
University of Malaya (UM), Malaysia

Abstract
Social media offers a quick route for promoting close relationships with customers. One specific way to do this is to create brand fanpages on social networking sites. Companies can publish brand posts (containing images, texts, videos, information, and other contents) on their respective brand fanpages. Consumers can become users of these brand fanpages by becoming a fan, and consequently mark that they like the brand post or leave comments. These actions and comments help spread brand information. Liking or sharing brand posts enhances the fanpage's viral reach. Marketers determine the effectiveness of social media marketing policies by measuring viral reach. In this article, we determine possible drivers for users' viral actions. We collected contents on all types of brand posts and selected the most frequently posted items (contents) to determine their respective impacts on producing user engagement action (viral reach). We analyzed 1950 brand posts from 13 international Electronics brands, and the data was collected from December 2015 to August 2016. The findings indicated that different drivers influence the number of comments, likes, and the number of shares differently. Managers of brands that operate brand fanpages can be guided by our results to determine which content to publish at brand posts based on their requirements. Moreover, the types of contents that are posted frequently in fanpages can be explored, which will be helpful for B2C (Business to consumer) marketers.

Author Keywords
Fanpages; Social media marketing; Social media metrics analysis; Viral metrics

Index Keywords
Commerce, Economics, Information management, Innovation, Marketing, Regional planning, Sustainable development; Business to Consumer, Fanpages, Measurement tools, Social media, Social media marketings, Social networking sites, User engagement, Viral metrics; Social networking (online)

References
- Aikaterini Manthiou, L.C.

- Boyd, D.A.

- Bullas, J.
  (2015), Retrieved November 28, 2015, from

- Cameron, A.C.

- Carla Ruiz-Mafe, J.M.-P.
• Cho, C.-H.  
  **How advertising works on the WWW: Modified**  

• Chui, M.M.  
  The McKinsey Quarterly

• Corliss, R.  
  (2015),  
  Retrieved November 28, 2015, from hubspot.com

• Debatin, B.L.  
  **Facebook and online privacy: Attitudes, behaviours, and unintended consequences**  

• Donkor, B.  
  (2013),  
  December 4, Retrieved November 27, 2015, from brnrd.me

• Erdogmus, I.E.  
  **The impact of social media marketing on brand loyalty**  
  Turkey: Elsevier

• Ernoult, E.  
  (2015),  
  July 15, Retrieved November 29, 2015, from Socialmediaexamoner.com

• Frasco, S.  
  (2013),  
  September 10, Retrieved November 29, 2015, from

• Fulgoni, G.T.  
  (2007),  
  Retrieved November 29, 2015, from

• Gallaugher, J.A.  
  **Social media and customer dialog management at starbucks**  
  (2010) *MIS Quarterly Executive*,

• Greene, W.H.  
  New York: Prentice Hall

• Harris, L.A.  
  **Engaging customers on Facebook: Challenges for e-retailers**  
  (2011) *Journal of Consumer Behaviour*,

• Ho, K.K.  
  **How does a social network site fan page influence purchase intention of online shoppers: A qualitative analysis**  

• Joinson, A.  
  **Looking at, looking up or keeping up with people? Motives and uses of Facebook**
Lisette De Vries, S.G.
*Polularity of brand posts on brand fanpages, "an investigation of the effects of social media marketing"

April

Liu, Y.A.
*What is interactivity and is it always such a good thing? Implications of definition, person, and situation for the influence of interactivity on advertising effectiveness*

Long, K.P.
(2013),
February 27

Miller, A.
(2011) *Media Makeover: Improving the News on Clicks at a Time*,
New York, USA: TED Books

Parson, A.
*Using social media to reach consumers: A content analysis of official facebook pages*

Peter Leeflang, P.S.
Prof, LUISS, Department of business and management

Rouse, M.
(2015),
August 1, Retrieved November 28, 2015, from techtarget.com:
http://whatis.techtarget.com/definition/facebook-page

Sangeeta Singha, S.S.
*Brand performances in social media*
November

Smitha, N.
(2013),
July 16

Trimble, C.
(2014),
January, Retrieved November 28, 2015, from

Yu, B.A.
*Classifying business marketing messages on Facebook*
Beijing, China. Yu
- Zoha Rahman, K.S.  
  **SNS metrics analysis "a study on fanpage interactive contents"**  

- Zoha, R.K.  
  **Social media engagement metrics analysis: "study on fan-page contents"**  

- Zoha Rahman, K.S.  
  **Fanpage metrics analysis. "Study on content engagement"**  

Editors: Soliman K.S.  
Sponsors: International Business Information Management Association, IBIMA  
Publisher:  
Conference name: 29th International Business Information Management Association Conference - Education Excellence and Innovation Management through Vision 2020: From Regional Development Sustainability to Global Economic Growth  
Conference date: 3 May 2017 through 4 May 2017  
Conference code: 129797  
ISBN: 9780986041976  
Language of Original Document: English  
Document Type: Conference Paper  
Source: Scopus