

Possibilities of Facebook insight data analysis on organization further strategic decision making

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Abstract

The emergence of new media has changed the way how companies interact with the public. This study analyzes how selected company use one of the most popular new media platforms, Facebook, to manage public relations, communicate with customers and diversify their sales channels. Article describes the current state of using Facebook as a tool of communication based on the performed analysis. Another object of the article is to evaluate the opportunities for organizations in their strategic decision-making.

Key words Social media, Social networks, Facebook

1. INTRODUCTION

Though social media is still a rather recent phenomenon, an increasing body of marketing research has already focused on this subject. But even if there is an evergrowing number of books, articles and studies, disagreement still exists regarding the definition and use of the term (Kaplan - Haenlein 2010; Scott - Jacka 2011). What is accepted by the majority in research, though, is the fact that social media enables, facilitates and supports the communication and interaction between users and the creation and exchange of user generated content. At the core of social media is a shift from the traditional broadcast mechanism to a many-to-many conversational model: Content is no longer (exclusively) created and published by organizations, but is instead continuously created, modified and disseminated by all kinds of users in a participatory and collaborative fashion (Weinberg 2009; Kaplan - Haenlein 2010).

According to Karlíček – Král (2011, p. 182), the concept of social media can be defined as interactive online applications that encourage the emergence of informal user networks. Users then create and share in these networks different content, such as personal experience, opinions, videos, music or photos.

Social networking sites like Facebook are unlike social media based on the social bonds that are mutually interconnected. These social ties can have various levels, from the individual (friends, family) to organizational or global (Van Dijk, 2006). Another point of view related to the topic of social networks has Blanchard (2011), he states that social networking sites represent a communication tool such as a phone or email, which serves to fulfil the essential corporate functions including public relations, marketing, management, customer service and market research. Social networking sites as a part of social media generally represent services based on websites that enable individuals to create public or semi-public profile within a closed system, create a list of other users with whom they are

connected, see and explore connections that were created by other users within the system. The character and distribution of these connections may vary from website to website (Boyd - Ellison 2007).

An interesting view on the issue of social networks is presented by Olivier Blanchard (2011), who in his publication states that social networking is a communication tool, such as phone or email, which is used for the purpose of corporate actions including public relations, marketing, establishing leadership position, customer service and market research.

Byron and Broback (2006) define the narrower concept of social networking as a web service and together with Janouch (2011) ascribe it functions of maintaining connections, contacts, communication, sharing of information, multimedia content and photographs between users among which, according to Byron and Broback (2006) dominate students or graduates.

Amongst users, social media are widely regarded as an opportunity for self-presentation and interaction with other participants around the globe. Due to the wide circulation and growing popularity of social media sites, even for-profit organizations, such as companies, and non-profit organizations have gained interest in presenting themselves and reaching potential customers. A presence on Facebook is nearly taken for granted. These values offers companies the way to promote their products and services not only to the general public but also specific people, knowing that there exists a high probability that they would welcome the given offer (Krombholz et al. 2012; Dunda 2011).

Social networks, as a part of social media, are in general service-based websites that allow individuals to create public or semi-public profile within a closed system, to establish a list of other users with whom they are related, see and explore connections created by other users within the system. The nature and distribution of these connections may vary from web site to web site (Boyd - Ellison 2007).

Social networks are, unlike social media, based on the interconnected social ties. These bonds can have several levels, from individual (friends, family) to corporate or global (Dijk 2012). It follows that social networks are inherently specific categories of social media.

According to Stern (2011), the above definitions can be complemented. He states that social media represent everything that allows anyone to communicate with anyone, in other words, it is a user-generated content distributed via easily accessible internet tools.

The authors Přikrylová, Jahodová (2010) describe the current situation and the use of social networking sites and states the following about the other options of marketing withing social networking sites: creating a profile of a brand in selected social networks

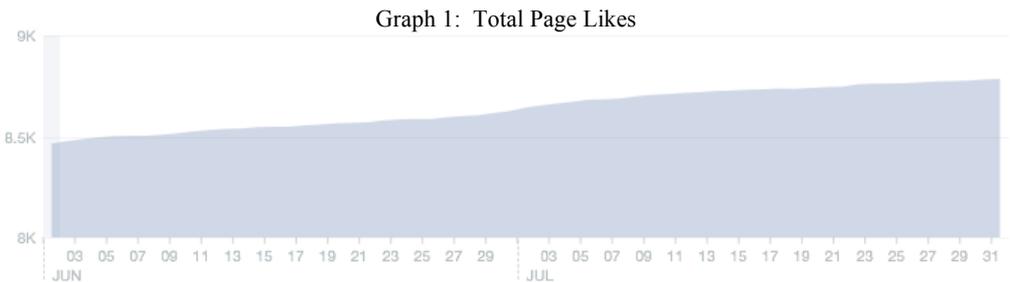
- collecting data about users and fans of the product or brand
- creating applications that allow users to come with the ideas that are related to the company or brand
- cooperation with the most active blogger or debater (mutually beneficial),
- monitoring attitudes and opinions in discussion forums
- uploading suitable videos and photographs on YouTube and other websites with shared content
- creating discussion forums and contributing to them
- creating a corporate blog
- publishing special press releases for the area of social networks

With the expansion of the Internet and the increasing popularity of social and collaborative computing, recently commonly called social computing, social networks have emerged as a significant and

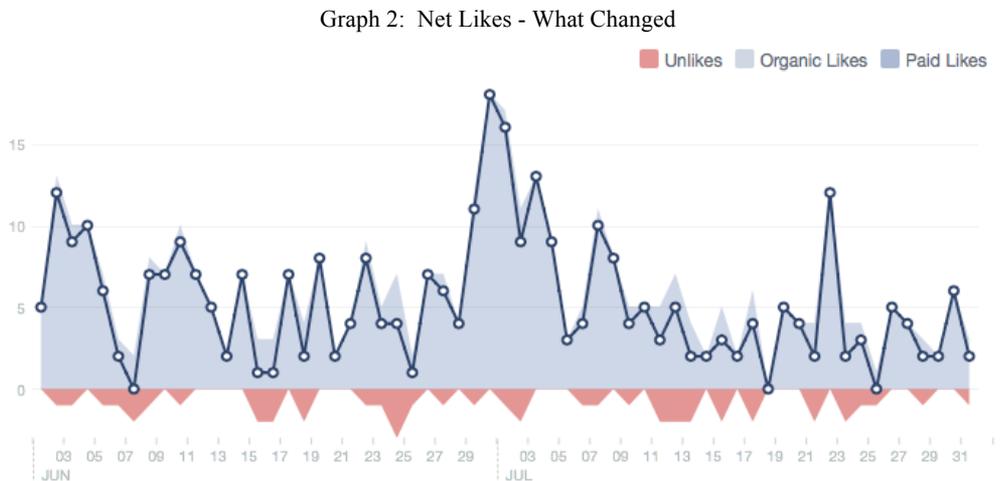
promising field of study within computer science. Social computing involves such activities as collecting, extracting, accessing, processing, computing, and visualizing of all kind of social information (King 2010).

2. SOCIAL MARKETING REPORT

We analyzed the data of the selected Slovak Facebook page with a total of 8896 likes for the period of June and July 2014th. To collect data, we used the Facebook Insights tool.

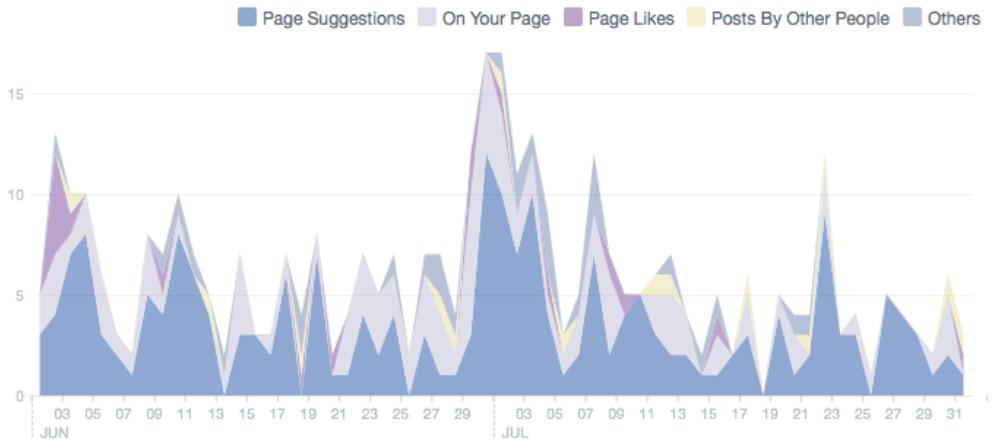


This is the sum of all the people who have clicked the Like button to Like Facebook Page. It's not time sensitive, so it's sometimes referred to as "Lifetime Likes."

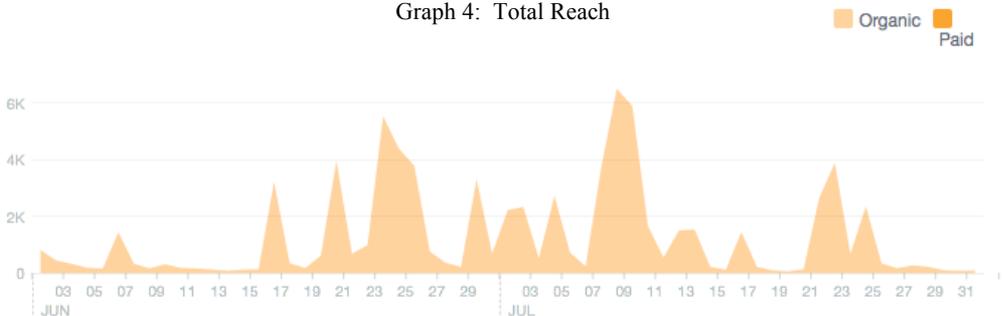


This is the difference between the number of people that have Liked page and "unlikes" over a specific period.

Graph 3: Where Page Likes Came From

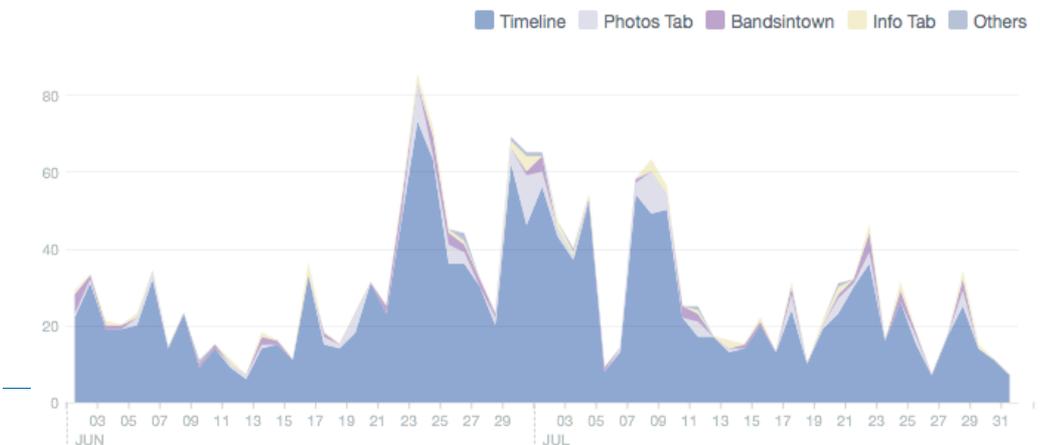


Graph 4: Total Reach



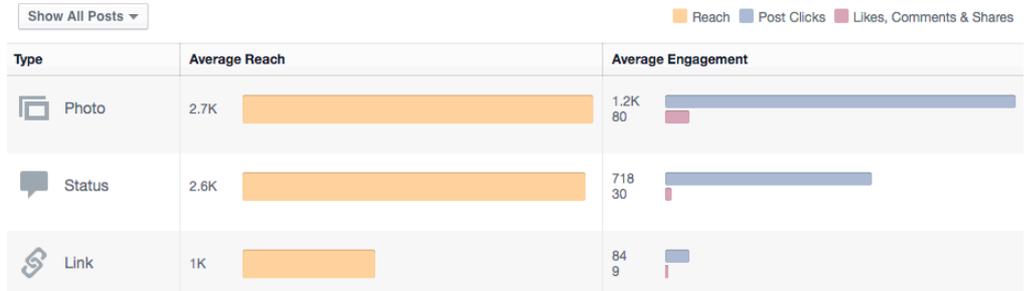
Total Reach is arguably the single more important Facebook Page metric as it measures the number of unique individuals that have seen any content related to your page. That means content you've published to your page, as well as Facebook Ads and Sponsored Stories that lead people to your page.

Graph 5: Page and Tab Visits



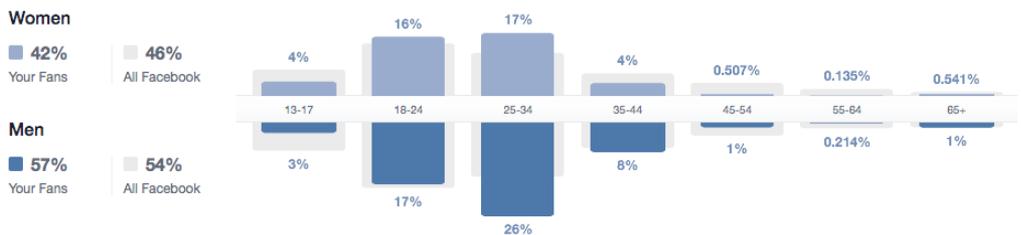
Page views is the total number of times Facebook Page was viewed during the time period you select. Tab view measures the total number of times each tab in your Facebook Page was viewed when people were logged in to Facebook, during the time period you select.

Graph 6: The success of different post types based on average reach and engagement



Average engagement metrics represent the number of engaged individuals who have clicked anywhere on one of your Facebook Page posts. They could have Liked your post, commented on it, shared it, or engaged in it in any other way.

Graph 7: The people who like Page



3. CONCLUSION

The emergence of new media has changed the way how companies interact with the public. This study analyzes how selected company use one of the most popular new media platforms, Facebook, to manage public relations, communicate with customers and diversify their sales channels. This topic has not been covered by scientific literature so far. A well-planned social media communication strategy can generate strong positive publicity with low financial costs. Conversely, neglect of social media can lead to long-term problems with negative image. Social networks play an increasingly important role in marketing and customer service of companies. We expect the usage of social media by organizations to further increase in the future. The study focused only on Facebook, as it is the most popular social network of today. Social networking sites such as Facebook which became a global communication platform form a part of the modern social media. These days are characterised by the fast development of technologies and communication tools, which means new issues arising in marketing field as the reaction to the changes in the ways of communication or activities done during the free time of the target groups in relation to the new communication channels. These facts are important also from the perspective of the target audience and the potential use when deciding on the investment decisions of regional governments. Online communication through social networking sites like Facebook for institutions with the target audience is one of the possible aspects of making an investment decision.

Research purpose, Project

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