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Amy Van Looy

Social Media Management

Technologies and Strategies
for Creating Business Value

 Springer

Amy Van Looy
Ghent University (Faculty of Economics and Business Administration)
Ghent, Belgium

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*To my lovely daughter, the sunshine in my life
and a future digital kid.*

Preface

Before getting started, the reader is invited to consider what can be expected from this book.

Who This Book Is for

This book is written as an international handbook and primarily targets students in economics and business administration. Also other students interested in the organization's way of working or social media management in general are encouraged to read the book.

Additionally, business people (ranging from employees to managers and CxOs) who wish to get acquainted with the diverse business aspects of social media will profit from the book.

How This Book Differs from Other Social Media Books

This book takes the perspective of organizations (not individuals) and clarifies the impact of social media on the different departments or disciplines in an organization. This multidisciplinary approach differs from other books on social media which deal with a single topic and/or a single focus (e.g., limited to marketing or IT). As this book intends to offer an introduction to a wide range of business-related social media topics, it serves as a complement to the more specialized books that elaborate on each topic separately.

The unique selling points of this book are as follows.

- Basic concepts and practices on social media management are explained in order to introduce the reader to the business essentials of social media.
- The reader is offered critical reflections on a recent and hyped phenomenon, based on a combination of academic insights and practical tips and tricks.
- By taking a multidisciplinary approach, the reader gets to know a wide range of organization-relevant topics in order to put social media into an appropriate business perspective.

- The point of departure concerns potential social media strategies that help achieve organizational strategies and business objectives, derived from an organization's mission statement. It is shown that social media are not a solution to all business problems, and their use should be well considered to avoid failures or too high expectations.
- Each chapter in the book offers a self-test and suggests further readings to learn and better comprehend the material. Additionally, the wrap-up chapter is dedicated to case studies and assignments covering social media management in practice.

How This Book Is Organized

After the introductory chapters, different chapters elaborate on relevant business topics that cope with social media management in an organization. For each chapter, it is explained which departments are primarily involved in the topic and to which degree.

- Chapter 1—Introduction to social media management
- Chapter 2—Definitions, social media types, and tools
- Chapter 3—Social media strategy and return on investment
- Chapter 4—Online advertising and viral campaigns
- Chapter 5—Social customer relationship management
- Chapter 6—Search engine optimization
- Chapter 7—Sentiment analysis and opinion mining (Business intelligence 1)
- Chapter 8—Social network data and predictive mining (Business intelligence 2)
- Chapter 9—e-Recruitment
- Chapter 10—Crowdfunding
- Chapter 11—Legal and ethical issues in social media
- Chapter 12—Wrap-up

Each chapter is organized as follows. It starts with an abstract that summarizes the chapter's outline. The body of the text is written to be accessible to a wide audience and contains a plethora of links and references that enable further readings for those who are eager to delve into the chapter's topic. Each chapter ends with recapping the takeaways, supplemented by a self-test to challenge the reader's understanding of the topic.

Disclaimer and Trademarks

This book intends to give an objective state of the art of the social media landscape at a certain moment in time, without supporting one or another social media tool or online service. Being an international handbook, the book neither intends to give specific advice to organizations.

This book is an independent publication and has not been authorized, sponsored, or otherwise approved by any organization, product, or vendor mentioned in the book.

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We Would Like to Hear from You

As social media are a new and rapidly evolving domain, we are interested in your feedback to prepare a next version of this book (AmyVanLooy@UGent.be).

Enjoy reading!

Ghent, Belgium

Amy Van Looy

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- Verbeke Wouter—Reviewer of business intelligence

List of Abbreviations

24/7	24 hours a day, 7 days a week (round-the-clock, nonstop)
Ad	Advertisement
AIDA	Awareness, Interest, Desire, Action
AIDAL	Awareness, Interest, Desire, Action, Loyalty
App	Application
ATS	Applicant Tracking System
B2B	Business-to-Business
B2C	Business-to-Consumer or Business-to-Customer
BI	Business Intelligence
C2C	Consumer-to-Consumer or Customer-to-Customer
CEO	Chief Executive Officer
CSO	Chief Social Media Officer
CxO	Chief x Officer (i.e., a generic term to indicate a corporate officer. The letter “x” is to be replaced by a specific organizational domain, e.g., Chief Executive Officer, Chief Financial Officer, Chief Operations Officer, Chief Information Officer, Chief Marketing Officer, Chief Social Media Officer, etc.)
CRM	Customer Relationship Management
CSO	Chief Social Media Officer or Chief Social Officer
CV	Curriculum Vitae
e.g.	Exempli Gratia (Latin for: “for example”)
et al.	Et Alii (m)/Et Aliae (f) (Latin for: “and others”)
EU	European Union
FAQ	Frequently Asked Questions
HTML	HyperText Markup Language
HTTP	HyperText Transfer Protocol
HTTPS	HTTP Secure
HR	Human Resources
ICT	Information and Communication Technology
ID	Identification
i.e.	Id Est (Latin for: “that is”)
iOS	iPhone™ Operating System
IP	Internet Protocol

IPO	Initial Public Offering
IT	Information Technology
KPI	Key Performance Indicator
MarCom	Marketing and Communications
OSM	OpenStreetMap
p.	Page
PDF	Portable Document Format
Q&A	Questions and Answers
R&D	Research and Development
ROI	Return On Investment
RSS	Really Simple Syndication
SCRM	Social Customer Relationship Management (or social CRM)
SEA	Search Engine Advertising
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SERP	Search Engine Results Page
SMART	Specific, Measurable, Attainable, Relevant, Timely
SMARTER	SMART, Evaluate, Reevaluate
SME	Small and Medium Enterprise
SWOT	Strengths, Weaknesses, Opportunities, Threats
UGC	User-Generated Content
UK	United Kingdom
UN	United Nations
URL	Uniform Resource Locator (also known as a link or a website address)
US	United States (of America)
VC	Venture Capitalist (or Venture Capital Investor)
WOM	Word-of-Mouth
WWW	World Wide Web
XML	eXtensible Markup Language

Contents

1	Introduction	1
1.1	Introduction to the Internet	1
1.1.1	What Happens on the Internet?	1
1.1.2	Could You Live Without the Internet?	3
1.2	Introduction to Social Media	6
1.3	Social Media as a Multidisciplinary Approach	10
1.4	Learning Objectives of this Book	13
1.5	Overview of the Book Chapters	15
1.6	Takeaways	18
1.7	Self-Test	19
	Bibliography	19
2	Definitions, Social Media Types, and Tools	21
2.1	Defining Social Media	21
2.1.1	The Concept of Web 2.0	22
2.1.2	The Concept of User-Generated Content	26
2.1.3	The Concept of Social Media	27
2.2	Social Media Types and Tools	27
2.2.1	Social Communities	30
2.2.2	Text Publishing Tools	32
2.2.3	Microblogging Tools	33
2.2.4	Photo Publishing Tools	34
2.2.5	Audio Publishing Tools	35
2.2.6	Video Publishing Tools	36
2.2.7	Social Gaming Tools	37
2.2.8	Really Simple Syndication	38
2.2.9	Other Social Media Types	40
2.3	Social Media Purposes	41
2.4	Takeaways	45
2.5	Self-Test	46
	Bibliography	47

3	Social Media Strategy and Return on Investment	49
3.1	Introduction to a Social Media Strategy	50
3.2	Determining a Social Media Strategy	51
3.3	Monitoring and Evaluating a Social Media Strategy	56
3.3.1	Monitoring Web Analytics and Social Media Analytics	57
3.3.2	Monitoring Business Outcomes and ROI	59
3.4	Takeaways	61
3.5	Self-Test	61
	Bibliography	62
4	Online Advertising and Viral Campaigns	63
4.1	Online Advertising	63
4.1.1	Introduction to Online Advertising	63
4.1.2	Defining Online Advertising	65
4.1.3	Pricing Models for Online Advertising	67
4.1.4	Starting Online Advertising	70
4.1.5	Monitoring Online Advertising	72
4.1.6	Legislation Related to Online Advertising	73
4.1.7	Challenges for Online Advertising	75
4.2	Viral Campaigns	77
4.2.1	Introduction to Viral Campaigns	77
4.2.2	Defining Viral Campaigns	77
4.2.3	Success Stories of Viral Campaigns	79
4.2.4	Tips and Tricks for Viral Campaigns	80
4.3	Takeaways	82
4.4	Self-Test	83
	Bibliography	83
5	Social Customer Relationship Management	87
5.1	Introduction to Social CRM	88
5.2	Defining Social CRM	90
5.2.1	Traditional CRM	90
5.2.2	Social CRM	92
5.3	Types of Social CRM	94
5.4	Value Creation by Social CRM	97
5.5	Tips and Tricks for Social CRM	100
5.6	Monitoring Social CRM	102
5.6.1	Social Media-Based Helpdesks, Contact Centers, or Support Groups	104
5.6.2	Social CRM Tools	106
5.7	Takeaways	109
5.8	Self-Test	110
	Bibliography	111

6	Search Engine Optimization	113
6.1	Introduction to SEO (or SEM = SEO + SEA)	113
6.2	Defining SEO	115
6.3	Search Engine Results Page	116
6.4	Indexation Mechanism	118
6.5	Tips and Tricks for SEO	120
6.5.1	Off-Page or On-Site SEO Improvements	121
6.5.2	On-Page SEO Improvements	123
6.5.3	Off-Site or External SEO Improvements	126
6.5.4	SEO Improvements Related to User Experience	128
6.6	Takeaways	129
6.7	Self-Test	131
	Bibliography	131
7	Sentiment Analysis and Opinion Mining (Business Intelligence 1)	133
7.1	Introduction to Opinion Mining and Sentiment Analysis	133
7.2	Defining Opinion Mining and Sentiment Analysis	136
7.2.1	Definitions	136
7.2.2	Characteristics	136
7.3	Building a Sentiment Model	137
7.3.1	Example of a Feature-Based Sentiment Analysis	138
7.3.2	Example of a Sentiment Analysis with Reviews and Ratings	141
7.4	Big Data Challenges to Opinion Mining and Sentiment Analysis	144
7.5	Takeaways	146
7.6	Self-Test	146
	Bibliography	147
8	Social Network Data and Predictive Mining (Business Intelligence 2)	149
8.1	Introduction to Social Network Data	149
8.1.1	Examples of Social Network Data in Targeted Marketing	150
8.1.2	Examples of Social Network Data in Other Areas	152
8.2	Defining Social Network Data	153
8.2.1	Social Network Modeling Approaches	153
8.2.2	Definitions	155
8.2.3	Graph Representation	155
8.3	Social Network Analytics	157
8.3.1	Examples of Social Network Applications (with Only Offline Data)	158
8.3.2	Examples of Social Media Network Applications (with Online Data)	159
8.3.3	Mining Algorithm	161

8.4	Triggers for Social Network Data	166
8.4.1	Trigger 1: Peer Influence	166
8.4.2	Trigger 2: Homophily	167
8.4.3	Peer Influence Versus Homophily	168
8.5	Big Data Challenges to Social Network Data	169
8.6	Takeaways	170
8.7	Self-Test	170
	Bibliography	171
9	e-Recruitment	173
9.1	Introduction to e-Recruitment	173
9.2	Organizations and e-Recruitment: How to e-Recruit?	175
9.2.1	LinkedIn™ and e-Recruitment for Organizations	176
9.2.2	Other e-Recruitment Tools for Organizations	179
9.3	Employees and e-Recruitment: How to Get e-Recruited?	180
9.3.1	LinkedIn™ and e-Recruitment for Employees	180
9.3.2	Other e-Recruitment Tools for Employees	181
9.4	Legislation Related to e-Recruitment	183
9.5	Takeaways	185
9.6	Self-Test	186
	Bibliography	186
10	Crowdfunding	189
10.1	Introduction to Crowdfunding	189
10.2	Defining Crowdfunding	191
10.3	Origins of Crowdfunding	193
10.4	Crowdfunding Types and Platforms	194
10.4.1	Type 1: Equity Crowdfunding	195
10.4.2	Type 2: Debt-Based Crowdfunding	195
10.4.3	Type 3: Good-Cause Crowdfunding	196
10.4.4	Type 4: Preorder Crowdfunding	196
10.4.5	Type 5: Reward-Based Crowdfunding	196
10.4.6	Crowdfunding Platforms	197
10.5	Tips and Tricks for Crowdfunding	198
10.5.1	Before a Crowdfunding Project	199
10.5.2	During a Crowdfunding Project	199
10.5.3	After a Crowdfunding Project	200
10.6	Legislation Related to Crowdfunding	201
10.7	Takeaways	203
10.8	Self-Test	204
	Bibliography	204

11	Legal and Ethical Issues in Social Media	207
11.1	Introduction to Legal and Ethical Issues in Social Media	207
11.2	Social Media Ethics by Organizations	210
11.2.1	Social Media Policy and Training	210
11.2.2	Terms of Service of Social Media Tools	212
11.3	Social Media Ethics by Employees	214
11.3.1	Do’s and Don’ts for Social Media Use	215
11.3.2	Digital Afterlife	216
11.3.3	Privacy and Passwords	216
11.4	Takeaways	218
11.5	Self-Test	218
	Bibliography	219
12	Wrap-Up	221
12.1	Case Study	221
12.1.1	Organogram and the Role of a Chief Social Media Officer	222
12.1.2	Determining, Monitoring, and Evaluating External Social Media Strategies	224
12.1.3	Determining, Monitoring, and Evaluating Internal Social Media Strategies	226
12.1.4	Other Topics	228
12.2	Social Media Bloopers and Lessons Learned	229
12.2.1	Example: Monitoring and Support Are Important	230
12.2.2	Example: Anticipate Opposite Behavior	231
12.2.3	Example: Do Not Insult Customers	232
12.2.4	Example: Charity Is a Highly Sensitive Issue	233
12.3	Assignment	235
12.3.1	Advice on Social Media Use for B2C	236
12.3.2	Advice on Social Media Use for B2B	240
12.4	Self-Test	244
	Bibliography	245
	Index	247