



Social Media Manager´s Work for the case restaurant in Bali

Helena Järvinen

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Helena Järvinen
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Helena Järvinen

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Päiväkirjamuotoisen opinnäyteytön tavoitteena oli analysoida yrityksen sosiaalisen median markkinointi päällikön työtä kokonaisuutena ja löytää työn kehittämiskohteita. Opinnäytetyö esitteli kyseisen työn vastuu alueet ja käytössä olevat sosiaalisen median alustat. Työn kehityskohteita analysoidaan viikko kohtaisen raportoinnin ja viikkoanalyysien kautta. Opinnäyteytön toimeksiantajana oli Indonesian Balilla toimiva kreikkalainen ravintola.

Opinnäytetyö kirjoitettiin päiväkirjamuotoisena kymmenen viikon seurantajakson aikana. Työssä esitellään yrityksen nykytilanne ja jo olemassa oleva sosiaalisen median strategia. Kohdeyrityksen sidosryhmät on esitelty ja niiden merkitystä työnkuvaan analysoitu. Oman kehittymisen kannalta on myös tarkasteltu omaa tämän hetkistä osaamista huomioiden työn vaatimukset. Työn kannalta tärkeitä vuorovaikutus taitoja on myös avattu käytännön esimerkkien avulla.

Jokaiselle seuranta viikolle on valittu työn sisällön kannalta olenainen teema, jonka tukena toimii alaan liittyvä lähdekirjallisuus ja artikkelit. Teemoina toimivat esim. viikoittaisten tehtävien esittely, tarkempi syventyminen käytössä oleviin alustoihin, ajanhallinta, sisällön tuottaminen ja vuorovaikutus asiakkaiden kanssa. Yhtenä kantavana teemana toimi myös työnohjaus työharjoittelijalle.

Työn tuloksena on laaja läpileikkaus sosiaalisen median markkinointi päällikön työstä kyseisen yrityksen kohdalla. Työn analysoinnin avulla työtehtäviin ja työskentely tapoihin on löydettyvissä parannuksia. Valmis työ toimii työn tuloksellisuuden raportointina toimeksiantajalle sekä mahdollisena oppaana työtä tulevaisuudessa jatkavalle taholle.

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The objective of this diary-format thesis was to analyze the social media manager's work in the case company. The thesis studies the working methods and discloses the development targets. The thesis introduces the work tasks and the used platforms in social media. The development targets will be analysed by weekly reporting and weekly insights. The commissioner of the thesis is a Greek restaurant located in Indonesia, Bali.

The thesis is written in diary format during ten weeks' journaling. The thesis introduces the current state of work and the existing social media strategy. The stakeholders of the company have been introduced and their meanings analysed for the social media manager's work. The thesis includes an analysis of the author's own skills and development targets considering the requirements of the work. Important communication skills have also been viewed with some practical examples.

For every week there is a chosen theme related to work. The chosen source material supports the weekly themes. The themes in the thesis are e.g. the introduction of weekly tasks, introduction of platforms, time management, content creation and customer engagement. One main theme is also supervision of work of an intern.

As a result of the thesis the social media manager's work in the commissioner company was examined. With the analysis of the work, some improvements to the tasks and working methods have been introduced. The final thesis works as a report of work effectiveness for the commissioner. The thesis can also be used as a guide for future social media managers in the commissioner company.

Keywords: engagement, content creating, social media, social media marketing

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1 Introduction

Social media marketing is a technique that employs social media. It includes content created by everyday people using highly accessible and scalable technologies such as social networks, blogs, microblogs, message boards, podcasts, social bookmarks, communities, wikis and vlogs. Social media marketers publish and share content online to achieve an organization's marketing and business needs. (Diamond, S. & Singh, S. 2020, 8). The fast evolution of social media demands a new type of "engagement" marketing by business. Business owners need to engage customers and prospects in an ongoing, meaningful and productive conversations. Well designed and executed social media marketing plan provides improved search results, better customer service, better brand awareness, improves PR and media relations and improved recruitment opportunities. It also gives the ability to conduct online reputation management and to reach very loyal customers. In order to establish a successful social media marketing strategy, one needs to understand how to create meaningful conversation with the target audience. After understanding what information they value, one can engage the audience in a meaningful and lasting conversation. (Packer, R. 2011, 5).

This thesis is about journaling and analysing my work as a restaurant social media manager. Journaling lasts for ten weeks and contains reports from each day and week. It is about my daily tasks what I'm doing, about meetings and events that we might have during the time. The goal is to analyse my work, see what is working well and what should be improved. A big part of the job is to be creative and have new ideas for the social media content. The journaling happens between 20th February and 30th April 2023.

The subject of this thesis was chosen for the interest to analyse one's work as a social media manager. There have not been done this kind of analysis of the commissioner company's work so this could be a good opportunity to do so. Also the social media manager's position is new for the commissioner company as the work have been done earlier by the business owners or with a help of interns. The work methods can evolve through out the analysis and findings from this thesis.

2 The commissioner

The commissioner for the thesis is Greek restaurant located in Indonesia, Bali. Restaurant is family owned and their first restaurant was opened in 2011 to Kuta, southern Bali. Now the company has three restaurants and two express locations. Second restaurant was opened in 2019 in Canggu, south east Bali and the most recent one in 2022 in Seminyak, west coast of Bali. The two express locations are serving in Canggu and Seminyak in collaboration with local supermarket. The restaurant serves Greek food and the recipes are based from the family's home and the flavours they grew up with. Their aim is to bring the Santorini island close to customers with the authentic flavours, hospitality and songs. (Santorini Greek Restaurant Bali, 2023).

For social media the company has four main platforms. The most important and most used one is Instagram with +9000 followers. Other platforms are Facebook, Tiktok and Google Business. Company also uses WhatsApp to handle customers table bookings and customer service. For social media the company already have a strategy what to follow but a social media manager's job is to improve the channels and the interactions with customers.

The objectives for the thesis and for my work is to analyze the work and the methods, to see what works and what needs to be improved. The thesis works as a way to really see and deep dive into the work and what it includes. The theory attached will give more insights of the matter.

The commissioner of the thesis will receive a report of social media manager's work and see how the work is handled by the employee. The report can be also used as a guide for the person who might be taking the work in the future. From the report the mandator can also see if there is some parts of the job that needs to be monitored more by the business owner or if there is some more tasks that the social media manager would be able to handle in the future.

3 Analysis of present state

Social networking sites (SNSs) have over time become essential marketing tools for restaurant sector. Sites like Google+, Facebook, YouTube and Instagram have become a preferred and convenient vehicle for marketer's to digitally reach restaurant customers. Restaurants use SNSs to boost engagement on social media and social media engagement is the process of measuring public shares, likes and comments on online marketing platforms. SNSs are used to reach restaurants targeted audiences, increase brand exposure and generate more leads or sales. To increase the popularity and profitability, a growing number of restaurants use SNSs for promotional activities to refresh their marketing strategies and increase social sharing and customer engagement. Promotional activities can be notifying customers about special promotions and discounts, letting them participate in trivia and contests, encouraging guests to actively participate in special events and post testimonial video clips. (Li, J. 2021).

In this case, the work as a restaurant's social media manager contains variety of different kind of tasks. The main job is to handle the restaurant's social media channels which are Instagram, Facebook, Tiktok and Google Business. For communication between the restaurant and its customers and co-workers the restaurant is using WhatsApp. The work also includes to assistance the restaurant director with arranging meetings. Also the work contains to arrange photoshoots for content creating and contacting other companies and social media influencers for possible collaborations. Online customer service is also a big part of the job.

When writing this thesis I was working with an intern. Her internship was for 3 months and during that time I was guiding and mentoring her with the work.

3.1 Platforms

The work includes handeling the social media channels the restaurant has. For the social media channels the restaurant already has a strategy what to follow. The strategy has been developed by the restaurant director and the social media manager's work is to follow and improve it. The following table will show the social media channels guidelines.

Instagram	Photos and Reels on Feed, Instagram Stories, Customer service, Collaborations and Give Aways	<ul style="list-style-type: none"> • Posting 3 times a week on Feed, one post is 3 photos • Using Reels on Feed • Posting Stories 3 times a day • Reply customers messages and interact with them • Time to time arrange Give aways
Facebook	Own page	<ul style="list-style-type: none"> • Post once a week Weekly offers • Post Reels • Customer servive via Facebook Messenger • Interact with customers
Tiktok	Videos, Tiktok Stories	<ul style="list-style-type: none"> • Create content and follow the trends • Post 3 times a week on Feed
Google Business	Weekly offers, Customer service	<ul style="list-style-type: none"> • Reply to customer reviews and messages • Add weekly offers to Business page
WhatsApp	Weekly offers, Business Catalog	<ul style="list-style-type: none"> • Send weekly offers • Keep the Business catalog updated

Table 1: Social media channels in the case company

3.1.1 Instagram

Instagram entered to social media scene in 2010 as a free mobile application that allows users to edit and share photos and videos from their mobile devices. Instagram has become a popular marketing platform for companies. Visual story telling is the key element on Instagram

marketing. Instagram also gives the ability to fast communication between the customers and engagement with them is made easy by liking and commenting the photos and videos. The most likely users on Instagram are young women aged 18-24 years. (Virtanen, H. 2017.)

In the case company, posting for Instagram feed page is done three times a week, usually on Tuesdays, Thursdays and Saturdays. The Feed posting is planned always one week advanced using Canva platform. For one day posting is always three photos or one reel and two photos. So then on the feed will be nine new posts per week. The images that are used for posting are from recent and previous photoshoots. Sometimes photos are also taken from Pinterest to bring more Greek style and culture to the feed. The descriptions are also planned to each photo with Canva. For the descriptions the style is relaxed, including some interesting info about restaurant's foods and drinks and some background info related to Greek or Santorini island. Hashtags are also used to reach more interaction to the account. The hashtags that restaurant uses when posting on feed are: #santorinigreekrestaurantbali #santoriniinbali #santorini #canggu #kuta #seminyak #greekfood #restaurantsinbali #restaurantbali #wheretoeatbali #balieats #greekcuisine #familyrestaurant #balifood #balifoodie #lunch #dinner #food. Other hashtags related to the each post are also added. Reels are getting more popular on Instagram as moving picture seems to interest more people now days that just photos. The restaurant's plan is to post one reel per week on the feed to create more movement to it. Reels are made with professional photo- and videographers to get the best quality for them.

A big part of Instagram marketing for the restaurant are the Instagram Stories. Stories show 24 hours after posting and social media users can easily comment and react to them. Especially stories get most interaction between the restaurant and its followers. In this case the strategy is to post 3-4 Instagram stories per day. The stories are about restaurant's daily promos, opening hours, location info and other food and drink photos that represent the restaurant's style.

Customer service is also one big part of restaurant's Instagram marketing. Customers contact the restaurant mostly to request table reservations. They also might have some other questions related to restaurant's menu, opening hours and locations. Social media manager's job is to reply and react to all the messages. Time to time the restaurant arranges give aways on Instagram. The give away can be made in collaboration with some other company. Usually the price is a dinner for 2-4 people in the restaurant. For these give aways social media manager contacts the collaboration partner, plans the give away and its terms and rules, arranges the give away on Instagram feed and selects and contacts the winner. Give aways have been a good way to promote the restaurant and to get more interaction with the followers and reach also new followers.

3.1.2 Facebook

Facebook is one of the dominant social networking site and it has many useful features for social media marketing. Facebook allows businesses to create their own public profiles that have many of the same features as a user's profile. Facebook users can connect with the page and follow them. The business pages can have public messaging walls, events, photos and custom applications. Recently Facebook's fastest growing segment has been users older than 35 years. (Zarella, D. 2009, 67).

For Facebook the case restaurant is not as active as in Instagram. To restaurant's own page the posting happens once a week by posting the daily promos in one edited photo. The daily Instagram stories are also automatically shared to Facebook stories. The reels that are posted to Instagram are posted to Facebook to create more movement and get more interaction. The customer service is also a big part of Facebook the same way as in Instagram. Customers contact the restaurant via Facebook Messenger mostly to request table bookings. For Facebook the restaurant has created an automatic reply to advise the customer with the booking.

3.1.3 Tiktok

Tiktok is a social network born in China in 2016. The app is based on the concept of short format video and it offers the users to edit their videos with wide selection of sounds and options to add special effects and filters. Since launching the application's popularity has grown a lot. The application has accumulated more than 500 million active users. The factors that make Tiktok so popular are: easy to use, sponsoring celebrities and focus on localized content. Tiktok has simplified the creation and sharing of videos. Hashtags are also used in the app to suggest topics, to help capitalize on local trends and to generate viral content for the platform. The app uses personalized recommendations to each users that makes the app more addictive for its users. (Guarda, T. 2020, 38).

Tiktok is the restaurant's most recent social media platform. For the restaurant Tiktok is more relaxed and not too official and the content there can be more "home made" than on Instagram. Tiktok requires the most creative ideas of all platforms as the social media manager is creating the material there by themselves. The posting for Tiktok happens also three times a week to keep the account active and to reach more views to the videos and to the account. As Tiktok is more fast phased than any other platforms, one has to keep up with the trends and the trending music. For the restaurant Tiktok is more used as a promotion platform, not so much to connect with the customers.

3.1.4 Google Business

Google Business profile is created for businesses and organizations to manage their online presence across Google. Google Business offers many features such as information of the opening hours, website and street address. Interaction between customers is also possible as they can leave reviews and messages through the page. Google also gathers all the insight that is happening in your business page, such as visits, phone calls and what are the popular times of customer visits. (Google Business, 2023).

Google Business works for the restaurant as a platform where customers can easily give reviews and feedback of their visits. Each location has their own Google Business page where customers can leave their reviews and messages. Social media manager's task in Google is to reply to all reviews and messages. One important task is also to forward the feedbacks to restaurant director who then forwards them to the restaurant staff. All the reviews and feedback are taken seriously and as a guideline to improve the service. One of the Google Business applications is the possibility to add offers and events to the page. The restaurant adds its daily promos to the Google Business page to give more info about them on Google searches.

3.1.5 WhatsApp Business

WhatsApp Business is planned for business owners. It was built to make interactions with customers easy by providing tools to automate, sort and quickly respond to messages. The business profile makes it easy for customers to see important information about the company, such as business name, description, address, business hours and category. It is also possible to link other social media channels to the business account. One feature is also business catalog that showcases the products and services. (WhatsApp, 2023).

WhatsApp is the main platform to the restaurant for its customer service. Restaurant takes table reservation via WhatsApp and keeps book about the reservations by hand. As the restaurant has Business WhatsApp they also use WhatsApp catalog where they update the daily promos and other possible promos such as Christmas theme offers. WhatsApp works as the main communication platform also between social media manager and the restaurant staff. Social media manager sends everyweek the photos of next weeks daily specials to staff via WhatsApp and those are being posted daily to WhatsApp stories. Social media manager also uses WhatsApp to inform the staff about table booking that come from other channels and upcoming events, such as photoshoots, collaborations and give aways.

3.2 Other tasks

Other tasks for the restaurant's social media manager besides handling the social media channels are arrange meetings, photoshoots, collaborations and create content. The social

media manager meets the director weekly on a meeting where to go through what will be happening the following week, what events might be coming and other important things. The social media manager writes notes about the meetings and shares them to WhatsApp group. In the notes there is also insights of the platforms follower numbers and results of paid advertisements. A lot of the discussion happens also via WhatsApp group created to social media marketing.

Social media manager arranges the photoshoots by finding and contacting the photoshoot company. Through discussion with the restaurant director there will be a given budget and guidelines for the photoshoot. Photoshoots always have some theme, such as focus on food, photoshoot made with models or photoshoot with the staff. The social media manager discuss with the photoshoot company and sets the deal with them. Before the photoshoot day there is some preparations such as listing what would be needed to the photoshoot for e.g some decorations. The social media manager also makes a moodboard of the upcoming photoshoot and sends it to the photographers before the shooting day.

Content creating is one of the biggest part of social media manager's work. In this case the social media manager makes most of the content for Tiktok by themselves. The content is made is about restaurant's food, drinks, location, atmosphere and staff. Videos are taken and edited by phone. For content creating the social media manager has to be creative and have new ideas all the time. The most effective way to get more ideas is to see what others are doing and then modify it for own use.

4 Analysis of own skills and development

The skills that I have for this job have mostly been gained from my previous internship in the same restaurant during spring-summer 2022. The internship was my first job with social media marketing although I had done it a bit for my previous work place in Finland. I learned a lot during my internship and think it was the most meaningful time for my own learning. I have learned a lot not only about social media but also about time management, working with other people and communication. As the working language is not my mother language, my language skills have improved a lot also.

The skills gained through my work so far are time management, working with others as a team, communication with others and the ways social media platforms work. As I'm now working with an intern and guiding her I have to think more of my job and how to explain it to someone else. At first I noticed how difficult it can be to analyze the work to other and tell her why are we doing things this way. Guiding and mentoring others is a new work task for me.

What still needs to be learned or improved is to focus more on the analytics and see the results from there. Instagram, Facebook and Google gives a good insights of analytics. As a social media manager I should also be able to focus on those and be able to improve the marketing strategy based on them.

5 Stakeholders

Marketing environment means the internal and external stakeholders that effect to the company's marketing. The internal stakeholders are for e.g. business idea, culture of the business, owners, marketing goals and marketing organisation. The external stakeholders are always changing as the marketing environment is changing. The marketing environment can be seen from macro- and microenvironment. Macroenvironment stakeholders are those things that create the worldwide business environment. The business can not do much for the macroenvironment's trends. Microenvironment stakeholders on the other hand are close to the business and the business is able to make a difference. Still the business can not perfectly control those changes. Microenvironment creates the frame for businesses marketing. (Bergström, S. & Leppänen, A. 2021).

Making the research for marketing is the main starting point for the business owner. To succeed in marketing one has to gather the information from the changes in the environment and be able to analyse it. The business owner has to make research of demand, competition and the changes that are happening in the environment. The research will help with predicting the dangers for business but also show the possibilities. It is also important to notice the internal resources in the changing environment. To improve the business to be more close to customers one has to be aware of the environment all the time. (Bergström, S. & Leppänen, A. 2021).

The internal stakeholders in my job, as shown in the Figure 1, are the owners, the staff, the business idea, goals and strategies and the culture of the business. The marketing follows the business idea; a Greek restaurant serving traditional Greek food based on family recipes and family history. The culture of business is bring family kind of atmosphere to the customers.

The stakeholders in microenvironment are the platforms and partners. The platforms in this case meaning restaurant's social media channels that work as the main marketing place. The partners are the other companies the business might use for collaboration in marketing, such as promoting the products or creating give aways. Also the photography companies and social media influencers are the partners.

The things that affect to the company's macroenvironment are the political and social environment, economical, technological and egological environment as well as sociocultural and international environment. (Bergström, S. & Leppänen, A. 2021). For marketing these can mean the economical situation and budget the business is able to put on marketing and what kind of equipment the business can offer to marketing (for e.g. work phone).

The external stakeholders are also the customers of the business. From marketing point of view customers means the followers and people that contact the business in its social media platforms.



Figure 1: Stakeholders in marketing in the case company

Stakeholder engagement has said to be a combination of cognition (for e.g. being interested of what is happening in the company), emotions (feeling positive about the actions happening in the company) and behaviors (taking part of company´s activities). Stakeholder engagement has been also defined as the practices an organization undertakes to involve stakeholders in a positive manner in its activies. Stakeholder engagement can be seen as a creative opportunity to engage in more collaborative and effective interactions. (Viglia, G. 2018).

6 Communication

Communication skills are a big part of social media manager's job. Eventhought the work is quite independent there is still many different kind of interaction situations. At the case company, the most important communication happens between the social media manager and the restaurant director. As the social media manager is working for someone's else business, one have to make sure the decisions made for marketing are fit for the business owner.

Social media management influences several areas of the company such as brand awareness, brand reputation, strategy development, analytics, creativity and collaborations. A study by Mintzberg (1973) introduced ten different managerial roles and devided the roles to three different categories. Informational category introduced the roles of disseminator and spokes-man that are related to communication inside and outside the company. As a disseminator, the manager is responsible for passing of internal and external information for the members of the organization. As a spokeperson, the manager keeps the meaningful groups of people informed about the performance, policies and plans of the organization, department or team. (Meske, C. & Stieglitz, S. 2013).

In the case company the communication between the social media manager and restaurant director happens daily via WhatsApp. Other important communication happens with the intern who was doing her internship during the time of writing this thesis. The communication with the intern ingludes lots of mentoring and guiding. The social media manager and the intern met three times a week in person so the communication flowed more easily and made the creative work more effective.

As the social media marketing happens for restaurant, the social media manager communica-tes a lot with the restaurant staff. For content creating the social media manager needs to order the foods and drinks and sometimes to make content with the staff also.

Regarding to other businesses and collaborations the communication skills are the key ele-ment. A lot of communication is related to business meetings for e.g finding new partners to work with for table booking. Related to photoshoots there is a lot communication happening between the social media manager and the photographer company already before the pho-toshoot day. Prior to the photoshoots the social media manager will make a moodboard of the upcoming photoshoot so that gathering ideas and visualising them would be easier. Com-munication also includes discussing about the deal, what is the budget and how many photos and reels does the deal include. During the photoshoot day the communication happens face-to-face and it is important that both sides are on the same page and know what we are doing. The photoshoot days can be hectic and have some given time table what to follow during the day. Working with a bigger group of people requires good communication skills.

7 Journal of the work

In this chapter I will journal my work during ten weeks. For every week there will be a chosen topic to where to focus connected with supporting source material. The topics vary from introducing the weekly tasks, content creating and platform introductions to collaborations and marketing campaigns. Every week ends with weekly insights and analysis of the week's work results.

7.1 Week 1 - Weekly tasks

During the first week I will introduce the daily tasks in social media manager's work in this case company. The week contains content creating and planning, photo editing, customer service and copy writing. One of the main event for the week will be a restaurant photoshoot together with photographer company.

Monday 20.2.

I'm starting the day by checking Instagram if there is any messages or comments that needs to be reacted. Today I'm working on my own and being responsible from all the platforms as the intern has day off every Monday. I download today's Instagram stories from Canva and post some of them in the morning and leave others for later posting. Then I check Facebook Messenger and see if there is any messages I should answer. As there was not any messages I continue to Google Business. The notifications from Google Business comes to my email. I check the few messages Google had, most of them were related to table bookings. In Google there is a automatic reply to "How can I make a table reservation?", so I do not have to react to those anymore. One of the messages was related to customers allergies so I forward the restaurant menu to her and advise her to tell about her allergies also to the restaurant staff when visiting. I check all three locations messages and reviews and reply to them. Most of the latest reviews were good and customers gave 5 stars. In general the restaurants gets good reviews and have 4,5 stars out of 5 rating.

After Google and checking all the platforms from possible messages I check our last weeks notes if there is anything that needs to be prepared for the week. We will meet together with the restaurant director and the intern tomorrow at our weekly meeting in Seminyak. We also have one other meeting related to a new table booking platform. On Wednesday we will have a photoshoot in Canggu. I have already send a moodboard of the photoshoot to the photographer and to the restaurant staff.

Tuesday 21.2.

Every Tuesday we have our weekly meeting with the restaurant director and the intern. The weekly meeting starts our work week. We go thought together the gained follower numbers

from Instagram and Tiktok, plan content for the week and if there is any other events happening this week.

This Tuesday we had a meeting with one table booking platform promoter. The meeting supposed to happen already last week but we had to reschedule it. Unfortunately the restaurant director couldn't make it to the meeting so me and the intern made notes to her. The restaurant is looking for a table booking platform to make the booking system more simple and easier to the restaurant staff. After the meeting we discuss about a photoshoot that is about to happen tomorrow. There was some issues with the products that we were about to use for the photoshoot so we had to make up a back up plan for it. We manage to make quickly a new plan and send it to the director to approve.

With the new plan the photoshoot will have two themes, restaurant staff and cocktails and bar work. We listed the food and drinks together with the intern what we are going to use for the photoshoot. Then I also send the list and new info about the photoshoot to the staff. I also send a info about the change to the photographers.

From the weekly meetings we will always have notes written to Word document. The notes contains all the important info from the meetings. There is different sections for all topics, such as Instagram, Facebook, Tiktok, Google Business and Photoshoots. On the meeting we go through the notes step by step and fill in the analytics from Instagram and Tiktok followers, notes about bad reviews and planning for the future content. Today's notes were mostly about planning Tiktok content and tomorrow's photoshoot and about the table platform meeting. The notes will be send to the social media WhatsApp group so the restaurant director can see and give her own notes to that. Usually the weekly meeting takes about 45-60 minutes.

On Tuesday's we will make the Instagram feed posting and Tiktok posting. As I'm working with the intern we have divided the work so that the intern is now more in charge of the Instagram. This means that she is planning the Instagram feed photos and texts for each week and does the posting for feed and stories and also keeps an eye on to the Instagram messages. As she have been working with me now for more than a month she is already quite independent and knows what to do. We have agreed with the restaurant director to do promoted advertising on Instagram every two weeks. This week we did the promoted ad with one of the feed posts. This one we checked together with the intern so that the budget and time for advertisement were correct. The guidelines for budget is 270,000 IDR (about 16 €) spend on four days advertising. Now that we made the ad with photo posted on the feed, the ad will be showing in the Instagram stories and on the feed. Instagram's own moderator will check the ad first and it will be live on the next day. Instagram gives a good insights of the ads and you can see the analytics after the advertising time has ended.

After the weekly meeting we made some content for Tiktok. Together we set the table and see the angles for the photos. The intern took the videos with her phone and will edit two small videos this week. The material will be published on Tiktok in the following weeks.

For the rest of the day I did work from home by checking the Google Business messages and reviews. I also messaged with the restaurant staff about tomorrow's photoshoot as they had some questions about the portions we would be using. I ended the day by making sure I have send all the info for the staff and the photographers so we would be ready for tomorrow's photoshoot.

Wednesday 22.2.

Today we had a photoshoot day. The themes for the photoshoot were restaurant staff and cocktails. The restaurant director had invited six staff members to take part for the photoshoot only. We started 10 am by meeting the photographer team and the staff. First we went throught the moodboard and the ideas for the foods and drinks. We had time table with the staff and had to be finish with them by 1 pm. The photoshoot started with some group photos then we took some product and action photos from kitchen and about drinks. We worked together with the photographers by sharing ideas and views of how photos and videos would work the best way.

The deal for this photoshoot was 20 photos of staff, 20 photos of cocktails and 2 reels of staff and one of cocktails. The reels will be max 1 minute long. The budget for this photoshoot was 3,25 million IDR (around 200 €). The work will be edited by the photographers and will be send back to us in one week.

Thursday 23.2.

On Thursday me and intern are doing work from home. I started the day by checking the messages from Google Business. Then I checked Canva as the intern had made some drafts for next months Instagram stories. I choose the best design that would match the restaurant's style and made some more edits for the Stories. I then shared the link of the Canva document to our WhatsApp group for the restaurant director to approve and give feedback about it. As the design was okay for her, I will continue editing them during the week.

For yesterday's photoshoot and the Reels I looked for songs that the photographers can use. I searched them from Spotify and shared them first to restaurant director to check if they match the restaurant's style. As they were approved I then send them to the photographer contact person and gave him some details of the songs and what part of the song to use.

During the day I kept an eye on Google and Facebook if there was any messages that needed to be reacted. The intern had planned the Instagram Feed photos for next week so I checked

them and did few changes before asking for approval from the restaurant director. The next phase of feed planning will be writing the descriptions. The intern will plan them first and then I will check them before finishing touch by the director.

Friday 24.2.

On Friday we met with the intern in Canggu. The day is reserved for content creating. At first we checked the Instagram and Google for possible messages and reviews. Then we planned the content we were going to make and order the food and drinks for that. The theme for the video was "Comfort food" so we ordered some more heavier foods and two classes of red wine. The weather was also rainy and windy so it matched the mood.

The interns took videos and photos with her phone and will edit the video by next week. I continued editing the next months Instagram stories. I also checked the next weeks Instagram plan as the intern had choose the photos for it. I did some small changes for the photos as there was some photos we had used recently. Before ending the day I make sure everything is set up for tomorrow with the intern. Saturday is the last posting day of the week and it is also my day off. The intern will take care of the Instagram, Facebook, Tiktok and Google. I will be back at work on Sunday as the intern has day off Sunday and Monday.

Sunday 26.2.

I started the day by checking the Instagram plan for next week and writing the texts for the postings. We have agreed with the restaurant director that the plan for next weeks feed would be ready by the weekend so she has time to check and make some changes for it before Tuesday.

Every Sunday I update the next week's daily special offers to Google. The offers will be posted from Sunday to Monday so that they will show in chronological order to viewer. The offers posts include info about the daily offer, picture of the portion and link to restaurant's WhatsApp to redeem the order.

For Instagram I check the possible messages and comments and update the stories for today. In Google there is some reviews to reply and one open message to be handled. I make sure that the matter on the message has been handled by the intern yesterday.

Insights of 1st week

This week started out busy as we had scheduled meetings and photoshoot. Very typical thing for this work is that things can change in a short notice as happened with the Tuesday's meeting that we held without the restaurant director and with the Wednesday's photoshoot the menu change. For these kind of changes you have to be open minded and be ready to have a

back up plan. The photoshoot day was the most hectic day this week and I had to be ready to handle and guide lots of people at the same time. Luckily the photographers were also quite independent, had good ideas and were able to lead the photoshoot. It also helped that they could guide the staff with their own mother language to explain more easily the ideas. The photoshoot day was also challenging as we had time table with the staff and the restaurant started to get busy during the time we were still shooting. For restaurant photoshoot the timing makes a big part of the work and how the result will be.

Social media is changing many aspects of restaurant operations. It brings new marketing possibilities, creates more customer relations and new methods of hiring employees. The comparatively low cost of participating in social media fits well to restaurant marketing. Although social media marketing requires a different approach than traditional marketing. Social media marketing means interacting directly with the business's customers. From social media business managers are able to learn what people are saying about their restaurant and be able to see the feedback they are giving. It is an opportunity to fix service failures and improve performance in the future. Social media sites have the possibility to create a virtual relationships with existing customers or convince a first-time guest to visit. Why still some of the businesses are not ready to put effort on social media can be the question of social media's return to investment. Social media returns are difficult to demonstrate. Investing time rather than money is more vital when creating effective networks that bring value to the business. (Abigail, M. 2013).

7.2 Week 2 - Content creating for Tiktok

This week focuses on content creating to Tiktok for the case company. Together with the intern we compose ideas for content, take and edit videos. Research for ideas is also a part of week's tasks. Also one main task this week in to make a new schedule for me and the intern for the following weeks.

Monday 27.2.

On Mondays I do work from home as the intern has day off. I update the Instagram stories and reply to messages and reviews on Google. I finish editing the Instagram story design for next month and check last week's notes to see where we should focus on this week. I see that there is only a few Tiktok videos that we have ready so for this week we have to focus on making them more.

Tuesday 28.2.

The weekly meeting is held with me and the intern this week. We go through the weekly data of Instagram and Tiktok followers and see the result of the paid advertisement on Insta-

gram. With last weeks paid ad we reach 25,416 people and 642 people visit the Instagram profile.

As we had only a few videos ready for Tiktok we plan more content together that we are going to make when we are in the locations this week. The content will be focused on foods, coffee and staff in their work as well as the restaurant locations. Today we made some content about seafoods and took some more material for last weeks "Comfort food" video.

Wednesday 1.3.

For today we had scheduled to make some content together with the intern for Tiktok. The themes for the content were "Souvlaki Pitas" and different kind of coffees. We ordered four different kinds of pitas and two drinks with them. We took video and photos and tried to make some movement also to the video. For coffee videos we made two different videos, one with "stop motion" style of step-by-step making cappuccino and the other about four different kinds of coffees, cappuccino, latte, frappe and freddo cappuccino. The intern took video of the pitas and making of cappuccino and I took videos about the other coffees. I edited the coffee video with CapCut application. The video will be put into Tiktok propably next week.

A part of my job is also to make schedule of the working weeks for me and the intern. We discussed together with the intern about the following weeks and the schedule was planned based on her request as there was her family and friends coming to visit her. I made the schedule with Excel. For the following weeks there will be one day off for me each week, either Monday or Saturday.

Thursday 2.3.

Today I did work from home. There wasn't many messages and reviews on Google during the day. For Instagram feed the intern had planned the photos ready so I checked them. She will plan the text for the photos during Friday-Saturday and I will have a look of them before the restaurant director makes the final check.

During the day I did some research on Tiktok to find some new content ideas and to find some trending music to use.

Friday 3.3.

We met with the intern last time this week in Canggu location. We had scheduled to make some video about "Kids menu". We ordered four portions that were planned for kids and two juices. The restaurant's kids menu has images that kids can colour so we created a scene where one of us is colouring the images to create some movement to the content. The intern will edit the video during the weekend.

In Google there was some bad reviews so I forwarded them to restaurant director. One customer had some issues with one food delivery company which the restaurant is using. She had left us a review about it so I discussed about it with the director. She forwarded me a guiding message that I could use in the future if there happens to be more complains about the same matter.

Sunday 5.3.

For today I have work from home and the intern has day off. I updated the Instagram Stories and checked the messages on Instagram. On Facebook Messenger there was one booking request to Seminyak location that I handled as the client wasn't able to contact the location via WhatsApp. I asked the needed booking info from her and contacted the location via WhatsApp myself. The location replied quickly so I was able to confirm the reservation for her in 10 minutes.

For Google I updated the next week's daily offers and checked the reviews and messages. During weekend there have been one mention of us in one Facebook group, "Bali Bogans". The group is created and monitored by Australian people and is about sharing their experiences and advice of Bali to other members. One of the group members had visited the restaurant in Kuta and gave a good review with photos. The post got +200 comments which most of them were good reviews also or people planning to visit the restaurant on their next trip to Bali. I'm in that group because the restaurant director recommended that as there is many Australian people visiting Bali and the restaurants, especially the locations in Kuta and Seminyak. She wanted me to keep eye on the group if there happens to be any mentions of us so we can react to those and have more interaction with the Australian customers. In Facebook you can not get into a group with business account so that's why I'm in with my personal account. I forwarded the post to the director and asked if she would like me to react somehow to that. She told she can reply to that later with her own account.

For Instagram feed the intern had planned the photos and descriptions for next week. The restaurant director had already checked them but I still added some more hastags and mentions tagging the products as we are posting about wines the restaurant is selling. Otherwise the feed was good to go for next week and everything ready for the new week.

Insights of 2nd week

This week was full of creating new content and planning it for Tiktok. We had to plan a lot of new content but were able to do it easily with the intern. It was good that we were able to meet and do the content together. Now we already have good amount of material to post for the following weeks.

As we are still waiting for the new photos from last weeks photoshoot we still have to mix the older photos with most recent ones.

About the customer service online, this week there was more situations that needed to be handle together with the restaurant director. As I´m responsible for what is happening in our social media channels sometimes is hard to know what to reply to customer messages related to customer service and what is happening in the locations or customer´s orders. Luckily the restaurant director is able to reply rather fast and takes part of the customer service also online.

Tiktok is a social media app that focus on short-form mobile videos. The company´s mission is "to capture and present the world´s creativity, knowledge, and moments that matter, directly from the mobile phone". The app had about one billion active monthly users worldwide by September 2021. The format was mostly about entertainment and comedy but since Tiktok has come more popular the topics vary from beauty, fashion, personal finance and cooking to more informational videos. The format is also used to promote and sell products. Tiktok is particularly popular with the under-24 crowd. About 40 % of its users are between 18 to 24 years old. (Investopedia.com, 2023; Tiktok.com, 2018).

Small and medium sized businesses are important part of Tiktok community. Because of that Tiktok has become one of the most popular place for people to discover new businesses. Tiktok joined together with Hello Alice, a leading organization to supporting small businesses, for a survey to understand how small and medium-sized businesses (SMBs) are navigating in digital world now days. The survey sampled of more than 800,000 small business owners in UK and was focusing on Facebook, Instagram, Tiktok, YouTube and Snapchat. (Tiktok, 2022; Hello Alice Research Report, 2022).

For the SMBs the most effective platforms of these were Facebook (68 %), Instagram (66 %) and Tiktok (51 %). Why so many SMBs choose to use Tiktok for marketing was the possibility to creative storytelling. Approximately two-thirds of small business owners said "Tiktok helps them to tell stories in a creative way". For SMBs Tiktok was said to be the most exciting platform to use in the future. The key factors that set Tiktok apart from competitions were said to be: easy to use, audience reach and engagement and business growth. 81 % of SMBs using Tiktok said that the app was easy to use and 73 % said that it is also fun to use. The most valuable aspect of using Tiktok to promote business were the possibility to reach audience, the ability to get discovered and the possibility to get reaching the right audience for the business. (Hello Alice Research Report, 2022).

As Tiktok is still quite new platform for business use the SMBs that took part to the survey had been using the app less than six months. Still they were generating fast results as 59 % said that Tiktok helped them grow revenue, 42 % said that it helped them to safeguard their bu-

business against the impact of the pandemic and 32 % said that Tiktok helped them to raise capital. On the other hand the SMBs that were not using Tiktok as their marketing tool justified their decision by saying that Tiktok seemed too complicated and that the platform has too narrow and youth-focused audience. (Hello Alice Research Report, 2022).

What comes to the music on Tiktok, all the music there is legal to use. Tiktok has made deals with distributors and labels in order to license music for the app. In this way artists will receive royalties from having using their music on the platform. (Audiosocket, 2023)

7.3 Week 3 - Time management

During this week I will be focusing on time management and will evaluate my own time management skills. For me time management have been quite easy to manage with my previous jobs and studies. I have been able to schedule my tasks and been able to know what to do next and with what time table. As I have work experience from my current job from the time I was an intern I already have some idea how to schedule the days. I also knew the job description and I knew I have to be ready for spontaneous changes. During this week I will evaluate how I have developed with the time management and how I can teach it for the intern also.

Monday 6.3.

Both me and the intern did work from home today. This week schedule changes from the usual as the intern have some friends visiting her. We planned the schedule so that she can spend some time with them and travel. There will be only one meeting with her this week, the weekly meeting tomorrow, and otherwise she will be doing work from home. As the week will be different than usual time management comes more important.

In Google there was one bad review related to customer service. I forwarded it to the restaurant director and she will draft some reply to it. For the intern I advised to start planning the next weeks Instagram feed already as she has more personal matters happening this week. I encourage her to do as much as possible advance so she don't have to worry and rush things at the end of the week as she is traveling in Bali with her friends. She already planned the photos for next weeks feed and I checked them and did some changes. The restaurant director also checked the photos after us and made her changes to those. The text for the feed will be ready by Thursday.

Tuesday 7.3.

Weekly meeting with the intern was little bit shorter today as we already had planned things for this week. We checked the Instagram and Tiktok analytistic data together. During the week we reached 28 new followers on Instagram and 6 new followers on Tiktok. Tiktok seems to be challenging to get new followers eventhought we are being active there weekly. Last weeks Tiktok videos got 265-270 views which is pretty basic number for us. The views in Tiktok vary between 200 up to 1100, except one video released on November 2022 that went viral with 61,8000 views now.

We made a new collaboration contract with one digital marketing service business, The Asia Collective. They have travel guide platform and book Hungry in Bali that focus on the best places to eat and visit in Bali. The release of Hungry in Bali 2023 will be in May. Me and my previous intern had the introduction meeting with the business owners on 23th of November 2022.

The deal with Hungry in Bali is following: restaurant features in Hungry in Bali - Edition 4 for 18 months. The contract is made for two locations, the ones in Canggu and Seminyak. Both of them will be listed in "Best Restaurants in Bali" and also by location "Best Restaurants in Canggu" and "Best Restaurants in Seminyak". The deal includes featuring in Hungry in Bali Instagram page minimum 6 posts and feature in Hungry in Bali blog post. Other marketing support includes collaboration with giveaways, electronic document management system (EDMs) and working with influencers. The Hungry in Bali package price for special 18 months marketing for us is 3000 AUD (1880 €). With this deal we can reach more fame in social media and reach more customers as Hungry in Bali Instagram account has 42,9000 followers.

For the contract Hungry in Bali needed restaurant's registered business name and address and the full name of the contact person. The restaurant director has put me as the contact person. For now I'm still waiting for them to reply if they need some photos to be send from us for their use.

With the intern we had planned to make some content together today as this would be the only meeting together this week. For the content we ordered some food from the fried menu (zucchini fritters, tomato fritters and potato balls) with Greek salad and juices. I also took some video from the Seminyak venue for another content. The intern will edit the food video and I will edit the venue video during this week.

Wednesday 8.3.

Today I was working by myself as the intern had day off. I updated the Instagram Stories and checked if there was any messages or comments that needed to be reacted. The restaurant director texted to our WhatsApp group that there is one bad review on Google related to one customer that caused some trouble in Seminyak location last night. She said she would handle

that review. During the day there was some booking requests on Google and Instagram so I helped the customers with them.

The restaurant director send me some new ideas for Instagram by sharing one Instagram account. The account was also owned by one Greek restaurant and their style was a bit more relaxed than ours. The restaurant director would like to have some more movement and the feed to be more interactive. She shared some post that were made with stop-motion style and put out as a small Reels. We had an other photoshoot in January so I looked photos from there that could fit. It took me some time to figure out what would be the best way to make the Reels with photos so that the form would work in Instagram and the size would be 1:1. I ended up making them in Canva as there was a theme plate for that, "Instagram post (Square) Animated social media". The final reels were 0,9-0,15 seconds long. I made them in one Canva folder and send the link to the WhatsApp group for restaurant director to see if they were good. I also wrote some notes how to download and add these small reels to Instagram. As we had already planned the next weeks Instagram feed we can start using these for the following week.

One media company send us a message throught Instagram and was asking for the possibility to contact our marketing department. I replied to them and they wanted to send us their offer. I gave them by work email address for that. They already did send their offer but I left it for tomorrow to have a better look at it.

Thursday 9.3.

Today both me and the intern did work from home. I took a look at the offer one marketing company had send us yesterday. The company runs their own Instagram account and has an app for events in Bali. The company, SEE Bali Chronicles focuses on promoting events and through the app they connect customers directly to the events. (SEE Bali Chroni-cles, 2023). As we already made the deal with an other digital marketing company, Hungry in Bali, this service is not valid for us anymore. Also as the company focuses more on events it is not really relevant for us. I send my thoughts about the offer to restaurant director via WhatsApp and she agreed on those. I kindly replied to the email that we have to decline the offer.

During the day I checked that the intern had done todays feed posting for Instagram. I checked from Canva that she is still working with the next weeks descriptions for feed. I will wait until tomorrow to see if she has finished them then.

Friday 10.3.

On Friday I visited Canggu location alone as the intern had work from home. I took some videos of the location to create content for Tiktok. The restaurant director asked me to select

some photos for the Hungry in Bali project that they can use for marketing. I created a Google Drive folder for it and shared it to our WhatsApp group. I also created a folder to Instagram with saved Instagram posts and reels for content inspiration.

The intern had finished the descriptions for next weeks Instagram feed so I checked them and made some changes before the final check by the restaurant director. During the day I also helped some customers with table booking on Google and Facebook.

Sunday 12.3.

On Sunday I did work from home, including daily tasks on Instagram and Facebook. I updated the latest daily offers to Google and checked the reviews. There was one review that I needed to be checked by the restaurant director so I forwarded it to her and she wrote me a reply to it.

The intern had made new Instagram story post about upcoming Nyepi- Silent Day (22.3.2023) and different opening hours. I checked it and asked her to make some changes with the font colours. The restaurant director also added the opening hours info for the post. There will be different opening hours between 21st and 23th of March because of the celebration of Nyepi. These opening hours have to be edit also to Google so we agree to do that end of next week.

Insights of 3th week

During the week I worked a lot on my own as the intern had more work from home because of personal matters. There wasn't much tasks planned for this week but during the week things came up. The new interesting collaboration with Hungry in Bali will surely bring more tasks for the upcoming weeks.

The Asia Collective provides Digital Marketing Services. The company is based in Singapore and built by two ladies originally from Australia and Germany. They provide services for luxury travel, villa booking and work as Asian's first influencer travel agency. Their goal is to connect hospitality and lifestyle brands with their large network of well known influencers, content creators, photographers and videographers. With experience in influence marketing and effective campaigns the company is able to create engagement and active audiences globally. One part of The Asia Collective is The Asia Collective Publishing that creates travel and dining guides Hungry in Bali, Hungry in Singapore and The Ultimate Bali Travel Guide. The books are available as hardcopy as well as e-book. Hungry in Bali lists "50 hottest venues in Bali" including restaurants, cafes, beach clubs and spas. The book also has exclusive offers for the venues introduced such as 2 for 1 deals or 30 % discount from bill. (The Asia Collective, 2023).

As the social media manager's work is independent and I'm mostly working on my own time management is an important skill. The working days vary much. Some days there is many

things to do , for e.g. on photoshoot days and some days nothing much happens. Also you have to be ready for new assignments that might pop-up. Prioritising the work and to be able to know what is important to do next is one skill that one needs in this job. This week was a good example of this job as there might always come something new, like new collaboration deals, and you have to be ready to be able to create new content all the time. This is also related to time management, the ability to prioritise things and to be able to know how much time one needs for certain tasks.

When talking about time management it has been described with many different terms such as spontaneity, balance, flexibility and having control over time. Time management has also been said to be a habit developed only through determination and practice. It is about prioritising and respecting priorities and setting priorities and scheduling tasks. Time management can also be the process by which the person more effectively accomplishes tasks and goals. It can be the process by which the person obtains control over the timing and the content of what one does and what can be accomplished with time. (Stoivola, 2012, 4-5).

To be able to manage time in work, one must be able to predict how much time is needed for the activity. The person will become effective in using their time only when the person clearly knows what they want to do, what they need to do and what is the time table for that. Time management involves determining what one should do. This means setting goals, deciding what events are the most important and knowing what other activities will have to schedule around them (prioritising), making decisions how much time to use on certain tasks (time estimation), be ready and adjust to the unexpected (problem solving), reconsidering goals and priorities on a regular basis (evaluation) and observing patterns and trends in behavior. In conclusion time management can be characterized as making lists, organizing, goal setting, keeping and routinely evaluating one's schedule and breaking down tasks into simpler parts. (Stoivola, 2012, 4-5).

7.4 Week 4 - Google Business

This week I will be focusing on Google Business analysis by taking a look at last month's data report. This week is also a lot about getting ready for next week's local holiday, Nyepi day. It's about sharing the right info about the opening hours to all social media channels.

Tuesday 14.3.

Our weekly meeting was held today with the intern in Seminyak location. Instagram followers were increased with 34 new followers. Last week's paid advertising reached 35,140 people and 183 visits in profile. The reach number was the best so far though the post didn't get that many likes or comments (31 likes, 1 comment). The videos on TikTok reach 247-289 views

last week. We looked together the content ideas I had saved last week to Instagram and took some videos for new content.

On Google there was some messages related to table bookings so I helped the customers with them. Most of the reviews were good in all locations, only some that needs to be checked by the restaurant director. The restaurant director confirmed next weeks Nyepi days (21.-23.3.) opening hours. I will edit them to Google Business end of this week.

Wednesday 15.3.

Google Business sends business profile report from every month with the insights of what is happening in the profile. I received the February report from all the locations last week and took a better look at them now. The location in Canggu got 3,684 interactions in February. An interaction means customer calls, messages, bookings, webside visits and direction requests (Google Business, 2023). On February we received 28 messages via Google. 1,344 direction request were made from the business profile. The direction requests shows the number of unique customers who request directions to the business (Google Business, 2023). 19,701 Google searches were made related to the business. The most popular search words were "restoran", "restaurants" and "best restaurants canggu". The searches means the queries that people have used to find the business. Google updates the searches metric each month. (Google Business, 2023). 30,539 people viewed the profile, and the platform and device breakdown shows that most of the Google searches were made with mobile device (53 %). Google Maps was also used a lot with mobile device (33 %). A user can be counted a limited number of times if they visit the profile on multiple devices and platforms such as a desktop or mobile and Google Maps or Google Search. Per breakdown device and platform, users can only be counted once a day. Multiple daily visits are not counted. (Google Business, 2023). 920 people visited the webside and 1,392 people looked the menu linked in Google.

For Kuta location there was 2,020 interactions on the Business Profile during February. 51 phone calls were made from the Business Profile. The location received 6 messages from Google. 846 people asked for directions. The profile was viewed 15,409 times and 9,160 seaches were made for the business. The most used search words were "santorini bali", "restaurants" and "santorini greek restaurant kuta". 423 people visited the webside and 694 viewed the menu.

For Seminyak location there was 2,626 interactions last month. The location received 126 phone calls and 20 messages. 1,146 people seached for directions. 5,406 searches were made and the top search terms were "santorini bali", "santorini greek restaurant seminyak, jalan arjuna, legian, badung regency, bali, indonesia" and "greek restaurant". There was 8,764 views in profile during the month. 648 people visited the webside from Business Profile and 687 viewed the menu.

All together the numbers were quite good but going down from the insight numbers from January. Seminyak location reached more messages than last month (+33 %) but otherwise the analytics showed minus side to all activity.

Thursday 16.3.

We had a meeting with the intern so we can create some more content. We made a video about table set up with foods and cocktail mixed with location. We checked together what videos we already had finished and send them to the WhatsApp group for the restaurant director to approve. Together we planned the next week's Instagram feed and sent it also for the restaurant director to check. I will write the descriptions for the photos this time as the intern has 3 days off for personal matters. Next week will be her second last week of internship.

For Google I updated the opening hours for next week's Nyepi Day. The special opening hours apply for all three locations between 21st and 23rd March. I added the special opening hours as "holiday opening hours" and they will be shown in Google Business.

We got back the latest photo- and videoshoot material with edited and unedited photos and reels. However the editing didn't match the standarts so the restaurant director asked for a re-edit. I forwarded the feedback to the photographers via WhatsApp. The deal is still open as we have paid only half of the payment and haven't get the result we were expecting. The restaurant director suggested not use this team for the next photoshoot as the results weren't that good and they are out of time table. I have one other team on the list who with I can discuss about a new deal for the next photoshoots.

Friday 17.3.

I visited the Canggu location today alone for some content creating and editing. The intern has day offs for the next three days so I will handle all the platforms. I replied to customers messages and reviews in Google, Instagram and Facebook. I finished the captions for next weeks Instagram feed and messaged for the restaurant director that they are ready to check.

For Facebook we post every Saturday the daily special offers in one edited poster. The posters were made by the earlier intern and we have been using those for few months now. I did some new editing for the posts and will start using them tomorrow. I also continue to edit more of the small reels that we can use for the Instagram feed upcoming weeks. The photographer company replied that they will re-edit the photos and reels.

Saturday 18.3.

Today I did work from home. I updated the Instagram stories and posted today's feed. On Google there was few reviews and messages related to table bookings. There was also some booking requests from Facebook and Instagram. On Saturdays we always send the next weeks daily special offers to the restaurant's via WhatsApp. The staff will then post the offers daily to WhatsApp stories. For Facebook I also update the new poster for the daily specials.

There will be some changes for next week's schedule as I saw today from online that on the day before Nyepi there will be a big Balinese ceremony and parade that will block the roads during the day. As we supposed to have the weekly meeting on Tuesday 21st I asked from the restaurant director would it be smarter to held me meeting via WhatsApp. She said it would be better as there will be a lot of traffic during that day. We agree to do work from home then to save our time.

Sunday 19.3.

I did work from home on Sunday by updating the Instagram stories and Google daily specials. I replied to messages that came from Google, Instagram and Facebook. As there is only two weeks left of this month we have to start planning and editing the next months Instagram stories. I looked up some inspiration from Canva and saved some theme plates for editing. The restaurant director had checked the Instagram feed photos and caption and made her changes to them. The feed is now ready to post for next week.

Insights of 4th week

This week was quite usual work week. There was a good amount of interaction with customers as they reached out to us via different channels. As we are still considering with the new table booking platform most of the messages were related to table bookings only.

Working with the intern is nice and going well. The content creating is easier when there is two people sharing ideas and more hands to help. The intern has a good eye on taking videos and editing them.

Google My Business was officially launched in June 2014. It is designed to local businesses and national brands to be found in Google and get the needed visibility online. Google My Business, GMB, is a free tool that allows businesses to manage one or more locations from one platform. It includes factors such as business name, business location, operating hours and the possibility to upload photos and videos. One remarkable factor is the possibility to monitor and reply to customer reviews about the business. Reviews have been found to be important actors as studies show that 90 % of customers positive online reviews impact on their decision making. For business owner GMB offers insights of how people are searching the bu-

business. Because of GMB's features it has become a vital tool for business owners. (Hanson, R. 2017; Eclincher, 2022).

7.5 Week 5 - Providing information: Different operating hours

This week will be a bit different as there is the local holiday, Nyepi day, on Wednesday that affects to the restaurant's opening hours. We have prepared the poster with different opening hours to all channels and will continue posting those for the best customer information. As the week is different time management and good communication via WhatsApp will be vital.

Monday 20.3.

Today me and the intern both did work from home. In Google there was some reviews that I asked the restaurant director to check. The intern send me a new edited video that we made last week. It was good so she also send it to the WhatsApp group for the restaurant director to check. I had forgotten to post Saturday on Tiktok so I did it today and posted the same video on Instagram stories. I also posted already the Nyepi Day poster with the opening hours info on Instagram stories.

I texted the intern that for her "last job task" she could still edit the next months daily special stories. I also suggested that next week we could meet from Tuesday to Friday for some content creating as it is her last week and as we are only able to meet once this week. She agreed on those.

I already did some notes for tomorrow's meeting and will finish and send them to the WhatsApp group tomorrow morning.

Tuesday 21.3.

Today we held the weekly meeting via WhatsApp as there is Balinese Nyepi celebration and seremonies that will cause a lot of traffic on the roads. The main topics in today's notes were the Nyepi opening hours and putting the info about them in all the channels and Instagram promoted advertising schedule.

The Instagram followers had increased with 31 new followers, the follower number now being 9028. I scheduled the promoted ad to be done on Saturday this week as there is the Nyepi holiday. The poster with the different opening hours is now posted on Instagram stories once and will be posted again later today. I posted it also to our Facebook page. The restaurant director messaged to the WhatsApp group some advise what to reply to table booking requests as the locations were already almost fully booked for the evening and are closing earlier today. During the day there came quite many booking and take away requests via Google

and Instagram. Me and the intern handled them during the day. Tomorrow the restaurants will be closed because of Nyepi day in Bali.

Thursday 23.3.

Both me and the intern did work from home today. I checked and replied to the messages that have come via Google and Facebook on Tuesday evening still. One local social media marketing platform messaged us via Instagram and asked for collaboration. Even though we are not doing any collaboration right now I saw this as a good opportunity for us to do so. The account, Canggus.co has 16,9000 followers and does reels about places and restaurants from Bali. They don't charge anything for the collaboration so I asked the restaurant director's opinion. She said we could try this so I replied to them via Instagram. They gave me their WhatsApp number so I contacted them via WhatsApp to set the date and time. We agree to meet in Canggu location on 3th April for the collaboration. I informed the restaurant director about the deal.

The intern had started to edit the next months daily specials and she sent me some drafts about them. I took a look at them and gave her some feedback how to continue. We will plan the next weeks Instagram feed together tomorrow when we meet in Canggu location.

Friday 24.3.

Today we met with the intern to work together with content creating and for next week's feed. We ended up mixing some older photos with the most recent ones and texted to the restaurant director so she can check them also. The intern will write the descriptions tomorrow and I will check them on Sunday. We took videos for two different content and the intern will edit them. She already finished the next month's daily special stories on Canva.

I looked up more inspiration from Instagram reels for new content and sounds that we could use. We made some schedule together with the intern for next week what kind of content we are making on which day as we are meeting next week from Tuesday to Friday. We already have good amount of videos that can be reused and edited for other content also. I started editing two new videos with CapCut but the work still need more videos.

I started editing the next month's Instagram stories with Canva. For next month I would like to try to do some more interacting stories and more playful style. I will continue editing them during the weekend.

Saturday 25.3.

The restaurant director send a message last night asking for the possibility to design Easter theme wrapping papers for upcoming Greek Easter. The earlier intern had done wrapping

paper designs for Christmas so I did the new designs for the same folder. I did 6 different designs and shared the link to our WhatsApp group. The restaurant director quickly replied that one with jumping bunny and "Happy Easter" text was the best one of those. She will send the design to a printing company and we will get the wrapping paper ready in 10 days.

Sunday 26.3.

Today I did work from home including the regular task for Instagram and Google. There was some messages in both channels related to table bookings so I replied to those.

I checked if the intern had done the next weeks descriptions for Instagram feed. She hadn't yet started them so I wrote them this time and informed the restaurant director that they are ready for her to check. I would like to have the feed ready every week by Sunday so there is still time to do possible changes. For me it is important to keep up with the time table. I also had scheduled the promoted advertising to be done on Saturday about one of the feed posts but it wasn't made. I did the promoted ad then today for 4 days.

I had done some more designs for next months Instagram stories and shared the link for the restaurant director to check. If she likes the style I will continue editing more of them in upcoming week.

Insights of 5th week

During this week we had some difficulties with the time management as there was one holiday in the middle of the week. As we only were possible to meet once with the intern we have to try to keep up with the content creating next week.

As usual there came some unexpected work tasks during the week but I was able to handle them quickly. I like to do the regular tasks in a good time beforehand so there will be time for new projects that might come up. Working this way will make my job easier as the intern will end her internship after next week.

One of Indonesian's most unique holidays is Hindu New Year, Hari Raya Nyepi. The day is dedicated for silence and self reflection. This year the Nyepi day is on 22nd March. During the Nyepi day no fire or light can be used in Bali. All work is also prohibited and no one may travel during the day. Fasting is a part of the day also for Balinese people. Policeman patrols will patrol in the island so that people will follow and respect the rules and rituals. During the Day of Silence, Bali's people are expected to reflect on their actions over the past year. (Public Holidays Global, 2023).

Customers have a purpose when they search for dining-out information on social media. They expect to get accurate and up-to-date information quickly and easily. Poorly designed and

difficult to use social media platform will give a customer the feeling of bad service. Insufficient, irrelevant and out-of-date information may raise doubts about the service. Restaurants should optimize relevant information such as operating hours, contact information and address so that they are easily accessed on the profile page. Any changes to relevant information should be updated as soon as possible so that the customers do not get confused (for e.g. changes in the opening hours). Customers usually do not spend a lot of time searching for dining-out information from social media so providing the up-dated information will make the experience fast and stress free. (Bomin, K. 2019).

7.6 Week 6 - The intern's last week

This week is the intern's last week of internship. We have scheduled to meet from Tuesday to Friday to be able to work and create as much as possible still together. I will also hear about her thoughts about the internship time and how was her experience with me guiding her during the time.

Monday 27.3.

The restaurant director texted me in the morning for the possibility to reschedule this week's meeting with her in Seminyak from Tuesday to Wednesday. We are planning to have a lunch with the intern as it is her last week. I didn't make any schedule beforehand for this week and it turned out to be a good choice as there came to be more changes also. I informed the intern about the changes and she was fine with those. We agreed to meet on Tuesday in Canggu to go through the weekly meeting and content creating, Wednesday to meet in Seminyak for content creating and lunch together with the restaurant director. On Thursday and Friday we are meeting in Canggu for the last time.

The restaurant director had made a new Instagram post about hiring new staff. She asked me to post it today to Instagram feed and to edit it also to fit for stories. She also informed me that she had send the photos from our latest photoshoot to other photographers to edit. The reels will be edited by the original photographers and I informed them about this change of plans.

Tuesday 28.3.

We met today with the intern for our weekly meeting and content creating. Instagram followers had rased with 56 new followers. Tiktok followers had stayed the same as last week with 171 followers. The promoted advertising is still on going in Instagram until Friday. We planned and made some schedule for content creating this week. We are trying to use the intern's last days making as much content together as possible. The intern did today's posting for

Instagram feed and Tiktok. I checked the Google reviews and messages before we started making the videos. We took material for 3 different videos that the intern will edit during this week. I finish editing one video on Capcut.

Wednesday 29.3.

Today we went to Seminyak location to take some videos from there. We took some more videos for content creating there and planned together next week's Instagram feed photos. We also met the restaurant director for lunch with the intern. The restaurant director has been busy during the past months so this was a nice way to meet her and catch up with work things also. We agree that the weekly meetings can be held from next week on maybe once a month as the restaurant director has tight schedule with other work tasks. We will continue making the weekly notes and send them via WhatsApp and communicate there of the work matters. We are currently looking for a new intern also but so far there haven't come any applications for the position.

The intern needed some document to be filled for her school as the internship is ending. I filled the form for her with the evaluation of the trainee. I wrote that her work input have been significant for the content creating. The trainee have been a fast learner and has been able to integrate to the work with fast changes in the schedules. She have given good ideas and has good eye on editing videos. She has also been able to work both indepentently as well as a part of a team. I'm very happy to have the change to work and guide her during the past two moths of her internship.

The restaurant is currently also looking for new staff and the restaurant director had edited two more job advertisements for Instagram and shared them with me. I posted and pinned them for the Feed and edited them to stories also. The job advertisement stories can be found from the profile's highlights also.

Thursday 30.3.

The content creating continued today in Canggu location. We took a lot of material, videos and photos, and will edit multible videos of those. We shared some ideas while making the videos and came up with better solutions during the work. The intern shared some of the videos to me via Airdrop as she had a lot of material on her phone.

The restaurant director send us the menu for upcoming Greek Easter (16th April). The menu needs to be designed to fit for Instagram stories. I did four different designs in Canva and will share them tomorrow in our WhatsApp group. The Easter wrapping papers also had come already from printing.

Friday 31.3.

Today was the intern's second last day for the internship but we met for the last time in work terms. The day was scheduled for more content creating and sharing all the materials the intern might have for me. We finished up with the one video we had been doing during the week in Canggu and Seminyak locations. We made one new video of dessert and coffee and the intern finished it as her last editing work. Altogether we were able to make nine different videos during this week together. I saved the videos already to Tiktok drafts and added some descriptions for them.

I interviewed the intern a bit about her internship experience and me guiding her during the time. Her internship was for 12 weeks. At the beginning of her internship she mentioned that her goal was to get some inspiration and knowledge of marketing for her family owned hotel and restaurant business where she is working in Czech Republic. Her interest was also to see how the hospitality business works in other country and culture. For her this was also a good opportunity to see how things are done in other businesses and other countries and to get some insight of it and maybe to be able to bring some of the practices back home.

Working as a intern for the company has been a pleasant experience for her. She said that the transition to intern was made easy by my good and informative guiding style. She felt I was able to give her all the significant informations so she was able to work by herself easily. The communication between us worked well and she felt that it was easy to contact me with possible issues. She was also happy that the work schedule was so flexible that she was also able to do some traveling on her own time.

What comes to the creative work she said that at first it felt hard and getting ideas took a long time. But during the internship the ideation became more easy. She also got more familiar with the different working platforms, such as Canva. Her marketing skills has got better and she was able to learn and understand the importance of having an own, signature marketing style that represents the company. She felt that the goal that she had in the beginning of the internship had been fulfilled. The intern will still work tomorrow from home and do this week's last posting to the platforms.

The promoted advertising on Instagram ended today. The ad reached 12,271 accounts and got 280 visits to our profile. Compared to the earlier promoted ads this wasn't the best one and the visits in profile was quite ordinary.

Sunday 2.4.

I updated next week's daily offers to Google and checked the messages and reviews. For Instagram I started using the new design for this month's stories. Tomorrow we are having a collaboration meeting with the local social media marketing account, Canggu.Co. I informed

the staff in Canggu about the meeting via WhatsApp that they are coming and that the foods and drinks are free of charge for them.

Insights of 6th week

This week was full of content creating and we got a good amount of new content done. We were able to use the intern's last week effectively and use the time wisely. It was nice to hear that the intern felt like that her goals for the internship were fulfilled and that she felt she had learned new things.

Stephen B. Knouse and Gwen Fortenot (University of Louisiana) wrote about the benefits of business collage internship in 2008. Business school internships seemed to offer many benefits: it may help students to find jobs, it may create satisfying experiences that motivate students to continue their career path, it may help them find a full-time jobs and internships may help them to create realistic expectations about the world of work and help them to clarify their career intentions. It is noted that the students who had complete internships have more value on work markets as they were offered jobs more quickly than those who had not choose to add internships in their studies. Internships and projects help students to develop desired skills, such as critical thinking, written and oral communication and get the practical experience that is desired by the employers. The factors that make an intership satisfying for the intern are said to be: clear tasks, challenging assingments, ongoing feedback, exposure to different part of the business and respectful treatment. Internship experiences have been noted to be more valuable if the interns was mentored at the work site. Mentors can help the intern navigate the organization, get higher levels of learning and learn valuable skills for their career aspirations. (Knouse & Fortenot, 2008).

7.7 Week 7 - Collaboration

This week will be focusing on collaborations with other companies. The case company has desided not to do any influencer based collaborations at the moment but is still working with bigger digital marketing companies. This week's collaboration will be made with one local digital media company who focuses on travel tips in Bali. With the collaborations the business will get more visibility in different channels and can be able to reach new customers.

Monday 3.4.

I met the Canggu.Co content creators today in Canggu location. They came to make some content for their own social media channels, Instagram and Tiktok. They asked me to recommend the foods that they should use and I choose the most signature portions from the (Greek salad, Mousaka, Souvlaki Giga and Fried prawns). They did the content themselves during few

hours and will share them first to us before going live on their channels. They also asked us to share some possible promotions that they could share on their Instagram stories.

I continued editing some more Instagram stories with this month's designs. The restaurant director had made some changes to this week's Instagram feed so I edited the descriptions again.

For Greek Easter I had made a new design for Souvlaki pita wrapping paper and they were ready in the location. I took some video of the pitas with the new Easter designed wrapping papers and will edit a small promoting video of it.

Tuesday 4.4.

I updated the weekly meetings notes for this week and send them to the restaurant director via WhatsApp. The main topics on the notes were yesterday's collaboration meeting and upcoming Greek Easter. The weekly follower numbers on Instagram was 9115, raised with 31 new followers from last week. On Tiktok there was 4 new followers, the follower number now being 175.

The restaurant director approved the video I made about Easter pitas. She also liked all the designs I had made for the Easter menu. She selected one of the designs to be printed in the locations for the Easter Sunday dinner. The other ones I can use for promotion in stories. I will start promoting the Greek Easter dinner today as it is held in about a week from now (16th April). I also shared the menu for our collaboration partner, Australian social media marketing company Bali Buddies, so they can share it in their platforms also.

Wednesday 5.4.

Today I did the daily tasks by updating the stories and replied to customer reviews and messages. I started planning the next weeks Instagram feed and will focus on Greek Easter theme on it as the Greek Easter celebration and dinner happens a week from now.

Thursday 6.4.

Today I updated the Instagram stories and feed and checked the Google messages and reviews as usual. I had shared the Greek Easter menu poster to our collaboration partner Bali Buddies in our mutual WhatsApp group and the contact person now replied. The restaurant director had asked them to send again our agreement with Bali Buddies so we can continue sharing the relevant content with them each week. Now we have only been sharing content related to some special event such as Christmas. The Bali Buddies contact person informed us that the contract needs to be updated and that they own us 3 post in their social media channels. She said they will do some inner restructures with the staff and we will have a new contact per-

son to handle our agreement. No payments will be charged now as the company owns us 3 posts. We can send them the content we would like them to promote. She succeeded a new meeting for next month to set up a new meeting. For now I'm waiting for the restaurant director to reply to her and give me some guidelines what content she would like to share with them.

Canggu.Co had made some Instagram stories about their visit earlier this week and shared them with us. I took a look at them and shared also in our Instagram stories.

I finished the next week Instagram feed in Canva. The posting happening on next week's Saturday, 15th April, is focused about promoting the Greek Easter Sunday menu that is served on 16th April in all locations.

Friday 7.4.

I did the usual posting on Instagram stories and added a new promo poster of Easter Sunday Menu. I replied to customer messages and reviews. There was one review that I needed to forward to the restaurant director to check regarding problems with table reservations.

Canggu.Co had finished editing the Reel about our collaboration and send it us for first check. I took a look at it and messaged also to the restaurant director to check. We both agreed that the video could have more content about the foods rather than the location. Also the colors were a bit too edited. I kindly texted them the feedback and they send us a new version quickly. I informed the restaurant director about the new version so she can have a look before it is put live to their social media.

The new contact person from Bali Buddies asked for the possibility to meet next week to discuss about the contract. The restaurant director wasn't sure about her schedule for upcoming week so the meeting time still stayed open. I asked from her if she has anything she would like to share to Bali Buddies for the 3 posts they own us or would she like to decide after the meeting. We agree to decide after having the meeting with them.

Saturday 8.4.

Today I updated the Instagram feed last time for this week. I updated also the stories and put a new video to Tiktok. For Facebook I added a new poster of next week's daily special and also send the daily special posters to all locations for staff via WhatsApp. I replied to customer messages and reviews in Google.

The collaboration reel made with Canggu.Co was okay to put live also to the restaurant director so I texted them via Instagram. They will put it live this weekend and we can share it also to our reels and stories. I told them that I can tag them to our next weeks Instagram

daily special stories and to the Easter Sunday stories so they can share them also in their channels.

The restaurant director texted that they had to make some changes to Easter Sunday menu price and I edited the new price to the Easter posters. I updated the new ones also to Instagram and Facebook. I also informed about the price change to Bali Buddies and send them the new posters so they can post then to their channels next week.

Sunday 9.4.

I did the regular posting for Instagram stories and checked the messages there. There were some customers who needed help with table booking so I made the bookings for them. For Google I updated the daily specials and replied to reviews and messages.

Insights of 7th week

As this week was focused on collaborations it was good that the Bali Buddies collaboration was brought out this week and that there will be some new developmets to it. Working with other companies requires good communication between the collaboration partners. Both sides also has to understant the working methods and the style represent in their accounts.

For us the Canggus.Co was an easy collaboration as they didn't charge anything for it and they are willing to share our content for free. With Bali Buddies the restaurant have had a collaboration contract for many years and they charge some amount every month for the collaboration. Both sides haven't been very active lately so thats why it is now good to check the collaboration contract and make some new guidelines for it so that both sides would benefit for it.

Social media collaboration means two or more brands teaming up to create content shared on their respective social media channels. The collaboration can be done as sponsored posts, giveaways or other content that reaches each partner's audience. The benefits of social media collaborations are that they can grow the company's reach and engagement, build brand awareness, create valuable partnerships and drive sales. They are also a good way to build new relationships with other brands and expand the customer base. (Hines, K. 2023).

Bali Buddies is founded in 2012 by Australian expat Karlie Cummins. Bali Buddies offers tips of where to eat, drink, stay, play and relax in Bali whether you were living in Bali or planning a holiday. The company works together with many of Bali's best businesses, supports a number of Bali based charities, cooperates with the Tourism Board and acts as an intermediary with the Australian media when it comes to reporting on Bali. (Bali Buddies, 2023).

Canggu.Co is digital marketing company that focuses of travel tips, different location and event info. Beside a webpage they have accounts in Instagram, Facebook, Tiktok, Twitter, Youtube, LinkedIn and Snapchat. By joining to their newsletter list one is able to get customised offers and info about promotion deals. (Canggu.s, 2023)

7.8 Week 8 - Marketing campaign: Greek Easter

This week contains a planned social media marketing campaign for the Greek Easter. I will be focusing on posting about it to our channels daily to get the best value of it. The campaign material have already been made the earlier week so I can focus on promoting it. There will be also collaboration for the campaign.

Monday 10.4.

I started the day by updating Instagram stories. I checked the messages and reviews in Google and replied to those. On Facebook and Instagram there was some customers that needed help with table bookings so I made the bookings for them.

I had agreed to tag Canggu.Co to this weeks Instagram daily special stories so they could share them also in their stories. I tagged them to today's story and they did share it quickly to their stories.

For this week I'm focusing on promoting the Greek Easter in our social media channels. The marketing campaign contains promoting the Easter Sunday menu every day on Instagram stories and collaborating with the restaurant's partner Bali Buddies. As the Greek Easter celebration is greeted for marginal audience (regarding to the restaurant director the customer base is mostly the Greek community in Bali) the goal is to reach and increase the sales to existing customers. The visionary customer for the campaign would be a Greek family visiting Bali during the Greek Easter. Family's mother Eleni, 37, has been following the restaurant's social media before the trip and founds the event from Instagram few days before. The family has good income coming from the hospitality business they own in their home country. Eleni is interested about other cultures, music and architecture. The reason for their visit in the restaurant would be the important event in their own culture that they are able to celebrate in the other side of the Earth. The social media marketing campaign encourages the family for the visit.

The channels that are used for the campaign are Instagram with daily Instagram stories and feed post. Facebook is an other channel for promoting as the Instagram stories show up to Facebook stories also. The Easter Sunday menu is also posted to Facebook page. Partnering together with Bali Buddies will increase the visibility.

Tuesday 11.4.

Today I visited the location in Canggu to make the weekly notes and editing. The main topics in the weekly notes were Canggus.Co collaboration going live, Bali Buddies meeting date, upcoming Easter and the possibility to make a new contract with one photographer company we have been using before. The Instagram followers had grown with 17 new followers the follower number now being 9132. In Tiktok the follower number had stayed the same as last week (175). The promoted advertising had ended and it reached 28,368 accounts. The goal was to get people to click the link in ad for booking and the results shows that 98 accounts reacted to it. 133 accounts visited the Instagram account from the ad.

The collaboration with Canggus.Co is ongoing and they will most likely put the finished Reel out this week. I continued tagging them on our daily special stories. The meeting date with Bali Buddies is still open and I'm waiting for the restaurant director's reply to that. One photographer company that we have been using earlier contacted us and offered a new deal. The restaurant director asked a price list from them so we can see what would be the value for us with the new deal.

Greek Easter is this week's Sunday and the restaurant is having a Greek Easter Sunday menu for sale on that date. I'm actively promoting the Easter menu on Instagram stories this week.

I did today's daily tasks by replying to customer reviews and messages on Google. I did the feed posts for today and put a new video to Tiktok. I started planning the next week's feed already by selecting the photos and will write the descriptions during end of the week. I also did some new editing for the small reels in that I had been working with before in Canva. On Instagram and Facebook there was some booking requests so I helped the customers with them.

Wednesday 12.4.

The restaurant director texted me in the morning that she had made some changes to the next week's Instagram feed photos. I will start writing the descriptions later today. She also had made some new job advertisement posts and asked me to update them to Instagram. I edited them also to fit for stories and added them to highlights. We also had got back the new edited menus for all locations including the Express locations. The restaurant director shared them to me via WhatsApp. I updated the new menus to restaurant's Linktree.

On Instagram and Facebook there was some customer messages related to table booking and take away orders. I made the bookings for them and had to consult the restaurant director about the message related to problems with take away order. In Google there was some new reviews to be replied.

I updated the Instagram stories with the new job advertisements and with the Easter Sunday menu poster. Bali Buddies also shared the Easter menu today in their stories. The new contact person from Bali Buddies also texted me to ask for photos and story text for the Easter post they offered to make of us. They will edit and post it for their channels by the end of this week.

Thursday 13.4.

I finished the descriptions for next week's Instagram feed today and informed the restaurant director that they are ready for her to check. For Instagram I updated the new feed posts from this week and updated the stories. There were a few reviews in Google to be replied.

I did some more editing to the small reels I did earlier this week as the restaurant director suggested some small changes to them.

Friday 14.4.

Today I did the regular posting for Instagram stories and checked if there were any messages to be replied. Bali Buddies had made the Easter Sunday post about us in their Instagram and Facebook. I reshared the posts in our Instagram stories and Facebook page.

For Instagram stories I made some more designs with Canva. During the day I replied to customer messages in Facebook and Instagram and replied to new reviews on Google.

Saturday 15.4.

I did the feed posting for Instagram that was about tomorrow's Greek Easter. For TikTok I updated a new video I had made about the Easter pita wrapping papers. To Facebook I updated a new photo about next week's daily specials and replied to customer messages and comments. I sent the next week's daily special posters to the restaurant staff also so they can update them to WhatsApp stories. In Google there were a few new reviews, mostly good ones.

Sunday 16.4.

Today the restaurants will celebrate the Greek Easter by serving a special Easter menu option. In Seminyak location they are making the grilled lamb with an open grill. The restaurant director had taken some videos from the location while grilling the lamb and of the decorations and shared them to Instagram stories. I shared the regular daily special stories and the Easter Menu posters with booking link. I also shared the Easter pita video to stories.

I updated the next week's daily special offers to Google and replied to customer reviews and messages there.

Insights of 8th week

The Greek Easter marketing campaign lasted about 1,5 week as the first Facebook post was made Tuesday 4th. The post reached 1438 people and 1774 views. It got 17 likes, 4 comments and 3 reshares. The post got clicked open 65 times. The reshared post from Bali Buddies got 25 likes and 10 comments in our Facebook page. In Bali Buddies own page it got 125 likes, 29 comments and 5 reshares. On Instagram the Easter stories reached from 150 to 585 views during the week. The Easter feed post reached 335-634 views (3 photos). The best photo with 634 views got 12 likes. Most of the reached account were already our followers (320). How people found the post was mostly from the Instagram feed or from hastags. The account activity grew with 11 new visits in profile and 2 new followers through the Easter feed photos.

Social media can be seen both as an art and a science. It is science because one needs to test and learn what is effective on different social media platforms. Social media campaign strategy means putting in to action a defined and social media marketing plan. This includes measuring the company's social media marketing activities with defined objectives structured around the campaign. When planning the strategy for social media marketing campaign is valuable to choose the focus for it. It can be acquiring new customers or increasing sales to existing customers. After setting the focus comes defining the goal for the campaign. Effective goals need to be specific, measurable, attainable, relevant and time-bound. (Bullock, L. 2023).

One has to understand the ideal target group for the campaign. Creating a buyer persona can help with that. Buyer persona document contains details of the ideal customer. The details can include: name, gender, age, income, location, pain point, favorite social media channels, hobbies and interests. These details help to create messages to build trust and convince the prospects to take action. Focusing on few social media channels will more likely bring better results. The buyer persona can help with choosing the most relevant channels. (Bullock, L. 2023).

Timing is important when running social media campaign. One can use a social media calendar for help. The calendar will help ensure that important steps won't be missed and will help with time management. Also the right tools for creating content will boost productivity. The right kind of content will create more engagement. To be able to see what was the result of the campaign, tracking performance for the campaign will help to determine the success or failure. A robust plan before the social media campaign starts is a way to developing a successful social media campaign. (Bullock, L. 2023).

7.9 Week 9 - Online reviews

This week I'm focusing on online reviews. The most reviews come from Google Business and there is without exception 3-5 new reviews daily in all restaurant's pages. I will focus on replying to the reviews to create more engagement there. Also I will focus on how to use the good reviews as a part of marketing.

Monday 17.4.

Today I did the usual posting on Instagram stories and replied to customer reviews on Google. There was some people on Google who needed help with table bookings so I made the bookings for them. I checked the Instagram feed schedule for tomorrow if the restaurant director had made any changes for the texts. She had added some more texts but otherwise the feed was good to go for the next week.

Tuesday 18.4.

To start the day, I did the weekly meeting notes about this week. The main points were the prices of the photographer company we had used before and the Bali Buddies collaboration meeting date. I listed the new data from Instagram and Tiktok. Instagram followers had grown with 52 new followers. Tiktok followers still stayed the same with 175 followers. For the promoted ad I choose this week one video we made for Tiktok. I posted it on Instagram stories and made an ad about it. The goal for the ad is to get more visits on profile.

The restaurant director had discussed about the photoshoot prices with the photographers we have been using before. They gave us two offers: 1 reel and 10 edited photos 750,000 IDR (46 €) and 1 reel and 5 edited photos 550,000 IDR (34 €). The restaurant director mentioned earlier last week that they have also package that includes only photos and that she will ask about it. The issue stayed still open. Bali Buddies collaboration meeting date is also still open. With other collaborations I added that I will continue tagging Canggus.Co to the daily special stories and also two other social media marketing accounts that are focused on restaurant and event marketing in the area.

I did the daily posting for Instagram stories and updated the feed for today. On Google there was some reviews to be replied. I send the notes to the restaurant director and asked if there was anything special she would like me to start working with during this week.

Wednesday 19.4.

The restaurant director send a new idea for Instagram stories. She would like to start using some good customer reviews edited to stories. I looked up the recent reviews from Google and made a list of them for her to check. We could start posting them now and then on sto-

ries starting on May. For Instagram I updated today's stories and checked if there was any messages to be replied. In Google I replied to customer messages and reviews.

I finished the next week's Instagram feed photos and asked the restaurant director to check them.

Thursday 20.4.

The restaurant director asked me to contact the photographer company for making a new deal with them. We decided to choose the 750k deal with 1 reel and 10 photos. I texted them via WhatsApp and they suggested 6th of May for the photoshoot day. For me the day works well but I still asked from the restaurant director if she would like to attend also. I also asked if they can do us some re-editing for the earlier photoshoot photos.

The restaurant director also asked if we can make an automatic response message to Instagram when someone sends us a message there. I looked up from Facebook Meta Business Suite our earlier settings and edited the message to pop up in Instagram and Facebook Messenger also. The message now has the booking link and the information of non-available booking times (7-8 pm).

For Instagram I did the story postings and feed posting for today. In Facebook there was one booking request so I helped her with it. I finished up the next weeks feed descriptions and informed about it to the restaurant director.

I took a look at all locations Google Business account if there was earlier reviews that have been left unreplied. There was some that have been made 7-8 months ago so I started replying to those. Most of the reviews were 4-5 stars reviews. The Google review rate is now 4.4-4.5 for 3 locations.

Friday 21.4.

I continued going through the reviews and replied to those in Google Business. There was some messages also about table bookings for this evening so I helped the customers with them. For Instagram I updated today's stories and replied to posts that the restaurant account had been tagged.

The restaurant director replied that she can not attend on 6th May for the photoshoot but it is okay to hold it then and to be supervised by me. We agree to make a moodboard of photo ideas and editing styles for the photographers so they would have a clear vision what we are looking for. I texted for the photographers to confirm the photoshoot day.

Saturday 22.4.

This morning the restaurant director asked if we could make a Instagram story post about the Eid al-Fitr that is celebrated 21.-22.4. by muslims. It marks the end of Ramadan and fasting for muslims. I made a poster with Canva and posted it to stories together with other daily posts. I did today´s Instagram feed posting and put a new video to Tiktok. In Google there was some new customer reviews to be replied and some messages. For Facebook I posted the next week´s daily specials and send the new posters to restaurant staff also.

I started editing next month´s Instagram stories in Canva with the new design of using customer reviews. I edited 19 posters with customer reviews and will continue editing a new style during next week.

Sunday 23.4.

Today I did the story posting for Instagram. There was some customer´s posting about us in their stories so I reshared them to ours. In Google there was few new reviews to be replied. I updated also the next week´s special offers to Google. The photographer company replied late in the evening to confirm the photoshoot date on 6th May.

Insights of 9th week

There was a lot of reading and writing this week as I focused on the customer reviews. As most of the reviews are good and people have been enjoying their visit replying to those is nice. There is always some bad reviews that customers write or only leave 1-2 stars without explanation. We have been talking earlier with the restaurant director that it would be more valid for the customers to give the feedback in person as they are visiting the restaurant. Most of the situations would have been able to be fixed and the outcome of their visit could have been different. Still for some people it seems to be easier to write the review online and hide to the anonymous it offers. For the case restaurant the reviews and the Google rate is important as majority of the customers are tourists. The easiest way for them to see for information is online and Google being the most common search engine.

Electronic Word of Mouth (eWOM) in the form of online customer reviews is a part of many customers´ purchase journey. Companies like Yelp, Facebook, Google and Rotten Tomatoes provide platforms for customer reviews that are displayed to others. After price, reviews are the factor with the most impact for customer to make the decision to purchase. (Askalidis, G. & Malthouse, E. 2016). These days customers have higher expectations of their restaurant experience. Especially younger generations have more sophisticated world-view when talking about food compared to older age groups. They pay more attention on diet-specific food, to sustainability, to food sourcing and production. For restaurant it is critical to understand what makes customers choose, return or not return. What makes them to recommend a place for their friends and relatives or what not. Also what kind of image the restaurant portray to

customers and what creates value for its customers so they will likely return. Investigating online reviews may be helpful for the restaurant owner to overcome the challenges. Online reviews give more insight and understanding about the customers and how to improve the performances. (Bilgihan, A. 2017).

The role of eWOM in the hospitality industry is important because of the experience and intangible nature of the hospitality products and services. eWOM is playing an important role in customer decision making process and one form of it are online reviews. Online reviews are defined as "peer-generated product evaluations posted on company or third-party websites". The reviews are the most effective ways to express customers' thoughts, opinions and feelings about the products and services. Information gathering platforms such as Yelp and TripAdvisor allow customers to share their experiences and opinions about products or services and provide a rating system to evaluate them using a 5-point scale. This rating system was initiated by Amazon.com in late 1990s and is now a dominant tool utilized by travel websites and restaurant review websites. (Bilgihan, A. 2017).

The impact of customer reviews is powerful because they are written from a customer's perspective and represent their experiences. They are also a source of indirect information. When talking about restaurants, customers often face difficulties when attempting to choose a restaurant based on factors such as taste, physical environment, price and service quality. Online reviews can provide relevant information for the customer of an unknown restaurant and can reduce the difficulties and uncertainties of choosing a dining place. As in all areas of the Internet, also online reviews experience manipulation and false information or recommendations. This will affect the trustworthiness of online reviews and can make customers doubt their decisions. Restaurants should seek to prevent the spread of unverified information. (Huifeng, P. & Ha, H. 2020). One way to prevent false information is to reply to the bad reviews also. There are always two sides in the customer service and misunderstandings can easily happen. Replying to the bad reviews will show the other point of view and will maybe give more explanation to the situation for an outsider reader. Relevant feedback from the reviews is of course always a great possibility to see what went wrong and to improve the services.

7.10 Week 10 - Customer engagement and flow

This week I'm preparing material for the next month including daily special stories, next month regular stories and Instagram feed. I also make preparations for the new photoshoot happening next week. I'm focusing also on customer engagement by making sure the customers get the help they need as soon as possible and reviews are getting replied. I will be using the customer reviews also for the next month's Instagram stories.

Monday 24.4.

I replied to the photographers to confirm the starting time for next week's Saturday's photoshoot. I suggested to start around 10 or 11 am and meet in Canggu location. For Instagram I posted today's stories and replied to messages and comments. In Google there was some new reviews and messages to be replied.

I finished editing the next month's daily special stories and regular stories in Canva. The regular stories include customer reviews, opening and location infos, posters with slogan "Home made Greek food" and booking link and just posters about foods and drinks. I choose light blue for the theme colour in all stories.

Tuesday 25.4.

For the weekly meeting notes the main topic for this week was the upcoming photoshoot. During the week Instagram followers had increase with 66 new followers. The promoted ad done last week had reached 23,942 accounts. The goal was to get more visits to profile and the result was 393. 23 new followers started following the account through the ad. Tiktok followers number is now 178, raised with 3 new followers from previous weeks.

The new photoshoot date is now confirmed for 6th May in Canggu location. The photographers agreed also to edit some of the photos from our earlier photoshoot. I will make them a Google Drive folder with selected photos. We will also make a moodboard with photo ideas and editing styles. The restaurant director had send me earlier one video idea that she would like to do with them about staff. The video would be extra for the deal and she asked me to discuss with the photographers about the deal again when meeting them next week. The photographers haven't said how much it will make extra for the bill for editing the other photos. So a lot of discussion will still happen next week when meeting them.

For Instagram I posted today's feed and stories and in Google replied to reviews and messages. During the evening there came one bad review for what the restaurant director had wrote an answer and asked me to copy it for the reply. For next week's Instagram feed I started planning the photos and will finish it tomorrow.

Wednesday 26.4.

I finished the next week's feed today both photos and descriptions. It takes some time to choose the photos as I have to go through the older folders and photos and try to mix them with new ones. The most important thing for the feed to look nice is to get the colors match and try not to use the same photos that have been used recently. For the descriptions the style is relaxed, still providing info about the products and locations. Most used style is to add some questions or suggestions for the customers such as "what is your choice of coffee to-

day?” or ”Come visit us!”. Sometimes I search food and restaurant quotes from Pinterest to get some inspiration and modify them for our use.

There was some new reviews in all locations in Google, most of them good ones. I selected the photos for the photographer to edit and made a new Google Drive folder of them. I shared the folder already with the restaurant director and she liked them also.

Thursday 27.4.

I did the feed posting for today on Instagram, also posted stories for today. For Tiktok I posted a new video and shared it also to Instagram stories. I replied to customer reviews in Google and helped one customer to make a booking.

For the upcoming photoshoot I looked up some inspiration photos from Pinterest and other Instagram accounts. I started editing the moodboard with photos and will finish it tomorrow.

Friday 28.4.

Today I finished the moodboard for next week’s photoshoot. I added some inspiration photos and listed the theme and focus points for the photos. The theme will be foods and drinks in different table settings. To bring some action for photos some of them could be taken with hands holding foods or drinks. For that I will be assisting and maybe ask some of my friends also for help. For the focus I listed warmth, good lightning and dept in the images. It is important that the foods and drinks look fresh and juicy so the correct lightning is the key. Also foods can not stand too long otherwise they will lose their freshness and start to look dry. For the editing I made notes for to use warm, bright and natural colors. I added some photos for example to give the idea what we are looking for. I send the moodboard for the restaurant director to check and see if there is anything she would like to add to it. I also send one reel idea for her and asked if it is okay to use staff’s help for it and for the photos. For Instagram I posted today’s stories and replied to messages and reviews in Google.

Saturday 29.4.

I did the feed posting for Instagram and added today’s stories. There was one long message on Facebook Messenger complaining about food so I informed the restaurant manager about it. She had already seen it and was drafting a response to it. I added the next week’s daily special photos for Facebook page and reacted to some comments in there. In Google there was some new reviews to be replied and messages related to food allergies and table bookings.

Sunday 30.4.

Today I updated the next week's offers to Google and checked the new reviews and messages. For Instagram I updated the stories for today. I checked the next weeks Instagram feed plan if the restaurant director had made any changes to it. She hadn't so it is good to go for the upcoming week.

Insights of 10th week

This week consisted a lot of content creating and designing. As we wanted to start using the customer reviews as a part of marketing material I had to find the best design style for that. Also designing the next month's daily special offers with a new style for every week takes some time and effort. The goal for all material is to make them interesting for the customer providing all the essential information. It is also important that the designs follow the restaurant's design style and colors so that the concept is consistent.

Replying to customer messages so that the waiting time is compassionate is made easy with the automatic messages that come from Google, Instagram and Facebook. Most of the messages are related to table bookings so the automatic message gives them the response they need. I still do make sure with the customers if they needed more help with booking as in some cases they can not use the link and the WhatsApp contact provided in it. Still sadly some of the messages that I have replied leaves unread or unreplied from the customers end and the matter stays open.

The social media used in the business world has brought up a new topic called customer engagement. It is described as "psychological state, which occurs by virtue of interactive customer experiences with a focal agent/object within specific service relationships". In action customer engagement includes a variety of activities and behaviours that happen in the online environment. It includes searching and using consumer-generated content, contributing and creating content, taking part in online communities and platforms, spreading word of mouth and marketing on social media. Positive influence of the customer engagement on business can be improvements in customer relationships, customer loyalty and higher future purchasing intentions. (Boomin, K. 2019).

Flow is considered as vital concept to understand customers' experiences. Flow means an optimal experience and a psychological state in which a person feels pleasant when he/she is completely involved and absorbed in an activity. It results "intense engagement, distorted sense of time, loss of self-consciousness and heightened motivation". Flow experience exists especially strong in the online environment. When searching for information online person can reach a high level of flow state as they have a clear objective and their attentions are focused. Flow experiences in online environment are known to enhance customer engagement as

it increases users' intention to participate in online activities, such as spreading word-of-mouth and sharing information with friends. Businesses benefit from the flow experiences in social media. Flow generates relevant marketing outcomes and creates positive attitude. Customer's positive attitude towards the products or service is highly valued in marketing environment because it is related to the customer's behavioral intentions. When users experience online flow they are willing to visit the website or social media channel more often because they find it so pleasurable. In the end, flow may lead to higher purchasing intentions and brand loyalty. (Boomin, K. 2019).

Challenge, information quality and system quality are significant factors of flow. Social media platform users may reach the flow state when they feel challenged because it usually stimulates excitement and enhances concentration on the task. On social media platforms the challenge can be for e.g. variety of performance options such as winning games and entering contests. Information quality refers to the user's evaluation of how the information is provided in the platform. It is an important component for users as it is the main reason why they access social media. Poor content and information effects flow experience as well as customer engagement and pleasure. High-quality information affects customers' ability to concentrate better and then leads to flow state. System quality in the online environment means the reliability, convenience, functionality and response time of information systems. These features are critical in supporting online users' experiences. For e.g. long waiting times to receive responses and share information will get the customers distracted and result in an unpleasant experience. When these matters are under control customers are able to experience flow and generate positive attitude towards the service provider. Positive attitude towards the brand and brand's social media will more likely generate more visits to the restaurant with higher purchase intentions. So for the restaurant business it is important to recognize what factors are creating flow and to manage the flow experience in the customer engagement strategies through social media. (Boomin, K. 2019).

8 Summary

The biggest succeeding during the thesis project was how to manage the case company's all social media platforms and work tasks and how to create the content independently. As seen from the weekly journaling the social media manager's work is not only about handling the social media accounts but also contacting people, holding meetings and photoshoots. The work assignments are pervasive and requires skills in problem solving and creative thinking. One of the new skills I learned during the time was guiding and mentoring others as I was working with the intern. Explaining the work tasks and the concept to a new person in an understandable way made my mind work harder. But it was rewarding to see that the intern was able to internalise the concept fast and the results were good. I liked to work with her and it was nice to see that she reached her own learning goals during the internship.

By familiarizing myself with the content related literature and online articles and researches I have reached a better understanding of the social media manager's work. Through the source material I was able to get more useful insights of the platforms I'm working with and get better understanding of how the social media works and what is its value in hospitality business. Social media work is also customer service work which was familiar for me already from my previous jobs in hospitality business. That's why it was easy for me to get into customer service mood when replying to customers' messages. I already knew how to communicate with the customer and how to leave a positive first impression. Because most of the cases when customer reached to the restaurant via social media I was the first contact point in their path to become restaurant's customer.

From the weekly journaling and analysis I was able to see the results of my work. By following the number of new followers and the results of paid advertising is basically the only way to learn what was the impact of the work. There have been good weeks and not so good weeks with the results but the aim has always to be to get more better results. In the end of writing the thesis the Instagram follower number was 9258 and it keeps growing everyday. I'm happy that the collaborations with other companies have also succeed with positive results in gaining new followers and visibility.

As can be seen from the weekly journaling, the work days and weeks vary a lot. Some days and weeks have more content and happenings which makes some weeks seem pretty empty. During the thesis I learned a new way of working with more relaxed style and no strict time tables. Still after the intern left I have been working daily by keeping an eye for all the platforms. For my own health and to get some rest I scheduled the days to start by 11am and to end 7-8pm. This kind of working style can make one deepen too much to the work and forget the needed free time.

The most useful new tool for the work was the moodboards made for the photoshoots. They worked as a guiding line for all sides and helped a lot of the visualization. I also got more familiar with Instagram's promoted advertising and the tools it has to offer. Getting to know the analysis from the platforms and get more insight of them was also a new thing for me. One thing that I noticed during the time that would have been helpful was to create an event calendar beforehand and to mark all the potential theme and culturally meaningful days there. In this way the days wouldn't have come as a surprise and there would have been more time to get familiar with them. There is all sort of theme days in the world that could be useful to use for creating marketing content.

The new things that I found during the journaling was how I react to spontaneous changes and how I'm able to solve problems fast. In this work one needs creative mind and new ideas all the time and sometimes the ideas have to come fast. It was normal to get new tasks in a fast phase and I needed to be able to respond to those.

Some of the topics mentioned in this thesis still left open before finishing the journaling, such as the new table booking platform and the new collaborations for the reasons not dependent on me. For some parts I wish there would have been time to get decisions on those so there would be more content in this thesis also. In terms of the content of this thesis I learned that better planning for the weekly topics beforehand would have made the writing work more purposeful. The purpose and goals set for the thesis have been partly reached. I understood that better planning before hand would have highlighted the focus on the goal more. Making a proper plan of the weekly themes would have helped to clarify the whole process. This applies also for the social media manager's work. Better planning creates better results and makes the work more easy to be handled. I still think that the topics talked about are valid for the work and to get the bigger picture about the social media manager's work in this case company.

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