

LIKE, COMMENT AND SHARE; INTROSPECTIVE STUDY TO MEASURE THE SUCCESS FACTORS OF THE FACEBOOK POSTS

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Abstract: Facebook has become the virtual identity of every individual all over the world who has internet access. Today, Facebook is not just a social networking site but proving the super high-way for mobilizing the society and nation. It is proving the best glocal platform for businesses, social entrepreneurship, politics, knowledge sharing and many more fields. The basic fundamental behind the applicability of Facebook posts for all is the local and global reach with active users on Facebook. According to the *Salesforce report* published in 2017, there are now more than 2 million active advertisers on Facebook. This suggests that the 'Like, comment and share' is proving the success mantra for all the activities on Facebook, whether it is business promotion, social campaign against an issue, or political campaigns. The researcher, in this paper is exploring the success mantra of 'Like, comment and share' by analyzing the Facebook posts on researcher's Facebook wall in the month of November who received more than 200 likes or received more than 30 comments or 5 users who shared the post. This Introspective study will help to understand the success factors of the Facebook posts.

Keywords: Facebook Posts, Social Networking Site, Glocal Platform.

Introduction: According to the Statista report 2017, there are 2.07 billion monthly active users till the third quarter of 2017. This shows Facebook as the most trusted social networking site. Social networking is one of the leading online activities worldwide. In 2020, experts estimate 2.95 billion people to access social networks regularly. The majority of this growth is projected to come from mobile devices, as emerging markets catch up on online connectivity. Initially, the Facebook was launched with for more social interaction but slowly it is the best platform for business, education, entertainment, and advertising platform. The success of Facebook is with strong active user base. According to Adweek digital portal, the definition of monthly active user as a registered Facebook user who logged in and visited Facebook through website or a mobile device, or used Messenger app (and is also a registered Facebook user), in the last 30 days as of the date of measurement. The active users posts, likes, comments, shares the posts, makes new friends and social connections.

The Motivation for This Research: Every post on Facebook gets some like, comment and sometime share. But very few posts get high number of liking, people write comments on the posts and some may also share the post in their group. For this research, the researcher has measured the success of posts based on number of likes, comments and share for the posts. The posts which have more than 200 likes, 30 or more comments and 5 shares are considered as very strong content and termed as Highly Engaging Content (HEC) in their posts, which attracts other Facebook users to see, spend time on the post and give their feedback in terms of likes, comment or share. With this study the researcher wants to find the success of HEC posts on Facebook is it the type of content? Is it nature of the content? Or is it credibility of users? This is an introspective study to measure the success factors of the Facebook posts.

Research Design: Quantitative Research Method is used for this study. Total 81 posts are selected for the study, which received more than 200 likes or received more than 30 comments or 5 shares. The data related to posts are collected with the parameters; Age, Gender, the profession of the user, type of the post, number of likes, comments and shares of the posts and type of the content. For analysis purpose, the age is divided into range of age; they are age between 20-30, 31-40, 41-50, 51-60, 61-71 and 71 and onward. Type of the post is decided upon the content posted and categorized into Educational, Film and television media, General, Personal, Political, and Social. Further the posts are also categorized according to type of the media used for posting and they are Articles, Photos, and Photos with link, Short Post, Photo with text, Text with link and Video.

Review of Literature: Through a study asking “does age make a difference in the Behaviour of online social network users?” Quinn, D., Chen, L., Mulvenna, M. (2011, October) have disclosed that as users of different ages interact, elements of friend numbers and functionality vary. Wall comments by older users are over twice the rate of younger users indicating the function is held in greater regard by older users. Status comments are a more widely used feature for younger users. Ries, T. (2010) in his research found that over 900 million objects (pages, groups, events and community pages) that people interact with other on Facebook and average user creates 90 pieces of content each month and more than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month. This shows the power of the Facebook when sharing of the different types of the posts.

Data Analysis - Age and Gender: The posts, posted by men were 70 and 11 by women. It clearly states that, 86% posts which have more likes, comments, and share are men and only 14% posts are posted by women. The posts shared by men are more engaging than women.

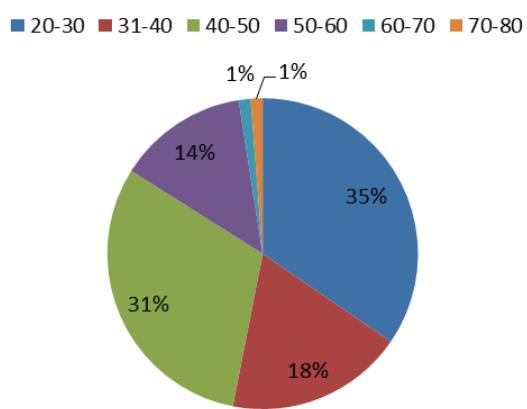


Figure1: Age Wise Distribution of the Posts

The posts are also analyzed on the basis of age, to understand which age group is most active in posting the high engaging posts. According to figure-1, 35% posts are posted by the users whose age is in between 20 to 30 and 31% of the posts are posted by the users who are in between the age 40 and 50. Only 2% posts are posted by the users who have age more than 60. This clearly understood that the young users whose age is in between 20-30 are more in posting HEC on Facebook.

The professional background of the users: According to figure-2, 21% of HEC posts are posted by professors, which indicate that, the professors post more engaging posts on Facebook. The Journalists (15%), consultants (15%), and media professionals (14%) are also post on Facebook but they are less as compared to professors.

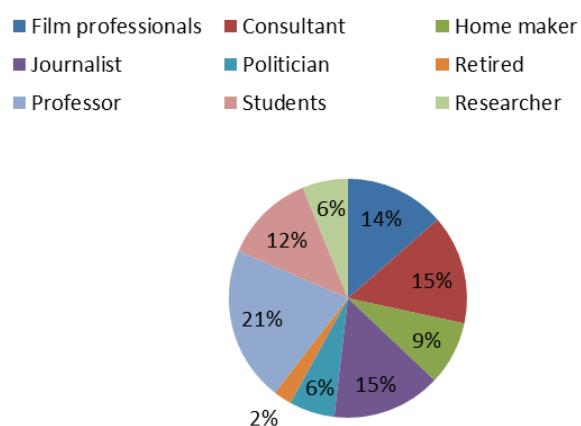


Figure2: Profession Wise Distribution of the Posts

The posts from politicians (6%) and researchers (6%) and retired persons (2%) are very less as compared to other professionals. Professors, Actors, and directors who are working in films and televisions are included in the 'Film professional' category. The people from working in industry, self-employed, doctors, engineers, architects are included in consultant category.

Subjects of the posts: Posts related to seminars, conferences, fellowships, new academic program, news related to education are included into 'Educational' category. Posts related to film promotions, events, awards, film festivals are included in 'Film and television media' category. Posts regarding health, travel, poems, jokes, general experiences are included into 'General' category. Posts related to birthdays, anniversaries, selfies, photos with families and friends are included into 'personal' category. Posts related to pro government, against government, elections, political events, rally, political leader's birthdays etc. are included into 'Political' category.

Maximum posts are personal (36%) and social posts (27%) are HEC. People give more likes and comments for personal and social posts. Facebook users also respond to political (15%) posts. Facebook users give less respond to general (6%) and educational (5%) posts.

■ Educational ■ Film ■ General ■ Personal ■ Political ■ Social

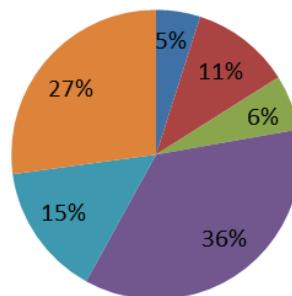


Figure 3: Subjects of the Posts

Conclusion: The High Engaging Posts are also from younger (20-30) users and adult users (40-50 age), because younger users are always active on Facebook and have large number of friends. The adult users with their experience, the maturity in handling the subjects and trust in the posts make the post more HEC. Professors, journalists, consultants posts are also widely accepted and are more HEC. Still, the personal posts with more photographs get more attention and are making the post HEC posts. In short, the posts posted by users who have credibility in the society and personal posts including photos are more popular on facebook.

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