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Διπλωματική Εργασία

της

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SOCIAL MEDIA ANALYTICS: THE USE OF FACEBOOK AND INSTAGRAM  
IN THE FOOD INDUSTRY

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## **Abstract**

Nowadays social media have invaded the business world in every level. Almost every company uses them to reach new customers, to promote its brand and products and to accomplish various marketing objectives. In order to measure the effectiveness of the social media use, a company should identify specific metrics and analytics, as well as the marketing performance tools for the outcoming results. This paper aims to study and present which metrics (KPIs) a company can and should take into consideration in order to achieve its goals. In addition, social media platforms, in particular Facebook and Instagram have been thoroughly analyzed; furthermore their features, advantages, metrics, similarities and differences are presented. Based on the theoretical background regarding the literature review, a research has been conducted focusing on the use of Facebook and Instagram in the food industry. Specifically, 17 websites which offer online food delivery services in Greece and Cyprus were gathered and their Facebook and Instagram accounts have been monitored. Several KPIs and factors available to public usage have been noted and presented in three tables. Some important conclusions are presented, such as that that most of these brands can improve their presence on these platforms in many ways, for example by posting more videos, more creative and diverse content. The data gathered could be also used as a framework for future research as well as a guiding tool for marketing purposes.

**Keywords:** social media, social media analytics, social media marketing, metrics, KPIs, Facebook, Instagram, food industry

# Table of Contents

1 Introduction	7
1.1 Thesis	8
1.2 Purpose – Goals	8
1.3 Questions	9
1.4 Contribution	9
1.5 Terminology	10
1.6 Paper Structure	10
2 Literature Review – Theoretical Background	11
2.1 Social Media Analytics	11
2.1.1 Social Media Definition .....	11
2.1.2 Benefits of studying Social Media Analytics .....	12
2.1.3 Marketing Objectives.....	13
2.1.4 Social Media Key Performance Indicators (KPIs) .....	17
2.1.5 Social Media KPIs Dashboard .....	19
2.2 Facebook	21
2.2.1 Facebook in Business Application .....	23
2.2.2 Facebook Pages .....	26
2.2.3 Best Practices for Businesses using Facebook .....	28
2.2.4 Advertising on Facebook .....	28
2.2.5 Facebook Analytics .....	29
2.3 Instagram	35
2.3.1 Benefits for Businesses using Instagram .....	38
2.3.2 Best Practices for Businesses using Instagram .....	39
2.3.3 Instagram Analytics .....	41
2.4 Comparison between Facebook and Instagram	42
3 Research in the Food Industry	45
3.1 Social Media in the Food Industry	45
3.2 Research Methodology	46
3.3 Research on Facebook Pages	48
3.4 Research on Instagram Accounts	54
4 Conclusion	57
4.1 Results	57

4.1.1 Results from Research on Facebook.....	57
4.1.2 Results from Research on Instagram .....	58
4.1.3 General Results.....	59
4.2 Limitations	60
4.3 Suggestions for Future Research	61
References	62

## **Image Index**

Image 1-1 - Enterprises using social networks.....	7
Image 2-1: 4 Levels of users' relationship with brands.....	14
Image 2-2: Most famous social networks by the number of active users.....	22
Image 2-3: Change of monthly Facebook users worldwide from 2008 to 2016.....	22
Image 2-4: Call button possibilities on Facebook Pages.....	24
Image 2-5: Post Reach on Facebook Insights.....	32
Image 2-6: A view on published posts on Facebook Insights.....	33
Image 2-7: Number of monthly active Instagram users from 2013 to 2016.....	36
Image 3-1: Product brands with the most Facebook fans as of May 2017.....	45

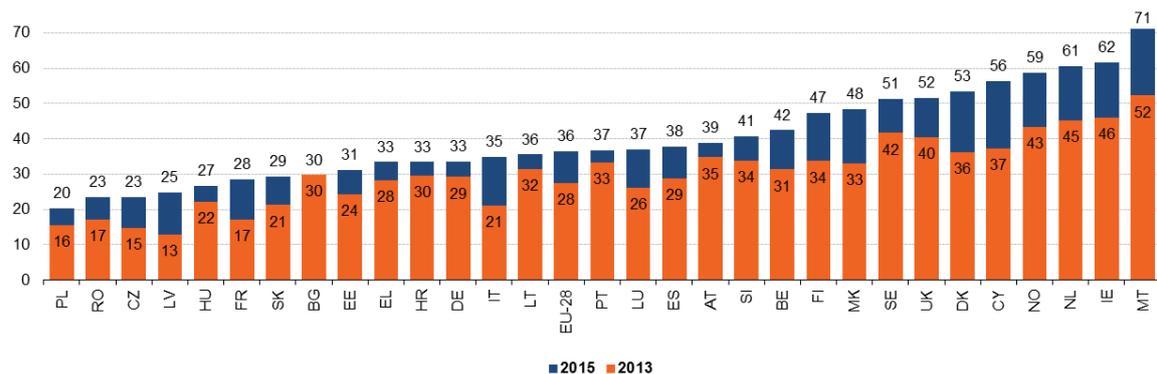
## **Table Index**

Table 2-1: Social media KPIs by type of platform.....	20
Table 2-3: KPIs measured on Facebook.....	32
Table 3-1: Quantitative KPIs on brands' Facebook pages.....	50
Table 3-2: Factors to assess brands' Facebook presence.....	51
Table 3-3: Assessment of brands' Instagram presence.....	56

# 1 Introduction

Social media have become so popular they are now ubiquitous. Ordinary people, celebrities, politicians etc. use social media to express their feelings, to communicate with each other or to promote themselves. Companies which have a digital presence do not just have a website as they did in the past. It is now ordinary and outdated for a brand to only have a website. All brands are now using social media and manage them like other traditional types of media. However, social media are different, as they allow users to interfere, produce and share content easily and extensively. Social media users sometimes are recognized by companies as partners and co-creators and not just consumers (Bonsón & Ratkai (2013)).

Social media use by enterprises increases year by year. From 2013 to 2015, as seen in Image 1-1, the percentage of companies using social media in Greece grew from 28% to 33% (Eurostat, 2016). This can be described as good raise, but considering that in Malta the percentage has reached 71% in 2015 it is not that impressive.



**Image 1-1: Enterprises using social networks (Eurostat (2016))**

With this growing acceptance of social media in the business world, it is reasonable that social media marketing has been created and grown as a field. A common belief is that social media connect marketing with communication science (Buhalis & Mamalakis (2015)). But also, psychology, computer science and mathematics are involved, as marketers try to understand users' needs and interests. Many companies nowadays have not only a digital marketing department, but one or more employees which have expertise in social media. Advertising companies on the other hand sometimes have a whole department of social media experts.

Organizing a social media campaign is not only about creating content and advertising. Brands should monitor closely and carefully users' responses and reactions and use this knowledge from the platform to act to improve the campaign and their

products or services. Social media analytics is the field related with monitoring the results of companies' social media presence. It is a field which has gathered interest by academic as well as the business world and is becoming more and more popular.

## **1.1 Thesis**

Food industry was chosen because, as it addresses to young audience, it has an active presence inside the social media world. Facebook and Instagram were chosen to be monitored due to their popularity and wide acceptance by the crowd and the companies in the food industry. Facebook is the most popular social media platform today. Many companies in the food industry use the platform as it helps to attract new customers and to be advertised with an easy and affordable way. Instagram's acceptance on the other part is growing more and more as time passes. When people see appealing photos of a meal they tend to want to eat it, so eventually buy it (Salleh et al. 2015). This is why Instagram has found a wide acceptance by brands in the food industry and a further reason why it is chosen for this paper's research. In conclusion, some interesting results are presented by considering the tables and data gathered.

Although many papers have discussed social media, there is a relatively inadequate number of papers focused on social media analytics. In addition, studies conducted in the use of social media in the food industry are even less. Many researches have been conducted on Facebook as a platform, but other social media, such as Instagram have not been analyzed as thoroughly. This is why this paper is focused on covering these voids in the bibliography.

## **1.2 Purpose – Goals**

This paper's purpose is to enhance the importance of using social media in the business world and especially in the food industry. It aims to show if Greek brands in this industry are using social media and whether or not they are using them correctly.

Some of the paper's goals are the presentation of Facebook and Instagram as tools for businesses and the analysis of the possibilities they offer. It also aims to present many best practices to help brands realize and plan their actions on each one of these two social media platforms.

One of the most important goals of this research is the presentation of the Key Performance Indicators (KPIs) that can be used in Facebook and Instagram. It is

important to show which KPIs marketers should choose according to the objectives they want to accomplish. In conclusion, the tables conducted for this paper serve this exact purpose, as they present the metrics in an easy visual way. They can be used as a framework by stakeholders who want to be involved with social media analytics.

### **1.3 Questions**

By reviewing the bibliography, some questions arose and this paper will try to answer them with the research done. These questions are:

1. Do Greek online food delivery brands use Facebook and Instagram efficiently?
2. What KPIs available for public usage can be measured on each social media platform?
3. What factors should a brand monitor when it wants to assess its social media presence on Facebook and Instagram?

### **1.4 Contribution**

This paper has been written after collecting and reading several papers, articles and Internet sources on the subject of Facebook and Instagram analytics. The research of the papers was conducted mainly by using Google search engine, Google Scholar tool, and Science direct tool. The keywords used were social media, social media analytics, Facebook analytics, food industry, fast food industry, Facebook, Instagram etc. Internet sources were mainly the official websites of Facebook and Instagram as well as other useful websites related with social media marketing and analysis.

This paper could be used as a guideline for marketers and academics. They can either review the theoretical background presented to clarify which KPIs should be used for every objective or review the second part of the paper and the tables presented to assess any other brand's social media presence. Moreover, the comparison between Instagram and Facebook is something that they may find interesting and useful. In conclusion it is believed that this paper will help stakeholders who want to be involved in social media marketing and analysis to better understand this field.

## 1.5 Terminology

Below is presented the basic terminology used for this paper:

**Social Media.** Social media are *communication systems that allow their social actors to communicate, i.e., exchange information, along dyadic ties*” (Peters et al. (2013)). Social media can be social networking sites, blogs, micro blogging platforms, photo and video sharing platforms, social bookmarking, wikis etc.

**Metrics.** Metrics are measuring systems that quantify a trend, dynamic or characteristic (Peters et al. (2013)). They are used to define business goals, to measure whether they are close or away from the business targets and to better describe a state.

**Key Performance Indicators (KPIs).** Key Performance Indicators are quantifiable measurements and concise indicators designed to measure the achievement of strategic objectives by combining a lot of information (Alberghini et al. (2014)).

## 1.6 Paper Structure

This paper is focused in the field of social media analysis and the food industry. In Chapter 2 the literature review is presented thoroughly. Many metrics a brand can measure to monitor its social media presence are presented among with some useful definitions. A table with KPIs for each type of social media is also constructed and presented. Also, Facebook and Instagram are thoroughly examined and their features and analytics are presented. Best practices are proposed to brands using these two platforms as well gathered from both academic and business sources. In the end of the literature review, a comparison between Facebook and Instagram is presented, by analyzing their similarities and differences.

In Chapter 3, this paper’s research is presented. 17 websites of this field have been gathered and their accounts on Facebook and Instagram have been monitored. Afterwards, three tables with metrics and factors available for public usage are presented in order to assess these brands’ presence on the two platforms. Then, some interesting results are presented by considering the tables and data gathered as well as the research’s limitations. In conclusion, some suggestions are made for future researchers.

## **2 Literature Review – Theoretical Background**

### **2.1 Social Media Analytics**

In this chapter the theoretical background of this paper is analyzed. Firstly, some important definitions and explanations about social media analytics are given. Then, Facebook and Instagram are analyzed thoroughly. At last, a comparison between these two platforms is presented.

#### **2.1.1 Social Media Definition**

Some may wonder why social media have become one of the fields that drew scientists' attention. More and more companies are using social media nowadays. Findings of Eurostat (2016) show that in 2015 around 39% of EU enterprises used social media and 79% of them use them to promote their name, image and market products. The size of the enterprise does not influence the use of social media, small and big enterprises are using them more or less equally. So, due to this growing acceptance of social media by the crowd and especially by the business world, they earned scientists' attention.

The concept of social media may have become popular with Facebook, but it existed before Facebook made its appearance. In 1979, Tom Truscott and Jim Ellis created Usenet, on which users could post public messages, although we can't exactly say that it was the start of social media as we mean them today. Around 1999, Bruce and Susan Abelson created "Open Diary", an online community on which every user could write their diary (Kaplan & Haenlein (2010)). However, with the appearance of MySpace in 2003, social media established their existence.

Even though the term "social media" is widely used by a lot of people, most of them do not know what social media are. The term does not only refer to Facebook and Twitter, as most people think. Social media are definitely related with the term "User Generated Content (UGC)", which is online content with the three following characteristics: a) it is published on an accessible website or a social networking site, b) the user that created the content has made a creative effort to do so and c) in most cases it is created by non-professionals (OECD (2007)). Social media use Web 2.0 technology, which means that the applications and content are created by a lot of users and are changed constantly, whereas in Web 1.0 the content was created only by a small

group of people (administrators) and was relatively stable. Kaplan and Haenlein (2010) attempted to give a better clarification to the term “social media”. According to them, “*Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content*”. Another definition for social media is “*communication systems that allow their social actors to communicate, i.e., exchange information, along dyadic ties*” (Peters et al. (2013)). There is no official classification of social media, but there are some categories the majority of scientists use, like social networking sites, blogs, microblogging platforms, photo and video sharing platforms, social bookmarking, wikis etc. This paper won’t focus on the theoretical meaning of social media or how they are used and why, but on how a brand can use Key Performance Indicators (KPIs) to have a better understanding of its presence in social media.

### **2.1.2 Benefits of studying Social Media Analytics**

Due to their differences from other traditional media, social media require a distinct approach to measure and analyze their management (Peters et al. (2013)). That is why a big part of scientists got involved with social media metrics, and not web metrics in general.

In order to monitor social media analytics and study them, companies and academics devote effort and resources. A reasonable question that rises is why such an effort is made. Below are presented some of the most important benefits of knowing and using social media analytics are gathered by bibliography (Bonsón & Ratkai (2013); Ribarsky et al. (2014); Hoffman & Fodor (2010); He et al. (2013); Alberghini et al. (2014)):

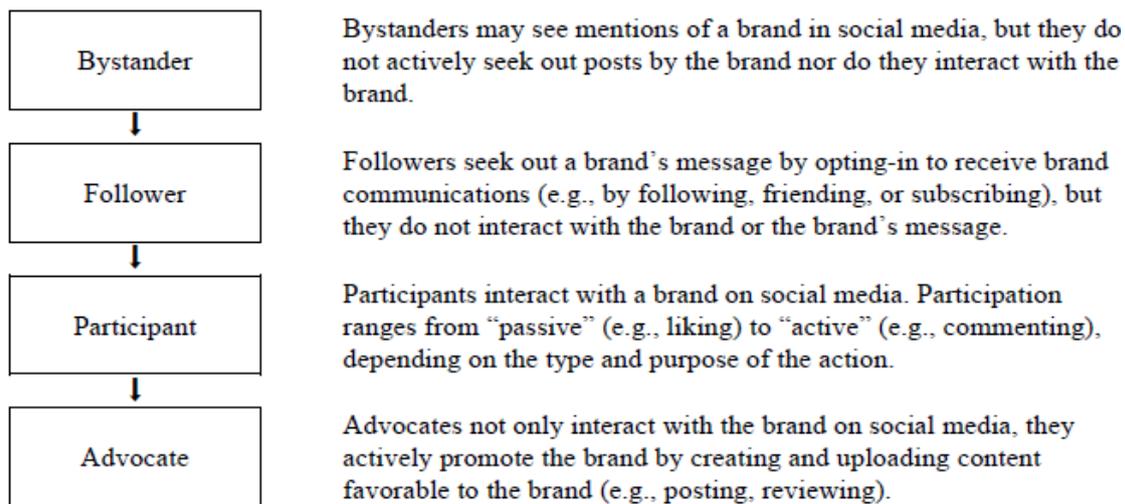
- Metrics help marketing professionals and managers to better understand their clients’ needs and so they can improve their products or/and services to satisfy these needs.
- Professionals can measure clients’ reactions and engagement to the brand.
- By considering analytics, the so-called “data-driven decision marketing” has made its appearance. Now, decisions are not based on theories, hypothesis or instincts of what clients like or dislike, but on real data.
- Social media metrics offer a better and deeper understanding of the social media platform used.

- The brand takes into consideration not only its physical customers, but the online ones as well, and now has a better perspective for how big its target audience is.
- A brand can monitor its competitors by measuring their popularity, virality and reputation and can also compare its success to theirs. This will help professionals understand why their competitors are more or less successful, try to learn from their success and avoid their mistakes and eventually improve themselves and know how the industry's changes and trends.
- Companies gain competitive advantage because of all the above. Nowadays every client wants more in the best quality and prices, due to the fact that being ahead of the competition is very important.

Of course there are plenty of other reasons for monitoring and studying social media KPIs, but just the most important of them are presented.

### **2.1.3 Marketing Objectives**

Before a professional chooses the metrics they will use, it is important to determine their objectives. Different objectives require different KPIs measured. The marketing objectives are created based on the levels of consumer's engagement to a brand. According to Barger & Labrecque (2013), a user's relationship with a brand has 4 levels (Image 2-1). The first one is when users are "bystanders", meaning they only see content related to the brand but don't do any actions. The second level is "followers", when they are fans and they are following the brand's page. Going to the third level, they are now "participants", actively interacting with the brand's content such as commenting on a post. The last level is "advocates", when they create content related to the brand themselves and share it through the platform. The last level is the ideal for a brand to achieve, because customers somehow provide free advertisement to the brand. Also, this advertisement is usually more effective than others, because people tend to value the view of another person or friend, much more than the content seen on an advertisement.



**Image 2-1: 4 Levels of uses' relationship with brands (Barger & Labrecque (2013))**

Objectives can be anything, from increasing sales to just increasing the number of followers on a specific platform. Some of the most important marketing objectives will be presented and analyzed.

**Brand Awareness:** The term "Popularity" is also used by some scientists (Bonsón & Ratkai (2013)) to describe the same objective. In the social media world, every time a user uses an application or reads content related to the brand, it is assumed that the brand awareness increases (Hoffman & Fodor (2010)). It is obvious that awareness refers to the first two levels of engagement that were analyzed above. Awareness is often measured by metrics such as the number of fans, the number of total likes, the number of post likes etc. By measuring brand awareness, companies can know if their content captures users' attention, they better understand how big their audience is and eventually if their campaigns are effective.

**Brand Engagement or Commitment** is appearing in most of the papers as one of the most common and important objectives a social media campaign has. Engagement refers to users doing actions more than just viewing the brand's content on a social media platform, for example commenting, liking etc., so it refers to the third level of a consumer's relationship with the brand (Barger & Labrecque (2013)). Engagement actually is an indication of how users interact and promote the content on a social media page (Simply Measured). Buhalis & Mamalakis (2015) see engagement as a more general term that includes Word-of-mouth, reach, traffic, customer service and brand advocacy. Most of the papers though separate it from other terms; they especially separate it from advocacy. In this paper, engagement will be used as a more specific and

separated term, rather than a more general one. Engagement is measured by metrics such as the number of active users, the number of comments, the number of messages sent to the brand etc. Businesses try to measure engagement so as they can know how strong their connection with their fans is, if their content incites them to be active followers etc.

**Conversion Rate – Sales:** This objective is about converting users' actions on social media such as likes and comments to sales. Users do not just see content and interact with it, but proceed to buy the brand's products or services. Every business is trying to increase its sales and this is why this objective is a very important one. It can be accomplished by posting advertisements, offers and promotions on social media or links that lead to a product's page. It can be measured with metrics such as the number of clicks on a link that leads to a purchase. Conversion rate is used as a more general objective with conversion meaning not just a purchase, but also a subscription, a visit to the website, a direct call through a social media platform, a use of a coupon etc.

**Word of Mouth** takes customer loyalty to the deepest level, the last level of users' engagement. Users create and share content related to the brand with their connections through the social media platform. Many scientists also use the terms **"Virality"** and **"Advocacy"** for the same term, while others separate them. As there is no standard approach for these, in this paper some differences are noticed between them and they are seen as separate terms. Word of mouth is seen as a more general term, which includes the other two terms. Virality is achieved when users share content related to the brand, for example when they click the button "share" on a post on a brand's page. They share it through their account on the platform or through a personal message. Advocacy on the other hand, is achieved when users become advocates of the brand, by creating content themselves and sharing their experience of a purchase or an interaction they had with the brand through the social media platform. The negative aspect of advocacy is that dissatisfied customers can also share their experience, defaming the brand. With advocacy, a brand achieves to have advertisement for free but risks losing control if a negative opinion about it spreads through the platform. This negative aspect is one of the reasons why brands now try their best to offer high quality and services with low prices to their customers so as to avoid bad advertisement by them. Advocacy is the main reason why customers nowadays are becoming more and more powerful, especially in the social media world (He et al. (2013)).

As for analytics, word of mouth is often measured by KPIs such as the number of shares, tags or retweets, depending on the platform used, the number of users' post related to the brand, etc. It is difficult to be measured directly and fully, because word of mouth may also exist offline or online but by private messaging between users, which is almost impossible to include in the measurement (Hoffman & Fodor (2010); He et al. (2013)).

**ROI**: When using social media and paying for campaigns, every brand wants to reach a point of measuring its return of investment (ROI). Calculating ROI is difficult and requires an effort and dedication to one's target. But what does "Return on Investment" mean? "Return of Investment" actually is a company's revenue from its marketing actions. When we are talking about social media ROI, we focus on actions on these platforms. ROI refers to financial revenue; a suggestion for its calculation is (Buhalis & Mamalakis (2015); Barger & Labrecque (2013)):

$$\text{ROI} = (\text{Gain from Investment} - \text{Cost of Investment}) / \text{Cost of Investment}$$

One might wonder what costs a social media activity has, because people tend to think that most of the actions on social media are available for free. This is not totally wrong, but there are costs, as for human resources, advertising and external factors. However, ROI does not only refer to financial results especially in the field of digital marketing, where targets are not always financial. Many scientists (Buhalis & Mamalakis, (2015); Hoffman & Fodor (2010)) concluded that marketing professionals and managers should focus more on non-financial ROI, when it comes to social media. Some non-financial targets social media can fulfill are the increase of brand popularity, engagement, virality, providing information to the users for the products and the company, motivating them to visit the actual store or website and eventually buy. A good example that proves the above is the research of Buhalis & Mamalakis (2015), who actually tried to measure financial ROI from Facebook on a hotel's Facebook page and the results were not that promising. Financial ROI revealed no direct profits and purchases from Facebook, even if the users were able to do so. But if a visitor sees the Facebook page for information or an ad or offer and then makes a purchase on a website online, by phone or by physical contact, his conversion which is related to social media activity is not measurable. On the contrary, the results of non-financial ROI were satisfying, as brand's engagement and reputation increased. It is possible that a precise measurement of ROI cannot be made, because of the many factors that must be taken

into consideration. That is an important reason why a brand should consider using multiple metrics.

There are of course many other social media objectives, short-term or long-term ones, like boosting sales, encouraging users' repurchase, earning customer loyalty, improving customer satisfaction, measuring users' mood, fostering communities etc. (Barger & Labrecque (2013); [www.facebook.com](http://www.facebook.com)) but the objectives above distinguish from the others as the most used and analyzed in the bibliography.

#### **2.1.4 Social Media Key Performance Indicators (KPIs)**

After marketers determine the desired objectives, they must choose which metrics they should measure.

To proceed with analyzing the metrics that can be used, one must understand what the term "metrics" actually means. According to Peters et al. (2013), a metric is "*a measuring system that quantifies a trend, dynamic, or characteristic*". Metrics are used to define a company's goals, to measure whether they are close or away from its target, to better describe a state, here social media use. Metrics can be found in the bibliography by the term "KPIs" as well, which means Key Performance Indicators. According to Alberghini et al. (2014) "*KPIs are quantifiable measurements and concise indicators designed to measure the achievement of strategic objectives by combining a lot of information.*" Given these definitions, it is now easier to understand what social media metrics are and analyze them thoroughly.

There are so many metrics that can be used, that a classification of is helpful. Metrics can be categorized as amounts, percentages, counts, ratings and indices. Another categorization is marketing, financial and technical metrics. Metrics can also be divided by the purpose that they are used for, such as metrics for engagement, customer service, reputation management etc. (Buhalis & Mamalakis (2015)). Another common classification is quantitative and qualitative metrics. Examples of quantitative metrics are the number of comments, reach percentages etc. while qualitative metrics can be posts' sentiments, posts' topics etc. Most KPIs are numbers, so they are quantitative metrics; however except for using those it is important to consider qualitative metrics too, in order to better assess what is being said about the brand (He et al. (2013)).

There is no metric that suits every need; each one has its positive and negative features. But how should an ideal metric be? Some of its basic characteristics would be: theory grounded objective, reliable and stable over time, diagnostic, intuitive, credible

etc. Especially for social media metrics, they also have to be convenient, simple, meaning not requiring other complex metrics, connected to marketing actions, related to financial consequences etc. (Peters et al. (2013)) An important characteristic is also to be flexible to adapt to frequently changing situations (Alberghini et al. (2014)). Metrics should be available to everybody so that they can be more effective. This can be achieved if the variables used are public and not available only for the administrator of the social media page (Bonsón & Ratkai (2013)). This would help not only professionals but also anyone who is interested in studying social media analytics, such as academics. Social media metrics should be able to capture their network characteristics, their immediate nature, and the features of the information that are exchanged through them and the specificities of each one of them (Peters et al. (2013)).

Obviously, the ideal metric does not exist and a single metric is not enough for a professional to use. Professionals need a combination of metrics, suitable for serving their goals. Every brand and platform used requires a different combination of KPIs. This is why a dashboard is useful. A dashboard is practically a tool that helps professionals link their desired goals with the appropriate metrics. Organizations can consult dashboards to have a holistic view on the social media metrics that they can use. Of course there is no such thing as “the” dashboard of social media metrics, every company should create its own in order to meet its goals and fit to the platforms used. When creating a dashboard, one should select the most important metrics, specific and general ones and should connect and compare them as well (Peters et al. (2013)).

A lot of scientists have conducted research on the field of social media analytics. For example, He et al. (2013) emphasized the use of text mining on social media in the field of pizza industry. They analyzed data from Facebook and Twitter from three brands’ pages, Pizza Hut, Domino’s Pizza and Papa John’s Pizza, which have been leading companies in the field and active in social media marketing as well. They collected data and then applied text mining to extract information. Text mining is the science that works on turning unstructured textual data into useful information. Traditionally it was used for analyzing the company’s inside data. But with the rise of social media, its use for external data became necessary in order to help brands to assess, to consider customers’ content and eventually learn from it. Clustering, extraction of information and link analysis are some of the applications of text mining. Coding social media data is very time-consuming so there are some techniques and tools to analyze those (He et al. 2013). Text mining tools use decision trees,

programming, clustering and other methods to find insights and patterns hidden in textual data. With social media text analysis a brand can identify what its customers think and feel about it, and that is the main reason why it is so important.

Nowadays the term “big data” is heard more and more often and refers to the large amount of data produced every day, but the highest percentage remains untapped. It is a term that is connected with social media, because social media data are certainly big, unstructured and difficult to process and analyze. One could say that they are chaotic. Videos, images and content in general are created by users every minute of the day on various social media platforms. Ribarsky et al. (2014) in their research performed social media data analysis by using unstructured Twitter data, which are tweets in the fields of retail and banking. They focused on showing how competitive advantage derives from social media data analysis. They developed a mechanism to automatically identify meaningful events and monitored users’ response to marketing efforts like brands trying to spread a message on Twitter or an effort to relate to events that are happening in their field. With their analysis, it became clear that social media analysis has power because based on this analysis businesses can achieve marketing practices on their target audience and on subjects that they know affect the public. They also highlighted the importance of visual analytics, which play a fundamental role in analytics as they help people understand and manage large amounts of data.

The majority of papers on social media analytics focus on business use of social media towards customers and how this is beneficial. However, social media can be used inside the company as well by the employees and the managers as well. Using social media inside the company facilitates and improves knowledge management, as well as strengthens the relationships between the coworkers. Alberghini et al. (2014) presented a case study applied to an energy company on which KPIs should a company use to measure its employees’ participation to the social media platform used and how to increase this participation. They chose to monitor KPIs like the number of accounts, active users, visits, relationships, comments and votes on the social media platform.

### **2.1.5 Social Media KPIs Dashboard**

As mentioned before, there are so many KPIs a professional can use, however there is an opinion that “an available metric is not necessarily a useful metric” (Barger & Labrecque, 2013). Another important thing for professionals to consider is that each objective requires different KPIs, which is also mentioned before, when analyzing the

marketing objectives. Social media metrics like the number of likes or followers may sound easy and simple to use, but they are not suitable for achieving any goal or important for every occasion. For example, measuring the number of posts that have been liked is suitable for measuring a page’s popularity on platforms such as Facebook or Instagram but if one wants to measure users’ commitment to the page, it is better to use other metrics.

Every marketer or academic can create its own dashboard of KPIs. For the terms of this paper, Table 2-1 is created based on the literature review (Bonsón & Ratkai (2013); Podobnik (2013); Buhalis & Mamalakis (2015); Hoffman & Fodor (2010); Barger & Labrecque (2013); He et al. (2013); Simply Measured). The most important and most used KPIs in the bibliography are presented, categorized by the social media platform used and the marketing objective a professional is trying to accomplish.

**Table 2-1 Social Media KPIs by type of platform**

<b>Social Media Platform</b>	<b>Objectives</b>	<b>KPIs</b>
<b>Social Networking Sites</b> (ex. Facebook, LinkedIn, Google+)	<b>Awareness</b>	number of fans, likes, impressions, paid and organic reach
	<b>Engagement</b>	number of active fans, comments, percentage of commented posts
	<b>Word of Mouth</b>	number of shares, number of advocates
	<b>Conversion Rate</b>	number of link clicks on an “action” button, offers, coupons
<b>Microblogging</b> (ex. Twitter, Tumblr)	<b>Awareness</b>	number of tweets about the brand, number of followers
	<b>Engagement</b>	number of replies, likes on tweets
	<b>Word of Mouth</b>	number of retweets
	<b>Conversion Rate</b>	number of clicks on website link or offers

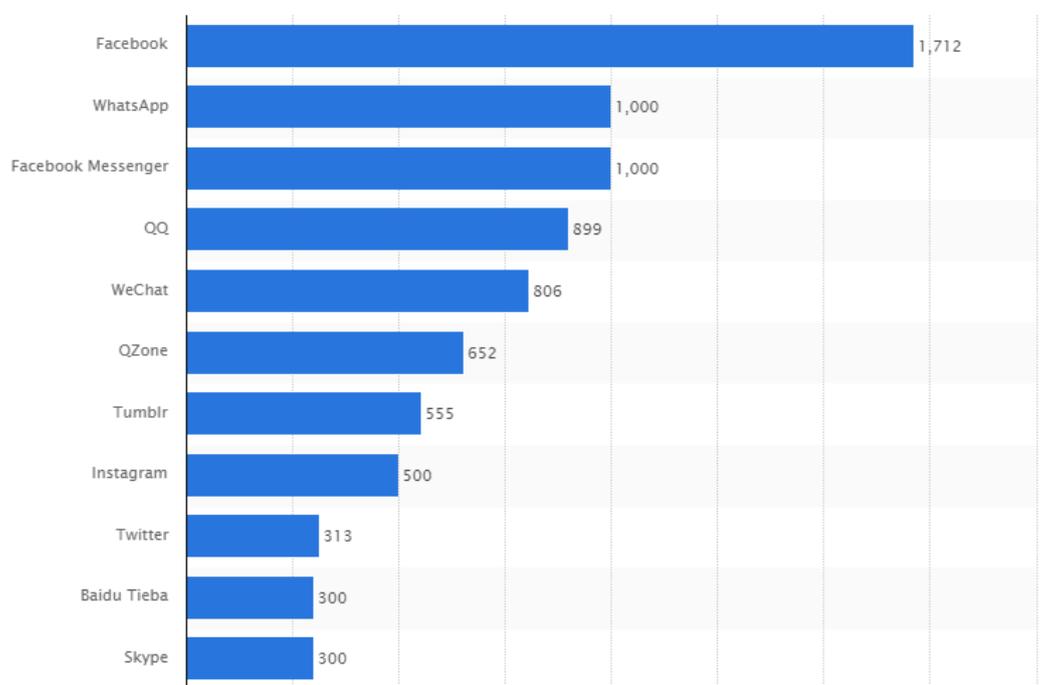
<b>Social Media Platform</b>	<b>Objectives</b>	<b>KPIs</b>
<b>Photo sharing</b> (ex. Instagram, Snapchat, flickr)	<b>Awareness</b>	impressions, reach
	<b>Engagement</b>	number of replies, website clicks
	<b>Word of Mouth</b>	number of shares, users' content about the brand
<b>Video sharing</b> (ex. Youtube, Vimeo)	<b>Awareness</b>	number of views, number of likes, number of subscribers
	<b>Engagement</b>	number of comments
	<b>Word of Mouth</b>	number of reposts, number of friend invites
<b>Social Bookmarking</b> (ex. del.icio.us, Pinterest, Digg)	<b>Awareness</b>	number of viewers, number of impressions
	<b>Engagement</b>	number of tags/pins, number of likes, number of users who liked or clicked on brand's content
	<b>Word of Mouth</b>	number of reposts/repins
<b>Review/ Recommendation Platforms</b> (ex. Tripadvisor, amazon, Epinions)	<b>Awareness</b>	place of ranking, number of reviews
	<b>Engagement</b>	length of reviews, overall satisfaction
	<b>Word of Mouth</b>	number of recommendations, number of conversions

## 2.2 Facebook

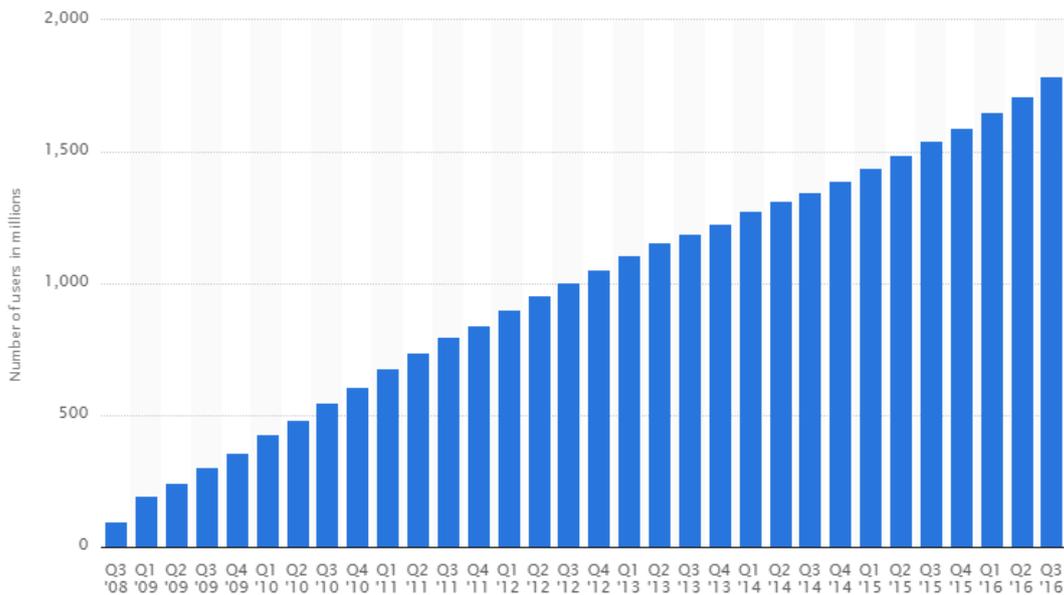
Facebook is nowadays the most famous social media platform (Image 2-2). It is now expected by everyone to know what Facebook is and how to use it, even if somebody does not have an account. How can Facebook be described? According to Ray (2013) Facebook is “*a platform that enables users to share information about themselves with friends*”, with “friends” meaning individuals that you allow to connect through the platform. Although this is a satisfying description of Facebook, it actually allows users to do so much more and constantly presents new possibilities for them.

Facebook was founded in 2004 by Harvard student Mark Zuckerberg. At the beginning it was created to be a social network for students. It was opened to the public in 2006. Since then, it has changed and improved, becoming the most popular social

networking site. In Image 2-3 we can see how its active users changed and increased worldwide from 2008 to 2016. It is obvious that the number continues to increase rapidly until now.



**Image 2-2: Most famous social networks by the number of active users** ([www.statista.com](http://www.statista.com), September 2016)



© Statista 2016

**Image 2-3: Change of monthly Facebook users worldwide from 2008 to 2016** ([www.statista.com](http://www.statista.com), 2016)

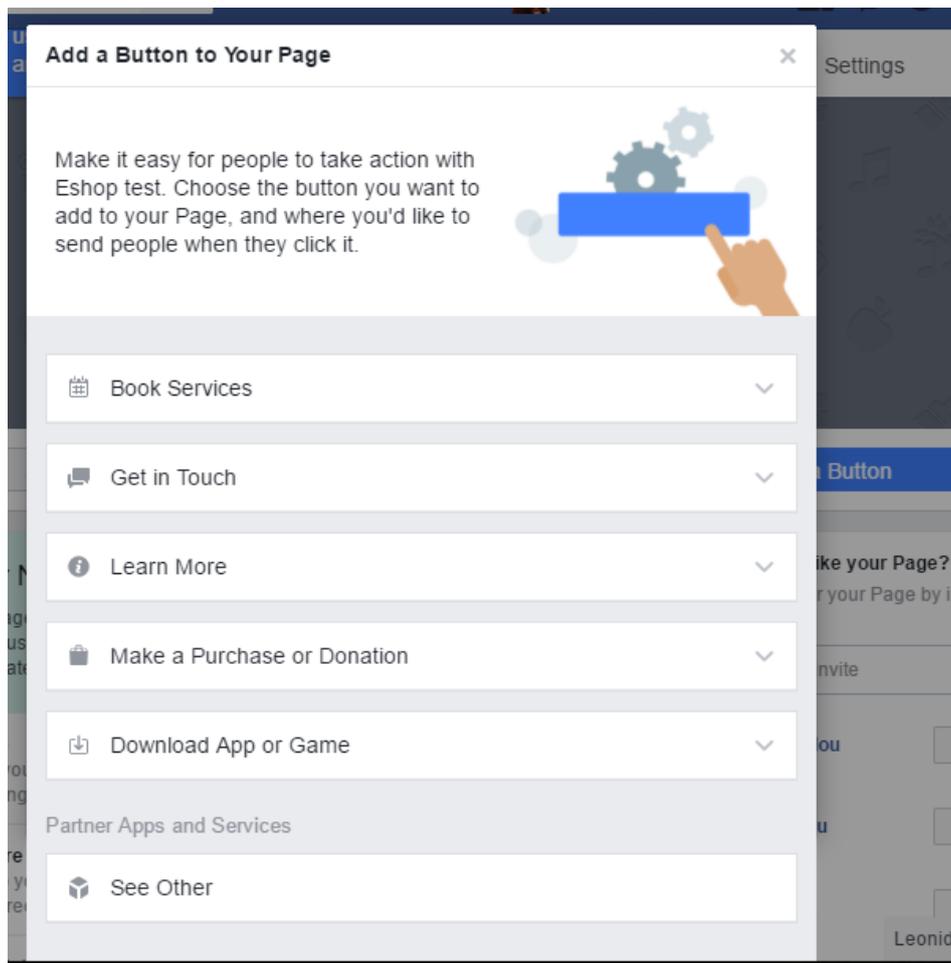
In 2015, Facebook reached a 22.9% of global population using it. Financially, Facebook is a very profitable business, having reached revenue of \$17.93 million,

meaning a \$10.73 per user in 2016. Its advertising revenue was \$17.08bn. It is also worth mentioning that the application Facebook Messenger is the third most used social network and has more than 1 billion monthly active users ([www.statista.com](http://www.statista.com)).

### **2.2.1 Facebook in Business Application**

Although Facebook started as a platform suitable for finding and keeping in touch with friends, companies, seeing the big growth of Facebook, saw it as a way through which they could reach their clients and new consumers with the minimum cost. Facebook also saw the opportunity to offer its services to companies (Podobnik, 2013). The goal of any company is to find customers and eventually convince them to buy from it. Through Facebook, a company can advertise, promote itself, find new customers, maintain and improve relationships with existing ones

The most important features businesses can use on Facebook are Facebook pages and advertisements. Facebook offered the ability for a brand to create a Facebook page in 2011. Advertising on Facebook has many advantages over other forms of advertising as it is affordable and marketers can easily target their audience. These two main features will be analyzed in the next chapters. Over the years, Facebook has offered a lot of possibilities for companies to be promoted. Facebook videos are also a good way for a business to capture users' attention. Videos are entertaining for users to watch and give a creative touch to the page's content. A useful feature is the action button. The action button is located on the upper left corner of the page, below the cover photo, in a quite visible space. By clicking on it, customers can buy the brand's products or services directly from its Facebook page if the button is a "Shop now" or a "Start Order" button. For example, in the hotel industry, this would be booking a room in a hotel directly through the Facebook page. Even if the page is not about e-commerce, the button can directly lead to actions like a subscription, a direct call, a direct message, a download of the brand's mobile application etc. (Image 2-4).



**Image 2-4: Call button possibilities on Facebook Pages ([www.facebook.com](http://www.facebook.com))**

Facebook keeps adding new features for businesses until now. In 2015, Facebook started to allow businesses to create an e-shop on Facebook. The shop section is a tab that can be added to a business page and lets the brand sell its products directly on its page. The shop section is free to use, and Facebook does not take any percentage of the profits. Facebook also offers free webinars to stakeholders that want to turn their page into an online shop. This feature is at present available only for physical products.

In addition, live video streaming feature was launched in 2016. Users can live stream anytime they want; businesses can do it too only if their pages are verified. A brand can use live streaming in order to launch a product, to share a social event etc. This feature allows brands to connect with their audience in real-time and strengthen their connection with them, as users receive notifications when a page they like is doing it, they can also now react during the live streaming and give feedback.

Lately, during November 2016, Facebook announced a new feature that will allow businesses to create job postings and receive applications from candidates through it ([www.fortune.com](http://www.fortune.com), 2016). This move is a big step in the field of Human Resources,

in which the social media leader was, until now, LinkedIn. With this new feature, businesses probably will attract more users to their pages, the ones looking for a job.

Having mentioned some of the possibilities Facebook offers to businesses, it is reasonable to research why a brand should use Facebook. By using Facebook, companies gain a lot of benefits:

- They can connect and built relationships with their clients easily and directly.
- They can complement their existing online presence on other platforms. For example, Facebook is a platform very useful to support the main website of a company by providing an easier and more direct way for customers to reach the brand.
- Facebook is a convenient way to reach a wide audience or target certain groups of users.
- One of Facebook's greatest advantages is that it is affordable. Almost every action can be done with limited or no cost.
- There are no limitations of location, time and age. Almost everyone is on Facebook, so a brand can reach a heterogeneous audience, like young students, businessmen, retired people etc. and from any location through the same platform.
- Companies can offer personalized services more easily, for example by responding directly to users through messages and/or comments.
- People can get information about the company fast and easily through its page. Not everyone wants or has the time to make a phone call or an online research about the company.
- Facebook is a great way for a company to "test" customers' responses to new or existing products or services.
- News of the company and its field can be spread fast.
- When users see a brand's actions on Facebook, they see it as if it was a real person, with interests and concerns. This increases user's affinity towards the brand.
- Inside the company, managers who use Facebook seem to their employees more trustworthy, close to reality, sensitive and talented.

Noticing the above, one can understand why so many companies use Facebook and invest money in Facebook campaigns. Despite the advantages Facebook has, it also has some limitations, such as the fact that there is less control, searching is more difficult and there is less structure than on a traditional website. So, it may be safer for a

company to not use it exclusively, but complementary to its webpage or its general online presence (Ray, 2013).

### **2.2.2 Facebook Pages**

Like Facebook allows individuals to create profiles, it allows businesses to create Facebook pages. Users can press “like” on a Facebook page, and that is how they become its “fans”. Facebook pages have administrators, who can post and manage the page.

When creating a Facebook business page, the process has a lot of similarities with the process of creating a traditional website; one must choose wisely the logo, the colors, photos etc. But it differs because Facebook allows users to create content to your page, share your posts, comment, rate etc. (Ray, 2013) The audience couldn't do all these actions with a traditional webpage, and even if they could comment, share and discuss a page's content, it wasn't done so directly and easily as on Facebook.

It is not always easy to build and manage a Facebook page efficiently. Some of the best practices for brands using Facebook pages are presented, gathered by the bibliography (Ray (2013); The Complete Guide to Facebook Analytics; Business Influencers Guide Facebook (2016); [www.facebook.com/business](http://www.facebook.com/business)).

- When creating a Facebook page, a simple page name should be chosen as well as a URL easy to use. Also, a brand should use a simple cover photo and a friendly profile picture, representative of the brand and easily memorable.
- A call action button should be added, it allows a direct contact with the company through Facebook. As mentioned before, it can lead to actions like call, a purchase, subscription etc., lined up with the brand's objectives.
- Companies can now manage their Facebook pages on desktop or any mobile device using the Pages Manager app, available for iOS and Android.
- When managing a Facebook page a brand should be creative with content, encouraging users' participation and sharing and surely be active, meaning posting frequently and refresh often.
- Professionals should monitor which time of the day users are more active so they can plan to post more content that time.
- The content posted should be easy to watch and remember, updated and carefully checked for possible mistakes. Its sources should also be checked carefully.

- It is very important for pages to comply with the Facebook Policies about the content on a Facebook page. Attention should be paid to copyrights, privacy violations, etc. Particular products such as pharmaceuticals, alcohol or gambling related products require a distinct approach as for age and content limitations.
- News and recent events on the field and in general and social causes should not be overlooked, but included in a page's content.
- Content should not only be just a post. Creative like videos, visuals, photos, contests, offers, awards, news, etc. are very good ideas.
- It is very important for a page to use videos. Videos should be short, with good quality, studio-produced, with descriptions or tags.
- Live streaming is a good idea, but the page should inform users before doing so, have a strong internet connection to avoid technical issues and broadcast long enough.
- A page can build anticipation, by announcing events and videos coming on your page before doing it. This could capture the interest of the crowd.
- A brand should build its audience carefully, enhance its existing relationships and reach new people by advertising, by inviting friends and already connections, and welcoming new fans.
- Professionals should focus on establishing a good relationship with fans. When responding to a specific comment, they should use the users' name, to make the answer appear more personalized. They should pay attention to response time, it cannot be very long. They should also consider using Facebook Messenger, for more direct communication.
- A brand should accept judgment and do not delete any content, even if it is negative. Negative feedback can be an unlike or a report to a page, a negative comment, someone hiding the brand's posts from their wall etc. Although it actually reduces the page's reach, it shouldn't be hidden, deleted or ignored, but be monitored and be seen as a motive for the brand to improve its Facebook presence.
- If a mistake noticeable enough is made, professionals should handle it carefully by apologizing sincerely to their crowd. Ignoring it and trying to avoid their responsibility is not a good idea.
- A brand should consider requesting page verification, in order to declare its authenticity to its customers. But then its content must comply with some extra content policies that should be taken into consideration.

### **2.2.3 Best Practices for Businesses using Facebook**

There are a lot of factors that should be taken into consideration when a brand uses Facebook. Below are given some general advice, gathered from a literature review, which are complementary to the ones specific for Facebook pages mentioned in the previous chapter: (Ray (2013); Simply Measured; Business Influencers Guide Facebook (2016); [www.facebook.com](http://www.facebook.com))

- A brand should use and take advantage of all Facebook's features such as creating a page, using advertising, building an e-shop etc.
- It is very important to define what the company's goals are. Some companies may be after driving more customers to their page, while others' goal may be making more sales or increasing brand engagement. Every goal requires different actions to be taken and different metrics to be used.
- A balance between paid and unpaid (organic) marketing actions should be kept.
- A company should use advertisements on Facebook correctly. More details on Facebook advertising will be given below in a next chapter.
- Professionals should monitor analytics to learn what response their actions have. They can be helped by specific tools, such as Facebook Insights.
- Brand consistency is important, but a brand shouldn't hesitate to try new things too.
- Even professionals should accept and seek help when using Facebook. Facebook offers e-learning courses, Facebook blueprint. It also offers help through Media Central, by giving personalized advice and its insights feature to stakeholders.

### **2.2.4 Advertising on Facebook**

Nowadays, reaching new fans only organically is inadequate because it limits the brand to a specific audience. That is why brands have shifted towards advertising through social media. In 2015, Facebook has reached 65% of social network ad revenues. Advertising on Facebook is an easy way for a brand to reach new people and get the desired results, especially if reach is the desired marketing objective.

Facebook advertising has a lot of advantages. Facebook makes it easy for a brand to choose an audience based on demographic data, users' behavior or interests. Facebook allows marketers to retarget, meaning attract users that have already shown interest in the brand's products across. This can be done through Facebook Dynamic Product Ads (DPAs) which, with minimum effort by the marketer, pull content from the

product's feed. This way, a brand can attract the right crowd that might be interested in its products and services and not random people and risk to annoy them. One of the biggest advantages of Facebook advertising is that it is affordable. A brand can start with a very small budget, as opposed to traditional advertising on other media like press or TV. The adverts' format is appealing and attractive at any device. Also, reporting tools are available through Facebook, including visuals as an easy way to monitor the brand's course.

Facebook advertising may be simple, but not everyone can manage to do it in the most effective way. The audience now is highly demanding, as it has access to so much information and ads online. A marketer can find numerous guides on the internet that present the best practices of advertising on social media. Below are presented some basic steps and advice that should be followed by professionals:

- 1) Firstly, the business goal should be defined. Frequent goals are the increase of sales, page's reach or users' engagement. Each one requires a different approach.
- 2) The brand should define what audience is trying to reach. It should also consider targeting or working with users with big influence, meaning active users with a lot of followers.
- 3) It should be decided on which devices and platforms the adverts will be running. It is essential that they will be available and suitable for mobile devices as well.
- 4) A budget per day or per month should be set before starting any advertising campaign.
- 5) It is essential for a professional to carefully create the content used in adverts. He should use text, creative photos, videos or a combination of those and carefully prepare this content. A marketer should also plan what they want to promote; the company's website or the Facebook page may be the most common, but if a single product or post are going well, they should focus on promoting these as well.
- 6) After taking a lot of time to plan the adverts, they can be placed on auction.
- 7) Lastly, it is important to monitor adverts by using tools provided by Facebook.

All the above should be noticed so that a Facebook advertising campaign can be effective and profitable.

### **2.2.5 Facebook Analytics**

We have already presented some of the most important KPIs used by companies in order to measure their social media presence. When it comes to Facebook,

measurement of its public features is not always easy (Bonsón & Ratkai, 2013). Apart from the standard metrics such as the number of fans and likes, there are so much more a professional can monitor on a business Facebook page. This chapter's goal is to identify specific Facebook metrics in order to help professionals measure the results of a brand's Facebook presence.

A lot of papers have focused on the subject of Facebook Analytics. Podobnik (2013) in his research performed an analysis on Facebook KPIs for the five largest Premier League Brands in the sports industry. He created and tested KPIs and searched for connections between them. Bonsón & Ratkai (2013) collected evidence of 314 European companies and proposed some Facebook metrics. Their goal is to identify Facebook metrics to help the measurement of this online SNS channel for professionals focusing on stakeholders, corporate social responsibility and social legitimacy. This study provides insights into some specifically corporate Facebook practices and offers new measurement metrics of popularity, commitment, and virality, stakeholders' mood and content analysis. Buhalis & Mamalakis (2015) researched how a company can measure the return of investment (ROI) of a hotel in Greece, by using web and social media analytics. As 93.4% of visits were on Facebook, in comparison to other social media platforms, they focused their social media research there. He et al. (2013) made a research on social media analysis on two platforms, Facebook and Twitter on the pizza industry. It is concluded that a lot of companies in various industries have strong presence on Facebook, that there are definitely Facebook data available to exploit and a lot of metrics that can be used.

There is a variety of metrics a professional can use. For example, "reach" is a common KPI measured. Reach is the number of people who have seen the content associated with the page. It can be organic or paid. Measuring reach can help a brand identify the components that contributed to views and understand how well its social media strategy performs. Actually, Podobnik (2013) considers reach the most important KPI for social networking sites along with the number of fans, because it effects and is effected by engagement and/or brand growth.

Another interesting metric is the number of "people engaged" or "active users" which is the number of people who liked, commented, shared or clicked on a post. So, it is a more general metric than the number of likes, because it doesn't just measure those who liked a page, but everyone who engaged with it in every way. A professional should use this metric because it gives a good perception of the users that took action on

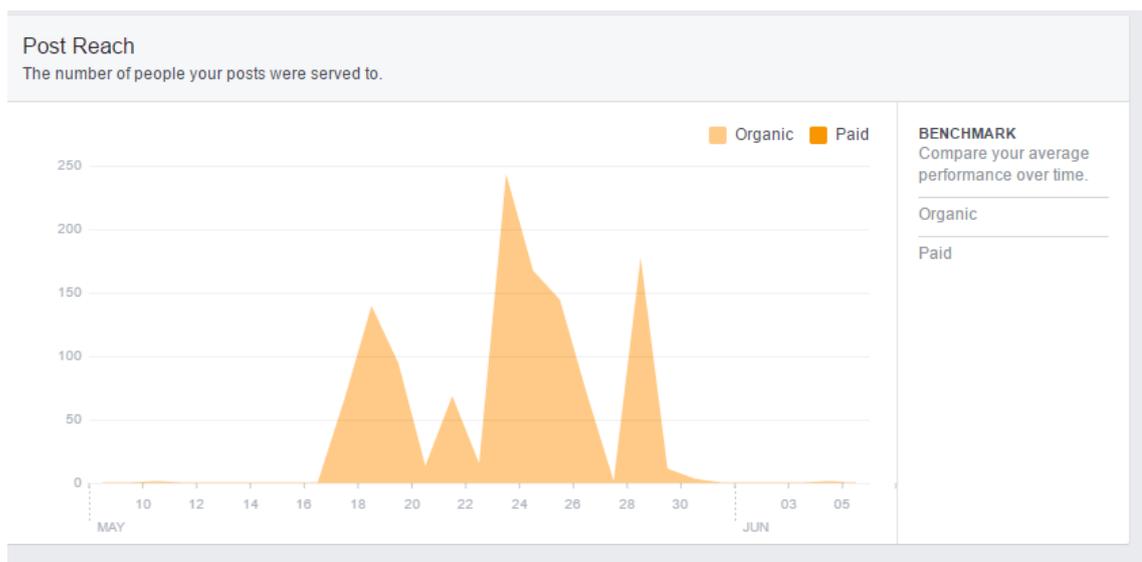
the brand's page, not just those who pressed a like button months ago. Marketers can also see this metric as a percentage of the brand's total audience, which will give them a good idea of how active the audience is. If the percentage is low, they must surely evaluate and change the page's content or/and their actions.

There are also some qualitative metrics that should be taken into consideration, such as "like sources", showing where the page's likes come from. This KPI is very helpful because a brand can understand whether its digital marketing acts are effective, to test different tactics, if it has response on mobile devices, if another page or source is really important for its growth etc. (The Complete Guide to Facebook Analytics). User's mood is also tried to be analyzed, by rating comments and messages as positive, negative or neutral. In addition, the number of posts made about fields like environment, finance, governance, customer service etc. was measured by Bonsón & Ratkai (2013). Other metrics are the number of click-throughs on the links, the number of impressions, the engagement rate, the response time etc.

The most popular and easy way to monitor metrics on a Facebook page is Facebook Insights. Facebook Insights are the analytics section provided by Facebook on each page. It is available for the page's managers and not for public usage. It contains 12 tabs and each tab provides different valuable information, presented in a user-friendly way, such as in tables, graphs and other visuals. Below the tabs are presented and the most important ones are analyzed:

- 1) Overview: A holistic view on the tabs that follow it, such as page actions, page views, page likes, reach, etc. It also offers the possibility to monitor competition by adding other Facebook pages to watch.
- 2) Promotions
- 3) Followers
- 4) Likes: A marketer can monitor metrics such as total page likes, net likes, which is the number of new likes minus the number of unlike, etc.
- 5) Reach: One of the most important tabs which consists of several sections. Information such as paid or unpaid post reach (Image 2- 5), reactions, comments and shares by users are shown. Also, negative reach is shown, for example how many times "hide", "report as spam" or "unlike" buttons are clicked. A general review is given in Total Reach section, which presents KPIs such as the number of people who were served any activity from the page including page's posts, users' posts on the page, page like ads, mentions and check-ins.

- 6) Page Views: Information such as total people who viewed the page are given, categorized by section, age and gender, location or device. Also, the sources that lead to the page are shown.
- 7) Actions on Page: A marketer can select to see the total actions made during a specific period of time. Moreover, people who made actions such as clicked on the action button, the website link or the phone number are presented and categorized by section, age and gender, location or device.
- 8) Posts: Information such as the time when followers are online and post types with their efficiency are given (Image 2- 6).
- 9) Events
- 10) Videos: A view on how many video views have been achieved and on the total time viewed by users.
- 11) People: Mostly demographic data such as gender, age and location data of the followers are presented.
- 12) Messages



**Image 2-5: Post Reach on Facebook Insights ([www.facebook.com](http://www.facebook.com))**

Your 5 Most Recent Posts >

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares ⓘ

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/28/2017 12:34 pm	Nostimouli shared Proper Tasty's video.	Video	Public	188	6 2	<a href="#">Boost Post</a>
05/23/2017 6:26 pm	Πως καιμε 1500 θερμιδες 🍔	Image	Public	377	23 5	<a href="#">Boost Post</a>
05/19/2017 7:09 am	Nostimouli shared Proper Tasty's video.	Video	Public	156	6 1	<a href="#">Boost Post</a>
05/18/2017 3:17 am	Nostimouli shared Proper Tasty's video.	Video	Public	173	4 2	<a href="#">Boost Post</a>
12/11/2016 11:56 am	Αυτό που περιμέναμε να ακούσο υμε! Επιτέλους! Καλημέρα!	Image	Public	288	8 6	<a href="#">Boost Post</a>

[See All Posts](#)

**Image 2-6: A view on published posts on Facebook Insights ([www.facebook.com](http://www.facebook.com))**

As one can see, Facebook offers plenty of information and KPIs that can be monitored for marketers and pages' owners. Except for the Facebook Insights section on the Facebook page, Facebook also sends e-mails with a weekly review on insights. In these e-mails Facebook presents information such as reach, page visits, engagement, page likes and how they changed from the last week to the previous week.

From the theoretical research on academic papers (Bonsón & Ratkai (2013); Podobnik (2013); Buhalis & Mamalakis (2015); Barger & Labrecque, 2013; He et al. (2013)) and from the view on Facebook Insights, KPIs such as the ones mentioned above are collected and are presented on Table 2-2. The most important and most used KPIs are collected and presented with the marketing objective they serve.

**Table 2-2: KPIs that can be measured on Facebook**

Objective	Metric	Description
Awareness	Number of likes or number of fans	The number of likes/fans a Facebook page has
	Percentage of posts that have been liked	$(\text{Number of posts with likes} / \text{Total posts}) * 100$
	Average number of likes per post	Total likes / Total number of posts
	Net Likes	New likes – Unlikes

	Organic Reach	Number of people who saw brand's content without the help of ads
	Paid Reach	Number of people who saw brand's content from a paid advertisement
	Impressions	The amount of times brand's content was shown
	Popularity of messages among fans	$(\text{Average number of likes per post} / \text{Number of fans}) * 1000$
<b>Engagement</b>	Number of "active" fans	Number of users that interact with the page or "talk" about it
	Average number of comments per post	$\text{Total comments} / \text{Total posts}$
	Percentage of commented posts	$\text{Number of posts with comments} / \text{Total number of posts}$
	Commitment of fans	$(\text{Average number of comments per post} / \text{number of fans}) * 1000$
	Number of inbox messages	Number of inbox messages the page has
	Check-ins	The total number of check-ins made by users
	Engagement Rate	$\text{Total post engagement} / \text{Total page likes}$
<b>Virality</b>	Average amount of shares per post	$\text{Total shares} / \text{Total posts}$
	Percentage of shared posts	$\text{Number of posts with shares} / \text{Total posts}$
	Virality of posts among fans	$\text{Average amount of shares per post} / \text{Number of fans}) * 1000$
	Number of responses to friend invites	How many times a user responded positively to a friend invite
<b>Advocacy</b>	Number of advocates	The number of users who create positive content for the brand during a specific time period
<b>Conversion Rate</b>	Clicks on website link	The number of clicks on the website link
	Clicks on offer links	The number of clicks on an offer
	Number of conversions	The number of total conversions (ex. purchases) done directly through Facebook
<b>Customer satisfaction</b>	Sentiment of comments	Evaluating comments as positive, negative or neutral
	Sentiment of Inbox messages	Evaluating message content as positive, neutral or negative.
<b>Brand's efficiency</b>	Response Time	Time between the receipt of an inquiry and the

		brand's response
<b>Evaluation of external sources</b>	Like Sources	Where the page's likes come from
<b>Social Legitimacy</b>	Number of wall posts per topic (environment, governance, finance etc.)	The total number posts per topic
<b>Brand's Growth</b>	Change of fans' number	How much the number of fans has changed in a time period
	Change of "active" fans' number	How the number of "active" fans has changed over a specific time period

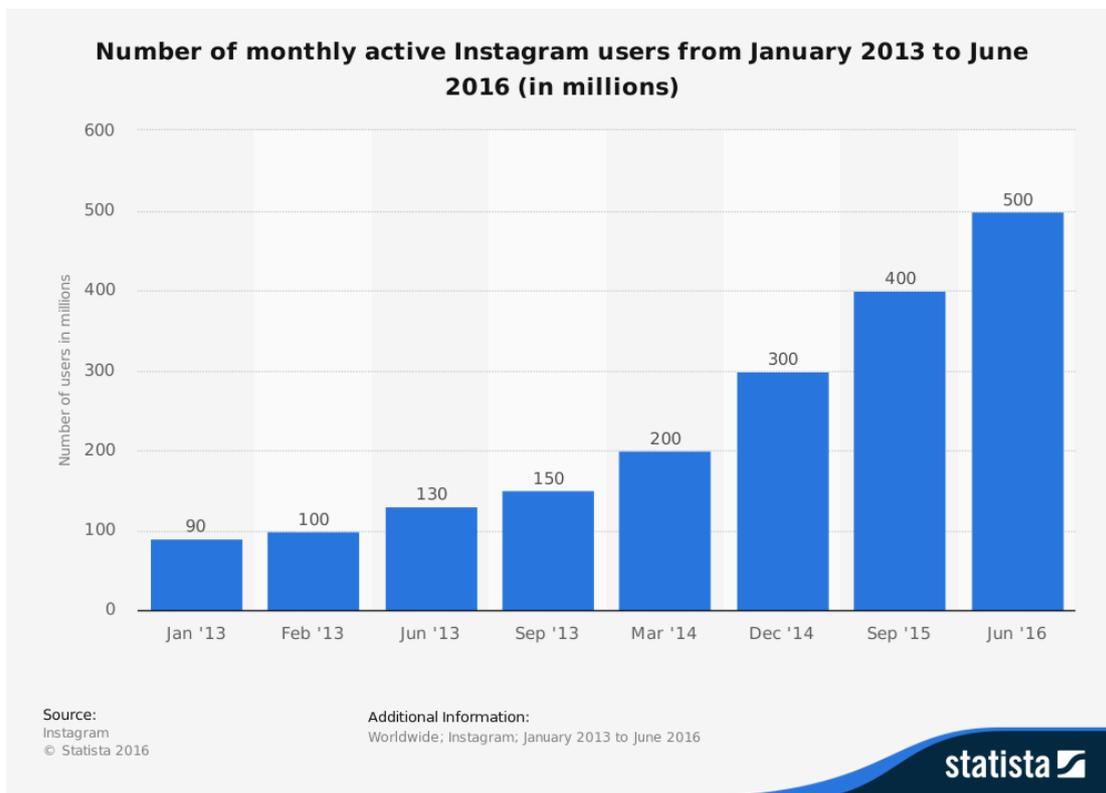
As one can easily see, there are plenty of KPIs available on Facebook for a marketer to observe. In general, the majority of companies' objectives can be achieved at least partially through Facebook.

### 2.3 Instagram

Instagram is a photo-sharing social networking platform. It enables users to share their photos after having them edited with filters and accompany them with text and hashtags. The word "Instagram" is a compound of the words "instant camera" and "telegram". Initiatively, Instagram was a mobile application suitable to be used from mobile devices, like mobile phones, tablets, etc. Although, it is now available to be used from a desktop as well, but its mobile application is used almost exclusively.

Instagram was created at 2010 by Systrom and Brazilian Krieger. Since then, a lot has changed on the platform. One of the most important events during these years was that Instagram was acquired by Facebook in 2012. Now, Facebook and Instagram have a synergistic relationship.

Since 2013 Instagram's reach has grown significantly (Image 2-7). In 2015 Instagram has reported more than 400 million monthly active users. 65% of leading brands have an active account on the platform. Instagram has reached a reach of 21%, a U.S. traffic of 19.22% ([www.statista.com](http://www.statista.com)).



**Image 2-7: Number of monthly active Instagram users from 2013 to 2016, (www.statista.com)**

There are plenty of reasons why people use Instagram. Instagram allows users to share their life moments with friends through photos and videos. This can be done through a mobile device easily and quickly. Initiatively, these were the aspects that drew people’s attention to the platform. People use Instagram to connect with others, to entertain themselves, they follow accounts of families and friends, entertaining accounts, inspirational accounts or brand accounts.

As expected, Instagram’s growing success was noticed by companies and they started using the platform to attract more customers. Instagram is seen as a way for a brand to increase customers' loyalty and create a personality (Guidry et al. (2015)). A brand gains a lot of benefits when it is using Instagram, most of which will be presented thoroughly in a related chapter below. As it is mentioned on Facebook ([www.facebook.com/business/](http://www.facebook.com/business/)) every business belongs to Instagram, no matter what its goals are.

Below are presented some of Instagram’s features available for its users. Two old but extensively used features on Instagram are filters and hashtags. Filters are adjustments of colors and lightning that can be added to a photo (Manikonda et al. (2014)). They can give photos a different look, by differentiating its shades, colors etc.

They were launched in October 2010 and found great acceptance by users. Later, a normal filter was added for those who want to post the original pictures.

Hashtags are also used, as on Twitter. Hashtags are non-spaced words used after the symbol # to describe content and to create a link from a post to another on which the same hashtag is used (Manikonda et al. (2014)). Hashtags can be classified as emotional or informative and negative or positive (Zhanga & FakhriBaghirova (2016)). Hashtags help a brand to build its image and relationships with its customers or other brands by increasing posts' reach. They also help businesses to induce users' feelings and to classify content into categories. More details about how a business should use them will be presented later.

Since 2010, many new features have been launched. In June 2013, Instagram started enabling video-sharing as well. This resulted in Instagram being more than just a photo-sharing platform. During 2016 Instagram presented new features, such as stickers and stories. Instagram Stories were launched on August 2016 and they are photos and videos that last only for one day. It is worth mentioning that 150 millions of users on Instagram use Instagram stories. Also, 20% of Instagram Stories result in a direct message from viewers, making this feature important to businesses. 70% of users are watching Instagram Stories with their sound on, allowing marketers to be more creative when it comes to this feature ([www.socialmediaweek.org](http://www.socialmediaweek.org)). Instagram stickers can be added to any story. They can be smileys, gifs, weather stickers, location stickers etc., easily customizable and simple to use. They give a fun note to any content posted or add further information in an appealing way.

There are many who agree that Instagram's fan engagement is way higher compared to other social media platforms. For businesses using Instagram, now business profiles are available, with the "switch to business profile" feature. Instagram is constantly trying to change and launch new features by trying to understand and give solutions to its users' needs. There are also some features proposed by other companies that can be used on Instagram. Instagram currently allows only one hyperlink to appear on the account bio and companies have always struggled to find out what link to display. To solve this problem, Curalate, a visual marketing and analytics firm, launched "Like2Buy" in September 2014. Simply put, Like2Buy is an online platform that turns Instagram likes into mobile sales by eliminating the need for users to open a separate browser to search for a product. Instead, users just click on the Like2Buy link in the Instagram bio section, which leads to a page of the brand's featured products.

Like2Buy also has a “MyLikes” tab, which keeps track of product photos that a user has liked and leads to landing pages from a company’s Instagram account. Through this whole process the users do not feel like they are leaving Instagram and the transition from liking an Instagram photo to actually purchasing a product on a company’s website is very smooth and pleasant. Other tools that provide similar services are: Engagehub, Crowfly, Shoppic.me, Link in Profile, Shoppable Instagram, 19Eleven and many more. They are significantly inferior to Link2Buy and most of them charge higher fees to use. They are targeted to smaller businesses, compared to Like2Buy which appeals to bigger companies in general. All these tools enhance conversion rate, which is one of the more difficult marketing objectives to be accomplished on social media.

In the academic world, it is noticed that Instagram has attracted little interest. There is a small number of studies and papers focused on the platform, especially if compared to the number of studies focused on other social media platforms like Facebook and Twitter. This was one of the reasons that this study focuses on this platform, its benefits and analytics.

### **2.3.1 Benefits for Businesses using Instagram**

It is reasonable for a brand to question whether the effort and the resources invested in Instagram are worth it or if it should just use other social media platforms. As a social media platform, Instagram connect businesses with their customers and has all the advantages that other social media have, which are mentioned in the related chapter above. Below are presented some specific advantages of Instagram, gathered from the literature review done for this paper.

- It is a user friendly platform. One can post content or like and comment other content easily and quickly.
- It is mainly a mobile application and this is a big advantage. Users can access brand content in any time of the day, from wherever they are.
- Visuals, such as photos and videos tend to be more appealing than the text alone. After all, there is the saying “A photo/image is a thousand words”. When people see an appealing photo of a product, they tend to want to have it, so they are more likely to purchase it. This leads to increase of sales, which is every brand’s goal.
- Instagram’s visual nature enables brands to trigger emotion. By increasing users’ feelings, a higher level of engagement is achieved (Bui (2014)).

- Instagram also offers a strong social media integration, as users can share their photos on Facebook, Twitter, Flickr and Tumblr. This is very practical for professionals, as they can easily post content on other platforms for non Instagram users to see.
- Due to Instagram's connection with Facebook, a brand can monitor how well Instagram photos are performing on Facebook as well. This can help marketers in many ways such as to decide what photos to post (Simply Measured).

Despite all Instagram's advantages, there are some drawbacks as well. For example, there is limitation to what content a brand can put into as it can be just an image or a video. In addition, there is little control on what might be posted about the brand. If the post is negative the brand risks to be defamed. This is why it is very important for a brand to develop a crisis response strategy in order to manage these situations. Comparing the advantages with the disadvantages of the platform, it is concluded that it is beneficial for a business to use it.

### **2.3.2 Best Practices for Businesses using Instagram**

As mentioned before, few academic studies have focused on Instagram. It is a relatively new platform and has not been established yet as Facebook. Businesses are not very familiar with Instagram yet, it is noticed they are not so active or engage a lot with their crowd (Bui (2014)). There are some things that can be done by brands using the platform to ameliorate their presence on Instagram. Some of them will be presented.

- A business should line its Instagram account with other social media platforms such as Facebook and Twitter; it will show Instagram posts to other platforms' users as well, without them having to create an Instagram account.
- By switching to business profile, everything is easier for the account's manager. An e-mail, a physical address and a phone number can be added, social media integration is easier and access to Instagram Insights is available.
- A content plan with what content will be posted and when would be helpful.
- Content should be posted frequently, as it should on any social media platform.
- A brand should use Instagram as an active user, meaning follow, like and comment photos of followers. People tend to return actions like these so it could become helpful. Also, this will give them the impression that the business is like other users and is a friendlier brand.

- Hashtags should be used on every post. The maximum number of hashtags allowed is 30. This does not mean that a brand should use that many, but for sure more than 4-5 hashtags should be used. A brand should also research hashtags firstly to find out which ones to use and ensure that they are used correctly. A brand can also use brand hashtags, to categorize their content.
- Social media posts cannot only be direct advertisements because this would cause lack of posts' diversity. A post cannot be like a banner on a website. It needs to be creative and has subjects other than just advertising a product. For example, if a brand selling milk posts a photo of a cow instead of the product itself it might achieve more engagement by users.
- A brand should also include photos that are influential, such as photos about social issues or photos that provoke feelings. This enhances users' engagement.
- Photos should be edited to become brighter and better. Filters and emojis are a great way to enhance them and give a fun note.
- If a photo has other users in it, they should be tagged. This way, engagement would be built with the brand's audience.
- Researching possible answers to the question "Why would a user unfollow a brand?" is a good idea. Some reasons might be: the brand posts repetitive monotonous content, the content is no longer relevant to their interests; too many direct advertisements are posted etc. Considering all these, a brand can know what to avoid.
- For social media managers managing a lot of accounts, they will find the account switching feature very useful.
- Instagram's logo button should be put in an eye-catching place on a company's website or offline places such as magazines, stores, etc.
- Sometimes something new could be posted on Instagram firstly, before on other platforms. This way engagement and the number of followers on Instagram will increase.
- It is essential for a brand to use Instagram advertisements. Instagram attracts more than 200,000 advertisers (Curalate), as targeting is easy and effective. Ad targeting on Instagram is mainly based on Facebook data such as location, demographics etc., although Facebook audience is not always the correct audience to target on Instagram. Some good practices are to target those who have already liked brand's

content and to use creative ads such as those brand's followers like. Also, the ads should not have much information and should be mobile optimized.

Of course there are a lot more one can think that would be helpful for a business using Instagram. It is important for a business to consider all these and constantly try to become better and use Instagram in the most efficient way.

### **2.3.3 Instagram Analytics**

After the benefits of Instagram and advice on how a business should use the platform are given, a reasonable question that rises is what a brand should do after having created and used its Instagram business account. It can measure its course and see how it can improve its presence on Instagram by monitoring some metrics.

A small number of academic papers have performed analysis on Instagram, as mentioned before. Some papers did such an analysis. Some of them (Salleh et al. (2015)) studied a few basic metrics such as the number of total photos/videos posted, the number of followers, while some others (Guidry et al. (2015)) measured more metrics such as each post's origin, its tonality, the number of its replies, what kind of device it was posted, the frequency of likes and comments on it etc. Other papers (Hu et al. (2014); Chang (2016)) have conducted an analysis on the whole Instagram community, not just a business account, by categorizing Instagram users, by studying topics discussed on Instagram's content, hashtags used, etc. Papers like these focused on big data analysis.

There are a lot more KPIs that can be monitored on a business account than just the basics, such as the number of followers or the number of posts. Instagram itself is providing analytics, which are becoming more and more similar to Facebook Insights ([www.socialmediaweek.org](http://www.socialmediaweek.org)). A brand using Instagram can monitor metrics such as its followers' gender, demographic data, age etc. and post analytics like reach, number of clicks, impressions, replies etc. A new feature is also the ability to categorize posts. This way a marketer can see which posts performed the best, view posts from recent to old ones etc. There are also some metrics available exclusively for stories. Below are presented some metrics that can be monitored on Instagram with their description. Some of them may not differ from the metrics for Facebook or other platforms, whereas others are more specific and suitable for Instagram.

- Number of followers: The total number of followers on the account.

- Number of total photos/videos posted by the brand.
- Impressions: total number of times the post is seen.
- Reach: number of unique views of the post .
- Engagement: total number of unique accounts acted on the post.
- Comments' or Posts' Tonality: Whether a comment or a post about the brand is positive, neutral or negative.
- Website clicks: number of clicks on the website's link.
- Followers' Activity: Average times followers are on the platform.
- Followers' information: The fans' gender, location and age information.
- Replies: The number of messages sent to a story. It is a KPI suggested only for the stories feature.
- Exits: The number of times someone swiped a story. It is a KPI suggested only for the stories feature.
- The type of the device from which users had access to the platform.
- Shares: Number of brand's content shared by users.

Of course businesses and marketers can figure out more KPIs to monitor, depending on their needs. The above metrics are presented as a proposition and as the more popular ones.

To better understand analytics, visualization of data is important. Visualized information is easier to process and understand, even by people with little or no experience in marketing and/or analysis.

It seems that there are some limitations when using Instagram Insights. Insights are not available for live content yet. It is not possible to export the results on a file. Also, they are only available from a mobile device. This could be difficult for stakeholders because most of the employees are working from a computer. But, considering Instagram is constantly changing and providing new features to its users, it is expected that these limitations may decrease in the future.

## **2.4 Comparison between Facebook and Instagram**

Having analyzed both Instagram and Facebook, a lot of similarities and differences are observed between them. They are both very helpful social media platforms to a brand, providing easy and affordable ways to promote itself. They are

user friendly and easy to use by anyone, even if the user is not very familiar with technology. In general, they have the benefits most social media have.

By comparing them and noticing their differences, it seems that Facebook is a more integrated platform, providing more opportunities and features. More types of content are available for a business to use such as simple text, links, photos, videos, a combination of these etc., whereas Instagram content is limited to photos or videos. While Facebook addresses to every kind of business, Instagram does not. For example, Instagram could be difficult to use by a business providing services, because creating photos without having a product to promote is a challenge. On Facebook a business can provide more information about itself or even sell through the platform. Also, Facebook makes communication through messages easier. One of the main Instagram drawbacks compared to Facebook is that it is difficult to access from a computer; considering most employees work from a computer, this is a limitation for them. However, Instagram has some advantages over Facebook. It is accessible from anywhere and is more user-friendly exactly because it is a mobile application. Instagram is simpler to use, one can use it by simply pushing a few buttons. In addition, Instagram's community seems to be more engaged and a brand's fans there are usually more loyal to it. Instagram provides entertainment compared to Facebook, so it gives a fun note to any business account. The crowd, especially the young one, appreciates humor and this can make the brand look familiar and open to anyone.

With regard to analytic features and KPIs, these two platforms have some similarities but some important differences as well. A marketer can monitor simple and general KPIs such as the number of followers, the number of posts, reach and number of shares on both platforms. However, Facebook seems to provide many more KPIs that can be monitored and that are available for public usage. Instagram is taking some steps to improve its analytic features, but still does not offer a lot of possibilities for marketers. Instagram was used by individuals more than by businesses and has recently launched the "switch to business profile" feature. This may be the reason why its analytics features are in a growing stage. Facebook on the other hand, has turned its attention to businesses during a long time ago and is more competitive. However, it seems that in the future, both platforms will provide many KPIs for marketers to observe.

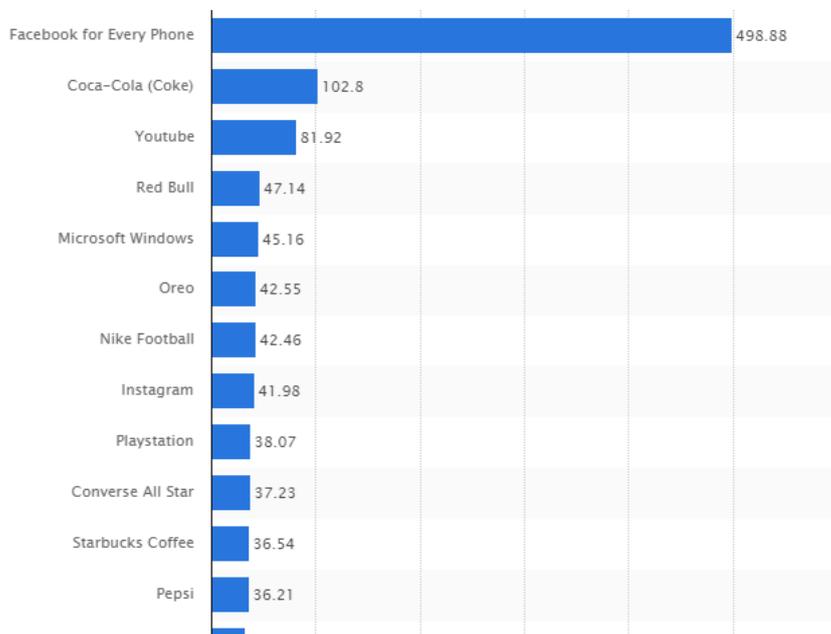
In conclusion, Facebook and Instagram may both be social media platforms suitable for promoting a business, but they serve different purposes. Facebook is a more

sophisticated and professional platform while Instagram is a more creative and entertaining application. As for analytics, Facebook clearly offers more possibilities to stakeholders than Instagram while both platforms constantly improve their analytic features until today. Despite their differences, the conclusion is that the most beneficial for a company to do is to use both of them in order to achieve optimal results for its marketing purposes.

## 3 Research in the Food Industry

### 3.1 Social Media in the Food Industry

In the food industry, as well as in many other industries, social media play an important role. Many of the businesses, such as restaurants, food manufacturers and vendors have active accounts and dedicate time and resources to manage them. As presented on Image 3-1, some the most popular product brands on Facebook are related to the food industry, for example Coca-Cola, Red Bull and Oreo.



**Image 3-1: Product brands with the most Facebook fans as of May 2017 ([www.statista.com](http://www.statista.com))**

There are many reasons why social media are being used in the food industry. A website may offer information about a restaurant or a food business in general, but it has some limitations and is not as interactive as social media are. Businesses such as restaurants or brands that sell food products can post their own photos and content to tempt customers to follow their accounts and buy their meals and/or products. Photos seem to help a lot in promoting a page in the food industry. When people see an appealing photo of a meal or food they tend to want to eat it, so eventually buy it (Salleh et al. (2015)). In addition, through social media it is easier to attract users' attention by posting special offers and coupons, available only through the specific platform. Users are tempted to and engage with the restaurant's page, as everyone would be satisfied with a free meal or product or with a reduced price.

In the bibliography, there is research focused on the use of social media in the food industry. For example, He et al. (2013) researched the use of social media in the pizza industry. It seemed that they use Facebook and Twitter more thoroughly by letting customers customize their pizzas, discuss their experience, give feedback etc. Others (Bui (2014); Guidry et al. (2015); Salleh et al. (2015)) focused their research on Instagram and its use in the food industry. They conducted analysis on content posted on Instagram by the brands or about them, measured various metrics and evaluated many posts. Bui's study enhanced Instagram's value and presented it as an opportunity for the food industry companies to reach and engage with their customers. Some conclude that the use of social media for the food industry has become a necessity nowadays (Salleh et al. (2015)). Other results show that Instagram seems to be a very important platform for the food industry; however, companies do not use it extensively and in the best way possible yet.

Other examples of food related companies using social media are Domino's Pizza, Pizza Hut and Papa John's Pizza, which all have a successful Facebook presence (He et al. (2013)). Lay's, the famous potato chips brand, by using visuals, creative smart videos and graphs, it succeeded to increase their ROI by 4.5 times ([www.facebook.com/business](http://www.facebook.com/business)). Nestlé managed to have great results for its ice cream brand Maxibon by using Facebook and especially video ads, resulting in brand awareness' increase and a double-digit sales growth.

These companies' successful course on social media arose the question whether Greek companies on the food industry are using social media and whether they are doing it in a successful way. This study focused on online food delivery websites in Greece and Cyprus, and tries to assess their presence on Facebook and Instagram based on the theoretical background done in the chapters above.

### **3.2 Research Methodology**

Firstly, a research has been done on which websites offer online fast food delivery online services in Greece and Cyprus. Websites that gather many restaurants are chosen, while websites that offer online food delivery services for only one restaurant are excluded. In addition, websites which offer food delivery information about many restaurants but do not offer the possibility to their users to place an online order, are also excluded from this research. 17 websites were gathered, by researching

on search engines, such as Google, by using various keywords such as “online delivery”, “Greek delivery”, “e-delivery” and several other Greek words. Afterwards, the results were evaluated and the suitable websites were chosen. Below are presented the websites gathered for this paper’s research:

- 1) [www.efood.gr](http://www.efood.gr)
- 2) [www.clickdelivery.gr](http://www.clickdelivery.gr)
- 3) [www.deliveras.gr](http://www.deliveras.gr)
- 4) [www.foododelivery.gr](http://www.foododelivery.gr)
- 5) [www.delivery.gr](http://www.delivery.gr)
- 6) [www.clickneat.gr](http://www.clickneat.gr)
- 7) [www.fagi.gr](http://www.fagi.gr)
- 8) [www.youdelivery.gr](http://www.youdelivery.gr)
- 9) [www.fatepaketo.gr](http://www.fatepaketo.gr)
- 10) [www.deliveryserres.gr](http://www.deliveryserres.gr)
- 11) [www.deliveryman.com.cy](http://www.deliveryman.com.cy)
- 12) [www.foody.com.cy](http://www.foody.com.cy)
- 13) [www.luxury-delivery.gr](http://www.luxury-delivery.gr)
- 14) [www.sepaketo.gr](http://www.sepaketo.gr)
- 15) [www.fataolas.gr](http://www.fataolas.gr)
- 16) [www.eviagreece.gr/eviadelivery/](http://www.eviagreece.gr/eviadelivery/)
- 17) [www.gourmetdelivery.gr](http://www.gourmetdelivery.gr)

Most of the websites have a mobile application available and they all use social media. All of them have a Facebook account, 82% have a Twitter account, while 41% have an Instagram account.

This paper aims to evaluate each brand’s account on Facebook and Instagram, based on the theoretical background presented in the previous chapters. The research questions this research aims to answer are:

1. Do Greek online food delivery brands use Facebook and Instagram efficiently?
2. What KPIs available for public usage can be measured on each social media platform?
3. What factors should a brand monitor when it wants to assess its social media presence on Facebook and Instagram?

The research method used was observation. By entering each brand’s page on Facebook and Instagram, notes were taken according to the literature review. Then,

some KPIs and factors were chosen to be assessed on each platform according to the theoretical research made for this paper, especially according to Chapters 2.2.2, 2.2.3 and 2.3.2. Afterwards, each account was carefully observed on both platforms and three tables were created, which give a holistic view on each brand's presence on these two platforms. Lastly, by considering each table, results were written down.

### **3.3 Research on Facebook Pages**

As for these brands' Facebook pages, 5 quantitative KPIs are chosen to be monitored, since no more were available for public usage that met the research criteria of this paper. These metrics will be analyzed among with their objective:

- Likes: The number of total likes of each page. The objective is reach.
- Check-ins: The number of total check-ins made by users. The objective is engagement.
- People talking about it: The number of people talking about the page. The objective is virality.
- Response rate: Time between the receipt of an inquiry and the brand's response. It is not exactly a quantitative KPI, as it is available in words such as "in a few hours" which is often accompanied with a percentage. The objective is brand's efficiency.
- Rating/ Reviews: The page's rating by users. It is a number from the scale of 0 to 5 followed by the number of reviews that resulted on this number. The objective is customer satisfaction.

In addition, 11 factors are chosen in order to assess each page's presence on the platform. This paper's theoretical research and best practices gathered by the academic and business world as well as by Facebook were very useful and were used as a guideline to choose these factors. These factors can be seen as qualitative metrics which can be assessed in order to improve a brand's presence on Facebook. Some of them maybe can be measured properly with tools if one has access to the brand's account. The factors assessed were:

- Main and cover photo: what type of photo are the page's main photo and cover photo
- Action button: the type of the page's action button
- Social media association: whether the Facebook account is linked with other social media accounts.

- Posts' diversity: whether the brand posts various types of content (ex. text, photos, videos, offers, funny content, ads, etc.)
- Posts' creativity: whether the content posted is creative
- Posts' frequency: how often content is posted
- Contests/offers/coupons: whether and how often contests and offers for the users are posted
- Crisis management: whether the brand replies to negative comments and reviews and whether they handle them well. This factor cannot be assessed if no negative comments or reviews are found.
- Photos: a general review of the type of photos posted
- Videos: a general review of how many videos are posted and their content
- General Facebook presence: how the general page's presence is on Facebook. It is based on the previous factors.

Below are presented the two tables, table 3-1 shows the 5 KPIs measured for each account and table 3-2 with the 11 factors assessed on the Facebook pages.

**Table 3-1 - Quantitative KPIs on brands' Facebook pages**

WEBSITES	FACEBOOK METRICS				
	Likes	Check-ins	People talking about it	Response Rate	Rating/ Reviews
e-food.gr	163,000	473	6,600	92% (in a few hours)	3.9/5 from 718 reviews
clickdelivery.gr	72,000	84	676	81%	4.3/5 from 146 reviews
deliveras.gr	54,000	11	2,282	100% (within a few minutes)	4.8/5 from 407 reviews
foododelivery.gr	6,800	-	4	-	-
delivery.gr	20,607	120	61	instantly	-
clickneat.gr	1,910	-	5	-	-
fagi.gr	20,951	-	106	77% (within a few hours)	-
youdelivery.gr	244	-	23	83% (within a day)	-
fatepaketo.gr	8,933	-	23	75% (within a few hours)	-
deliveryserres.gr	2,213	-	1	100%	-
deliveryman.com.cy	6,119	3	11	83% (within a day)	-
foody.com.cy	15,672	-	474	89% (within minutes)	-
luxury-delivery.gr	4,259	-	-	within minutes	-
sepaketo.gr	30	-	1	-	-
fataolas.gr	294	-	1	within a few hours	-
eviagreece.gr/eviadelivery/	1,054	-	11	80% (within a few hours)	4.9/5 out of 16 reviews
gourmetdelivery.gr	1,588	-	2	within an hour	4.8/5 out of 41 reviews

**Table 3-2 – Factors to assess brands’ Facebook presence**

Websites		Factors to assess									
	main and cover photo	action button	social media association	posts' diversity	posts' creativity	posts' frequency	contests/ offers/ coupons	crisis management	photos	videos	general Facebook presence
<b>efood.gr</b>	main photo: logo, cover: photo of a contest	shop now	Instagram & Twitter	good: funny images, videos, links for blog, contests	good: creative and funny images and videos	very good: once or twice a day	good: contests and coupons are posted once in a while	replies to negative reviews	mostly funny images or photos to promote an offer/contest	many videos are posted: YouTube videos, shows, funny videos, vlogs etc. It uses the livestream feature.	very good: every factor is at a very good level
<b>clickdelivery.gr</b>	main photo: logo, cover: photo ad of the website and the mobile app	shop now	Twitter	not good: mainly promotive photos. A few contests and coupons in the past	average: not so creative images, constests are creative	not good: a few times a month. Inactive from July to November '16.	average: they post a few	replies to negative reviews most of the time	mostly photos of food mainly, or related to sports events, offers/contests	not good: a few videos, some without sound, not creative	good: good diversity, lacks frequency, creativity and videos
<b>deliveras.gr</b>	main photo: logo, cover photo: image with slogan, no colors	use app (leads to informations about mobile applications)	-	not good: mainly photos and images	average: some creative and funny photos	very good: once a day	a monthly contest	replies to negative reviews, some replies have an apologetic or aggressive tone towards the customers	mainly food photos and funny images	average: videos about contests' results posted once a month, some ads and funny videos	good: good frequency, creativity, lacks diversity
<b>foododelivery.gr</b>	main photo: logo, cover photo: ad for mobile apps	send message	-	not good: food photos with a link of the website	not good	no posts since 2015	-	-	Only food photos with a link of the website	-	inactive account

Websites	Factors to assess										
	main and cover photo	action button	social media association	posts' diversity	posts' creativity	posts' frequency	contests/ offers/ coupons	crisis management	photos	videos	general Facebook presence
<b>delivery.gr</b>	main photo: logo, cover photo: funny ad photo	sign up	Instagram, Twitter & YouTube	good: ads, photos, links, offers	good	good: several times a week	average, few coupons (ex. Oscar coupon)	-	photos as ads, photos about food and offers/coupons	plenty of fresh creative videos, vlogs	good: good video presence, good diversity
<b>clickneat.gr</b>	main photo: logo, cover photo: ad for mobile app	send message	-	not good	not good	no posts since March 2015	-	-	some food photos	-	inactive account
<b>fagi.gr</b>	main photo: the logo, cover photo: an image to thank the fans	play game (leads to webpage)	Instagram	not good: mainly photos about offers/contests	not good: mainly promoting offers	very good: once or twice a day	very good: a lot of offers and contests	-	some Instagram photos, photos about contests' results	some videos of contests' results, winners and process	good: ctive account, a lot of offers/contests, lacks diversity and creativity
<b>youdelivery.gr</b>	main photo: logo, cover photo: a food photo	send message	-	average: posts about contests' results, images to promote new restaurants	not good	not good: 2-3 times per month	good: contests are posted	-	no photos, only the main photo and the cover photo	very few videos about contests' results	not good: lacks frequency, diversity, videos and photos
<b>fatepaketo.gr</b>	main photo: logo and slogan, cover photo: creative ad photo	shop now	Instagram	not good: only photos with website links	not good	good: from once a day to a few times a week	good: posts offers "deal of the day"	-	mostly food photos with an offer	not good: just 2 videos posted	average: good frequency, many offers, lacks creativity and diversity
<b>deliveryserres.gr</b>	main photo: its name, cover photo: a picture	send message	-	not good: just posts promoting restaurants	not good: just posts promoting restaurants with a link	no posts since September 2016, formerly a few posts per year	some posts and pictures with offers	-	a few photos with ads and offers, some food photos	-	inactive account

Websites	Factors to assess										
	main and cover photo	action button	social media association	posts' diversity	posts' creativity	posts' frequency	contests/ offers/ coupons	crisis management	photos	videos	general Facebook presence
<b>deliveryman.com.cy</b>	main photo: logo's picture, cover photo: nice colorful food photo with the website name	shop now	-	not good: promotive photos with the restarurant's link	not good: only promotive photos with the restaurant's link	a few times a month	-	-	only food photos, nice amd colorful	1 creative ad video, some videos are food photos without sound	average: good frequency, lacks creativity, diversity and interactivity
<b>foody.com.cy</b>	main photo: logo, cover photo: photo to advertise the mobile app	shop now	-	average: mainly posts to promote restaurants	not good: most posts have just a link and an advertising phrase	very good: once or twice a day	-	-	only nice colorful food photos	3 creative videos, other videos are just food photos without sound	average: good response, frequency, lack of creativity, diversity and videos
<b>luxury-delivery.gr</b>	main photo: logo, cover photo: image with slogan and page's name	shop now	-	same post posted with the link of the website	not good	no posts since January 2017, formerly posted a few times per month	-	-	no photos posted since 2015, most photos are ads	only 1 video posted as an ad	inactive account
<b>sepaketo.gr</b>	main photo: logo, cover photo: image with restaurants' logos	contact us	-	-	-	-	-	-	4 photos	-	inactive account
<b>fataolas.gr</b>	main photo: logo, cover photo: an ad	use app	-	photos with a slogan and a link, only 1 ad for mobile app	not good: just food photos with a link	no posts since November 2016, formerly posted almost once a day	-	-	a lot of photos, only photos of food	1 video about a contest	not good: inactive for now, lacks diversity, creativity, videos
<b>eviagreece.gr/eviadelivery</b>	main photo: logo, cover photo: colorful ad photo with website's information	learn more	-	not good: only photos with the link of the website	not good: only some nice photos, with a link	excellent: 1-3 times per day	-	-	food photos with the link of the website	-	average: very good frequency, active account, lack of diversity and interactivity
<b>gourmetdelivery.gr</b>	main photo: logo, cover photo: nice food photo with opening hours	contact us	-	not good: mainly food photos to promote a restaurant	not good: mainly food photos to promote a restaurant	no posts since October 2016, formerly posted several times per month	-	2 negative reviews with no reply	nice photos and colors, mainly food photos	-	inactive account

### 3.4 Research on Instagram Accounts

A similar research as the above was conducted on these brands' Instagram accounts. As only 7 brands out of 17 use Instagram, the research was done on these 7 accounts. The research was conducted by a mobile phone, as Instagram addresses on mobile platforms. Only two quantitative KPIs were measured, as they were available for public usage. These KPIs are presented below, along with the objective they serve:

- Followers: The number of the page's total followers. The objective is reach.
- Total Posts: The number of total posts posted by each brand. The objective is brand's efficiency.

While another KPI, the number of the accounts each brand follows, was available, it was not chosen to be noted because it does not meet the research criteria of this paper.

In addition, 8 factors are chosen in order to assess each page's presence on Instagram. This paper's theoretical research and best practices gathered by the academic and business world were very useful and were used as a guideline to choose these factors. These factors can be seen as qualitative metrics which can be assessed in order to improve a brand's presence on Instagram. They are presented below:

- Profile photo: the content of the main photo of the account
- Posts' creativity: whether the content posted is creative
- Posts' diversity: whether the page posts various types of content (ex. different types of photos, videos, stories etc.)
- Posts' frequency: how often content is posted
- Videos: a general review on how many videos are posted and their content
- Hashtags' use: whether or not each brand is using hashtags correctly, based on how many hashtags are used on each post.
- Affective content: whether or not each brand posts content that affects users and provoke their emotions
- Brand's information on Instagram: the type of information included on the Instagram account, such as an address, a website link etc.
- General presence: a general assessment of the page's presence. It is based on the previous factors.

By following a similar procedure as on Facebook, one table (Table 3-3) was constructed. This table presents both the quantitative KPIs and the qualitative factors and gives a general view on each brand's Instagram presence.

**Table 3-3: Assessment of brands' Instagram presence**

Website	general presence	QUANTITATIVE KPIS		QUALITATIVE FACTORS TO ASSESS INSTAGRAM PRESENCE							brand's information on Instagram
		followers	total posts	profile photo	posts' creativity	posts' diversity	posts' frequency	videos	hashtags' use	affective content	
<b>e-food.gr</b>	very good: good content and video presence, could use more hashtags	18,700	529	logo	good	very good: videos, group photos, food photos, ads, offers and contests	very good: 1-2 times per day	many videos posted, creative and funny	average: few hashtags, could use more	yes: group photos and funny videos provoke positive feelings	Facebook link, e-mail, call button, address, no website link
<b>deliveras.gr</b>	good: good frequency and hashtags' use, lacks diversity and videos	226	139	logo	good	good: food photos and funny images	very good: once per day to a few times a week	-	good: around 7-10 hashtags per posts	yes: provoke laughter and hunger	website link, call button, address
<b>delivery.gr</b>	good: active account, good frequency, lacks diversity and videos	563	80	logo	good	not good: mainly food photos	very good: around once per day	-	good: many hashtags used, more than enough on some posts	average: appealing food photos, provoke hunger	call button, address, website link, e-mail
<b>fagi.gr</b>	inadequate: inactive account	470	20	logo	average	not good: only food photos	inadequate: only 3 posts since August 2016	-	good: around 3-10 hashtags per post	no	call button, e-mail, website link
<b>youdelivery.gr</b>	inadequate: few posts, lacks frequency, nice photos, hashtags	166	10	logo	not good: only ads, no colors, no photos	not good: only ads and 1 photo with contest's results	inadequate: only 7 posts in 4 months	5/10 posts are videos	no hashtags used	no	e-mail, website link
<b>fatepaketo.gr</b>	average: lacks recent activity, diversity	424	64	logo	average	not good: only food photos with logo and slogan	3 posts during March 2017, no other posts since August 2016, formerly posted very frequently	-	good: around 9- 20 hashtags per post, more than enough on some posts	average: appealing food photos, provoke hunger	e-mail, website link, city address
<b>foody.com.cy</b>	good: diverse and creative content, could use more hashtags	366	103	logo	good	good: food photos, other photos, images, group photos	average: once - few times per week	only 1 video post	average: around 2-5 hashtags per post, could use more	yes: group photos, inspirational images, provoke positive feelings, food photos provoke hunger	only website link

## **4 Conclusion**

### **4.1 Results**

#### **4.1.1 Results from Research on Facebook**

By considering Table 3-1, the following results have been noticed. Almost all accounts have a good percentage of response rate, even the ones with fewer likes. Only 29% of the pages have the reviews feature available and open to the crowd. This may be because of each brand's reach, because if its crowd is not big the review feature is not helpful. It is noticeable that check-ins and the number of people talking about each page are related to the number of likes; this is a reasonable result, as all these KPIs refer to each page's reach.

By considering Table 3-2, it is noticed that all websites have a simple profile page with their logo, and most of them have a nice cover photo. Creative cover photos with vivid colors stand out; this confirms the best practices given on Chapter 2.2.2 and 2.2.3. As for the action button used, only 2 out of 17 accounts promote the mobile apps, the rest promote the brand's webpage. Only 29% of the Facebook accounts are linked with other social media accounts, from which 24% of them are connected with Instagram, although 41% of the brands use Instagram so it is a reasonable outcome. Concerning the pages' content, most of them (59%) lack diversity and creativity, as they only post a photo combined with a link to promote their website or a specific restaurant. 41% of them post quite frequently and 41% of them are inactive lately. As for crisis management, when there are no negative comments or the review feature is not available, this parameter cannot be assessed. However, three out of four accounts on which it could be measured reply to negative reviews. All websites have posted photos; they generally post a lot of them, as they usually post food photos. As for videos, the general conclusion is that only 24% of the accounts post videos, while the rest have posted either a few amateur videos or no videos at all.

One of the most important results out of the research on Facebook is that 35% of the accounts are inactive, which is unsatisfying, as a smaller percentage was expected. A correlation between the first and the second table is noted. In general, the bigger the number of likes is the better presence the brand has. All inactive accounts have fewer than 7,000 likes. This is a reasonable outcome; when the page' reach decreases it is

more likely to be abandoned, as it seems that the page's management and Facebook use have not positive outcomes. Despite that, there are a few pages with a small number of likes, such as [eviagreece.gr](#), which have a relatively good presence.

In general, it can be said that most of the pages have an average or inadequate presence on Facebook. Even for the accounts that are active, there are many things that they could improve, such as post more videos and post more creative, diverse and updated content. After combining both tables and having taken into consideration all the factors assessed, it is concluded that the website with the best Facebook presence is clearly [e-food.gr](#), followed by [deliveras.gr](#), [delivery.gr](#), [clickdelivery.gr](#) and [fagi.gr](#).

#### **4.1.2 Results from Research on Instagram**

By considering Table 3-3, some results were concluded and are presented below. It seems that except for [e-food.gr](#), the other accounts have not a big difference in the number of their followers. It seems that in general, the brands' content is creative but some brands lack posts' diversity, as 3 out of 7 accounts have diverse content. About half of the websites post frequently and the other half are inactive lately. One of the most important results is that there is a general lack of video posts, as only [e-food.gr](#) has many video posts and [youdelivery.gr](#) has some videos posted. It seems that the brands post only photos on Instagram and do not post other types of content available such as videos or stories. As for hashtags, most of the brands use them well and in a good number. Only one account does not use them at all and two of them could use more hashtags to improve this factor. In general most of the websites (71%) seem to post affective content by mainly posting food photos and some funny ones. Food photos seem appealing and provoke hunger and funny photos provoke laughter. There are accounts that post other photos as well, such as group photos of their employees or restaurants or inspirational quotes on images. These types of content seem affective as well and would be considered to be used by all of the accounts. Lastly, it seems that almost all brands have added their e-mail and website link on their Instagram account, while 57% of them have added their address. Also, 57% of them have added a direct call button. Only one account, [e-food.gr](#) has connected its Facebook account on its Instagram account, which reveals a lack of social media integration of these two platforms.

By concluding the above results and notes, [e-food.gr](#) seems to be the account which uses Instagram in the best way, followed by [deliveras.gr](#), [delivery.gr](#) and

foody.com.cy. However, these accounts may use the platform correctly, but they lack of posts' diversity, use of videos or other new Instagram features. The platform's usage by the rest of the brands (43%) could be improved in several ways, as shown on the table 3-3.

#### **4.1.3 General Results**

After having analyzed the results for each table and platform separately, a holistic view on both of them can drive us to some helpful conclusions.

On both platforms the accounts with the most followers seem to use each platform in a good way. This is a reasonable outcome, as the better usage a brand does, the more followers it attracts. This fact also works at the opposite directions, as the fewer fans a page has the less interested it is in the social media platform. Also, it seems that the brands that use Facebook correctly are also using Instagram in a good way.

At the beginning of the research, three main questions were posed:

- 1) Do Greek online food delivery brands use Facebook and Instagram efficiently?
- 2) What KPIs can be measured on each platform and are available for public usage?
- 3) What factors should a brand assess when it wants to assess its social media presence on Facebook and Instagram?

By answering question 1, it seems that online food delivery brands use Facebook but only some of them use Instagram. However, although they use social media, they do not always use them in the best way possible. There are plenty of aspects they can improve or new ones that they can adopt, for example they can improve posts' diversity and use more videos. In general, they use Facebook more efficiently than Instagram. This also means that they should focus on how their presence is on other than Facebook as well, if they want to have a success in them too.

By answering question 2, there are a lot less KPIs available for public usage than the ones available for the accounts' managers on both platforms. This is reasonable, as more information should be available only for each brand and not to anyone. On Facebook there were more KPIs that can be measured than on Instagram. It seems that Instagram analytics could be improved by giving more information to the public.

By answering question 3, there are many parameters a brand can measure if it wants to assess its Facebook and/or Instagram presence. A brand which is already using Facebook or Instagram could use one of the tables 3-1, 3-2 and 3-3, all of them combined or create a similar table itself in order to specify which parameter it can

improve on its account. Also, if other competitive brands are included to that table, a general review on its competition can be done; new ideas for the page's management can be utilized. Except for brands already using the platforms, a table with the factors gathered could also be helpful for a brand which is about to start using Facebook and/or Instagram. In this way it can have a holistic view on the parameters it should pay attention to while using these platforms in order to have a successful course on them.

## **4.2 Limitations**

There are some limitations on the research conducted for this paper. The sample of websites is not very big, as only 17 were gathered. A small number of accounts fails to give a good and holistic view on how Facebook and Instagram are being used. Also, disunion is noticed, as some websites have services addressed only to certain regions, such as [gourmetdelivery.gr](http://gourmetdelivery.gr) which only has services for Athens city. Therefore, it is reasonable that websites which address to a smaller area have a smaller number of customers and eventually a smaller number of followers on social media. In addition, there is a chance that some websites are inactive too, so it is reasonable for the social media accounts to be inactive.

As for the metrics used, a limited number of metrics were studied, because they were available for public usage. In order to have a better understanding it would be more useful to explore more KPIs, which are available to each page's managers and have been presented on the theoretical part of this paper. In addition, some factors cannot be assessed equally. For example, response rate and crisis management cannot be measured on all the accounts, as some of them have not the review feature available to the users and have not any negative comments on their page. KPIs which are percentages are difficult to be interpreted. For example, as for the KPI response rate, which is a percentage, its interpretation depends on how many messages the page receives. For example, if it receives a few messages per day and replies to all of them quickly, the response rate is 100%, but if it receives a big number of messages per day and replies to most of them less quickly, the response rate will be lower, but the brand's efficiency seems to be equally or more satisfying. By this example, the relativity of a percentage KPI is shown.

As mentioned, there surely are some limitations of the research done for this paper, however despite them, the tables constructed and the outcomes of the research are believed to be useful for marketers, academics and stakeholders.

### **4.3 Suggestions for Future Research**

The subject of social media analytics and specifically the KPIs that can be measured on Facebook and Instagram is a challenge for future research. In general, more research in the areas of sentiment analysis, natural language processing, and computational linguistics on social media is needed. In addition, although there are several studies focused on Facebook, more research on another platform such as Instagram would be helpful both for the academic and the business world.

The framework proposed on this paper could be used as a guideline by both academics and marketers. Marketers can use it to evaluate and improve their brand's social media presence and to monitor their competition on social media. They can also discover which KPIs are suitable to be monitored according to their goals. Academics can be helped from this paper to construct new social media dashboards or propose their own metrics that can be measured.

This paper's research can be extended and analyzed furthermore. There are some problems occurred by the limitations of this research, such as that a lot of accounts were inactive and the limited number of KPIs could be measured. Specific social media analytic tools can be used to describe and note more KPIs in a more specific way. To avoid inactive accounts the research could be limited only to brands that are using their websites and social media accounts extensively.

A research similar to this can also be done on other social media platforms such as Pinterest or Snapchat, which are new and evolving platforms and there has been no research done especially on their analytic features. A comparison between platforms would help a brand to decide which platform is suitable for it to use and in which way.

Lastly, this framework could also be used for other brands of the food industry, such as restaurants or fast food brands, which also have an active social media presence. This would help to give a holistic view on the use of social media in the food industry in general.

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