



## **Organic Social Media Marketing Plan for Taxpayers' Association of Finland**

Aniina Vänskä

Haaga-Helia University of Applied Sciences

Bachelor of Business Administration

Thesis

2022

## Abstract

<b>Author</b> Aniina Vänskä
<b>Degree</b> Bachelor of Business Administration
<b>Report/Thesis Title</b> Organic Social Media Marketing Plan for Taxpayers' Association of Finland
<b>Number of pages and appendix pages</b> 33 + 38
<p>This Bachelor's thesis investigated how to improve the organic social media marketing of Taxpayers' Association of Finland (TAF) in chosen social media platforms. TAF is an independent association, which does not accept any public funding, but its operation is based on membership fees. Association provides advice concerning taxation, promotes reasonable taxation and defends citizens' legal protection in tax matters. Organic social media marketing can be used to increase brand awareness and strengthen the organization's brand.</p> <p>The purpose of this product-based thesis was to study, how well the brand communication to members works in selected social media platforms and how to improve it. After setting the theoretical framework, the author examined, which conceptions the association wanted to communicate, and how did the organization lead and communicate its brand in social media. The study was executed as a case study. The desktop research focused on evaluating the social media activities and performance of Taxpayer's Association of Finland from 1 January to 30 June 2022. These were benchmarked to similar associations in Sweden (Skattebetalarnas Förening) and in the United Kingdom (The TaxPayers' Alliance) in the same period.</p> <p>The project objective of this thesis was to identify the best organic social media marketing plan for Taxpayers' Association of Finland which can also be applied for any other taxpayers' alliance. The final product is an organic social media marketing plan for TAF's accounts on Facebook, Instagram, LinkedIn, and Twitter.</p> <p>Literature review was used to form a theoretical framework for this thesis. Through desktop research by evaluating social media activities and performance of TAF and benchmarking the similar organizations in other countries, the author could establish an organic social media marketing plan for TAF. The plan includes examples of social media marketing calendar with primary campaigns and an example of monthly content calendar. Targets for organic social media marketing were set for Q1-Q2/2023 and determined how to measure them.</p> <p>Organic social media marketing plan helps TAF in content creation and planning organization's social media activities in advance. In content creation, there should be kept in mind that different platforms have different audiences. That is why the content should be in form the platform favors and the message would be addressed to that specific group. With help of the plan, performance will be constantly analyzed to improve it. Other similar organizations can utilize this thesis as a basis for their own social media marketing plan. However, other organizations need to analyze their own audiences, and social media activities and set the targets that would serve them best.</p>
<b>Key words</b> social media marketing, benchmarking, non-profit organizations

## Contents

1	Introduction .....	1
1.1	Thesis Objectives .....	1
1.2	Project Objective.....	1
1.3	Project Scope .....	3
1.4	Benefits.....	3
1.5	Key Concepts.....	3
1.6	Commissioning Organization.....	4
1.7	Project Management Methods and Report Structure.....	5
2	Creating an Organic Social Media Plan .....	7
2.1	Organic Social Media Plan .....	7
2.2	Social Media Marketing Strategies .....	8
2.3	Tailoring the Channels and Content to Target Audience.....	8
2.4	Technical Aspects and Measuring Performance .....	9
2.5	Introduction of the Social Media Sites and Platforms in This Thesis.....	9
3	Evaluating the Current Social Media Activities and Performance.....	11
3.1	Identifying the Data from TAF's Social Media Accounts.....	11
3.2	Analyzing the Data from TAF's Social Media Accounts .....	16
3.3	SWOT analysis.....	19
4	Benchmarking Similar Organizations.....	21
4.1	Benchmarking.....	21
4.2	Best Practices.....	22
5	Establishing an Organic Social Media Marketing Plan.....	25
5.1	Model of Social Media Marketing Plan for TAF.....	25
5.2	Feedback from TAF .....	26
6	Conclusions.....	27
6.1	Key Outcomes and Recommendations.....	27
6.2	Process Evaluation .....	28
6.3	Suggestions for Further Research and Projects.....	29
6.4	Reflection on Learning .....	29
	References .....	30
	Appendices.....	34
	Appendix 1. TAF's Top 10 Posts on Facebook .....	34
	Appendix 2. TAF's Top 10 Posts on Instagram .....	36
	Appendix 3. TAF's Top 10 Posts on LinkedIn .....	39
	Appendix 4. TAF's Top 10 Tweets on Twitter.....	42

Appendix 5. Skattebetalarna's Top 5 Posts on Facebook.....	44
Appendix 6. Skattebetalarna's Top 5 Tweets on Twitter.....	45
Appendix 7. TPA's Top 5 Posts on Facebook.....	46
Appendix 8. TPA's Top 5 Posts on LinkedIn.....	47
Appendix 9. TPA's Top 5 Tweets on Twitter .....	48
Appendix 10. Organic Social Media Marketing Plan for Taxpayers' Association of Finland .....	49

# 1 Introduction

This is a bachelor's thesis for the Degree Programme in International Business in the major specialization of Customer Relationship Management and Communication (Marketing). The thesis is a product-based thesis aiming to improve the organic social media marketing of Taxpayers' Association of Finland (TAF) in chosen social media platforms. This introductory chapter provides the reader with a detailed introduction to the thesis topic and the project objective, as well as the project environment and limitations. The chapter also includes definitions of the key concepts of the thesis, the structure of the thesis report, and a brief introduction of the case organization.

## 1.1 Thesis Objectives

Taxpayers' Association of Europe (TAE) states that: "The taxpayers' movement has grown out of the desire of citizens to protect themselves from the increasing tax claims of governments" (Taxpayers' Association of Europe 2021). According to the author's own experience, taxpayers' associations are sometimes mixed with tax administration, which requires strong brand from the associations to stand out. Taxpayers' association of Finland is independent which means it does not accept any external financial funding and it is not favouring any political party. There are no similar associations in Finland which is the reason to compare its activities with other associations abroad in this thesis.

Social media can be used as an affordable platform to raise the awareness and strengthen the brand. In addition, it offers a platform to communicate with the existing and potential new members. According to the author's own experience, many associations do not set big marketing budgets, which gives a reasoning to explore more in detail the opportunities for an organic social media marketing plan.

## 1.2 Project Objective

The purpose of this bachelor's thesis is to study, how well the brand communication to members works in selected social media platforms and how it could be improved. It is examined, which conceptions the association wants to communicate with its brand, and how does the organization lead and communicate its brand in social media. The study is executed as a case study. The study focuses on one Finnish association, which social media activities were compared to similar associations in Sweden and in the United Kingdom.

The project objective of this thesis is **to identify the best organic social media marketing plan for Taxpayers' Association of Finland which can also be applied for any other taxpayers' alliance**. The final product is an organic social media marketing plan which can be applied on the

social networking sites of Taxpayers' Association of Finland, such as Facebook, Instagram, LinkedIn and Twitter. The project objective was divided into project tasks (PT) as follows:

PT 1. Preparing the theoretical framework

PT 2. Evaluating the current social media activities and performance of TAF

PT 3. Benchmarking the similar organizations in Sweden and in the United Kingdom

PT 4. Establishing an organic social media marketing plan

PT 5. Presenting the social media plan to the management for feedback and finalizing it

PT 6. Evaluating project management and outcomes

Table 1 below presents the project tasks, theoretical framework components, project management methods and outcomes for each project task.

Table 1. Overlay matrix

Project Task	Theoretical Framework	Project Management Methods	Outcomes
PT 1. Preparing the theoretical framework	Desktop research about organic social media marketing	Literature review	Theoretical framework for the thesis (2)
PT 2. Evaluating the current social media activities and performance of TAF	Desktop research, KPIs, SWOT analysis	Identifying and analysing the data from social media accounts, quantitative and qualitative analysis	Report on the results (3)
PT 3. Benchmarking the similar organizations in Sweden and in United Kingdom	Social media benchmarking	Quantitative and qualitative desktop analysis, Comparison of the results of PT 2 and 3 from the viewpoint of brand differentiation	Analysis of the social media activities of similar organizations, ideas of developing the commissioning organization's activities (4)
PT 4. Establishing an organic social media marketing plan	Organic social media marketing	Excel file, Power-Point document	Organic social media marketing plan (5)
PT 5. Presenting the social media plan to the management for feedback and finalizing it	Organic social media plan	Meeting with the organization's management, collecting feedback	Finalized organic social media marketing plan (5)
PT 6. Evaluating project management and outcomes	Feedback from the management and project outcomes	Own assessment	Recommendations, evaluation (6)

### 1.3 Project Scope

This product-based thesis will focus on examining the commissioning organization's Facebook, Instagram, LinkedIn, and Twitter channels and find out how Taxpayers' Association of Finland can engage the existing members and reach new potential ones through brand communication and organic social media marketing. The commissioning organization's wish is to focus on Facebook, Instagram, LinkedIn, and Twitter as their primary social media platforms. Therefore, other social media platforms, such as, YouTube or TikTok are excluded from the thesis.

The final recommendations will be regarding the commissioning organization's social media channels in what activities should TAF proceed to increase their brand awareness among the current and potential members.

The final recommendations will be given based on quantitative and qualitative desktop research of the commissioning organization's social media content and through a comparing case study with two other similar associations. A benchmarking analysis will be conducted to support the research on finding the best practices on how to improve TAF's organic social media activities.

### 1.4 Benefits

This thesis will give practical advice for the case organization on how to develop their organic social media marketing with preferred content of their current followers and ideas got through benchmarking. After improving their practices, also members will get more value they are expecting to get from the association. Similar associations can benefit from this study by taking advantage of the results in their own organic social media activities. As a researcher, making this thesis gives an understanding how brand awareness can be developed organically on social media and how to plan social media marketing activities based on data and observations.

### 1.5 Key Concepts

By defining the following key concepts, the reader has been helped to identify the project objective. The key concepts are defined below:

**Organic social media marketing** is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders through unpaid distribution (Tuten & Solomon 2013, 14, 16).

**Brand awareness** describes how much the target knows about an organization's brand. First, the target needs to know of the organization's existence. In addition to that, the target needs to be

aware of what the product or service offers, how it differs from the others, and how it can fulfil the targets wants and needs. (Blakeman 2018, 47.)

**Customer engagement** is involvement, interaction, intimacy, and influence between a customer and an organization (Quesenberry 2021, 450).

**Value proposition** is the value an organization promises to deliver to its members. Value proposition describes what the organization stands for, how it operates, and why it deserves their existence. Knowing these is essential in order to set the right objectives, strategy, and tactics. (Quesenberry 2021, 94.)

**Organic social media marketing plan** details an organization's social media goals and the unpaid actions necessary to achieve them. Successful execution of social media marketing (SMM) typically requires integrated marketing strategies and solid social media plans. (Barker, Barker, Bormann, Roberts & Zahay 2017, 23.)

**Key performance indicators (KPIs)** are metrics that are used as types of performance measurement. KPIs are connected to organizational objectives. (Quesenberry 2021, 98.)

## 1.6 Commissioning Organization

Taxpayers' Association of Finland (Veronmaksajain Keskusliitto ry) is an independent association, established in 1947. It is an organisation for citizens and communities, with over 233,000 members. Its membership includes wage earners, pensioners, and entrepreneurs. It has 189,000 individual members and 44,000 member companies. (Veronmaksajain Keskusliitto ry 2021.)

TAF does not accept any public funding, its operation is based on membership fees. Association provides advice concerning taxation, promotes reasonable taxation and defends citizens' legal protection in tax matters. (Veronmaksajain Keskusliitto ry 2021.)

Members can consult the association's tax attorneys in tax matters by phone. The association has its own publication, Taloustaito, which is Finland's largest business magazine. Members also have access to tax data banks through Veronmaksajat.fi website. (Veronmaksajain Keskusliitto ry 2021.) The online service is undergoing a major change in 2021-2022.



In addition to renewing its website, the organization has planned making changes to its SMM and communication in social media. TAF is interested in developing their social media presence and this thesis explores and compares organic social media marketing in other taxpayers' associations in Sweden (Skattebetalarnas Förening) and in the United Kingdom (The TaxPayers' Alliance).

### 1.7 Project Management Methods and Report Structure

The project tasks include literature review, quantitative and qualitative desktop research, social media plan documentation and collecting feedback. This chapter specifies these project management methods used and presents the project design and data collection (figure 1).

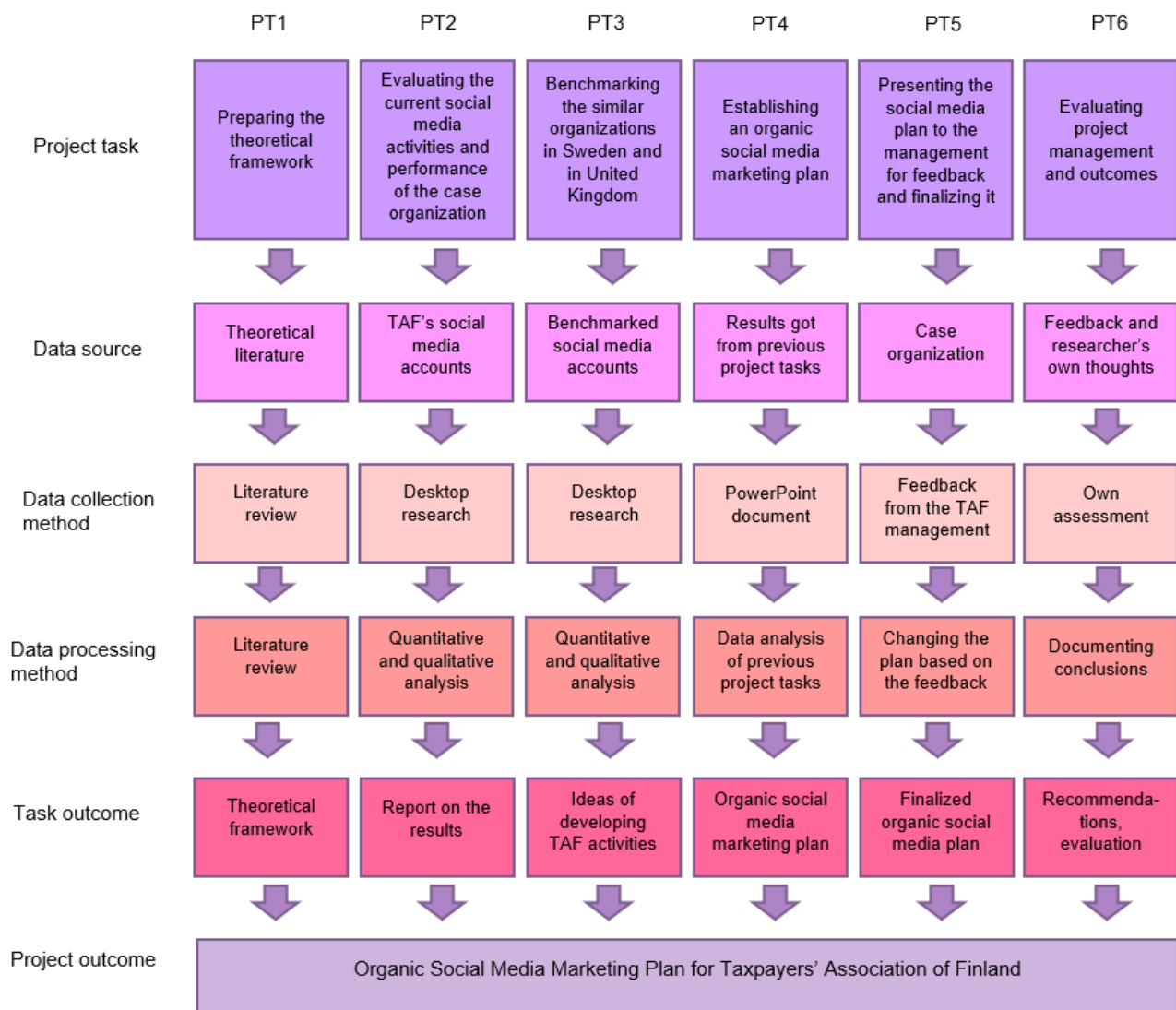


Figure 1. Project management methods

In PT 1 the data source is theoretical literature about organic social media marketing and relevant theories. Through literature review the author gains relevant knowledge on the thesis topic and can form a theoretical framework for the thesis. Used sources are textbooks and online materials.

PT 2 is about evaluating TAF's current social media activities and performance through identifying and analyzing the data from the organization's social media accounts. The author uses quantitative analysis to set measurable objectives and qualitative analysis for creating a SWOT analysis. The results are collected in a report.

PT 3 focuses on benchmarking the similar organizations of TAF in Sweden and in the United Kingdom. Research methods used are quantitative and qualitative desktop analysis. Data sources are social media channels of the chosen organizations. The author collects public quantitative social media data in addition with qualitative data that is based on author's perception of benchmarked social media channels. This project task includes a comparison of the results of PT 2 and 3 from the viewpoint of brand differentiation. The goal is to find ideas for developing the commissioning organization's social media activities.

PT 4 is about establishing an organic social media marketing plan after the previous project tasks are completed. The plan is based on theoretical findings, analysis of the current social media activities of TAF, and benchmarking results of similar associations' social media channels. The organic social media plan is documented as a PowerPoint file to achieve a clear presentation material for the commissioning organization.

Giving a presentation of the established organic social media plan is included in PT 5. Based on the feedback collected from the Chief Communications Officer of TAF, the author finalizes the plan after the meeting.

Once the organic social media plan has been finalized, project management and outcomes are evaluated in PT 6. The author reflects on her own experiences during the project and gives suggestions for further research and projects for the organization.

Project outcome is an organic social media marketing plan for the Taxpayers' Association of Finland which can also be applied for any other taxpayers' alliance.

## 2 Creating an Organic Social Media Plan

The purpose of this chapter is to discuss different theories, concepts, and models, related to the topic of organic social media marketing plan. The focus is specifically on taxpayers' associations. The theoretical framework (figure 2) is an essential part of the project since all the project objectives are linked to the theory discussed in this chapter.

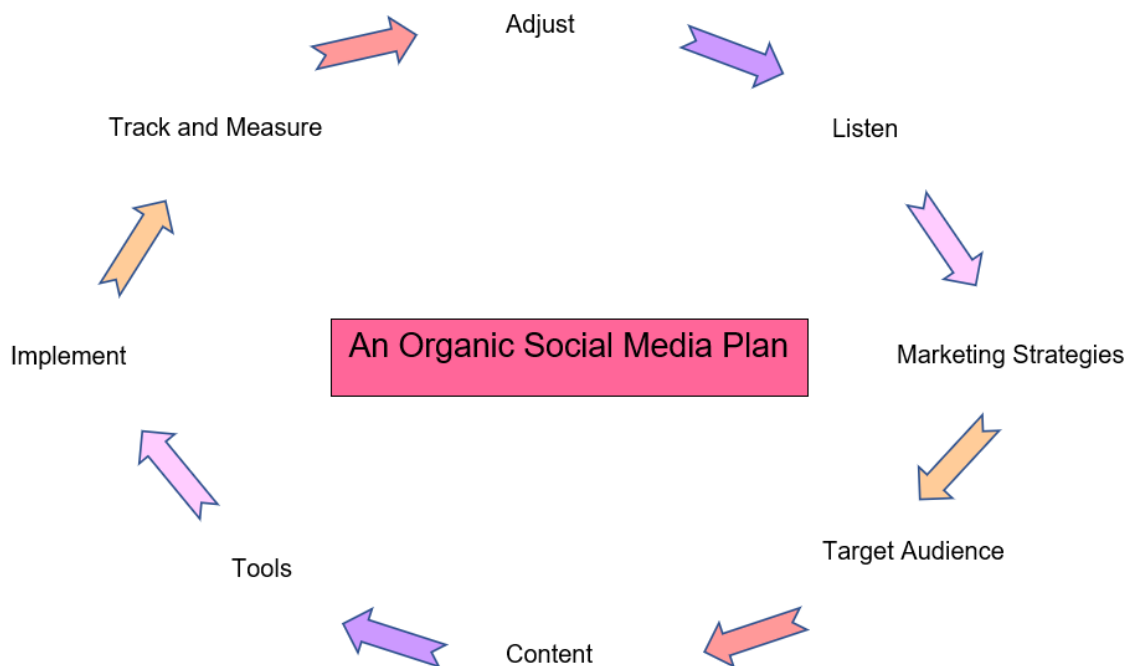


Figure 2. Theoretical framework for an organic social media plan (adapted from Barker & al. 2017, 23)

### 2.1 Organic Social Media Plan

An organic social media plan consists of social media planning cycle (figure 1). Creating a social media plan is a continuous process and that is the reason for describing it as a cycle. Components of the cycle are to listen, marketing strategies, target audience, content, tools, implementation, tracking and measuring, and adjusting. (Barker & al. 2017, 23).

Social media marketing plan is typically nowadays an important part of an organization's overall marketing plan. According to the 2021 Social Media Marketing Industry Report, a significant 88 % of marketers indicated that their social media activities have generated more exposure for their business (Stelzner 2021, 7). An organic social media plan includes an organization's social media goals that are aimed to be achieved through unpaid actions only (Barker & al. 2017, 23.) Paid social media actions can be used to support same goals but they often have other purposes too.

Organic social media marketing can be applied in many ways. It can be used to build word-of-mouth (WOM) communication and buzz, but also for data collecting to build databases. Social platforms can be the primary venue for the execution of contests and serve efficient channels to manage customer service relationships. Social media also offers platforms to conduct research for new product or service development. (Tuten & Solomon 2018, 108.)

## 2.2 Social Media Marketing Strategies

When defining SMM strategies, an organization's unique strengths, weaknesses, opportunities, and threats must be adjusted. Marketing goals can be helped to achieved by following the "8 Cs of Strategy Development". (Barker & al. 2017, 24.) The eight Cs of strategy development by Barker & al. (2017, 36) are listed below.

- **Categorize** social media platforms by target audience relevancy.
- **Comprehend** the platform rules how to act, stimulate discussion, and engage users.
- **Converse** by acknowledging and responding to other users by being a contributor instead of being a promoter.
- **Collaborate** with platform users as means of establishing a mutually beneficial relationship.
- **Contribute** content to build reputation and become a valued brand, helping to improve the community.
- **Connect** with the influencers so that they help shaping opinions about the organization.
- **Community** participation can obtain valuable consumer suggestions for improving products and services.
- **Convert** relationships built in a social media to the behaviors specified in the objectives.

## 2.3 Tailoring the Channels and Content to Target Audience

The target audience is identified by defining their location, behavior, tastes, and needs. SMM plan usually targets one or more of the available segments, but not all to reach the most potential ones to become members or even brand advocates. After the demographic and characteristics of the target audience are defined, the social media platforms with the highest concentration of the personas should be chosen. (Barker & al. 2017, 24, 280.)

Different social media platforms are designed for different content types. It is important to identify the specific themes and topics which can be based on brand values, industry issues, target audience interests, integrated marketing communications campaigns, seasonal events, new product, or service launches, and more. These themes need to fit with the brand, the target audience, and the tactics being employed. The topics are subcategorized under the themes accordingly. (Tuten & Solomon 2018, 154.)

Taxpayers' Association of Finland operates in the field of organizations dealing with taxation, legislators, and financial affairs, among others. It is important to keep in mind that the association is an independent organization, and the content needs to follow those requirements.

## 2.4 Technical Aspects and Measuring Performance

The characteristics of each platform should be considered when making the social media plan. The size of the team involved in social media activities influences the number of channels, the types and sources of content, and the volume and frequency of distribution of content. (Tuten & Solomon 2018, 147.)

Every social media objective should be set by SMART criteria, which is an acronym from words Specific, Measurable, Achievable, Realistic, and Time-limited. Monitoring SMM activities means the process of tracking, measuring, and evaluating an organization's activities. When choosing relevant metrics, there should be kept in mind the metrics that drive business results and make the organization's KPIs. These indicators help in understanding how the organization is doing against its objectives. Adjusting is a continuous process of improving the elements of the SMM plan and its implementation to facilitate the best chances of success. (Barker & al. 2017, 34., 227, 231, 246.)

## 2.5 Introduction of the Social Media Sites and Platforms in This Thesis

Before diving to the following project tasks, the core social media sites and platforms are introduced in this subchapter. The focus is only on the sites and platforms that are currently the most relevant for the commissioning organization.

**Facebook** was founded in 2004 and it still is the biggest social networking service based on global reach and its 2.89 billion monthly active users. Facebook users can post status updates or other content and message each other. Facebook's other core products are WhatsApp, Instagram and Messenger which ensures that the company is one of the most popular app publishers worldwide based on downloads. (Statista Research Department 2021a.) According to the 2021 Statista survey, 33 per cent of Finns used Facebook several times a day. Only 19 per cent said that they do not use Facebook at all. (Clausnitzer 2021a.)

**Instagram** is a social photo sharing app and one of the most popular social networks worldwide with roughly one billion monthly active users. About 32 per cent of global Instagram users were aged 25-34 years. Nowadays one of the most popular features of Instagram is Stories. The key in Stories is that the content, photo, or video, disappears after 24 hours of its publication. (Statista Research Department 2021b.) According to the 2021 Statista survey, 21 per cent of Finns used the app several times a day (Clausnitzer 2021b). According to Socialinsider, Instagram Reels rule

nowadays in terms of engagement, with carousel posts coming next. Regular videos take third place, while single images come last, being old-fashioned. (Cacu 2022.)

**LinkedIn** is so-called 'work-life Facebook' which means it is a service where people discuss specifically work-related topics. Organizations can utilize LinkedIn in their marketing especially when they want to highlight their expertise in certain areas or when recruiting. Conversation is not that fast-paced as it tends to be in Twitter and because of the relation to work-life, the tone is typically more appropriate. (Virtanen 2020, 34.) According to the Statista survey, 35 per cent of Finns used LinkedIn, eight per cent of respondents used the platform daily. Instead, 65 per cent of Finns did not use LinkedIn at all. (Clausnitzer 2021 c.)

**Twitter** is an online social networking service that enables users to interact with each other by messages (tweets) limited to 280 characters. In 2021, Twitter had 206 million monetizable daily active users worldwide. It has become a relevant tool in politics. (Dixon 2021.) In Finland, Twitter is mostly used for news and entertainment purposes. In Statista survey in 2021, 62 per cent of Finns said that they were not Twitter users. Only 5 per cent of respondents used the platform several times a day. (Clausnitzer 2021 d.)

### 3 Evaluating the Current Social Media Activities and Performance

To form a valid organic social media marketing plan for Taxpayers' Association of Finland, it was necessary to evaluate the existing conditions of the main social media platforms the organization uses. There are a lot of data that can be picked from different platforms, but this desktop study focused on certain KPI's on accounts. The data was analyzed and after that, the author formed a SWOT analysis of the state of TAF's presence on social media.

#### 3.1 Identifying the Data from TAF's Social Media Accounts

TAF has the most of its social media followers (6,732) on Facebook and the second biggest channels are Twitter with 3,964 followers and LinkedIn with 3,162 followers. The smallest main channel for them is Instagram with 501 followers. Commonly, posts are published from Monday to Friday once per day on Facebook, LinkedIn, and Twitter, and on a weekly basis on Instagram.

#### Facebook

According to the author's observations, TAF's Facebook account includes branded cover page, but on mobile the slogan ends outside the frame. The logo in the profile is recognizable and good in quality. The organization has not verified the account. Nearly 70 per cent of TAF's audience are females (figure 3). On the contrary, 60 per cent of TAF's member magazine readers are males (KMT 2021). Typically, there are only one member in the same household which makes it more complicated to compare the demographics between members and TAF's social media channels.

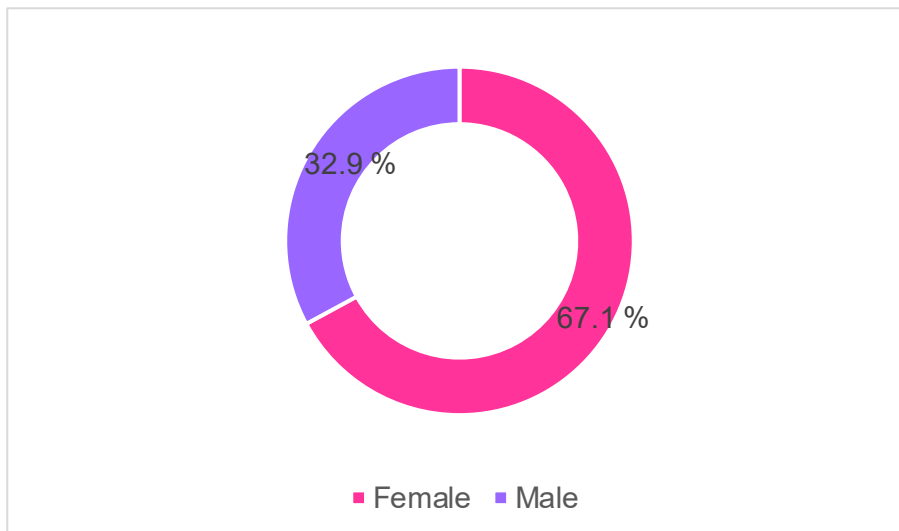


Figure 3. TAF's Facebook audience according to gender (adapted from Meta Business Suite 2022a)

The biggest audience by age among females is 45-54-year-olds, followed by 55-64-year-olds. Instead, the biggest audience in males are 45-54 and 35-44-year-olds. (Figure 4). To compare these numbers with TAF's members, these demographics does not differ that much. As Taloustaito readers, 35 per cent are over 65-year-olds, 24 per cent are 55-64-year-olds, and 18 per cent are 45-54-year-olds (KMT 2021).

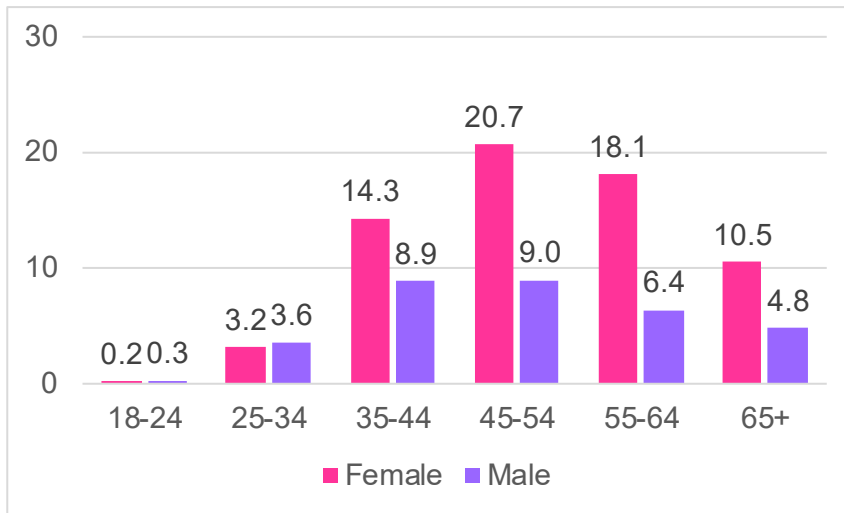


Figure 4. TAF's Facebook audience according to age and gender (adapted from Meta Business Suite 2022a)

Most TAF's Facebook followers are in Helsinki with over 14 per cent of the audience (figure 5). The next significant cities are Espoo and Tampere. To compare these cities with where most association's members are located, Tampere is an exception. Most members are in Helsinki, Espoo, and Vantaa (Veronmaksajain Keskusliitto ry 2022a).

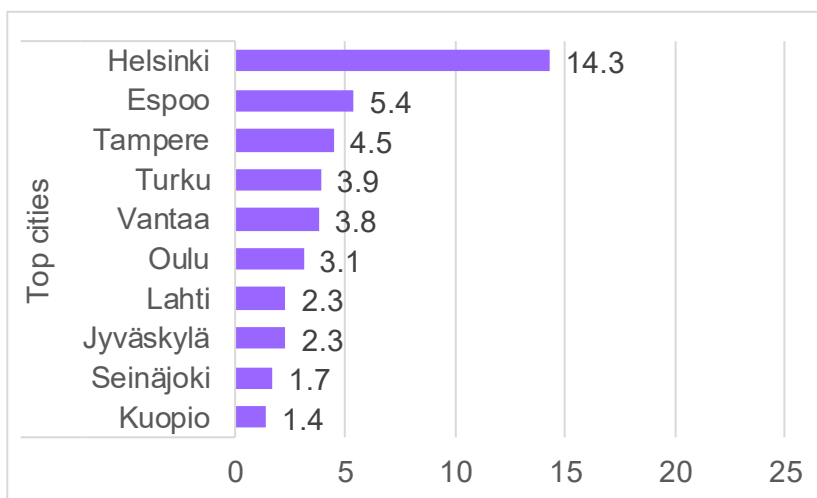


Figure 5. TAF's Facebook audience according to location (adapted from Meta Business Suite 2022a).



The author made some observations about the communication on the account. There is not that much discussion under the posts and not every comment gets an answer. TAF is using instant replies on Facebook. This means responses to the first message someone sends to the page via direct messaging. The response message is thanking for a message and informs the reply is coming as soon as possible. Instead, away messages are not used. (Veronmaksajain Keskusliitto ry 2022a.) These messages would respond to incoming direct messages that the organization is not available.

## Instagram

Instagram is the smallest channel for TAF according to the size of the audience. Yet, it has started to grow. There are only few comments under the posts, users are more reacting with likes. More than 80 per cent of the Instagram followers on TAF's account are females (figure 6). In this channel the difference between female and male audience is even bigger than on Facebook.

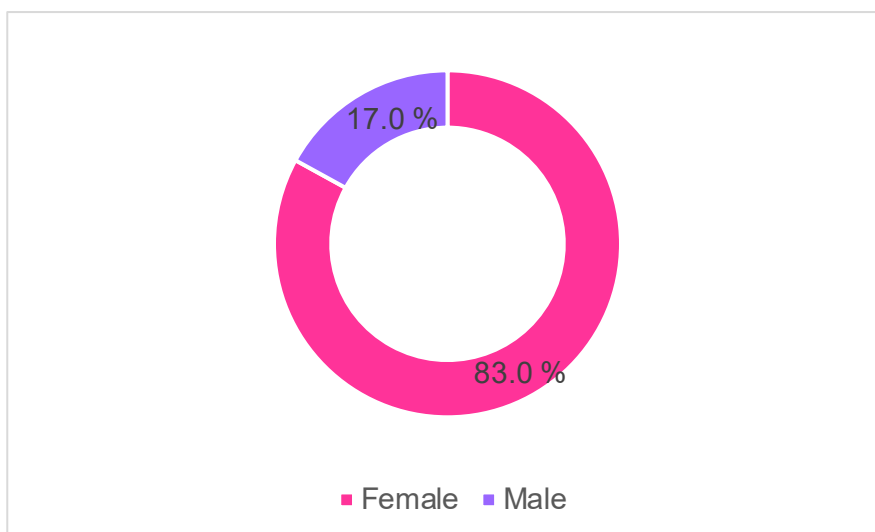


Figure 6. TAF's Instagram followers according to gender (adapted from Meta Business Suite 2022a)

The biggest audience by age among them is 35-44-year-olds, and the second largest is 45-54-year-olds (figure 7). As there are significantly fewer male followers, differences between different age groups are not that big. Biggest groups follow the same line with female audience. On Instagram TAF's audience is younger than on Facebook (see figure 4).

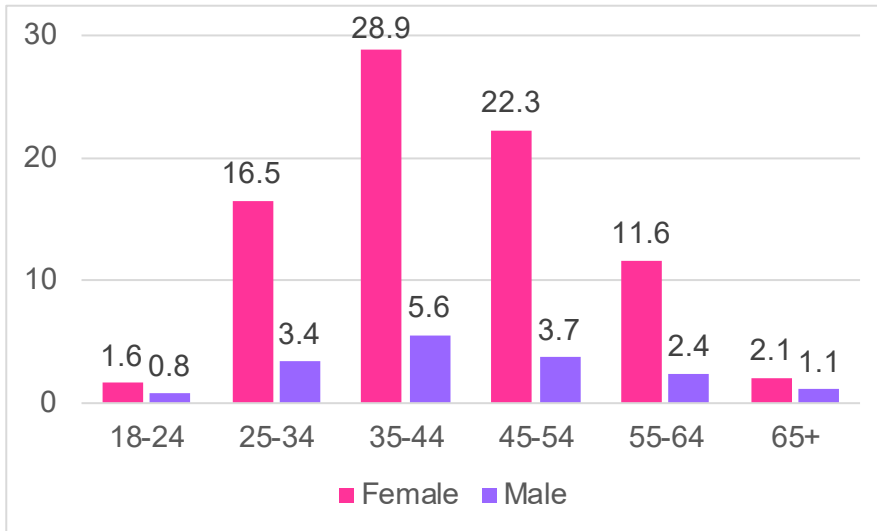


Figure 7. TAF's Instagram followers according to age (adapted from Meta Business Suite 2022a)

Over 20 per cent of TAF's Instagram followers are in Helsinki. Unlike on Facebook, the next largest domiciles for followers are Tampere and Turku. (Figure 8.) The audience differs more compared to TAF members among where the most significant cities are Helsinki, Espoo, and Vantaa (Veronmaksajain Keskusliitto ry 2022a).

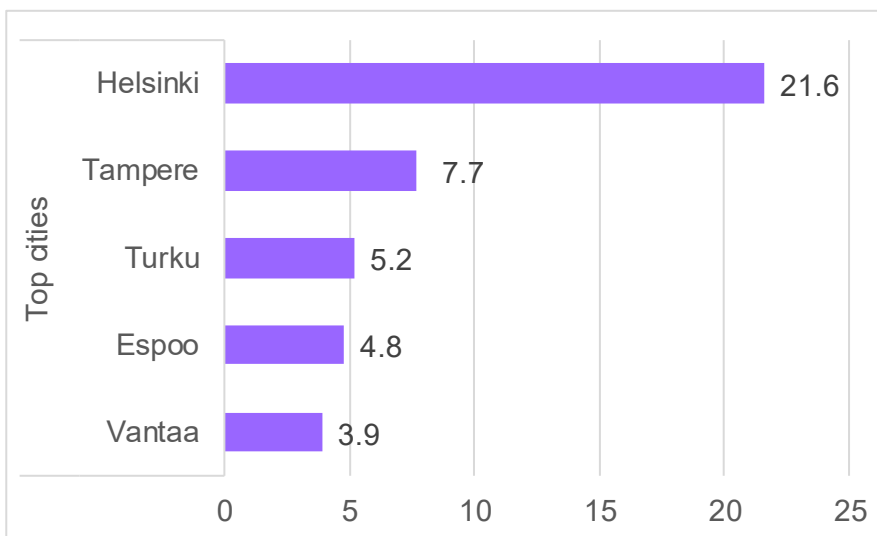


Figure 8. TAF's Instagram followers according to location (adapted from Meta Business Suite 2022a)

## LinkedIn

On LinkedIn, the profile picture could be the same as on the other social media channels. The cover photo text is rather small when looking it on mobile. Analytics on LinkedIn does not demonstrate the followers demographics by age or gender, but on a platform where users specifically

discuss work-related topics, followers job functions and industries can be found useful. Most TAF's LinkedIn followers are working in accounting, business development, finance, human resources, or sales (figure 9). All these audience demonstrate well the membership structure of TAF's company members (Veronmaksajain Keskusliitto ry 2022b).

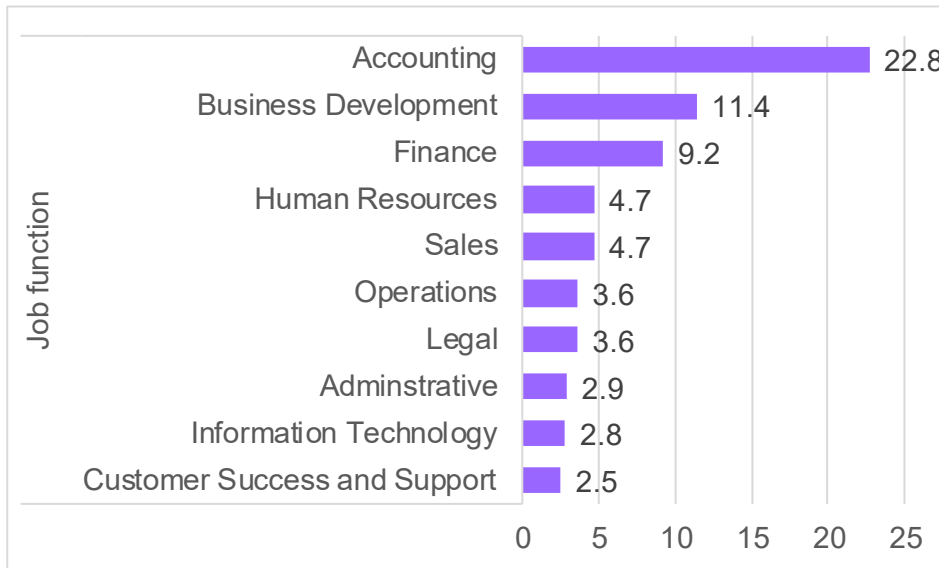


Figure 9. TAF's LinkedIn followers by job functions (adapted from LinkedIn 2022a)

Top industries among TAF's followers are accounting, government administration, financial services, IT services and IT consulting, and business consulting and services (figure 10). According to TAF, accounting is the biggest group of their company members, which means the organization has a possibility to reach this audience organically also on LinkedIn.

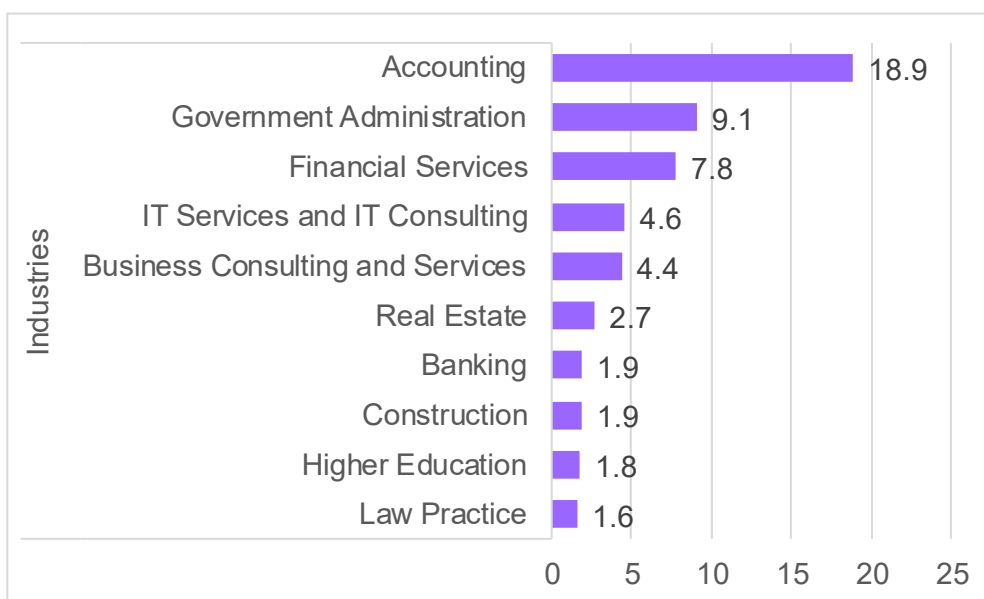


Figure 10. TAF's LinkedIn followers by industries (adapted from LinkedIn 2022a)

## Twitter

TAF does not have tools to explore their Twitter followers' demographic data unlike in other platforms. Twitter analytics shows that TAF has gained 8-34 new followers each month during the research period. The traffic in the profile has been most active in March when TAF is organizing a tax event, and the Finnish citizens are starting to get their previous year's pre-completed tax returns. (Twitter 2022).

On Twitter many of TAF's executives and specialists are actively sharing the organization's posts and comment for other profiles. Through this the organization has a potential to reach and engage more audience than it would only with its own social media presence.

### 3.2 Analyzing the Data from TAF's Social Media Accounts

The author analyzed quantitative data from TAF's social media channels by studying which posts have been the most engaging on the organization's accounts. The research period was six months between 1 January – 30 June 2022. This information can be found from the administration's analytics or insights of the different social media channels.

All platforms have numerous metrics displayed, but in this study, the author has focused, specifically on engagement. Post types are included to demonstrate what kind of posts have been the most successful during the research period.

## Facebook

TAF's top ten posts (appendix 1) with highest engagements are all link posts. In table 2, the distribution score shows how account's posts are performing compared to historical averages. Engagements is the number of reactions, comments, shares and clicks on posts. No less than six posts were questions to tax attorneys. Other popular posts included current information from the Finnish tax authority, information on how much there are taxes in a salary, information about a donation, and one shared interview in the media. (Veronmaksajain Keskusliitto ry 2022c.) The top posts performed +1.6 to +2.6 times better than the historical averages. Even between the top posts, the strongest engagement was four times higher than in posts on positions eight to ten. (Meta Business Suite 2022b.)

Table 2. TAF's top 10 organic posts on Facebook according to distribution and the highest engagements (Meta Business Suite 2022b)

Post	Post Type	Distribution	Engagements
1.	Link	+2.6x	485
2.	Link	+3.1x	398
3.	Link	+2.8x	260
4.	Link	+2.0x	215
5.	Link	+1.9x	213
6.	Link	+1.9x	192
7.	Link	+2.2x	176
8.	Link	+1.7x	116
9.	Link	+1.6x	116
10.	Link	+1.6x	114

### Instagram

TAF's Instagram account has clearly fewer followers than the other channels, and the audience has started to become bigger from the end of 2021 (Veronmaksajain Keskusliitto ry 2022d). Hence, there was enough content to form the top 10 posts according post interactions (appendix 2). Three of the top posts were about upcoming events, two about tax guides, and two were humorous historical proverb posts. The rest were information about a donation, new Taloustaito magazine, and attorneys' assignments. (Veronmaksajain Keskusliitto ry 2022d.)

On the account there is nearly at all video content in the feed, primarily videos have been posted on stories. There is no link tree tool in use on TAF's account, linking to website content is supported by Instagram stories in addition to link in the bio description. (Veronmaksajain Keskusliitto ry 2022d.)

All the other best performing posts presented in table 3 were photos except two carousel post. The Instagram users' interaction with TAF's posts was not yet that common overall. Between the top posts, the strongest interaction was two times higher than in posts on positions six to ten. (Meta Business Suite 2022b.)

Table 3. TAF's top 10 organic posts on Instagram with the highest post interactions (Meta Business Suite 2022b)

Post	Post Type	Post Interactions
1.	Photo	22
2.	Carousel Post	17
3.	Photo	14
4.	Photo	13
5.	Photo	12
6.	Photo	11
7.	Photo	11
8.	Photo	11
9.	Carousel Post	10
10.	Photo	10

### LinkedIn

Engagement rate is a good indicator of overall performance on LinkedIn. The top 10 posts (appendix 3) with the highest engagement rate included four posts of questions to tax attorneys, three posts of Taloustaito blog, two posts of advice from a TAF's leading tax attorney and one image post of a tax event with a link to watch the recording (Veronmaksajain Keskusliitto ry 2022e).

Engagement rate per cent varied between 0-11.86 per cent within the research period, but the top posts indicated in table 4 were clearly above the average beginning with 5.67 per cent. On TAF's LinkedIn account, most of the posts were article or image type of posts, few were events, videos or texts. (LinkedIn 2022b.)

Table 4. TAF's top ten organic posts on LinkedIn with the highest engagement rate (LinkedIn 2022b)

Post	Post Type	Engagement Rate (%)
1.	Article	11.86
2.	Article	8.22
3.	Article	7.27
4.	Article	6.36
5.	Article	6.32
6.	Article	6.17
7.	Article	6.09
8.	Article	5.78
9.	Article	5.75
10.	Image	5.67

### Twitter

The top ten tweets (appendix 4) on Twitter with the highest engagement rate were all informative posts. Three tweets were questions to tax attorneys, two were Taloustaito blog writings, one

shared interview from media, one was advice from a TAF's leading tax attorney, one was informing publication of the newest member magazine number, one was about tax return, and one was a press release. (Veronmaksajain Keskusliitto ry 2022f.) Engagement rate per cent varied between 0-13.7 per cent within the research period. Top tweets engagement rates began from 4.5 per cent. (Twitter 2022.)

Table 5. TAF's top ten organic tweets on Twitter with the highest engagement rate (Twitter 2022)

Tweet	Post Type	Engagement Rate (%)
1.	Link	13.7
2.	Link	9.3
3.	Link	9.3
4.	Link	7.4
5.	Image	5.9
6.	Image	5.4
7.	Link	5.1
8.	Link	4.7
9.	Image	4.6
10.	Link	4.5

### 3.3 SWOT analysis

In SWOT analysis, the author gathered strengths, weaknesses, opportunities, and threats of TAF's current social media activities and performance (table 6). The analysis was based on previously completed project tasks. Conducting SWOT analysis, the author got a better overview of organizations current situation – what was already working and what to avoid. SWOT analysis also encouraged to explore new ideas and opportunities, and become aware of possible threats.

Table 6. SWOT analysis of the social media activities and performance of TAF

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Routine practice on posting regularly</li> <li>• Utilizing informative, accurate content</li> <li>• Many organization experts are present and active on social media, sharing content from TAF's accounts and commenting, especially on Twitter</li> <li>• Topicality in content</li> <li>• Teamwork (sharing the channels) between social media moderators</li> </ul>	<ul style="list-style-type: none"> <li>• Lacking a social media marketing plan</li> <li>• Not catching the younger +18 years-olds audience currently</li> <li>• Not utilizing the latest social media trends</li> <li>• Not using scheduling regularly</li> <li>• Not utilizing insights or analytics regularly in content creation</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• New audiences to generate more TAF members</li> <li>• Nurturing discussion of audience, keeping them engaged</li> <li>• Utilizing more videos</li> <li>• Optimizing profiles (bio, automatic replies)</li> <li>• Better utilization of content planning</li> <li>• Increasing brand awareness</li> <li>• Pick ideas for paid social media from best performing organic posts</li> </ul>	<ul style="list-style-type: none"> <li>• Changing environment in social media</li> <li>• Tax legislation changes, outdated posts can give incorrect information</li> <li>• Changing customer attitudes towards TAF</li> <li>• Not catching the future generations</li> <li>• Information security threats, possible leaks against General Data Protection Regulation (GDPR)</li> <li>• Denial-of-service attacks</li> </ul>



## 4 Benchmarking Similar Organizations

To gain new ideas and content relevancy, the author conducted a benchmarking of similar organizations. In addition, this was done to gain international aspect to the study as there are no similar organizations in the same field in Finland. In this chapter, the main findings of the benchmarking process are presented.

### 4.1 Benchmarking

The author narrowed benchmarking to two taxpayers' associations abroad. Other organization, Skattebetalarnas Förening, is operating in Sweden and it has relatively similar operating model in communication as TAF has. Yet, the Swedish organization has not gained the same general position among Swedish citizens as TAF has in Finland. According to Skattebetalarna's annual report, the organization has 43 120 members (Skattebetalarnas Förening 2021). The other organization, The TaxPayers' Alliance, is operating in United Kingdom, where the organization has more pressure group style towards politicians and the organization is arranging active campaigns. The research period also for benchmarked posts is from 1 January to 30 June 2022.

#### Skattebetalarnas Förening

Skattebetalarnas Förening (Skattebetalarna) has rather active Facebook page. It has 31,000 followers. On average, the organization is posting once or twice a week. In its accounts, Skattebetalarna is not taking part in discussions which are not overall that common on the pages even between their followers. (Skattebetalarnas Förening 2022a.) The top five posts according to gained reactions (appendix 5) were very timely dealing themes such as electricity taxation, electricity subsidy, and fuel taxation.

Skattebetalarna has Instagram and LinkedIn accounts, but there are no posts yet. Hence, the accounts are branded and ready to use in case they someday want to start with posting. (Skattebetalarnas Förening 2022b; Skattebetalarnas Förening 2022c.)

Twitter is the most active social media channel Skattebetalarna has. Typically, the organization is posting once or twice per day. Skattebetalarna has gained over 10,000 followers. (Skattebetalarnas Förening 2022d.) Its top five tweets (appendix 6) were all shared media articles. The writer or media had been tagged on posts, and all top tweets included a photo of people.

#### The TaxPayers' Alliance

The TaxPayers' Alliance (TPA) has 15,000 followers on Facebook which signifies it has more than double the number of followers compared to TAF. The organization has informative cover page to

highlight what is its mission. The organization does not post events actively anymore like it has done in 2016-2019. Posting is highly active, typically few new posts per day. Posts that had gained the most reactions during the benchmarking period were mostly link posts, but there were also one video and one image post among the top posts (appendix 7). Every month, TPA posted same 'Keep in touch' post where they urged their followers to sign up their e-mailing list. (The TaxPayers' Alliance 2022a.)

TPA has an Instagram account, but it is not active anymore. The last post had been published in January 2021. Therefore, the author did not study the account's old posts. (The TaxPayers' Alliance 2022b.)

On LinkedIn, TPA has 900 followers which is around 3.5 times fewer than TAF. The organization has branded its account well and the cover page communicates well the purpose of their being. Weekly, they post around five posts. Three of the posts that had gained the most reactions within the benchmarking period were link posts, one was image post, and one was a video (appendix 8). Also on LinkedIn, TPA posted the same 'Keep in Touch' e-mail sign up post monthly as they did on Facebook. An interesting fact is that the video among top five posts was also the last video TPA had published on their account. Posting is active on the account, new posts come around five times per each week. Topics on top posts were handling how taxpayers' money is used, how the public spending should be under control and stop the debt. TPA also had posted about new research results, quote from Winston Churchill and a video about the need for tax simplification. These topics are remarkably similar that TAF communicates through its social media platforms – except quotes from famous former politicians. (The TaxPayers' Alliance 2022c.)

Twitter is the TPA's biggest social media channel with over 28,000 followers. The account is verified by Twitter and this account is branded according to the organization's visuals. Posts with the most reactions included two link posts that were linking to the media articles, two of them were image posts and one was a video (appendix 9). These posts informed about costs for taxpayers and highlighted concrete money amounts. In the video, TPA encouraged their followers to sign their petition calling for an end to council tax rises. Also, TPA promoted their consultation tool. Generally, certain emojis were used to get readers' attention. (The TaxPayers' Alliance 2022d.)

## **4.2 Best Practices**

It is a good practice to reserve username from different social media platforms for the organization's use before someone else does it – even if the account is not intended to be used immediately. The author has previous experience of a situation where the company name was already in use, and it was not that fast and easy to get that username for the company. Skattebetalarna has

reserved some extra social media accounts and branded them already. This enables them to start posting later if they want and prevent someone else to take the username possibly for wrong reasons. In addition, it is recommendable to verify Facebook, Instagram, and Twitter accounts to establish brand credibility online. The verified badge informs the audience the account is authentic (Meta Blueprint 2022). It also might help the social media account show up higher in search results.

Profiles should be branded well so that followers would instantly be aware what the account is about. It is possible to lift important campaigns on the cover, so that organization's important messages would pop out from other communication for certain time period. Cover pages should also fit on screen on mobile so that the text will be large enough but the rest of it would not leave out from the frame. It is necessary to go through the bio texts to see if there is something outdated or something that could be modified. This info also gives signs to followers that the account is active.

Pinned posts can be used to put the most important ones in first place in account feed. This is how the organization would get the most important messages communicated for those who come to see the profile. It is important that outdated posts are unpinned as well.

Through analysis it is possible to find the best performing posts and utilize them when creating new content. The attractive image can be used again later, or the copy text style can be kept despite the message changes. Analyzing takes time to really think about what works for the audience, and what will encourage users to react and respond but it is worth it.

Scheduling posts helps to save moderators' time and stay organized with work. It enables to reach the audience when followers are the most active in social media. Not all posts can be planned well before publishing, but some is, and scheduled posts also help if someone in the team gets sick or is away for some other reason. Scheduling decreases the instant workload for others and help not to cut the post flow in accounts.

Tagging is an integral part of networking online, and it increases engagement. The profile that has been tagged gets a notification. On Instagram, tagged posts are shown on the profile's tagged photos that allow tagging organization to gain exposure there too. In addition to tagging, using relevant hashtags enables content to be found by the right users. Using them helps drive traffic to the content organization wants to share. This is how it is possible to boost views, likes, and shares, and of course all other goals the organization has for the post. To help the social media moderators when creating content there could be a list of relevant hashtags where moderators could easily pick the suitable ones for their posts. This saves time and helps especially when in a hurry.

Social listening is recommended as tracking social media platforms for mentions and conversations related to the organization gives an insight what kind of discussion there is around the organization. Analyzing these mentions help to discover opportunities to react and even help with content creation. Other profiles could be explored to find relevant discussions to participate. After all, these platforms are made for social interaction.

Most content ideas can obviously be utilized by doing cross-posting in different platforms. Each channel has their own followers, and platforms have different characteristics which should be kept in mind to adjust posts accordingly. It is always important to keep the audience in mind as social media is not made for spreading content the organization wants, it is more about spreading the content the audience expects and wants to consume and being in interaction with others.

## 5 Establishing an Organic Social Media Marketing Plan

Social media is an affordable platform to raise the awareness about the organization and strengthen the brand. As social media is created for communicating, different platforms are a wonderful way to be in interaction with the existing and potential new members. An organic social media marketing plan will help the organization to use its resources better and communicate more effectively in social media. The objectives for the SMM plan were to clarify which conceptions TAF wants to communicate with its brand, improve the brand communication to members in selected social media platforms, help social media moderators with content creation, and secure continuous development. This chapter explains the process of creating a social media marketing plan for Taxpayers' Association of Finland (appendix 10). The required phases are explained.

### 5.1 Model of Social Media Marketing Plan for TAF

After analyzing the data from TAF's accounts and benchmarking the similar organizations abroad, the author started to gather an organic social media marketing plan for TAF. With the help of the theoretical framework of the thesis, the author created a situation analysis for TAF's social media activities and performance.

Depending on the selected channel, the audience is different, and the organization uses platforms for different purposes that were defined by the author. Through benchmarking similar organizations best practices were explored and documented. TAF's and Taloustaito's social media accounts are typically moderated by four people who all have other work duties besides social media. The author made the organic SMM plan having in mind the same human resources as the organization had when the thesis was written.

The author created an example social media calendar for Q1-Q2 in 2023 with different primary campaign themes. This helps the organization include all relevant topics that should be discussed regularly. In addition, the author created an example of Facebook content calendar for January 2023 to showcase how post topics could be planned specifically. The aim for the social media calendar is to share the information between the team and help moderators to create content in different channels. Best results will be gained when planning together as a team and modifying calendar regularly as it is not possible to know beforehand every relevant topic that will occur during the months.

Organic social media targets for Q1-Q2 in 2023 were set based on the SMART criteria that was presented in the theoretical framework of the thesis. The author tried to find realistic targets that could be achieved by organic social media marketing. Analyzing the data and adjusting social

media marketing according to findings should be done constantly. Through teamwork the organization will reach its full potential and meet the targets. The SMM plan is made to be modified along the way. As the platforms improve, also the use of the platforms should be improved.

## **5.2 Feedback from TAF**

The author made a PowerPoint slideshow to present the organic social media marketing plan for Taxpayers' Association of Finland. The presentation was held 2 November 2022 to Chief Communications Officer of TAF. During the presentation, the author and the CCO were discussing so when some topics needed more clarification they were given instantly. Some points were already recognized in the organization, but the plan gave also new insights regarding TAF's organic social media marketing.

The author got valuable feedback to finalize the presentation. In result, the author added a slide that explained the purposes for different social media platforms TAF is using. Also, some smaller adjustments were made, and the author noticed herself that some demographics could have been added. The CCO was interested in going through the benchmarked posts that were not included in the presentation also with the social media moderators. The author agreed she will share the thesis product and benchmark findings.

## 6 Conclusions

The purpose of this project-based thesis was to study, how well the brand communication to TAF members works in selected social media platforms and how it could be improved. It was examined, which conceptions the association wants to communicate with its brand, and how does the organization lead and communicate its brand in social media. The result of this thesis is an organic social media marketing plan which can be applied on TAF's social networking sites on Facebook, Instagram, LinkedIn and Twitter. In this chapter, key outcomes and recommendations are presented, and the process is evaluated. After this the author gives suggestions for further research and projects, and reflects on learning.

### 6.1 Key Outcomes and Recommendations

The main key outcome of this thesis is the organic social media marketing plan for TAF. The objectives for the SMM plan were to clarify which conceptions TAF wants to communicate with its brand, improve the brand communication to members in selected social media platforms, help social media moderators with content creation, and secure continuous development. The main objective was achieved and approved by TAF's Chief Communications Officer after the author presented the plan.

TAF had already started to plan post topics, but the document could be used more actively. The best platform would be directly where the content is created, for example if the organization would start to use a common social media management tool. In content creation, there should be kept in mind that different platforms have different audiences. That is why the content should be in form the platform favors and the message would be addressed to that specific group.

Benchmarking supports focusing on branding the social media accounts and optimizing the profiles. Content that gets the most engagement is topical, appeals to emotions or gets the viewer's attention with a captivating image, or use of suitable emojis. Sometimes the most engaging posts are including all these elements.

It is not obvious that the organization's employees will follow their employers' social media accounts, or react to the posts, or share the content in their own accounts. These employee activities would help with the organic social media marketing. Even though TAF already has good social media activity among its executives and some employees, it could encourage their employees to be more active. It would be possible to arrange internal social media trainings for those who are willing to learn – for some people it can be difficult to start with a new platform or they might be wondering

what they are allowed to publish and what not in social media regarding their work. It would also be possible to make a social media guideline to encourage people with the use of social media.

To see if the organic social media activities are performing well, there is a need for consistent measurement. The targets should be specific, measurable, achievable, realistic and time-limited as given in the theoretical framework of this thesis. Once the targets are set, the development should be followed, and new targets need to be modified accordingly. The content on each platform should be constantly monitored and observed and developed according to findings. Whenever a post performs well, it should be assessed and develop the upcoming content further. Also, the organization should explore new channel specific trends and try something new to engage the audience. After completing these phases, there should be soon obvious signs what works best for each platform until something new trend comes, which is very typical for social media.

## **6.2 Process Evaluation**

Social media platforms are not a new thing, the selected platforms in this thesis are founded in 2002-2010. There are a lot of resources to use around social media theory, but as the platforms change all the time, some of the theories are not relevant anymore. The author used several hours to pick the sources that can still be used even after 20 years of the platform launch.

The author has used social media as a work environment for almost ten years. Even though the platforms were familiar, the new field around taxation was new to her. The author has worked full-time in a new position besides writing the thesis which has set limits how much time she could use for studying and writing. Despite all this, the author has managed to meet the targets she set for this thesis. By planning well, she did not experience any unexpected surprises during the thesis process.

Exploring TAF's and benchmarked organizations' accounts took several research hours because it required doing a lot of manual work when comparing the posts according to different KPI's. The author wanted to pick the data from 1 January to 30 June 2022 to get enough data for the analysis, this prolonged the writing period that the author had thought when making the thesis plan.

The process of making the organic SMM plan are clearly stated in the project tasks, and the author has followed the tasks carefully. Appropriate use of relevant theories is included, and the thesis method was suitable to gain the result of a concrete plan for the organization. The transparency of the thesis is clear, as the sources used are valid and relevant to the subject.



### 6.3 Suggestions for Further Research and Projects

The organic social media marketing plan set targets for TAF's social media activities. Beneficial for the organization would be to research the performance after making changes in their social media activities. After all, improving is the goal for the plan and that needs to be measured.

This thesis focused only on organic social media marketing. For further research, the author suggests that the organization could produce a plan for their paid social media marketing activities and performance. Another path to explore would be to research the platform relevancy and marketing possibilities in social media platforms that TAF is not using now, such as TikTok.

TAF's member magazine Taloustaito has separate social media accounts with different purposes and audiences. One project could be making a communication plan for Taloustaito channels and organize a benchmarking towards other Finnish financial magazines. Instead of benchmarking, focus could alternatively be on member's expectations on the organization's communication and services through quantitative or qualitative research.

### 6.4 Reflection on Learning

At first, the author felt it a bit difficult to narrow the project tasks suitable for a bachelor's thesis. With this, the thesis advisor was a huge help with the guidance. The most enjoyable was to explore TAF's accounts and do the benchmarking as it gave many new insights for the author for the future work. The author had begun in the new field few months before starting to draft the thesis which gave an extra challenge for her, but it was also educative to explore the field by deep-diving in it through social media. Through benchmarking she got valuable new knowledge how the similar organizations work in other countries.

The whole thesis process gave more insight on how to choose a suitable research method and this will truly help in the future with possible further studies. This thesis project strengthens the author's management skills as she has conducted the entire process independently without the commissioning organization's help.

Having a commissioning company for the thesis, the author got an opportunity to integrate the social media marketing theory into real life practices. The conclusion part gathers everything the author has studied in this thesis, which hopefully makes the work valuable also for TAF. For the author, it was rewarding to find areas where TAF could improve and develop social media activities through following the SMM plan made for the organization.

## References

Barker, M.S., Barker, D.I., Bormann, N.F., Roberts M.L. & Zahay D. 2017. Social Media Marketing: A Strategic Approach. Second Edition. Cengage Learning. Boston.

Blakeman, R. 2018. Integrated Marketing Communication. Creative Strategy from Idea to Implementation. Third Edition. Rowman & Littlefield. Lanham.

Cacu, E. 2022. [Study] Instagram Reels Insights for 2022: An Analysis of 352.612 Instagram Reels. Socialinsider. URL: <https://www.socialinsider.io/blog/instagram-reels-insights/>. Accessed: 15 October 2022.

Clausnitzer, J. 2021a. How often do you use Facebook? Statista. URL: <https://www.statista.com/statistics/560842/share-of-facebook-users-in-finland-by-usage-frequency/>. Accessed: 9 October 2021.

Clausnitzer, J. 2021b. How often do you use Instagram? Statista. URL: <https://www.statista.com/statistics/560859/share-of-instagram-users-in-finland-by-usage-frequency/>. Accessed: 10 October 2021.

Clausnitzer, J. 2021c. How often do you use LinkedIn? Statista. URL: <https://www.statista.com/statistics/560867/share-of-linkedin-users-in-finland-by-usage-frequency/>. Accessed: 15 October 2021.

Clausnitzer, J. 2021d. How often do you use Twitter? Statista. URL: <https://www.statista.com/statistics/560864/share-of-twitter-users-in-finland-by-usage-frequency/>. Accessed: 24 October 2021.

Dixon, S. 2021. Twitter – Statistics & Facts. Statista. URL: <https://www.statista.com/topics/737/twitter/>. Accessed: 24 October 2021.

KMT 2021. KMT 2021 lehtiraportti: aikakaushetket. URL: <https://nettikmt.kantar.fi/NettiKMT/>. Accessed: 10 July 2022.

LinkedIn 2022a. Veronmaksajain Keskusliitto ry. Follower demographics. URL: <https://www.linkedin.com/company/3615140/admin/analytics/followers/>. Accessed: 3 July 2022.

LinkedIn 2022b. Veronmaksajain Keskusliitto ry. Content engagement. URL: <https://www.linkedin.com/company/3615140/admin/analytics/updates/>. Accessed: 7 August 2022.

Meta Blueprint 2022. Verify Your Accounts on Facebook and Instagram. URL: <https://www.facebook.com/business/learn/lessons/verify-facebook-instagram-account>. Accessed: 10 September 2022.

Meta Business Suite 2022a. Insights. URL: [https://business.facebook.com/latest/insights/people?asset\\_id=306940546057277&business\\_id=905891036162222](https://business.facebook.com/latest/insights/people?asset_id=306940546057277&business_id=905891036162222). Accessed: 2 July 2022.

Meta Business Suite 2022b. Insights. URL: [https://business.facebook.com/latest/insights/content?asset\\_id=306940546057277&business\\_id=905891036162222](https://business.facebook.com/latest/insights/content?asset_id=306940546057277&business_id=905891036162222). Accessed: 16 July 2022.

Quesenberry, K.A. 2021. Social Media Strategy. Marketing, Advertising, and Public Relations in the Consumer Revolution. Third Edition. Rowman & Littlefield. Lanham.

Skattebetalarnas Förening 2021. Årsredovisning för Skattebetalarnas Förening. URL: <https://skattebetalarna.se/wp-content/uploads/2022/04/SBF-Arsredovisning-2021-digitalt-signerad-av-styrelse-och-revisor.pdf>. Accessed: 12 November 2022.

Skattebetalarnas Förening 2022a. n.d. Posts @skattebetalarnas\_forening. URL: <https://www.facebook.com/skattebetalarnas.forening>. Accessed: 17 September 2022.

Skattebetalarnas Förening 2022b. n.d. Posts @skattebetalarna. URL: <https://www.instagram.com/skattebetalarna/>. Accessed: 17 September 2022.

Skattebetalarnas Förening 2022c. n.d. Posts @skattebetalarna. URL: <https://www.linkedin.com/company/skattebetalarna/>. Accessed: 17 September 2022.

Skattebetalarnas Förening 2022d. n.d. Tweets @Skattebetalarna. URL: <https://twitter.com/Skattebetalarna>. Accessed: 18 September 2022.

Statista Research Department. 2021a. Number of monthly active Facebook users worldwide as of 2<sup>nd</sup> quarter 2021. URL: <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>. Accessed: 9 October 2021.

Statista Research Department. 2021b. Distribution of Instagram users worldwide as of July 2021, by age group. URL: <https://www.statista.com/statistics/325587/instagram-global-age-group/>. Accessed: 9 October 2021.

Stelzner, M.A. 2021. 2021 Social Media Marketing Industry Report: How Marketers Are Using Social Media to Grow Their Businesses. Social Media Examiner. URL: <https://www.socialmediaexaminer.com/social-media-marketing-industry-report-2021/>. Accessed: 9 October 2021.

Taxpayers' Association of Europe 2021. Welcome to the Taxpayers' Association of Europe. URL: <https://www.taxpayers-europe.org/>. Accessed: 21 September 2021.

The TaxPayers' Alliance 2022a. n.d. Posts @the\_taxpayers\_alliance. URL: <https://www.facebook.com/taxpayersalliance>. Accessed: 18 September 2022.

The TaxPayers' Alliance 2022b. n.d. Posts @tpa\_uk. URL: [https://www.instagram.com/tpa\\_uk/](https://www.instagram.com/tpa_uk/). Accessed: 18 September 2022.

The TaxPayers' Alliance 2022c. n.d. Posts @the\_taxpayers\_alliance. URL: <https://www.linkedin.com/company/the-tpa-uk/>. Accessed: 18 September 2022.

The TaxPayers' Alliance 2022d. n.d. Posts @the\_tpa. URL: [https://twitter.com/the\\_tpa](https://twitter.com/the_tpa). Accessed: 24 September 2022.

Tuten, T.L. & Solomon, M.R. 2013. Social Media Marketing. International Edition. Pearson Education Inc. Upper Saddle River.

Tuten, T.L. & Solomon, M.R. 2018. Social Media Marketing. Third Edition. SAGE Publications Ltd. London.

Twitter 2022. Veronmaksajat. Analytics. URL: <https://analytics.twitter.com/user/Veronmaksajat/home>. Accessed: 9 July 2022.

Veronmaksajain Keskusliitto ry 2021. Veronmaksajain Keskusliitto. URL: <https://www.veronmaksajat.fi/jasenyyys/Veronmaksajat/#e0e5ba19>. Accessed: 21 September 2021.

Veronmaksajain Keskusliitto ry 2022a. Intranet. Paikallisyhdistysten jäsenmäärät 31.12.2021. Accessed: 11 September 2022.

Veronmaksajain Keskusliitto ry 2022b. Intranet. Toimialakoodit. Accessed: 21 September 2022.

Veronmaksajain Keskusliitto ry 2022c. n.d. Posts @veronmaksajat. URL: <https://www.facebook.com/veronmaksajat>. Accessed: 9 July 2022.

Veronmaksajain Keskusliitto ry 2022d. n.d. Posts @veronmaksajat\_ry. URL: [https://www.instagram.com/veronmaksajat\\_ry/](https://www.instagram.com/veronmaksajat_ry/). Accessed: 9 July 2022.

Veronmaksajain Keskusliitto ry 2022e. n.d. Posts @veronmaksajain\_keskusliitto\_ry. URL: <https://www.linkedin.com/company/veronmaksajain-keskusliitto-ry>. Accessed: 2 August 2022.

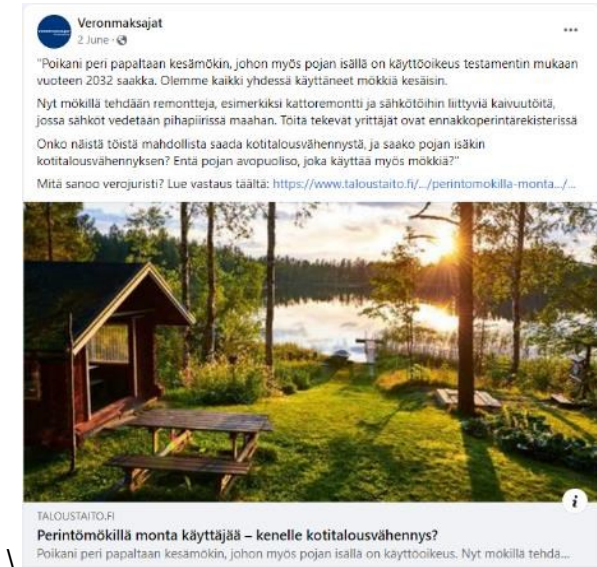
Veronmaksajain Keskusliitto ry 2022f. n.d. Tweets @Veronmaksajat. URL: <https://twitter.com/Veronmaksajat>. Accessed: 9 July 2022.

Virtanen, S. 2020. Somemarkkinoinnin työkirja. First Edition. Hansa Print Oy.

## Appendices

### Appendix 1. TAF's Top 10 Posts on Facebook

Below are TAF's top organic Facebook posts within Q1-Q2 in 2022 (Veronmaksajain Keskusliitto ry 2022c). Posts 1-10 (table 2) are in order from left to right.





**Veronmaksajat**  
29 April · 🌐

Ilmoitin verottajalle asunnon myynnistä ja asuntokaupan luovutustappiosta. Verottaja soitti ja me keskustelimme varainsiirtoverosta ja asunnon välityspalkkion vähentämisestä. Onko tosiaankin niin, että näitä kuluja ei hyväksytä vähennyksinä? Minulla oli ihan toisenlainen käsitys asiasta. Kumpi on oikeassa? Verojuristi vastaa 📧 <https://www.taloustaito.fi/.../myin-asuntoni.../>



TALOUSTAITO.FI

**Myin asuntoni tappiolla – miksi vähennykseni varainsiirtoverosta ja välityspalkkiosta ei hyväksytty?**

**Veronmaksajat**  
19 May · 🌐

📧 Poikani on joutunut kahden asunnon loukkuun rakentaessaan uutta omakotitaloa, kun vanha asunto on ollut vielä myymättä. Olen antanut hänelle 50 000 euron korottoman lainan uuden talon rakennuskustannuksiin, kunnes vanha asunto on myyty.

Voidaanko korotonta lainaa pitää verollisena lahjana, jos lainan takaisinmaksu viipyy vuosia vanhan asunnon myyntivaikeuksien vuoksi tai muista syistä? 📧

Verojuristi vastaa 📧 <https://www.taloustaito.fi/Vero/koroton-laina-pojalle--voiko-verottaja-pitaa-lainaa-verotettavana-lahjana/#3c6c9c32>



TALOUSTAITO.FI

**Koroton laina pojalle – voiko verottaja pitää lainaa verotettavana lahjana?**

Olen antanut pojalleni 50 000 euron korottoman lainan. Voidaanko korotonta lainaa pitää vero...

**Veronmaksajat**  
1 March · 🌐

Veronmaksajat lahjoittaa tänään 5 000 euroa Ukrainassa tehtävään avustustyöhön Suomen Punaisen Ristin katastrofirahaston kautta. Kannustamme tukemaan sitä arvokasta työtä, jota avustustyöjärjestöt tässä kriisissä tekevät. <https://www.veronmaksajat.fi/.../veronmaksajat.../>



VERONMAKSAJAT.FI

**Veronmaksajat lahjoittaa 5 000 euroa Ukrainan avustustyöhön**

Veronmaksajat lahjoittaa tänään 5 000 euroa Ukrainassa tehtävään avustustyöhön Suomen Pu...

**Veronmaksajat**  
8 June · 🌐

"Isämme kuoli viime vuonna. Emme ole jakaneet kuolinpesää, johon kuuluu iso metsäkiinteistö ja vähän muuta omaisuutta. Jos nyt myymme puuta metsästä, pitääkö meidän maksaa puukaupasta arvonlisäveroa?"

Verojuristi vastaa 📧 <https://www.taloustaito.fi/.../kuolinpesa-myy-puuta.../>



TALOUSTAITO.FI

**Kuolinpesä myy puuta – pitääkö kaupasta maksaa arvonlisäveroa?**

Isämme kuoli viime vuonna. Emme ole jakaneet kuolinpesää, johon kuuluu iso metsäkiinteistö ...

**Veronmaksajat**  
4 June · 🌐

"Olemme puolisoni kanssa tehneet keskinäisen hallinto-oikeustestamentin siten, että leski saa elinikäisen hallinto-oikeuden meistä ensiksi kuolevan omaisuuteen. Tämä hallinto-oikeus pienentää meistä ensiksi kuolevan omaisuudesta yhteiselle lapsellemme määrättävää perintöveroa. Miten verottaja suhtautuu, jos leski ei haluaakaan hallita puolisonsa omaisuutta elämänsä loppuun asti, vaan luopuu siitä jossakin vaiheessa ennen kuolemaansa?"

Lue verojuristin vastaus 📧 <https://www.taloustaito.fi/.../leski-luopuu.../>



TALOUSTAITO.FI

**Leski luopuu hallinto-oikeudesta – miten verottaja suhtautuu luopumiseen?**

Minulla on puolisoni kanssa keskinäisen hallinto-oikeustestamentti, jonka mukaan leskellä on h...

**Veronmaksajat**  
24 April · 🌐

"Kiinteistöveron uudistusluonnos on lausunnoilla. Kansalaisista leivottaisiin voittajia ja häviäjiä. Kunnat ratkoisivat ensi vuonna soten päälle vielä kiinteistöverojakin. Nyt on huono aika aiheuttaa tällaista uutta hämminkiä", sanoo Veronmaksajien Teemu Lehtinen MTV:n haastattelussa. <https://www.mtv.fi/.../kiinteistoverouudistus-tuo...>



MTV.FI

**Viiden jälkeen: Kiinteistöverouudistus tuo pääkaupunkiseutalaisille ja ranta-asujille yllätyksiä – katso maksutta mtv-palvelussa**

Save

## Appendix 2. TAF's Top 10 Posts on Instagram

Below are TAF's top organic Instagram posts within Q1-Q2 in 2022 (Veronmaksajain Keskusliitto ry 2022d). Posts 1-10 (table 3) are in order from left to right.



**veronmaksajat\_ry** Veronmaksajat lahjoittaa tänään 5 000 euroa Ukrainassa tehtävään avustustyöhön @punainenristi Suomen Punaisen Ristin katastrofirahaston kautta. Kannustamme tukemaan sitä arvokasta työtä, jota avustusjärjestöt tässä kriisissä tekevät. 💙💛



**veronmaksajat\_ry** Missä menee talous, mihin laittaa rahat? Tule 16.3. klo 11.30 Vero2022-tapahtumaan kuuntelemaan sijoituspaneeli. Mukana pääekonomisti Tiina Helenius, toimitusjohtaja ja sijoittaja Kyösti Kakkonen, sijoittaja ja tietokirjailija Merja Mähkä sekä seniorisalkunhoitaja Topias Kukkasniemi. Keskustelua johtaa viestintäjohtaja Antti Oksanen.

Ilmoittaudu mukaan tapahtumaan [veronmaksajat.fi/vero2022](https://veronmaksajat.fi/vero2022)



**veronmaksajat\_ry** Kaupallinen yhteistyö: @rahamedia.fi Kaipaako tietoa sijoittajan verotuksesta tai verotuksesta ylipäättään? 📅 Torstaina saat kunnon tukan vinkkejä sijoittajan, Rahamedian perustajan Johanna Pöystin houstamassa Verojuristi vastaa -livelähetyksessä! 📺 Verotuskysymyksiin on vastaamassa verojuristimme Georg Rosbäck.

Livelähetystä voit seurata Instagramissa @rahamedia.fi ja @veronmaksajat\_ry -tileillä torstaina 31.3. klo 18 alkaen. Tervetuloa kuulolle! 📺



**veronmaksajat\_ry** Huhtikuun @taloustaito-lehti on ilmestynyt ja pitää sisällään tietoa tärkeästä aiheesta: onko lesken koti aina turvattu? 🏠

Lesken asumista turvataan jo laissa, mutta puoliset voivat varautua tulevaan kummankin puolison vielä eläessä. Esimerkiksi avio-oikeudella ja testamentilla voidaan vaikuttaa siihen, millä tavalla lesken koti on turvattu.

Muita aiheita ovat mm.:

- 📄 Ennakkoperintö vai lahja – mitä eroa?
- 🏠 Hallintaoikeus ei vaikuta vain veroihin
- 📈 Pärjääkö sijoittaja pelkällä Helsingin pörssillä?
- 🚗 Naarmut pois ja sähköttää auton pintaan
- 🌱 Parveke vihreäksi

Jos olet Veronmaksajien jäsen, voit lukea lehden myös verkossa [tabletti.taloustaito.fi/](https://tabletti.taloustaito.fi/)





**veronmaksajat\_ry** Onko sinulla kysyttävää tämän vuoden alussa uudistuneesta kotitalousvähennyksestä? 💬

Verojuristimme Maisa Katisko vastaa kysymyksiin stooreissa perjantaina 25.3. Lähetä siis kysymyksesi ennakkoon yksityisviestillä ja tule torstaina kuulolle. 🗣️

**veronmaksajat\_ry** Onko joku perheestäsi jo aloittamassa kesätyöt? ✨ Nyt kannattaa laittaa verokortti valmiiksi! Tutustu kesätyön veroihin sivullamme [veronmaksajat.fi/kesatyo](https://veronmaksajat.fi/kesatyo).

Kuvassa aherretaan kesätyöissä vuonna 1952 Helsingin olympialaisissa, naisten kisakylässä Meilahdessa.



**veronmaksajat\_ry** Joko tunnet etätyöläisen verovähennykset? Moni siirtyi pari vuotta sitten etätöihin ja käytännön järjestelyjen lomassa ei välttämättä ensimmäisenä ollut mielessä pohtia asiaa verotusnäkökulmasta. 🐾

Veroasiantuntijamme ovat laatineet sinulle avuksi etätyöläisen oppaan, joka on nyt päivitetty. Oppaasta löydät näppärästi tiedot:

- 💡 Työmatkakulut vähenivät, miten käy verovähennyksen?
- 💡 Miten vähennän kotona työskentelyn kulut verotuksessa?
- 💡 Lisävinxit: matkakulut, työhuone, ruokaetu, maskikulut

Lataa maksuton opas osoitteesta [veronmaksajat.fi/oppaat](https://veronmaksajat.fi/oppaat)



**veronmaksajat\_ry** Oletko pohtinut, miten omaisuus jaetaan, jos avio- tai avoliitto päättyy eroon? Parisuhteen rahat -oppaasta on nyt saatavilla uusi päivitetty versio!

Oppaassa selvennetään mm.:

- 💎 Varat ja velat avio- ja avoliitossa
- 💎 Mikä on avio-oikeus
- 💎 Avioehdon vaikutus avio-oikeuteen
- 💎 Yhteisen asunnon myynnin verovaikutukset
- 💎 Lahjaverot erotilanteessa

Lataa maksuton opas osoitteesta [veronmaksajat.fi/oppaat](https://veronmaksajat.fi/oppaat)

## Tutustu verojuristien toimeksiantoihin

"Verovalitus  
tehokkaasti"

Verojuristi Päivi Kaari



**veronmaksajat\_ry** Verojuristien toimeksiantot  
Kun maksuton puhelinneuvontamme ei riitä, laativat verojuristimme myös tarvitsemasi asiakirjat ja selvitykset. Autamme sinua tekemään verotuksen näkökulmasta järkeviä ratkaisuja. Veronmaksajien verojuristeilla voit teettää esimerkiksi verotukseen ja yritysjärjestelyihin liittyviä toimeksiantoja. Toimeksianto on maksullinen palvelu.

Erilaisia toimeksiantoja:

- ◆ Verovalitus
- ◆ Perunkirjoitus
- ◆ Perinnönjako
- ◆ Avioehto
- ◆ Testamentti
- ◆ Edunvalvontavaltakirja
- ◆ Ennakkoratkaisu
- ◆ Yritysjärjestelyt

Ota yhteyttä p. 03010 5510 (ppm/mpm) tai täytä yhteydenottolomake osoitteessa [veronmaksajat.fi/toimeksianto](https://veronmaksajat.fi/toimeksianto)

Wanha Veronmaksajain sananlasku

*TAAKS TIENTIIN  
TAKSVÄRKKI YHDESSÄ*



*...LOPPUVUOSI TÄYTETÄÄN  
OMAA LATOA.*

**veronmaksajat\_ry** Tänään 8. kesäkuuta Suomessa vietetään veronmaksajan taksvärkkipäivää. Tästä päivästä lähtien vuoden loppuun saakka kansalaisten tulot jäävät kokonaan omaan käyttöön, alkuvuosi on (laskennallisesti) paiskittu töitä yhteisen hyvinvoinnin rahoittamiseksi. 🇫🇮

Lue lisää 📖 [veronmaksajat.fi/tiedotteet](https://veronmaksajat.fi/tiedotteet)

### Appendix 3. TAF's Top 10 Posts on LinkedIn

Below are TAF's top organic LinkedIn posts within Q1-Q2 in 2022 (Veronmaksajain Keskusliitto ry 2022e). Posts 1-10 (table 4) are in order from left to right.

Veronmaksajain Keskusliitto ry  
3,172 followers  
4mo • 🌐

"Hintojen ja palkkojen kiihtyvän nousurallin käynnistyminen on nyt ilmeinen riski. Se ei johtaisi pitkässä juoksussa parhaaseen mahdolliseen lopputulokseen sen paremmin koko kansantalouden kuin palkkojen ostovoimakaan kannalta", kirjoittaa **Teemu Lehtinen** Taloustaito-blogissa.

Lue koko kirjoitus: <https://lnkd.in/exuCm-6W>

[See translation](#)

**Palkkojen ja hintojen nousuralli – mitä tekee hallitus?**  
taloustaito.fi • 2 min read

Veronmaksajain Keskusliitto ry  
3,172 followers  
5mo • 🌐

"Ostin vuonna 1999 osakkeita 500 eurolla ja myin ne viime vuonna 950 eurolla. Luulin, että luovutus on verovapaa, mutta nyt verottaja lähetti tiedustelun kaupasta. Miten minun tulee suhtautua asiaan?" 🤔

Verojuristi vastaa ➡️ <https://lnkd.in/e2k3cxqW>

[See translation](#)

**Myin osakkeita 950 eurolla – miksi verottaja kysyy lisätietoja kaupasta?**  
taloustaito.fi • 1 min read

Veronmaksajain Keskusliitto ry  
3,172 followers  
4mo • 🌐

"Tavalla tai toisella talouskasvu ja kestävyys pitää siis sovittaa yhteen. Kansantalouksien tulisi kasvaa ilman, että niiden päästöt lisääntyvät, ja siten, että päästöt vähitellen vähenevät. Viime vuosikymmenten varrelta yli 30 maalla on näyttöä siitä, että tämä on mahdollista", kirjoittaa päätoimittaja Antti Oksanen. Lue blogi >> <https://lnkd.in/evq3vTj8> #talouskasvu #ilmasto

[See translation](#)

**Talous ilman kasvua? On kokeiltu – ei toimi**  
taloustaito.fi • 2 min read

Veronmaksajain Keskusliitto ry  
3,172 followers  
6mo • 🌐

Veronmaksajien johtava verojuristi Päivi Kaari kertoo, että veronkorotukset koskevat entistä useammin henkilöitä, jotka vaativat veroilmoituksella aiheettomia vähennyksiä. Lue Kaaren haastattelu -> [https://lnkd.in/eMQgP\\_hg](https://lnkd.in/eMQgP_hg)

[See translation](#)

**Asiantuntija varoittaa: Moni suomalainen tekee tämän verovirheen – Voi johtaa karuun yllätykseen**  
talouselama.fi • 2 min read

**Veronmaksajain Keskusliitto ry**  
3,172 followers  
6mo • 📍

Eläkkeelle siirtyvä työntekijämme haluaa ostaa autoetuna käyttämänsä henkilöauton itselleen. Autosta ja sen kuluista ei ole tehty vähennyksiä arvonlisäverotuksessa. Pitääkö auto myydä arvonlisäverollisena vai ei? Verojuristi vastaa > > [#verot #alv #yritys](https://lnkd.in/dJ-Z3xqM)

[See translation](#)




**Myymekö auton työntekijälle arvonlisäverollisena vai ei?**  
taloustaito.fi • 1 min read

**Veronmaksajain Keskusliitto ry**  
3,172 followers  
6mo • 📍

"Olin viime vuonna etätöissä kotona yli puolet työpäivistä. Jos teen kaavamaisen 920 euron työhuonevähennyksen, voin vähentää sen lisäksi jotain muita etätöistä johtuvia kuluja?" Verojuristi vastaa tähän ja muihin etätöläisen verotusaiheisiin kysymyksiin. [#verot #etätö](https://lnkd.in/dN9GTQs)

[See translation](#)



**Verojuristin 10 vinkkiä etätöläiselle**  
veronmaksajat.fi • 4 min read

**Veronmaksajain Keskusliitto ry**  
3,172 followers  
6mo • 📍

"Etätö voi vaikuttaa palkansaajan verovähennyksiin. Etätöitä tekvän on kuitenkin itse huolehdittava siitä, että vaadit ja saat oikeat vähennykset", sanoo johtava verojuristimme Päivi Kaari. Lue Kaaren neuvot veroilmoituksen tarkistajille -> [#veroilmoitus2021](https://lnkd.in/epz49Tr4)

[See translation](#)



**Veronmaksajien Kaari neuvoo veroilmoittajia: Tarkkana etätöy vähennyksissä**  
veronmaksajat.fi • 2 min read


**Veronmaksajain Keskusliitto ry**  
3,172 followers  
5mo • 📍

"Olemme puolisoni kanssa tehneet keskinäisen hallinto-oikeustestamentin siten, että leski saa elinikäisen hallinto-oikeuden meistä ensiksi kuolevan omaisuuteen. Tämä hallinto-oikeus pienentää meistä ensiksi kuolevan omaisuudesta yhteiselle lapsellemme määrättävää perintöveroa.

Miten verottaja suhtautuu, jos leski ei haluaakaan hallita puolisonsa omaisuutta elämänsä loppuun asti, vaan luopuu siitä jossakin vaiheessa ennen kuolemaansa?"

Lue verojuristin vastaus [https://lnkd.in/ek\\_FgU14](https://lnkd.in/ek_FgU14)

[See translation](#)



**Leski luopuu hallinto-oikeudesta – miten verottaja suhtautuu luopumiseen?**  
taloustaito.fi • 1 min read



**Veronmaksajain Keskusliitto ry**  
3,172 followers  
4mo • 🌐

🐼 Palkansaaja voi saada työnantajaltaan polkupyöräedun niin sanotusti palkanosana tai palkanlisänä. Palkanlisänä saatu etu annetaan "palkan päälle", jolloin etu ei pienennä työntekijän palkkaa, kun taas palkanosana saatu polkupyöräetu vähennetään työntekijän palkasta.

Katso laskelmat ja lue ekonomisti **Janne Kalluinen** blogikirjoitus:  
<https://lnkd.in/e7TdkZqz>

[See translation](#)




Polkupyöräetu vähennetään palkasta – mikä vaikutus veroihin ja nettotuloihin?  
taloustaito.fi • 3 min read

**Veronmaksajain Keskusliitto ry**  
3,172 followers  
7mo • 🌐

Jäikö **#Vero2022**-tapahtuma sinulta väliin? Ei hätää. Voit katsoa tapahtuman tallenteen verkkosivuiltamme. <https://lnkd.in/eJqPzTMr> **#talous** **#yrittäjä** **#säästäminen** **#sijoittaminen**

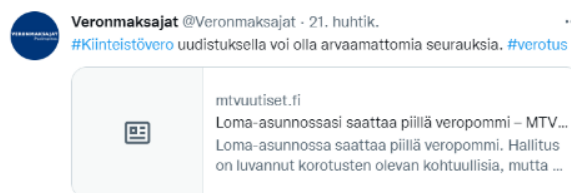
[See translation](#)



## Appendix 4. TAF's Top 10 Tweets on Twitter

These are TAF's top organic tweets within Q1-Q2 in 2022 (Veronmaksajain Keskusliitto ry 2022f).

Tweets 1-10 (table 5) are in order from left to right.



**Veronmaksajat** @Veronmaksajat · 18. helmik. ...  
 Veronmaksajien @TeemuTLehtinen pitää hallituksen linjaamia energian hinnan nousun kompensatioita työmatkavähennyksessä positiivisina pikapaikkauksina. Viimeistään seuraavan hallituksen on korjattava vähennyksen rakenteelliset ongelmat. #verot #työmatka [veronmaksajat.fi/ajankohtaista/](https://veronmaksajat.fi/ajankohtaista/) ...

**Veronmaksajat** @Veronmaksajat · 15. kesäk. ...  
 Pienistä pankeista saa parhaat neuvot, vastasivat #Taloustaidon lukijat #pankkikysely yn. Lue myös  
 - Millainen #auto vähän ajavalle?  
 - Uusi uljas #kotitalousvähennys  
 - #Veroilmoitusta voi täydentää pitkin vuotta  
 - #Korkomenot ja korkotulot  
 Ja paljon muuta! [tabletti.taloustaito.fi](https://tabletti.taloustaito.fi)



**Veronmaksajat** @Veronmaksajat · 5. toukok. ...  
 Verohallinto kertoo käyttävänsä ulkomaisesta virtuaalivaluuttapörssistä saatuja tietoja valvonassa tänä keväänä, kun se tarkistaa henkilöiden veroilmoituksilleen ilmoittamia virtuaalivaluuttatuloja. [taloustaito.fi/Vero/verohalli...](https://taloustaito.fi/Vero/verohalli...) #veroilmoitus2021 #bitcoin



taloustaito.fi  
 Verohallinto: Ulkomaisesta virtuaalivaluuttapörssistä saatu paljon suomalaisia koskevia tietoja

**Veronmaksajat** @Veronmaksajat · 4. helmik. ...  
 Pakkaus pienenee, hinta ei. Ilmiötä kutsutaan englanniksi nimellä shrinkflation, ruotsiksi nimellä krympflation ja ranskaksi nimellä rédflation. Ilmiölle ei liene vakiintunutta suomenkielistä nimeä, bloggaa ekonomistimme @jannekalluinen [taloustaito.fi/blogit/janne-k...](https://taloustaito.fi/blogit/janne-k...) #inflaatio #kauppa



taloustaito.fi  
 Kutistuiko karkkipussisi, josta maksoit aiemmin sentilleen saman hinnan?

**Veronmaksajat** @Veronmaksajat · 22. huhtik. ...  
 Verojuristin kymmenen vinkkiä etätyöläisille: "Olin viime vuonna etätöissä kotona yli puolet työpäivistä. Jos teen kaavamaisen 920 euron työhuonevähennyksen, voin vähentää lisäksi jotain muita etätöistä johtuvia kuluja?" Lue vastaukset [veronmaksajat.fi/Veroilmoitus/v...](https://veronmaksajat.fi/Veroilmoitus/v...) #verot #etätö



**Veronmaksajat** @Veronmaksajat · 29. kesäk. ...  
 Riittääkö #eläke tänä vuonna elämiseen? Uusi #verokatsaus kertoo, että kohonnut #inflaatio heikentää eläkeläisen ostovoimaa. Tosin poikkeuksellinen, kesken vuotta voimaan tuleva kansaneläkeindeksin indeksitarkistus hillitsee kehitystä hieman. [veronmaksajat.fi/luvut/Selvityk...](https://veronmaksajat.fi/luvut/Selvityk...) #kuluttaja



veronmaksajat.fi  
 Eläkkeensaajan ostovoimalaskelmat 2022: inflaatiovauhti kiihtyy, kuinka eläkkeen ostovoima pysyy...



## Appendix 5. Skattebetalarna's Top 5 Posts on Facebook

Below are the Skattebetalarna's top organic Facebook posts within Q1-Q2 in 2022 (Skattebetalarnas Förening 2022a). Posts 1-5 in order from left to right the author mentions in chapter 4.1.

**S** Skattebetalarnas Förening  
11 January · 🌐

Slopa överindekseringen permanent

Skattebetalarna lämnar remissyttrande till promemorian Sänkt skatt på bensin och diesel. (6/2021/03918) Förslaget minskar den skattningen är för liten. Därutöver påpekar Skattebetalarna att den rådande överindeksering av bränsleskatterna som driver upp skatten på drivmedel snarare än övriga skatter bör slopas permanent. Skattebetalarnas poängtar också att den stora mängd invånare i Sverige som är beroende av bilen för att ta sig till arbetet och få inop sitt liv förtjänar långsiktigt förutsägbara och hanterbara förutsättningar, sett till drivmedelsskatter och andra foränskskatter.

Läs hela remissyttrandet på vår hemsida:  
<https://skattebetalarna.se/remissyttrande-om-sankt-/>

See translation



1K · 55 comments · 290 shares

**S** Skattebetalarnas Förening  
26 January · 🌐

Slopad elskatt för alla istället för höjda bidrag för några

När människor och företag i panik tvingas öka sin belåning för att ha råd med vinterns elräkningar rider regeringen ut i skivande rustning på en halt häst och erbjuder en icke lösning som ingen har efterfrågat. Ökade bidrag under en kort period till några få i stället för permanent slopad elskatt för alla. Skattebetalarnas vd och chefekonom skriver i NWT.

<https://skattebetalarna.se/slopad-elskatt-for-alla-/>

See translation



1K · 37 comments · 184 shares

**S** Skattebetalarnas Förening  
4 May · 🌐


Sänkta drivmedelspriser uppnås genom sänkta drivmedelskatter

Skattebetalarna skriver ihop med Sveriges Åkerifördrag i Expressen.

Svenska transportföretag och människor som bor utanför de större städerna tvingas ta den hårdaste smällen när bränslepriserna skjuter i höjden. Men priserna är nu så höga att inte bara de som behöver bilen för att få varagen att fungera riskerar att drabbas, utan även alla andra tvingas betala när nödvändiga transporter hotas.

<https://skattebetalarna.se/sankta-drivmedelspriser-/>

See translation



Skattebetalarnas Förening  
Local business

Learn more

621 · 74 comments · 241 shares

**S** Skattebetalarnas Förening  
10 February · 🌐

Merinför tjänstemannaansvaret

Att tjänstemannaansvaret behöver skärpas krävde en enig riksdag år 2016. Riksdagen tillkännagav då för regeringen att det skulle göras en översyn av lagstiftningen om tjänstefel med inriktningen att det skaffbara området skulle utvidgas. Men när ord omsattes i handling blev regeringens ovilja och oppositionens oförståelse tydlig.


Regeringen till utredningen löd istället att denne skulle "överbäga och ta ställning till om det straff rättsliga ansvaret för tjänstefel bör utvidgas". Istället för att i det skedet göra något åt saken satt riksdagen och leg.

När utredningen nu har gått i mål förstås inga förändringar. Frågan som då formas är om oppositionens berörda kommer tåga och titta på även denna gång?

Skattebetalarna skriver ihop med Söstenombudsmannen i Svenska Dagbladet.

<https://skattebetalarna.se/vad-gor-oppositionen-nar-/>

See translation



Skattebetalarnas Förening  
Local business

Learn more

595 · 23 comments · 84 shares

**S** Skattebetalarnas Förening  
21 June · 🌐

Jan Guillou förlorar första ronden mot Skatteverket

Skattebetalarnas skattejurister kommenterar förvaltningsrättens avgörande som bland annat innebär att Guillous villa på 174 kvadrater inte är en skattefri skönhetsgata. Potentialen för framgångsrik negativ skatteplanering torde vara god enligt juristerna.

<https://skattebetalarna.se/jan-guillou-forlorar-forsta-/>

See translation



Skattebetalarnas Förening  
Local business

Learn more

440 · 40 comments · 22 shares



## Appendix 6. Skattebetalarna's Top 5 Tweets on Twitter

These are the top organic tweets on the Skattebetalarna's within Q1-Q2 in 2022 (Skattebetalarnas Förening 2022d). Tweets 1-5 in order from left to right the author mentions in chapter 4.1.




## Appendix 7. TPA's Top 5 Posts on Facebook

Below are the top organic posts on the TPA's Facebook account within Q1-Q2 in 2022 (The Taxpayers' Alliance 2022a). In order from left to right, posts 1-5 the author mentions in chapter 4.1.

**The TaxPayers' Alliance** · 28 March · 🌐

This month, Dudley councillors splashed out £100,000 on a conference on the French Riviera. 🌞  
 Meanwhile, Dudley residents face a 2.99 per cent council tax rise this year! 🙄  
 This can't go on. Sign our petition demanding an end to council tax hikes! 📄  
[https://www.taxpayersalliance.com/petition\\_stop\\_council...](https://www.taxpayersalliance.com/petition_stop_council...)




© BRUCE ADAMS DAILY MAIL

1.9K

441 comments 615 shares

**The TaxPayers' Alliance** · 20 January · 🌐

TPA analysis has revealed the average cost of an MP has increased by 29 per cent to OVER £200,000 in 2020-21. 📉  
 With taxpayers facing a cost of living crisis, politicians should be doing their utmost to keep their spending down. 📄




TAXPAYERSALLIANCE.COM

**Briefing: the cost of MPs in 2020-21**  
 The total spend of members of parliament was £132.5 million in the 2020-21 financial year acc...

**The TaxPayers' Alliance** · 15 January · 🌐

We're calling for the licence fee to be scrapped, and for the sale of Channel 4 and most of the BBC. 📺  
 TPA research has found that selling BBC shares could generate up to £5 billion - enough to increase the tax-free personal allowance by £300! 📄



TAXPAYERSALLIANCE.COM


**Switching off: BBC and Channel 4**  
 This paper assesses the options available for privatising Channel 4 and abolishing the TV licenc...

578

193 comments 75 shares

**The TaxPayers' Alliance** · 10 April · 🌐

Air source heat pumps could cost households up to £18,000 for total installation! 📉  
 If the boiler upgrade subsidy scheme is rolled out to all 23 million homes on gas, this could cost taxpayers £115 BILLION. 📄  
 It's time to Come Clean on Green! 📄  
[https://www.taxpayersalliance.com/briefing\\_the\\_cost\\_of...](https://www.taxpayersalliance.com/briefing_the_cost_of...)



TAXPAYERSALLIANCE.COM


**Would you pay £18,000 for a HEAT PUMP?** [Learn more](#)

538

551 comments 167 shares

**The TaxPayers' Alliance** · 22 June · 🌐

We stopped by RMT headquarters yesterday to call for a clamp down on taxpayer-funded union work! 📄  
 In 2020-21 alone, trade union facility time in the public sector cost taxpayers almost £100 MILLION! 📄  
 Sign and share our petition here. 📄  
[See more](#)



TAXPAYERSALLIANCE.COM

**Petition: Stop subsidising the strikes** [Sign Up](#)  
 It's time for the government to crack down on facility time and stop letting taxp...

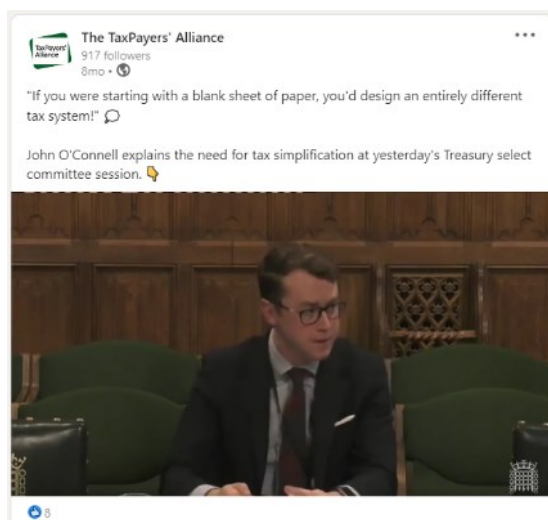
508

138 comments 77 shares



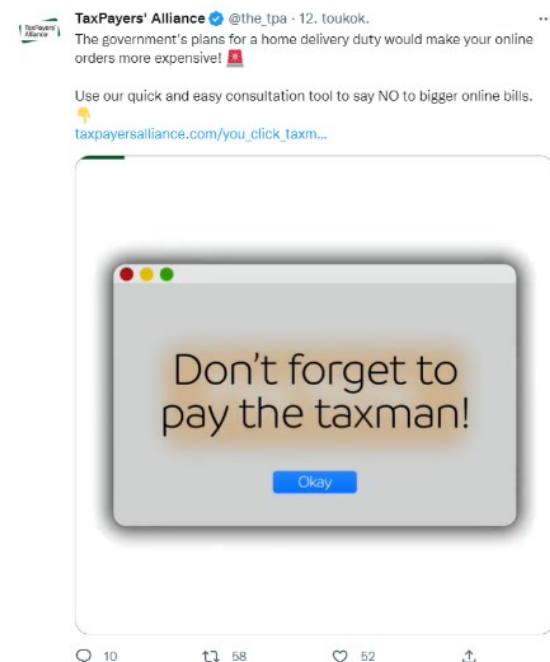
## Appendix 8. TPA's Top 5 Posts on LinkedIn

Below are the top organic posts on the TPA's LinkedIn account within Q1-Q2 in 2022 (The Taxpayers' Alliance 2022c). In order from left to right, posts 1-5 the author mentions in chapter 4.1.



## Appendix 9. TPA's Top 5 Tweets on Twitter

These are the TPA's top tweets within Q1-Q2 in 2022 (The Taxpayers' Alliance 2022d). In order from left to right, tweets 1-5 the author mentions in chapter 4.1.



**Appendix 10. Organic Social Media Marketing Plan for Taxpayers' Association of Finland**

A man with short grey hair, wearing a dark sweater over a collared shirt, is sitting at a table. He is smiling and holding a small white plate with a slice of cake. To his right, a large, shaggy brown dog is sitting at the table, also looking towards the camera. There is another slice of cake on a small plate in front of the dog. The background is a solid blue color.

# Organic Social Media Marketing Plan for Taxpayers' Association of Finland Q1-Q2/2023

Aniina Vänskä  
2022

**VERONMAKSAJAT**  
*Puolenpitoa.*

# Contents

Introduction  
Taxpayers' Association of Finland  
Situation Analysis  
8 Cs of Strategy Development  
Objectives of the Social Media Marketing Plan  
Organic SMM Best Practices  
Social Media Calendar  
Measuring performance  
Organic Social Media Targets Q1-Q2/2023  
Conclusions

# Introduction

- Social media can be used as an affordable platform to raise awareness and strengthen the brand.
- In addition, it offers a platform to communicate with the existing and potential new members.
- Many associations do not set big marketing budgets, which gives a reasoning to explore more in detail the opportunities for an organic social media marketing plan.



# Taxpayers' Association of Finland

- Taxpayers' Association of Finland ( Veronmaksajain Keskusliitto ry) is an independent association, established in 1947. It is an organisation for citizens and communities, with over 233,000 members. Its membership includes wage earners, pensioners, and entrepreneurs. It has 189,000 individual members and 44,000 member companies.
- TAF does not accept any public funding, its operation is based on membership fees. Association provides advice concerning taxation, promotes reasonable taxation and defends citizens' legal protection in tax matters.



**VERONMAKSAJAT**  
*Puolenpitoa.*

# Taxpayers' Association of Finland

- Members can consult the association's tax attorneys in tax matters by phone. The association has its own publication, Taloustaito, which is Finland's largest business magazine. Members also have access to tax data banks through Veronmaksajat.fi website.
- The online service is undergoing a major change in 2021-2022.

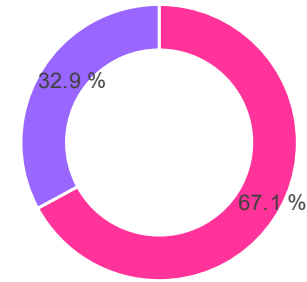


# Situation Analysis

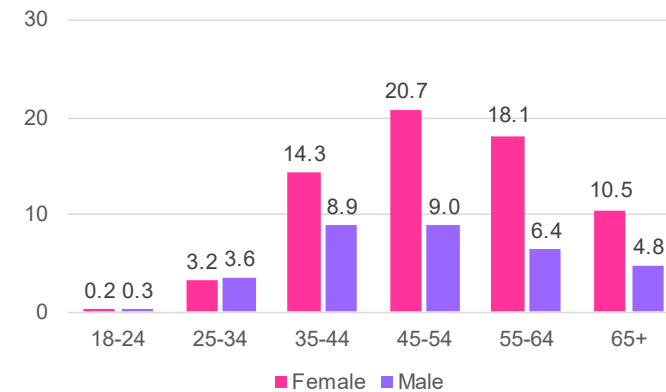
- TAF's main social media platforms and networks are currently Facebook, Instagram, LinkedIn, and Twitter. Typically, these channels of TAF and Taloustaito are monitored by four people. Traffic to the website is measured with Google Analytics. Reporting engagement or followers is not done actively.
- TAF creates rather identical posts to each platform. Commonly, posts are linking to the organization's website or its member magazine Taloustaito's website.
- Discussion under posts is not that active. Automatic replies are used in direct messaging. TAF is not taking part in discussions on other users' social media accounts except on Twitter.

## Facebook

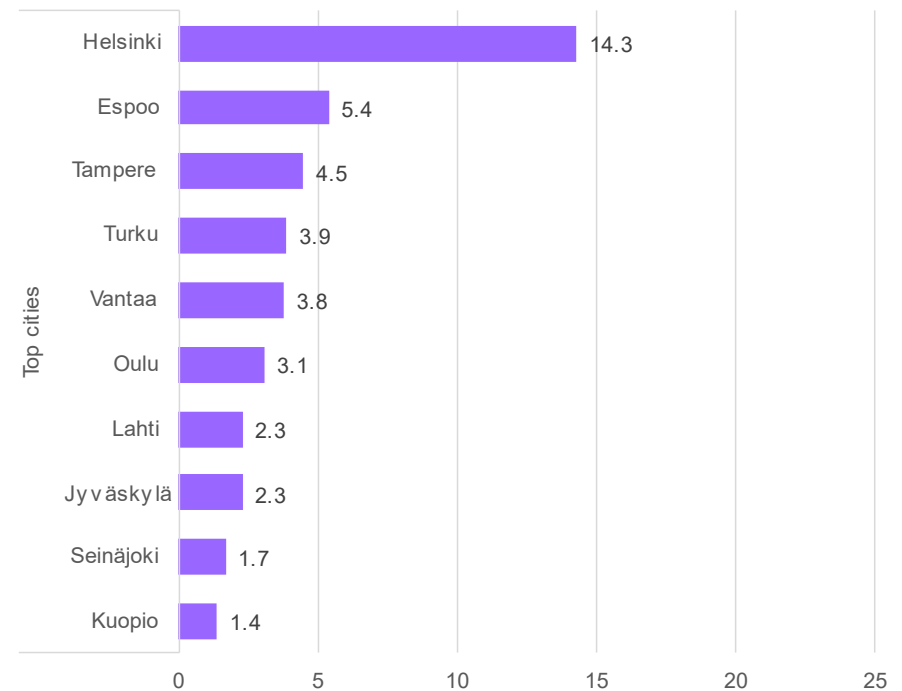
- 6,732 followers
- Posting Monday-Friday once per day
- Demographics:  
Nearly 70% are females  
Females 45-54 and 55-64  
Males 45-54 and 35-44



Female Male

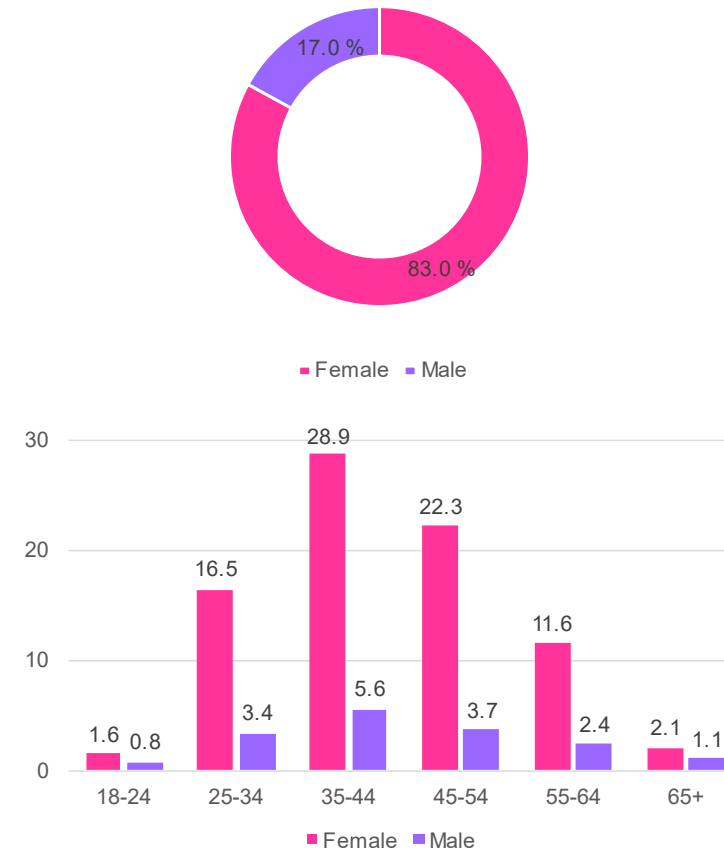


- TAF's Facebook followers according to location
- Top cities:  
Helsinki, Espoo, Tampere, Turku and Vantaa

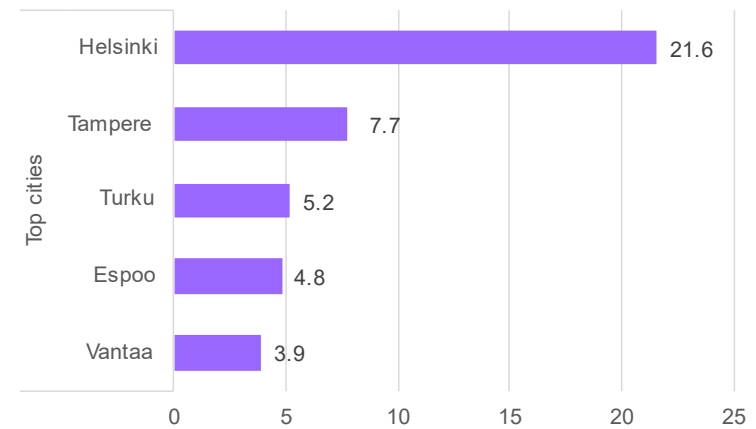


## Instagram

- 501 followers
- Posting weekly
- Demographics:  
More than 80% are females  
Females 35-44 and 45-54  
Males 35-44 and 45-54



- TAF's Instagram followers according to location
- Top cities:  
Helsinki, Tampere, Turku, Espoo and Vantaa



## LinkedIn

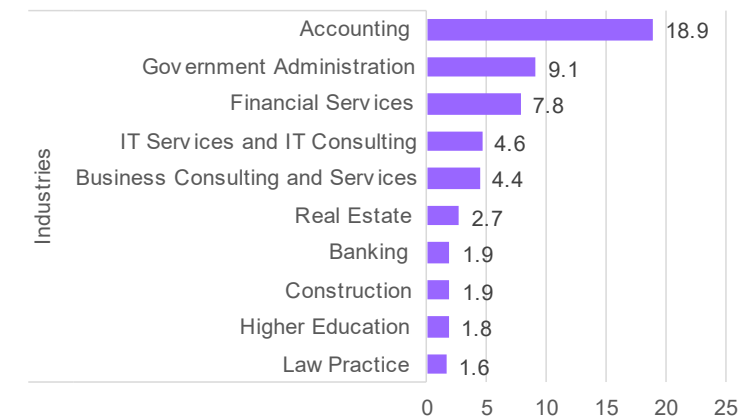
- 3,162 followers

- Followers by job functions:

Accounting, Business Development, Finance, Sales, Human Resources

- Followers by industries:

Accounting, Government Administration, Financial Services, IT Services and IT Consulting, Business Consulting and Services





## Twitter

- 3,964 followers
- 8-34 new followers each month
- Traffic in the profile most active in March:  
tax event and pre-completed tax returns

## Purposes for Different Platforms

- Facebook and Instagram: sharing useful information for members
- LinkedIn: reaching professionals interested in the economy, taxation, and socially significant matters
- Twitter: lobbying, reaching decision -makers, politicians, and media representatives

## SWOT Analysis of the Social Media Activities and Performance of TAF

<b>Strengths</b> <ul style="list-style-type: none"> <li>• Routine practice on posting regularly</li> <li>• Utilizing informative, accurate content</li> <li>• Many organization experts are present and active on social media, sharing content from TAF's accounts and commenting, especially on Twitter</li> <li>• Topicality in content</li> <li>• Teamwork (sharing the channels) between social media moderators</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>• Lacking a social media marketing plan</li> <li>• Not catching the younger +18 years-olds audience currently</li> <li>• Not utilizing the latest social media trends</li> <li>• Not using scheduling regularly</li> <li>• Not utilizing insights or analytics regularly in content creation</li> </ul>
<b>Opportunities</b> <ul style="list-style-type: none"> <li>• New audiences to generate more TAF members</li> <li>• Nurturing discussion of audience, keeping them engaged</li> <li>• Utilizing more videos</li> <li>• Optimizing profiles (bio, automatic replies)</li> <li>• Better utilization of content planning</li> <li>• Increasing brand awareness</li> <li>• Pick ideas for paid social media from best performing organic posts</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>• Changing environment in social media</li> <li>• Tax legislation changes, outdated posts can give incorrect information</li> <li>• Changing customer attitudes towards TAF</li> <li>• Not catching the future generations</li> <li>• Information security threats, possible leaks against General Data Protection Regulation (GDPR)</li> <li>• Denial-of-service attacks</li> </ul>

## 8 Cs of Strategy Development

**Categorize** social media platforms by target audience relevancy.

**Comprehend** the platform rules how to act, stimulate discussion, and engage users.

**Converse** by acknowledging and responding to other users by being a contributor instead of being a promoter.

**Collaborate** with platform users as means of establishing a mutually beneficial relationship.

**Contribute** content to build reputation and become a valued brand, helping to improve the community.

**Connect** with the influencers so that they help shaping opinions about the organization.

**Community** participation can obtain valuable consumer suggestions for improving products and services.

**Convert** relationships built in a social media to the behaviors specified in the objectives.

(Barker & al. 2017, 36.)

# Objectives of the Social Media Marketing Plan

- Clarify which conceptions TAF wants to communicate with its brand
- Improve the brand communication to members in selected social media channels
- Help social media moderators with content creation
- Secure continuous development

# Organic SMM Best Practices

- Verify all social media accounts
- Explore TAF's profiles, cover images and bio text, and edit them regularly
- Use pinned posts when applicable
- Analyze and utilize best performing posts when planning new ones
- Experiment posting different days and times- scheduling
- Tag other accounts when applicable
- Remember relevant hashtags
- Participate in discussions, explore other profiles- social listening
- Modify automated responses and start using away messages
- Cross-post to different platforms- but do adjustments
- Keep in mind each audience

# Social Media Calendar #Veronmaksajat

Social Media Marketing Calendar Q1 -Q2/2023, primary campaigns

	Q1			Q2		
Campaign Theme	January	February	March	April	May	June
Become a member	x	x	x	x	x	
Subscribe to newsletter	x	x	x	x	x	x
Guides	x	x	x	x	x	x
Events	x	x	x	x		
Professional trainings	x			x		
Online store	x		x		x	
Tax attorney assignments	x			x		

# Social Media Calendar #Veronmaksajat

Example Monthly Plan: Facebook Content Calendar January 2023

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
52							Free guide - electricity
1	Tax attorney question  Become a member	Tax card 2023	Blog  Membership benefits	Video  Events	Free guide - students	Proverb	Newsletter
2	Infographics	Blog	Tax attorney assignments	Professional training	Additional prepayment	Tax attorney question  Online store - lottery	Podcast
3	Blog	Tax attorney question  Video	Member magazine	Tax accrual 2021	Tax return period approaching	Infographics / taxes in salaries	Branded graphics
4	Tax attorney question	Blog					



# Measuring Performance

## SMART Criteria

- Specific
- Measurable
- Achievable
- Realistic
- Time-limited

(Barker & al. 2017, 34.)



# Organic Social Media Targets Q1-Q2/2023

- **Increase website traffic:** measured with Google analytics
- **Increase newsletter subscriptions:** +200, measured with Liana Mailer and platform analytics
- **Increase guide downloads:** measured with Google analytics
- **Increase online store sales:** measured with platform analytics/insights, CTR in posts
- **Increase engagement:** measured with platform analytics/insights
- **Increase followers:** Facebook +200, Instagram +300, LinkedIn +200, Twitter +100, measured with platform analytics/insights

# Conclusions

- Social media platforms facilitate interaction between members and TAF, that opportunity should be utilized well.
- Different social media platforms engage different audience, content should be planned accordingly.
- Curiosity towards new trends and features on different platforms is recommendable as the algorithm tends to favor certain content types, e.g. Reels on Instagram.
- Being on top of mind requires constant improvement and continuous performance analysis.