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Fanpage viral metrics analysis "Study on frequently posted contents"  
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Abstract  
Social media channels admirable route for promotion close relationships with customers. One specific way to do this is to create brand fanpage on social networking sites. Companies can publish brand posts (containing images, texts, videos, information and other contents) on their brand fanpage. Consumers can become fans of these brand fanpages and consequently signpost that they like the brand post or share the brand information or comment on it. Such commenting, liking or sharing on brand posts enhances fanpage PTA (People Talking About) metrics, in support of increasing user's viral actions. And these viral activities of users foster the fanpage popularity. In this study, we determine possible drivers for PTA metrics and user's viral actions. We analyse 1834 brand posts from 13 international electronics brands and data was collected from December, 2014 to August, 2015. The findings indicate that different drivers influence the number of comments, likes and the number of shares in different way. Our research shows that not all elements which are valuable for improving the number of likes do also have an effect on increasing the number of comments, shares and vice versa. In the study we collected information on all types of brand posts and picked the most frequently posted items (Contents) to determine their impact on generating user engagement. Managers of brands that operate brand fanpages can be guided by our study result with regards to determining which content to publish at brand posts according to their requirements. © Medwell Journals, 2017.

Author Keywords  
Commenting; Drivers; Fanpages; PTA (People Talking about) metrics; Requirements; Social media marketing; Social media metrics analysis

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