Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics and Management

Diploma Thesis

Evaluation of the Impact of Social Media in an Organisation

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

B.Sc. Cynthia Echendu

Economics and Management

Thesis title

Evaluation of the impact of social media in an organization

Objectives of thesis

The main objective of the thesis is to analyze the impact of social media platforms in a selected organization.

The partial goals of the thesis are:

-to analyze the functional building blocks of social media platforms,

-to characterize the current advancements and issues in social media platform and its effects on businesses,

-to evaluate the impact of social media campaigns in the selected organization.

Methodology

The methodology of this thesis is based on study and analysis of information resources through induction and deductive approach. The practical part is focused on the comparison of data provided by the organization and analysis conducted by selected empirical method. Based on the literature review and outcomes of a comparative study, the final conclusions and recommendations will be formulated.

The proposed extent of the thesis

60 – 80 pages

Keywords

Impact; Campaign; Social Media; Online Social Network; Digital Marketing; Organization; Czech University of Life Science.

Recommended information sources

Ganis, Matthew, and Avinash Kohirkar. Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media. IBM Press, 2015.

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Expected date of thesis defence

2016/17 SS – FEM

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Prague on 29. 03. 2017

Declaration

I declare that I have worked on my diploma thesis titled "Evaluation of the Impact of Social Media in an Organisation" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on   31/03/2017   _____

                                                            Cynthia Echendu

Acknowledgement

Firstly, I would like to thank God for the strength to have gotten to this stage, my family for giving me an opportunity to study abroad and my friends who supported me while writing this work. I am immensely grateful to my supervisor Ing. Milos Ulman Ph.D. whose support and mentoring was a crucial element of this thesis as well as Ing Vaclav Lohr Ph.D. Moreso, I want to thank all the lecturers I encountered during the period of study for giving me the vital skills and knowledge for my future career.

Evaluace dopadu sociálních medií na organizace

Souhrn

Sociální média se stále více stávají zdrojem informací pro technicky zdatné jedince, a proto organizace využívají nárůst sociálních medií, coby dobrého zdroje marketingu. Tato studie popisuje, proč je pro organizace užitečné používat sociální média a dokládá to na příkladu Provozně ekonomické fakulty při České zemědělské univerzitě. Diplomová práce si klade za cíl zkoumat rozličné faktory ovlivňující užití sociálních medií skrze rozbor cílové skupiny a za použití kombinace postupů, jako webová analytika a online průzkum. Teoretická část výzkumu se skládá z kritiky použité literatury, která podporuje kvantitativní a kvalitativní analýzu. Analýza poté v závěru přináší doporučení ukazující, jak lze zlepšit užití sociálních medií k vytvoření kvalitní značky a zároveň dosažení organizačních cílů.

Klíčová slova: sociální média, digitální marketing, vnímání značky, organizace, správa obsahu, Provozně ekonomická fakulta, České zemědělské univerzitě v Praze

Evaluation of the Impact of Social Media in an Organisation

Summary

Social media has increasingly become a source of information for tech-savvy individuals hence the reason why organizations exploit its growth as a good source of marketing. This study gives an overview of why the use of social media platforms is beneficial to an organization with a focus on Faculty of Economics and Management, Czech University of Life Science. Through illustrative research of the target audience and the use of mixed techniques of analysis such as web analytics and an online survey, the research is aimed to investigate various factors that influence social media usage. The theoretical part of the research would consist of a literature review that would support the quantitative and qualitative analysis that would aid in developing recommendations which would show how to optimize the use of social media in creating a good brand image while achieving the organizational goals.

Keywords: Social Media, Digital Marketing, Brand awareness, Organization, Content Management, Faculty of Economics and Management, Czech University of Life Science.

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1 Introduction

Advancement in information technology instigates dynamism in businesses, the impact can either be in the production or operational process of a business model. Social media represent one of the most transformative impacts of information technology on business (Aral et al. 2013), as they drastically revolutionize the way consumers and firms interact. With an enormous increase in the population of people using social media platforms, a business which is subjective to change in technology is not left behind in harnessing the effect of this increase. In modern society, it's almost impossible to make a headway in marketing strategies without the inclusion of social media. Companies increase their budget on digital marketing every year in a bid to compete for consumer's attention to also increase brand engagement. However, the burst in social media goes beyond advertising. Businesses are now capitalizing on the use of these social media platforms to increase their business reach beyond the internet community by developing different models to interconnect the offline and online environment.

With its growth rate, tech savvy individuals now rely on this model of operation for the gathering of information which influences their decision making. These set of the population falls in the demography of the target audience of the Faculty of Economics and Management in Czech University of Life Science Prague. Hence for this thesis, the functionality of social media in terms of operation, the management system utilized by organization during the process of decision making in the model, the factors that determines individual's reaction to the business model and explore different agendas as well as different perspectives, that different stakeholders may have in social media operation based on the behavioral patterns of the consumer would be the focus.

2 Objectives and Methodology

2.1 Objectives

The purpose of this work is to identify the impact of social media platform in business growth in an organization. In other words, to provide an in-depth observation of what influences the management decision making in the process of using the business model in a creation of brand awareness. Hence, characterizing the current state of social media operation in Faculty

of Economics and Management in Czech University of Life Science as well as factors that affect the model. Therein generating these questions:

- Do organizational activities on social media platforms improve the awareness and perception of the brand?
- If it does, what are the factors that should be considered for an improved structure?

At the end of the research, there would be clarity on the impact of social media in an educational organisation, why the decision on content generated is critical to the institution's brand perception and how the social media tools can be used in creating an impactful growth in the awareness of the faculty.

This research is based on providing an access to explanation of theoretical ideas of the model from a different perspective with management and technological analysis as a profound base. These concepts take into consideration prior researches on social media tools in business, market analysis, and web rank analytics.

2.2 Methodology

The methodology of this thesis and analysis of information resources through induction and deductive approach. To fulfill the objectives of this work and illustrate evidence that confirms the theoretical part, basically consisting of literature review from prior research based on the topic.

The first section of the work deals with a theoretical overview of the evolution of social media and the description of present problems associated with the operation of social media. The methods that would be used in this illustrative research includes collation and interpretation of information; causal and system analysis; comparative and qualitative methods of analysis.

The second section, is based on analysis of primary data collected by questionnaire that would focus the targeted demographics of the institution and secondary data from the operational head of the school's social media platform as well as web analytics of a period of 3 months because of the dynamic nature of the social media platform but the trend since the beginning would be elaborated upon. An econometric model is then described followed

by data analysis and results. Based on the literature review and outcomes of a comparative study, the theoretical contribution and managerial implications of this research will be formulated.

2.3   Importance of the Study

With the growth in the use of social media by businesses, it is important to understand how to maximize the utilization of the tools to achieve a subsistent level of awareness and growth in business. The Faculty of Economics and Management in Czech University of Life Science has 47% of students of the total number of students in the institution hence, with a successful implementation of strategies from recommendations that would be delivered at the end of the research, there would be an increase in awareness of not only the faculty but also the entire institution within and outside the Czech Republic.

3 Literature Review

A literature review was done by examining articles, books, research papers that the author of this thesis considered as relevant. All resources mentioned below were published by accredited scholars and researchers. Chosen literature disposes the research topic within the context of the previous academic findings and sets the background for further studies.

3.1 Concepts of the Social Media and its Dimension

Social media is a group of Internet-based applications that build on the foundations of Web 2.0, per which content and applications are continuously modified by users in a participatory and collaborative fashion, and allow the creation and exchange of User Generated Content (UGC) (Kaplan and Haenlein 2010). Social networks, a prominent type of social media, enable constant connectivity among friends, acquaintances, or even strangers and, hence, have fundamentally changed the way people consume and interact (Aral et al. 2013) as well as the way users create and share content. This development, in combination with the proliferation of mobile devices, has spurred the growth of social media which have now gained great momentum; it has been reported that consumers spend more time on social networks than any other type of online activity including e-mail (Nielsen 2012).

Social media has created an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. Its existence has transcended from the Short for Bulletin Board System, which was an online meeting places that allowed users to communicate with a central system where they could download files and post messages to other users to the age of internet boom where people were concerned about who they can connect and how to link with all the connections I have established like schoolmate. The growth surpassed the level of just acting as connections to demographic driven market. (Kietzmann et al. 2011)

There is a vast range of social media sites in existence, which differ in terms of their scope and functionality. Some of these sites were created for the broad-spectrum of masses, like Friendster, Instagram, Hi5,Snapchat and then Facebook, which came into operation only 4 years after Sixdegrees came into none existence. Some others focused on a more professional

networking platform like LinkedIn. Although Facebook begun as a private network for students of Harvard University it later expanded its course to a more diverse site. The likes of YouTube, Myspace and Flickr, focused on shared contents like videos and photos. After a slow start in the late 1990s, weblogs (blogs) became very popular, because created and easy interface for users to be to create and to maintain contents. Their authors varies from everyday people to professional writers and celebrities. Today, the rising 'blogosphere' of more than 100 million blogs and their interconnections has become an important source of public views. The phenomenon of micro-blogging focuses on offering real-time updates. Twitter has been driving this development since it was founded in 2006. Today, more than 145 million users send on average 90 million 'tweets' per day, each consisting of 140 characters or less (Madway, 2010). Social media today consists of thousands of social media platforms, all serving the same but slightly different purpose. Of course, some social media platforms are more popular than others, but even the smaller ones get used by a portion of the population because each one caters to a very different type of person. (Sparrow 2015)

Social media companies no longer see the market as strictly zero-sum, or at least that's what Zuckerberg (CEO of Facebook) continues to say in public. The registration process for hundreds of applications such Snapchat, Instagram, Foursquare, and Tinder can be completed using already-existing Facebook, Gmail, or Twitter accounts. Furthermore, several platforms allow users to simultaneously post content using several platforms at once. Again, people now exist on multiple platforms, and instead of fighting against this trend, larger companies are tapping into this new environment. (Digitaltrends 2016)

With this rise in social media, it appears that corporate communication power has been decentralized. It is no longer in the hands of those in marketing and public relations rather it has moved to the individuals and communities that create, share, and consume the contents. Promotions about brands now happen with or without the consent of the firms being promoted. Whether the companies decide to pay attention to this trend or embrace the change, the social media leaves a tremendous impact.

3.2 Digital Marketing in Business

People have been familiarized with different tools of marketing from billboards, television and radio broadcast, paper coupons. These are popular means of traditional marketing tools that different firms have been using over time until the growth of technology. This doesn't mean that these traditional marketing tools are now obsolete but it has led to the reduction of the frequency at which they have been used.

To capture the lucrative online marketplace organizations are either changing their business models or restructuring their already existing marketing plans with digital marketing strategies. The reason digital marketing has been a focal point for marketers, as well as business owners rather the traditional marketing tools, are:

3.2.1 Cost

Every business strategy considers the budget of operation before engagement. The cost of running a typical traditional campaign through promotion on television, newspapers and many more to reach a certain number of target audience is very expensive and they need to be operated on schedule to get the appropriate number of reach while in digital campaign fewer resources can be utilized for a campaign that would reach the same number of audience According to *Gartner's digital marketing spend report* 40% of respondents claimed that there was a considerable amount saved when digital marketing methods of promotion for their products and services. From the same survey, 28% of business owners surveyed will shift marketing budget allocations from traditional media channels and invest them into digital online marketing tools and techniques.

Hubspot supports this with a chart showing how digital marketers get better cost-per-lead (CPL) compared to other marketing channels as shown in Figure (1).

Figure 1. Comparisons in Social Media, Email Cost per Lead
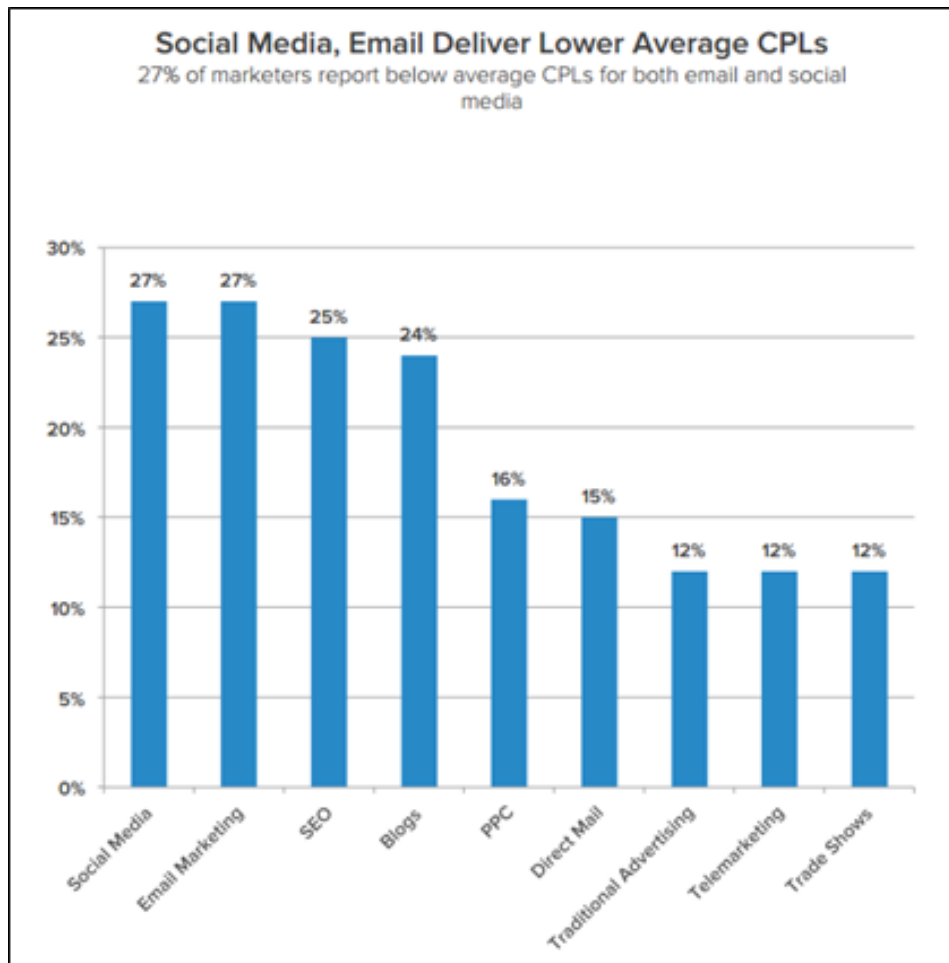
Source: Hubspot (2013)

3.2.2 Level Playing Ground

Digital marketing is not restricted to just wealthy multinational or large corporations; it is opened for all levels of enterprises hence giving the small and medium enterprise the chance to compete with the top players in business and attracting their share of the targeted traffic.

With this form of marketing, even firms without physical location can engage and interact with multiple customers in different parts of the world effectively.

3.2.3 Real-Time Result

The success rate can be measured easily with the utilization of this tool. The metrics can inform of incoming traffic, subscribers or sales depending on the structure of the website. Without conversion, all your traffic would mean nothing and all your marketing efforts will

simply go to waste. That is why business owners are streamlining their digital marketing campaigns towards conversion optimization, making it a top priority above everything else. (Gregorio, 2014) As shown in Figure 2

Figure 2. Priorities of Digital Marketers
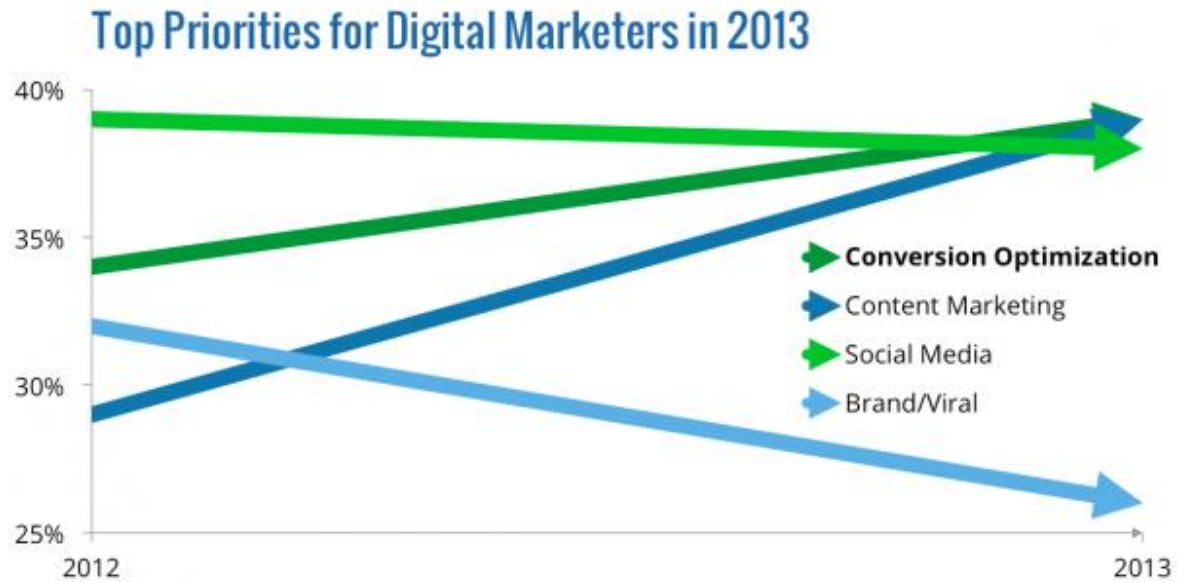
Source: Goward (2013)

The tools utilized in digital marketing is not restricted to the use of social media there are more tools like search engine optimization and email marketing. According to Hubspot 2013 State of inbound marketing report, the mentioned tools have spawned quick and effective communication and the interaction with the targeted audience will deliver a better result in terms of higher conversion rates. Figure 3 shows Average lead conversion rate to give an insight on the impact of social media in marketing.

Figure 3. Average Lead Conversion rate

Social Media, Search Net Above Average Lead Conversion
15% of marketers say SEO delivers above-average sales conversions
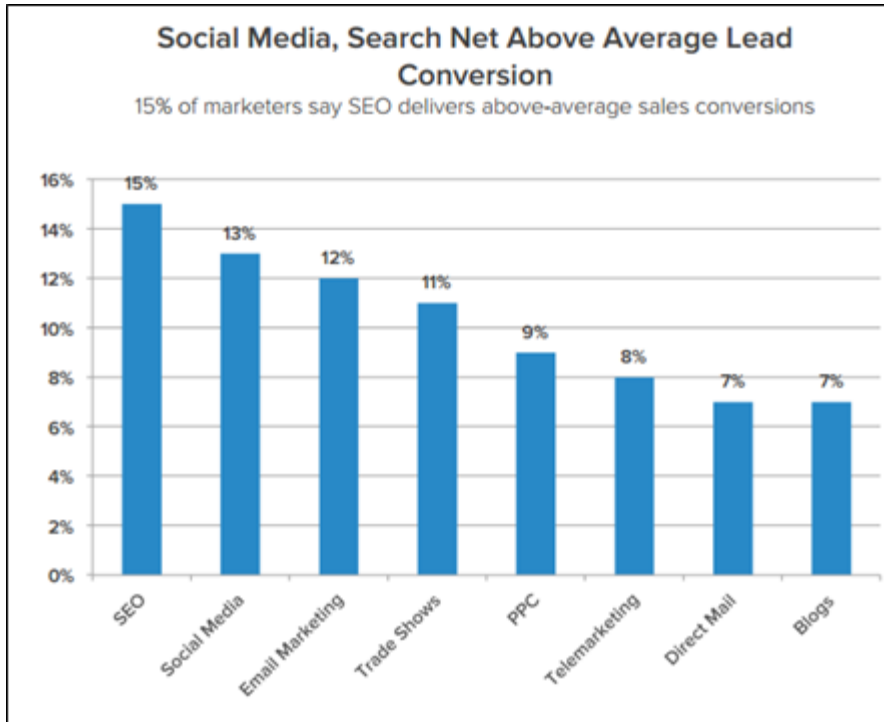
Source: Hubspot (2013)

3.2.4 Generation of Better Revenue on Investment

Effective digital marketing techniques deliver profitable profits for businesses in terms of revenue generation. According to a report on Google by published on Enterprise Innovation (2013) a study with IPSOS Hong Kong, claiming 2.8 times better revenue growth expectancy for companies using digital marketing strategies to those who do not. With higher expectancy of growth in revenue, small and medium enterprise using digital marketing techniques will have 3.3 times better chances of expanding their workforce and business opening their doors to better, larger and farther reaching markets both locally and abroad. Google's Asia-Pacific Head of SME Kevin O'Kane describes the Internet as rocket fuel for growth for small and medium enterprises.

With good branding and revenues, there is a higher expectancy of Return on Investment (ROI) than in the utilization of traditional media and marketing channels. The cost for running the operation traditional is very high for small and medium enterprise to control and the result of such operation is ambiguous and hard to measure. On the other hand, digital marketing activities can be easily tracked and observed with immediate analytics of reach to

the targeted audience. However, the key factor of digital marketing is steady of flow or targeted traffic that transfigures to leads and sales. The higher the traffic the faster the Return on Investment can be realized.

3.2.5 Accessibility

With the increase in the wave of mobile internet because of rapid growth in the use of smartphones, smartphones and other internet-enabled devices the use of digital marketing campaigns intended towards mobile consumers will pave away for wider reach for the targeted audience. As at 2013, 91% of adults in the United states always have their device within reaching range. Mobile gadgets have evolved from being alternatives for laptops and personal computers, into something that influences the purchasing decisions of consumers this was confirmed by an e-marketer report published by Ekaterina Walter,2014 for Forbes.

3.2.6 Interaction with Targeted Audience

The use of social media encourages interaction with the audience unlike traditional marketing methods except one on one technique of marketing tool. However, digital marketing can encourage prospects, followers as well as clients to give opinions based on their preference, read about the products and services, visit the website, buy and give feedback that is visualized to the rest of the market. How businesses handle such engagements and interactions will spell the difference between business success and failure. Interacting and providing your customers with proper engagement points can give you an insight of what your targeted audiences want. This vital information will steer you towards making the right set of next moves, provide your customers with an even better experience, develop good relationships with them gaining their loyalty and trust that you will need when your business begins to grow. (Gregorio, Jomer. 2014)

3.2.7 Influences Consumer Decisions

Digital Marketing operates on the online trend that focuses more on social media signals resulting from a direct and more personalized interaction between a brand or business and their targeted audiences. According to a survey on Nielsen global online consumer survey that involved 25 thousand consumers coming from at least 50 countries, 90 percent of respondents claimed they would trust information about a particular brand, product or service if the data comes from people they know.

However, because digital marketing leverages on social media signals, social proof, and testimonials from actual consumers who have previously purchased or utilized a product or service marketed by a brand or business. People then to make decisions based on the trust developed by people's opinion or feedback. The higher trust generated from targeted audiences most of which can be potential customers the higher the consumption level increases. Due to the businesses management, can restructure the level of content driven to the audience in other to entice people to take a favorable action to their brand or business. Because even with high level of traffic the control of decision is under the full control of the website visitor. Therefore, digital marketers can make use of clever and innovative ways to entice conversion using Calls-To-Action which determines the next possible action of a visitor. That is, to either exit or continue, signup, like or buy a product or service.

3.2.8 Business Survival Online

Business establishments usually encounter visitors entering their store, glancing through products without the intention to make. This occurrence is conversant with lots of people but a targeted few venture into purchasing the products if satisfied by their observation. But if the number of purchase continues in a declining order, the business will cease to exist. This also applies to digital marketing, without a proper strategy and techniques that would increase the number of traffic and converts the business would be obliterated. Hence creating campaigns to target the right set of audience that would deliver the appropriate result would ensure the survival of the business organization.

3.2.9 Brand Reputation

Online marketing power lies in its capability to attract targeted traffic. The audiences for contents posted are interested in having more information about the brand, products or services and this interest might be rise to the level that they would make a purchase of what is on offer. When promises made has been delivered there would be a better relationship with the target audience, which in turn would help them transition into paying customers. This process increases traffic and interaction on the site, as satisfied customers will most likely have repeated visits, share their experience with the brand and product or service to

other people. The brand reputation will go viral, hence opening new doors of opportunities for reaching bigger markets and attain business growth.

3.3   Why Social Media is Important

According to data compilation on Statista (2015), there are more than 1.6 billion social network users worldwide with more than 64 percent of internet users accessing social media services online. Appendix 1 shows the penetration of social network all over the world.

With these statistics, social networking is one of the most popular ways for online users to spend their time, enabling them to stay in contact with friends and families as well as catching up with news and other content.

Facebook is the most popular social media platform. Although it's the absolute market leader, other social networks have thrived in the sector they are focus on nonetheless. Some social networks such as LinkedIn have specialized in professional networking, whereas others such as Chinese-language Qzone or Renren cater to huge local audiences. Appendix 2 illustrates the current leading social media platforms.

Most social media platforms heavily rely on user generated content. Instagram, Pinterest and Tumbler are homer to content creating and digital curating users. The spread of smartphones and tablets has led to the increase of mobile social networks. According to market analysis data conducted by social marketing quarterly in 2015. ⅓ (One-third) of women 18 to 34 check Facebook when they first wake up. Even before going to the bathroom. 95% (ninety-five percent) of Millennials have joined the social network. And those are your consumers, co-workers, CEO's, decision-makers. 81% (eighty-one percent) B2B companies have accounts on social media sites. 93% (ninety-three percent) of all business buyers are social media advocates.

Statista (2015) report further showed that radio took 38 (thirty-eight) years to reach 50 million users. Television took 13 (thirteen) years to reach 50 million users. The internet took 4 (four) years to reach 50 million users. 850 million monthly active Facebook users, 1+ (one-plus) million websites have integrated with Facebook in various ways. 77% (seventy-seven

percent) of B2C companies and 43% (forty-three percent) of B2B companies acquired customers from Facebook.

Facebook added 100 million users in less than 9 (nine) months. If Facebook were a country, it would be the 3rd (third) most populated in the world. More than 25 million pieces of content are shared each month on social media websites. Minutes spent on Facebook per month, it is 500 billion. LinkedIn receives almost 12 million unique visitors per day. Executives from Fortune 500 companies are on LinkedIn.

There are more than 600 million searches on Twitter every day. Top 3 countries in terms of the number of Twitter accounts: 34% (percent) of marketers have generated leads using Twitter. 77% (seventy-seven percent) of Fortune Global 100 companies have a Twitter account.

Pinterest hit 10 million US monthly unique visitors faster than any independent site in history. 2702.2% (percent) increase in total unique visitors since May 2011. 69% (sixty-nine percent) of online consumers who visit interest have found an item they've bought or wanted to buy. 25% (percent) of the Fortune Global 100 companies have Pinterest accounts.

Google+ has 500 million-plus registered users. 48% (forty eight percent) of Fortune Global 100 companies are now on Google+. 40% (forty percent) of marketers use Google+, 70% (seventy percent) users want to learn more about Google+, 67% (sixty-seven percent) users plan on increasing Google+ activities. 24 hours of video uploaded to YouTube every minute.

There are 2 (two) billion videos viewed each day on YouTube. YouTube uses the same bandwidth now with the entire internet used in the year 2000. You would need to live 1000 (one thousand) years to watch all the videos currently on YouTube.

Traditional media depends on intercepting the consumers. Cutting through the clutter. Getting attention, it's no longer about shouting the loudest. Only 14% (percent) of consumers trust advertising. 78% (seventy percent) trust peer recommendation.

Overtime, business owners wonder about the best social media that drives most sales. With the statistics stated above, more details can be analyzed on the growth of social media based on 37 million social media page visits.

Facebook a leading platform in terms of social traffic and deals, occupies an average of 85% of all sales from social media and almost two thirds of all social media visits in shopify stores comes from Facebook. Facebook has the conversion rate of all existing social media on ecommerce.

3.4   Functional Blocks of Social Media

The function of social media is based on the identity, conversations, sharing, presence, relationships, reputation, and groups. Every single part of this block will evaluate the specific facet of social media user experience, and its implications for firms that utilize it. These building blocks are neither mutually exclusive nor do they all have to be present in a social media activity. They are constructs that allow managers to make sense of how different levels of social media functionality can be configured into the understanding of their audience engagement needs.

3.4.1   Identity

The identity functional block depicts the level to which users reveal their identities in a social media setting. This can include disclosure of information such as name, age, gender, location, profession and all other information that defines how the user wants to acknowledge or perceived. According to Kaplan and Haenlein (2010), the presentation of a user's identity can often happen through the conscious or unconscious 'self-disclosure" of subjective information such as thoughts, feelings, like and dislikes. Different social media platforms are built on the identity block which requires users to set a profile before having an access to the platform. For example, Facebook.

This is block is fundamental in social media operation but in as much that users share their information online that doesn't mean they are not concerned by the level of which it would be used hence the problem of privacy. Over the years, firms have diversified means of tapping into this secondary information but this has been driven by the developers of the

social media platforms through the privacy settings and permission of the users. But on the part of firms that want to achieve a subsistent level of development through the usage of social media, there is a problem of the profile accuracy as users also developed identity strategies for example Real Identity vs Virtual Identity, self-promotion for personal business. However, this has not truly solved the problem of privacy as there are passive ways that have been aiding advertisements to be tailored to the profile of individuals based on their activities on the internet.

3.4.2 Conversation

This block shows how the users communicate with each other on social media platforms. Some of which might be through public status updates that are centered around a topic which often leads to a lengthy discussion. Many social media platforms incorporate a means of exchange between users it can be through comments, personal messages and public messages for follows (tweets and status updates). These conversations can be based on sharing ideas, commenting on trending topics, building self-esteem or for meeting like minds. Yet some people see social media as a way of making their message heard and positively impacting humanitarian causes, environmental problems, economic issues, or political debates (Beirut 2009). Firms need to understand how to structure these conversations in other to suit the users with specific timing hence sparking up a conversation between the users while the firm observe.

3.4.3 Sharing

This block addresses how users exchange, distributes and receive contents. In the current social media wave, users share all sort of things like video, pictures, slide presentations, locations, live streamed events, documents. Sharing alone is a major way of interacting on social media platforms, but whether sharing leads users to want to converse or even build relationships with each other depends on the functional objective of the social media page.

 For a firm, it is important to know what interest people have in common, what they like to see shared with them, how the react to contents shared and then enable sharing based on this observation whilst making sure that the content doesn't offend the users or violate existing privacy and copyright laws.

3.4.4 Presence

This shows the extent to which users can know if others are accessible. It builds the sense of knowing where others are in the virtual world or in the real world and how available they are. In relation to this block, firms need to pay attention to the users based on their location with that they can channel their content sharing based on the user 's desired presence. According to the ideas by Kaplan and Haenlein (2010), firms should recognize that social media presence is influenced by the intimacy and immediacy of the relationship medium and that higher levels of social presence are likely to make conversations more influential.

3.4.5 Relationship

This shows the level at which a user is willing to interact or relate to other users. In other words, how connected are the users to each other. Relationships can be formal, regulated and structured. Some social media platforms focus on nurturing existing relationships whilst others are about growing new ones. For example, professional social media site "Linkedin" shows how users are connected to each other and the level of separations from the user. Before a connection is established on the platform, there is needs to be some validation from the member profile. LinkedIn also has a referral system so that the users can be introduced through the chain of friends of a user. For firms seeking to engage with their users, building an online and offline relationship is important. Hence they need to figure out how to support the dynamics of relationship with users that fits into the profile of what they represent.

3.4.6 Reputation

Reputation is the extent to which people can identify the standing of others in the social media settings. In other words, it is how people, brands and things are viewed by others. In social media, reputation is built on the number of followers, likes, comments, retweets, views and so on. The quality of contents is measured by the suggestions or endorsement of people's opinion. In other to drive traffic on a firm's social media site it is important to manage the reputation projected to the users.

3.4.7 Group

This describes how individuals manages their social relationships in terms of communities and sub-communities within the social network. According to Robin Dunbar (1992) He theorized that people have a cognitive limit which restricts the number of stable social relationships they can have with other people to about 150. In social media platforms, it can be noted that the number of communities surpasses this number yet diverse tools have been created to manage the membership of the these groups. A firm needs to offer the right options so the group become useful without overwhelming the users with too many choices for managing their relationships. (Social Marketing Quarterly, 2015)

These building blocks are individually beneficial for understanding the engagement needs that social media users have,but jointly they explain how prevailing platforms add value by concentrating on a few not all up the building blocks. For example, Facebook,framework is about relationships but also its also about identity conversations, reputation and presence while LinkedIn is mostly concerntrated on identity, then relationships and reputation. The honeycomb framework creates to a clear understanding of social media activities and then develop a strategy for the community.

Appendix 3. Shows example of Social Media Platforms and how they relate with the functional blocks they focus on.

3.5 The 4Cs.

It is hard to understand the choices of people for social media platform. It seems that new sites and services emerge every day, vying for the attention of individuals and communities online. Research show that motivations differentially drive social media goal pursuit, and users with different primary social media goals differ in perceptions of well-being (Hoffman 2012). It is however important that organizations understand the honeycomb framework of seven social media building blocks. Considering the social media ecology, we will observe that many sites have struck a careful balance among the different parts of the building blocks (Identity, Reputation, Presences, Relationship, Groups, Sharing, Conversations). Some social media platforms are more active in some zone then others but none of the market leading social media sites focus merely on just one part of the building blocks. Applied

individually and together, these blocks can help mangers better appreciate the social media ecology, and to understand their audience and their engagement needs. Gene Smith (2007). Consequently, the 4 Cs guideline: cognize, congruity, curate, and chase would create a guideline relating on how firms should develop strategies for monitoring, understanding, and responding to different social media activities

3.5.1 Cognize

For this strategy, it is essential for the organization to familiar and understand its social media landscape in relation to the honeycomb framework. This will enable the organization better understand the social media landscape and the unique functions of different platforms. Similarly, it is important to find out if and where conversations about a firm are already being held, and how these are enabled by the different functionalities in the honeycomb framework. At the same time, firms need to pay attention to other critical elements of the social media landscape, including who some of the main influencers are. Listorious, for instance, provides details of key experts on topics on Twitter. While reviewing the social media landscape, a firm should also collect competitive intelligence to determine if its rivals are already active, and what the response level is for their social media strategy

3.5.2 Congruity

 At this point, the firm should identify how social media functions fit the goals of the firm and then develop strategies that are consistent or align different parts of the social media functionalities and the goals of the firm. In other words, the firm should concentrate on the core honeycomb blocks of a social media activity that will advance and address sits business needs. Are they seeking to drive more customers into a bricks and mortar store, to increase sales online, or to create new leads directly attributable to a social media tool? What are the metrics for evaluating the success of the social media platform? Important success measures might focus on the velocity of a conversation (Jan. H et al., 2011). It is also essentials to combine a firm's social media strategy closely with other marketing strategies, this strengthens the engagement of the audience because one strategy echoes the other. We can neglect the role of advertising, create the awareness of the existent of the social media forum. It is unwise to leave it to change because it is unlikely to discover it by chance. Hence firms

should integrate their marketing strategy to intentional and consciously drive customers to their social media platform or forum.

3.5.3   Curate

A thriving on social media platform is not just about posting anything but it is important for a firm to identify who should represent the firm online, when and how often should they post on social media platform. It is often necessary to hire someone for this role who can respond to customer queries in a timely and compassionate manner. This is how you will build up your company's online reputation and gain a network of social media followers (The functional building blocks of social media 2014). For the sake of clarity and to reduce uncertainty, firms should develop procedures that guides how their employees look after and preserve different forms of social media engagement.

Having the right controls in place is especially important, as individuals who communicate with customers must be given enough discretion and authority to develop relationships by solving customer issues, not just sympathizing with the customer as often seems to be the case with traditional customer service.

3.5.4   Chase

In the network of social media, information is key. Thus, it is important for first to stay abreast and examine their environment to comprehend the rate of discussions and other information going around that could impact the firm's current or future market growth. It is also essential for a firm to remain informed on what its competitors are doing in the social media sphere so that they can make sure their business is not being left behind also see how competitors are responding. Also, is it important to follow conversations and other interactions that include your firm's brand, product, or individual as well as other firms in similar space who might be a direct or indirect competitor. Fortunately, social media analytics tools like TweetDeck, Social Mention, and Google Alerts exist to make this process more manageable. It is important, though, to note that positive social media exposure often results more from inbound than outbound conversations, and real-time is much better than post-hoc (Jan. H et al., 2011).

3.6   Social media platforms content structure

Each social media platform has the main focus of the honeycomb structure for a firm to have a maximum optimality of the social media page it is important to understand the define the pattern of operation on each platform and determine how to optimize its features into achieving the organizational goals. For the purpose of this research, the focus would be on the platforms that the study case operates and other popular platforms.

3.6.1   Facebook

This is currently the leading platform in social media with very high level of reach Since the platform leans more into building of relationship, firm's content structure should be focus on connecting with its followers/fan in such a way that in the creation of contents on the platform, it is important to create content that connects with the targeted audience. Facebook structures user's news feed based on the timing of the published post, a number of comments, shares and reactions, the frequency users interacts with a page and history of the users interaction with similar posts. Hence it is important to:

- Publish fresh contents that would attract the target audience.
- Begin some post by asking a question. This would trigger a conversation on the page but the question should relate to the organization
- Create relevant engaging contents
- Cross- promote with other pages this means getting mentioned on another page,this would prompt the feeds to reflect on the page that links the base page.
- Creating contents based on trending topics, with facebook new feature joining topics that is related to a firm's brand would push the brand to contributors on the platform

3.6.2   Instagram

This platform is known for focusing on image sharing and people's reaction is based on number of likes and comments. For a firm to optimize this tool, it is important to:

- To create a visible profile with widgets related to the firm to make it easier for followers to identify with the brand. Include the website
- Interlink the profile with different social media networks

- Use harshtag: a hashtag is a way to be found on Instagram hence, utilizing hashtags in such a way it would captivate the audience. It could be a hashtag that represents the firm's industry and it could be trendy hashtag but it is important to choose trendy hashtags that would not disrupt the image of the firm. Combining both industry and trendy hashtags can yield great result

- Engage the audience by asking questions with posts, telling story with the images, respond to comments, liking and reposting images relating to the firm, sharing behind the scene of any event to connect with the fun part of the audience.

- Most importantly- contents created on this platform should be original, motivating or solving problem, branded and it is important to avoid spamming

- Geotagging location can also make the page to be visible to people in that environ.

3.6.3   Twitter

This social media platform adapts the trending post easily due to the structure of the platform. Just like Instagram it requires the use of hashtag but unlike Instagram it requires a frequency of activites. To engage the uses it is advisable for a firm to retweet post that relates to the firm. It is also build allies with twitter pages that relates to the organization

YouTube is based on video sharing so its important to create posts that connects with audience, interlink the page with other networks as well as share videos on other social media pages liked to the firm, respond to comments and post behind the scene videos.

Snapchat and WhatsApp are growing but there are more of individualistic application. But the interesting fact is that Facebook has intergrated its usability in such away that it acquires any application that might create competition for that brand. Therein integrating activities of between the applications making it easier to reach more audience. Such acquisition includes Instagram purchased in April 2012. With such expansion and integration firms have easier method of reaching the target audience with appropriate type of content distribution. For example, contents can be all picture based on Instagram but such image can be shared the same time on the firm's Facebook platform hence capturing more audience with single update of a content.

3.7   Importance of Social Media in Educational Institutions

The evolution of social media, has made business organisations to leverage on capturing their target market and generating business growth through this form of marketing, this strategy is not restricted to profit based organisations the wave of change in marketing channel has also influenced the techniques at which education bodies operates. From recruitment of students to promotion of institutional values. This is because as technology revolves the younger generation revolves around it and the generation of youth would always transcend with the change. Being that demography in any institution targets are the same set of people highly influenced by the trend of social media it is important for educational institutions to diversify a means to connect with these target audience through social media.

According to the research conducted by Education Dive (2013) on schools in the United Kingdom showed that over 75% of students were influenced by schools' open days and 90% of these were influenced by school of focus websites; 100% of the universities that were surveyed increased their social media activities while 50% the schools cut back time and budget spent on traditional marketing because the social media activities influenced the influx on the websites. Further study by Communications Management (2013) an organization that consults for institutions in the United Kingdom, 70% of students interviewed preferred to have gotten information from the schools' but as at 2013 only 55% of institutions utilize their Facebook accounts, 46% on Twitter and 24% on YouTube. The study further showed that 40% of institutions that increased their activities on social media noticed a subsistence level of change in their recruitment process with low budget.

Collins (2015) stated that social media is being used at almost 100% of institutions to engage students. Students needs support or feel connected with the authorities of the school and have access to information regarding the intuition on the palm of their hands since majority of students spend more time on their social media pages. Prominent universities that are very known in the field of education currently spend more time on social media in other to engage their students. Brad Smith's article on socialmediatoday.com (2013) highlighted various ways top universities in America use the social media pages;

-Princeton University publishes and shares the links of articles and research by the students and alumni on their social media pages thereby increasing the reach of the works of students and at the same time generate content for their pages

-Notre Dame utilizes their social media pages to help students and alumni for development, training and networking. As a matter of fact, Notre Dame uses a private LinkedIn group to help each other network and achieve to career development.

- Texas A&M as at the time of the publication by Brad Smith (2013) the school was ranked as the most active social media presence with over 380,000 Facebook fans and over 60,000 Twitter followers. The institution uses their platforms for business development for the students through sponsorship, encourage students to get familiar with the campus. They even utilized these platforms to promote the brand of the school and with the number of followers and activities there could create a high number of reach.

Other institutions like Harvard and Stanford, uses social media pages to promote publications, network students and push their brand just like the examples mentioned earlier regardless of their position in the university ranking in the world.

In the Czech Republic, Masaryk University have been using this strategy to connect with potential students all over the world by publishing contents in both English and Czech languages. The school creates contents according to the season to engage the students. The facebook page of the school currently has over 33,000 fans, with 78% response rate on the page and an organic reaction to contents can go as high as 24,000 reach. The institution creates contents based on activities in different faculties hence enlightening students in other faculties. Czech University of Life Science which the parent body of the Faculty of study in this research has a little above 14000 fans on Facebook and in comparison, to Masaryk University has a 30% share of fans as shown in Figure 4. The content uploaded on the page is strictly in Czech and content structure is based solely on school administrative activities unlike Masaryk University.

Figure 4 Share of Fan between Masaryk University and Czech University of Life Science
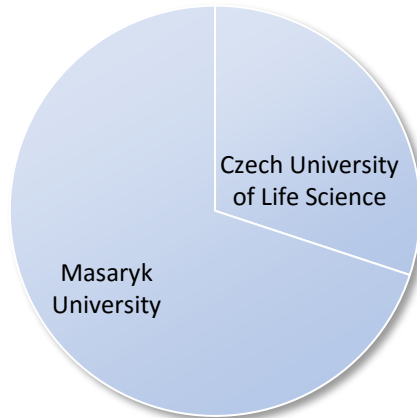
Source: Analysis done by researcher on a web analytics page.

To further elaborate on the functionality of both institutions' social media operation on Facebook, on the period of November 2016 to end of February 2017 the same period that would be used for further analysis in the research. Table 1. Shows that the page performance of Masaryk is on 21% while that of Czech University of Life Science is on 3.0%. The average weekly fan growth of Masaryk is on 0.3% while 0.1% in Czech University. The Engagement performance index was ranked at 0% in Czech University of Life Science while Masaryk is on 0.7% which is an important indicator in the operation of any social media page and this is reflected AD-value. This means if the institution decides to reach as many people with paid ads in other marketing this is how much it would cost to do so.

Table 1. Performance index between Masaryk University and Czech University of Life Science in the period of November 2016 and December 2017

	Masaryk University	Czech University of Life Science
Page Performance Index	21.0 %	3.0 %
Number of fans	33623	14457
Average Weekly Growth	0.3 %	0.1%
Engagement	0.7 %	0.0%
Post interaction	0.4 %	0.5%
Service Level	10.0 %	-
Response time	2.314722222	-
Posts per day	1.833333333	0.041666667
Ad-Value (EUR)	13,000 €	167 €

Source: By researcher on web analytics page

4   Practical Part

Czech University of Life Sciences Prague also known as CULS with a population over 25,000 is one of the top 10 universities in the Czech Republic according to www.4icu.org and in the range of 1000 worldwide on university ranking (www.topuniversities.com and www.webometrics.com). The parameters used in generating ranking of universities on webometrics are based on the opens and the exposure of an institution to the world. (Webometrics ranking on appendix 4).

Although, the research is focused on Faculty of Economics and Management, the largest faculty in the institution with 47 % of a total number of students in the school the intent of the research is to increase the awareness of the faculty in such a way that it would reflect on the exposure of the institution. The following chapter describes a practical part of the research. For this purpose, the author used a case study as a method for observation and statistical approaches to drawing a conclusion.

4.1   Current structure of the Faculty of Economics and Management Social media pages

Faculty of Economics and Management of Czech University of Life Sciences Prague runs programs in both English and Czech languages but the faculty currently runs all its social media accounts solely in Czech. As at December 2016, the faculty had 1170 followers on Instagram, 1,689 followers on Twitter, 200 followers on Google plus and 43 subscribers on YouTube and the highest point of reach Facebook, with over 10,000 likes. The reach on Facebook spreads to all the continents in the world with the Czech Republic having the highest number of fans with over 9824 as shown in Appendix 5. In ratio to the school's Facebook operation the faculty has 43% fan base as shown in Figure 5. Which is a good indicator of the size of the faculty. Although they both operate as individualistic pages, any positive up rise would impact in the growth of the institution's awareness.
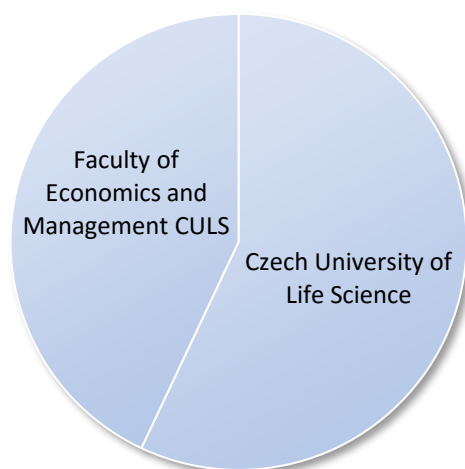
Source: By researcher on web analytics page

Further analysis between the Faculty and the entire school page indicates that the faculty's page performance index which is theoretically low at 5% has a higher rating than CULS performance index at 3.0% from November 2016 to February 2017. The average weekly growth are both on 0.1% with the Faculty leading in all other aspects except post interaction. As shown in Table 2.

Table 2. Performance index between Faculty of Economics and Management and Czech University of Life Science in the period of November 2016 and December 2017

	Faculty of Economics and Management	Czech University of Life Science
Page Performance Index	5.0 %	3.0 %
Number of fans	10901	14457
Average Weekly Growth	0.1 %	0.1 %
Engagement	0.1 %	0.0 %
Post interaction	0.1 %	0.5 %
Service Level	62.5 %	-
Response time	76.44513889	-
Posts per day	0.766666667	0.041666667
Ad-Value (EUR)	421 €	167 €

Source: By researcher on web analytics page

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4.2 Method and Data

For this research, the methods of research were based on quantitative and qualitative analysis. Due to the dynamics structure of social media the research utilized web analytics page- Fanpagekarma.com to understand the current state of the social media pages with a focus on Facebook which has the highest number of reach and sample of people within and outside the Czech Republic.

Primary data was collected via an online generated questionnaire. The online survey was the major means of data collection as the research is based on an online marketing tool, hence the criteria of this research were:

- Tech savvy individuals

- Male and female

- Age group within the higher education standard which includes students in high school intending to start university and alumni

- Czech and non-Czech speakers.

The online questionnaire was designed to capture the audience perception of the faculty and its social media pages. All the questions were direct and friendly and only the interviewer had an access to collected data which was not distributed or shown to the respondents.   The results may not represent the whole population in a full degree because of the small number of participants. This is explained by the fact that:

- There was limited time to capture a high number of people

- Not all members of targeted audience were willing to participate

- Some participants gave up midway because they felt it does not relate to them

An illustrative analysis would be used to generate the results from the primary data. The secondary data would be generated from automated analysis generated from a web analytics

tool and the social media platform being operated by the institution to understand the current situation of the social media operation of the faculty and then make projections on how to implement changes.

4.2.1 Web Analytics

From the literature of this research, Facebook has the highest number of reach in comparison to all other social media page. Hence part of this study would be based on social media analytic tool. The web analytics would be focusing on the Facebook page of the faculty since it is also the most successful platform in operation in terms of the numbers of fans. This observation is to investigate structure of content management and the operational activities of the faculty's social media pages in relations to the building blocks and 4C.

This would streamline to the growth of the fan base, people's reaction to the pictorial and text contents, then the retention level in relation to the contents of operation. Most importantly identity the performance index of the page in terms of awareness on the platform and determine if the organization examines the critical elements of the social media landscape, which includes the influencers and its current reputation.

4.2.2 Quantitative Analysis

For the quantitative analysis, there was a generated questionnaire for both students within and outside the institution in the Czech Republic. The purpose of it is to investigate people's perception of the faculty, confirm the validity of the frequency of the use of social media, the social media platform with the highest preference and most importantly capture the people's perception of the faculty as well as determine the level of awareness of the institution in the cyber world.

Although the number of responses from the online survey was low but illustrative research would be used to project any recommendation that would restructure the faculty's presence on social media.

Appendix 7 represents the online form that was designed for the research purpose.

4.3 Findings

The projection would be focused on a period of three months (1st November 2016 to 25th February 2017) because the activities are based on daily input and that would create a

cumbersome result if a longer period is selected. The researcher compared the input of the selected period to subsequent months before proceeding with the results, during the comparison of results of subsequent periods the spike of growth occurs during the time opens the open admission portal, new school session and second semester during which exchange programme students are recruited. After these periods the rate of growth reduces then drops and the circle continues. This research was conducted with a social media page analytics fanpagekarma.com. In the chart shown in Figure 6 the trend the page attracts fans but at the same time there is a regression in growth, which indicates as people pick interest on the page some certain number also lose interest.

Figure 6. Fan Growth rate between November 2016 to February 2017
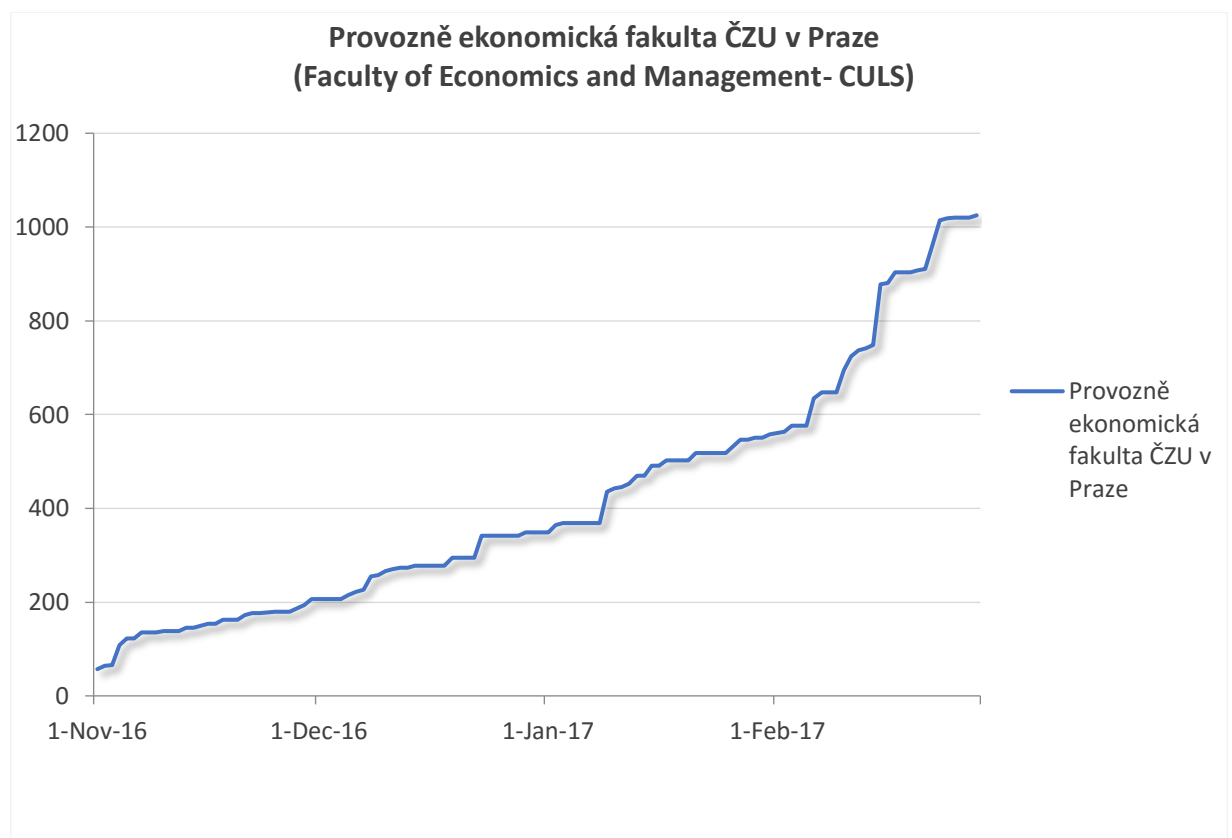
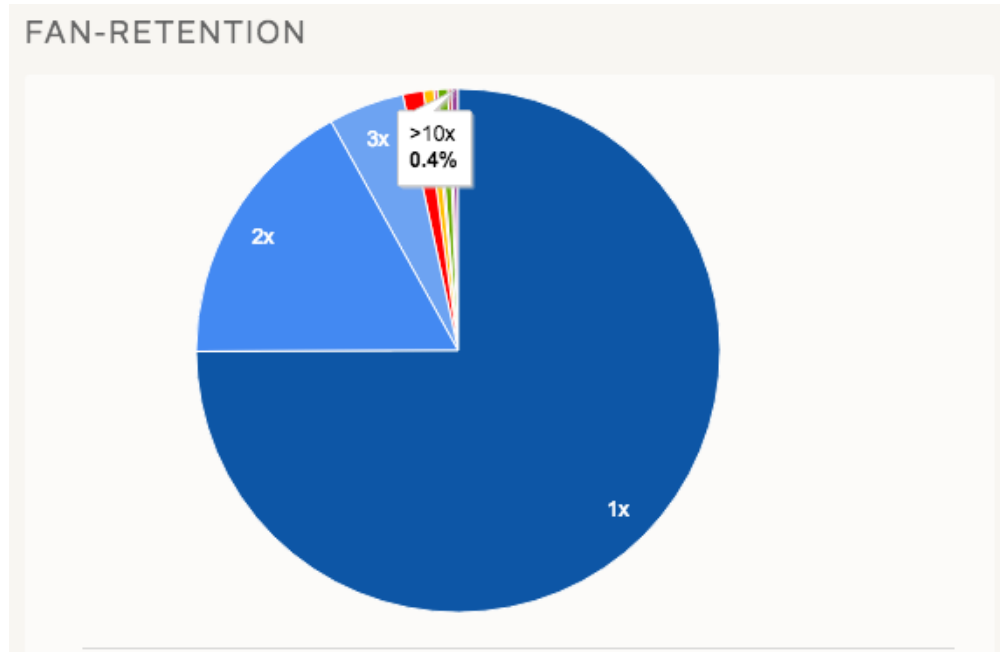Source: Analysis by researcher on web analytics tool

This is further explained in the Figure 7 with fan retention analysis this indicates that over 75% of the fans visit the page just once, 18% visits the page twice and only 0.4% fans visit the page more than ten times. This shows that in as much as the page has a high number of fans, the level of engagement which is one of the most important keys of operations on a

social media platform such as Facebook is very low. This can be because of the content management structure or the level of interaction. These factors would be analysed as the research proceed.

Figure 7. Fan Retention Chart

Source: Analysis by researcher on web analytics tool

Subsequent analytics showed the activities on the page and fan's reactions hence providing the reaction rate of the fans on every type of content that can convey information to the fans. From the analysis carried out in the month of December 2016, out of 6 status updates shared by the administrator of the faculty's Facebook page, there was an average of 2.3 likes out of more than 10,000 users on the page but out of 2 pictures posted there was an average of 5.5. Although the reaction rate on the pictures shared reflects as a positive range the performance index on content management showed a negative reaction rate in the posts as shown in the fig. 8. Even with content based on pictures and videos shared on the platform generated more positive reaction than other modes of contents. This created and average weekly growth of 0.079% with 0.0027% of engagement level which is almost none existent.
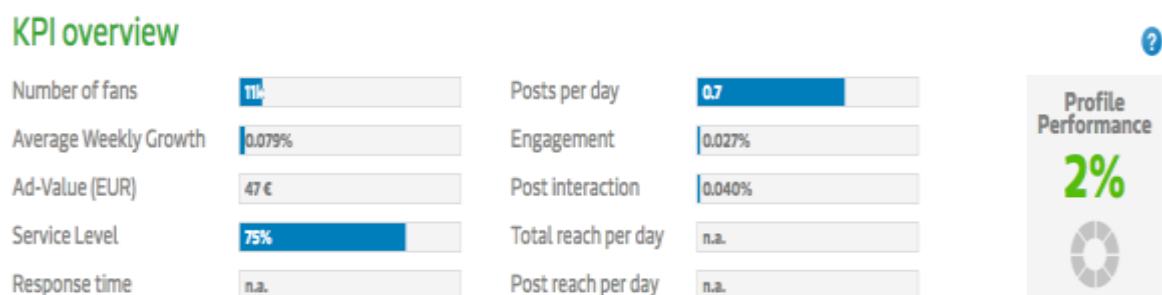
Figure 8. Content Success Rate of PEF's Facebook page

SUCCESS RATE BY POST TYPE

Type	Total	Avg. Likes	Avg. Comments	Avg. Shares	Avg. Total Reactions
Status	6.0	2.3	0	0.2	2.5
Pictures	2.0	5.5	0	1.5	7.0
Links	10.0	3.3	0.1	1.2	4.6
Videos	1.0	6.0	0	0	6.0
Offers	0	0	0	0	0
Music	0	0	0	0	0
Slideshows	0	0	0	0	0
Others	0	0	0	0	0
Total	19	3.4	0.05	0.8	4.3

Source: Analysis by researcher on web analytics tool

February 2017 has been the most active year on the faculty's since it was created in the year 2014 this can be seen on appendix (6) top ten post reactions and this has impacted on the performance level in within the 3 months of analysis this generated a 0.12% average weekly growth, 0.08% in the engagement, 0.76 post per day and a total average performance of 5%. The numbers are relatively low in comparison to faculties in the same category. Figure 9 shows the key performance of the platform before 2017.

Figure 9. Key Performance Index of PEF's Facebook page.

KPI overview

Number of fans	114	Posts per day	0.7
Average Weekly Growth	0.079%	Engagement	0.027%
Ad-Value (EUR)	47 €	Post interaction	0.040%
Service Level	75%	Total reach per day	n.a.
Response time	n.a.	Post reach per day	n.a.

Profile Performance

2%

Source: Analysis by researcher on web analytics tool

The understand more of the demography that the faculty content attracts, analysis was conducted on the YouTube channel with the help of the head of the social media operations Ing. Vaclav Lohr Ph.D. From the analysis, the age bracket that visited the page more was between the ages of 18-24 years, although the male visitors showed more frequency than the female visitors with 33.5 views and the female gender at 24.7 views. The next set of most frequent views was for the age group between the ages 25- 34 years. This indicates that contents need to suit the demography with the highest views as they are the students that the faculty and institution intends to attract. Table.3 shows more details of the views from different age groups in the month of February 2017

Table 3. Details of gender and age group that visit the Faculty's YouTube channel in the month of February 2017

Viewer gender	Viewer age	Channel display name	Views
Female	13–17 years	Provozně ekonomická fakulta ČZU v Praze	0.9
Female	18–24 years	Provozně ekonomická fakulta ČZU v Praze	24.7
Female	25–34 years	Provozně ekonomická fakulta ČZU v Praze	8.9
Female	35–44 years	Provozně ekonomická fakulta ČZU v Praze	0.7
Female	45–54 years	Provozně ekonomická fakulta ČZU v Praze	0.9
Female	55–64 years	Provozně ekonomická fakulta ČZU v Praze	0.2
Female	65+ years	Provozně ekonomická fakulta ČZU v Praze	0.2
Male	13–17 years	Provozně ekonomická fakulta ČZU v Praze	0.3
Male	18–24 years	Provozně ekonomická fakulta ČZU v Praze	33.5
Male	25–34 years	Provozně ekonomická fakulta ČZU v Praze	22.3
Male	35–44 years	Provozně ekonomická fakulta ČZU v Praze	4.7
Male	45–54 years	Provozně ekonomická fakulta ČZU v Praze	1.4
Male	55–64 years	Provozně ekonomická fakulta ČZU v Praze	0.3
Male	65+ years	Provozně ekonomická fakulta ČZU v Praze	0.8

Source: Analysis by Ing. Vaclav Lohr Ph.D

From the questionnaire generated 53 responses, 56.6% female 43.4% male. With 90.6% between the ages of 18-29 which is the target audience of the institution and 9.4% between the ages of 30-40. 64.2% of the respondents spoke and understands Czech Language and the

other 35.8% were not. 60.4% of the respondents were either alumni or student of Czech University of Life Sciences while 39.6% were not affiliated with the institution. Subsequent analysis showed that 75.5% knew about Faculty of Economics and Management and 24.5 were unaware of its existence in the institution as shown in Figure 10.

Figure 10: Question on the familiarity of the Faculty
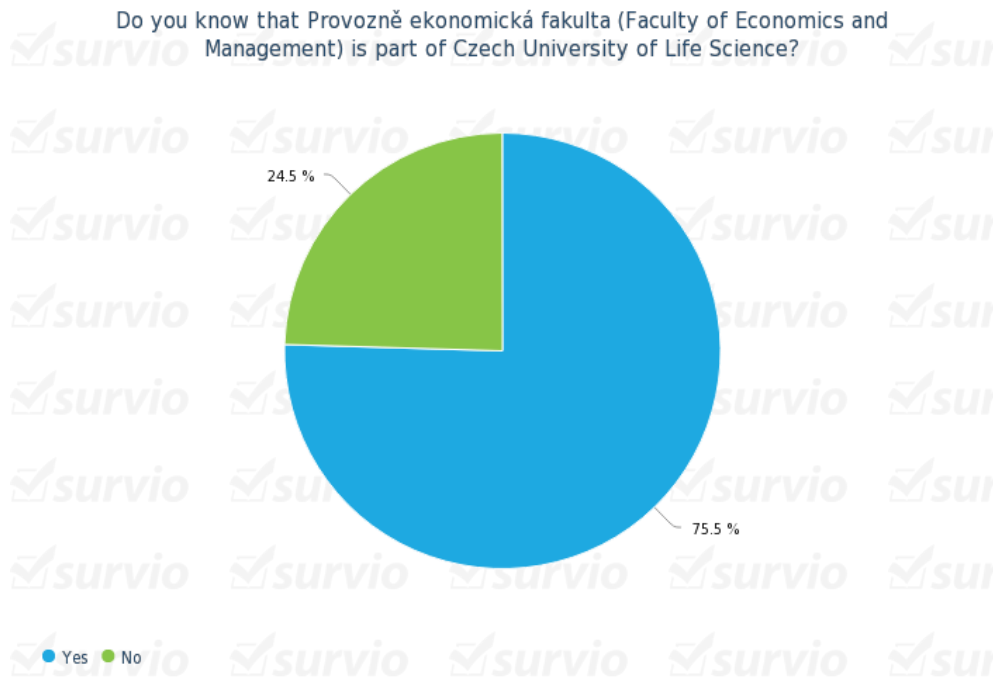
Source: Analysis by researcher on survey website- Survio.com

All respondents had social media pages, with 64.2% preference of Facebook, 24.5% preferred the use of Instagram, no one was interested in Google + which happens to be one of the platforms that the faculty is active on, 1.9% preferred the use of Twitter and respondents that selected the option of others preferred the use of LinkedIn, Snapchat and Vk.com as shown in the pie chart in Figure 11.

Figure 11 Analysis on social media preference
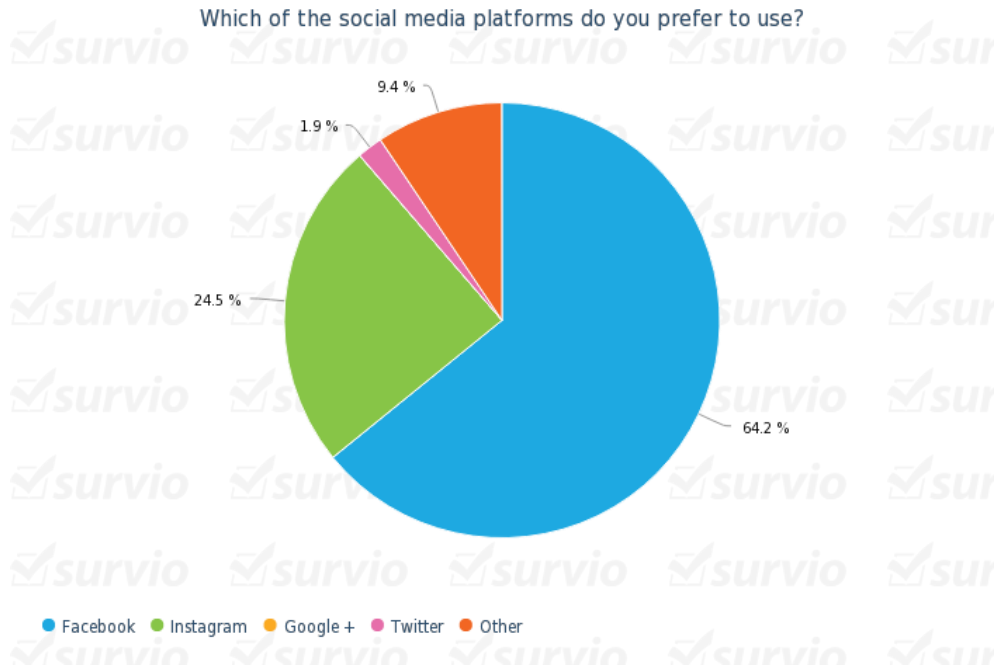
Source: Analysis by researcher on survey website- Survio.com

92.5% stated daily use of the social media while the remaining 7.5% uses their personal social media pages once or twice a week. In the evaluating the content preference, 75.5% went towards the visual contents in the multiple options question proving that people react more to what they see. 50.9% went for the option of the ability to get news on their social media platforms another 50.9% preferred interaction with the people in the social media community, 9.4% went for the option of music and 1.9% reaction with others preferred the use of their social media for event purposed. Figure 12 shows the detailed reaction of content preference of the respondents.

Figure 12. Reasons for preferred social media platform
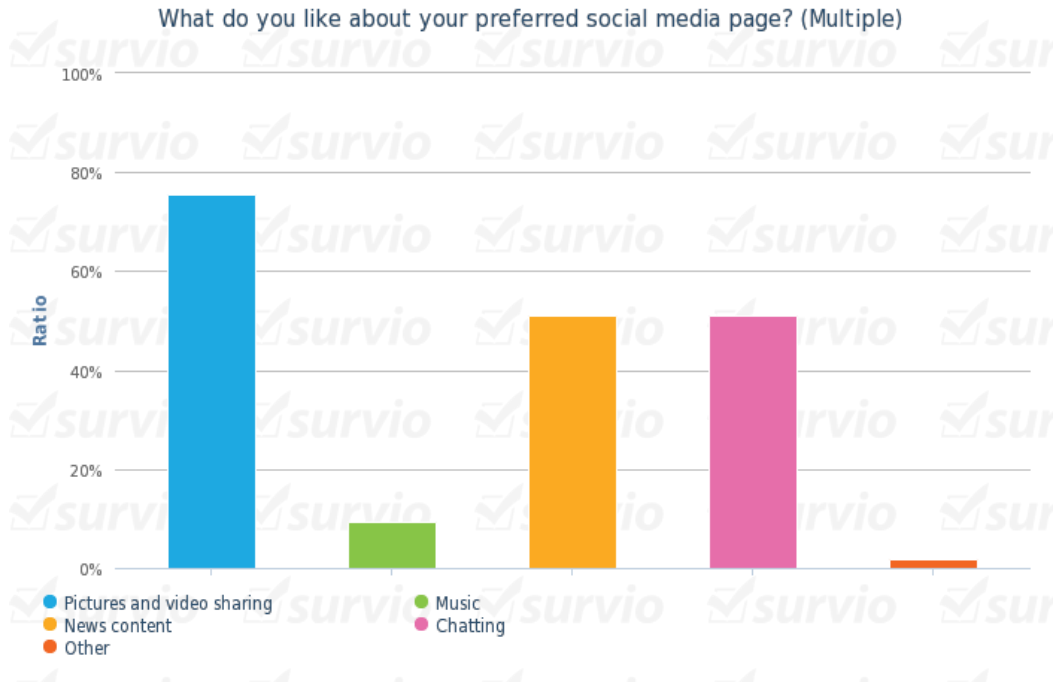
Source: Analysis by researcher on survey website- Survio.com

Further analysis shows that only 31 respondents have seen the Faculty of Economics and Management social media pages 37.7% have seen Facebook page, 18.9% have seen the Instagram page 1.9% for the Twitter none has seen the Google + page. Figure 13 shows the data chart of this analysis. Although 31 respondents have seen the faculty's social media page only 26 respondents have visited any of the pages. Fig 11 shows the frequency of the visit of the platforms 0% visits the page daily, 9.4% visits the page once or twice a week, 7.4% visits once or twice a month, 15.1% visits less than once a month, 17% have visited the page just once and approximate of 51% have never visited the page.

Which of the Faculty's social media pages have you seen?
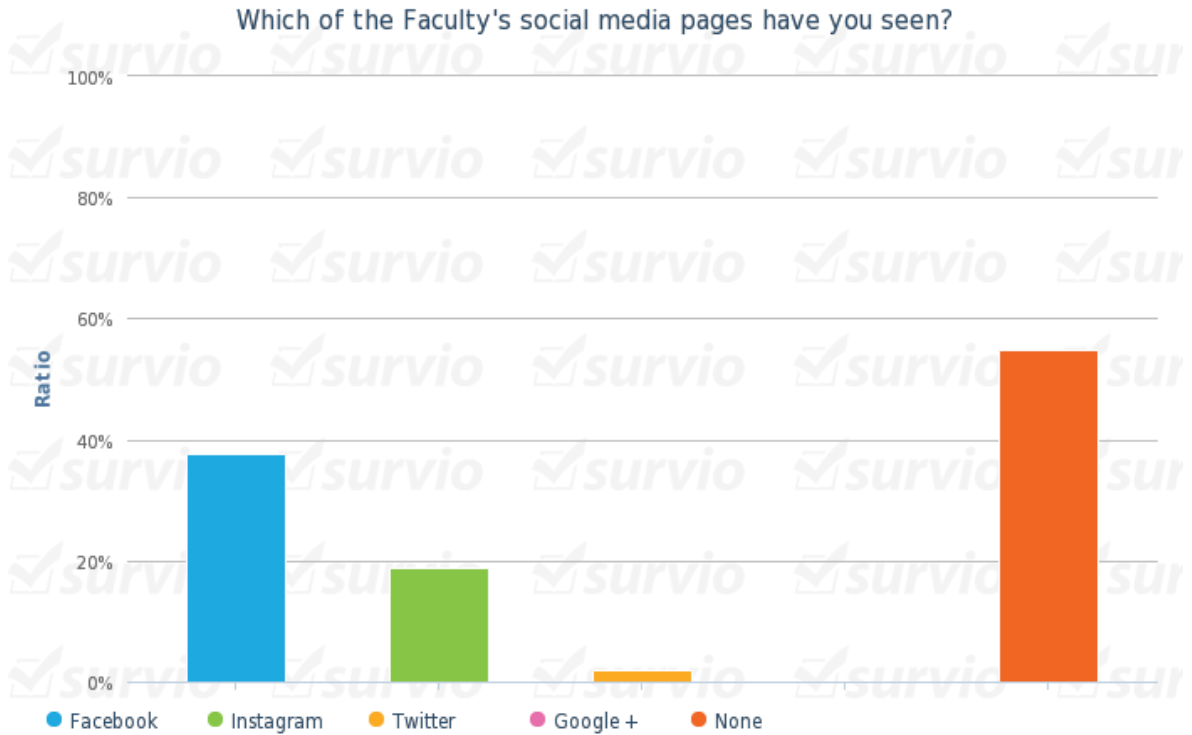
Source: Analysis by researcher on survey website- Survio.com

For the respondents that have visited the faculty's social media page, 31.7% visited because of pictures and video contents about the activities within the faculty, 14.6% visited because of the shared links to information relating to them and 26.8% visited because of updates upload on the faculty's page. The rest of the population have not visited the page as it does not relate to them or because of the language of operation. The average ranking result gathered from the rating of the contents on the faculty's social media pages was between the range of 1 to 5: 1 being very good and 5 – very bad, majority of the respondents ranked the page 52.4% ranked the page 3 and only 2.4 ranked the page as very good and 11.9 percent ranked the page as very bad and requires restructuring. The final analysis from the online survey was based on a question that would aid in the restructuring of the faculty's page to achieve a maximum optimality. Figure 14 shows the expectation of people on the platform. The bars are arranged according to the questions in the survey question. The colors represents the level of response in each set of bar.

Figure 14. Expectations from respondents

What would you be interested to see on the Faculty's social media platforms?
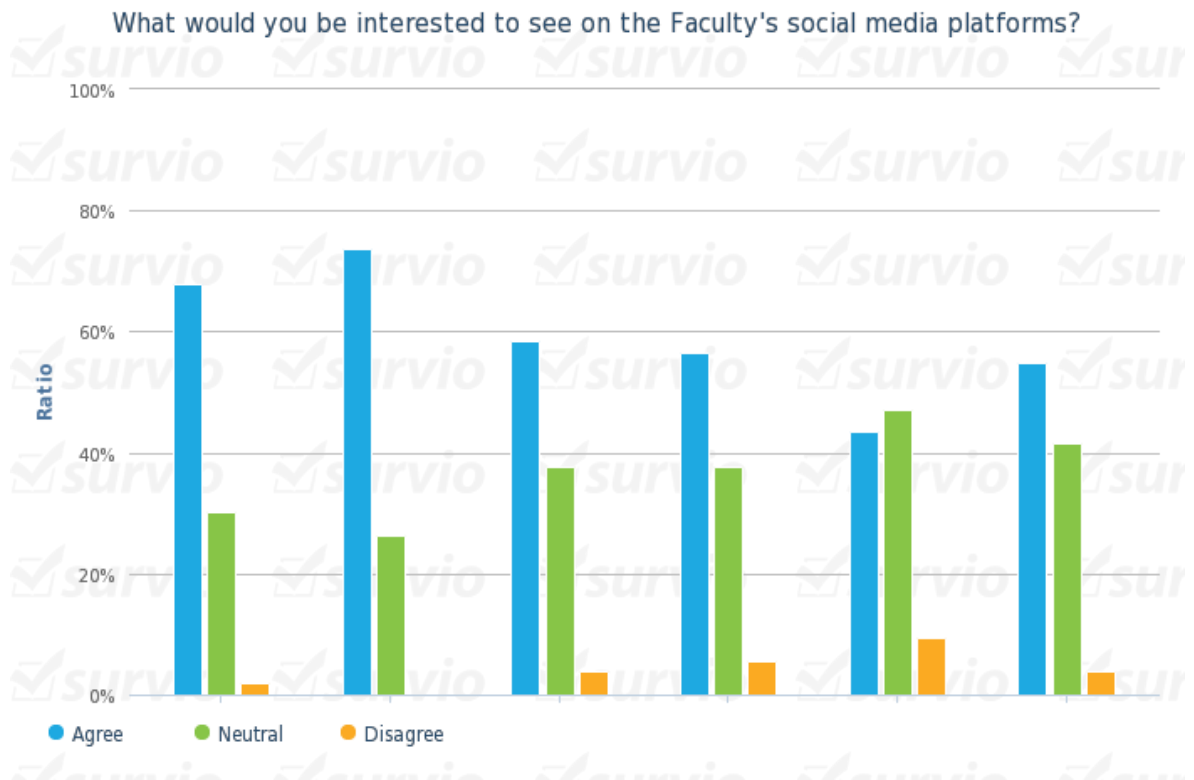
	Agree	Neutral	Disagree
Information about the faculty	36	16	1
Events in the faculty	39	14	0
Updates covering students activites	31	20	2
More pictures and videos content	30	20	3
Links to activities in other faculties	23	25	5
Response to questions from the administration.	29	22	2

Source: Analysis by researcher on survey website- Survio.com

5 Results and Discussion

5.1 SWOT Analysis

SWOT analysis focuses on the internal strengths and weakness as well as the external opportunities and threats. This analysis enables the organisation to achieve its objectives with the attributes in existence as well as identify what can cause harm to the organisation. For this research, the SWOT analysis is as follows:

Strengths

- Presence already established on a popular Facebook
- Can focus on quality of content and the time of uploads to captivate the audience
- Broad field to generate contents

Weaknesses

- Poor engagement of fans
- Restriction of versalities in language of communication
- No frontier between the Faculty brand and the users
- Insufficient interactive content creation
- Narrow approach in content creation
- Slow revolution of contents in alignment to new social media features

Opportunities

- Focus the content on the demography of the Faculty's target audience
- Create a viral content that can connect with the students of the institution as well as project a right image on the platform
- Inter-connect all the social channels in other to build relationship and closed group
- Create a content generation amongst the students to show case the capabilities of the faculty.
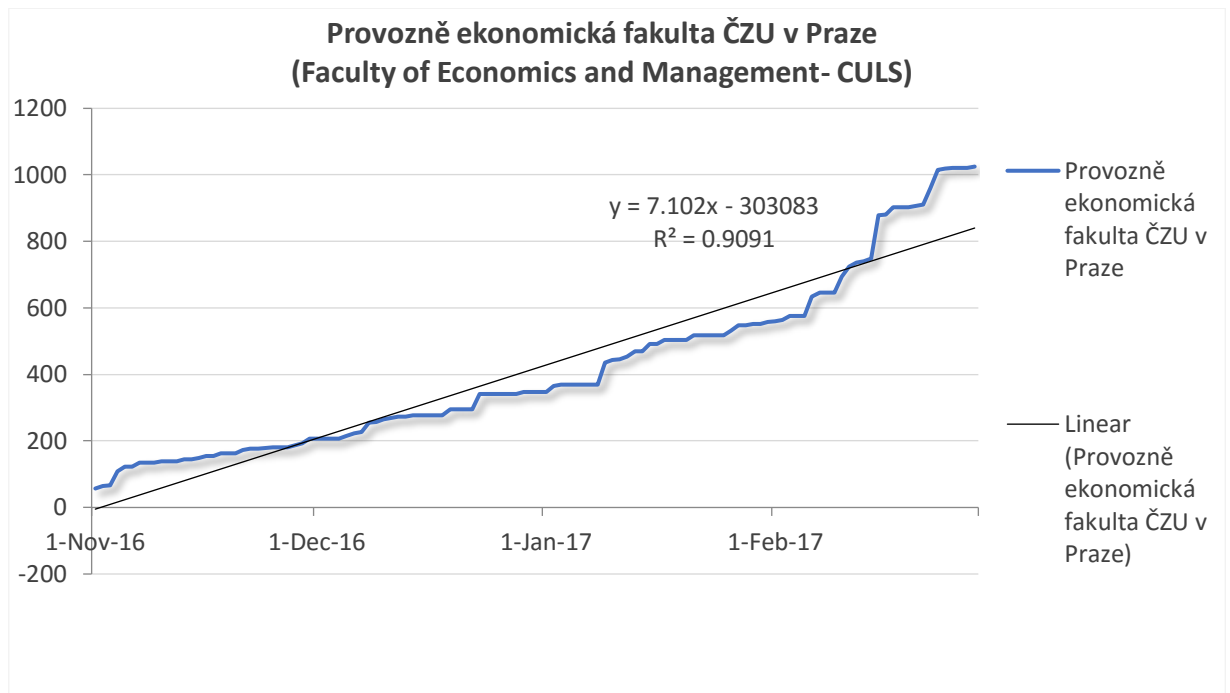
Threats

- Impressions of the school's incompetence

- Time consuming campaigns
- Negative comments from followers
- New social media trends as youngster move to new trends of social media platforms that develop over time.

5.1.1 Regression Analysis

Figure 15. Trend line Analysis

Source: Analysis by researcher

As shown on figure 15, from the analysis. the of the number of people that liked the faculty's Facebook page, at the period of analysis the trend line shows a positive correlation between time and number of people that like the page.

Table 4. Weekly growth rate from November 2016 to February 2017

Week	X variable	Y variable
1/11/16	1	57
8/11/16	8	135
15/11/16	15	149
22/11/16	22	177
29/11/16	29	193
06/12/16	36	222

13/12/16	43	274
20/12/16	50	295
27/12/16	57	341
03/01/17	64	369
10/01/17	71	443
17/01/17	78	503
24/01/17	85	518
31/01/17	92	558
07/02/17	99	647
14/02/17	106	748
14/02/17	113	911
28/02/17	120	1025

Source: Data generated with Web Analytics tool

The variable x explains y by 90% that is $R^2 = 0,90909$

The coefficient of correlation = 0,95, this means that the correlations between the two variables are strong and positive. The indicates that the number of fans would continue to increase.

Even with the increase, from research the platform still requires a subsistence maintenance of the fan retention to create impact in the awareness of the faculty hence the structure of the content management needs to be redesigned because increase in fans does not fully mean that the performance of the page is at its optimum. As a matter of fact, increase in number of fans is just a niche of the key performance index. From the findings, it can be observed that the KPI is relatively low because of several factors like engagement level which and post interactions which falls in the conversation and relationship block social media is yet to be optimized and this in turn has affected the number of reach. In other words, growth in fans doesn't solely quantify success of a social media in the utilization of the tool is achieving business growth.

5.2 Recommendation

From the research, even though the social media page has an increasing number fan but the subsistent level of growth is low in comparison to the number of influx of students to the faculty and to create a good level of awareness within and outside the Czech Republic, the content management and system of operation would need to be integrated to suit the target audience that is in the age range of 18- 29 years. Hence the following recommendations;

❖ **Creation of more visual based and creative contents:**

From the research, it has been acknowledged that people react more to visual based like pictures and videos contents more than text based contents, hence it is advisable that the faculty creates more visual based contents to reach its correspondents. These images or video need to possess originality. By uploading videos and pictures that project the goal of the organization the level of reaction would increase and once there is more reaction from the fans the number of shares would increase hence increasing the reach of the faculty through organic growth. This would further create a more increase in the level of awareness of the faculty. Although the information is important, it is significant to recall that target audience are youths hence the structure of the content should be redesigned in such a way that it would connect with this demography. For example, utilization of animation and memes to reach the students but bearing in mind the purpose of the information. Like during examinations, a meme to reflect that students need to get ready for the exam would generate reactions from the students already on the faculty's social media page. The researcher captured some examples from Masaryk University social media pages and this seems to generate a positivity effect on the community.

❖ **Incorporating student activities in content creation**

Student based activities should be incorporated in the information on the faculty's social media pages. Currently, the social media pages are focused on activities in the faculty which is a good in sharing information with the audience but like it was mentioned earlier the demography of the students is very important because they are the target audience. Hence activities of the students within the faculty should be incorporated into the social media page this would build the community, create reactions and interaction. The students' activities shouldn't only be based on social engagement; it can be recognition of excellence. For example, there can be coverage of the successful prominent alumni students on the social media pages this would not only create a great level of conversation on the platforms it would also push the reputation of the faculty to the rest of the world.

❖ **Involvement of students in generation of contents**.

Another way to get the students involved in the operational function of the faculty's platform is by getting them involved in the creation of contents then this can be filtered by

the administration of the pages. This would get create a sense of connection between the faculty and the students and build reactions and engagement. To support recommendation is an example on, the Faculty of Sports in Masaryk University (Fakulta sportovních studií MU) on Facebook created a non-vocal short clip with the students of the faculty showing what the faculty is about. Although the page has just about 2,000 likes the video generated over 24,000 views and over 200 reactions. The page is mainly operated in Czech because the faculty's courses are just in Czech but the video was created in such a way that it would connect with its audience hence getting to a high number of reach. This would cause a ripple effect on the retention of the fans because there would have something to look forward to out of the human nature of curiosity.

❖ **Dual Language system.**

Integration of dual languages in the process of the faculty's content upload. Although some of social media pages currently have translation capabilities but the faculty runs its programs in both English and Czech languages and attracts a substantial number of international students and not all the students can understand Czech language. So, even with the translation capabilities some of the contents that are being published on the platform needs to also incorporate English contents. Recently the faculty added a translation function on the faculty's YouTube channel although the function was introduced recently but it has widened the audience reach to people outside the Czech Republic, Appendix 8 shows an extract from the YouTube analysis on the month of February 2017 from the head of social media of Faculty of Economics and Management, Ing. Vaclav Lohr Ph.D. This shows the geographical reach of visitors on the videos uploaded on the platforms. Hence if this is incorporated into other platforms especially Facebook since it has a wide reach of audience this would not only increase the reach but also shows the openness of the faculty to the rest of the world.

❖ **Interlinked channels**

Currently, the faculty operates two different channels on YouTube the official page Provozně ekonomická fakulta ČZU v Praze and AT Tv, therefore to ascertain a uniformity it is advisable to link the channels as one and also link the activities in all social media pages in order to create a flow of events. Another advisable tactic, is to integrate the activities of

the Faculty's pages with the school official social media pages this would create an awareness of the faculty's activities to members of other faculties. This is a prominent way of content sharing on successful educational pages like Harvard University and Masaryk University.

❖ **Interaction**

The relationship and conversation blocks are important building blocks in the creation of a successful awareness through social media, so it would be advisable if the authoritative creates time to chat with the students of the faculty through this platform to establish relationship. Ideas on how to make changes in the faculty can be gathered from the young minds that the institution is out to attract. To the eyes of observant outside the institution, the faculty would show involvement and encouragement of its students. Operational heads of the social media platform can also increase the swiftness of response of questions that might arise in the platform.

❖ **Selection of contents based on the platform structure**

Each social media platform can be optimized using the right feature, hence for the Faculty to created noticeable growth in each platform of operation there is need to utilize these features. For example, Facebook contents needs to be create evergreen contents, ask questions in the post in order to engage the users, participate in trendy topics that relates to the Faculty so as to create visibility and on social media page like Instagram, they need to post images that can captivate the audience, like posts that relate to the faculty, respond to comments and most importantly use industrial and trendy hashtags for more visibility.

6 Conclusion

The purpose of this research is to identify the impact of the utilization of social media platforms in business growth of an organization. Hence providing a clear and in-depth observation of what influences the management decision making in the process of using the business model in the creation of brand awareness. The Faculty of Economics and Management, Czech University of Life Science was selected as the study case of this research. From subsequently published materials of many researchers the functional building blocks of social media, benefits of the business model, the use of social media pages to achieve an optimal result and the importance of the utilization of the model in business organizations were identified with supporting examples wherein the model has been proven successful.

Though the selected organization differs from profit oriented organizations that usually employ the model as a marketing tool, it was important to analyze the status of the use of social media in the organization through electronically processed data using a web analytic tool. More also, a cross section of the target audience of the institution was interviewed through an online survey in order to understand the brand perception as well as deduct possible means to develop the operational methods of social media in the organization. As a criterion to participate in the interview, the participants needed to be tech savvy. The limitation the process for primary data collection was the fact that not all the proposed participants that received the online survey were willing to complete the survey. Another limitation experienced during the research was that social media activities were centered on daily entries so, in order to avoid generation of cumbersome result from the web analytics application the period of analysis had to be a minimum and in the case of this research, from November 2016 to end of February.

The results of both methods of analysis, supported by the literature publications used, Facebook was identified as the most widely used social media platform. Therefore, the concentration of activities on the organization's Facebook platform was the focal point of this research. Further analysis, denoted that the age group that utilizes social media platform the most were in the range of 18-30 years. A demography that falls into the target of the organization. Using trend line analysis with data collated from the web analytic tool, there was a glaring increase in the population of those that liked the page. SWOT analysis was then used to analyze the Strength, Weakness, Opportunites and Threat of the Faculty's social

media operation. Although the Faculty of Economics and Management, Czech University of Life Science has a substantial level of the fan base on Facebook across all continents of the world with a high density in the Czech Republic the growth in number of fans is not the only factor in the performance index more factors includes responsiveness, total reach, engagement, post interaction and weekly growth. The result from our analysis indicates that the page has a very low rating therein, having little impact in creating an awareness of the brand.

Through the analysis conducted as well as the theoretical section of this research, it was acknowledged that for an organization to have a successful social media presence that would yield a positive impact on the brand image, content management with the consideration of the functional blocks should be a priority for the organization. Hence, the recommendations developed for a more successful operation of the social media platforms to achieve an optimal result in the Faculty were based on the functional blocks of social media. Some of the recommendations include the creation of more visual based contents rather than text based, a dual language of operation, selections of contents based on the structure of the social media platform and most importantly the creation of content that would attract the institution's targeted demography. The intention of this research is for the recommendations to be implemented in the Faculty's social media operation. The long-term goal of this research is not only to build a sustainable level of awareness of the Faculty of Economics and Management, Czech University of Life Science Prague but also to contribute to the brand awareness of the entire University to the rest of the world.

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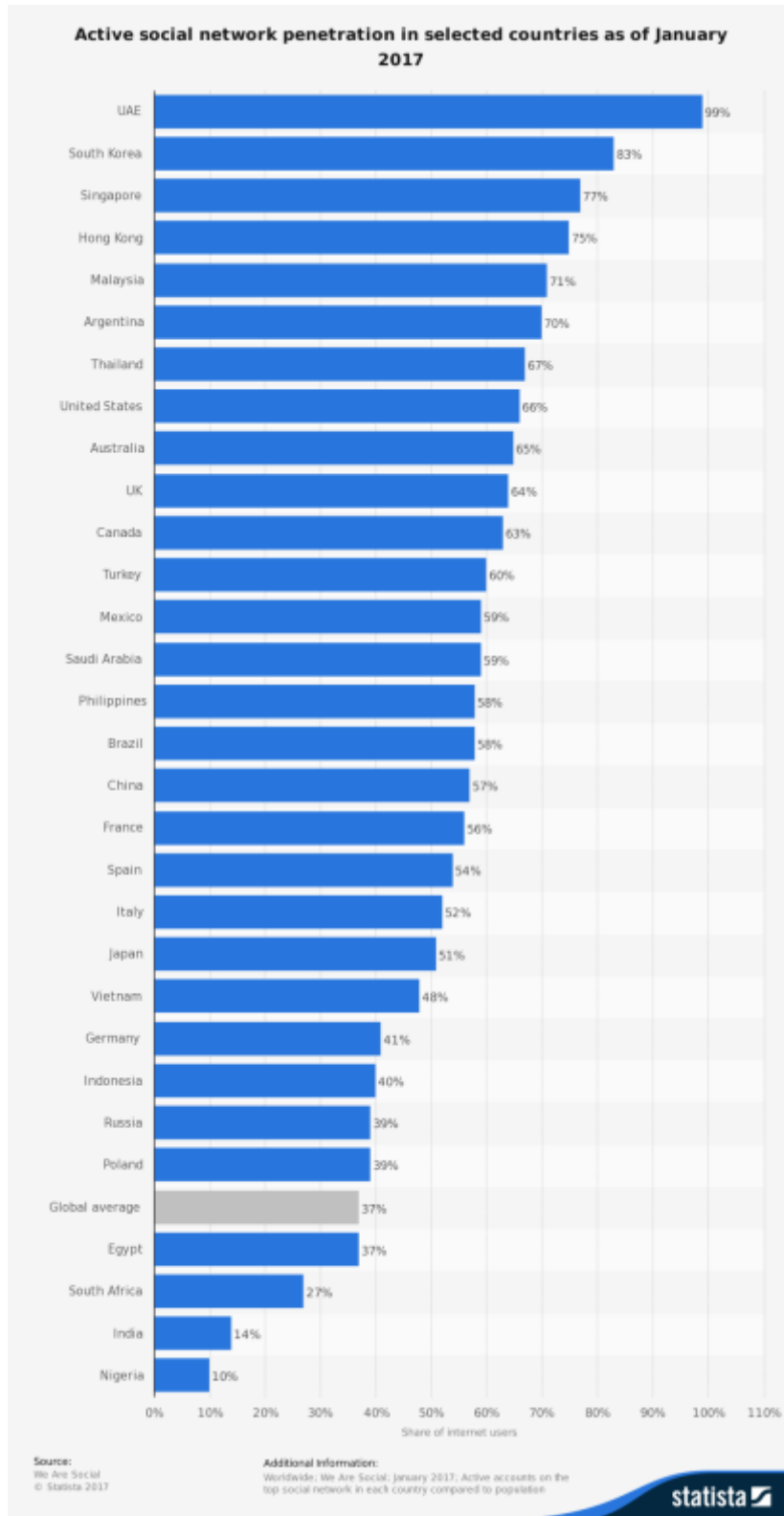
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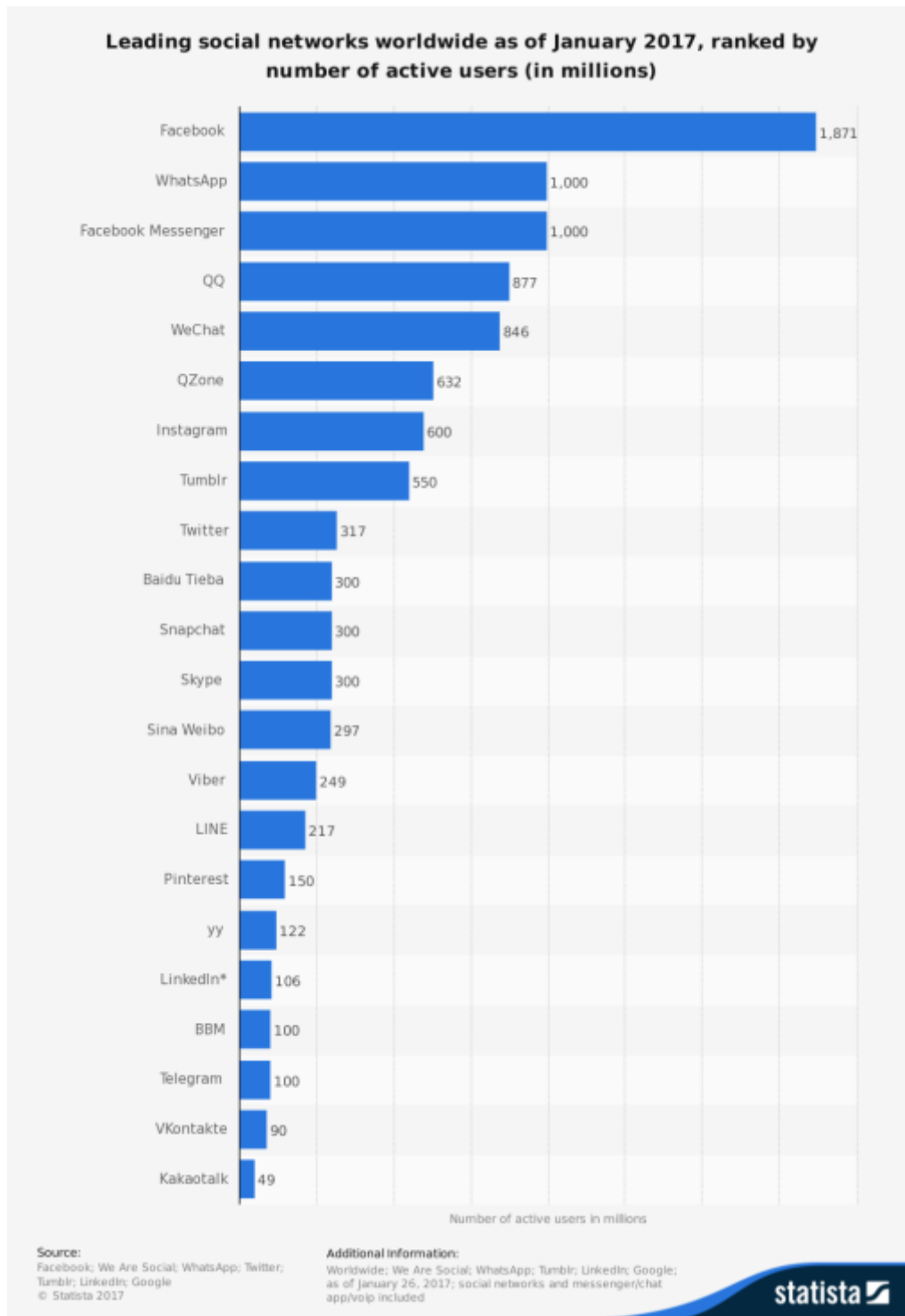
8   Appendix

*Appendix 1. Active Social Network Penetration*

Active social network penetration in selected countries as of January 2017

Country	Share of internet users
UAE	99%
South Korea	83%
Singapore	77%
Hong Kong	75%
Malaysia	71%
Argentina	70%
Thailand	67%
United States	66%
Australia	65%
UK	64%
Canada	63%
Turkey	60%
Mexico	59%
Saudi Arabia	59%
Philippines	58%
Brazil	58%
China	57%
France	56%
Spain	54%
Italy	52%
Japan	51%
Vietnam	48%
Germany	41%
Indonesia	40%
Russia	39%
Poland	39%
Global average	37%
Egypt	37%
South Africa	27%
India	14%
Nigeria	10%

Source:
We Are Social
© Statista 2017

Additional Information:
Worldwide; We Are Social; January 2017; Active accounts on the top social network in each country compared to population

statista

Source; Statista (2015)

Appendix 2. Leading Social Networks

Leading social networks worldwide as of January 2017, ranked by number of active users (in millions)

Network	Users
Facebook	1,871
WhatsApp	1,000
Facebook Messenger	1,000
QQ	877
WeChat	846
QZone	632
Instagram	600
Tumblr	550
Twitter	317
Baidu Tieba	300
Snapchat	300
Skype	300
Sina Weibo	297
Viber	249
LINE	217
Pinterest	150
YY	122
LinkedIn*	106
BBM	100
Telegram	100
VKontakte	90
Kakaotalk	49

Number of active users in millions

Source:
Facebook; We Are Social; WhatsApp; Twitter;
Tumblr; LinkedIn; Google
© Statista 2017

Additional Information:
Worldwide; We Are Social; WhatsApp; Tumblr; LinkedIn; Google;
as of January 26, 2017; social networks and messenger/chat
app/voip included

statista

Source; Statista (2017)

Appendix 3. Examples of social media Websites in relation to 7 functional blocks.
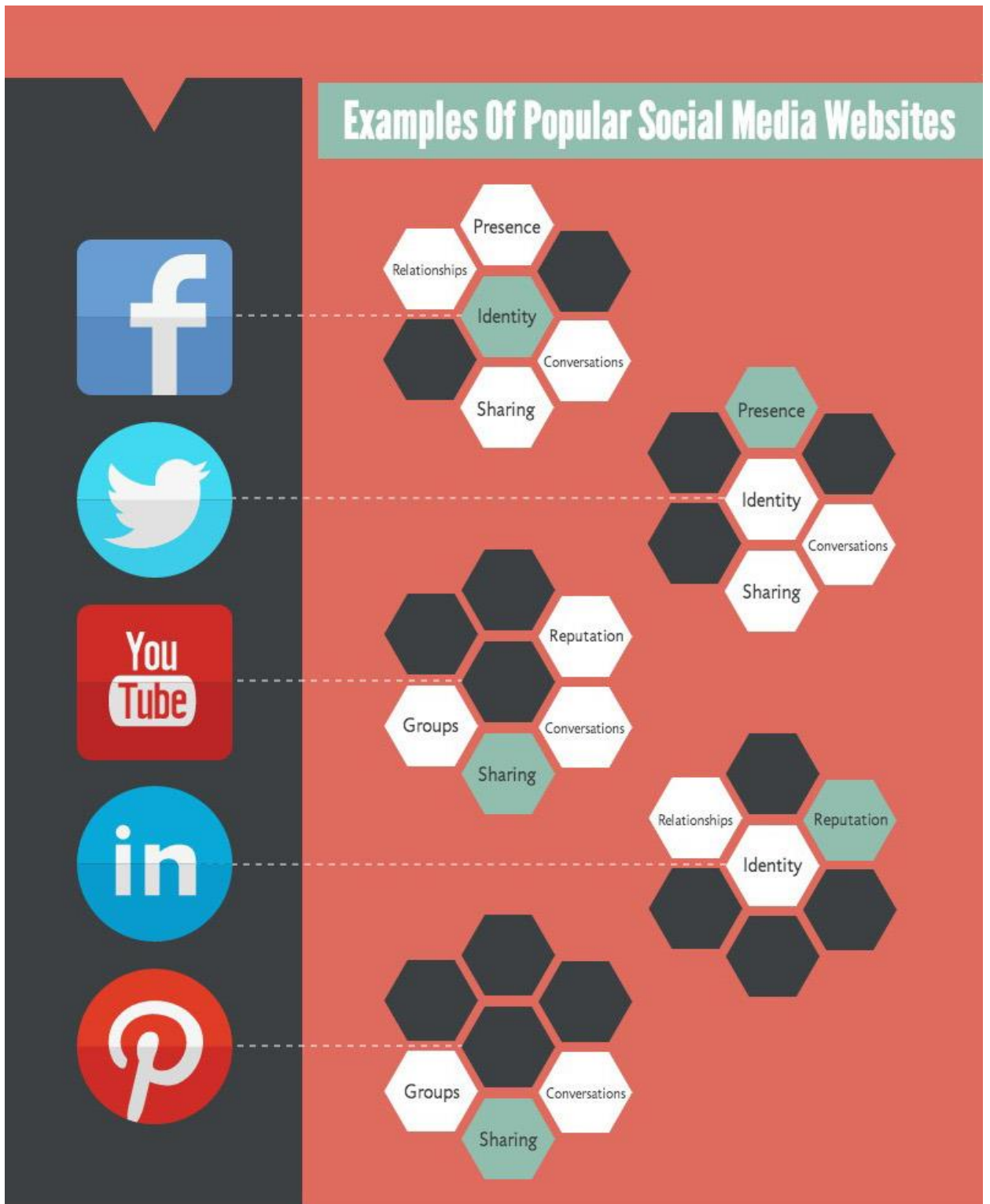
Source; Fracchia, Austin (2014)

Appendix 4. Webometrics University Ranking

Czech Republic

ranking	World Rank ▲	University	Det.	Presence Rank *	Impact Rank *	Openness Rank *	Excellence Rank *
1	223	Charles University in Prague / Charles University in Prague	»	75	223	918	235
2	371	Czech Technical University in Prague / Czech Technical University in Prague	»	156	371	704	534
3	453	Masaryk University in Brno / Masaryk University in Brno	»	28	455	888	725
4	693	Brno University of Technology / Technical University in Brno	»	320	861	1286	868
5	709	Palacky University / Palacky University in Olomouc	»	626	1196	1304	698
6	1095	University of West Bohemia (High School in Pilsen) / UWB	»	369	1067	2080	1599
7	1127	Technical University of Ostrava / VSB Technical University of Ostrava	»	365	2106	1986	1080
8	1168	University of South Bohemia / University of South Bohemia in the Czech Budejovice	»	995	2391	1388	1038
9	1333	Czech University of Life Sciences Prague (University of Agriculture) / Czech Agricultural University in Prague	»	2044	1608	2809	1402
10	1512	University of Chemistry and Technology Prague / University of Chemistry and Technology, Prague	»	1834	3403	2064	1198

Source. Webometrics (2017)

GLOBAL ORIGIN OF FANS

5 — 9,824

Czech Republic
Fans: **9824**

Source: Fanpagekarma.com

TOP 10 POSTS BY TOTAL REACTIONS

Date	Message	Page	Type	Likes	Comments	Shares	Facebook
15 Feb 2017	Timeline Photos	**Provozně ekonomická fakulta ČZU v Praze**	photo	115	4	1	see post
09 Jan 2017	A už je tady zase! Zkouškové. Přejeme vám pevné nervy a hodně úspěchů u zkoušek!	**Provozně ekonomická fakulta ČZU v Praze**	status	55	2	0	see post
01 Nov 2016	Nový úhel pohledu na PEF se nabízí ze střechy rostoucí budovy CEMS2 :-) (Foto: Martin Sloup)	**Provozně ekonomická fakulta ČZU v Praze**	photo	53	0	1	see post
06 Feb 2017	Tento týden probíhají na PEF státní závěrečné zkoušky. Všem studentům přejeme hodně štěstí!	**Provozně ekonomická fakulta ČZU v Praze**	photo	51	0	1	see post
23 Dec 2016	Timeline Photos	**Provozně ekonomická fakulta ČZU v Praze**	photo	45	1	0	see post
04 Nov 2016	Malé ohlédnutí za úspěšným projektem Senoseč, který zachránil již stovky zvířat a mnoho jich ještě v budoucnu zachrání. Mobilní aplikaci pro Senoseč vymysleli a naprogramovali dva studenti naší univerzity, jeden z nich dokonce z naší fakulty :-)	**Provozně ekonomická fakulta ČZU v Praze**	link	38	0	3	see post
22 Feb 2017	Přinášíme další obrázek z naší série Víte, že..	**Provozně ekonomická fakulta ČZU v Praze**	photo	33	0	1	see post
10 Feb 2017	Již v pondělí začíná letní semestr a to prvním, tedy lichým, výukovým týdnem.	**Provozně ekonomická fakulta ČZU v Praze**	status	20	3	0	see post
11 Feb 2017	Provozně ekonomická fakulta ČZU v Praze's cover photo	**Provozně ekonomická fakulta ČZU v Praze**	photo	29	0	0	see post
23 Feb 2017	Virtuální realita na PEF - stánek HUBRU	**Provozně ekonomická fakulta ČZU v Praze**	video	28	0	0	see post

Source: Analysis done by self on Fanpagekarma.com

Appendix 7. Sample of Questionnaire questions

How often do you use them?

- Daily
- Once or twice a week
- Once or twice a month
- Less than once a month

What do you like about your preferred social media page? (Multiple)

- Pictures and video sharing
- Music
- News content
- Chatting
- Other

Type your answer

100 characters remaining

What activities do you like to seeing on your timeline?

- Pictures and Videos
- News and Updates
- Links to external applications
- Other

Type your answer

100 characters remaining

Are you a Student/Lecturer/Alumni of Czech University of Life Science Prague?

- Yes
- No

Do you know that Provozně ekonomická fakulta (Faculty of Economics and Management) is part of Czech University of Life Science?

○ Yes   ○ No

Have you ever seen any of the Faculty's social media pages?

○ Yes   ○ No

Which of the Faculty's social media pages have you seen?

☐ Facebook
☐ Instagram
☐ Twitter
☐ Google +
☐ None

Have you visited any of the social media pages?

○ Yes   ○ No

How often do you visit the Faculty's social media page?

○ Daily
○ Once or twice a week
○ Once or twice a month
○ Less than once a month
○ Never
○ Visited just once

How do you like the content of the Faculty's social media page that you have visited?

Very good   1   2   3   4   5   Very Bad

Why do you visit the page?

○ Picture and Video content about the activities within the faculty

○ Shared links on the page

○ Faculty's status updates

○ Other

Type your answer

100 characters remaining

What would you be interested to see on the Faculty's social media platforms?

	Agree	Neutral	Disagree
Information about the faculty	○	○	○
Events in the faculty	○	○	○
Updates covering students activites	○	○	○
More pictures and videos content	○	○	○
Links to activities in other faculties	○	○	○
Response to questions from the administration.	○	○	○

Source: Researcher

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Appendix 8; Geographical location of views on PEF's Youtube channel.

Date	Geography	Geography ID	Channel display name
2017-02-01	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-02	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-02	Germany	DE	Provozně ekonomická fakulta ČZU v Praze
2017-02-03	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-03	France	FR	Provozně ekonomická fakulta ČZU v Praze
2017-02-04	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-05	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-06	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-07	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-07	India	IN	Provozně ekonomická fakulta ČZU v Praze
2017-02-07	Slovakia	SK	Provozně ekonomická fakulta ČZU v Praze
2017-02-08	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-08	Slovakia	SK	Provozně ekonomická fakulta ČZU v Praze
2017-02-09	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-09	Russia	RU	Provozně ekonomická fakulta ČZU v Praze
2017-02-10	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-11	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-11	Russia	RU	Provozně ekonomická fakulta ČZU v Praze
2017-02-12	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-12	Russia	RU	Provozně ekonomická fakulta ČZU v Praze
2017-02-13	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-14	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-15	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-15	Russia	RU	Provozně ekonomická fakulta ČZU v Praze
2017-02-16	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-16	Greece	GR	Provozně ekonomická fakulta ČZU v Praze

2017-02-16	Kazakhstan	KZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-17	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-18	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-18	United States	US	Provozně ekonomická fakulta ČZU v Praze
2017-02-19	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-19	India	IN	Provozně ekonomická fakulta ČZU v Praze
2017-02-20	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-20	Slovakia	SK	Provozně ekonomická fakulta ČZU v Praze
2017-02-21	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-21	Slovakia	SK	Provozně ekonomická fakulta ČZU v Praze
2017-02-22	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-23	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-24	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-25	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-25	Slovakia	SK	Provozně ekonomická fakulta ČZU v Praze
2017-02-26	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-26	Denmark	DK	Provozně ekonomická fakulta ČZU v Praze
2017-02-27	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze
2017-02-28	Czechia	CZ	Provozně ekonomická fakulta ČZU v Praze

Source: Analysis by Ing. Vaclav Lohr Ph.D