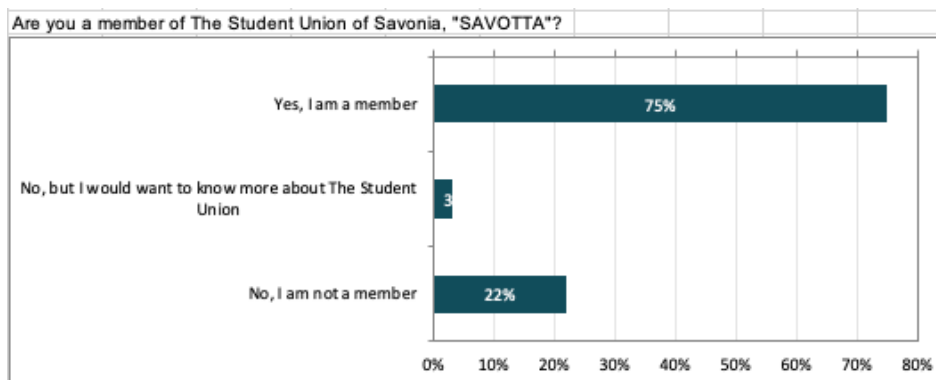


Figure 2. Are you a member of The Student Union of Savonia, "SAVOTTA"?

The third question on the questionnaire was a bit tricky. The respondents were to rank a few different social media channels according to what channel they use the most. The options were WhatsApp, Facebook, Instagram, Snapchat, TikTok and Twitter. According to the answers, the most used channel of the respondents is WhatsApp. WhatsApp is used amongst friends, family, school and even the teachers in Savonia. It is a quick way to communicate with larger groups of people and it is a free way to message your friends and family. A lot of student groups have their own group chat, for example LI19SP had their own chat with the teachers and tutors in the chat, so that the students and teachers could communicate to the whole group with just one message.

The second most used, according to the answers, is Instagram. Instagram is a platform where you can post pictures to your accounts feed and the post stays there for as long as you do not delete it. You can also post to your Instagram Story, where the post is available only for 24 hours. When you have an account in Instagram, you can like, comment, and save others' posts and content. Instagram is a visual platform.

The third most used is Snapchat. Snapchat is a platform where you can communicate via pictures that do not stay anywhere unless you save them. You can send your friends "snaps", which are pictures. You can add text to the pictures, or you can send plain chat messages. You can also make groups in this platform. This platform is mostly used amongst friends and acquaintances.

The fourth most used is Facebook. Facebook amongst students is mostly used for Facebook Events because the student events usually have all the information regarding the event itself in the Facebook Event. You can also find the ticket sales information there. You can use Facebook to keep in touch with friends, family, relatives and other acquaintances.

The fifth most used is TikTok, but it is said that this platform will be expanding and every day, more and more people are downloading the app and using it increasingly. TikTok is a platform where you can share short videos and add a sound to them. Usually there are certain trends going on that people are talking about and sharing the videos of people who are participating in them or posting videos of themselves doing them. You can share other accounts' videos to your friends with the chat feature.

The least used according to this survey is Twitter. Twitter is a platform that is widely used in The United States of America, but not so used in Europe. It is a platform where the users can share their thoughts in a few sentences and even have a conversation re-tweeting others' tweets.

The fourth question in the questionnaire was "Do you follow The Student Union 'SAVOTTA' on social media?". The respondents were supposed to tick all the boxes that apply to them. The answer options were mainly to find out, where do the students mainly follow SAVOTTA's actions and posts. About 42 percent of the respondents follow SAVOTTA on Instagram, 18 percent on Facebook and so on. Even up to 52 percent of the respondents do not follow SAVOTTA at all on social media, which was a surprise. When asked on the fifth question, "If you do NOT follow The Student Union 'SAVOTTA' on social media, what would make you follow them?", a lot of the respondents commented that they have not known that SAVOTTA is in social media. Many respondents also answered that nothing would make them follow SAVOTTA, due to being a student on another Savonia's campus (Varkaus or Iisalmi), due to not being interested or due to the lack of SAVOTTA's education policy being visible.

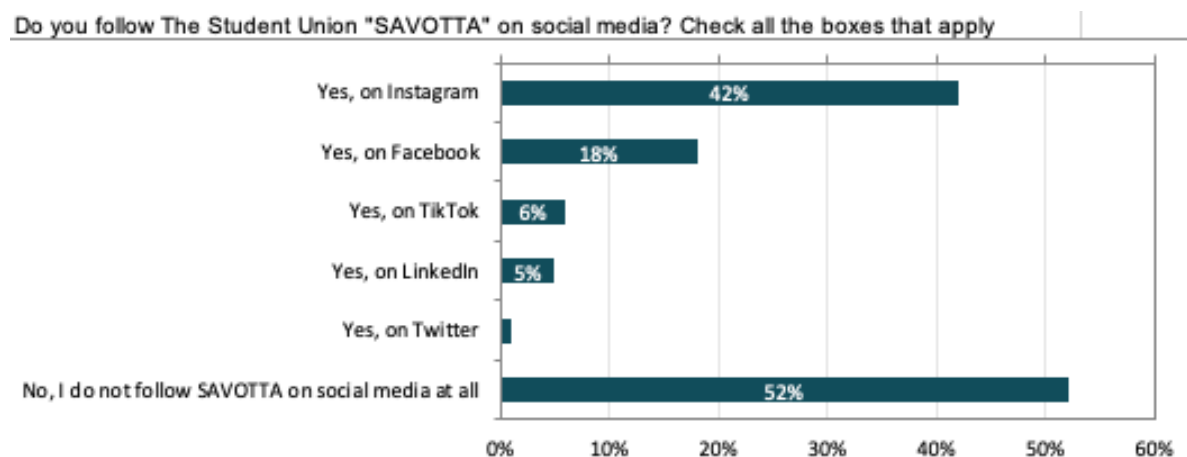


Figure 3. Do you follow The Student Union "SAVOTTA" on social media?

That brings us to the last question on the questionnaire. The sixth question was to get relevant data about what kind of content would the students want to see on SAVOTTA's social media channels. About 55 percent answered that they would want to see more pictures and posts from events and up to 51 percent would want more informative content. Informative content could be regarding student discounts SAVOTTA offers, more information about the routes to make a difference on campuses, the ways to have an effect in the quality of teaching or even how to be a part of making an event come to life. Many of the respondents answered that they would like to see more raffles and contests. Contests and raffles usually engage followers, and it develops the amount of commitment towards the posted content.

#### 4 SAVOTTA'S SOCIAL MEDIA STRATEGY

Often, many companies' social media seems like an abandoned garden that has been taken over by weed. Beds of roses have been left without regular maintenance, and nobody has looked at the playhouse which has been left at the mercy of the weather. Nowadays, social media accounts that are not taken care of will lead to a dreadful brand image.

The Student Union of Savonia University of Applied Science has a member of the board that is responsible for communications and marketing each year, so social media has had someone take care of it. During the year 2020, the board member that was responsible for communication developed a communication plan for The Student Union. The goal of the communication plan is that the appearance of SAVOTTA on social media would stay in the same style each year, even though the responsible one changes. The communication plan was updated during the year 2021. The social media strategy implemented in this chapter is based on said communication plan and the strategy of The Student Union of Savonia University of Applied Sciences for the years 2021-2024. All the board members should base their actions on the strategy of Savonia University of Applied Science's Student Union. The communication plan and social media strategy are mostly extra tools for the one responsible for communication.

The executive board of SAVOTTA decided in the year 2019 that all the communication is to be in Finnish and also in English.

#### 4.1 Goals

The Student Union's goals are recorded in their strategy for the years 2021-2024, so they are relevant at the moment this social media strategy is implemented. The goals are the following:

- **SAVOTTA is trusted:** SAVOTTA is a respected and a desired operator among cooperation partners, stakeholders, and other student unions. SAVOTTA keeps contact actively with partners and the members. Members and Savonia's student associations are informed openly, and close co-operation is done between them.

This specific goal can be reached with social media if more posts would be done in co-operation with the student associations and if SAVOTTA's partners and stakeholders would be posted on social media. Based on the research made, Savonia's students are interested in seeing the social media channels being updated more frequently and that the content would bring SAVOTTA's education policy more visible to the followers. Both of these could be done with posts regarding the student discounts SAVOTTA provides. Huippu Center could be an excellent example, due to their services being sports and other activities that can influence the students' health and stress management.

- **SAVOTTA equalizes:** SAVOTTA solves how the activities between different campuses could be more equal. Members would have the opportunity to get equivalent benefits regardless of the campus they are studying in. The activities of The Student Union and benefits from them should be as accessible as possible in all campuses. The equality of the operations is seen outwards.

With the help of social media, SAVOTTA could make posts regarding different campuses on the relevant information and concerns. SAVOTTA's social media should be relevant to every student, despite the study field and campus the student is studying in. To reach this goal, SAVOTTA should post content from different campuses. At the moment, almost all posts are regarding mostly just the Kuopio campus, so there is a difference how relevant the posts are depending on the campus one is studying at. The co-operation between Savonia's different campuses has developed over the last few years and it is further developed in the future. Other campuses' students have been, for example, invited to SAVOTTA's biggest events such as Kauppakadun Improbatur.

- **SAVOTTA as an operator:** The actions of The Student Union are visible and easily accessible. The members want to know more about what is happening in The Student Union and want to take part in the operations. Cooperation partners and stakeholders are aware of that SAVOTTA's operations. Announcements and communications are easily understandable.

The posts SAVOTTA makes should be clear and made with meaning. Every post they make does not have to be heavily informative, but also pictures of organized events, such as an after movie of Kauppakadun Improbatur. Many of the respondents who answered the questionnaire would also like to see posts of the daily activities, such as posts from meetings and from the daily operations that take place in the office.

- **SAVOTTA is known:** SAVOTTA's activities cross-section will be brought to the knowledge of Savonia's students even more visibly. Framework of the people in positions of responsibilities is to be expanded out of the model it is today, where earlier actives are in the big picture nowadays. SAVOTTA's activities will be more open in the future and thus more accessible to the members, cooperation partners and stakeholders. During the period the strategy is valid, a yearly questionnaire is made for the members. The goal of said questionnaire is to find out the reasons why members have joined SAVOTTA.

The questionnaire made to support this thesis got answers why people are or are not a member of The Student Union. Most of the people who are not a member stated that they do not know enough about SAVOTTA and its mission, vision and operations and they would like more information about joining SAVOTTA, what the officials do on a daily basis and what are the benefits of becoming a member.

- **SAVOTTA's recruiting of members is goal-directed and efficient:** SAVOTTA has honorably the highest degree of order in all of Finland. When the operational environment changes, member recruiting model needs to be edited up to date. Goal-directed and efficient member recruiting creates added value to students and personnel.

Main goal of all SAVOTTA's operations is to raise the percentage of members. With the help of social media, the benefits of becoming a member can be lifted with ease. All the local student associations promote the benefits of joining The Student Union to their freshmen but the board of SAVOTTA have an important role in this. SAVOTTA should be seen and heard during the whole year, not just the first couple of days in the beginning of freshmen's studies. When it comes to recruiting new members, it is highly advised to visibly post about the different routes how the students can make a change and how students can influence decision-making parties.

- **SAVOTTA communicates also in English:** SAVOTTA's communication is to be available also in English. A notable amount of SAVOTTA's members do not speak Finnish as their native language, thus it needs to be taken into consideration to generate communication equally also in English. SAVOTTA's internal operations are still officially in Finnish, but it should be evaluated in the future should the operational model be changed.

This is one of the reasons the questionnaire made to support this thesis was provided in Finnish and in English. The questionnaire therefore was made to be accessible for everyone studying in Savonia University of Applied Sciences. Every email, social media post or poster found at the campuses should be easily accessible to everyone, including students who do not understand Finnish.

## 4.2 Target group

The target group of SAVOTTA's communication and marketing on social media is all Savonia's students, regardless of what they study or the campus they are studying in. Savonia has seven (7) different educational fields and over 7000 students. To delimit the main target for SAVOTTA's operations and communications, it should be the new students starting their studies during the autumn semester, not to forget the students coming to Savonia during the spring semester. This includes all visitors and exchange students.

Although the executive board of SAVOTTA constructs of mostly students studying in the campus located in Kuopio, it is important to remember that the students studying in Iisalmi and Varkaus campuses are a crucial part of The Student Union as well.

One of SAVOTTA's target groups is also the co-operation partners, such as Savonia University of Applied Sciences in a whole, Opiskelijankuopio.fi, Opiskelijatöihin.fi and Sykettä to name a few.

## 4.3 Channels and content

This chapter deals with SAVOTTA's main social media platforms. The main platforms are email, Instagram, Facebook, and the union's website. SAVOTTA has also an account on Twitter and TikTok, but these channels are not included in the main channels due to the lack of posting on these channels regularly. These two channels have a vast potential if only they can be updated on a regular basis.

### E-Mail

From internet's communication tools, the most used is email. Emails have been sent and received by 87 percent of 16-89-year-olds in the last months (Melkas, 2020). Contacting by email is fast and it is a cheap way to communicate and market your products and services. According to Hub-spot, there are about 5,9 billion active email-accounts, 99 percent of email users check their email on a daily basis and 70 percent from consumers prefer email as the best marketing tool (Kirsch, 2022). Due to this excessive amount, SAVOTTA should continue to keep in contact with students by email. Most of the students check their student email's at least once a week, so they know if their lecturers have sent them an email, so if SAVOTTA was to send an email, most of the students will read the message with the rest of the received emails.

## Instagram

When posting content on Instagram, the texts should be kept short and compact. Overall, all advertisement and acute matters, for example, the next day's events, should be posted on Instagram Stories. This is because the information "expires" during the following 24 hours. This also helps that the feed will not seem like an advertisement page and the feed is not just about informative content, but it stays interesting for different types of followers.

The followers are usually interested more in posts that include students and other familiar faces. Beside the informative content and campaigns, it is highly recommended to implement different concepts of posts, that bring the board members and electives forward. Their daily work should be visible and known to everyone, and Instagram is a good and cheap way to bring the activity visible to the followers.

The overall look of the profile matters when a potential new follower is thinking about following the student union's account. Therefore, it is important to pay attention to the content and the cohesion of the posts and the overall look of the profile.

One should always add relevant hashtags to the posts. Much-used hashtags are, for example, #opkusavotta #savoniaamk and #amkopiskelijat and the events' own hashtags (#kauppakadunimprobatur / #puijonkadunappro).

SAVOTTA made its record in their Instagram follower amount in October 2022, when their Instagram hit 2000 followers and the amount is growing every month. Instagram is thought about as the "main" social media platform, due to endless possibilities.

## Facebook

Facebook is the social media channel that usually gets all the "informative" posts. In Facebook, the length of a post can be notably wider when comparing to, for example, Instagram. To get the maximum visibility, the posts should be scheduled during daytime, so about 10am until 6pm. If it is possible, a picture is advised to be linked to the post, because it increases visibility and it gets the reader's attention.

Facebook is most used for posting about events. It is the easiest platform to create an event, to post information regarding it and, for example, organize the ticket sale for the event.



## Website

You can find all up-to-date information about The Student Union from their website. On the front page there is a carousel of advertisement. It is highly important to update this carousel if there is, for example, an event coming up, an important information that needs to be communicated towards the students or if there are some exceptions in cafeSAVOTTA's opening hours.

Due to SAVOTTA communicating everything in Finnish and in English, it is important to write an English equivalent when posting about news or other updates.

The communication between the executive director of SAVOTTA and the communications correspondent should be seamless, because that should be the main channel the communications correspondent gets relevant information about ongoing events and other things that need to be posted on the website.

The website offers a lot of information to new students coming into Savonia, about joining SAVOTTA, about the ongoing elections and the ways a student could be a part of the student union and take part in the decision making. The website also has the contact information for the representative board, the board and the office's employees. The website should always look "clean", and it should be easily accessible, because it is one of the first things a potential new co-operation partner will check out when thinking about anything co-operative.

## Other channels

Other social media channels the student union have an account in are Twitter and TikTok. Unfortunately, no one of today's actives or employees have the Twitter account's details or password, but as a channel it is considered as political and maybe a bit dated for students. Twitter has never been a huge thing in Finland. According to Statcounter (2022), 12.38 percent of Finnish population is actively using Twitter. According to Statista (2022), 12 percent of Finnish people between the ages 18-24 are using Twitter, and 6 percent of Finns between the ages 25-34. The amount is not impressive and due to these statistics, SAVOTTA should not put their effort in updating Twitter. If SAVOTTA's board had a separate communication respondent who would concentrate on affection communications, then Twitter could be a potential social media channel for SAVOTTA to use.

TikTok was the most downloaded app of 2021 (Blacker, 2022). At the beginning of 2022, TikTok ads reached 26.7 percent of all Finns aged 18 and over. Consequently, TikTok's advertising reach in Finland at the beginning of the year represented 22.3 percent of the country's internet users (Kemp, 2022). Content is being posted on SAVOTTA's TikTok on a unregular basis and SAVOTTA has about 250 followers as of mid-November. TikTok is a potential channel amongst students due to the videos being short and eye-capturing. Making one TikTok can still take a lot of time, even though one TikTok is only three minutes long maximum. TikTok videos can be all fun and games, but when posting as the student union, the clips should have an idea. For example, SAVOTTA's TikTok's have been about upcoming events or about the daily work at the office. TikTok is a good channel to bring these kinds of updates up because usually no one wants to read millions of reminder emails about updating your student card's sticker.

#### 4.4 Responsibilities and monitoring

To ensure that all of SAVOTTA's social media channels are used regularly, the one responsible for communication should develop a calendar to mark when, where and what is going to be posted. This would ensure that all social media channels would be used, and the information would be up to date. This calendar should be available for all SAVOTTA's board members and officials, so everyone would have the information about the posts.

SAVOTTA's social media channels are mainly used by the marketing correspondent, even though the officials and the chairmen of the executive board have also the rights to update them. Juha Asikainen, the executive director of the student union, is monitoring all board activities, including communication. The communication respondent should always have the last say in when to post something or if the post is even relevant to post at all. Even though the board has a member amongst them who is responsible for the updating of the social media channels, the whole board is responsible that the content and information posted is clear, up to date and accurate. It is the whole boards, the executive director's and the planner of member services' responsibility to communicate and to ensure that the communication made on the behalf of the student union is understandable and procurable for all the students studying in Savonia.

#### 4.5 Analysing and measuring

The ways to measure the strategy's activities are also mentioned in the strategy for the years 2021-2024. As the goals of the social media strategy need to lean on the overall strategy, it is only necessary that the measurements rely on the strategy also. The following measurements can be found from SAVOTTA's strategy for the years 2021-2024, they are freely translated from Finnish to English in the following.

- **SAVOTTA is trusted:** Member inquiry (the trust SAVOTTA's members have towards The Student Union's activity and the trust towards the actives and officials (for example, the personnel)), the amount of co-operation partners, the economic benefit from the co-operation partners, the visibility brought by the co-operation partners (for example, media), co-operations with different student unions and student-associations.
- **SAVOTTA equalizes:** The amount of student benefits and services on different campuses, the amount of student benefits on different campus cities, SAVOTTA's actives' visitations in different campuses (for example, having a stand, handling with student services, other meetings).
- **SAVOTTA as an operator:** The amount of applicants for the election of The Representative Council, the voting percentage in the election of The Representative Council, the amount of applicants for the election of the board of SAVOTTA, the amount of applicants for other positions of responsibility (for example, Savonia Oy's board's student member, YTHS representative and others), the amount of applicants to different work forces and divisions, the amount of posts and the amount posts get engagement.
- **SAVOTTA is known:** Member inquiry (the conspicuousness of The Student Union, interest towards SAVOTTA), reachability of posts, commitment to posts, the number of posts and the number of followers on different social media channels.
- **SAVOTTA's recruiting of members is goal-directed and efficient:** The degree of order amongst potential members, The number of members, how much freshmen become members, how much continuing students stay as members.
- **SAVOTTA communicates also in English:** The amount of English content on SAVOTTA's websites, the number of posts in English on SAVOTTA's social media channels, the reachability of posts on social media channels that are made in English, interest international students have towards SAVOTTA's activities.

#### 4.6 Social media plan for client organization

In the case of SAVOTTA, it is important that the vision, mission, and values are communicated and marketed across inside and outside and especially in social media, so that the Union can encounter customers from the barrier level. To achieve the goals implemented in SAVOTTA's strategy for the years 2021-2024, the following chapter's ideas should be taken into consideration.

In the questionnaire made to support this thesis, one of the questions asked was if the respondent follows SAVOTTA on social media. About 52 percent answered that they do not follow SAVOTTA on any channel at all. When the respondents were asked if there were anything that would make them follow SAVOTTA, a lot of the answers were "nothing" and a few even answered that they did not know that SAVOTTA is in social media. This indicates that SAVOTTA's social media does not contact students as wanted. SAVOTTA has a good membership percentage, but how come this does not show on social media followings?

One student answered that they would want to develop efficient education policy and working actively towards it. Savonia's education policy is terrible, in one of the respondent's words. The respondent's answer highlighted that when an individual student is complaining about something, the response is usually a teflon response. This is relevant when thinking about SAVOTTA's social media plan, due to the fact that if even an individual student has a feeling that everything is not going accordingly, the student union should react instantly. There can be situations that some students have development ideas, but it is difficult for SAVOTTA to respond and act if the ideas or worries are not addressed to them. SAVOTTA should develop their communications about their education policy, so every student would have the feeling that the student union cares about the students' wellbeing and that the office is a welcoming place, a place every student can come by to discuss their worries and to talk about their ideas. The same respondent feels like SAVOTTA's harassment contact personnel are helpless when it comes to problems. Students' rights could be highlighted with the help of social media campaigns. That way students would get the feeling that SAVOTTA works actively for the students' rights and to strengthen students' positions. To be fair, SAVOTTA's education policy has been done in an invisible way. Education policy includes a lot of meetings and other discussions that are not visible to the members, this work can even be invisible for the other board members. Even the work that happens "behind closed doors" should be brought to the attention of Savonia's students, even all the little things.

A lot of the respondents also commented on how they would like to see more informative content. The content the respondents wished for was videos about education policy, the students' experiences about studying at Savonia, information about events – especially interdisciplinary ones, the work SAVOTTA does to support students' wellbeing. Some of the respondents are curious to know, what are the concrete decisions that SAVOTTA makes and has an effect on and what are the ways a student could make a difference. One respondent answered that marketing about café SAVOTTA and bar&café SAVOTTA should be added and developed on the social media channels. The offers and campaigns the cafés have should be posted at least once a month, but preferably once a week. If there is nothing special happening, the posts could involve marketing the coffee passes or other member priced things. It is true that the opening hours should be posted regularly and if there's something un-normal with the hours, it should be informed. Here are listed only a few ways SAVOTTA could develop their social media presence. If SAVOTTA would post more content the students want to see, they would get more followers. To be fair, SAVOTTA has developed their social media presence enormously when mirroring the last couple of years. The content is much more coherent throughout all posts and throughout all social media channels.

Like anticipated, quite a lot of respondents also answered that they did not know that SAVOTTA was in social media. This seems absurd due to SAVOTTA introducing their activities and board members to freshmen every autumn and spring semester. This does not take away the fact that over half of the respondents do not see the information SAVOTTA posts and so the information will be unnoticed by them. Savonia University has over 7000 students at the moment overall, and if only a bit over 300 of these answered the questionnaire provided, it can be said that either the students do not care to answer such surveys or that they have not seen the survey at all. Be the reason anything, if only 0.43 percent of the students took a couple of minutes to answer the questionnaire, and over 50 percent of these do not follow SAVOTTA on any social media channel, the results seem a bit worrying. Still, approximately 28.57 percent of the students follow SAVOTTA on Instagram (checked November 2022). Obviously, some of the alumni of Savonia are still following the student union, and there are students at different schools who are amongst this follower amount, this percentage is still quite good.

SAVOTTA as an operator and as the student union of Savonia is rising interest amongst students, potential new students, co-operating partners, potential new co-operating partners, actives, potential new actives and so one. Interest is being captured inside Savonia and outside, for example, the city of Kuopio and other student unions in Finland. One excellent example of the rising interest could be the past SAVOTTA fair. SAVOTTA fair was organized for the first time during the past autumn. This fair was getting a lot of attention amongst students and co-operating partners, and potential new co-operating partners have reached out so they could be a part of the fair next time it is organized. The fair was organized to introduce different businesses and firms to the students, so they might find a summer job, an internship or even a full-time employment – the target of the fair was to connect businesses and students together. The chair of the board of the year 2022, Iris Kettunen, took contact to five companies and at the end of the day, the fair had already 15 companies coming to introduce their businesses. A lot of companies have already tried to

make a reservation for the upcoming fair, that is meant to be organized during the spring semester of 2023.

The communication between the communications correspondent and the executive director should be developed. All information about upcoming events, matters that need to be posted anywhere and all that should come from the executive director to the communications correspondent. After talking with the communications correspondent for the year 2022, it is a matter that needs attention. Although the communications correspondent gets needed information from the board's meetings and conversations that take place in the office, the executive director should keep the correspondent aware of anything regarding social media and things happening on the SAVOTTA's channels. There have been a few posts that either the executive director or the chair of the board has posted without the communications correspondent awareness and that is an act that "steps on the correspondent's territory". If this happens regularly, it might disrupt the co-operations between board's members.

Another thing regarding SAVOTTA's social media: the English equivalents of posts should always be checked for misspelling to avoid misunderstanding. There have been situations, raffles or other posts that the Finnish post's message is truly different from the English version. A good example of this was when "Kuopion Opiskelija Bileet" (KOB for short, translated Kuopio's student party) post was made and the student union organized a raffle in the post. You were supposed to guess the artist for the event and to also tag a few friends in the comments, but the English version's rules were to just guess the artist. No harm was done in this situation, but the situation was not equal between Finnish speaking students and the students who do not speak Finnish. This is an urgent matter that the board of SAVOTTA needs to give attention to, and the whole board needs to work towards content that all of Savonia's students can understand.

One thing that always gathers comments is that the representative council election's material has always been just in Finnish, not once has the material been translated into English. This is an obstacle for the Finnish speaking students and non-Finnish speaking students to be equal. Although the official language of the board activities is said to be Finnish, but for the years 2021 and 2022 there has been a member of the board who does not speak Finnish and they have done well with their responsibilities, even though they do not speak Finnish. All material posted onto SAVOTTA's social media should be translated into English, elections especially. The non-Finnish speaking students will not vote if they do not even know what the voting is organized for or if they cannot understand the introductions of the electives. As said in the social media plan for the client organization, this is an important matter that cannot be stressed enough: All SAVOTTA's social media posts should be available to all of Savonia's students, even to those who do not speak Finnish.

SAVOTTA has a few stable events and things during the year, these things take place usually at the same time as, for example, last year. A social media calendar could be helpful to map out the social media content that the board knows for sure that is going to be posted at a certain time. A few examples of these are Tahkofest, Winterfest, Puijonkadun Appro and Kauppakadun Improbatur. If thinking outside student parties and events, there is the representative council's election every autumn semester, every year. The election takes a lot of promotion and work hours from the board members, even from those who are not the communication correspondent. This type of mapping out the upcoming year could be helpful to a person who might not have that much experience maintaining their workload, about marketing overall or if the correspondent works more efficiently when having the data and information in visual images. The communication correspondent should always have a hunch of upcoming matters, but it is not only the respondent's responsibility. Like said earlier, the information of upcoming events and matters that should be posted in a certain amount of time should come from the other board members and the executive director to the communication correspondent. The whole board is responsible for the image the student union gives their members and the students via social media and, for example, face to face communication.

## 5 CONCLUSIONS

It is clear from the fact that more than 70 percent of internet users use social networks on a daily basis and spend an average of one hour a day on these networks that social networks have become a platform for people to communicate, interact, and trust one another. The number of users accessing social networks using mobile devices is also significant, with the number expected to grow in the future. Over 60 percent of users access social networks via mobile devices. It is necessary to acknowledge that social networks have become a fundamental part of business in such a world. Marketers report using or planning to use social networks for their businesses more than 90 percent of the time. Social networks have also led to the acquisition of more than 60 percent of these new customers. A growing number of business professionals and marketers are discovering that social networks can provide businesses with many benefits, which is why they are becoming an integral part of their operations. This has led to social media marketing is no longer viewed as a probationary activity but as a key component of all businesses. Based on the theory retrieval that was made for this thesis, it can be said that more and more people are joining and using social media on a daily basis. People will look potential schools online and on social media before applying and if this is a situation that the student union of Savonia University of Applied Sciences and the feeling students have at student events and on the campus, that might be the reason some students apply to study at Savonia.

A comprehensive social media communication strategy must be developed first, followed by the incorporation of best practices in the implementation of the strategy. Due to this, the strategy should be updated on a regular basis with the executive director of the student union and the communication correspondent is a crucial person to be involved in the updating process. This thesis provides concrete examples on how to develop social media usage on the behalf of SAVOTTA, even though the outcome is not an actual strategy. A strategy can be made based on this thesis and the communication plan SAVOTTA has implemented during the year 2019.

This thesis was made to broaden the knowledge about social media marketing and about implementing a strategy. Implementing this thesis was a journey of learning and gathering insight. This thesis includes a broad theory retrieval, and different types of social media marketing strategies are explained clearly. After the theory outline, the research methods are explained and introduced, the questionnaire is investigated, and the data is examined. Some pain points are brought to the reader's attention and a few ways these pain points can be developed into something that can develop the social media presence of the student union.

This thesis can be concluded by saying that overall, SAVOTTA is handling everything well. Obviously, there is always room for improvement and there are always somethings that can be done better, even the world is never truly ready. There is a lot of good things that SAVOTTA should keep doing, for example, they have always improved their follower amounts on social media channels and the voting percentage for the election of the representative council grew when comparing the year 2022 to the earlier years. As said earlier, the voting percentage could be much higher if the material would be available in English, not only in Finnish. Because even though SAVOTTA's official meeting language is Finnish, SAVOTTA has also stated that they communicate also in English.



## REFERENCES

- Anthony, E. (2022). *RevLocal*. Retrieved from This is Why Your Business Needs a Social Media Strategy: <https://www.revlocal.com/resources/library/blog/this-is-why-your-business-needs-a-social-media-strategy>
- Blacker, A. (2022). *Worldwide and US Download Leaders 2021*. Retrieved from Apptopia: <https://blog.apptopia.com/worldwide-and-us-download-leaders-2021>
- Choudhury, M. M., and Harrigan, P. (2014). *CRM to social CRM: The integration of new technologies into customer relationship management*. *Journal of Strategic Marketing*.
- Datareportal. (2022). *GLOBAL SOCIAL MEDIA STATISTICS*. Retrieved November 2022 osoitteesta Datareportal: <https://datareportal.com/social-media-users>
- Dollarhide, M. (31. August 2021). *Social Media: Definition, Effects, and List of Top Apps*. Retrieved from Investopedia: <https://www.investopedia.com/terms/s/social-media.asp>
- Guesalaga, R. (2016). *The use of social media in sales: Individual and organizational antecedents, and the role of customer engagement in social media*. *Industrial Marketing Management*.
- Hamilton, M., Kaltcheva, V. D., and Rohm, A. J. (2016). *Social media and value creation: The role of interaction satisfaction and interaction immersion*. *Journal of Interactive Marketing*.
- Hintikka, K. A. (2008). *Jyväskylän Yliopisto*. Retrieved from Sosiaalinen media: <http://kans.jyu.fi/sanasto/sanat-kansio/sosiaalinen-media>
- Holliman, G., and Rowley, J. (2014). *Business to business digital content marketing: Marketers' perceptions of best practice*. *Journal of Research in Interactive Marketing*.
- Järvinen, J., and Taiminen, H. (2016). *Harnessing marketing automation for B2B content marketing*. *Industrial Marketing Management*.
- Kananen, J. (2013). *Digimarkkinointi ja sosiaalinen media liiketoiminnassa*. Jyväskylä: Suomen Yliopistopaino Oy.
- Kemp, S. (2022). *DIGITAL 2022: FINLAND*. Retrieved November 2022 from Datareportal: <https://datareportal.com/reports/digital-2022-finland>
- Kim, S. J., Wang, R. J. H., Waslowska, E., and Malthouse, E. C. (2016). "Understanding a fury in your words": *The effects of posting and viewing electronic negative word-of-mouth on purchase behaviors*. *Computers in Human Behavior*.
- Kirsch, K. (2022). *Hubspot.com*. Retrieved from The Ultimate List of Email Marketing Stats for 2022: <https://blog.hubspot.com/marketing/email-marketing-stats>
- Koivisto, S. (2015). *ViestintäPiritta*. Retrieved from Sosiaalisen median mittaaminen 1: Mitä se tarkoittaa?: <https://viestintapiritta.fi/blogi/sosiaalisen-median-mittaaminen-1-mita-se-tarκοittaa/>
- Kumar, V., and Pansari, A. (2016). *Competitive advantage through engagement*. *Journal of Marketing Research*.
- Lankinen, A., and Martic, K. (2021). *Haiilo*. Retrieved from 8 Steps to Implement a Social Media Marketing Strategy: <https://blog.smarp.com/social-media-strategy-8-steps>

- Liu, Y., Liu, X., Wang, M., and Wen, D. (2021). How to Catch Customers' Attention? A Study on the Effectiveness of Brand Social Media Strategies in Digital Customer Engagement.
- Lozano, D. (2018). *SocialMediaToday*. Retrieved from 6 Reasons Why You Need a Social Media Strategy: <https://www.socialmediatoday.com/news/6-reasons-why-you-need-a-social-media-strategy/515622/#:~:text=Having%20a%20social%20media%20strategy,create%20posts%20which%20reinforce%20them>
- Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., and Zhang, M. (2013). *Managing customer relationships in the social media era: Introducing the social CRM house*. Journal of Interactive Marketing.
- Marshall, G. W., Moncrief, W. C., Rudd, J. M., and Lee, N. (2012). *Revolution in sales : The impact of social media and related technology on the selling environment*. Journal of Personal Selling & Sales Management.
- McShane, L., Pancer, E., Poole, M., and Deng, Q. (2021). *Emoji, playfulness, and brand engagement on Twitter*.
- Melkas, P., and Kohvakka, R. (2020). *Internetin käytön ja eräiden käyttötarkoitusten yleisyys 2020, %-osuus väestöstä*. Tilastokeskus.
- Opiskelijakunta SAVOTTA, Savonia-ammattikorkeakoulun opiskelijakunta. (2020). Savonia-ammattikorkeakoulun opiskelijakunnan strategia vuosille 2021-2024. Kuopio, Suomi.
- Opiskelijakunta SAVOTTA. (2022). *Opiskelijakunta SAVOTTA*. Retrieved from Opiskelijakunta: <https://opiskelijakuntasavotta.fi/opiskelijakunta/>
- Opiskelijakunta SAVOTTA. (2022). *Opiskelijakunta SAVOTTA*. Retrieved from Materiaalipankki: <https://opiskelijakuntasavotta.fi/opiskelijakunta/materiaalipankki/>
- Pulizzi, J., and Barrett, N. (2009). *Get content, get customers: Turn prospects into buyers with content marketing*. New York.
- Pönkä, H. (2014). Sosiaalisen median käsikirja. Docendo.
- Rodriguez, M., Peterson, R. M., and Krishnan, V. (2012). *Social media's influence on business-to-business sales performance*. Journal of Personal Selling & Sales Management.
- Rydén, P., Ringberg, T., and Wilke, R. (2015). *How managers' shared mental models of business-customer interactions create different sensemaking of social media*. Journal of Interactive Marketing.
- Sales Communications. (2019). Retrieved from Mikä on Sosiaalisen Median Strategia?: <https://www.salescommunications.fi/blog/mika-on-sosiaalisen-median-strategia>
- Seppänen, A. (2020). *eSignals*. Retrieved from Merkityksellinen vuorovaikutus markkinoinnissa: <https://esignals.fi/kategoria/viestinta-ja-markkinointi/merkityksellinen-vuorovaikutus-markkinoinnissa/#de585817>
- Siniaalto, M. (2014). Sosiaalisen median menestysreseptit. Kauppakamari.
- Statcounter. (October 2022). *Social Media Stats Finland*. Retrieved from Statcounter: <https://gs.statcounter.com/social-media-stats/all/finland>

- Statista. (2022). *Share of social media platforms used for following, sharing and discussing news in Finland in 2022, by age group*. Retrieved from Statista.com: <https://www.statista.com/statistics/629125/social-media-platforms-used-for-following-news-by-age-group-in-finland/>
- Timoshenko, A., and Hauser, J. (2019). *Identifying customer needs from user-generated content*. Marketing Science.
- Tilastokeskus. (2020). *Tilastokeskus.fi*. Retrieved from Internetin käyttö medioiden seuraamiseen ja viestintään lisääntynyt: [https://www.stat.fi/til/sutivi/2020/sutivi\\_2020\\_2020-11-10\\_tie\\_001\\_fi.html](https://www.stat.fi/til/sutivi/2020/sutivi_2020_2020-11-10_tie_001_fi.html)
- Tilastokeskus. (2020). *Tilastokeskus.fi*. Retrieved from Väestön tieto- ja viestintätekniikan käyttö: <https://www.tilastokeskus.fi/til/sutivi/index.html>
- Varadarajan, R. (2010). *Strategic marketing and marketing strategy: Domain, definition, fundamental issues and foundational premises*. Journal of the Academy of Marketing Science.
- Virtanen, J. (2017). *Hopper*. Retrieved from <https://hopper.fi/>