

Jonna Nikula

**Creating content for social media as a profession in Finland**

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Jonna Nikula  
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Business Information Technology  
Oulu University of Applied Sciences

## ABSTRACT

Oulu University of Applied Sciences  
"Business Information Technology"

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Author(s): Jonna Nikula

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Supervisor(s): Teppo Räisänen, Tuula Ijäs

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The main aim of this thesis work is to provide insight into social media content creating as a profession in Finland. Whereas there have been several thesis texts that have focused on social media from the client companies' perspectives, the aim of this work is to shed light to the creator perspective of the profession. This thesis will also give some insight into Finnish peoples' social media consuming habits and the ways the Finnish companies are currently utilizing both social media and employing its content creators.

The idea and inspiration for this thesis sparked from professional training experience, working as the marketing and social media person of a project team. Working in that project provided the inspiration, that social media marketing is a line of profession that would be feasible to pursue in the future. The interest towards working with social media content and marketing also created the need for further knowledge gaining of the profession.

The beginning chapters of the thesis focus on explaining social media content creation and marketing terms, and how social media is used by both Finnish people and Finnish companies. The latter chapters of the thesis on the other hand, focus on the survey that was conducted about social media content creation and the results of this survey. The findings that were collected from the survey results, match the needs and usage of social media by both the Finnish consumers and Finnish companies. The results gotten from the survey reflected interesting themes, not only for the research question, but also the ways people have gained their jobs and what kind of message the respondents want to send to someone looking into working with social media content creation.

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Keywords: social media, marketing, Twitter, Facebook, Instagram, YouTube, SWOT

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# 1 INTRODUCTION

The idea and inspiration for this thesis sparked from an everyday life need, and a future career option. As the amount of time people spend on social media is getting larger by day, so is the amount of business and career opportunities provided by social media. To give some perspective into the number of people reached by social media, the most followed YouTube content creator of the time Felix Kjellberg, also known by his YouTube username “PewDiePie” who currently has over 50 million subscribers. In comparison, the current population of Finland is a little over a one tenth of that number.

Social media content creation as a career path is relevant by the current state of marketing, and this thesis will shed light to this career path to not only to the people who currently work with it, but also to the people currently studying Business Information Technology who wish to pursue this career in the future. Another group of people who might benefit from this thesis are the people hiring these social media professionals. As the demand for more professional social media workers increases, so does the need for more knowledge about their skills, tasks and needs.

The research question the thesis is built around is ‘Which set of skills, education and knowledge are needed for working in the social media content creating profession?’. The answer to this question was sought through a qualitative survey. To support the results and analysis of the survey, the beginning chapters of the thesis focus on explaining basic terms or marketing, and giving insight into the ways the Finnish public and Finnish companies utilize social media. The thesis also introduces a couple of methods for analysing social media as a marketing method, marketing mix and the SWOT analysis.

## **2 ANALYZING MODELS FOR SOCIAL MEDIA MARKETING**

Social media has been utilized in companies marketing for a while and it serves as a great way to combine older and newer methods of marketing. Social media marketing is also a great way to cut down the marketing costs of a company, since most social media channels are free to use. Social media has also changed the way companies market their products and services, and the ways they interact with their customers. By holding onto their customers, the companies can use them to spread their positive message outside of their own follower base. Social media has also given the companies a way to reach their customers in the earlier phases of their purchasing process. By attracting the customers' attention online, the companies could affect their purchasing decision before the customer even opens the retailer or shop door. (Puttonen 2013, 20-22) To analyse their social media marketing, and its advantages and disadvantages, companies can use the marketing models introduced in this chapter.

### **2.1 Marketing mix**

The first marketing concept to be introduced is the marketing method called marketing mix. The marketing mix is a set of tools, actions and methods companies can use while getting their product to the market. There are two principle models associated with the marketing mix, the 4-principles (p's) model which is more of a foundation of marketing mix, and the 7-principles (p's) model that is generally more useful for service industries (see figure 1). The 7-p's model is generally concerned to be an extended version of the 4-p's model, with a few more principles added. (Investopedia LLC 2017)

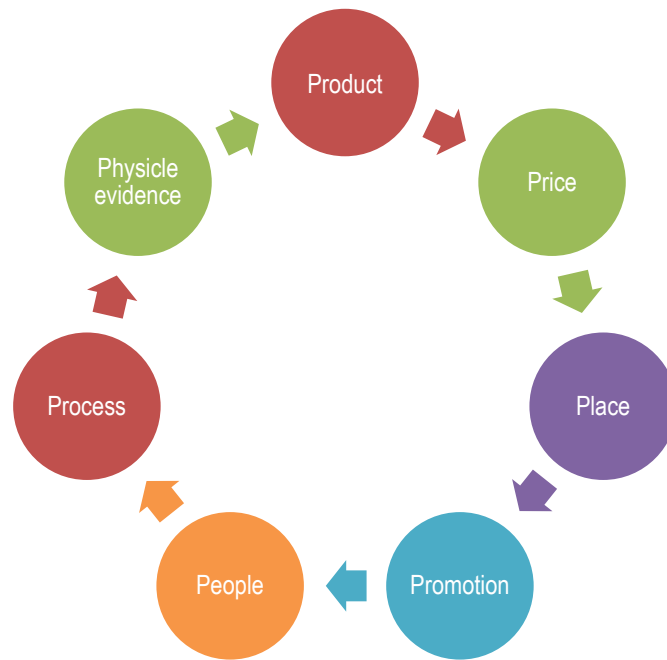


Figure 1. The 7 p's of marketing (Cited 25.8.2017) (Investopedia LLC 2017)

The original four principles in the 4-p's model are product, price, place and promotion. This method of thinking was brought to public knowledge in the 1950's by an American academic called Neil Borden. The four-p's model is one way to define the tools needed in the marketing mix process of getting a new product to a market. (Investopedia LLC 2017)

The product principle refers to the service or product the company is planning on providing. For the product part to work, there needs to be a clear need for the service, the right type of product to fit that need and full knowledge of the lifecycle of the product. With the second principle, price, the company needs to take into consideration the production costs of the item, how much the customers are willing to pay and the prices of their competitors' products. The third principle, place, is all about the accessibility of the product. This principle includes the place one's clients are going to go while looking for the product, how are one can get into these different distribution routes, their possible need for a sale force and the possible need for an online store. Promotion on the other hand is focusing on the sales and brand recognition. This principle has the company focused on the delivering their marketing message to their possible customers, best time for promoting their services, should they use social media and how does their promoting strategy compare to the ones of their competitors are using. (Investopedia LLC 2017)

The 7-p's model adds more principles to the original model. The 7-p model can be used for example in service companies, as it covers more bases than the 4-p one. The three additional principles in

the 7'p model are people, process and physical evidence. The first principle, people, includes both the people working in the company and its clients. The employees are responsible for delivering the service, so picking the right people is crucial for the company. And the clients are important as they make up your main source of income. The importance of the process principle on the other hand comes from its effect on your product costs. The last principle a company should consider are physical evidence. Physical evidence is the proof the clients need of your products presence in the market and for how your products are conceived. The physical evidence is also tied to your company branding, as it's part of the way people see the company and its products. (Investopedia LLC 2017)

## 2.2 Swot analysis

Swot analysis is the process a company can use to assess the strengths, weaknesses, opportunities and threats. The goal of the swot analysis is to find out what external and internal objectives and obstacles the company might face in the future. (see figure 2) (Investopedia LLC 2017)

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● <b>Knowledge:</b> Our competitors are pushing boxes. But we know systems, networks, programming, and data management.</li> <li>● <b>Relationship selling:</b> We get to know our customers, one by one.</li> <li>● <b>History:</b> We've been in our town forever. We have the loyalty of customers and vendors.</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Price and volume:</b> The major stores pushing boxes can afford to sell for less.</li> <li>● <b>Brand power:</b> We can't match the competitor's full-page advertising in the Sunday paper. We don't have the national brand name.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● <b>Training:</b> The major stores don't provide training, but as systems become more complex, training is in greater demand.</li> <li>● <b>Service:</b> As our target market needs more service, our competitors are less likely than ever to provide it.</li> </ul>	<ul style="list-style-type: none"> <li>● <b>The larger price-oriented store:</b> When they advertise low prices in the newspaper, our customers think we are not giving them good value.</li> <li>● <b>The computer as appliance.</b> Volume buying of computers as products in boxes. People think they need our services less.</li> </ul>

Figure 2. SWOT analysis model. (Cited 21.3.2017) (Berry 2017)



### 3 FINNISH SOCIAL MEDIA CONSUMING HABITS

The focus of this second chapters is aimed on Finnish social media using habits, needs and preferences. As a fairly niche market due to both its language and location, especially when compared to countries that speak a more widely spoken language, Finland certainly has its own social media niches and trends. From the age differences in the main audience of different social media services, to the different purposes people use social media for, there's certainly more to consider, into Finnish social media habits

According to a research paper conducted for the Laurea university of applies sciences, the five most used social media channels in Finland, in 2015 were YouTube, Facebook, WhatsApp, Instagram and Twitter (see figure 3). (Kurio 2015, 3)

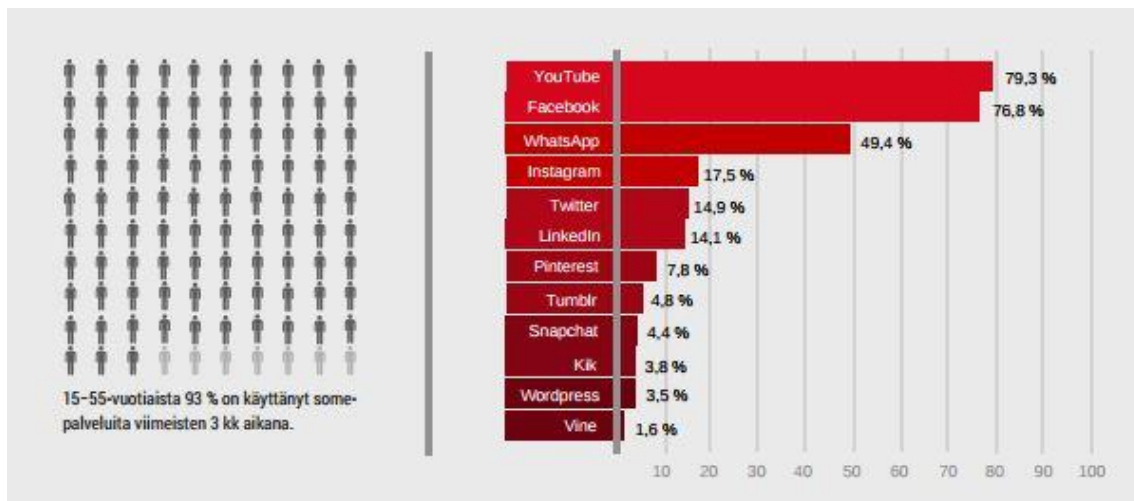


FIGURE 3. Most used social medias and the number of social media users in Finland, in 2015. (Cited 15.3.2017) (Kurio 2015, 3)

#### 3.1 YouTube

The most used social media channel in Finland is YouTube, a video sharing website that was found in 2005, that currently has 100 hours' worth of footage uploaded to it every minute. With this amount of footage, the variety of videos is massive. With videos about everything from make-up tutorials and videogaming clips to behind the scenes videos of television shows, everyone is sure to find something that interests them. This might be one of the reasons YouTube has gained such a wide audience not only in Finland, but also internationally. Due to this large base of diverse material

social media users have also started to use YouTube in the same manner as google, to find more information about things that interest them. And even if info searchers are still more drawn to Google, suggestions of YouTube videos of the searched topic often appear in the top positions of the search results. (Kurio 2015, 8-10)

### **3.2 Facebook**

The second most used social media service is Facebook, a social media networking service that was found in 2004. From connecting with old school friends, to creating social groups for people interested in specific topics and hobbies, Facebook offers something for everyone. In addition to those, the creation of the Facebook messenger messaging phone app has also increased the daily amount of time people invest on Facebook. Beside the messaging opportunity, most people using Facebook daily spend their time going through their personal newsfeed that contains all the shares, likes and posts the people they are interested in have put out to Facebook. (Kurio 2015, 7-8)

The Facebook timeline has also gained some well justified criticism over the past few years. As the amount of advertiser using Facebook as their working tool increases constantly, so does the number of commercials Facebook users are seeing on their timelines daily. This phenomenon has created the problem of users missing posts and shares from the people they are following, due the adverts clogging up their timeline. So far the users haven't been able to affect these posts that aren't made by their followed sources, which has led to some complaints from the users towards the company. Luckily these complaints have been heard by Facebook and actions towards solving the problem have been taken. By purchasing WhatsApp, an app specified for closed conversations, and by making plans for redesigning their newsfeed algorithm, Facebook is taking steps towards satisfying their customers' needs. (Kurio 2015, 7-8)

### **3.3 WhatsApp**

After the two most popular social media channels being more public interaction oriented, the third most popular social media service in Finland, WhatsApp, is based on private interactions and conversations. WhatsApp is a private messaging service that was founded in 2009 by Brian Acton, a former Yahoo engineer, and Jan Koum. In 2014 the app was acquired by Facebook for 19 billion dollars, as an effort to provide their users an app that provides more private interactions between

its users. This privacy aspect of WhatsApp is one of the reasons Finnish people are drawn to using it. WhatsApp is the ideal platform for having conversations that you don't want to share with a large audience and can for example be used when a conversation that was started on another social media platform reaches a point where the participants want to continue it on a more private platform. The privacy of the conversations also means that the communication on WhatsApp can be more relaxed and personal than on other social media platforms, and the users can express their opinions more freely than on a public platform. Another reason why Finnish social media users are drawn to WhatsApp, is its versatile assortment of different types of communication. From emojis and pictures to audio recordings, all the users can find the communication manners that suits them the best. (Kurio 2015, 23)

### **3.4 Instagram**

The fourth most used social media service in Finland is the picture, gif and video sharing service Instagram. Established in 2010, Instagram has quickly attracted a loyal user base of both newer and more experienced media users. Kevin Systrom, one of the co-founders and CEO of Instagram, has focused on creating a simple and inspiring social media platform suited for all users. For this task, he has used his professional experience gained from working with both the start-up company Odeo, that later became Twitter, and Googles products such as Gmail and Google reader. The second co-founder and CTO Mike Crieger works as the head engineer of the company to create a platform that brings out the creative side of its users. (Instagram 2017)

In Instagram, the Finnish social media users are attracted to its "in the moment" nature. Pictures taken of lunch today are already old news tomorrow, to be marked with the 'late gram' hashtag. These hashtags are used to mark pictures and videos that belong to the same topic or contain the same subject, so that other people who are interested in the same thing can find them easily. The ability to find people interested in the same topics as you are, is one of the features that draws people to Instagram. For example, if a user is interested in buying a certain product, they might check Instagram for pictures and reviews from other people who have bought the same item. This creates makes Instagram a platform with an interesting combination of public and private space. While the users' profiles are, as a base setting, public for everyone to see, the users still see them to be private enough for them to share their personal photos, even with the hashtag search being part of the platform. (Kurio 2015, 18-19)

### 3.5 Twitter

Twitter is a community and microblog service that was found in 2006 by Jack Dorsey. The strength of Twitter comes from its versatile nature. From the latest news, to debates about niche topics Twitter has something to offer for everybody. Twitter is also current. From updates on the current events in Syria to the latest plot twists of a television show, Twitter is the first to know. According to the statistics provided by Twitter, over 270 thousand individual users have tweeted in Finnish since 2013. In 2014, the number of active users per week was 50 thousand users, which shows a large growth of user activity from the numbers collected in the beginning of that same year. (Kurio 2015, 12-13)

One of the reasons why Twitter's popularity has been increasing, has been the collaboration between television shows and Twitter. From massive international sports events and competitions, such as the Eurovision song contest, to important Finnish events such as the presidents Independence Day party, massive public events tend to attract conversations around them. Another type of television show that can create social media traffic are entertainment and topical television shows. With current topics, communication ways that are integrated into the content and by systematically building an audience. A few examples of television shows that have successfully taken advantage of social media and Twitter are Big Brother, Posse, A2 and Tähdet tähdet. These shows are active in displaying their viewers tweets on the show, and at the same time the official social media accounts of the television shows comment on the events on the show and reply to viewers' comments and questions. Interaction with the show viewers on social media is a crucial part of building a brand around a show and creating communication between the show and the audience. (Kurio 2015, 12-13)

## 4 SOCIAL MEDIA MARKETING IN FINNISH COMPANIES

As the usage of social media in our everyday lives increases by the day, so does the amount of companies that have started use social media to reach their customers and partners. Not only is social media cheap, it is also an easy way to communicate directly with the public without having any middlemen affecting the information and communication flow. There are a few categories in which the social medias used by companies can be divided into. The categories chosen for grouping social medias in this chapter were picked from the SVT figure. (see figure 4).

Industry	Community services %	Company blogs or microblogs %	Sharing multimedia content %	Wiki-based information sharing services %
Manufacturing	48	12	25	4
Building	31	2	5	1
Wholesale	64	12	34	5
Retail	82	12	15	2
Transportation and storage	41	7	7	2
Accommodation and nutrition working	87	17	19	2
Information and communications	85	59	58	39
Occupational, scientific and technical working	67	34	25	15
Administration- and support services	61	25	31	4
<b>Number of staff</b>				
10-19	51	10	15	5
20-49	61	16	23	6
50-99	63	26	33	9
100+	80	43	53	17
All companies	57	16	22	6

FIGURE 4. Types of social media channels used I Finnish companies in 2016. (appendix 2) (SVT 2016)

The umbrella terms under which most popular social media services can be divided under are community services, company blogs or microblogs, sharing multimedia content and Wiki-based information sharing sites. The most used form of these social media services across all industries are community services and the least used are Wiki-based information sharing sites. From these sites the most used ones in Finnish companies are the community based services, and the ones with the least attention from Finnish companies are the Wiki-based information sharing sites. Also, the percentage of companies that use social media service in their marketing varies greatly between the different types of industries the companies are in. Whereas 87 % percent of accommodation industry is using community, with the building industry the figure is only 31 %. Also, the amount of staff a company has, affects the rate of social media engagement the company has. When the use of community premised social medias in companies that have a workforce of over 100 people is 80 %, in companies with 19-10 employees the corresponding figure is 51 %. (SVT 2016)

#### **4.1 Community services**

Community services, places where companies can form social communities are a great way to bring together companies' customers online and spread information about the company through one channel. From the different types of social medias used in Finnish companies, community services were the most used across various business fields and companies of all sizes. (see figure 4) Some social medias that can be used to form communities of customers and clients are Facebook, Twitter, Instagram and YouTube. By encouraging clients to interact, not only with the company but also other customers and clients, the company can strengthen its positive image and presence on social media. When a company uses a community service to create communication around a specific object, that object is referred to as a social object. Some of the specific objectives companies can have in community services are sharing content, finding people and communication. Different social media platforms are used to reach different objectives. Sharing content can be done with YouTube, finding people with Facebook and for communication the Finnish communication service Jaiku. (Kalliotie, Räsänen 2010, 17-18)

## **4.2 Sharing multimedia content**

Sharing multimedia content is the process of sharing online content that combines pictures and text with video and infographics. Creating and publishing multimedia content is a great way to all types of learners a company has in their customer base, such as visual learners, auditory learners and kinesthetic learners. This type of content also has the benefit of being more memorable, since it's being stored in the long-term memory part of the brain. This type of content is also processed faster by the brain. Adding multimedia to a company social media strategy is also a great way to make their content stand out on their followers' feeds. This is crucial for example while using Twitter, a social media service that has an average of 347,222 tweets added to it per minute, with some users posting over 100 tweets daily. (Kelley 2016)

Multimedia content also has a longer shelf life than written content and static graphics, the traditional content types. Video and infographics both have their benefits. Video content is one of the easiest to produce forms of multimedia and infographics a highly-shared content type online. The aspects a company needs to take into consideration while choosing the type of multimedia content to share. These aspects are identifying their quantifiable goals and metrics on social media, testing different types of content and choosing the content type that would create the most leads. The company should also set a clear budget, test different types of content creators and designers, explaining their brand goals to the designers and having the right tools used for the job and investing into them. (Kelley 2016)

## **4.3 Company blogs**

Blogs are a fast, simple and affordable way to do marketing communications. On the other hand, one of the downsides of a company block is the condensed audience. This is due to the blog having a very specific topic, which from a marketing point of view might also be counted as a positive attribute of the blog. One of the challenges of a company blog is the marketing side, how to write it so that the readers don't get the feeling of being marketed at. The main aim of a company blog should be in creating a solid customer relationship and to mend the trust that might have already been lost. A company blog can also act as an information source for the clients and a place to find information that the company doesn't publish elsewhere. (Kalliontie, Räisänen 2010, 27-30)

A company blog can also be analysed with the swot model. (appendix 1) Some of the strengths of a company blog are findability, visibility for expertise, credibility and two-way communication. Blogs are easy to find both through search engines that are specified in blogs and linking between different blogs. A company blog can also work to disclose their products, expertise and their services in a believable way. The clients' trust towards the company can be strengthened with open communication, as for it's a direct communication channel from the company without any middlemen. This ensures that the communication is fast, current, simple and rare. The fast flow of information can be ensured by having multiple employees of the company update the blog. Some of the opportunities having a company blog provides, are disclosing company culture, acting as a memory for the company and spreading information worldwide. A company blog can also provide vital information about the customers, from the visitor amount of the blog and most popular posts to the amount of time spent in the blog and the geographic locations of the readers. (Kalliontie, Räisänen 2010, 27-30)

A company blog also has its weaknesses. Some of the threats a company blog might have are hierarchical structure, losing interest, lack of control and a language barrier. One of the reasons a company blog might fail is if the only person creating content for it is the boss. In some of the cases the employees of the company might have more valuable and more easy to understand information to offer. Keeping up the interest is a challenge for both the company and its readers. The content the company puts out needs to keep up a certain level of quality to keep up the readers' interest. They also need to accept that the feedback coming from the consumers isn't always going to be positive and can be harsh at times. Finnish company blogs don't usually reach an international audience since most of them are written in Finnish. This also helps those companies that write their blogs in English to stand out from the crowd, in addition to reaching an international audience. (Kalliontie, Räisänen 2010, 27-30)

The opportunities a company blog can gain are publicity, making the company seem more humane, mapping the environment, product development and feedback. The positive publicity a company blog offers could also bring along growth in the companies' image, recognisability and sales. A company blog can act to bring the consumers and company closer to each other. Instead of communicating with a faceless corporation the customer get a chance to talk to an actual person working in the company, which makes the company appear more humane. Mapping their environment is valuable for a company as way to gain valuable information about the consumers



and to sniff out new business ideas. They can also improve their own services and blog by researching their consumers' comments and by reading their competitors blogs. On the other side of the external aspects, a company blog also has its threats. Some of them are leaking information, negative publicity, transparency and heckling. A poorly executed company blog only works as a direct marketing channel and the customers are quick to catch up to that gimmick. In addition, the possibility of disturbance coming from outside the company directed to the blog might affect their image in a negative way. (Kalliontie, Räsänen 2010, 27-30)

#### **4.4 Wiki-based information sharing services**

A wiki type site is an online platform, on which everyone can add and modify the content that's being shared. One example of this type of websites is Wikipedia. A wiki based system also offers a great way to engage the end users without discrimination and it's also very easy for the companies to manage and do the maintenance for. A wiki type page is an easy way to share knowledge in a manner that's focused on the users. With a wiki creating tool, also known as a wiki engine, setting up a wiki site can be as easy as creating a blog. Several of these engines are free to use. Although wiki based sites aren't currently used that much, being the least used form of social media in Finnish companies (see figure 4), this might change in the future due to wiki based to the simplicity and power of wiki based services. (Mills, 2007, 6-7)

## 5 RESEARCH SURVEY

The main research question I want to find an answer to via the survey research is 'Which set of skills, education and knowledge are needed for working in the social media content creating profession?'. The main aim of this question is to find out what set of skills and knowledge is required from people searching for a social media content creation job, and how these skills can be utilized in the profession.

### 5.1 Methodology

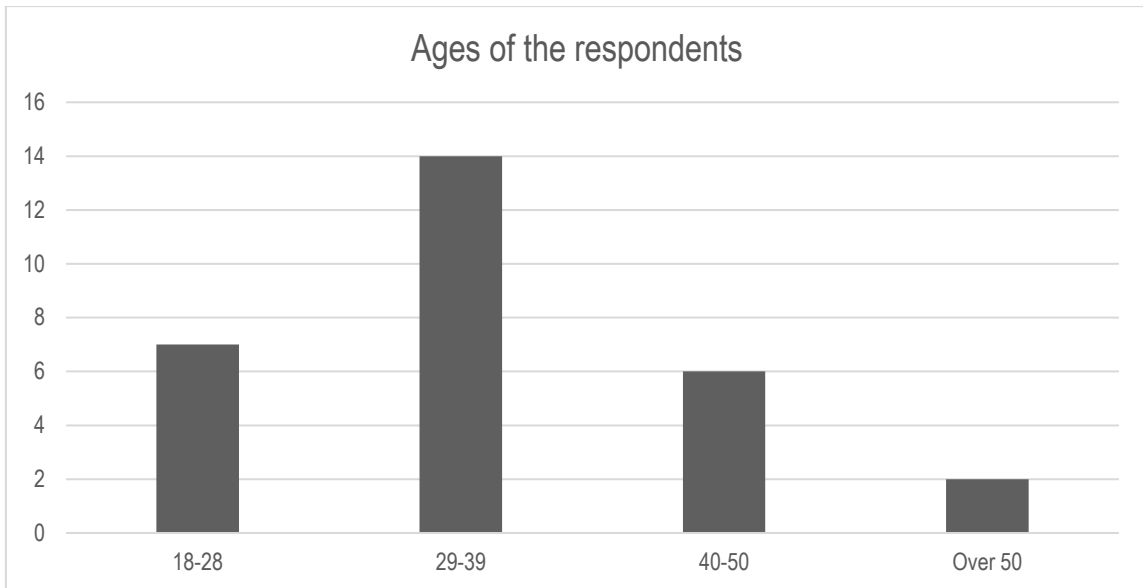
The methodology of this research is to create a survey that investigates the different sides of working with social media marketing in Finland. For research purposes, online surveys have three main benefits for using them as the research method that are, access to unique populations, time and cost. Surveys can access unique populations that might have otherwise been hard to reach, such as communities and groups that only exist in cyberspace. Conducting a survey online also enables collecting information from individuals who aren't willing to bring out their opinions in a personal or group interview. Conducting a survey online is also an effective way to save time. Being able to reach a large group of people who would otherwise be nearly impossible to invite and interview in the same space. Conducting a survey online is also cost friendly. There are no costs from such things as paper, printing and data entry costs. (Wright 2005)

The survey questions were delivered to the social media content creation professionals partly via email and partly through contact forms that were provided by the companies on their websites. The same message was used for the emails and the message box contacts. (appendix 4) Most of the survey questions are open ended, qualitative questions, with a couple of quantitative questions to support them. The first batch of emails was sent in the first week of June and it gained a total of 22 responses. The survey was re-sent during the third week of June and during the two following weeks, seven more respondents answered the survey. The first questions on the survey are focused on getting the basic info about the respondents such as their age and gender. The third question on the survey is about the educational background the respondents have. The responses of this question shed more light on the types of education the respondents have utilized in their social media jobs. The fourth question is tied to this knowledge base area, by being about the

previous work experience the respondents have. The fifth question is about the current tasks the respondents' current jobs include. This way I can learn more about the requirements the social media content creation includes. The sixth question is also about the content of the job, specifically the social media channels the respondents use in their jobs. The eighth question is whether the respondents' social media usage on their free time affects their work. And the ninth question is tied to the previous one, by having the respondents whose social media usage on free time affects their job, specify what kind of affects it has. The tenth and last question is what advice the respondents would give to someone considering working with social media content creation. It will be interesting to find out what kind of advice the social media professionals have, to give from having experience from the profession.

## **5.2 Results of the survey**

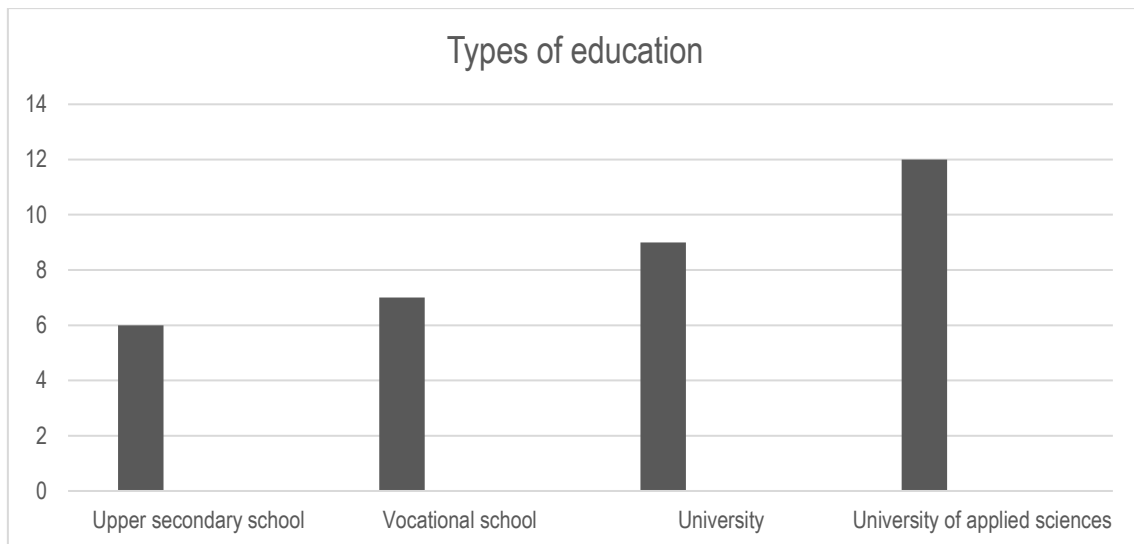
Originally, the results of the survey were planned to be collected after three weeks of answering time, but due to the small amount responses and the fact that the survey was executed during summer when most people have their holidays, the answering time was extended by a couple of weeks. In the end, 29 people who work with social media content creating ended up returning their responses to my survey. Because the survey was anonymous, I have no way of knowing which of the answers came from which companies and individuals, so I'm not able to distinct the answers between individually employed people and people who are employees in a company. The companies and social media networks to whom the survey was emailed to were Kuulu, Someco, Splay Suomi, Sometek, Aller Media, Someworks, Somevaikuttajat, Viestintä Piritta, Piilotettu Aarre, Hehku marketing, Creative gorilla, Paper planes and Suomen digimarkkinointi. These companies and networks were chosen to be the receivers of the survey because their websites were easy to find through google and they were in places from all over Finland, and not just the capital area of Finland. The reason for sending part of the surveys to social media networks was the difficulty of reaching individual social media content creators. Since the workers are self-employed, there are a few places where their contact info is collected to, and the social media influencer networks are one of those. But otherwise, as based on the results gotten from the survey, the sample of people who answered the survey was very broad, both age and work experience wise.



*FIGURE 5. Ages of the respondents of the survey.*

The ages of the respondents varied widely across the provided spectrum. The largest group of respondents by age were the 29-39-year-olds, of which there were 14. (see figure 5). The smallest age group among the respondents were the over 50 year olds, of which there were only two. From the other age groups, the youngest one 18-28 year olds had seven respondents and the second oldest, 40-50 year olds, had six respondents. From these 29 respondents, 23 were female and six were male.

The third question on the survey was about the educational background the participants had. Since comprehensive school is mandatory for all Finnish citizens, mentions of it won't be listed on this analysis. The first type of education mentioned by nine respondents, was upper secondary school. Upper secondary school education is heavily focused on teaching common knowledge and furthering the education gained from elementary school, and thus it's more of a stepping stone on the way to education that aims towards a specific profession rather than a place where students learn work related skills. Of course, the respondents might have studied extra courses in specific subjects that might have helped them with their career, but none of them mentioned such information in their answers. (see figure 6)



*FIGURE 6. Types of education the respondents had.*

The second type of education that was mentioned by seven people, were various study fields in vocational school. The types of education that were brought up were Vocational Qualification in Business and Administration, machinery qualifications, media assistant qualification and audio-visual communications. The first one of these qualifications, the Business and Administration qualification is described on the OSAO website as one to offer qualifications for working with various business-related jobs as for example customer service, sales, marketing communications and international trade. The site also claims that the study program provides vocational skills and language skills needed for work on the international market field. The second type of qualifications, the machinery qualifications, is a study program that focuses on teaching lathing, milling and how to sand both metal and plastic. Machinery professionals are described to be people who are spontaneous, responsible, pedantic and cooperative. (Oulun seudun ammattiopisto 2017) The third and fourth type of qualification are different names used for the same profession, one of them the old name and the other the new name. The study program is described to provide an extensive knowledge and skill base for the entire electric communications field of profession. The line of study has seven orientation options that are audio visual production, digital communications, moving picture (video, television, movie), games and animation, effect production, photography and audio. The final education type, audio-visual communications (Education Media Group 2017)

The next type of education that was mentioned by nine respondents were various types of university degrees. The different types of degrees that the respondents had studied were theatre arts profession, arts, economical sciences and philosophy with various side degrees such as journalistic studies, digital culture and Intercultural studies. Two respondents didn't specify the field of study

they were in, one of them wrote that they have had 250 study points worth of university studies. The first study program, theatre arts, is described to a 5-yearlong study program that leads to an acting profession. The objectives of the study program are to provide transferable skills for acting jobs in theatre, movies and other medias, to give the requirements needed to be an independent and cooperative artist, and to give eligibility to continue their studies with the theatre profession. (University of Tampere 2016) The second type of degree, art education, is described as a programme that brings together education, arts and science. The programme prepares the students for art teacher career and gives the transferable skills for jobs related to arts and visual culture. The study program also considers themes of cultural diversity and sustainable development. (University of Lapland 2017)

The third type of university education, economical sciences degree, is described to provide the students with transferable skills to work in various leading and expertise jobs of business and economics. After studying a broad bachelors program that teaches the students all the basic skills they need in their profession, they choose a specific study direction to specialize in. These six directions are insurance and risk management, accounting, marketing, economics, managing a business and tax-law. The fourth type of education, philosophy, a study program that is described to focus on contemplating both overall and theoretically the issues of people and the world, such as questions that are related to knowledge, moral and existence. Philosophy is usually divided into two categories of theoretical and practical philosophy. Teaching of philosophy isn't directly aimed towards a specific profession, but people who have studied this profession are known to have worked with research and teaching jobs at universities, and philosophy teaching jobs at other schools such as upper secondary schools. (University of Tampere 2016)

The final type of education that was mentioned by nine people was various degrees in university of applied sciences. The types of degrees the respondents mentioned were bachelor of media, bachelor of business information technology and humanitarian sciences and education. The first type of degree, bachelor of media, is described to educate students for media expertise and content creation tasks, who have a broad set of skills to develop their job. Some of the themes the degree education focuses on are project work, customer work, internationality and entrepreneurship. The second type of degree mentioned by the respondents was business information technology. A bachelor of this degree is described to have the versatile knowledge and communication technology skills and knowledge such as programming and the skill to develop digital products and services to support the businesses of various organizations. These digital products and services

are for example different types of games, company websites, -stores and -services, social media apps, mobile services and IoT- technology based services. During their studies, the students learn to plan, execute and test interactive internet services and to work in various roles and tasks in different study projects. The second year of the 3,5 year is studied in English, with international- and exchange students. Some of the professions this degree prepares its students for include project manager, online service software development, user interface designing, game designing and executing, user supervision and social media content creation and expertise tasks. (Oulu university of applied sciences 2017) The third type of university of applied sciences education mentioned by the respondents, humanitarian sciences and education, is described to be education for a relationship and interaction based job, that requires broad knowledge of human growth and development, the structure of society and actions, and knowledge of different cultures and involvement. Some of the central themes of the education are supporting participation and citizen work, advancing health, orienting preventing work and preventing isolation, pedagogy, diverse working and growth environments, to strengthen and develop communities, and creating a multi professional community. The education provides two orientation directions, youth work professional and organization work professional. (HUMAK 2017)

The fourth question of the survey was about the work history the respondents had had. The responses in this question varied widely, from working in the marketing field in different positions for 30 years, to having a 10-year engineering career. Nine of the respondents had worked in various marketing tasks, for example in an insurance company, with digital marketing, with grocery marketing and with branding tasks. Ten respondents had worked with communications tasks in various fields such as printed communications and updating websites. Three of the respondents mentioned having working experience from various part-time jobs, for example in the media industry. Four respondents had worked with content creating for various fields and companies, such as for social media, for tourism medias and producing events and creating content for them. One of the respondents wrote "Earlier I've worked with tasks from this field (social media content creation) in internal communications projects of a Swedish company and after that I've worked as a content creator for a traveling media company." Two people had worked with graphic designing, one of them in their own company and the other at the marketing department of their current working place. Six of the respondents had worked, or are currently working as an entrepreneur, for example one of them had worked as social media and communications instructor. Ten of the respondents had worked in various media tasks, such as an assistant job, social media expert and

creating content for social media. Three respondent had worked as project managers and one of them had also worked as development manager. Among the responses there were also a large portion of jobs and tasks that didn't fit into the previous categories that singular people had mentioned working with. Some of these tasks and jobs include theatre director, machinery installer, publicist for the government, radio reporter, photographing and remover. Two respondents had also worked as a bartender.

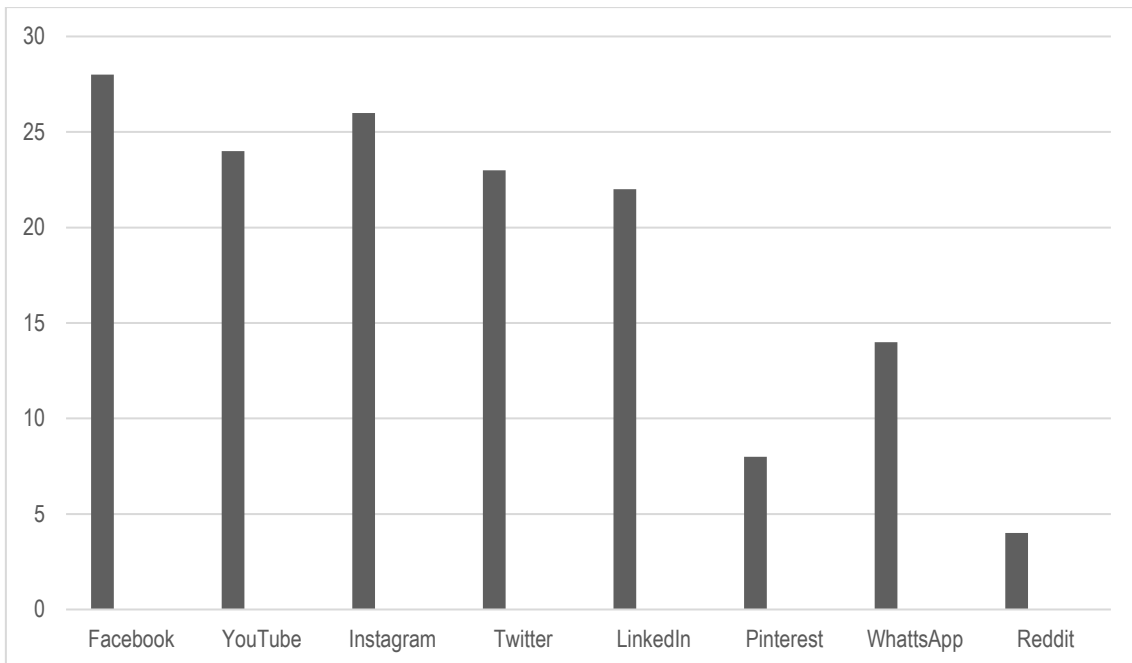
The fifth question of the survey was about the way the respondents found and got their current job. Different websites were a common way to get a job, in total 13 had found their jobs through different channels and sites online. From the respondents, five respondents said they had found their jobs through Facebook, by a private message, through an advert on their feed, from a blog post someone shared and a through a recruiting advertisement someone had shared. One of these respondents wrote "I asked for work with Facebook messenger. I knew the entrepreneur and several of the employees beforehand." Two of the respondents had found their job through making their own YouTube videos and two people mentioned finding their jobs through the job advertisement site Mol.fi. Other ways people had found their jobs online were through their school website, through their organizations website and through various job advertisement sites. Five mentioned that knowing the right people helped them get their job, for example by getting a direct job offer from the company boss, by getting tipped about the job opening by a friend, by previously worked with the people from administration of the company and by getting to know their boss through a network of young entrepreneurs. Three of the people are self-employed, two of them had founded in their own company. Two people found their job through a magazine advertisement. One of the respondents had also moved to their current social media marketing job from another position within their company due to their own interest and motivation to work with social media.

The sixth question on the survey covered the respondents' tasks and assignments in their current job. From the respondents, 13 of them used the term social media, or the short version some, in their description of their job. Six of the respondents used the word content creation while describing their job and 18 people included specific tasks in their responses that belong under the social media content creation task field. These mentioned tasks include creating website content, writing blog posts, making YouTube videos, social media campaigns, managing various social media accounts, social media training, editing videos and planning social media productions. Three of the respondents worked with organizing and coordinating events. Two respondent mentioned working with and organizing trade shows. Four peoples' jobs include various communicational task, such



as work community communications. Two respondents work in customer service and one respondents job includes customer meetings. Three respondents' tasks include billing and one respondent works with their company's media budgeting. One respondent answered their job tasks having to include everything due to being an independent entrepreneur and one respondent listed being a public figure as their only job descriptive.

The seventh and eight question were tied together, question seven being about the specific social media channels the respondents used in their jobs and the eighth had a space where the respondents could list any social media channels that weren't listed in the options given in question eight.



*FIGURE 7. Number of respondents using different social medias in their job.*

From the provided eight social media channels (see figure 7) the most used ones were Facebook, Instagram and YouTube. 13 people also used the space provided in question eight to mention more social media channels they use, that weren't on the list on question seven. From these respondents seven respondents use Snapchat and one person is considering using it, two respondents have a blog and two respondents use Google+. Other social media channels that were mentioned by singular respondents were SlideShare, Wikipedia, Skype, Twitch, telegram, Kik, ask.fm, HubSpot as a tool for social media, Periscope, Slack, Storify and Yammer.

The ninth and tenth question were also related to each other, nine being whether their personal social media usage had any effect on their job and ten being about specifying the effects it had had. 26 of the 29 respondents answered that their personal social media usage had influenced their job. All the 26 people had mentioned positive effects social media had had on their job and career. eight people answered that their personal social media usage had helped them with gaining work opportunities and creating contacts with other businesses. 11 respondents wrote that using social media on their free time had helped them gain useful knowledge and skills for their job, for example keeping up with the newest trends, which type of influencers prefer which channels, recognizing annoying marketing techniques and creating networks. Four respondents had gotten their interest towards working with social media from their personal usage experience. Two respondents wrote, that their personal social media usage had helped them build their own brand. One of these respondents wrote “Most of the jobs that I’ve had, have been gained through my followers (on social media)”. Some individual respondents also mentioned such benefits from their personal social media usage such as being able to map out their clients’ needs, finding ideas for their own projects, keeping up with changes and sharing content with their co-workers.

The eleventh and final question was about the advice the respondents would give to someone who’s considering working with social media content creating. Six respondents said that being interested in what you are doing is important. Four people recommended being active and three respondents wrote that having your own blog could help with this career path. Three respondents recommended bringing out your own personality through your social media usage. two people said that trying new things could help you with this career goal. Four respondents wrote that working with social media is about constantly learning new things and developing your skills. Three people said that being interested in what you do is helpful and three wrote that social media content creators should be active on social media. Two respondents recommended following actively things that are going on social media, yet one person also recommended putting limits on time you spend on social media so that the job doesn’t burn you out. Two people recommended practicing your social media skills. Three respondents wrote that building a network can help you with your career and three respondents told to be curious. Other advice that singular respondents gave were to not only focus on your follower count, to learn the border between public and private, to have patience, to not to copy from others, to realise that professional social media content creation is very different from private social media usage and to learn how to analyse you target group.

## 6 CONCLUSIONS

This chapter focuses on concluding and analysing the results of the survey that were introduced in the previous chapter. The gender distribution of the respondents was fairly one sided, 23 of the 29 being female. There was also a clear presentation difference between the different age groups of the respondents. Most of the respondents were from the younger end of the provided age spectrum, between the ages of 18 and 39. From this can be concluded that middle aged male workers aren't as represented in this profession field as under 39-year-old females. The ages of the respondents affect the amount of work experience they have been able to collect before their current job, since unlike the few older respondents with decades of work experience, they haven't had much years in the work life after graduation. This also supports the notion that own enthusiasm towards the job and using social media on free time can be as useful as having previous work experience from a social media profession. The usefulness of private social media usage was also brought up by the respondents in the question about effects of private social media usage on their work. From the respondents who claimed that their social media usage had affected their job, all 26 of them mentioned positive effects. The usefulness of private social media usage for working with content creation was also visible in the question about the ways people gained their current job, with few of them mentioning contacts through Facebook, and their own personal social media follower number affecting the job opportunities they have gotten.

This chapter also aims to shed light on the research question 'Which set of skills, education and knowledge are needed for working in the social media content creating profession?'. The first part of the question that was shed light in question three, was the education that is needed, or is useful, while working with social media content creation. Repeating themes amongst the various types of educations mentioned by the respondents were working with computers, marketing, videos and photography, communications, internationality and working with other people, for example in projects. The skills part of the research question was touched upon in the questions four and six. The sixth question was about the respondents' previous work history. From the responses, jobs that were mentioned by more than one person were communications tasks, content creation, graphic designing and entrepreneur tasks. Question six on the other hand was about the different tasks the respondents handle in their current job. These tasks included creating content for social media, creating website content, writing blog posts, making YouTube videos, social media campaigns, managing various social media accounts, social media training, editing videos,

planning social media productions, organizing events such as trade shows and billing and budgeting. The skills the educations had provided for the respondents directly reflected the different social media channels they use in their jobs. Video filming and editing for YouTube, photography for Instagram and Facebook and communication skills for Twitter.

The social media usage of the respondents, reflected the overall usage of social media by Finnish consumers and companies. The social media channels that were most use amongst the respondents, Facebook, YouTube and Twitter, were also amongst the five most used social media channels of the Finnish consumers. These results also correspond to the Finnish companies' social media using habits, with Facebook being a community service, YouTube a method of adding multimedia content to a companies' social media strategies and Twitter being a microblog service. The respondents also mentioned in their current tasks being writing blog posts, making YouTube videos, social media campaigns, managing various social media accounts, social media training, editing videos and planning social media productions. These tasks are in direct response to the most used social media channels by both the companies and consumers of Finland.

## 7 DISCUSSION

This final chapter of the thesis will focus on analysing the entire research and writing process of the thesis. This chapter will also provide some analysis on the things that could have been done differently, and why. The main goal of this thesis was to find out solid information about social media content creation as a profession in Finland. This goal was to be achieved through both information research from already existing sources, and an online survey, that was sent to various companies and social media professionals from all over Finland. The survey contained questions about these professionals' jobs and the set of skills, education and knowledge they needed for their jobs. The service I used for creating the survey, webropol, I chose because I'm familiar with it from using it with my previous school work, it is free and it is also easy to manage for the people answering the survey.

These questions included topics such as education, previous working experience, current job tasks and what advice the professionals would give to someone considering working with social media content creation. Despite people having very different experiences both education and working vice, there were some repeating themes amongst the responses. In the education question, the repeating themes in responses from various study fields were working with computers, marketing, videos and photography, communications, internationality and working with other people, for example in projects. The responses in the current tasks and work history questions supported these repeating themes. The jobs and tasks the respondents either currently have or have had in the past, have involved the same repeating themes, such as marketing and working with computers, that were present in the education question responses. A surprising unity between the responses also occurred in the question about the effects of social media usage on free time to the jobs of the respondents. Instead of having varying answers, with both positive and negative effects, the overall theme of the answers was positive. Another expectation of mine that changed during the survey process was the plan of having half of the respondents be company employed people and half be independent entrepreneurs. Due to the fact that independent social media professional don't have many network or collective data bases where they can be found, most of the respondents wound up being employees for companies and just surveys went to independent workers.

Despite finding results that answer the research question provided in this thesis, there were also some aspects of this research, and thesis, that could have been done differently. The first aspects

that, in hindsight, could have been done differently to reach better results, is the formatting of the survey questions. One of the things that could have had its own question dedicated to it, could have been whether the respondent is an independent entrepreneur or works for a company owned by someone else. This would have been an easier way to determine the amount of self-employed people from one set of responses, instead of having respondents mention this fact in various questions. Another question that could have been added, could have been in which county the person is currently employed in. This would have given insight into the employment situation of social media content creation in various parts of Finland, and in which county provided the highest number of respondents. From the existing questions, the question that could have some tweaking done to its formatting was the one about the respondents' current tasks in their job.

Instead of having the respondents write an open-ended answer, the question could have had a list of tasks that the respondents could have chosen from the ones that fit their current job. This question could have been followed up by an open-ended question where the respondents could have added more tasks, if the options in the previous question didn't include all their main tasks. This way the similarities between the tasks of different jobs would have been easier to spot, the responses would have also been more consistent. Since the respondents were given an open space to fill, without any given length expectation for their answer, the responses varied from few lines of text to simply stating their current job tasks as "being a celebrity". Another way to fix the issue of having short answers and answers that didn't reflect the purpose of the survey, would have been to do interviews in addition to sending the survey. This way the respondents would have interacted with the researcher and thus any confusions with the survey questions could have been clarified.

Overall the entire thesis research and writing process ran smoothly. The most difficult part of the thesis process was coming up with a subject that was original, interesting and that supported the main objectives and goals of the Business Information Technology education. The thesis also needed to be about a topic that would be useful while searching for a post-graduation job, preferably in the social media marketing field. During this writing process, I learned more about marketing and especially social media marketing. The feeling of wanting to work with social media marketing grew stronger as I read through the survey respondents' answers about their tasks and current jobs. The question that motivated me with this career choice the most, was the last question about the tips the respondents would give to someone considering working with social media content creation. The tips they gave supported my own image of both the job and the things needed for working in

the profession. Instead of having these things explained to me through various school book chapters and minutes of listening into PowerPoint presentations at various school lessons, I had the chance to read about this profession from the people who work with it daily. As any profession, working with social media also has its challenges and hurdles that are to be faced, but for someone who is genuinely interested in this profession and, these things are manageable.

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<p><b>Strenghts (Vahvuudet)</b></p> <p>Löydettävyys</p> <p>Osaamisen näkyvyys</p> <p>Uskottavuus</p> <p>Kaksisuuntainen kommunikaatio</p> <p>Nopeus ja ajantasaisuus</p> <p>Tiedon virtaus</p> <p>Yksinkertaisuus</p> <p>Harvinaisuus</p> <p>Yrityskulttuurin esilletuominen</p> <p>Kustannustehokkuus</p> <p>Yrityksen muistina toimiminen</p> <p>Mitattavuus</p> <p>Maaailmanlaajuinen tiedonvälitys</p>	<p><b>Weaknesses (Heikkoudet)</b></p> <p>Hierarkkinen rakenne</p> <p>Mielenkiinnon lopahtaminen</p> <p>Kontrolloimattomuus</p> <p>Kielimuuri</p>
<p><b>Opportunities (Mahdollisuudet)</b></p> <p>Myynnin nousu</p> <p>Julkisuus</p> <p>Yrityksen inhimillistyminen</p> <p>Ympäristön kartoittaminen</p> <p>Tuotekehitys</p> <p>Palaute</p>	<p><b>Threats (Uhat)</b></p> <p>Läpinäkyvyys</p> <p>Tietovuoto</p> <p>Negatiivinen julkisuus</p> <p>Häiriköinti</p>

Toimiala	Yhteisöpalvelut, %	Yrityksen blogit tai mikroblogit, %	Multimedia sisällön jakaminen, %	Wiki-pohjaiset tiedon jakamisen työkalut, %
Teollisuus	48	12	25	4
Rakentaminen	31	2	5	1
Tukkukauppa	64	12	34	5
Vähittäiskauppa	82	10	15	2
Kuljetus ja varastointi	41	7	7	2
Majoitus- ja ravitsemistoiminta	87	17	19	2
Informaatio ja viestintä	85	59	58	39
Ammatillinen, tieteellinen ja tekninen toiminta	67	34	25	15
Hallinto- ja tukipalvelut	61	25	31	4
<b>Henkilöstön määrä</b>				
10-19	51	10	15	5
20-49	61	16	23	6
50-99	63	26	33	9
100+	80	43	53	17
Kaikki yritykset	57	16	22	6

Sosiaalinen media ammattina suomessa

Kyselyyn tavoitteena on kerätä tietoa sosiaalisesta mediasta ammattina suomessa. Tiedot kerätään anonymisti ja niitä käytetään vain opiskelu/oppimis tarkoituksiin.

**1. Ikä \***

18-28  
 29-39  
 40-50  
 yli 50

**2. Sukupuoli \***

Nainen  
 Mies  
 Muu/en halua kertoa

**3. Minkälainen koulutus tausta sinulla on? \***

**4. Minkälainen työkokemus/työ historia sinulla on? \***

**5. Mitä kautta löysit/sait nykyisen työsi? \***

**6. Mitä tehtäviä nykyiseen työhösi kuuluu? \***

**7. Mitä sosiaalisen median kanavia käytät työssäsi? \***

Facebook  
 YouTube  
 Instagram  
 Twitter  
 LinkedIn  
 Pinterest  
 WhatsApp  
 Reddit

**8. Joku muu kanava, mikä?**

**9. Onko omalla vapaa-ajan sosiaalisen median käytölläsi ollut vaikutusta työhösi? \***

Kyllä  
 Ei

**10. Jos on, niin minkälaista?**  
(vastaa, jos vastasit kyllä kysymykseen 8)

**11. Mitä neuvoja antaisit sosiaalisen median parissa työskentelystä kiinnostuneelle? \***

Otsikko:Tutkimus sosiaalisesta mediasta ammattina suomessa

Hei,

Olen 23 vuotias Business Information Technology opiskelija Oulun ammattikorkeakoulusta ja teen (opinnäytetyötäni varten) tutkimusta sosiaalisesta mediasta ammattina suomessa. Pää metodina tiedonkeräämisessä tutkimuksessani/opinnäytetyössäni toimii alle linkattu kysely. Kyselyyn vastataan anonyymisti ja arvostaisin todella paljon, jos Somecon työntekijät voisivat käyttää muutaman minuutin siihen vastaamiseen Opinnäytetyöni tuloksista kiinnostuneille, työn tulokset ovat luettavissa syksyllä suomen ammatikorkeakoulujen yhteisestä theseus palvelusta(<http://theseus.fi/>), jossa valmis opinnäytetyöni julkaistaan. Opinnäytetyöni otsikko, jolla sen voi syksyllä theseus palvelusta löytää on Creating content for social media as a profession in Finland.

Linkki kyselyyn (webropol kysely sivusto):

<https://www.webropol-surveys.com/S/4F557F90F5DFEF31.par>

Kiitos jo etukäteen ja hyvää kesää,

Jonna Nikula

OAMK

Business Information Technology