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Increasing User Engagement on Social Media

Emily Grasso

University at Albany, State University of New York

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INCREASING USER ENGAGEMENT ON SOCIAL MEDIA

University at Albany School of Business Honors Thesis

Emily Grasso
May 2016

Abstract

For my thesis, I explored the question of what type of content will increase user engagement on social media. I've had the opportunity to work on a live project, for a New York-based recruiting agency, Careers on the Move, founded by University at Albany graduate, Richelle Konian.

The goal of the project was to establish, through research, what engages users on social media and then test my findings.

I established, through baseline analytics reports using LinkedIn Analytics, Facebook Insights, and Hootsuite reports that the most appropriate dependent variables will be on LinkedIn, Engagement and Reach; on Facebook, Page Likes and Post Reach; on Twitter, Twitter followers.

I managed the content posted on LinkedIn, Facebook, and Twitter profiles of Careers on the Move to enhance the dependent variables identified in my research. Based off of research on industry trends, I developed a social media marketing plan to determine methods of effectively increasing user engagement. I periodically conducted analytics reports throughout the course of the project. Initially, there was an increase across all three social media sites, but as this began to level off, I conducted additional research to determine which subject matter engaged users.

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Introduction

Preface

In today's technological age, people have access to countless outlets to stay connected with each other, and the use of social media drives the flow of information more quickly than ever before. With this in mind, it is essential that companies leverage this connectivity to reach out to both potential and current customers. There are several social media tools available for companies to connect with their customers. Among the myriad of social networking sites, three applications have remained dominant: Facebook, Twitter, and LinkedIn. These three sites own the first three spots, respectively, of the Top 10 Social Media Sites, according to *Small Business Trends*, and each serves a unique purpose for users.

Facebook has the most users among all of the social networking sites, and over 1 million small and medium sized businesses advertise through this medium. Worldwide, Facebook is home to 1.038 billion active users, and 65% of users access the site daily (expandedramblings.com.) Twitter holds the number two spot for social media sites (smallbiztrends.com.) Twitter users are limited to 140 characters to express their thoughts, but this has not stopped users from joining. As of 2015, there were 305 million monthly active users on the social networking site (twitter.com.) Lastly, LinkedIn users join the site with the intent of enhancing their professional networks. Currently, LinkedIn has over 332 million users, globally (smallbiztrends.com.)

Purpose

While the effective use of social media tools is important for all companies, I've specifically focused on how recruiting agencies can utilize these tools. I've had the opportunity to intern for a recruiting agency, based out of New York City, called Careers on the Move.

Careers on the Move was founded in 2000 by Richelle Konian, who graduated with a B.S. in Business Administration from the University at Albany. The target market of Careers on the Move includes candidates who are both active and passive in their job search. An active job candidate is a person who may or may not currently be employed, but is actively searching for work. A passive candidate is currently employed, and not searching for a new job, but may fit an open position that a company has available (business.linkedin.com.) Careers on the Move seeks to recruit professionals primarily in the Finance and Information Technology industries; positions vary in level from entry and junior level, for candidates with one to two years of experience, to more senior level, managing positions. Clients of Careers on the Move include both candidates who are searching for a job, as well as companies who have open positions available for candidates. The recruiting agency prides itself on using innovative methods to place professionals in these industries (careersonthemove.com.)

As an intern, I was involved in managing the content posted on the social media accounts of Careers on the Move. My main objective during this process was to determine what type of content posted on Twitter, Facebook, and LinkedIn would best engage potential and current clients.

Project Overview

With this objective in mind, I worked closely with the Careers on the Move team to create a social media marketing plan. I divided my project into three distinct phases, which took place over the course of four months. I began this project in January 2016, and it culminated in April 2016.

During the first phase, I ran several preliminary analytics reports to gauge the current status of the Careers on the Move social media accounts. The reports were generated by

Hootsuite, Facebook Insights, and LinkedIn analytics. After I collected the initial data, I worked with the Careers on the Move team to set the primary goal of determining what type of content engages users on each social network, and the secondary goal of increasing overall user engagement across all three of these social networking sites. Specifically, we worked to increase Twitter followers, Facebook Post Reach and Page Likes, and LinkedIn Engagement and Reach.

After the goals were set, I began Phase 2 of the project, in which I researched current trends in social media and evaluated how I could apply these trends to social media marketing for Careers on the Move. Based on this research, I created a social media marketing plan to be implemented across Twitter, Facebook, and LinkedIn. I then worked with a social media team of other interns to update the content posted on these sites in an attempt to meet the proposed goals. I continued to track the performance of the social media accounts consistently throughout the duration of Phase 2, and paid additional attention to social media posts that gained higher engagement scores throughout the process.

Lastly, in Phase 3 of the project, I analyzed and summarized my findings. After the three phases of the project were complete, I used the results of the analytic reports, as well as additional research to provide Careers on the Move with recommendations for future marketing endeavors.

Phase 1: Baseline Analytics

Twitter

Careers on the Move established a goal to increase the amount of Twitter followers over the course of the four months that I would be working with the company. In order to gain a better understanding of how to utilize the Careers on the Move twitter account effectively, I ran an analytics report offered through Hootsuite, an online social media scheduling tool. The primary

report that I gathered data from was the Follower Growth summary. The Follower Growth summary displays the amount by which Twitter followers have increased or decreased over a given period of time. Based off of this report, it was evident that from October 2015 to January 2016, the follower growth for the Careers on the Move twitter account had remained relatively stagnant. On January 21st, 2016, when this project began, Careers on the Move had a total of 197 Twitter followers.



Facebook

In respect to goals associated with Facebook, Careers on the Move aimed to increase the amount of Page Likes and Post Reach of the Careers on the Move Facebook page over the course of four months. Page Likes refer to the amount of Facebook users who have connected with the company page in order to stay updated on company posts. “Post reach is the number of people

who have seen your post. You post counts as reaching someone when it's shown in a News Feed. Figures are for the first 28 days after a post was created and include people viewing your post on desktop and mobile (Facebook.com.)” Facebook page administrators are able to measure this through Facebook Insights, a tool on the Facebook website that provides him or her with data associated with the page. I first measured post reach and page likes on January 21st, 2016. On this date, there were 874 page likes, and post reach was 77.

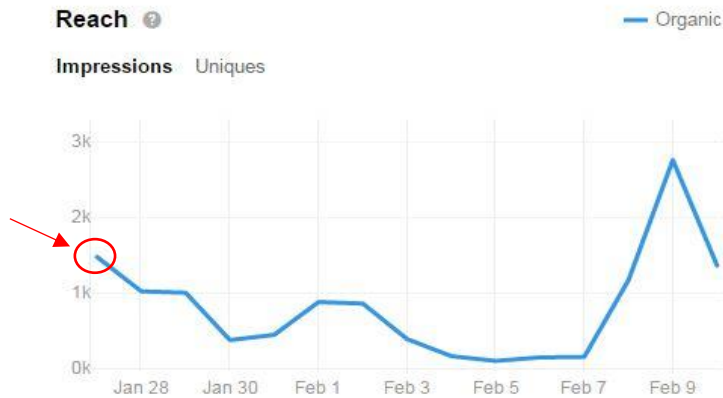
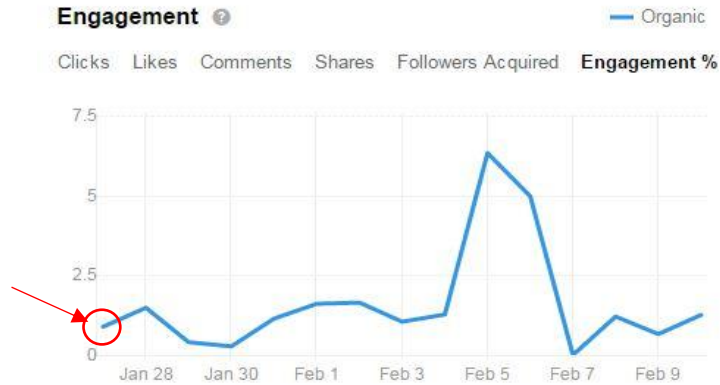


LinkedIn

On LinkedIn, a goal was set of increasing Engagement and Reach for the Careers on the Move company page. LinkedIn also offers analytics reports that can be generated through its website. There are three main focus areas for which LinkedIn generates information; however, for the purpose of this project and based on the set goals, I chose to analyze the data related to the first focus area: Updates, Reach, and Engagement. Users can see impressions, which are the number of times each update was shown to LinkedIn members, as well as the number of clicks the page has received, followers acquired as a result of a post, and interaction, which is measured by the number of likes, comments and shares on a post. LinkedIn also generates an Engagement score. It is displayed as a percentage, and calculated by the number of times members clicked,

liked, commented on, and shared content in both organic and sponsored campaigns for a specific date range (LinkedIn.com.)

I started measuring Engagement and Reach for the Careers on the Move LinkedIn page on January 27th, 2016. On this date, Engagement was 0.88%, and Reach was 1,470.



Phase 2: Social Media Marketing Plan

After Careers on the Move established goals, I researched current industry trends, in order to devise an effective social media marketing plan. Based on my research, I hypothesized that the best way to drive user engagement would be to differentiate the type of content posted on social media from what had been initially posted. Prior to my internship, Careers on the Move

been using social media predominately to inform followers about job opportunities. Social media would continue to serve this purpose; however we would also integrate articles, videos, and pictures to add content variety for Careers on the Move followers. Along with the Careers on the Move team, I explored a variety of content that could be posted to social media, in the form of articles from business publications, videos, and infographics, which are pictorial representations of information. Articles, videos, and infographics varied in subjects from skills that are useful to professionals in the workplace, to current events, to advice about how to make transitions in new careers smoother. By experimenting with the subjects posted as well as the form of content, I attempted to develop a persona for the Careers on the Move brand that followers would be most responsive to. Once a persona was developed and it was determined what users were responsive to, Careers on the Move would have the ability to personalize the content posted on social media to adhere to customer wants, needs, and interests.

To ensure that the same content was posted at the same times across all social media, I utilized the online scheduling tool Hootsuite. Hootsuite allows users to create a number of social media posts to be posted at future times. I linked the Twitter, Facebook, and LinkedIn accounts of Careers on the Move to a Hootsuite profile, so content could be posted on all three sites at once. I also utilized the website, tweriod.com, to determine what times during the day tweets, specifically, would receive the most exposure. For example, I observed that peak times to post tweets during weekdays were between 3:00pm and 4:00pm, 7:00pm and 8:00pm, and 11:00pm and 12:00am (tweriod.com.) I then utilized this information to schedule posts via Hootsuite during these time ranges. Although each social network has its own strengths, and was created for a unique purpose, I intended to post the same content at the same time across all three, because there was a great variety in the subjects posted, and I aimed to observe trends in which

subjects received the most engagement on each site. I created a schedule, shown below, to post the same type of content on the same day every week.

Day of the Week	Content
Monday	<ul style="list-style-type: none"> • Article • Infographic
Tuesday	<ul style="list-style-type: none"> • Article • Video
Wednesday	<ul style="list-style-type: none"> • Article • #worktrends
Thursday	<ul style="list-style-type: none"> • Article • Throwback Thursday
Friday	<ul style="list-style-type: none"> • Article • Infographic or Video

Secondly, as part of the social media marketing plan, I increased the amount of hashtags used on Twitter and Facebook. Hashtags are a way to “self-organize and catalog tweets or posts.” Twitter and Facebook users can also search for a certain hashtag, as opposed to looking for a specific Twitter account or Facebook page. By using these popular hashtags, all relevant content will appear to users in their searches. Some popular hashtags across the recruiting industry include: #leadership, #diversity, #socialmedia, and #jobs (smallrecruiters.com.) I also created a hashtag for Careers on the Move to provide at the end of every tweet and Facebook post: #careersonthemove. This served as a way to categorize all of the tweets associated with Careers on the Move, whether they were tweeted from the primary company account, account, by employees, by clients, or by other followers.

In addition to this, I participated in a weekly open forum discussion via Twitter, hosted by TalentCulture. TalentCulture is an organization that brings together a community of business professionals to examine and discuss new trends in the ever-changing business world. Every Wednesday between 1:00 pm and 2:00 pm, co-founder of TalentCulture, Meghan M. Biro, hosts

a live podcast, in which she and a guest discuss a workplace hot topic. After the podcast, Twitter users are encouraged to partake in an online discussion by tweeting content and ideas related to the topic that was discussed, with the hashtag #worktrends (talentculture.com.) In order to increase exposure for the Careers on the Move Twitter account, I listened to the podcast each week, and then collaborated with Meredith Okenquist, Talent Acquisition Manager at Careers on the Move, to take part in the #worktrends conversation. Being associated with this organization proved to be beneficial to Careers on the Move, because TalentCulture has an enormous online presence, with multiple social media accounts, podcasts, and a blog, and exposure on these forms of media would serve to increase the social media presence of Careers on the Move. Another benefit to participating was to expand the professional network of Careers on the Move and render more exposure for the company among the target market.

Phase 3: Analysis

After conducting an analysis of the social media marketing plan across all three social networks, Twitter, Facebook, and LinkedIn, I concluded that the most effective way to use these mediums is to differentiate the subjects of content posted on each site. As mentioned, I posted a different forms content in a variety of subjects to each site, and analyzed which subjects and content forms proved to be the most interesting to followers. I have discussed the specific results for Twitter, LinkedIn, and Facebook, respectively, below.

Twitter

Overall, the goal of increasing the amount of Twitter followers for Careers on the Move was achieved. Twitter followers increased from 197 followers in January, to 220 followers in April; however, I observed that initially the amount of followers increased rapidly in January and February, but then increased at a much slower rate into March and April. In order to determine what tweets had been more effective in engaging followers, I used Twitter Analytics, which lists

an account's top tweets, along with the impressions, engagements, and a calculated engagement rate over a 28 day period. Twitter Analytics also allows users to look back to previous months to see what the highest rated tweets were in each given month. I analyzed the top tweets for January, February, March and April to determine common trends among the subjects and forms of content tweeted.

Many of the top tweets each month were of articles that provided followers with information about how to be successful in industry, predominately, with regard to technology. For the month of January, the tweet with the highest user engagement provided followers with an article about the direction the computer programming industry is predicted to take in the upcoming year. The article was informative about the best programming languages necessary to learn in order to be successful, and other basic skills someone would need before he or she could become proficient in a programming language. Among other top tweets in January were tweets that included articles about developer trends in 2016, and what certifications professionals in the finance industry should be aiming to receive. Following this trend, among the top five tweets for the month of February, was an article that discussed the latest 2016 trends in the ever-changing technology industry, and in March, the top tweet was an article explaining that learning how to use Excel could help boost productivity at work regardless of the industry.

Another common trend among the articles that received the highest user engagement is that many of them were presented as lists. For example, there were articles titled *9 Developer Trends You Can Bank on in 2016*, and *5 Things to watch on the Economic Calendar* among the tweets with the highest engagement. This could be attributed to the fact that Twitter users spend, on average, 17.1 minutes per day on the social networking site, which is relatively low compared to Facebook, where users spend, an average of 42.1 minutes daily (adweek.com.) It can be

inferred that when using Twitter, users want clear and concise information presented to them in a manner that allows them to read quickly. This idea could also be applied to posting videos on Twitter. One video that received a high engagement score was entitled, “How to Avoid a New York City Slush Puddle,” and was posted just after a snowstorm. The video was concise and humorous, and better aligned with content that Twitter users wanted to see, as opposed to some of the longer, more informative videos that Twitter users may not have time to watch.

It was also evident that each month, tweets related to Talent Culture’s #worktrends podcast, received high engagement rates. This aspect of the social media marketing plan was specific to Twitter. Each week, I followed the professional who was a guest on the podcast, and he or she typically followed Careers on the Move in return. Often times, the professional would also retweet, like, or mention Careers on the Move as a response to the tweet that we posted. On several occasions, the guest speaker on the podcast would revolve the talk around recruiting, and at these times, Careers on the Move could tweet to establish itself as an expert in that field. This proved that Twitter not only served to inform and engage potential and current clients on what is relevant among different industries, but also proved to be a beneficial way to directly interact with other professionals.

Facebook

Page Likes on Facebook increased by a small increment throughout the course of this project. At the start of the project, there were 874 page likes, and by April, there were only 878 page likes. I did, however, notice a great deal of fluctuation in regards to Post Reach. As mentioned, Post Reach is defined as the amount of people who have seen a post. This allows a company to see if their name is present and exposed on the Newsfeeds of Facebook users. At the start of this project, Post Reach was 77. In February, it peaked to 202, and then dropped down to 85 in the consecutive months. In order to gain a better understanding of why this fluctuation

occurred, I utilized Facebook Insights in a more in depth way to sort the posts by Engagement, which allows users to see how followers interact with a post beyond just seeing it. Specifically, I sorted the posts by which received the highest Engagement by Post Clicks in order to gain a better understanding of what followers clicked on and were mainly interested in seeing on their newsfeeds.

The top Facebook post was in February, and served to congratulate CEO, Richelle Konian on being named CEO of the Month by Acquisition International. Not only did this post have the highest engagement, but it also reached more people than any other post throughout the duration of the project. This led me to believe that Facebook users enjoyed seeing personal stories on their newsfeed. Many Facebook users who like the Careers on the Move page, may in fact, be friends with Careers on the Move employees in real life, or be former employees, and desire to stay up to date with the company for personal reasons. In keeping with this theme, one potential idea for Careers on the Move to post more personal stories on Facebook, moving forward. For example, people might be engaged by posts that include success stories from former Careers on the Move clients. This will also strengthen the Careers on the Move brand and customer outlook on the company. Another example would be to include photos from alumni and recruiting events that Careers on the Move employees attend to continue to bring a personal feel to the Careers on the Move Facebook profile.

I observed that other posts that received high engagement fell under a common theme. The second highest engagement score was on a post that informed followers of the Top 10 Featured Jobs for the month of February, and contained information about what the job title and location. Closely following, was an article entitled, *2016 Hottest Jobs, Highest Paying Companies, and Fastest Growing Industries*. Other articles that were among the top Facebook

posts over these four months revolved around the subject matter of what skills recruiters were looking for, what were “red flags” during the interview process, and advice for aspiring entrepreneurs. This provides somewhat of a contrast from the subjects of the content that engaged users on Twitter. When compared with Twitter, it seemed as if Twitter followers were engaged by content that provided them with skills to be successful in their current job, whereas Facebook followers were more interested in content to aid them with a transition to a new career.

LinkedIn

In regards to LinkedIn, the goal of increasing Engagement was reached; however, similar to Facebook, there was a vast amount of fluctuation in regards to Reach. At the beginning of the project, Engagement was 0.88%, and culminated at 1.20%. Reach started at 1,470 in January, and at the end of February, it peaked to 3,202, but rapidly decreased to 1,422 in April. After discussing this with Meredith Okenquist, this could be explained, in part, by the influx of job openings Careers on the Move received at this time. When this occurred, the Careers on the Move team accelerated its LinkedIn initiative by reaching out to individuals about job opportunities, as well as encouraging them to connect with the LinkedIn company page. In order to determine other reasons why Engagement had ultimately increased while Reach did not, I conducted a more in depth analysis of the specific posts that had the highest Engagement and Reach.

Mirroring what I observed from Facebook Insights, the LinkedIn post that congratulated Richelle Konian, CEO, on her CEO of the Month award was one of the posts with the highest engagement. This could be attributed to the fact that, similar to Facebook, many people who are connected with the LinkedIn company page are also personal connections of Richelle and celebrate her personal success. As mentioned, prior to the start of this project, all of Careers on the Move social media posts centered on informing clients of job opportunities. This was seen

across all three forms of social media: Twitter, Facebook, and LinkedIn. I observed that on Twitter and Facebook, as content was integrated with job posts, engagement increased; however, while conducting the analysis of the Careers on the Move LinkedIn page, I noticed the opposite to be true. The specific posts that received the highest Engagement scores on LinkedIn were job postings, which described the client, job responsibilities, and location of the job. Despite this being the most engaging type of post, not all posts that informed LinkedIn connections about job opportunities received a high Engagement Score. This led me to analyze the language used in the top posts more closely. On the job opportunity posts that started with “Excellent Opportunity,” “Hiring Request,” or “Top 10 for February,” the Engagement was higher when compared to posts that started by just listing the responsibilities of the job as the first words users saw.

Based on the analysis of the top LinkedIn posts, I have concluded that while Twitter and Facebook users are more engaged by the integration of a social aspect into a company’s posts, LinkedIn users are more interested in using the social media site to further develop their professional connections and careers. These results are not surprising, as this idea aligns with the original purpose of LinkedIn.

Recommendations

When devising the social media plan that was implemented over the course of four months, it was necessary that I was selective in choosing what aspects of my research incorporate in the plan due to a limited time frame. Throughout the duration of the project, I

continued to utilize the results of the analytics reports and conducted additional research to construct recommendations for Careers on the Move to progress with future marketing.

Creating and Maintaining a Blog

One strategy that Careers on the Move could consider for future marketing would be the creation and maintenance of a blog. Blogging is one fundamental way for a company to utilize content marketing to drive traffic to its website or other social media pages. Content marketing is “the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience—with the objective of profitable customer action (contentmarketinginstitute.com.)” After implementing the original social media marketing plan for this project and analyzing the results, we determined that the best way to engage users with content marketing was by posting articles, videos, and infographics to the Facebook, Twitter, and LinkedIn pages. Many companies utilize blogs as an additional way to increase content marketing. As mentioned in the analysis of the social media plan, when content was posted relating to certain skills that contribute to professional success, there was an increase in user engagement on Twitter and Facebook. An idea that Careers on the Move might consider is to create a blog centered on helping clients enhance their workplace skills. Not only would this type of information be beneficial to those clients transitioning into a new career path, but it would also have relevant information for previous clients who are looking to further their professional development in their current career. In addition, it will place Careers on the Move as an expert about professional development in the minds of potential future clients.

There are a myriad of websites that will allow a company to create and maintain a blog for little to no cost. Among these websites, the top two are WordPress.org and WordPress.com. WordPress.org is a software that users can download, whereas WordPress.com is a “free blog-hosting site.” Both require no previous knowledge of coding and have tutorials available to assist

users with the process of creating and maintaining their blogs. The major difference between the two forums is that on WordPress.org users are required to pay a small monthly fee, typically ranging from \$3 to \$6 a month, for a domain name. On Wordpress.com, users do not incur a charge, but receive a “.wordpress” domain name. For example, the domain name of a blog for Careers on the Move would be careersonthemove.wordpress.com. Although there is less opportunity for site customization when using Wordpress.com, this is often a worthwhile supplement to an existing company website. There are many other viable and costless options for creating a blog, such as Blogger.com, a site hosted by Google (dearblogger.org.)

Once a blog is created, it is essential that a company continues to drive traffic to the site. Traffic is defined as the visitors your site is receiving. One way to ensure that users are exposed to the company’s blog posts is to integrate the blog with all other social media channels, and share posts multiple times across these channels; however, it is important to keep in mind that the message associated with the post should vary each time that the blog post is shared. Another alternative is to have an industry influencer as an author, whether it be to write every post or just occasional posts. An influencer is a person that already has a dedicated follower base, and being associated with him or her may help to drive traffic to a blog. Continued participation in the #worktrends Twitter discussion each week can provide an outlet to reach out to industry influencers. It is also important to differentiate the format of the content that is posted. Some ideas would be to vary the post length, or integrate podcasts or screencasts, or slide presentations (vervesearch.com.)

Keywords to Increase Search Engine Optimization

Search Engine Optimization (SEO) is when website owners attempt to improve how “content is ranked by search engines in organic search results.” Organic search results refer to where a website is listed on a search engine results page based on “relevance to the search term

(whatis.techtarget.com.)” Search Engine Optimization is important for both the Careers on the Move website, as well as a successful blog that Careers on the Move might create in the future.

An important aspect of increasing SEO that companies need to be aware of are what key words will produce the best search results. According to *Entrepreneur*, “Keyword phrases should be as specific to your company as possible, and have an easy conversational sound, not a marketing vibe (entrepreneur.)” *Entrepreneur* suggests that when determining what key words a company should use on their website, the creators should be thoughtful of how they actually searches for items online, and utilize similar language.

When starting a SEO campaign, website owners may want to take a longtail approach to keywords. Longtail keywords generate more specific content for users, and are more useful to searchers who take a narrow and accurate approach to searching for content on the Internet. For example, instead of Careers on the Move using keywords such as “Recruiting,” or “Careers,” it can expand keywords to say “Recruiting in New York City,” or “Financial Recruiting in New York City.” Because many similar companies will be using the same, simple keywords, and competing for the same top search spots on a search engine results page, using more specific, longer-worded keywords can aid Careers on the Move on obtaining a top search result listing. Longtail keywords and variation on keywords also add credibility to the content featured on a company’s blog and website because they provide search engines and search engine users with more specific information. Lastly, longtail keywords are more closely related to how people speak, and in turn how they type queries in a search engine. An excellent tool that companies can

use to determine what the best longtail keywords to use are is Google's Adwords Keyword Tool (audiencebloom.com.)

Paid Facebook Advertising

All strategies that were used over the course of this project were methods of free marketing; however there are also many options for companies to utilize paid online advertising via social media. One simple and effective method of paid advertising would be Facebook Ads.

The first step when using Facebook ads, is to determine the target audience of the ad. Being that Careers on the Move already has a Facebook page, one simple way to target a company ad would be to reach out to Facebook users who are already fans of the company page, as well as their friends. There are several other categories by which creators can target their ads. The first option is to target by location. The location can be narrowed down by country, state, or zip code, depending on how specific the creator wants to be. Other options include is to target users by demographics interests, or behaviors (facebook.com.)

After targets are selected, Facebook ads will appear on the side bar of users' newsfeeds. Ads appear based on their relevance to the user, which is determined by the criteria that the ad creator had selected when determining the audience. Ads are also often made to be interactive. Creators have the ability to provide links in their ads that will take a Facebook user directly to the company Facebook page or website. If the ad takes a user to the company Facebook page and the user, in turn, likes the page as a response, this action will appear on their friends' newsfeeds, and potentially drive more traffic to the company page or website (facebook.com.)

Facebook allows ad creators to determine the budget, which is the total amount they are intending to spend per advertisement. Creators are presented with two options when determining the budget for their advertisements: pay per day or lifetime budget. When selecting the pay per

day option, users specify a finite amount that they want to pay each day to run their ads. When selecting the lifetime budget, users can choose a specific amount of money, and Facebook will continue to run the ad until the budget depletes. An ad budget can be altered at any time throughout the duration of the ad. Because there are many Facebook advertisers who have set the same criteria, Facebook uses an auction-style system to determine which relevant ads are shown as priority. By running an ad, the creator is automatically agreeing to partake in the auction. Facebook can then automatically bid for advertisers based on their specified budget, but advertisers also have the option on bidding for themselves.

Closing

In order for any company to generate a social media presence, it is essential that it develops a persona that the target market is interested in, and can relate to. Based on the results of this project, I have concluded that in order to engage the target market of Careers on the Move on Social Media, the company should provide information to followers that will help them succeed in their careers. In doing so, Careers on the Move will establish itself as an expert source when it comes to career changes and transitions, and potential customers will trust the company to successfully place them on a career path where they can excel at their work.

Across all three social media sites, there was a vast increase in user engagement during the month of February. This could be explained by the fact that in February, as previously stated, Careers on the Move, CEO, Richelle Konian, received an award from Acquisition International. During this time, the social media team initiated a side project in attempt to help the story of Richelle's award become recognized by news stations, newspapers, magazines, or professional

organizations. At this time, the social media team increased Twitter posts to tweet the story to different media outlets and help the company and Richelle gain more publicity for her award.

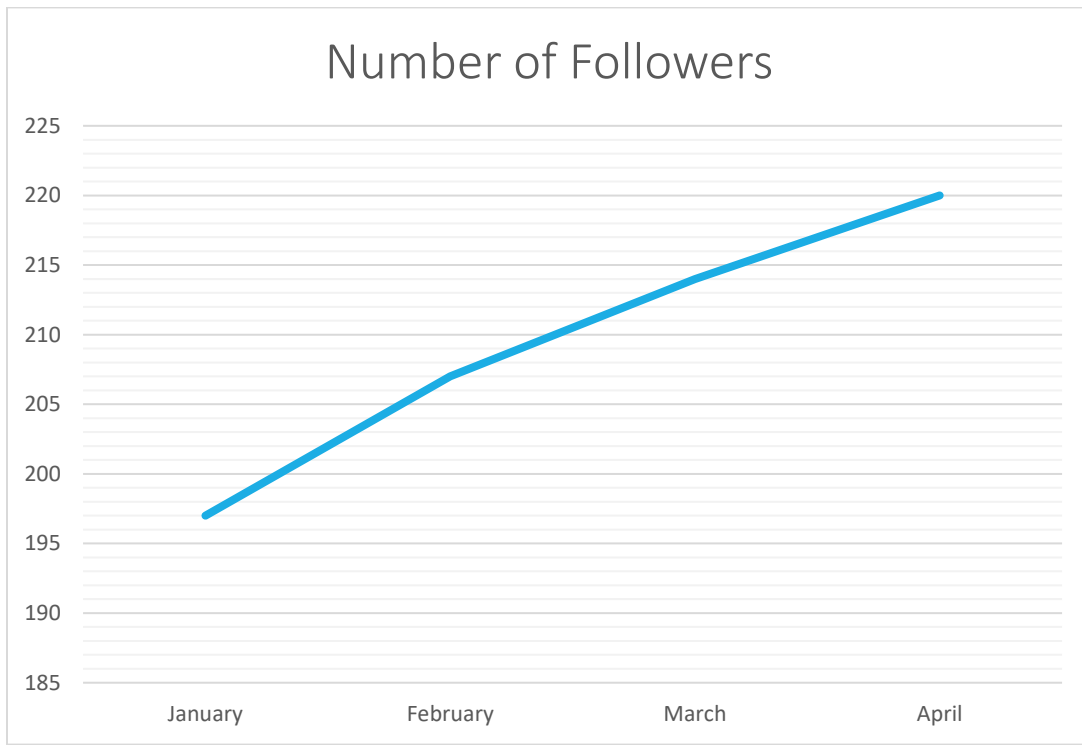
Although it was evident that different subjects were more engaging on Twitter, Facebook, and LinkedIn, overall, posting content did increase user engagement across all three forms of social media. It is also important for a company to differentiate the type of content posted. Throughout the course of this project, Careers on the Move differentiated the content that they had been previously posting drastically. Prior to January, social media was predominately used to inform followers about job openings that were available. In the four preceding months, social media posts evolved to contain articles, pictures, and videos. There was also an increased amount of interaction with users that was not previously seen, especially on Twitter during the open forum #worktrends discussions. There is even more potential for Careers on the Move to differentiate the content posted to social media. For example, posts could include quotes, current events, or personal stories. If Careers on the Move continues on this current trajectory, and consistently posts to social media, there is potential to even further increase their engagement with users.

Works Cited

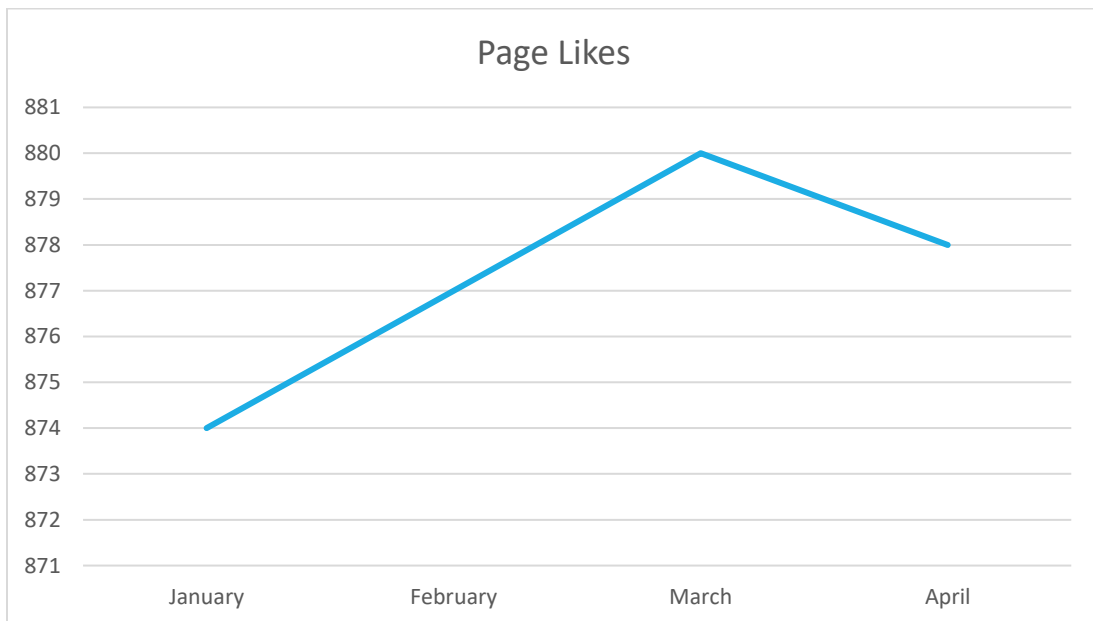
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Appendix

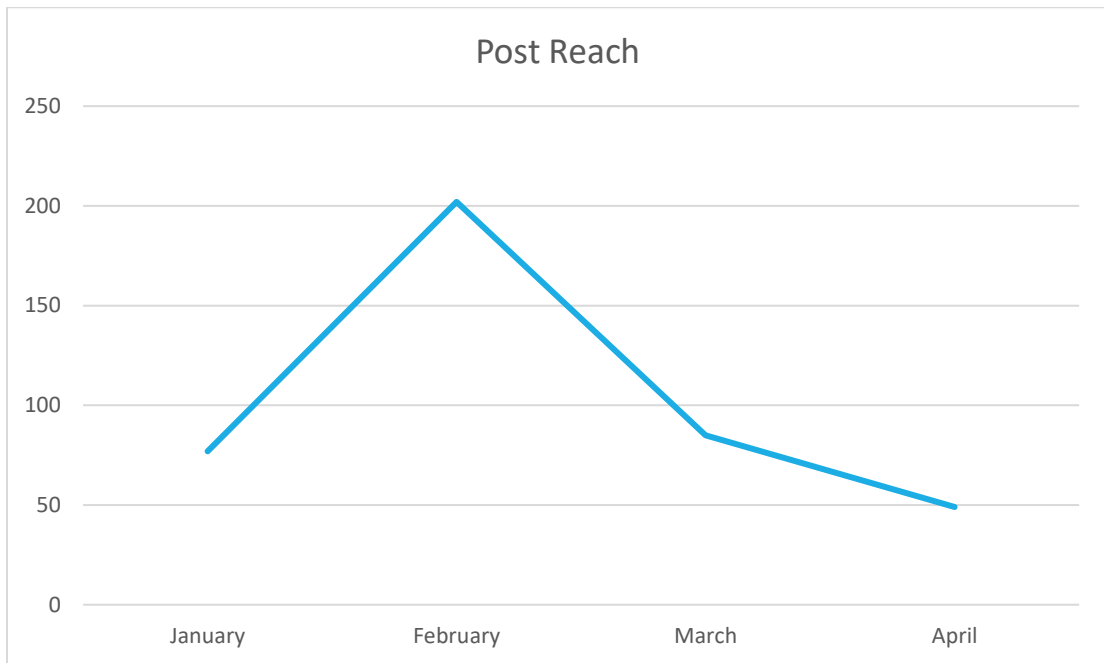
1.0 Twitter Follower Growth



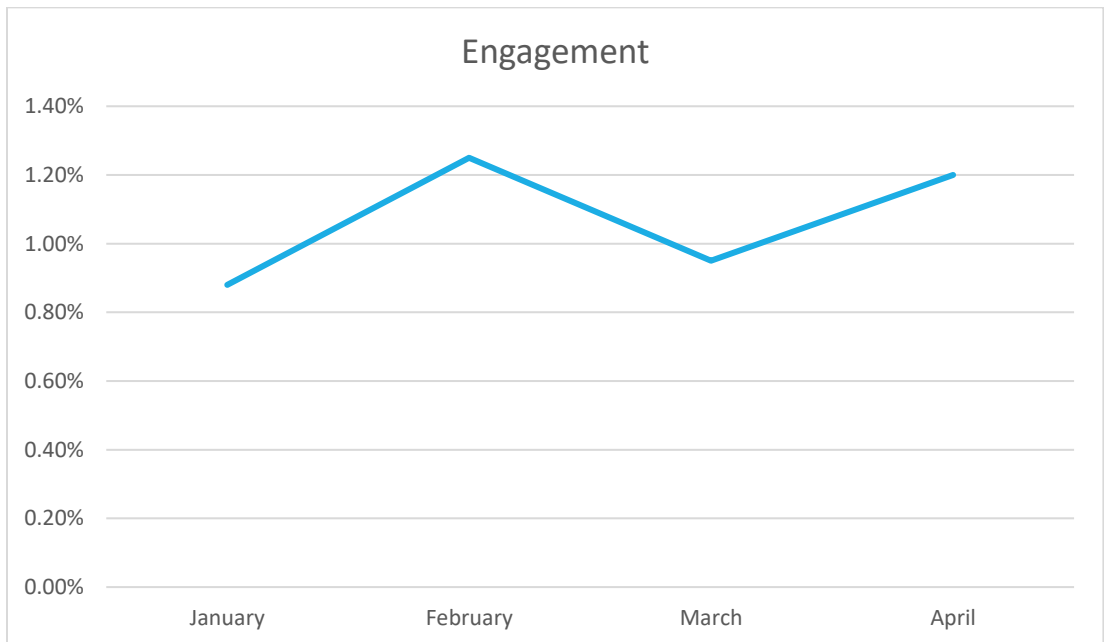
2.0 Facebook Page Likes



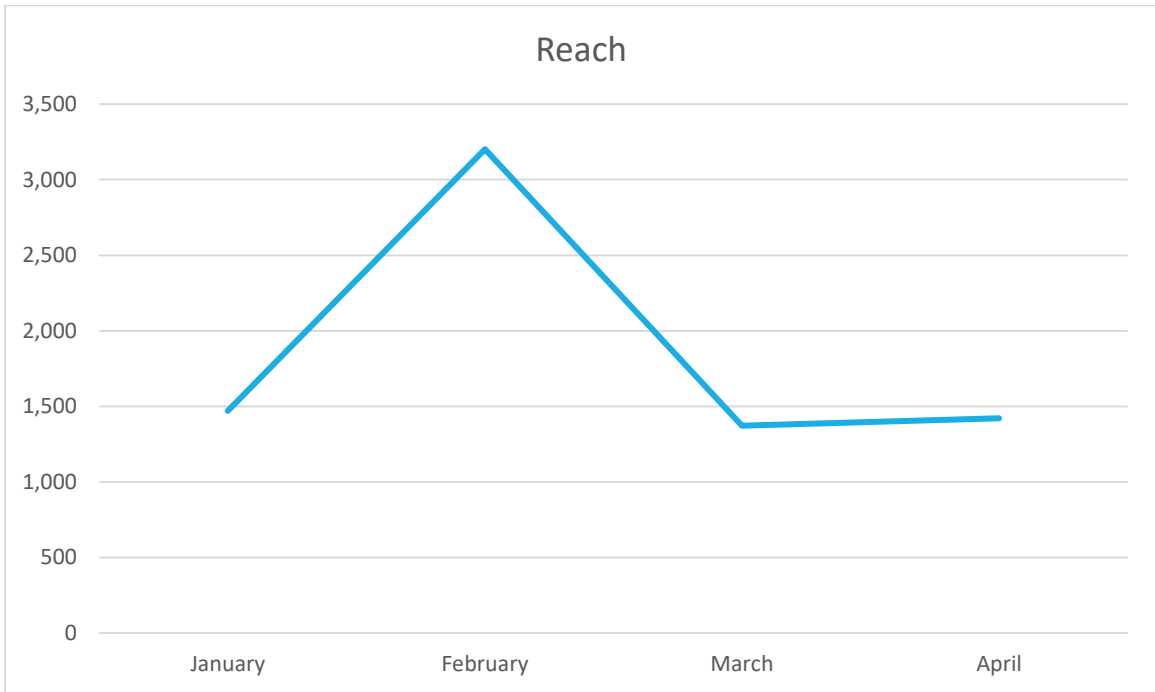
2.1 Facebook Post Reach



3.0 LinkedIn Engagement








3.1 LinkedIn Reach








4.0 Top Tweets January

	Careers on the Move @CareersonMove · Jan 30 Interested in programming? Here's what you need to know for 2016 ow.ly/XExW9 #Technology #Programming #Careers #CareersontheMove <small>View Tweet activity</small>	885	21	2.4%	Promote
	Careers on the Move @CareersonMove · Jan 20 Please Retweet! Administrative Assistant – Information Technology (NYC): Responsibilities: ... bit.ly/1lwVveO #careersonthemove <small>View Tweet activity</small>	757	11	1.5%	Promote
	Careers on the Move @CareersonMove · Jan 27 Senior Real Estate Portfolio Valuation (DC Metro Area): **Relocation is Available! Responsib... bit.ly/1QDJgtZ #careersonthemove <small>View Tweet activity</small>	734	10	1.4%	Promote
	Careers on the Move @CareersonMove · Jan 26 Developer Trends You Can Bank on in 2016 ow.ly/Xz5GD #developers #IT #careers #careersonthemove <small>View Tweet activity</small>	649	16	2.5%	Promote
	Careers on the Move @CareersonMove · Jan 31 Find out the importance of certifications in the finance industry ow.ly/XEzvN #finance #careers #careersonthemove <small>View Tweet activity</small>	597	11	1.8%	Promote






4.1 Top Tweets February

	Careers on the Move @CareersonMove · Feb 10 Check out @TheShawnMurphy 's book "The Optimistic Workplace" for ways to overcome destructive management #worktrends @konian2 @Recruiter2Use	849	16	1.9%	Promote
	Careers on the Move @CareersonMove · Feb 24 Great insight on pop culture creating stronger engagement @leadersayswhat @MeghanMBiro @Recruiter2Use @konian2 #worktrends	768	9	1.2%	Promote
	Careers on the Move @CareersonMove · Feb 17 What character traits make millennials unique as entrepreneurs? ow.ly/Ymbhp #careersonthemove #millennials #entrepreneurship	749	16	2.1%	Promote
	Careers on the Move @CareersonMove · Feb 24 The tech world is always changing. Stay up to date with 2016's latest trends. #careersonthemove #techtrends ow.ly/YIBGc	748	8	1.1%	Promote
	Careers on the Move @CareersonMove · Feb 16 For all our Wall Street interviewers today, make sure you pack your rain boots! #careersonthemove #wallstreet ow.ly/YoyzK	743	13	1.7%	Promote

4.2 Top Tweets March


	Careers on the Move @CareersonMove · Mar 14 Learning Excel can boost productivity at work, regardless of your profession ow.ly/ZgknL #careersonthemove #technology #careers	611	12	2.0%	Promote
	Careers on the Move @CareersonMove · Mar 21 5 Things to Watch on the Economic Calendar ow.ly/Zjqo6 #careersonthemove #wallstreetjournal	575	10	1.7%	Promote
	Careers on the Move @CareersonMove · Mar 11 What does this hedge fund executive say is a red flag during interviews? ow.ly/ZgjKT #careersonthemove #jobinterviews #finance	456	8	1.8%	Promote
	Careers on the Move @CareersonMove · Mar 18 Read about what jobs are hottest, what companies pay the most, and what the fast growing industries are ow.ly/ZjpEo #careers	444	9	2.0%	Promote
	Careers on the Move @CareersonMove · Mar 30 Great point, @BenFanning1 it's important to take a proactive approach in the work environment #WorkTrends @Recruiter2Use @konian2	436	12	2.8%	Promote

4.3 Top Tweets April

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Careers on the Move @CareersonMove · Apr 6 Enjoyed listening to @BethZoller1's insight on employee rights and benefits today on #WorkTrends @Recruiter2Use @konian2 View Tweet activity			433	13	3.0%
	Careers on the Move @CareersonMove · Apr 1 Utilize these job search tips to help you land your dream career ow.ly/103yoh #careersonthemove #dreamjob #careerchange View Tweet activity			276	9	3.3%
	Careers on the Move @CareersonMove · Apr 5 What challenges will CEOs face in 2016? ow.ly/103DCp #careersonthemove #careers View Tweet activity			206	7	3.4%
	Careers on the Move @CareersonMove · Apr 5 Learn how to enhance your LinkedIn profile with tips from guru, Donna Serdula #careersonthemove #LinkedIn ow.ly/103nde View Tweet activity			192	8	4.2%
	Careers on the Move @CareersonMove · Apr 4 Read about job rates and starting salaries for MBAs right out of grad school ow.ly/103CHT #careersonthemove #MBA #jobrates View Tweet activity			191	7	3.7%


5.0 Top Facebook Posts

Post Details
Reported stats may be delayed from what appears on posts X



Careers on the Move 🎉 celebrating success at 📍 Careers on the Move.
Published by Richelle Konian [?] · February 26 · New York, NY, United States · 🌐

Richelle Konian Named CEO of the Month by Acquisition International! Congratulations Richelle!



Careers on the Move
Financial Services · New York, NY, United States
5.0 ⭐
1 person checked in here

624 people reached
Boost Post

You, Meghan Shea, Rand Moorhead and 32 others
13 Comments

Like
 Comment
 Share

624 People Reached

71 Reactions, Comments & Shares

45 Like	34 On Post	11 On Shares
1 Love	1 On Post	0 On Shares
18 Comments	16 On Post	2 On Shares
7 Shares	2 On Post	5 On Shares

51 Post Clicks

0 Photo Views	0 Link Clicks	51 Other Clicks
-------------------------	-------------------------	---------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/26/2016 1:35 pm	 Richelle Konian Named CEO of the Month by Acquisition Internati			624 	51 71 	Boost Post
02/01/2016 2:45 pm	 Careers On The Move "Top 10 Featured Jobs" for February 201			159 	16 11 	Boost Post
03/18/2016 2:10 pm	 Read about what jobs are hottest, what companies pay the most,			236 	16 7 	Boost Post
03/16/2016 2:02 pm	 Read about what job skills recruiters are looking for in 2016 http://			334 	15 9 	Boost Post
02/29/2016 2:03 pm	 Great advice for aspiring entrepreneurs, from the CEO of #Learn			350 	15 6 	Boost Post
03/11/2016 3:02 pm	 What does this hedge fund executive say is a red flag during inter			171 	13 4 	Boost Post
02/16/2016 1:45 pm	 For all our Wall Street interviewers today, make sure you pack yo			384 	13 11 	Boost Post
02/22/2016 12:04 pm	 Compare how much a \$10,00 investment would be worth today a			151 	12 7 	Boost Post
04/04/2016 11:31 am	 Careers On The Move "Top 10 Featured Jobs" for April 2016! 1.			57 	12 7 	Boost Post
03/14/2016 3:02 pm	 Learning Excel can boost productivity at work, regardless of your			150 	11 8 	Boost Post
04/07/2016 3:31 pm	 Can you imagine using this "must have" '80s technology today? #c			278 	11 6 	Boost Post

6.0 Top LinkedIn Posts

Careers On The Move Our client, a multi-billion dollar investment advisor, is seeking a Portfolio Analytics and Reporting Analyst for their Investor Services Group. Responsibilities: • Analyze portfolio investment financial statements to identify and update the required financial information. • Maintain the integrity of the financial information gathered above. • Perform portfolio bottom up analysis • Review entries of [...] less

Portfolio Analytics and Reporting Analyst (NYC)

bit.ly • Our client, a multi-billion dollar investment advisor, is seeking a Portfolio Analytics and Reporting Analyst for their Investor Services Group. Responsibilities: • Analyze portfolio investment financial statements to identify and update the required...

Organic

Targeted to: All Followers

119 impressions **1** click **4** interactions **4.20%** engagement

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Like (1) • Comment • 3 hours ago

 Richelle Konian

Add a comment...

- Careers On The Move**
- **Top 10 Feature Job! - February 2016**
- **Director of Business Development - Boston**
- **Valuation Analyst - San Francisco, CA**
- **Senior Valuation Analyst (Princeton, NJ)**
- **Real Estate Senior Director of Products Analyst (NYC or Princeton, NJ)**
- **Restructuring Consultant (NYC)**
- **Senior Valuation Analyst (NYC and San Francisco, CA)**
- **Senior Valuation Analyst (Princeton, NJ)**
- **Energy Analyst - Oil and Gas (NYC, Princeton, NJ or Houston, TX)**
- **Restructuring Manager (NYC)**
- **Practice Leader - M&A Support (NYC and/or NJ)**

Careers On The Move Top 10 for February 2016

Document • Careers On The Move "Top 10 Featured Jobs" for February 2016 □ Director of Business Development – Boston Hiring Client: Top Rated Valuation Firm □ Valuation Analyst – San Francisco, CA Hiring Client: Top Rated Valuation Firm □ Senior Va

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621 impressions **13** clicks **20** interactions **5.31%** engagement


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Careers On The Move Excellent opportunity to work on top deals and gain key industry contacts. This is a flat organization with great visibility. Management is very responsive to their employees, and has created an ideal platform for upward mobility. &... more

Junior Valuation Analyst (NYC and San Francisco, CA)

[bit.ly](#) • Excellent opportunity to work on top deals and gain key industry contacts. This is a flat organization with great visibility. Management is very responsive to their employees, and has created an ideal platform for upward mobility. Superior working...

Organic 
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238 impressions **6** clicks **2** interactions **3.36%** engagement

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84 impressions	1 click	1 interaction	2.38% engagement
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