Social media presence maintenance in an entertainment company

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Abstract

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The topic of social media marketing is relevant nowadays as it is widely used and it is good for a company to regularly check how their social media profiles are performing in order to make the most of it.

The objective of the thesis is to analyse the company's social media profiles using the analytics tools provided by those channels. The analytics tools give information on how the published content performs and the results of the analysis indicate what works and what does not. This information helps the company to do better.

The thesis only covers the social media channels the company in question already uses – it does not consider which channels the company could possibly use. The theoretical background to this thesis concerns the importance of social media marketing to a company and the content a company should be creating for their social media channels. The theory also considers the practical side of social media usage; when and how much to post on social media.

Both quantitative and qualitative research methods are used in this thesis. The empirical research is implemented by observing and then analysing the company's social media channels. The research was done during one day as the results of it change constantly. In addition to observation an interview was implemented on 18 October 2017. The research was quantitative and performed on 2 October 2017.

The results show that visual and personal content performs well on the company's social media channels and times of publishing posts should be thought of beforehand.

| **Keywords** |
| Social media, Marketing, Facebook, Instagram, Twitter, LinkedIn |

Table of contents

1 Introduction

This thesis is about social media presence creation, maintenance and development in an entertainment company. The thesis will go through how the company's social media presence was created and how it is performing at the moment. The aim of the research is to see what kind of social media content performs the best and what kind of content should not be used. The research does not go through all the possible social media channels the company in question could use; it only concentrates on the channels the company already uses.

1.1 Background

The topic was chosen mainly because the company in question has not done this sort of research before, and it is thought to be needed. The thesis will report how the company's social media presence was created, and going through the statistics and analytics provided by the social media channels the company uses will help gain better understanding of how to best use social media for the company.

The secondary reason for choosing this topic is that social media is at the moment and most likely will be in the future a really important marketing channel for companies. Therefore having good social media skills is beneficial in working life.

1.2 Objectives and limitations

The objective of the thesis is to analyse the company's social media profiles using the analytics tools provided by those channels. The analytics tools provide information on the company's followers, such as age, gender and location, and also on the company's posts themselves – how the posts have performed. Based on that information it can be analysed what kind of posts work best for the company and to whom the company should be directing their updates. The research in the thesis will be done quantitatively.

The meaning of the thesis is to develop the company's social media communications in order to gain more visibility, create a professional image and to reach more cooperation partners and therefore get more sales.

The thesis will concentrate on the social media platforms the company already uses – it is not about which social media or digital platforms it should use. In other words, the point is to observe and analyse the existing social media presence but not go further than that.

The social media channels the company currently uses are Facebook, Instagram, Twitter and LinkedIn.

1.3 Research methods

Both quantitative and qualitative methods are applied in this thesis. The data provided by the social media platforms the company uses will be analysed. They contain information on the posts themselves (e.g. reach and engagement), which will help analyse what kind of posts perform the best. They also contain information on the audience, such as demographics and age, which is helpful when deducting to whom the posts should be aimed. Some social media platforms also gather information on when the company's audience uses said platform – this helps to decide what time of day is the best one to publish posts.

This information is statistical, which is why the research method is quantitative. All the information will be first gathered together and then analysed, the target being to find the best ways in which to use social media for the company's marketing.

In addition to this the Sales & Marketing Manager of the Commissioning Company will be interviewed, about the usage of social media advertising, the importance of social media marketing for the company and what kind of content the company should be publishing on social media.

1.4 Structure of the research

This research will first take a look at the big picture – the importance of social media marketing for a company, the goals the Commissioning Company has for their social media usage and the history of how their social media presence was created. After that the research will focus on the current usage of the company's social media, how it is performing and what could be done to develop it.

1.5 The Commissioning Company

The Commissioning Company is an entertainment company specialising in storytelling through TV, film, digital products, licensing and publishing. The company has offices in Los Angeles, Helsinki and Vancouver, from which Helsinki and Vancouver are the production offices. Vancouver is where the company's Animation Team is located, and Helsinki is

in charge of book business activities and that is also where the Sales Team sits. The company creates stories for children and teens and also represents authors with stories for the same audience.

The Commissioning Company has business partners all over the world and some of them are the world's biggest publishing houses. They also work in close co-operation with Rovio, the Finnish mobile game creator.

The company will be hereon called "Company X". The company's real name and all of the employees' last names have been deleted.

2 Current social media usage of Company X

Currently Company X uses four social media channels: Facebook, Instagram, Twitter and LinkedIn. The first three mentioned are being updated on a weekly basis and LinkedIn is updated whenever there are news worth letting people know about.

There are two people working for the company who are responsible for the company's social media communications. They come up with topics to post about and are in charge of what to publish on which channel and when. They are also helped by other employees of the company with the content they post.

2.1 Company X's targets for social media usage

Company X is still a fairly new and small company, which means that it is not yet very well known. Social media marketing helps the company to gain brand recognition, which is their primary goal: to increase their profile in North America, Europe and Asia. Their secondary goal is to increase their profile with B-2-B audience, which would attract better partners. The tertiary goal is to increase their profile with B-2-C audience; that would help create a following that they could count on when releasing new products they represent. All of this could then, of course, help the company generate more sales and to grow as a business.

2.2 The creation of Company X's social media presence

Company X's social media accounts were created in the summer of 2016 which was a few months after the company was founded. The company got some help from Rovio's social media team for planning the social media presence – the social media team created Company X a guide for using social media, which consisted of information on for example best times to publish posts and how often they should be published.

Before creating any accounts, it had to be decided which social media channels to use. It was considered best to use only the most "basic" channels (Facebook, Instagram, Twitter and LinkedIn), and not to create profiles on other channels, such as YouTube, only for the sake of having the profile. There was talk of creating a profile on a channel called Litsy, a sort of an Instagram for book lovers, which would have been suitable for Company X but it was decided to leave that for the future if there ever became a need for such a channel. The abovementioned four channels were chosen based on the communication needs of Company X.

When it came to the actual creation of the accounts, there were no problems when it came to choosing the name for the profiles as there was no other company existing with the same name as Company X did.

With Facebook there had to be a little more work done than with the other channels as one has to choose their business area and target audience so that the profile is targeted to the right people. There are also a lot more functions on Facebook Business Manager than on the other channels Company X decided to use, so it took some time to learn how to use it.

When the profiles were created and put into action, Company X asked their employees to share the profiles on their personal social media sites and mentioned the profiles on their newsletter in order to spread the word. The employees were also obligated to change their email signatures so that there would be links to all of the company's social media profiles. A list of hashtags to be used on Company X's profiles was also created and shared among the company's employees.

2.3   Interview with Company X's Sales & Marketing Manager

I talked to the Sales & Marketing Manager of Company X to gain some insight on how she feels social media should be used for the company's benefit. The Sales & Marketing Manager will be hereon called Employee X.

Employee X thinks that at the moment the most important social media platform for Company X is Facebook, "…as there we have the greatest amount of followers. Though, industry wise Twitter and Instagram play a huge role as well, since those platforms make possible to use #s and tag other companies to widen your networks organically". (Employee X 18 October 2017.)

When it comes to paid advertising, Employee X thinks that "it would be beneficial, as it would offer an opportunity to reach new followers and possible business partners". (Employee X 18 October 2017.) She thinks that using paid advertising would gain visibility for the company's industry news, but it is hard to say what would be a good amount of money to spend on paid advertising without testing it first.

Employee X does not think that Company X should have an employee in charge of social media only: "I would see that later in the future, the company should have a person in

charge only of communications and marketing - including social media and possible outsourcing of social media operations". (Employee X 18 October 2017.)

I asked Employee X what kind of social media marketing content she thinks is most suitable for Company X: **"**Company X aims to have not-corporate, instead unique, warm, personal voice, and content should follow that. As Company X is quite recently established company it has to make sure, that the content is also informative.

Suitable content would be something that has relevance to Company X as a company (e.g. industry specific news) or directly tells something about Company X as a company, people working there or the projects that the company is working on." (Employee X 18 October 2017.)

Employee X thinks that Company X's social media presence has helped their business: "Company X's websites are rather static, which prevents the company to update their partners on the recent news via the websites (I also doubt that the partners would regularly visit our websites). The social media presence is the only way to exist as a company at the moment. (Employee X 18 October 2017.)

3   Importance and content in social media marketing

It cannot be argued that social media marketing is an important part of a company's marketing plan. Many people look for companies on Google and if they cannot find social media profiles for a company they might not find said company credible – instead they will turn to a competitor that is active on social media. That way a company can lose sales and in a way, empower their competitors.

However, it is not enough for a company to just "be there". They have to come up with valuable content for their target audience to want to follow them and to think that the company is legit and useful. But unfortunately, not even creating valuable content is enough; the company has to consider when and how often to post on their social media.

3.1   The importance of social media marketing for a company

Social media marketing has become an important marketing channel for companies. It is a cheap, if not completely free-of-charge, way to market your company where your clients work and live. "Social media enables consumers to have more of a say in the products and services that marketers create to meet their needs" (Tuten & Solomon 2013, 14). Social media marketing has become the fifth P the marketing mix of 4 Ps (Product, Price, Promotion and Place): Participation (Tuten & Solomon 2013, 14). Social media is a way for a company to connect with their customers and to sell their brand personally. (Funk 2011, 1).

It could be said that if a company is not on social media, it does not exist. Imagine, for example, looking for information of a certain company: if the company cannot be found on Facebook, how credible would you think the company is? Or imagine finding a company's Facebook page that has one post per month – would you think the company is even in business anymore? New social media channels will keep on coming and companies have to stay up-to-date to keep on existing.

3.2   Successful social media marketing

Social media content is successful when it drives engagement – an engaged audience means that your followers like and trust you, which in turn could help generate more sales (Nathan Ellering 2017). Then a company has to, of course, find out what kind of content drives engagement.

Writing posts in a personal way is one way to pull an audience closer to a company. Adding personality in posts helps a company to stand out – the posts shouldn't sound distant or complicated. Sounding as human as possible (i.e. non-corporate) can help a company's audience to familiarise themselves with the company. An example of a post with personality could be a post in the form of a story; a story makes a message more interesting and narrative gives a brand personality. (Disha Dinesh 2017.)

Content that appeals to emotions instead of reason is a powerful way to engage one's audience. Using humour in posts creates a connection with the audience and enhances brand recall. Inspirational content in the form of for example quote pics or videos, stands out well in social media. (Disha Dinesh 2017.)

Discussing with one's audience is important when deducting what kind of content appeals to the audience best. It is possible to ask the audience what they want, and observing the audience's reactions can gain marketing insights. Asking questions gives the audience a chance to be heard. (Disha Dinesh 2017.) One way to directly address one's audience is to use User-Generated Content, i.e. content that has been created by a follower. It can increase engagement and reach and show the audience that the company cares about their audience. (Gareth O'Sullivan 2017.)

Being contemporary and up-to-date to what is happening in the world can inspire content that one's audience can relate to. It is possible to blend a message into something that is trending at that particular moment, and that is the type of content that people respond to. Adding some valuable information to that content will make a company's audience think the company is useful. (Disha Dinesh 2017.)

Visual content is the type that draws attention. A company can experiment with for example collages, gifs, videos and different colours and then assess which type their audience likes the most. (Disha Dinesh 2017.) A picture on its own tells a story, making it unnecessary to write a long text beside the picture. This is good because many people scroll through their social media newsfeed fast and don't often stop to read long texts.

In addition to posting valuable content, the timing and frequency of posts is essential. A company should consider how many posts to publish per week: if there are too many, people might get bored of seeing those posts. If there are too few, however, people might think that the company is not reliable or is not even in business anymore. (Amanda Zantal-Wiener 2017.) Some social media channels, such as Facebook and Instagram, give their users information on what times of days are the ones when a page's followers are

online – these are the times when one should publish their posts in order to have as many people as possible see them. Planning the posts beforehand is helpful too – it saves time and lowers stress, as one will not have to come up with something to post at the exact time when something should be posted. (Nathan Ellering 2017.)

4   Analysing Company X's social media platforms

Company X's social media profiles have been up and running since early June 2016. Since then the profiles have gained followers slowly but steadily, and paid advertising has not been used. This section will take a look at each of the platforms the company currently uses (Facebook, Instagram, Twitter and LinkedIn) – how the posts have performed and who is the company's social media audience.

As an appendix there is a glossary of terminology that is being used in this research. The terminology explained in the glossary are pointed out in the research.

4.1   Facebook

Facebook is Company X's main social media channel. It is the most versatile channel in the company's use: it supports links, pictures and videos with no character or time limit and it is the most popular social media channel with more than 2 010 000 000 active monthly users worldwide (Dreamgrow 2017.), which means that there is a possibility of reaching a lot of people.

In Facebook Company X's target audiences are book & animation industry people (i.e. possible business partners) and consumers. They share relevant company updates, industry news and content created by the company. The aim, which most of the time is achieved, is to post at least twice a week.

Facebook Business Manager (that you use to manage your company page) has a section called Insights that offers comprehensive information on a page's audience and the posts published.

4.1.1   Followers

On 2 October 2017 Company X had 574 followers on Facebook, of which 55 % were women and 42 % were men. The biggest age group was 35-44-year-olds and the smallest one was 13-17-year-olds. 433 of the followers were located in Finland, of which most of them were in Helsinki and Espoo, being the clearly biggest location. USA was the second biggest location with 27 followers. Finnish and English were the biggest languages of the followers, with 297 followers using Finnish and in total 230 using English (US and UK combined). More detailed information about the followers can be seen in the picture below.
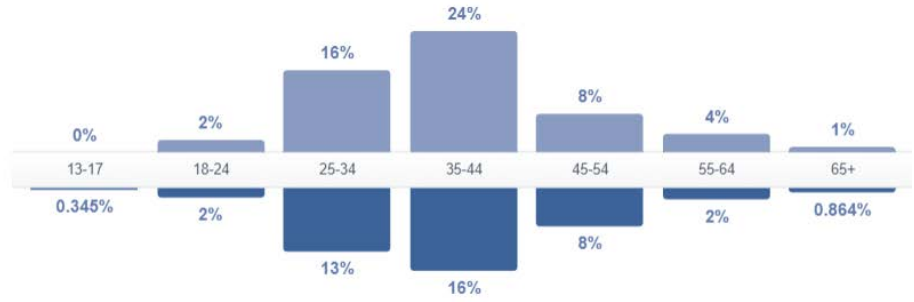
The people who follow your Page

Women
55% Your followers

Men
42% Your followers

13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	0%	2%	16%	24%	8%	4%	1%
Men	0.345%	2%	13%	16%	8%	2%	0.864%

Country	Your followers	City	Your followers	Language	Your followers
Finland	433	Helsinki, Uusimaa	286	Finnish	297
United States of America	27	Espoo, Uusimaa	56	English (US)	130
United Kingdom	15	Vantaa, Southwest Finl...	21	English (UK)	100
Canada	12	Tampere, Pirkanmaa	15	German	8
Germany	11	Vancouver, British Colu...	9	French (France)	7
France	10	Turku, Southwest Finland	9	Spanish	6
Italy	8	London, England	7	Italian	6
Spain	6	Los Angeles, California	6	Russian	6
Ireland	5	Dublin, Dublin	5	Spanish (Spain)	4

Picture 1. Company X's Facebook followers

In addition to demographics the Insights section also provides information on when a page's followers are online, which is useful information when deciding what time of day is the best one to post. Considering Company X's followers there is not much of a difference as to on which day of the week the followers are online, but daily 10 am and 8 pm are generally the times when people use Facebook. This information changes slightly every week but not considerably. The picture below provides more detailed information on the times the company's followers are online.
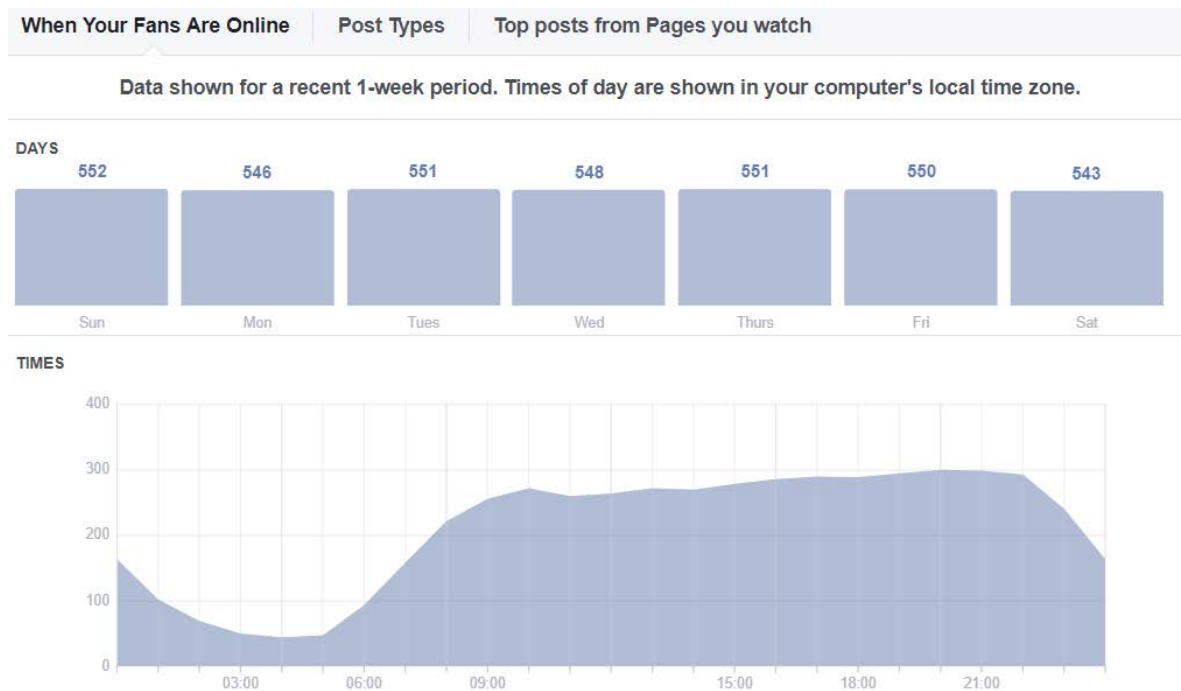
Picture 2. When Company X's followers are online

Based on this information Company X should direct their Facebook posts at 35-44-year-old people living in Finland and publish those posts any weekday at 10 am or 8 pm.

4.1.2 Posts

The Insights section provides detailed information on how the published posts have performed: how many people they have reached and how much engagement (see Appendix 1) they have received. The amount of reach and engagement helps deduct what kind of posts people like the most and hence what kind of posts one should publish.

According to Insights the photos that Company X has posted have performed the best with an average of 1015 reach and 35 engagements. Second comes videos with a reach of 476 and 9 engagements, and the last one is links to other websites with 252 reach and 5 engagements. These numbers are not the reach and engagement of all of the company's posts put together but an average of all of them.

The post that has had the biggest reach (3103) so far is an introduction of one of the authors Company X represents, Elina Rouhiainen (see picture 3). The post includes a picture of the author, information about her and a link to her website and it was posted on a Friday at 3 pm. The post has received an engagement of 84 which is considerably higher than the average. Rouhiainen also shared the post on her own Facebook fan page.

The post with the most engagement (123) was a picture of Company X's Animation Team, and it also reached 2 222 people. It was posted on a Friday at 3 pm, as was the post about Elina Rouhiainen.

A post shared from the Angry Birds Facebook Page, a comic strip, has performed the worst so far: it has reached only 83 people and received 3 engagements. It was posted on a Wednesday at 9:17 pm.
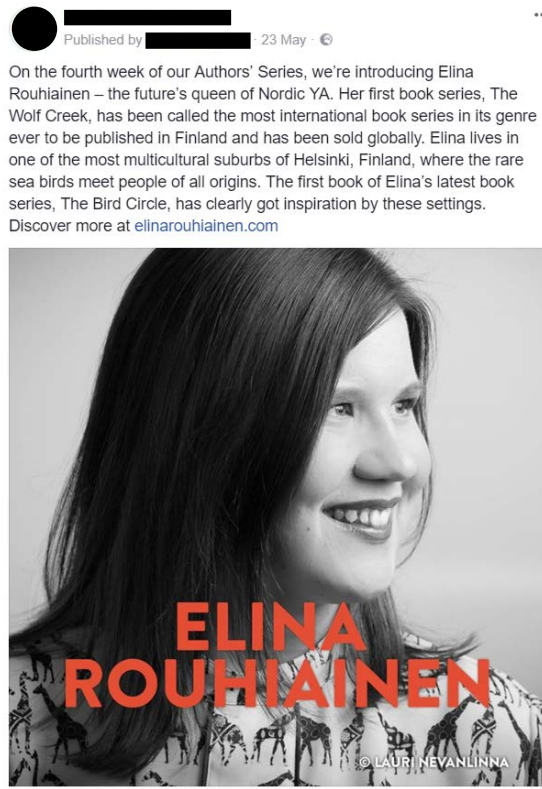
Picture 3. The best and worst performed posts on Company X's Facebook page

Overall pictures of people please Company X's followers the most, which is something that should be taken into account. Introducing people who work for or with the company shows a more personal side of them. However, many of Company X's followers are friends or family of the company's employees, which explains why these sorts of posts perform so well. The post of Elina Rouhiainen is slightly different though: it got a big reach because Rouhiainen shared the post on her Fan Page, not her personal Facebook profile. This means that it not only reached people who follow Company X because of family rela-tions but also people who are interested in Rouhiainen as an author, which was the target

of the post. Based on this Company X should in addition to publishing the post also en-
courage the person the post is concerning to share the post on their own Fan Page to get
proper reach.

The bad performance of the Angry Birds comic strip could be explained in two ways. It
was posted on a random time, causing people to simply not see it at all, explaining the
bad reach. The posts tend to achieve a better reach when they are posted on even hours,
the way the two abovementioned posts were. The explanation is that people are simply
not interested in Angry Birds comic strips, or do not wish to see them on Company X's Fa-
cebook Page. In addition to Angry Birds related posts, updates concerning Company X
going on industry fairs to promote their company have not performed well either. This
could suggest that not many of the company's Facebook followers are industry people
who wish to work for or with Company X, but most of them are consumers who are inter-
ested in the company's products from a consumer's point of view.

4.2   Instagram

Instagram is the channel that Company X makes the second most effort for (after Face-
book). But unlike Facebook Company X's Instagram profile concentrates on more con-
sumer targeted, "behind the scenes" content, and it is rarely used for targeting industry
people. Company X's Instagram profile's point is to show the company's personality and
company culture, in addition to advertising the products and artists they represent.

Company X's Instagram profile has been running since end of May 2016 and on 2 Octo-
ber 2017 it had 206 followers. Unfortunately Instagram did not have an analytics tool avail-
able until March 2017 – hence this section will only concentrate on posts published after
that.

4.2.1   Users

Of the 206 followers 39 % are men and 61 % are women and most of them (54 %) live in
Finland. The second biggest location is USA with only 6 %. The biggest age group is 25-
34 (38 % of followers), which is ten years younger than with Facebook, but the second
biggest age group is the same as on Facebook, 35-44-year-olds with 33 % of followers.
Based on this information Company X should target their Instagram posts at 25-34-year-
old women living in Finland.

4.2.2 Posts

Instagram uses the word "impressions" which means the total number of times a certain post has been seen – it is the equivalent of Facebook's "Post reach". In addition to this likes and comments are also essential. With Instagram "reach" is not the same thing as with Facebook: on Instagram it means the number of unique accounts that have seen a post.

With Instagram it is also important to consider the hashtags used: if a popular hashtag is being used it could result to bigger reach than a post with no hashtags. Company X uses a hashtag with the company's name in all of its posts.

Unfortunately it cannot be seen at what time of day a post has been published on Instagram so it is not possible to deduct whether that matters in how the posts perform, but Instagram analytics give information on which days of the week and what times of days people most use Instagram. When it comes to Company X's followers, there is no big difference on which day people most use Instagram, but Saturday, Friday and Monday have a little more users than the other days. From Monday until Friday usage is biggest after 4 pm and on Saturdays usage is quite even from 10 am until 10 pm. Taking into account the fact that Company X's employees are working from Monday until Friday it is not really possible for them to publish posts on Saturday, so that should be done either on Monday or Friday after 4 pm to get the most impressions.

The post that has received the most impressions (718) and biggest reach (619) is a picture of four of Company X's employees (see picture 4). It has also received 44 likes and 1 comment. The topic of the picture is "geekness", which means that a person is very enthusiastic about for example a certain book or a game, and in the picture is showcased four common topics to be a geek about. The hashtags used on the picture were #embraceyourgeeknessday, #geek, #larp, "knitting, #comics, #harrypotter and #officelife.

The post with the most likes (51) was a picture of one of Company X's founders (see picture 4). The hashtags used in the picture were #foundersseries, #founders, #freya, #matthewlaurence and #publishing.

A video that was Regrammed (shared from another user's profile) from one of Company X's partners has received the least impressions and smallest reach, with 131 impressions, reach of 81 and 41 video views. The video was of a book Company X represents and the hashtags used in the video were #booklaunch, #ya, #imprint and #freya. The post with

least engagement was a quote from one of the authors Company X represents, Matthew Laurence (see picture 4), with 10 likes. The hashtags used in that post were #kaikenentertainment, #matthewlaurence, #freya, #author, #wisdom, #ya, #magic.

LARP Geek Knitting Geek Comic Geek Harry Potter Geek

⬤ ▬▬▬▬▬

▬▬▬▬▬▬ Do as we did at the Helsinki office and show off your geekness on #embraceyourgeeknessday ! What are you geeking out over?
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.
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▬▬▬▬▬ #geek #larp #knitting #comics #harrypotter #officelife

jessiamanda Also Larp-Geek and Reenactment-Geek and Videogame-Geek 😁   ✕

▬▬▬▬ @jessiamanda Yes!   ✕
😊💕

♡ ◯

44 tykkäystä

13. HEINÄKUUTA

Lisää kommentti...   •••

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▬▬▬▬▬▬▬ We're now introducing ▬▬▬▬ Co-founder and Head of Franchise & Portfolio Development Laura ▬▬▬▬▬. Laura is responsible for ensuring that ▬▬▬ continues to scale and innovate its story portfolio and franchises. She believes deeply in the power of 360° storytelling and has over fifteen years of experience working in licensing, publishing, and digital content for children and teens. Out of all the characters in ▬▬▬▬'s roster, Freya inspires Laura the most: "Freya is the perfect mix of inspirational feminine strength, humour and being a "girly girl". What I like about her is how she will go to great lengths for her friends. Despite being a Goddess, she has genuinely human flaws and weaknesses."
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♡ ◯

51 tykkäystä

17. ELOKUUTA

Lisää kommentti...   •••

Picture 4. The best and worst performed posts on Company X's Instagram

As on Facebook, on Company X's Instagram all of the best performing pictures are of people. In the case of the geekness picture the good reach could be explained by the hashtags: possibly many people were following the #embraceyourgeeknessday when the post was published since it is a day that is celebrated internationally. Also the #harrypotter possibly attracted a lot of people since Harry Potter books and movies are very popular. The picture of one of the founders, however, was possibly liked by many people the person in the picture knows personally, which explains the high engagement rate.

The two worst performing posts had to do with a book Company X represents, Freya by Matthew Laurence. This could suggest that the #freya and #matthewlaurence are not widely used and that people are not looking for that kind of posts – the book in question is after all not very well-known. However, all in all quote pictures seem to not perform very well on Company X's Instagram profile. Although there can be seen a lot of such pictures on Instagram, Company X's followers seem to not like them.

Company X could be advised to use more hashtags that are popular to get more reach, and to remember that showing people in a picture is pleasing to Instagram users. As quote pictures are a good way to advertise the books and authors Company X represents they should not stop posting them even though they have not performed very well so far – they should come up with more widely used hashtags to help more people to find those posts.

4.3   Twitter

Company X has been active on Twitter since end of June 2016 and on 2 October 2017 they had 213 followers. Their target is to attract industry people and that has been achieved – Twitter is not as much used in Finland as it is for example in the USA, which when it comes to Company X means that unlike with Facebook not many of their followers are family or friends of the company's employees. With Twitter Company X does not have as clear a plan as with Facebook and Instagram: on Twitter everything moves so quickly that it does not matter that much what you post. So what Company X publishes on Twitter is the same things as on Facebook and Instagram and in addition to that they Retweet (see Appendix 1) posts relevant to their business field.

So far Company X has 268 Tweets on their profile and Twitter Analytics only offers a possibility to look at one month's tweet performance at a time. This means that it would take a very long time to go through all of them, so this section will only take a look at Company X's tweets during one month.

4.3.1   Followers

Out of Company X's 213 Twitter followers 49 % are men and 51 % are women, which is a lot more balanced than with Facebook and Instagram. 36 % of the followers live in Finland, making it the biggest location, and the second biggest location is the UK with 15 % of followers. Twitter Analytics does not offer information on the ages of the followers but unlike Facebook and Instagram it shows your followers' interests (see picture 5). When it comes to Company X's followers the biggest interest is Politics and current events, but Movie and Books news and general info are also on the top of the list which suggests that many of Company X's followers are in fact industry people, as was already mentioned earlier.

Interests

Interest name	% of audience	
Politics and current events	66%	
Business and news	65%	
Movie news and general info	64%	
Books news and general info	60%	
Comedy (Movies and television)	55%	
Technology	52%	
Tech news	50%	
Business and finance	47%	
Business news and general info	46%	
Sci-fi and fantasy (Movies and television)	44%	

Picture 5. Company X's Twitter followers' top interests

4.3.2 Tweets

On July 2017 Company X's Twitter account earned 323 impressions per day (see Appendix 1) which is higher than in most months. That month the Tweet that got the most impressions was the same picture of four of Company X's employees (see picture 4 above) with 4 852 impressions, 144 engagements (see Appendix 1) and an engagement rate (see Appendix 1) of 3.0 %, which is the most engagements and second biggest engagement rate of the Tweets that month. In the Tweet they used #EmbraceyourGeeknessDay that had been clicked twice and the Tweet was Retweeted 11 times.

The Tweet that earned the highest engagement rate on July 2017 was one that also had the least impressions. It was a quote picture of one of the books Company X represents, Bird Circle by Elina Rouhiainen. It only earned 288 impressions and 11 engagements, which is very low compared to the Tweet mentioned above, but the engagement rate was 3.8 %. In the Tweet the #WednesdayWisdom was used but the hashtag had not been clicked by anyone.

The Tweet that performed the worst that month was a Retweet from Angry Birds' Twitter profile (see picture 6) with 456 impressions, 1 engagement and an engagement rate of 0,2 %. In the Tweet they used #Monday and #angrybirds.

Picture 6. Company X's worst performing Tweet in July 2017.

In Twitter's case (as was with Facebook and Instagram), Tweets that have pictures of people usually perform well. Hashtags are also important in Twitter: usually Tweets that include a hashtag relating to a current event – such as the #EmbraceyourGeeknessDay – perform well because that is what people are interested in. Hence a good way to get attention to your Tweets is to Tweet about current events using the hashtag. Overall Retweets have not performed very well with Company X; it could be that people go through their Twitter newsfeed so quickly that they don't bother clicking a Tweet to see what it is all about. And yet again, in the case of the Retweet from Angry Birds' page, it could be that Company X's followers are not interested in Angry Birds related news.

4.4   LinkedIn

Company X's LinkedIn profile is clearly meant to attract industry people since it is not a consumer based social media channel in the first place. The target of Company X's LinkedIn usage is to give a professional image of the company.

Due to a name change in the company Company X had to create a new profile on LinkedIn because it was not possible to change the company name. This is why this section will only consider posts starting from 8 March 2017, which was when the company's name was changed.

4.4.1   Followers

On 2 October 2017 Company X's LinkedIn profile had 248 followers, of which 109 were in Finland making it the biggest location and 40 in the USA, making it the second biggest location. The two biggest job functions of the followers were Arts and Design (93) and Me-

dia and Communication (52). The top 5 industries were Entertainment, Animation, Montion Pictures and Film, Publishing and Media Production, which are all relevant to Company X's industry.

4.4.2 Updates

A post about getting an industry award has so far earned the most impressions (see Appendix 1) with a number of 4 620 impressions. In the post several other companies were tagged: HarperCollins Publishers, Hachette Livre, Panini and Penguin Random House (see picture 7).

A post with an engagement (see Appendix 1) of 6.91 % has received the biggest engagement yet. The post was about a job posting for Company X (see picture 7).

The lowest number of impressions were on a post where Company X wishes people a happy Easter and informs people of the company's office hours during Easter. The post did not achieve any engagement either (see picture 7).
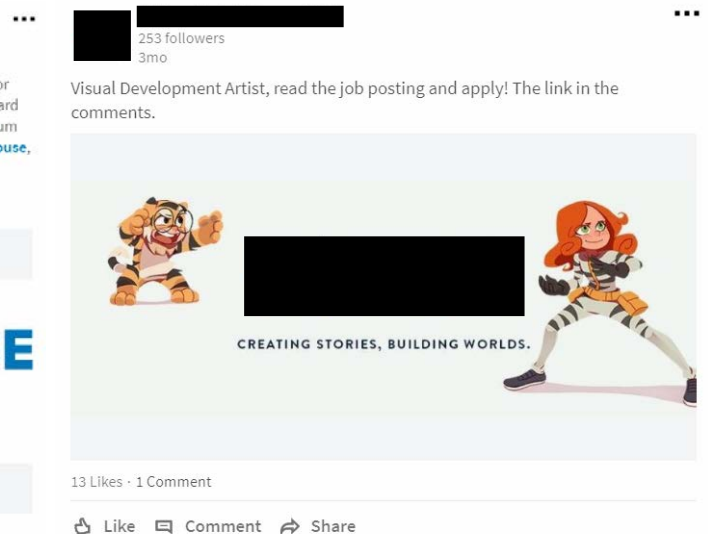
Picture 7. The best and worst performed posts on Company X's LinkedIn

Most of Company X's LinkedIn posts have performed more or less the same way. This is probably because all of the posts are the same kind: industry related news. Unfortunately it cannot be seen on LinkedIn Analytics whether someone has shared a post so it is not possible to deduct whether that makes a big difference in post performance. It could be suggested, however, that when tagging other people or companies to a post it earns more impressions, as was the case in the industry award post.

5   Discussion of the results

The main results of the research are that a company's social media content should be visual and personal to properly gain visibility. Especially the personal part is important: people want to see who are behind the products a company sells, that the company is not just a faceless institution. Showing some sense of humour gives people a mental image of a fun company, which could possibly lead to new customers and business partners. As Disha Dinesh said on her article, humour creates a connection with the audience and enhances brand recall (Disha Dinesh 2017). The Sales and Marketing Manager of Company X mentioned in her interview that Company X aims to use a non-corporate, personal voice in their social media channels, which is also encouraged by Disha Dinesh (Disha Dinesh 2017). Company X has succeeded in this.

Who the followers are makes a big difference in how the posts perform. If many of the followers are family or friends, of course they like to hear from the company and especially see their loved ones in the posts. This is when those posts usually perform well. For example, the picture of Company X's Animation Team on Facebook performed really well, but the same picture did not get that much attention on LinkedIn – this suggests that many of the people who liked the picture of Facebook knew the people in the picture, but the ones who saw it on LinkedIn were different people.

It was rather surprising to see that the Angry Birds related social media posts have not performed well. Angry Birds is, after all, a household name and it could be expected that people like to see Angry Birds related content. Another surprise was the fact that Company X's quote pictures have not performed well as they are (in my opinion) interesting and entertaining.

5.1   Reliability and validity

The information received from the social media channels' analytics tools are reliable, since they only show facts and are not subjective. The books and online articles on the topic of social media marketing, however, can be questionable: social media is constantly changing, and so are the ways people use them, which means that guides to social media marketing should be constantly updated. This is why only articles and blog posts written in 2017 were used in the research.

The results of this research are applicable only to the company the research was done for – a similar kind of research could show very different results in another company. To see

any correlation there should be another research done for a company very similar to Company X – a young, small company in the entertainment field.

5.2   Conclusions and recommendations

In the future Company X should keep on publishing pictures as they usually perform better than videos and links. The content should be kept fun and personal.

Considering the abovementioned quote pictures, it may not be good to give up on them even though they have not performed so well as they are a good way to advertise the boos and authors Company X represents. Hence the company should do some research on popular hashtags and use those on the quote pictures for more people to find them. Disha Dinesh's comment on inspirational content supports this (Disha Dinesh 2017).

With Facebook it is important to always check a good time to publish a post before publishing it. It has been seen that if a post is published on a random time rather than an even hour, not many people will see it due to Facebooks algorithms.

It could also be a good idea to try out paid advertising on for example a post about some industry fair Company X is participating. As the Sales and Marketing Manager of Company X mentioned in her interview, it could be a way of reaching more possible business partners.

5.3   Evaluation of the thesis process

The research part of the thesis was easy to do since I have done same kind of research before – I knew what I had to do and didn't really have to think about it. The other parts, however, were very time consuming and needed a lot of considering. During the planning process I was very frustrated because it took a lot of time and effort and it felt like I was never going to be able to start the thesis itself, but I realised later that a well-thought plan helped a lot with the actual thesis work.

The topic I chose was fairly easy for me and I chose it because I wanted to complete the thesis quickly, but in hindsight I could have challenged myself more. I did not really learn much from the thesis process because as already said I have done this kind of research before. The research is also a little superficial, and to get better results more time should have been used on it.

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Appendices

Appendix 1. Glossary of social media terminology

Facebook, Instagram and Twitter have terminology that are necessary to use when analysing an account's performance. Below the terminology that is used in this thesis is explained.

Facebook

- Page reach: the number of people who saw any of your Page posts. (Facebook Help Centre 2017.)
- Post reach: the number of people who saw a certain post of your page. (Facebook Help Centre 2017.)
- Engagement: consists of post reactions, comments and shares.

Instagram

- Impressions: the total number of times a certain post has been seen.
- Reach: the number of unique accounts that have seen a post.

Twitter

- Retweet: a post shared from someone else's Twitter profile.
- Impressions: times a user is served a Tweet in timeline or search results (Twitter Help Center 2017.)
- Engagements: clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion (Twitter Help Center 2017.)
- Engagement rate: clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion (Twitter Help Center 2017.)

LinkedIn

- Impressions: the number of times each update is shown to LinkedIn members. (LinkedIn Help 2017.)
- Engagement: the number of interactions plus the number of clicks and followers acquired, divided by the number of impressions (LinkedIn Help 2017.)