

Unobtrusive Measures of User Engagement in Organizational Facebook Pages

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This research is designed to identify different factors that influence user engagement in organizational Facebook pages.

Organizations today make use of online social network sites (SNSs) such as Facebook (FB) and Twitter to engage with their stakeholders. FB users can engage by commenting, sharing or liking posts or photos uploaded on the organization's FB page .

In this study, we measure user engagement by quantifying the amount of user generated content posted to the SNS .

In order to collect the data required to analyze user engagement, we designed an application that extracts public data from FB's database.

The application was initially used to collect two months' worth of user contributions to the FB pages of seven organizations. Following analyses compared between posts that led to extensive user engagement, and posts that led to little or no engagement .

Initial findings point to the possibility of significant correlations between different engagement behaviors (likes, shares, comments), and a high percent of comments received within the first day of a post being uploaded. Additionally, some of the pages seem to exhibit a high correlation between certain engagement behaviors, specifically commenting and sharing, and the type of post (photo, link, text and/or video .(

The results of this study will improve our understanding of user engagement on SNSs such as FB. A better understanding of user engagement can assist organizations in increasing user engagement in their SNSs.