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Usage of Social Network Platforms for Business Support in the Field of Car Repair Services

Možnosti využití sociálních sítí pro podporu podnikání v autoservisech

DIPLOMA THESIS

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Declaration:

I declare that I worked on this thesis on my own and that I used only sources mentioned in the Sources section.

Prague, 10th December 2016

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I would like to thank my family for their support during my studies and for the opportunity to work on a business startup.

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Abstrakt

Tato diplomová práce řeší problematiku používání sociálních sítí v oblasti autoservisu. Hlavním cílem je strukturovaným způsobem poskytnout doporučení pro byznys jak lépe využít tyto sítě pro dosažení lepší konkurenceschopnosti.

Tato práce je rozdělená do tří částí. První, teoretická část, dává základní popis těchto sítí a jejich statistiky. Tato část také pokrývá základní nástroje, které můžeme použít pro analýzu a údržbu sociálních sítí.

Druhá, analytická část, se zabývá konkurenční analýzou ve sféře autoservisu a dává základní přehled nejpopulárnějších sociálních sítí na ruském internetu.

Třetí, praktická část, poskytuje strukturovaný pohled na hlavní aspekty chování a údržby sociálních sítí. Tato část zahrnuje popis těchto různých aspektů a doporučení, která dávám pro konkrétní autoservis.

Klíčová slova

Sociální sítě, sociální media, platformy sociálních sítí, autoservis, analýza sociálních sítí, údržba sociálních sítí

Abstract

The diploma thesis deals with the problem of using social networks in the field of car repair services. The primary aim is to provide the recommendations for businesses in a structured way on how to better utilize these networks to get better competitiveness.

This work is divided into three parts. The first theoretical part deals with basic description of networks and their statistics. This part also covers some basic tools that we can use to analyze and maintain social network platforms.

The second analytical part deals with competitive analysis in car repair services and gives an overview of the most popular Runet social network platforms.

The third practical part provides structured view on all important aspects of social platform maintenance and behaviour. In this section, you can find the description of various views and the recommendations I give to the specific car repair service.

List of Keywords

Social networks, social media, social network platforms, car repair shop, social media analytics, maintenance of social networks

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1 PREFACE

Doing traditional advertisement today, via TV, radio or newspapers is slowly getting unproductive. It is either too expensive or one can attract very few customers with it. Social media on the other hand is new phenomenon of this era. The system gives opportunity for some content to reach thousands of people in very short time and cost practically nothing. This is one of the reasons, why I have chosen this work. At the time of choosing my diploma thesis our family was opening a car repair service. Therefore, I took the opportunity to dive into this work where I can leverage the knowledge I learn in immediate practice.

1.1 GOALS OF DIPLOMA THESIS

The main goals of this thesis:

- provide recommendations for businesses to improve their social platform presence
- describe and justify tools which every ongoing or startup business can use to better manage and analyze their social platforms
- provide an overview of platforms that can be used to reach Russian-speaking customers.

1.2 TARGET AUDIENCE AND BENEFITS

Target audience of this thesis is:

- everyone who wants to improve their social platform presence in their business
- every business startup who needs to use inexpensive channels to reach customers
- car repair services which need to improve their competitiveness by improving their customer relations with social platforms
- businesses that want to target Russian-speaking customers with social platforms

1.3 METHODS

Used methods are:

- Description and analysis of the most important aspects of social platform presence

- Selection and justification of tools for managing and analysis of social network platforms
- Provision of subjective recommendations for every important aspect of social platform presence.

1.4 STRUCTURE OF DIPLOMA THESIS

This work is divided into three parts. In theoretical part, I am discussing the meaning of social media and social networks. This part is also focused on social network analysis tools and some statistics in this field.

The second part is more practically oriented on business analysis. Here I am providing competitive analysis of the field. Selection and description of main competitors and their main factors by which they can compete. In this part, I also explore the Russian communities in Czech Republic, specifically how to better reach those via social networks for business purposes.

The third part is focused practically around particular auto repair service. I am discussing the best tools I have chosen to apply and use. I am focusing on the primary goal of this work, which is to provide recommendations and tips on how to behave on social networks for better results when promoting one's business with concrete example in car repair service field.

2 SEARCH OF SIMILAR WORKS

The subject of social networks got very popular in the last few years and there are many theoretical and practical publications covering it. In the next paragraphs, I describe popular books that I used as a source and some other diploma works on the same subject that I used for inspiration. This area is quickly expanding a new ideas appear very quickly and that is why I also used a lot of articles found over the internet covering specific problems discussed in the thesis.

The Art of Social Media by (Guy Kawasaki and Peg Fitzpatrick, 2014) is very practically oriented book. Guy Kawasaki is the very liberal and provides a lot of extravagant ideas in social platform maintenance. First part of a book is generally focused on all main social platforms covering important aspect as profile optimization, content creation, getting followers and behavior. The second part is focused on specific platforms as Google+ and Twitter.

Seven Layers of Social Media Analytics (Khan, Gohar F., 2015) is covering many aspects and examples on how to analyze social platforms. The layers described look at analysis from different perspectives. All covered chapters include theoretical background and specific applications with basic tutorial to execute these analyses. Layers of analysis covered in this book are:

- Text, describing how to analyze textual elements as content, comments etc.
- Networks, describing visualization of networks and identifying influential nodes
- Actions, describing analysis of likes, shares, mentions, engagement etc.
- Mobile, describing analytics of users coming from mobile platforms
- Hyperlinks, describing analytics of traffic movement and hyperlinks
- Location, describing mining and mapping the location of users
- Search engines, describing analysis of search, trends, keywords etc.

Usage of Social Network Platforms for Business Support in the Field of Medicine (original name - "Možnosti využití sociálních sítí pro podporu podnikání ve zdravotnictví") is a diploma thesis by Bc. Kateřina Masárová. This thesis is theoretically oriented on many aspects of social media and very analytically oriented on comparison and usage of social media by different hospitals and mammography centers. Practical part is very short on a few pages covering the suggestions for specific center, where each aspect of social platform maintenance is covered on one paragraph.

Usage of Social Network Platforms for Business Support (original name - Možnosti využití sociálních sítí pro podporu podnikání) is a diploma thesis by Bc. Jan Nešpor. This thesis is very similar to the previous one, covering big theoretical part about social networks, terms and descriptions of many various platforms. Practical part starts with analytical comparison of several companies and description of usage of their social platforms. The provided suggestions and strategies for improvement for particular company are again very short and not structuralized, with each aspect of maintenance on each paragraph.

3 THEORETIC PART

In this part, I start with basic description and statistics without going into big details, since these networks are already known among many people and more specific descriptions could be found in earlier diploma works. The next section of this part is describing basic various tools for analyzing and maintaining social platforms and some more advanced tools for text analysis of comments.

3.1 SOCIAL MEDIA AND SOCIAL NETWORKS

Let's discuss some basics in this section so we know what this thesis is all about. Many people probably know what Facebook is. In fact, I challenge the reader to find someone, in developed countries, who does not. The reason of this is that Facebook is the biggest social media platform there is, based on the amount of users registered. According to (STATISTA, 2015), there were 1.49 billion of people registered in the second quarter of 2015.

Notice here that I called Facebook a social media platform. We can call it also a system or website, that is nothing more, than in special way programmed web page, where people go through their web browser and which gives them the opportunity to communicate easily to each other online and share content. Social media is about publishing and sharing information online. It is like communication channel similar to television and radio.

On the other hand, social networks, in core terms, are groups of people. To be precise, here we are talking about online social networks. It is the interconnection of people based on some interests or other criteria. For example, Facebook facilitates the creation of several types of social networks, like network of friends; network of groups based on the interest; or network of fans who liked a particular Facebook page. Therefore, social networks are about community, communication, relationships and interests. It is about congregation and joining with others, where conversation is the basis necessary for relationships to develop. I should point out, that in this work, I am not talking about other social networks different from those created through social media platforms like, for example, a group of people in yoga class. (Hartshorn, 2015)

Some sources distinguish between social media and social networks sites. This difference was important around the year 2010. However, today the meaning is shifted a little and in

this thesis, Social networking sites and Social media platforms are the same. (Veerasamy, 2013)

Throughout this work, I cover both, social media and social networks. The emphasis is more from business perspective. Focus on social media is more from analytical standpoint, where I am describing tools to analyze platforms such as Facebook and Google+ to find out information like sentiment about one's business there promoted. The subject of social networks is at the end of thesis, where I among other things, discuss tips on how to behave and communicate with others to have the best effects for business. As I said before, this communication is taking place on some social media platform but within social network.

3.2   SOCIAL MEDIA STATISTICS

In this section, I go through the most interesting and relevant statistics and numbers regarding the internet and social media networks, so the reader can get a better perspective of where we were in the year 2015.

According to (Kemp, 2010) there are 7.21 billion of people in the world, 3.01 billion of internet users and 2.078 billion of active social media accounts.

Average time spend on the internet per day in the world is 4.4 hours on desktop or laptop and 2.7 hours on mobile device with leading countries as Philippines, Thailand and Brazil. Average time spent on social media and microblogs is 2.4 hours per day.

The most percentage of people buying online is in UK with 64 %, 37 % in China and 25 % in Saudi Arabia. Here we can see that there is still big potential for promoting business online.

As already mentioned, there are 2.08 billion social media accounts. From those, 1.69 billion also access social media via mobile device. The biggest percentage of users using social media is in North America with 58 % of total population. In Europe, it is 47 %, East Asia 43 % and Africa 9 %.

On Figure 1 you can see selected social media platforms based on number of active users. The most popular and noticeable are in the upper part, but notice also those on the bottom, which are more interest based, for example, Odnoklassniki is popular in Russia speaking countries and started with primary focus on former or actual classmates. DeviantArt and Flickr are about pictures and are popular in designer and photographers communities etc. On the graph, there is only one platform from China which is QZone. There are many other

social platforms with several hundred millions of users, but those are not mentioned, as they are not global. (Allton, 2015)
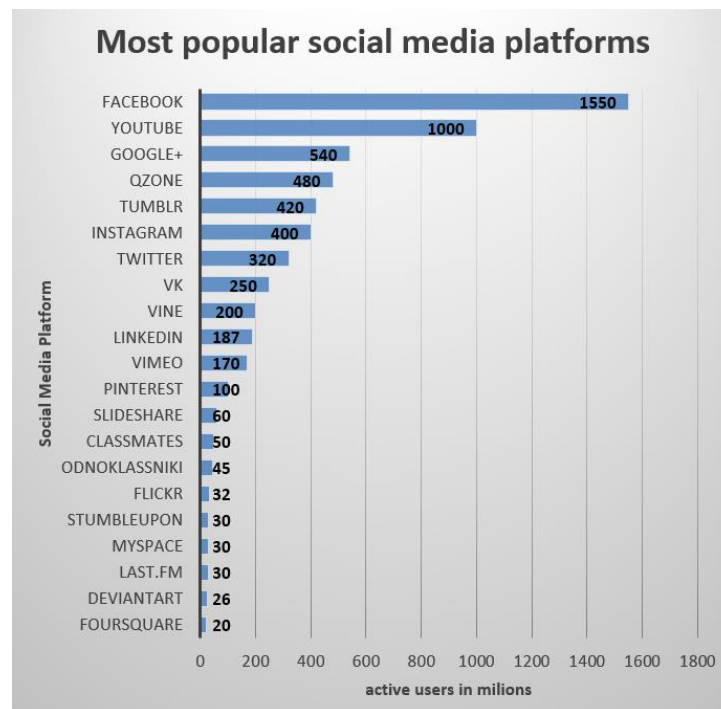
Figure 1: *Most popular social media platforms*
Sources: *(Bullas, 2015), (Allton, 2015), Author's design*

Here is another set of applications mostly on mobile platforms which are called instant messaging apps or some may call them "quasi social networks", because people communicate through these and can create smaller groups having narrow purposes. The list of the most popular of these apps is in the Figure 2. I am not focusing on those anymore in this thesis. (Woods, 2015), (Akhtar, 2013)
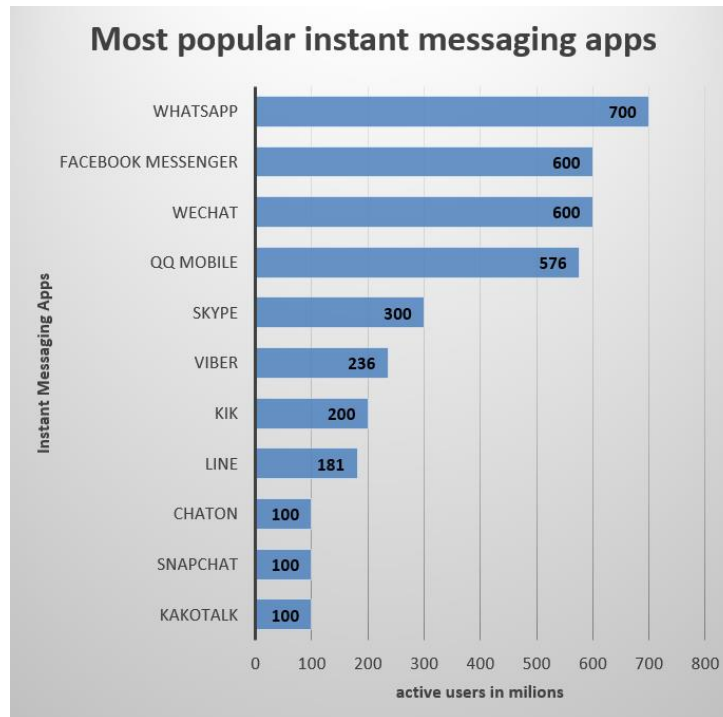
Figure 2: *Most popular instant messaging apps*
Sources: *(Woods, 2015), (Akhtar, 2013)*
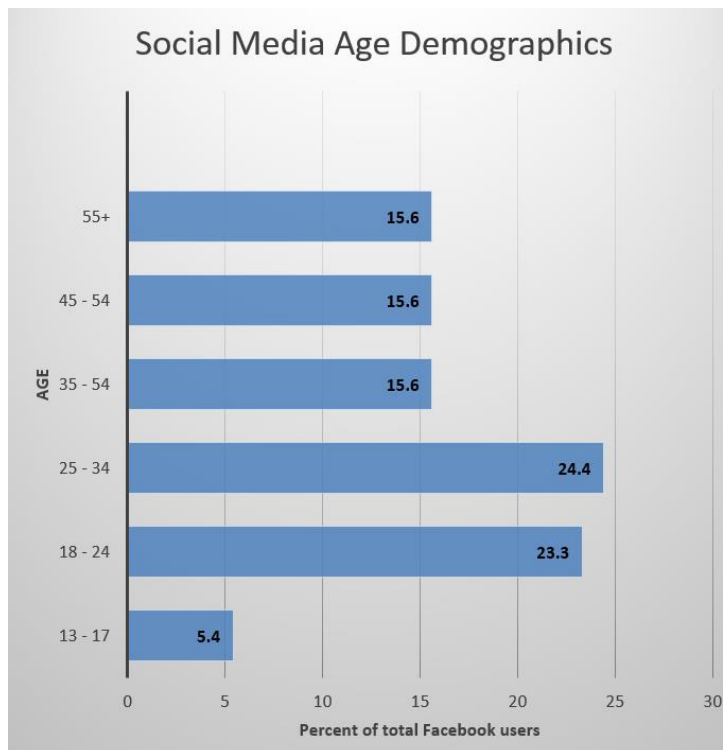
Figure 3: *Social Media Age Demographics*
Source: *(DJ Saul, 2013)*

As Facebook being the most used platform, we can generalize some statistics of it to other similar platforms as Google+, Twitter etc. Look, for example, at Figure 3 with age demographics. Most of the users of social media are between 25 and 34 years old. According to (DJ Saul, 2013) Facebook population is getting older. During the last 3 years, teens between 13 and 17 years old were reduced by 25.3 % and in the same period, people at the age more than 55 were increased by 80.4 %. This, among other things, can indicate that more users now use social media for business purposes.

3.3 TOOLS FOR SOCIAL MEDIA ANALYSIS AND MAINTENANCE

In this part, I go through several tools or programs, which will help to analyze social media. There are two ways to analyze social media platforms. Either we can analyze our own pages, or accounts, like Facebook fun page or we can analyze content of other people to see how it can help us.

We can get many things from analyzing social media. Apart from basics things, like how many fans we have, we can analyze for example:

- what people are saying about our service,
- their sentiment, how they feel about it, if it is good or bad,
- what content posted on social media has the biggest effect,
- how to utilize social media to improve our services or products,
- what people are mostly talking about on our page,
- who are the biggest influencers,
- where our fans come from,
- which social media platforms bring the most of people to our website.
- find out more about our competitors, how they are doing, what they are posting etc.

(Khan, Gohar F., 2015)

3.3.1 COMMENTS EXTRACTION WITH NETVIZZ

This little tool is actually a Facebook app (Bernhard Rieder, 2015). Mainly I am using this tool extract comments from Facebook, but also, I am exploring other interesting features that this program offers. I choose Netvizz mainly because it is hard to find something free or at least low prize what can extract comments from social networks. Netvizz is donation based so it is ideal for our purposes. After extracting the comments, I am using those in the next part to find some information through text analysis.

For this analysis I am using Facebook page Car Care & Repair (Car Care & Repair, 2015), which is indirect competitor to our car repair service which I am describing later. With the text analysis of this page, in the next chapter I am trying to find some valuable information to use in our business. I have chosen this page because there are a lot of posts and comments, but the service is situated in the USA.

So let's see how we can use Netvizz. We start Netvizz by searching for it in Facebook search and then filtering by apps. After we start it, it will request Facebook permission as apps always do. There are currently available several modules, see Figure 4.

The following modules are currently available:

group data - creates networks and tabular files for user activity around posts on **groups**
page data - creates networks and tabular files for user activity around posts on **pages**
page like network - creates a network of **pages** connected through the likes between them
search - interface to Facebook's **search function**
link stats - provides statistics for **links** shared on Facebook

Figure 4: *Modules in Netvizz*
Source: (Bernhard Rieder, 2015)

For now, I am using "Page data" module to extract information on business pages. After clicking on it, we can see basic explanation and we need to input two things. See Figure **5**. First, I recommend choosing 999 post to get, which is maximum possible with this app. This way we can get the most text for our analysis. Second, we need to insert ID of a page. We can find ID by searching for it with Netvizz by clicking "search module".

get the ⦿ last 999 posts (max. 999) or ◯ posts between 2015-11-03 and 2015-11-09

☐ get only post statistics (no network, comment, and per country files, much faster and can deal with larger pages)

[ ] page id (find page ids **here** or through Netvizz' **search module**)

get **post by page only** or **posts by page and users**

Figure 5: *Setup for page data module*
Source: (Bernhard Rieder, 2015)

After clicking on search, it throws us to a little search page. See Figure 6. Notice that we can use also groups, places and events. However here, we choose page and we can search, for example, by name of a page or by part of an URL, which identifies the page. In this case URL of Facebook page is – https://www.facebook.com/carcarerepair and the part we need is "carcarerepair".

type: page ▾ query: carcarerepair
 page
☑ s| group table
 place
Sub event

Figure 6: *Search module for searching the ID of Facebook page*
Source: (Bernhard Rieder, 2015)

After that, we get html table with some information about the pages that was found. We can recognize that it is the right page by the page cover photo or by the link. See Figure 7. We will use the ID, which is in the first column.

id	name	category	likes	checkins	talking_about_count	description	is_community_page	is_verified	cover	link
113374338685529	Car Care & Repair	Automotive	486	87	5					https://www.facebook.com/carcarerepair/

Figure 7: Search result with the ID
Source: (Bernhard Rieder, 2015)

Now we go back two steps and insert the ID of the page where we want to extract information. After clicking on "post by page only" it will start to search the page, which might take some time. Actually, for this page it founded 711 posts to extract (not comments) and took about 20 minutes. It also extracted 424 likes and 2053 comments. After the process is done, we can download the zip file which contains several of files with the results. Let's explore them more next.

Extracted zip contains 4 files. The one we are interested in right now contains a word "comments" in the end. The extension of the file is .tab, and can be opened with Microsoft Excel. Figure 8 shows the first row of the document. Here we can see some identifiers, the post text and the comment text with a timestamp.

	A	B	C	D	E	F	G	H	I	J	K
1	position	post_id	post_by	post_text	post_published	comment_id	comment_by	is_reply	comment_message	comment_published	comment_like_count
2	1_1	113374338685529_10 09553955734225	72bae6a0bbe6926d439f28 152ac8ef6e547c6331	Car Care & Repair added a new photo.	2015-11-11T14:30:10+0000	1009553955734 225_100962506 2393781	pageowner	1	You are more than welcome!	2015-11-11T18:28:46+0 000	1

Figure 8: Column headers in excel with page comments
Source: (Bernhard Rieder, 2015)

3.3.2 TEXT ANALYSIS WITH RAPIDMINER

RapidMiner (RapidMiner, 2015) is a software that I am using for basic text analysis. Because we have to download extension for the text analysis, which is community feature, first we need to create an account and log into RapidMiner. After we login for the first time, we have the premium trial version activated for two weeks.

We can find text analysis extension by searching in top download section of the RapidMiner Marketplace, which we can access in help section.

Before we start setting RapidMiner for text analysis we have to prepare our text document. Because we will be analyzing comments we extracted in previous section, I copied all comments column from Microsoft Excel and pasted as text in Microsoft Word document.

Let's describe now some basics of how RapidMiner works. After starting new process, we can see the GUI as on Figure 9. On the upper left side, there are operators or modules we will be using to do some things in rapid miner, like read the text, transform the text, etc. These operators we drag onto the main process window in the middle. They will appear as a rectangular with input button on the right side and output button on the left side. We click on output button of one operator and drag it on input of the other operator. This way we will build a chain of operator to do what we need. In addition, notice on the right side there is a space for parameters for each operator.
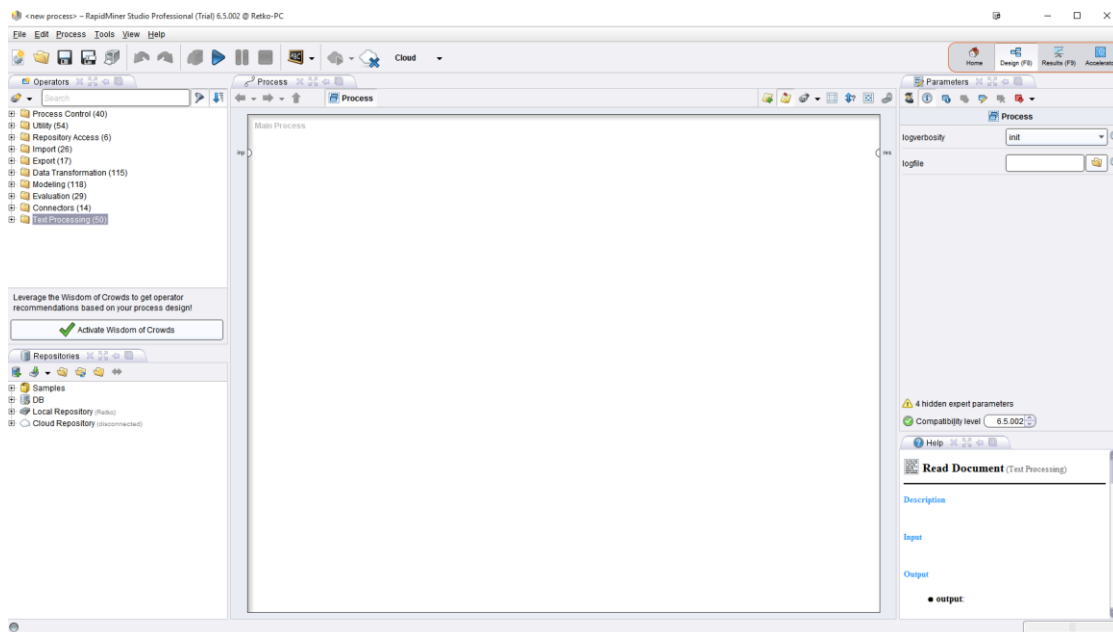
Figure 9: *Main screen of RapidMiner*
Source: *(RapidMiner, 2015)*

Mainly I am using operators in "Text processing" section. First, let's put our document into the program with "Create Document" operator. Using parameters for this operator, we use Edit Text parameter and paste our Facebook comments here.

To see that the text was successfully added, we can drag output from "Create Document" operator to the right side of the main process window, where results button is. See Figure **10**. This way after starting the processing by clicking the "play" button, we will receive the output window with our text. In the next part, I am describing the processing of this text.
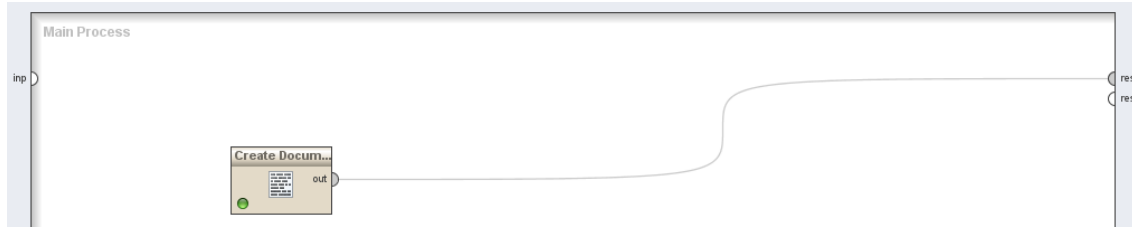
Figure 10: *Connecting the output in RapidMiner*
Source: *(RapidMiner, 2015)*

Now we will use operator "Process Documents", so the output of the operator "Create document" is going to be input here. This is a complex operator and by double clicking it we can go inside and here again specify a chain of operators for text processing.

First, we use operator "Tokenize" which will split the document into words, phrases, symbols etc. With operator "Transform Cases", we put everything into lower case. Using operator "Filter Stopwords (English)" we get rid of common words such as prepositions. (We can also use Czech text analysis with Rapid Miner.)

Operator "Generate n-Grams (Terms)" generate two or three word phrases. With operator "Filter Tokens (by length)" we get rid of words with one character (setting in parameters), such as apostrophes etc.

Finally, we use operator "Stem (Porter)" which deletes all prefixes and suffixes and leave just the root of the word. (el chief, 2010)

At the end, our main process looks like on the Figure 11.
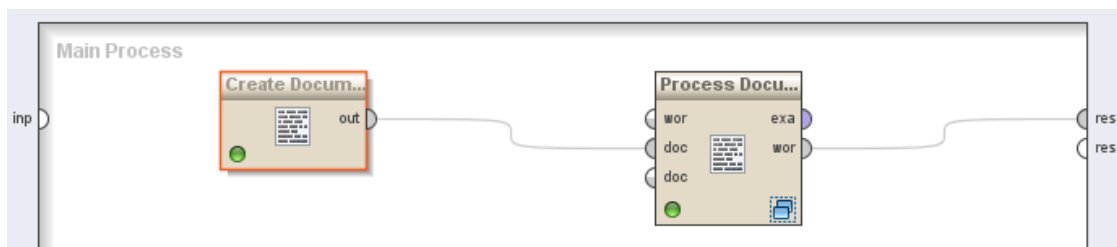
Figure 11: *Final Main Process in RapidMiner*
Source: *(RapidMiner, 2015)*

Inside process of "Process document" operator looks like on the Figure 12.

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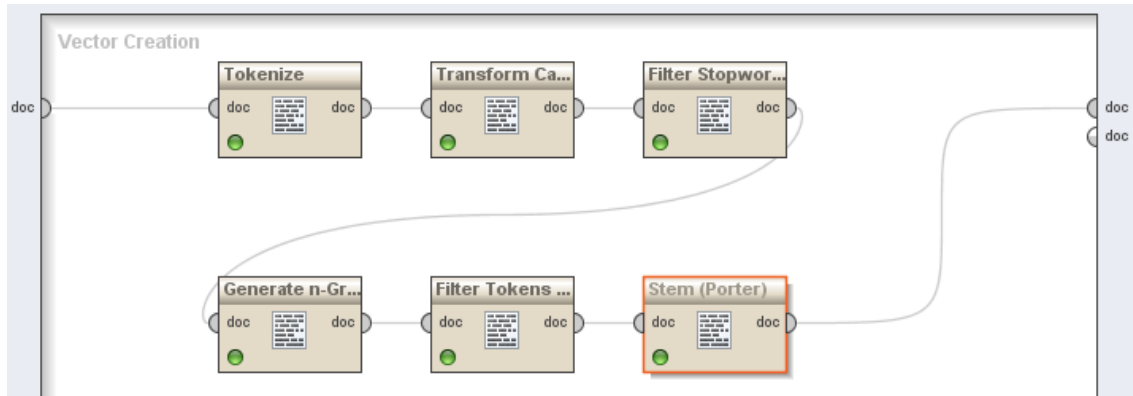
Figure 12: *Inside process of "Process document" operator*
Source: *(RapidMiner, 2015)*

Final output sorted by number of word occurrences looks like on the Figure 13.

Word	Attribute Name	Total Occurences ▽	Document Occurences
lb	lb	36	1
chang	chang	35	1
oil	oil	35	1
thank	thank	35	1
car	car	25	1
lol	lol	22	1
love	love	20	1
oil_chang	oil_chang	20	1
time	time	20	1
get	get	18	1
shane	shane	17	1
good	good	16	1
guess	guess	16	1
lbs_lb	lbs_lb	16	1
got	got	15	1
know	know	15	1
go	go	14	1
care	care	13	1
come	come	13	1
i_m	i_m	13	1
see	see	13	1
coke	coke	12	1
dai	dai	11	1
great	great	11	1
ll	ll	11	1
mile	mile	11	1
repair	repair	11	1

Figure 13: *Output with number of word occurrences*
Source: *(RapidMiner, 2015)*

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SUMMARY

As you saw, getting some basic text analysis of the comments from Facebook is easy using Netvizz and RapidMiner. The most occurred words might give you some sense of a sentiment. If the words love and like appear often, it suggests that people are satisfied with the organization. We can also notice that word "lol" appear quite often, which indicate that the organization posts some funny content on their page. Regarding competitive analysis, we can do the same analysis with post text and get a sense of what content the business is posting the most. The good thing with RapidMiner is that after initial process setup, we can save it and use it for further analysis just by changing the text.

3.3.3 LIKEALYZER

Likelyzer (Likealyzer, 2015) is a web tool build by Meltwater, which helps to analyze Facebook pages providing some recommendations to improve them. The tool is completely free of charge. After coming to website, you will see the input box, where you paste link of a Facebook page. As an example, I am analyzing the page Car Care & Repair – https://www.facebook.com/carcarerepair/. After we run the analysis, entire output will be on one page. Let's go throw this output and see what we can use this tool for. The first part of the output is on Figure 14.
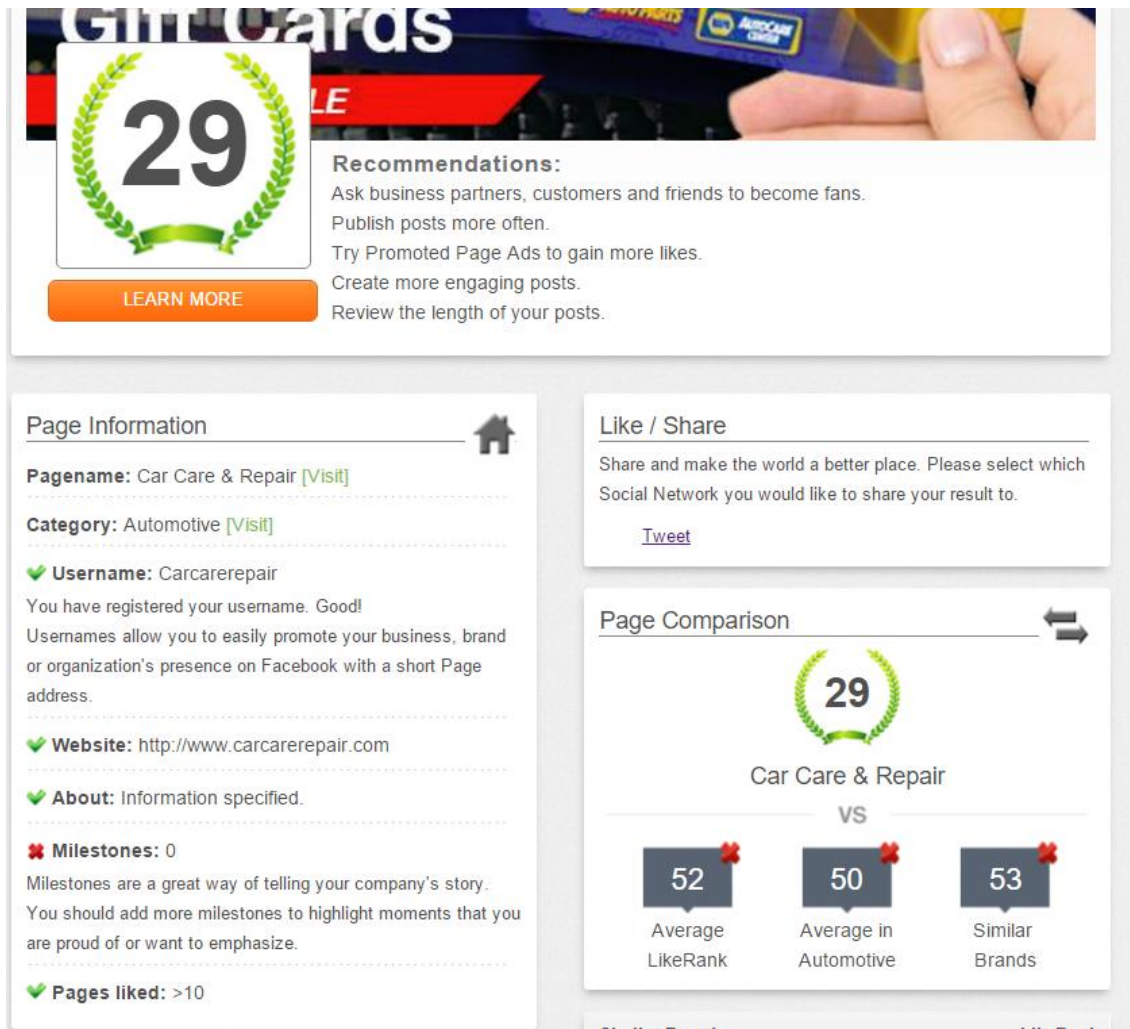
Figure 14: *First part of Likealyzer output*
Source: *(Likealyzer, 2015)*

Right on the top there is a rank which is computed by Likelyzer. It creates a rank based on comparison with other pages. On the bottom, you can see that the average rank is 52 and average in category is 50.

Next to a rank, you can see there are some basic recommendations. After doing as recommended you will increase the rank of his page.

In the next parts below, you can see a lot of checkmarks and crosses. Crosses are things we can improve. After clicking on it, you can see a little text about the subject. For example, here you can see that milestones are crossed. As explained, these are some events you create on Facebook with photos etc. to tell some great moments in you company.

Moving on to the next part of the output, see Figure 15.
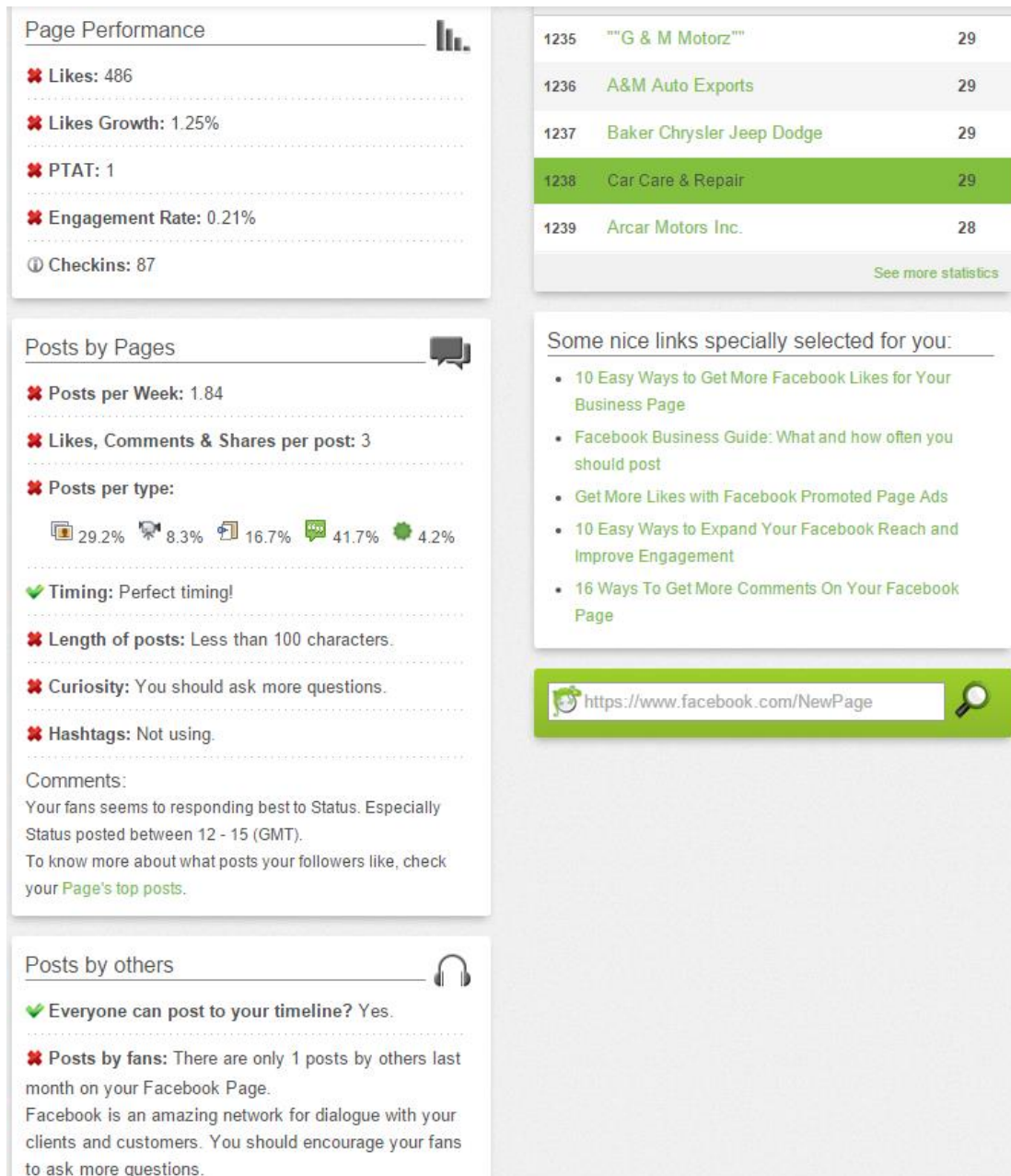
Figure 15: *Second part of Likealyzer output*
Source: *(Likealyzer, 2015)*

In the page performance section, you see how many likes your page has with "Likes Growth" metric, which is the percentage of users the page received last month.

Notice the PTAT metric, which is a Facebook metric and means, "People talk about this". PTAT counts the number of direct interactions with content on your page. For example, when someone likes the content, shares it, comments it, posts it on their wall, RSVP to your

planned event, hashtag your page in his post etc. (Darwell., 2012). Be aware that the count is for the last 7 days, which means that PTAT is about actual trends.

Engagement rate is calculated by taking a PTAT number and dividing it by number of likes the page has. According to surveys from likelyzer.com, for having a successful page on Facebook, your engagement rate should be above 7 %.

On the right side from Page Performance part, you can see a section with similar brands from automotive category with similar ranks. After clicking on "See more statistics" below, you will end up in statistics page of LikeAlyzer. This page can be extremely valuable for some competitive analysis or for simple search for popular pages on Facebook. You can organize pages based on category and countries. After that, you can sort pages based on number on likes, PTAT metric and LikeRank.

"Post per pages" section shows you some aggregate information about your posts – how often do you post per week, average likes, comments and shares per post. It shows your distribution of posts based on their types. It tells you if you post at the right time of a day and with the right length. Recommendation here is to write posts that are longer than 100 characters to generate more response.

The "curiosity" tells if you are asking questions on your Facebook page and "hashtag" tells if you are using hashtags (#) in your posts. Hashtags are great way to mark word after # sign as a topic of interest, which describe a post and will make it easy for other people to find your content.

On the bottom right side, you can also see some other links which are specially generated for your Facebook page. These links are here if you need more information about improving your page, to get more likes etc. I am focusing on these guides in the third part of this thesis, practical part.

3.3.4 BUFFER

Buffer (Buffer, 2015) is a great little tool for scheduling social media posts and doing some basic analytics. To set up buffer, you go to their website and after you register and login you use the plus button on the right panel to add your social media accounts into the buffer. For now, you can use buffer with the most popular social media platforms like Facebook, Google+, Twitter, LinkedIn and Pinterest. To add each of them you have to login through buffer with credentials for these accounts and then authorize buffer to manipulate with your account.

On the main dashboard you can see four buttons – content, for posting; analytics for post information; schedule for setting up times to post and settings.

Setting up times in buffer is easy. You choose which days of the week you want to post and set up times. If you want to post once per day, you set only one posting time. You should also set the time zone for you country and at the bottom you can use the "optimal time" tool to find the best time to post your content. This tool will analyze one of your pages, and show you the graph with times when you posted the content and its engagement rating. See Figure 16. This means, that to have a good assessment of when it is the best to post with this tool, you have to have already some posts on your page and do some experiments with posting in different times of the day. I am describing some best practices in this area in the practical part.

Figure 16: Graph of "Optimal Time" tool in Buffer
Source: (Buffer, 2015)

On the content tab, you can put posts to the queue. You write a message, add a video or photo, choose where to post and click queue.

You also can post your messages immediately if you wish or put them to the end or front of the queue. This way buffer functions as an easy way to post on several social media sites at once.

If you do not want to go to the buffer website all the time you want to post something, you can use extension for Chrome, Firefox and Safari browsers. Let's explore now how you can use the extension. Installing buffer extension (Buffer Extension, 2015) will add a button in every post in Facebook and twitter to put this content into the buffer queue. See Figure 17. After clinking on this button, the little window pops up, and entire message of the post

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will be here with a photo or video. All you have to do is to write your own message and click queue.

Figure 17: Buffer button added to the each post on Facebook
Sources: (Buffer, 2015), (Facebook, 2015)

With buffer you can easily schedule your posts to repeat several times after specified times. For example, in the extension window when you share through Facebook, there is a "Power Scheduler" tab. Here you can set up after what time to post it again and you can repeat it several times. See Figure 18. According to (Guy Kawasaki and Peg Fitzpatrick, 2014) it is good to reschedule the same posts 4 times per day with 8 hours between them. This way you get much more views to you content. I would not agree with him in all situations, but I am discussing this more detail in the next chapters.
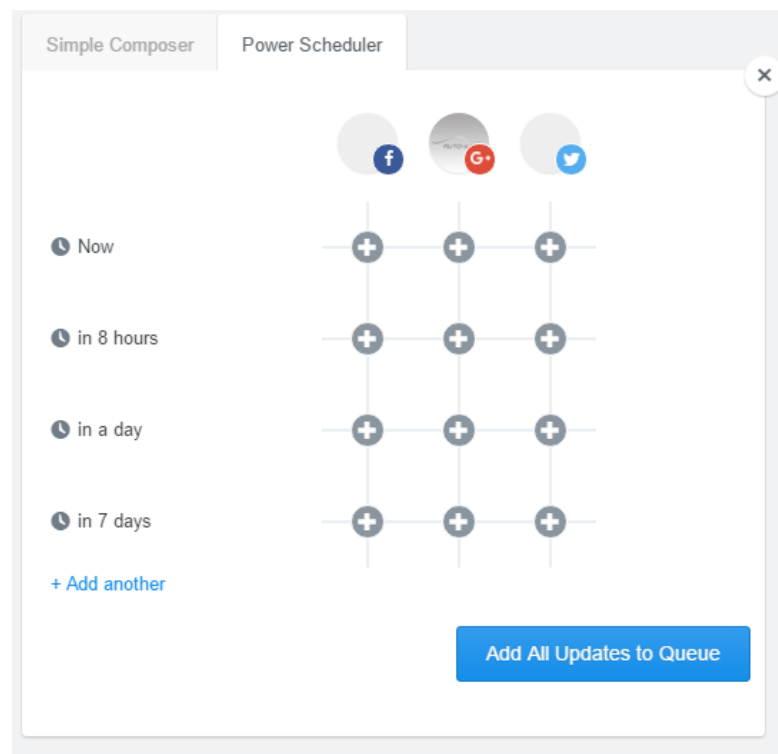
Figure 18: Repetition setup for posts with Buffer
Source: (Buffer, 2015)

Here is one more way you can use the buffer extension. After the installation, the button of the Buffer will be added to the upper right part of your browser. With this button, you can share every content you find on the internet. It can be a blog article, another website or

YouTube video. It does not matter where you are, after clicking on buffer button it will take the header of the website and post a link here. You can add your message and click post.

With free version of the Buffer, you can do just as described and a little more, which might be plenty for some basic users. Buffer Pro plan is quite cheap in comparison with other tools, it is only 10$ per month. Let's now explore some features we can get in paid version.

In free version we can manipulate only five pages, does not matter if it is five pages from one platform. You can schedule only 10 posts for the future. This might be not enough even for basic users, so with paid version you can manage 10 pages and schedule 100 posts.

The analytics features of the buffer are very limited with free version. You get a list of your posts and number of likes and comments for each of them. With Pro version, you can filter post based on most or least likes, comments, reach, popularity and shares. You can analyze this data with time series graphs and export it if you need to analyze more.

If you need more pages to manage and more posts to schedule there are also more expensive business plans.

3.3.5 HOOTSUITE

Hootsuite (Hootsuite, 2015) is in some ways very similar to the Buffer platform for scheduling posts on social media sites, but beside it can offer a lot of other useful features. Let's explore some interesting things we can do here.

Pricing is also the same as on Buffer, 10$ per month, but I am focusing on free plan which has some limitations – you can have up to 3 accounts here, only basic analytics and scheduling, no team members and limited support.

First, after you sign up a login in into your Hootsuite account you need to add a social media platform. In addition to the 4 most popular ones, as Facebook, Google+, Twitter and LinkedIn, you can add WordPress and Instagram.

Hootsuite Streams main screen organization is based on columns. Each column is a stream. You add stream to each platform you added. Streams are things, that we can manage through Hootsuite, see Figure 19. For example, if we want to have all messages in one place, we can do it. You can also manage all pages you follow through your own page, and this way you can have all of them in one place. Scheduled stream will show all your messages you want to post.
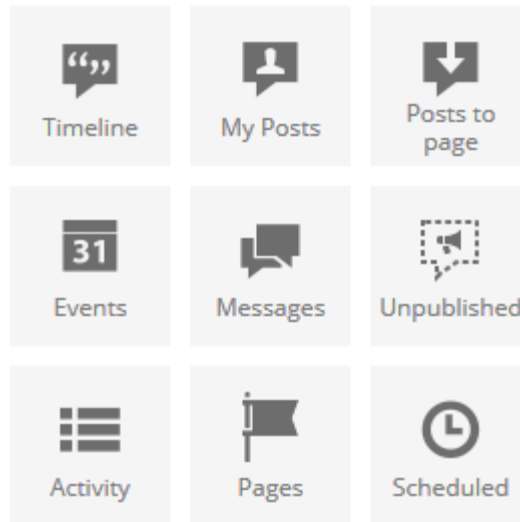
Figure 19: *Hootsuite Streams*
Source: *(Hootsuite, 2015)*

Apart from Hootsuite Streams tab there are also other tabs like publisher, analytics etc. In publisher, we put messages we want to post on our social media. This functions the same way as on Buffer and that is why I am not describing this feature more despite being the one of most important features in Hootsuite. Just as a note, we can also use google chrome extension for Hootsuite, which makes the life much easier.

After going into analytics tab, we can see some prebuild templates for Facebook and Twitter aggregate, insights report, summary, detailed reports for twitter engagement, etc. We can also use Google Analytics, which lets you add Google account, and this way use Google analytics web application for your social media platforms.

If you do not want to use prebuild templates, you can build your own reports after going into "Build Custom Report" part. Here you will see your interactive report page in the middle and modules to add on the left side. See Figure 20.
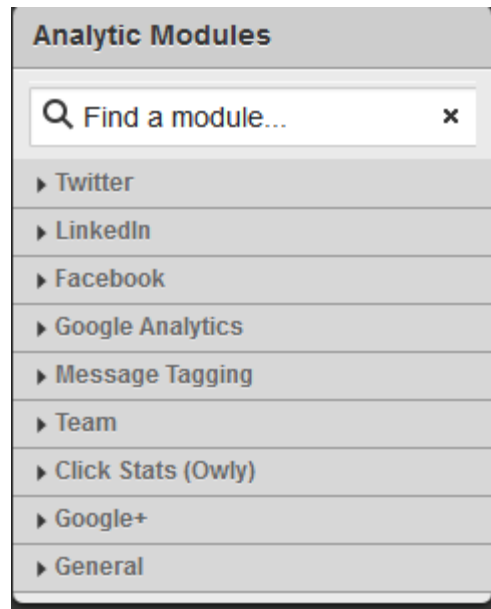
Figure 20*: Analytic modules in Hootsuite*
Source: *(Hootsuite, 2015)*

Most of the modules here are for Pro or even Enterprise subscription and they require points to use. Therefore, in free version we are very limited, we can see, for example, snapshot for Facebook activity with basic metrics as number of likes, reach, engagement and daily like graph.

Having the opportunity to build custom report, which is drilled down to a single metric from variety of social medial platforms, is very helpful. This way you can monitor what you need and have it in one place. Therefore, if you manage many pages, this might be a serious time saver. However, we can find most of this information inside platforms like in Facebook Insights for free, see next chapter.

3.3.6 FACEBOOK INSIGHTS

Facebook Insights (Facebook, 2015) are the build-in statistics for Facebook page directly on Facebook. Statistics open up when the page has at least 30 likes.

Let's explore here the most interesting metrics we can analyze. Facebook Insights is very important for small starting businesses because, for one, Facebook is the biggest social network out there, and for two, its free and most other external tools, which use Facebook's API to provide information from Facebook Insights are paid and cost more than 100$ per month (Hootsuite, Quintly, SumAll etc.).

Page administrator can access Facebook Insight after clicking on Insight in the upper toolbar. First landing page is the overview section, which provides basic view on the most important metrics without ability to filter or dig deeper. To do that, we can click through other sections using panel on the left side.

LIKES

Like is a basic metric of a Facebook fan page. Someone who likes a page is becoming the followers of that page and will sometime receive the content that we post on our page on their News Feed. With Facebook Insights we can analyze the timeline with numbers of people who liked our page.

Other interesting metrics in this area include:

- numbers of unlikes in a period of time
- average likes
- organic likes or paid likes from Facebook promotion of a page
- net likes, which is likes minus unlikes
- number of likes broken down by source, from own page or from page suggestions

Hovering over the graph will show the number of likes that occurred in that day. If you click on that specific day, you will see what actions happened on that day, specifically what content you posted. This is important because it might help with analysis of like surges or unlikes to find out, which content you posted was popular or not. Knowing which content leads to unlikes will help you rid of this type of content and focus on other areas instead.

REACH AND IMPRESSIONS

Reach is very important metric because it affects many other metrics. It is the number of unique people who saw some content of our page. For marketers, this is one of the best metrics to analyze, because it will tell them how many people saw a post that they shared on a wall of a page; not only immediate fans of the page, but also their friends. Reach is different from impressions, which tells how many times your content was displayed to a user, even the same one. If someone sees a post from my page and then again, the same post which his or her friend shared, it will count as two *impressions* but one *reach*.

Other metrics related to reach, which we can find on the reach screen of Insights include:

- number of total reach

- number of organic reach
- number of paid reach
- number of hides of posts
- number of reports as spam
- number of page unlikes

PAGE VIEWS

If someone comes to your page directly, it counts as a page view. In addition to basic total numbers of page views, we can see page views broken by:

- section (home, posts, about)
- age, gender, country, city
- device (mobile, computer)

ENGAGEMENT

Engagement is the number of people who somehow interacted with your posts. The overall engagement metric for all posts can be found in Overview section and post engagement metrics for each post can be found in Posts section of Facebook Insight where there is a list of all your posts in a column and information for each of them. Total engagement for each post can be broken down into these actions:

- number of comments
- number of shares
- number of clicks
- number of hides of a post
- number of reports as a spam of a post
- number of page unlike from a post
- number of hides of all posts coming from that post

As you can see, even the negative reactions, count to the engagement.

ENGAGEMENT RATE

Engagement rate is used to gauge the effectiveness of a page to engage their audience. Several different metrics can be used. These metrics are not displayed on the Facebook insights, but can be calculated with exported data. Let's explore next how they are calculated and their usage.

AVERAGE PAGE ENGAGEMENT RATE

We calculate this metric using this equation:

$$Average\ Page\ Engagement\ rate = \frac{Absolute\ Engagement\ in\ a\ given\ period}{Total\ Fans}$$

Absolute engagement is the metric described in previous section. Total fans is the number of followers of a page.

This metric will be higher if moderator of a page will post many times per day. For this reason, it is not a good metric to make comparisons between pages when measuring who is posting more engaging content.

AVERAGE POST ENGAGEMENT RATE

We calculate this metric using this equation:

$$Average\ Post\ Engagement\ Rate = \frac{\frac{Absolute\ engagement\ in\ a\ given\ period}{Number\ of\ posts\ in\ a\ given\ period}}{Total\ Fans}$$

Average Post Engagement Rate takes into account the frequency of posting and enables us to compare pages. A page with higher metric can engage people better with their posts.

AVERAGE REACH ENGAGEMENT RATE

We calculate this metric using this equation:

$$Average\ Reach\ Engagement\ Rate = \frac{Absolute\ Engagement\ in\ a\ given\ period}{Total\ Reach\ in\ a\ given\ period}$$

Previous two metrics take into account only fans of the page, but this metric has a wider sense. Because of Facebook's News Feed algorithm, your posts can reach many people outside of your immediate followers. With this metric, you can measure how much your posts are engaging people in general.

REACH ENGAGEMENT RATE PER POST

We calculate this metric using this equation:

$$Reach\ Engagement\ rate\ per\ post = \frac{Absolute\ Engagement\ of\ a\ given\ post}{Total\ Reach\ of\ a\ given\ post}$$

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Seeing only reach might not be that important for many kinds of posts. In many cases, we might expect people to interact with a post in some way. If we post a link, we expect them to click on it, otherwise reach is not that important. For this reason, we can use this metric to measure, what kind of content that we post is the most popular, and rid of the content type that is not popular. This way we can gradually adjust our posting tactics.

(Guglielmelli, 2014)

OTHER METRICS

Many other metrics can be retrieved using export data function. Describing those metrics is not the purpose of this thesis. What I want to point out here is the ability to download metrics for page as overall or broken down for each post. You can also set the time range as you need, but shorter than 180 days, which means that your data for analysis are kept on Facebook only for a half the year.

4 ANALYTICAL PART

This part is more practically oriented on business analysis. Here I am providing competitive analysis of the field. Selection and description of main competitors and their main factors by which they can compete. In the second section of this part, I explore the most popular social network platforms with Russian-speaking communities.

4.1 COMPETITIVE ANALYSIS IN THE FIELD OF CAR REPAIR SERVICES

Analyzing competitors is crucial when planning to start business. In our case, in the field of car repair services, one would not open a new service if there were already ten shops around. Therefore, the location might seem as the most important factor, but there are more other different criteria, which should be considered when starting a business.

In addition, analyzing competitors do not end here; it is a continual process, which will help businesses to survive when they are already ongoing. One may find out for example:

- industrial trends,
- best practices,
- price changes,
- newcomers, which can pose a risk to our business,
- prepare similar or own strategies and so on.

Let's now take a look at several factors which might make a customer choose another repair shop over our own.

4.1.1 IMPORTANT FACTORS OF CAR REPAIR SHOP FIELD

In this part, I am discussing some of the most important factors based on which I am evaluating and describing concrete car repair shops in the next part. We are talking about factors, on which consumers choose the shop to repair their cars or factors, which might pose a risk or be the opportunity for business startups.

LOCALITY

Locality is surely a very important factor. As said before, you should consider the amount of car repair shops in the area before choosing location for your shop. If there is a lot of them around, it might not be a good place to consider.

On the other hand, if the area is very populated, as we might say about many parts of metropolis as Prague, having, for example, ten or fifteen shops in 10 km radius is not a lot.

In addition, it is good to consider that moving around by car is not that hard, and customers might choose shops on other factors than location. Having good accessibility from the main road, for example, is maybe more important than amount of shops around.

KNOWLEDGE, CAPABILITIES AND QUALITY OF WORK

This factor might be more important than locality for many customers. If they regularly receive a good service, they will probably come back again.

Since many shops do not provide this information on their websites, it might be hard to find more information about this factor when choosing repair shop. Customer might find out about this, for example, from references, friends or certificates on the wall in the shop. Another hint is the number of years the company exists, which can be found in the about section of a website or on business register. All this information might give customers an assurance that they might receive a good service.

Maybe more important than considering this factor from initial shop search is to think about it as a factor which will transfer sporadic customers to permanent, because as we all know, providing the best value to customer is what business should be about.

If we take this from competitive standpoint, having good knowledge in cars and many years of experience, it will give us as a business startup a very good competitive advantage.

AMOUNT OF MECHANICS AND EMPLOYEES

Doing some repairs on cars might be hard work, which requires more than one person. If a person is planning to open a small shop with only one person, he can have some disadvantage, because he will not be able to take work, which will require a helpful hand.

In this case, shops with bigger teams might have over this kind of startup a competitive advantage. Also from a view of a customer, shops with bigger teams might seem for some customers as more reliable. On the other hand, if they are already familiar with the shop,

mechanic (mechanics) and his good-quality job, they might choose shop with less mechanics, because they can provide better prices since there is less payment for their work. In this case, small businesses (especially in this area) might actually have an advantage over big ones.

To get an idea about the number of employees we can actually visit the shop or estimate it from number of services provided, amount of telephone numbers, size of a shop from photos etc.

WILLINGNESS AND OTHER SOCIAL ASPECTS OF MECHANICS

This factor, same as capabilities of mechanics, is hard to find out when selecting a shop but will become very important when customer is already interacting with the shop.

Having good social skills when interacting with a customer is very important in every business scenario including car repair shops. Who would want to deal with rude and unwilling mechanic or representative?

As before, this factor will become significant after the customer finds the shop and will play the important role in maintaining his loyalty.

There are several possibilities to find if competition is good in this area, for example online and mouth-to-mouth references of people. For this, we can use comments on social media networks, references on yelp and so on.

If a startup or ongoing shop has a team, that is polite and dedicated to customers with good social skills, it will definitely have an advantage.

WEBSITE PRESENTATION

Having good website is crucial, as this is the place, where most people will land, when searching a shop or when searching more information about the shop.

I do not have to explain more the importance of a good structure, design and overall visual aspect of the page. If the website is, for example, badly structured, then users will have hard time finding vital information quickly and there is a big chance they will leave a page and open one from competition. Having a lot of unnecessary condensed text, which will make finding necessary information difficult, is not a good idea either.

Our primary concern regarding the theme of this work is whether the website of a competitor is integrated with their social network platforms, if they have any. Aside from

that, there are a few other things we can notice to make a general idea of the competitor. Because evaluating websites is not a focus of this thesis I will describe additionally only this aspects:

- list of services with pricing
- contact information
- map
- about section
- photos
- language switches
- team summary
- mobile version

SOCIAL NETWORK USAGE

This factor is what this work is about. As you will see later in the analysis of a particular car repair shops, not many of them use social networks. Most of them use only website, email and telephone as main channels to interact with customer and surely can make profit this way. Having set a good and quality social network might give a business an incredible advantage.

From customer standpoint, they can find additional interesting information there and interact with a shop in a friendlier manner. They can find reviews there or post questions. So if they find a shop, for example, with a Facebook page that already has many followers and good evaluations they can choose it over those which don't have any channels except website.

From a business standpoint when analyzing competition, we should look for example at:

- which social network platforms are used the most,
- how many followers they have,
- how many posts they have on their walls,
- how often they post content,
- what type of content they post,
- how much are people engaged by content,
- the visual look of avatar and cover images,
- how much information is filled in about their business,
- how many comments their posts have,

- do they write own messages when posting,
- how long are their messages in general,
- do they post at the right time etc.

We will look at those aspects and more in later chapters when talking about how to behave on social networks for the best results. If the competitor does not have all this things setup in good fashion, we as a business have a perspective advantage.

SERVICES THAT ARE PROVIDED AND THEIR PRICINGS

Repairing a car is not cheap. Many customers often look around to find a shop that provide them a good and reasonable price. If there is some basic car work required as refilling car oil or changing the tires which can be done in almost every car repair shop, customer might choose even the cheapest one nearby. This is also one of the reasons, why having a pricing list on your website is important, as they can skip those, which miss it.

One should also know, that having a pricing list in a physical form on a paper is required by law, so every repair shop should have it; the issue is about having it on a website and be able to compete with them.

As for the amount of services provided, a general repair shop should provide all basic works that are possible and off course ones that provide even more untraditional services will have an advantage. Those untraditional services will later help to maintain a customer. For example, a shop might give excellent repairs, but if it misses computer diagnostics or tire services, a customer might select a different one for his permanent shop, which offers an all-inclusive service.

SIZE OF A SHOP AND THEIR AFFILIATES

Big shops with many affiliates around the republic under one name might be serious competitors for small ones, as they might seem more trustworthy for customers. These big shops often have big teams with diverse services they can offer.

The downside is that these shops are often more formal and less friendly without any space for bargaining not only about price but also about the day and time of repairs. You will have, for example, hard time finding those who work on Sundays. One should also expect to pay more here because, as was said before, these shops have to pay for big areal, many staff personnel, probably to their parent company, more expensive advertisement that they often do and so on.

From a competitor standpoint, I would consider those as ones that pose bigger threat because people like to have confirmed quality even in spite of bigger price and they are often susceptible to advertisement. Small businesses have to do more to make customers convert, that is where social networks might be an enormous help.

SPECIALIZATION

Many car repair shops offer wide range of works and can serve many types of cars. Nevertheless, if deeper work is required those shops might not have an equipment or knowledge of mechanics to complete it.

One can find many shops of specific car brands which offer car repairs in Prague, and sometime it is really necessary; he should also expect to pay a lot more here for other basic work. Even if the shop is more general, they often have a list of brands they specialize on, for example, European brands or other. Therefore, the shops, which specialize on different brands than our shop, will not pose almost any risk from competitor standpoint. (Miller-Wilson, 2014)

4.1.2 INTRODUCTION OF AUTO-KS SHOP AND SWOT ANALYSIS

As was said in the preface, I started to write this work based on car repair service startup of my family. Because I will be describing the competitors to our shop, this is a good place to introduce it more formally. The name of the shop is Auto-KS. More information can be found on the website - http://auto-ks.cz/. It is managed by three people - mechanic, marketer and administrative worker. The shop is located in Prague 8 Libeň. Let's look at a SWOT table (Table 1), which will help us to understand in what areas we can compete and what areas might pose a risk and should be worked on in the future.

Table 1: SWOT table for Auto-KS

	Helpful	Harmful
Internal	**Strengths** Locality Work on weekends More than 20 years of experience Honesty and truthfulness Clientele from previous positions Cheap parts distribution Wide knowledge and range of services provided Good reviews Loyal customers Languages (Czech and Russian)	**Weaknesses** Soft Skills and sporadic rudeness Very basic webpage One mechanic Low longevity (recently opened) Low space Expertise only on European cars Languages (English etc.) Age of mechanic
External	**Opportunities** Social Networks Family support Place nearby to rent Other markets as new car brands and services to provide	**Threats** Competitor in areal A lot of competitors in Prague High rent

DETAILS FOR SWOT TABLE

Here I will shortly explain several points in the SWOT table, which might cause misunderstanding.

Chosen *location* presents strength because it actually was established car repair shop before we opened it. A previous owner was my father's employer who relocated his shop. Because it was already established, many customers are coming here. This point is coupled with *competitor in areal* weakness, who might take over new customers. On the other hand, this competitor had already established marketing billboards in the area and based on what I heard some new customers accidentally end up in our shop instead of his. Having good relations with competitor might also pose the opportunity, as if there is work, which cannot be done in our shop, it can be transferred to his shop or asked for additional manpower for lifting etc.

Work on weekends is strength because we are willing to take customers on Sundays based on previous call arrangement.

Honesty and truthfulness as a strength is actually coupled with *sporadic rudeness* as a weakness as known from the personality of a father as a mechanic. Even though he might seem rude, customers like to come back because he will not overuse them and always give them the hard truth about costs and what is needed.

Cheap parts distribution is strength because over the years, we managed to make connection with distributers, which based on good relations and bulk orders, offer big price reductions.

Several certifications owned and long experience, make the mechanic able to offer big *range of services* with primary focus on many European car brands.

Social networks are not widely used by car repair shops today in Prague, so being one of the firsts to properly utilize them is a big opportunity for business to set off.

Family support is a big opportunity for this kind of business as there are needed combinations of roles. Being solely focused on the key business process is not enough to open and start successful business in a given area.

Places nearby to rent as an opportunity is coupled with *one mechanic* and *low space* as a weakness. After business will be running and with clientele growing, there is opportunity to rent extension to actual space. For now, there are not enough customers to be reasonable to rent extra space and hire more mechanics. The weakness it poses is because of surge times when there is a lot of work and new cars cannot be accepted.

4.1.3 ANALYSIS OF PARTICULAR COMPETITORS TO AUTO-KS CAR SHOP.

There are many ways to search for competitors. But because this is not a focus of this work, I am using maps from Seznam from https://mapy.cz to search for competitors with keyword "Autoservis Libeň", which in English means Car repair services in Prague city part Libeň, where is located our shop. The goal here is to show the reader what to look for when evaluating competitors and their social networks and add some examples of particular competitors to a particular car repair shop. In the *Figure 21* you can see a 4 km radius around our established shop with other shops indicated in the area.
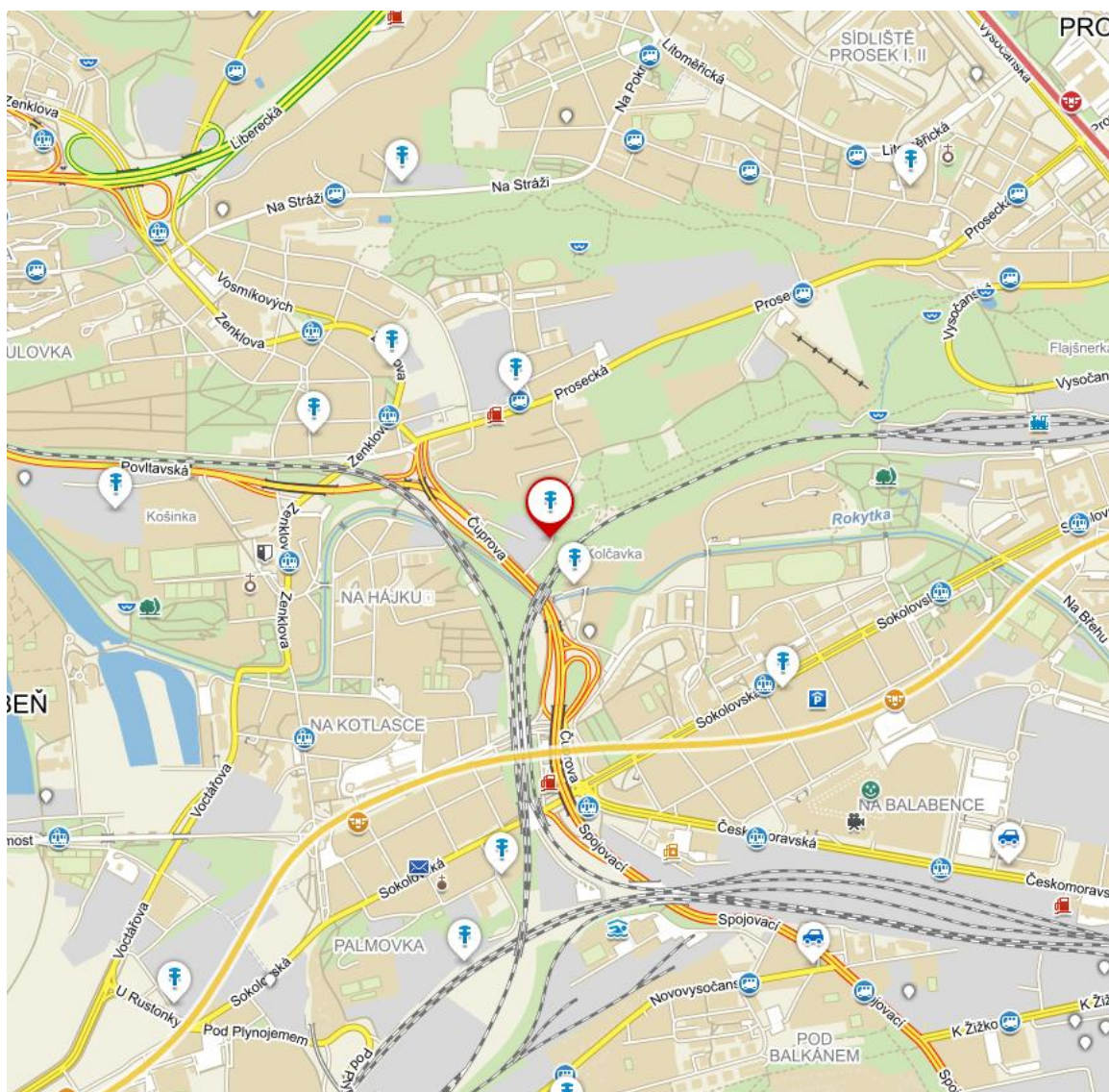
Figure 21: *Position of Auto-KS with 4 km radius showing competitors in the area*
Source: *(Mapy.cz, 2016)*

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I am evaluating companies based on the factors described in previous section using a series of tables (Table 2 - Table 12). Each company has three kinds of tables. First kind contains basic factors, second kind contains evaluation of the website and third is evaluating their social network platforms.

Design and structure of the website can take up for whole thesis and is not important for our purposes. That is why I am omitting this in the website description, even though from competition standpoint it is very important.

Some information for competitors' Facebook pages can be acquired using the Likelyser service described earlier and this is what I am using for engagement rate, average length of a post etc.

Next sections describe four competitors of different types that suit our purposes for this thesis. First is a small shop in the nearest locality that has arranged social platform presence, but without any good activity there. Second is strong competitor also nearby having no social platform presence. Third competitor is the biggest one, having rich website and very strong Facebook activity, but showing only average reviews. Forth is a remote competitor which is similar to Auto-KS in size, having successful Facebook campaign.

AUTOSERVIS AUTOFIŠER

Table 2: Basic factors for Autoservis Autofišer.

Locality	Nearest competitor in the area.
Year of startup	2009.
Estimated number of mechanics and other employees	Less than 5.
Size of a shop and their affiliates	No information about the size or affiliates.
Specialization	General

Table 3: *Website factors of Autoservis Autofišer (Autoservis Autofišer, 2010)*

Social buttons	None
Amount of text	Very modest. Sentences are short and to the point. Not much information included.
Amount of services provided	Website does not describe services in detail, but more generally covering mechanical work, tire services and conditioning services.
Pricings of services	Not included
Contact information	Basic – street, phone, email. Entrance from different street described.
Map	Interactive. Google maps.
About section	Very short without concrete information. Only business motto and general approach.
Photos	None
Language switches	None
Team summary	None
Mobile version	Yes

Table 4: *Social network platform factors of Autoservis Autofišer.*

Social platforms used	Facebook (Autoservis Robert Fišer, 2013)
Year of first post	2012
Number of followers	32
Number of posts	5
Periodicity of posts	Not relevant because last post is from January 2013.
Content type	One informative and one business promotion and duplication of the same post.
Engagement rate	Practically none since page is not active or maintained.
Visual look of avatar and cover images	As avatar is used only a picture of a car, not logo of a business. No cover photo is used.
Information about business	Very short description. Email is not added. No photos.
Average number of comments per post	No comments
Own messages on posts	Yes
Average length of own messages	Long, over 100 characters.
Time of posting	Cannot retrieve with Likealyzer because no vanity link is set.
Average rating	None

Table 5: *Basic factors for JÍŠA s.r.o.*

Locality	Second nearest from Auto-KS. Approximately 400m.
Year of startup	1991
Estimated number of mechanics and other employees	More than 10.
Size of a shop and their affiliates	Jiša is a middle-sized car service owning a whole 3-floor building and a branch office. Jiša is a part of Bosch car service, which is a global company. Other suggestions of the size are number of partners and ISO certificates.
Specialization	General

Table 6: *Website factors of JÍŠA s.r.o. (JÍŠA s.r.o., 2014)*

Social buttons	None
Amount of text	Abundant. Information about services provided is often redundant describing good qualities of a shop. Detailed drill down of each service describing all areas that can be fixed.
Amount of services provided	Abundant. Aside from car repair service, Jiša offers many secondary services that are not normally offered by smaller shops. Examples of extra services are – car rentals, car insurance, electric car sales, lock works, carpentry works, car pickups etc. Car repair services have detailed descriptions.
Pricings of services	Not included
Contact information	Phone numbers and email to different departments or services. Non-stop Hotline.
Map	Interactive. Google maps.
About section	Detailed with history and present situation.
Photos	Some services are accompanied with general pictures about work provided or on-site photos.
Language switches	None
Team summary	None
Mobile version	Yes

No social platform presence by JÍŠA s.r.o. was found in November 2016.

BESTDRIVE - CONTITRADE SERVICES S.R.O.

Table 7: Basic factors for BestDrive.

Locality	Third nearest from Auto-KS. Approximately 500m.
Year of startup	Unlisted
Estimated number of mechanics and other employees	Thousands in Czech Republic and Slovakia (over 16000). No information about immediate subsidiary in Prague 8.
Size of a shop and their affiliates	BestDrive network of services is operated by Contitrade Services s.r.o. company, which is part of multinational corporation Continental AG. The company has many subsidiaries across whole Czech Republic and one of them is our nearby competition.
Specialization	General

BestDrive is active on several social platforms. For our purposes, I am describing only Facebook (Table 9). Google+ in Czech Republic is not active, having only one post. Poland and France versions of Google+ and Twitter are more active, although we cannot consider those as a competition. Notice also Figure 22, showing meagre setup of profile about section on Facebook page.
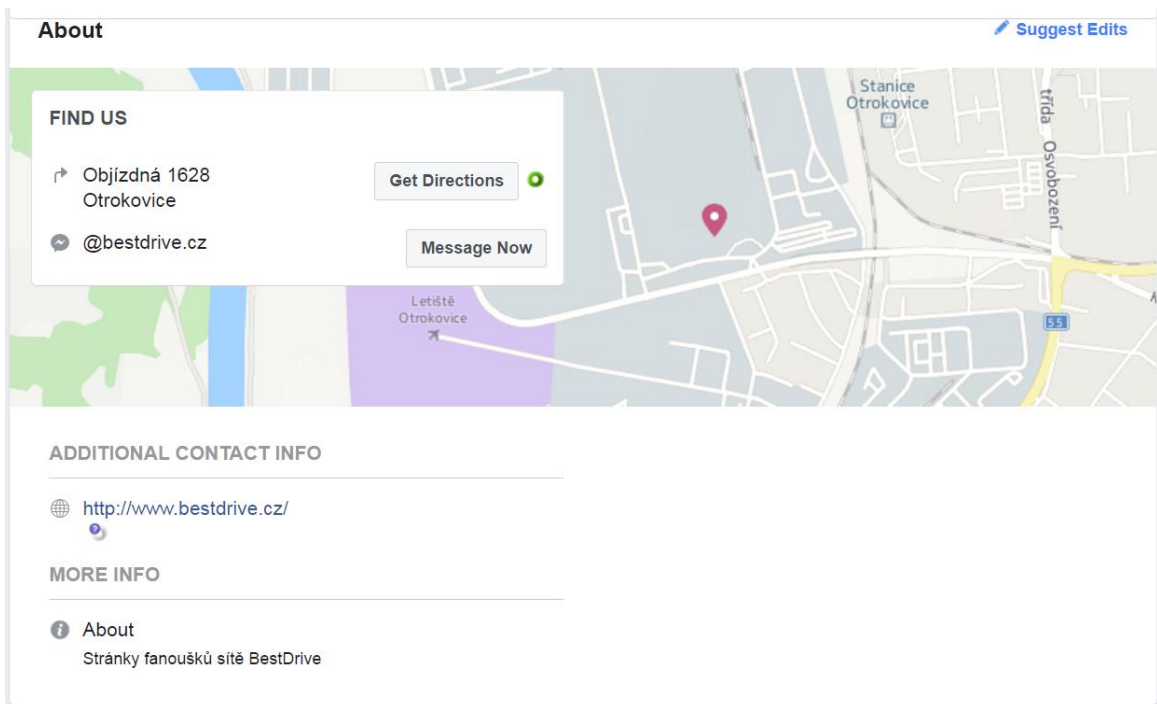

Figure 22: *Meagre setup of BestDrive about section on Facebook page*
Source: *(BestDrive CZ, 2016)*

Table 8: *Website factors of BestDrive - (Bestdrive, 2016)*

Social buttons	Facebook
Amount of text	Abundant. Website has very detailed information about each service provided including description, advantage for customer and benefits. Website also provide tips, FAQ section and technical counsel. Forms for asking questions and reference questionnaire are included.
Amount of services provided	BestDrive provide all kind of car repair services with tire services and e-shop. Extra services that are provided by Jiša described earlier are not included.
Pricings of services	Not included.
Contact information	Detailed information for every subsidiary. Aside from basic info as telephone, address and email, extra information is included, for example – GPS coordinates, acceptable credit cards, Wi-Fi availability and all services provided by the subsidiary. Contact form. Management contacts with photos.
Map	Interactive. Google maps.
About section	About sections is broken down into several parts including for example – company profile, press reports, certificates, career, documents to download and news.
Photos	Many services provided are accompanied with general pictures of car repair industry. Photos of managers of each subsidiary and general managers of each region.
Language switches	None
Team summary	Information about managers of each subsidiary and general managers of each region. Extra information about workers in subsidiaries is not included.
Mobile version	No

Table 9: *Social network platform factors of BestDrive.*

Social platform described	Facebook. (BestDrive CZ, 2016)
Year of first post	Unknown. Many posts.
Number of followers	Over 17000.
Number of posts	Many
Periodicity of posts	Daily
Content type	Mostly informational news and industrial tips with sporadic company promotions.
Engagement rate	0.11% according to LikeAlyzer.
Visual look of avatar and cover images	Avatar is the logo of the company and cover photo is a picture of a subsidiary shop.
Information about business	Very meagre. No description of a company. Address is to the company headquarters. No email. Only reference to the website for additional information.
Average number of comments per post	0 to 1 in average.
Own messages on posts	Yes, BestDrive always include own message even when sharing content from external services.
Average length of own messages	Lengthy, more then 100 characres.
Time of posting	Perfect timing according to LikeAlyzer.
Average rating	Average rating is 3.5, but only 11 ratings overall.

SPRÁVKÁRNA

I have chosen to describe remote car repair service Správkárna, not because it is immediate competitor in the area, but because, according to the simple design of the website and other things, it seems to be small shop similar to our Auto-KS startup and has successful social network platform presence, according to number of likes on Facebook page and good reviews.

Table 10: Basic factors of Správkárna.

Locality	Outside of Prague in Mořina.
Year of startup	Not stated
Estimated number of mechanics and other employees	Not stated but estimated to be less than 5.
Size of a shop and their affiliates	Small according to photos. 3 partners.
Specialization	General

Table 11: Website factors of Správkárna (SPRÁVKÁRNA, 2014)

Social buttons	Facebook
Amount of text	Meagre, describing only services provided without addition information.
Amount of services provided	In addition to common car repair service and tire service provides car bodywork.
Pricings of services	Included.
Contact information	Basic
Map	Interactive. Mapy.cz from Seznam.
About section	None
Photos	Few photos of a shop with cars being repaired.
Language switches	No
Team summary	No
Mobile version	No

Table 12: Social network platform factors of Správkárna.

Social platforms used	Facebook. (Autoservis Spravkarna, 2016)
Year of first post	June 2013
Number of followers	180
Number of posts	Around 100
Periodicity of posts	Once per month with few posts in a day.
Content type	Mostly photos of cars being repaired. No informational or entertaining content.
Engagement rate	0.56% according to LikeAlyzer.
Visual look of avatar and cover images	Logo is used as avatar and picture of a shop as cover photo.
Information about business	All necessary information filled but very unprofessionally with no structure and grammatical mistakes. No description, just listings of services provided.
Average number of comments per post	0
Own messages on posts	Very sporadically. Almost all posts are only photos without additional message.
Average length of own messages	Very short or none.
Time of posting	Slightly off according to LikeAlyzer.
Average rating	Average rating is 4.9, with 18 ratings overall.

SUMMARY

According to the descriptions of competitors in previous sections and others, which I did not analyze in details, social platform usage by car repair services is very inadequate. Prague has hundreds of different shops, but only few of them has Facebook page, not talking about other social platforms. Even if a shop is on Facebook, average number of likes is around one hundred and several hundred in only some of them. BestDrive is an exception here, because it is very active on Facebook and is a network of many services around Czech Republic. Other shops, on the other hand, do not have an active participation, posting sporadically and with content, which does not help with promotion of the page. This, and many other aspects, I am discussing in later chapters of this work, particularly in practical part, to help businesses as such, to be more successful on these platforms to get an additional competitiveness.

4.2   OVERVIEW OF THE MOST POPULAR SOCIAL MEDIA WITH RUSSIAN COMMUNITY

Next section is providing an overview of social network platforms used by Russian-Speaking community, including people living in Czech Republic. This short overview is structuralized into two parts for each of the most popular platform, where you can find:

- basic description
- basic statistics
- comparison
- features
- why is the platform popular

VKONTAKTE

VKontakte or shortly VK (VK, 2007) is the most popular social network platform with Russian-Speaking community. It is not only focused on Russians, but is also very popular in other countries of former Soviet Union. This also means that many Russian-speaking people around the world use it very abundantly, Czech Republic not excluded. Popularity around Russian-speaking people although does not limit the website only to those, it is translated into more than 80 languages including Czech.

Main statistics, that can be accessed through VK's website, are shown in the Figure 23. VK was launched in October 2006, and as off October 2016, has more than 350 million registered users. VK is now primarily used by young people with community growing over time.

90M	5B	1B	77%
monthly active users	messages daily	likes daily	mobile users
5	80+	50	3
most visited site in the world*	supported languages	developers	designers

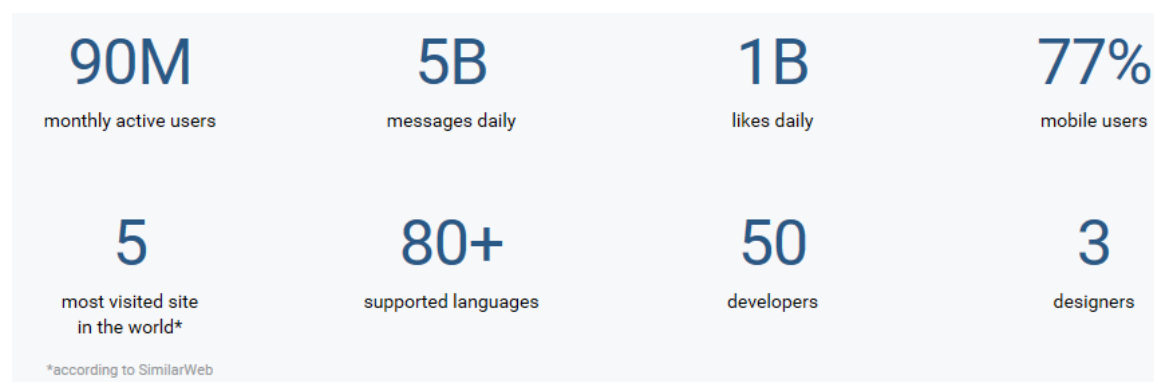*according to SimilarWeb

Figure 23: *Basic statistics of Vkontakte*
Source: *(VK, 2007)*

VK is very similar to Facebook in graphical interface and in functionality. The user can create account here, add and communicate with friends; add posts, create groups and business pages and gain followers.

There are still a few differences with Facebook, some of which make VK grow in popularity. Search engine in VK is far more advanced than one on Facebook. Because people can fill in all sorts of information about themselves in their accounts, it is possible to search people filtering out all those descriptions.

Because VK is Russian Company, it plays by Russian rules, specifically, it adheres to Russian laws. The lack of laws surrounding copyright and IP addresses makes people post illegal media and children inappropriate content without much restriction. It is surely not good or encouraged, but adds to the VK's popularity. VK is also more localized to Russian speaking countries, not only in language, but also in content, structure, traditions, habits etc. Structure on VK is much lighter and easier to use than on Facebook, which encourages older people. The big role for popularity also stays in social aspect; if something goes viral, it is hard to switch rapidly and massively later. In other words, if someone has already many friends on VK and almost none on Facebook, surely VK will win. (Kirk, 2015), (Koval, 2016)

Toimelias (Toimelias, 2016) points out another interesting difference between VK and Facebook. The most popular pages on Facebook (with most followers) are personal pages of celebrities and famous brands e.g. Coca Cola, Eminem and Rihanna. On the other hand, most popular pages on VK are providing different type of content. Examples are Kinomania (about movies) and Chetkie Prikoli (Cool Tricks). This point out that Russian-speaking people use VK more for entertainment, sharing ideas and experiences with other likeminded people. Having this knowledge should help us in marketing aspect when choosing content for business pages.

ODNOKLASSNIKI

Odnoklassniki (OK) is another very popular social network platform on Runet (Russian Internet). Particularly it is widespread in Ukraine, Kazakhstan, Belarus, Moldova and Russia. The site is owned by Russian web portal giant Mail.ru similar to Czech Seznam. Platform was launched in 2006 predating VK and Facebook.

According to (Lubov, 2016) OK had more than 31 million visitor per month in December 2015, right after VK with over 46 million active users.

Very interesting and important detail about OK is its age distribution. Whilst VK is used mostly by young people in their student ages, OK is more popular in slightly older population with majority around 35 years old (Lubov, 2016). This fact can be used by businesses in marketing campaigns when targeting older populations, and in our case with car repair services, where this age is more important since many students do not have cars.

Odnoklassniki means classmates. Its primary focus was to connect people from same schools, but over the years its functionality grew and now people create pages and groups for all kinds of interests including business pages and presentations. To be specific, pages are created with the same fashion as user profiles but under company name.

There are several extra features on OK with comparison to popular Facebook, for example:

- ability to rate other people's photos,
- ability to see who has viewed your profile (like on LinkedIn),
- real-time listing of who is on the site,
- no close profiles, every user can see others' pictures,
- video search even with full dubbed (Russian) movies and clips,
- audio search with full albums and build in music player etc.

(zurriuss, 2009)

Popularity of OK is obvious based on its extra features. Since it was one of the first social networks, people in 35-44 years old category are more conservative and are sticking to it, while college students around 25 are trying out new platforms. Same as VK, many people use it mainly for music, opening it just for this reason and not otherwise actively participating with the site. (Ghedin, 2013)

5 PRACTICAL PART

This part is focused practically around particular auto repair service. I am discussing the best tools I choose to apply and use in the first section. In the second section, I am providing structuralized approach to every main aspect of social network maintenance, starting with website integration with social platforms using social buttons, choosing the social platform, setting up the profile, sharing content in the better way, getting content, getting more followers and finally netiquette summarizing the behavioral tips on these platforms. Every one of these aspects is described and accompanied with suggestions for particular business startup in the field of car repair services, Auto-KS.

5.1 SELECTION AND JUSTIFICATION OF TOOLS

In this section I am describing tools that I use for Auto-KS repair service to start with, that help us analyze social network platforms and manage them. I also describe the reasons, why I have chosen these tools, and what they can help us with.

LIKEALYZER

I choose Likealyzer because it can bring us enormous amount of information that will help to build a successful Facebook business page. It can be used from start and in the process later to see if we are making some improvements.

Likealyzer provides many tips to start with and every metric is assigned a checkmark if we do it right, and a cross mark if it needs some improvements. Here is a summary of attributes Likealyzer can help us with:

- If we have registered a username,
- If we have provided a website,
- If about information is sufficient,
- If we are telling a company's story using milestones,
- If we are liking other company's pages
- If we have enough followers,
- If the follower growth rate is fast enough,
- If we engage enough followers,
- If we share enough content,
- If we are posting the right variety of content,
- If we post at the right time,

- If we post with the right length,
- If we are asking enough questions,
- If we are using enough hashtags,
- If other's can post to our timeline,
- If our page is better managed then similar pages in the same category,
- How much behind we are from average in the same category
- Who are our competitors on Facebook etc.

Next two pictures (Figure 24, Figure 25) show the concrete example of car repair service Auto-KS analyzed with LikeLyzer after a year of functioning and using guidelines described in next chapters.
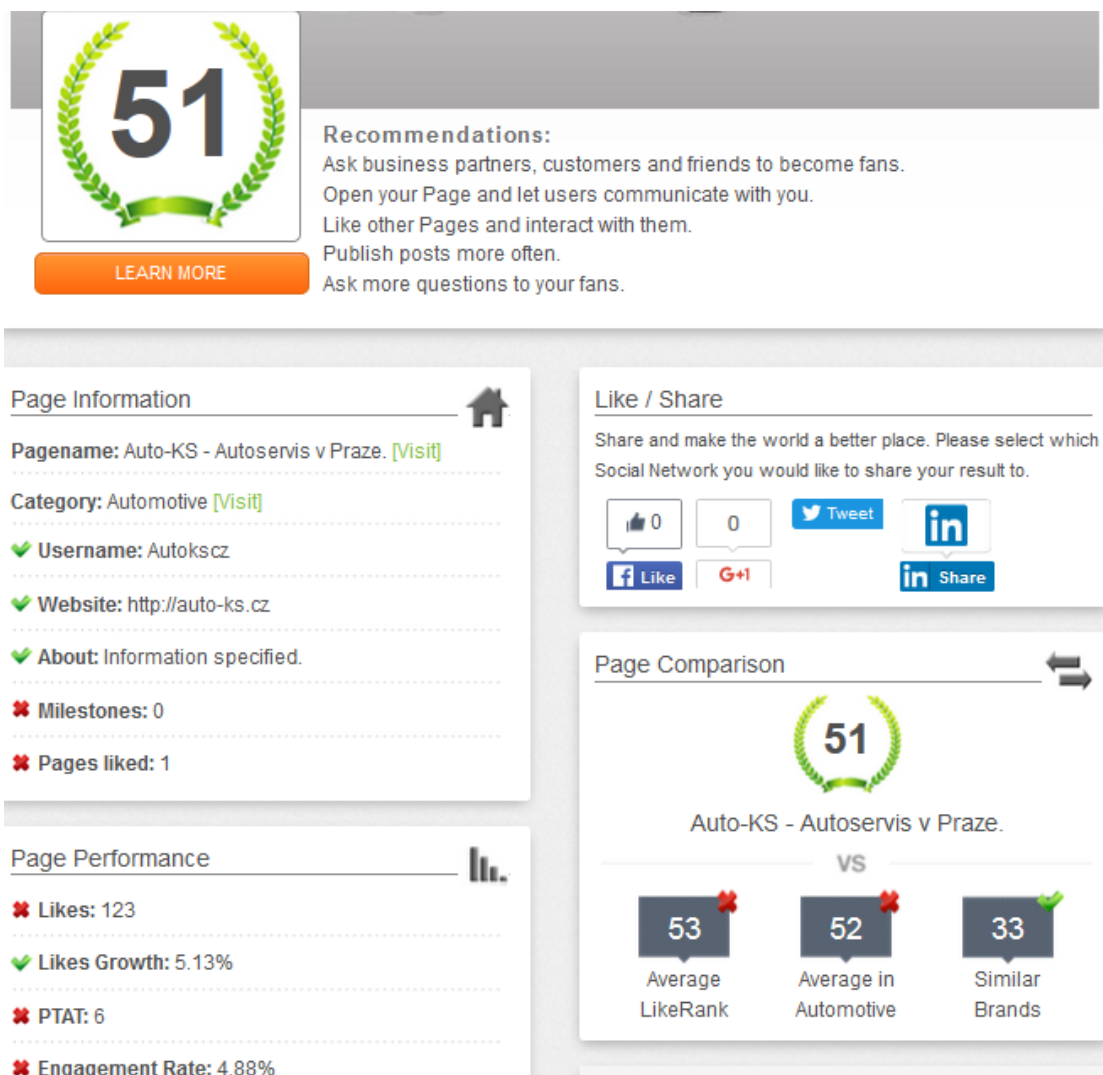

Figure 24: *LikeAlyzer metrics for Auto-KS Facebook page, part 1*
Source: *(Likealyzer, 2015)*

As you can see, many things can still be improved, but the average rank is quite big in comparison with similar businesses in the field. The eight position in the category is quite high and tells that the tactics are paying off. When making a comparison one should know that other Facebook pages in the same category are media oriented promoting the informational website, which we cannot compete with in the sense of the LikeAlyzer position, because of the amount of followers.

Note that LikeAlyzer metrics and average are constantly changing. Timing, for example, is off, because I was doing some experimentation as in November 2016, best practices in this area are discussed in chapter about sharing.
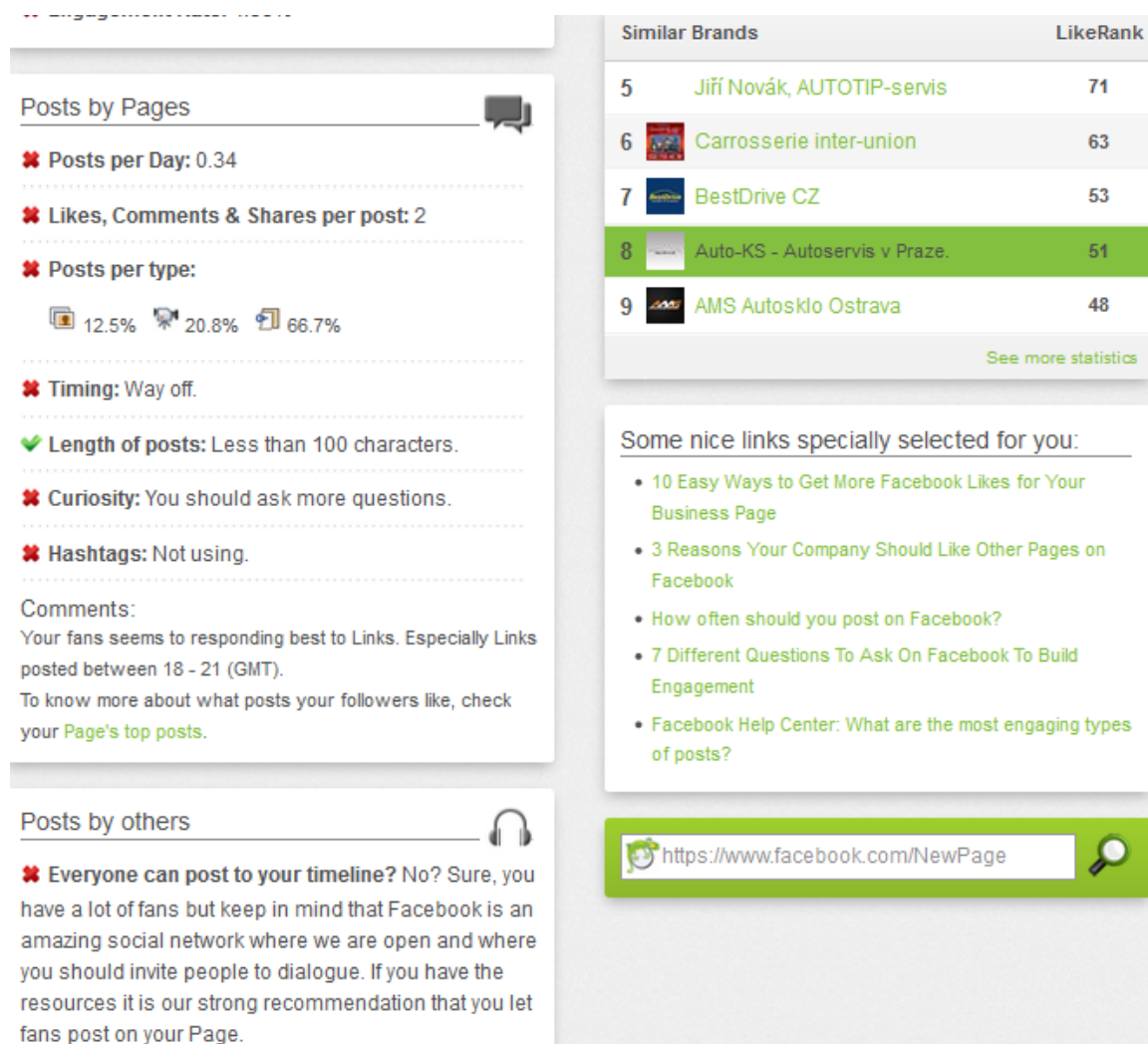

Figure 25: *LikeAlyzer metrics for Auto-KS Facebook page, part 2*
Source: *(Likealyzer, 2015)*

Using the output from LikeAlyzer I suggest this main areas to focus on AutoKS Facebook page:

- Interact more with other page from the same industry
- Publish posts more often
- Engage people with better content, so they will interact more
- Post at better times
- Diversify content by posting more video and photos aside from links
- Ask more questions

BUFFER

There are many tools similar to Buffer that help a user to manage and analyze his social network platforms. I choose buffer because it is popular, easy to use and provides great functionality for a basic user, which includes:

- post scheduling,
- post automation to 3 primary platforms,
- free of charge for basic usage,
- great browser integration with extension,
- basic statistics for every post with number of comments, likes, clicks, reach and shares with ability to re-share each,
- post title, text and image editing.

FACEBOOK INSIGHTS

Facebook insights is a core analysis tool for Facebook business page. Many other paid services use API from Facebook to provide same statistics, adding value in the format and structure. Facebook Insight is free of charge and provide all necessary information that we would need as a startup. Detailed metrics that we can monitor are described in the Theoretic part.

5.2 RECOMEDATIONS FOR BUSINESS

In this chapter, I am discussing various areas of behavior on social networks. Primary focus and examples given here are for our established car repair service introduced earlier, Auto-KS. As came out from competitive analysis many car repair shops do not use social networks at all or use them in very badly in a way that will not give them big competitiveness. This is the reason for this part, and for this work, to help businesses to utilize better their social networks, and consequently, to get more customers and profit. With some generalization, these dos and don'ts and best practices can be extended to other areas of businesses.

I should also emphasize that many of these tips are not strict, which means that readers might have to choose what works best for them and probably experiment. All of them are somehow tried by other people, that find them to work best and I included all of the sources where this information was found.

5.2.1 WEBSITE AND SOCIAL NETWORKS INTEGRATION

In this subcategory, I am describing best ways to integrate a website with social network. Creating good website for any business is very important, but this is not the focus of this work. When doing this integration there is a lot of thing to focus on.

TYPES OF SOCIAL NETWORK BUTTONS

There are several types of social media buttons that can be used on company websites. Basic type is an icon with a link to the social network page. You have an option when choosing a link, which can go to the home page or about page in best cases. For example, on Auto-KS this link - https://www.facebook.com/autokscz leads to the page with all content of the page, while this link - https://www.facebook.com/autokscz/about leads to the information page including description and a map.

While using various social buttons on a website, which lead to different social networks one should use icons with the same design and feel, those can be downloaded for free or bought from various sources. Bad idea is to combine different graphics on the page even if on different places. For example, see Figure 26 with very different designs.

Figure 26: *Different designs of social media buttons*
Source: *(Iconion, 2016), (Cat M, 2016)*

Many businesses also design their own buttons to better stand out from others. If there is the capacity to do so, good idea is to use colors of known social networks to be better recognizable on the website, like blue for Facebook or red for Google+. (Marrs, 2016)

Another type of buttons are buttons that allow a user to share content on their social network profile. These buttons often include word "share" in their icons and are often used on blogs, e-shops and other websites with plenty of written content. If the content is not constantly created on the website, as in our case, it is not suggested to use these buttons.

Some websites also use buttons that will subscribe the user to the social network when clicked on. These buttons often have the word "like" or +1 in the icon. I personally do not like these types of buttons, because I like to see where I am subscribing. Using this type of button might discourage some customers to join the network, and with this reason, I find it best to use simple buttons leading to homepage of social platform and let people decide on their own if they want to join.

POSITION OF SOCIAL NETWORK BUTTONS

When placing the social media buttons on the website the position should be visible. Best practice is to put them on the button, top or alongside the homepage of the website (Woodrow, 2012).

If there is a footer or sidebar, they can be put there. If the website has long content on their pages, it is good idea to include moving sidebar that will be kept on the screen when user is scrolling the page. This way we can ensure that the buttons are always visible, which will encourage users to use them.

If the website is very content-driven, one should include share buttons after every post to encourage users to share posts to their profile desk.

According to (Ewer, 2015) one should also consider "industry effect" when finding the best position for their social media buttons. For example, for heavily industrial website floating bars can look unprofessional. He also suggests using basic rule of putting buttons to the upper right corner, which works in most cases.

In our case, car repair services websites are often basic and stationary. In this case, the best way is to put buttons in the footer or sidebar, which will be identical on all pages (Ewer, 2015). Figure 27 shows the about section of AutoKS website with chosen social buttons included in the footer which is the same on all pages.
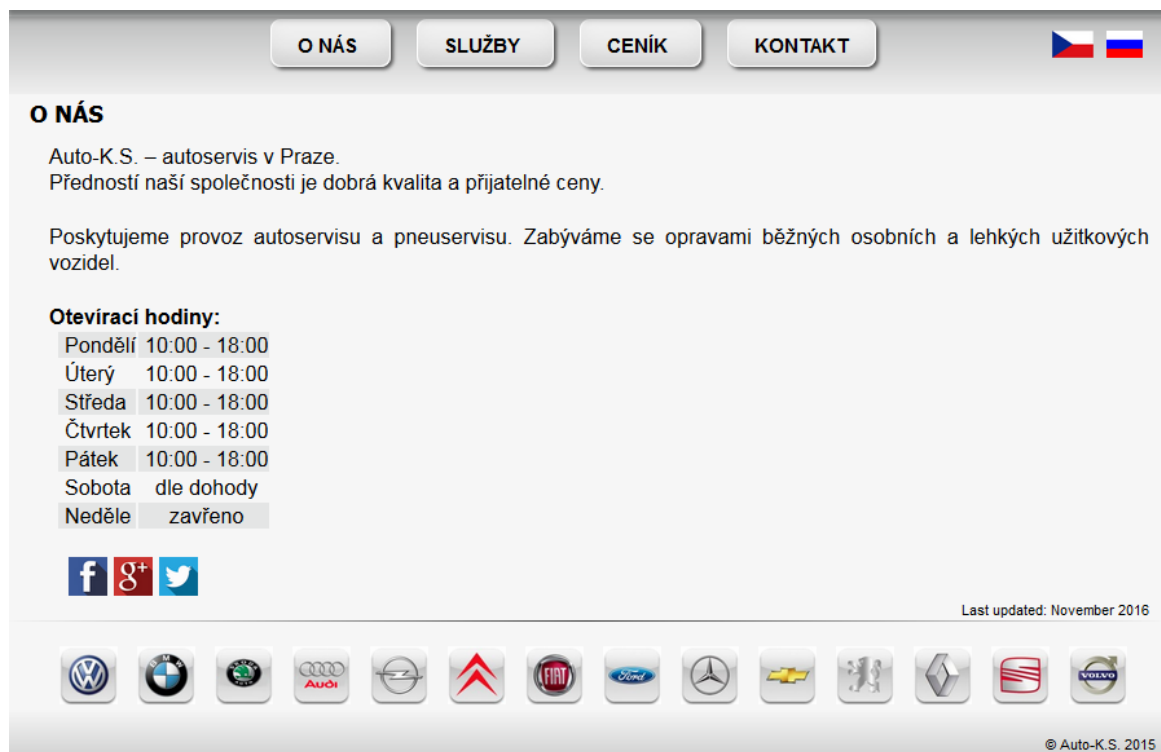

Figure 27: Website of Auto-ks showing the inclusion of social media buttons
Source: (Auto-K.S., 2015)

OTHER BEST PRACTICES

Do not overdo usage of social network buttons. Using too many button can actual have negative effect due to decision paralysis (Ewer, 2015).There are some statistics suggesting, that after adding more button to basic 3 most popular networks actually decreased their usage. Reasons probably lies in the psychological aspects, for example, when the user cannot quickly decide which one to use, and do not use them at all.

Use buttons only to those social media platforms, which are active. If the platform is not maintained with constant new shared content, it can actually be bad for business. If the customer, for example, notices the last content was posted last year, he might think that the business is not active and go to competition.

The behavior, when clicking these types of buttons, is also important and should open the new window in the browser, so the customer will not leave the website altogether.

If you are using share or like buttons with counter on them, saying how many people already shared or liked the platform, the good thing is to use plugin, which will add the counter after there are already some shares. Having zeros near this buttons is not very attractive for customers with obvious reasons (Newinternetorder, 2016).

5.2.2 WHICH SOCIAL NETWORKS TO USE

In this section, I am discussing the best social networks to use for small businesses and particularly for our car repair shop Auto-KS and why they can be used.

There are many social networks today and new are created constantly and, as said previously, it is not good to use too many of them. One should always keep in mind that maintaining social network platform takes a lot of time and effort and if the network is not maintained constantly, it is sometimes better not to use them at all.

Basic advice here is to use networks, which are most popular as there is bigger chance to get bigger audience. Another is to use networks, which are "combined" through sharing services for easy content posting. As describe in the chapter about Buffer service you can post material easily to three most popular networks at once, to Facebook, Google+ and Twitter. I suggest starting with these networks for any business, including our Auto-KS (Figure 28).
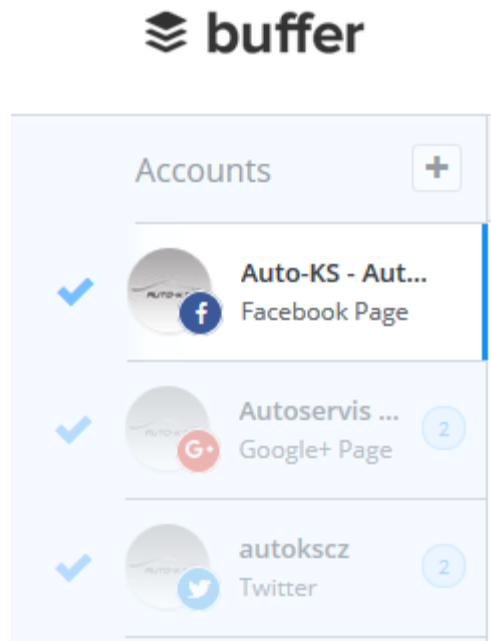
Figure 28: *Inclusion of main social platforms in the Buffer*
Source: *(Buffer, 2015)*

FACEBOOK

Facebook is obviously the most popular in Czech Republic and in the World and should be maintained as the main platform. There are many statistics regarding Facebook popularity that are discussed elsewhere in this work or other places, which I am not describing here in detail, but surely makes the good reason why this should be the main platform. Some of this example statistics are:

- Big number of registered and active users
- Big amount of time spent on platform by an average users
- Big number of business pages already created on Facebook
- Big number of friends an average user have
- Big number of fan pages the average user likes

(Baer, 2016)

What I want to point out here, are other reasons then popularity to use Facebook, some of which are common with other social platforms. Facebook members are open to connecting and more free minded than on some other more interest-focused networks like Pinterest or

Instagram. When creating a new page, you can actually add your friends and most of them will not mind and see this as their little contribution to your business.

Communication with clients via Facebook is much more open, informal and friendlier than, for example, through email.

Facebook will help you reach targeted audience. Paid advertisement aside, by posting content relevant to the area of your business you will attract people that are interested in it and Facebook news feed algorithm will alleviate this. If somebody, for example, likes my post, many of his friends will see it, and some of them that can be more interested, can come to my page to follow it (Ayres, 2016), (Smith, 2008).

Cost of marketing via Facebook is stated by some sources to be zero (Smith, 2008). If we compare it with sources that were mainly used before Facebook was launched, like for example television, radio, newspapers, billboards etc., it is practically free. Facebook gives users opportunity to establish account for free within few minutes. Although aside from this, we should consider the effort of maintenance, when posting content and communicating with customers.

Facebook provides the functionality of Page Ratings. All individual ratings are combined into average page rating, which gives users an overall evaluation of a business. If maintained high this will surely attract new customers to use, in this case, our car repair service, since reviews from others is very popular business evaluation technique in many areas.

GOOGLE+

Google+ is relatively new social network that started in 2013 and cannot be ignored by any small business, including our Auto-KS car repair service. In this section I am explaining why is this the case and what you can do to utilize the network.

Statistics of Google+ usage are very misrepresenting. According to (Kasík, 2014) there were over two milliard registered users in 2014. The number is that big because every user registered in Google also have a Google+ account if he did not disable it. The true question then is, how much active users is actually here, and this number is much smaller than on Facebook or Twitter.

The strategy and focus of Google+ is different from Facebook. On Facebook, one might have all his friends and share his personal photos of babies, parties and such, Google+ is more interest oriented, bringing together people of specific areas.

For our purposes, and why we should have an active Google+ account, lies in its SEO optimization. Google+ is part of Google, which is the most popular search engine in the World and in Czech Republic. As many services from Google, Google+ is integrated into its search engine and other services. If Google+ is well set and active this will end up in better search position in normal search and in Google Maps search of local businesses, which is also very popular.

Here are few things that could be utilized for better results.

- Claim or create a local business in Google Business service which is then integrated with Google+ Business Page
- Include good description in About section with many keywords describing a business
- Include detailed information about business as email, address, website, phone number, opening hours etc.
- Attach a lot of photos of interior, exterior and people working in your business
- Choose the right category and subcategories to cover larger audiences
- Share good content regularly which is relevant to your business
- Join communities in your business area
- Ask people to write reviews about your business
- Use hashtags # in front of keywords when writing a post to alleviate the content search

Therefore, our primary use of Google+ is to be better searchable online. The more information about your business you incorporate into Google+ the better positions you will get in SERP (Search Engine Result Page). Most of this information is also included in the right side of the search or if a customer finds you in Google Maps, which is more convenient for them. Google as a search engine, having their strategy to promote Google+, is giving better results to those businesses which have active Google+ pages, with good information, many followers, ratings and +1's in their posts. (Angeles, 2014)

TWITTER

Twitter is a social network, which is not very spread in Czech Republic. The main feature of this network is a limit to messages a user can post to 140 characters, making them to provide the basic idea of a message in a concise manner. Because according to (ČTK, 2016) the popularity of Twitter in CZ is slowly growing, and the use of Buffer as a sharing service, it would be a good idea to utilize Twitter as our secondary channel to promote business. Using Buffer, we are able to share content to Twitter with minimal effort, just by adding it to the sites we share primarily. Not to use this easy opportunity would rid us of potential customers. The basic must here is therefore to include as many information about business as possible.

VKONTAKTE AND ODNOKLASSNIKI

Even in Czech Republic, many Russian-speaking people use these social networks. If your business plans to target this population, you should surely set and use these platforms. One requirement, which stands out, is to have someone with knowledge of Russian language, otherwise it would be hard to post content and communicate through these services, even though you might set the account with information without this knowledge.

When setting the account I suggest using the location of the business in its name, since it will help people, when they search business in the area. For example, for our car repair service, we can name it as "Автосервис в Праге - Auto-KS" translated "Car repair service in Prague – Auto-KS". Figure 29 shows the profile setup for Auto-KS that I suggest for Odnoklassniki including logo, description information and title. More about profile is covered in the next chapter.
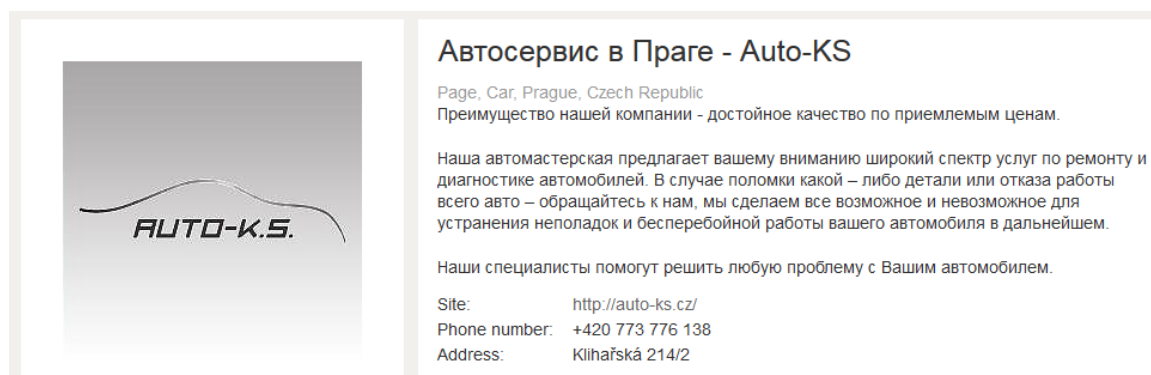

Figure 29: *Profile setup for Odnoklassniki*
Source: *(Auto-K.S., OK, 2016)*

I should also point out, that these networks should be used as secondary to attract more potential customers, because many Russian-Speaking people in Czech Republic also use Facebook. It will also require a little more effort in posting content manually, since services described earlier, as Buffer and Hootsuite do not give us the opportunity to automate it.

OTHER

There are many other social network platforms that can be used, but one should keep in mind, that if those networks are not maintained regularly, it would be better not to have them at all. For example, LinkedIN is a good place to socialize with other professionals in the field or if you are looking for new employees. If you are creating many photos, Instagram is a place to go. If you want to keep your ideas in one place or promote your products, Pinterest is a rapidly growing network, also slowly getting popularity in Czech Republic.

For our small car repair service, I am not using these networks. In this field we do not create many photos, we are not looking for employees often and do not sell products.

Pinterest might be good for a place to pin interesting news, car models, parts, guides etc., but unfortunately the Czech presence here is very inadequate, and maintenance would require a lot of effort without big potential customers base, but surely, it is one to consider for future.

5.2.3 PROFILE

When creating a profile on social network platforms, there are a few things to keep in mind. Primary focus here is to create a profile, which will quickly captivate a customer and provide them as much information as possible and adjust the profile for SEO purposes to get better positions in searches.

Page title is very important for search engines, and if possible, should contain the keywords describing the business, not only the name of a firm. In our case for car repair service I suggest naming the profile as "Auto-KS - Autoservis v Praze.", not only "Auto-KS" (Umstattd, 2016), (Hines, 2015).

We should not confuse the page name with the username. Username is a name of the profile and is part of the URL. People can search by this name inside social networks to find your profile. Although it is not as important as page name for search engines as Google, some importance here surely is, for example, we need to have username to be able to analyze

page with LikeAlzyer. On Facebook, you have possibility to choose this name and change later. Changes are not advised, since they have negative impact on Google PageRank, so you should choose wisely from the beginning. The problem here is that many adequate usernames might be already taken, as in the case of our car repair service, that is why I settled with @autokscz, which is also leading part of an email address.

For personal profiles, we mostly use face photos for avatars. For business page, however, you should use the company logo. This logo has to be the same on all platforms that are used, so there will be no confusion. A logo is also long term and should not be changed often or at all. Profile cover on the other hand is a big picture in a leading part of a page and should tell the company story. It should capture the customers' eye, be visually attractive and can be changed from time to time. Example of Auto-KS profile and cover photo that I choose to start with is shown on Figure 30.

Figure 30: Logo and cover photo chosen for Auto-KS for Facebook
Source: (Auto-K.S., FB, 2015)

Another important part is the about section with company description. This part should describe what business does or offers. You can add your mantra or motto here, which is the phrase saying what business excel at or telling the primary focus or goals.

When creating a business description include as many important keywords as possible. Facebook offers long and short descriptions. Short description is more important from SEO standpoint, since Google is including this part in search results. Long description is more important for customers that land on the page and should be concise.

Fill all the fields on social platform with specific information and do not skip anything unless there is a reason for it. If there is a field for it, do not include the same information in the description. For example, local businesses, as Auto-KS is, should have the address and working hours filled in. Email, telephone number and website are obvious. Figure 31

shows the profile description I did for Auto-KS with short description below and long description as a story or the right side. Notice that because we focus on both Czech and Russian-speaking customers, the description is in dual language.

Figure 31: Profile details for Auto-KS on Facebook
Source: (Auto-K.S., FB, 2015)

At the end of setting your business profile page, you should test it to see how it looks when users come here. The best way to do this is to use incognito window in your browser or use browser where you are not logged in after cleaning cookies and cache.

5.2.4 SHARING

In this section, I am focusing on how and when to share content on social networks, including some best practices to achieve better result in the number of reaches, likes and finally customers. The question of what to share and where to get content to share is covered in the next part.

HOW TO SHARE

Sharing content on social platforms will get overwhelming very soon and that is why you should use some schedule and distribution service like Buffer described earlier. Buffer and similar services allows you to post to several platforms at once with minimal effort.

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Important is that you can spend, for example, an hour or two searching for content and putting them into buffer to be posted regularly for a week ahead.

Be brief and do not write long posts on social networks. People on these sites are daily bombarded with tons of information and long posts can have a TL;DR ("too long; didn't read") effect. For Facebook and Google+ your own messages for curated content should be one or two sentence and not more than 100 characters. For own content 500 characters should be maximum. If possible, use bulleted or numbered list for longer texts. (Guy Kawasaki and Peg Fitzpatrick, 2014).

Every post should have some kind of graphic attached to it in a form of a picture or video. From a copyright standpoint, always use a link method when adding content. This way, if you embed a video or news article, the picture will be included automatically. In addition, if you are creating own content you should always devise some kind of visual image for it. The statistics from Skyword are showing that posts with visual content have their views increased by 94%. (Gonsalves, 2016)

If you are creating your own content or re-sharing content, there are some types of titles, which will better catch the reader's attention. These titles are suggesting that the content provided is going to be practical and useful. Twelveship (Cabrera, 2016) compiled a list of 100 those titles. Here is the extraction of what I find interesting and that can be used in car repair business for informational content:

- "How to …"
- "Practical guide to…"
- "Types of …"
- "Things You Need To Know Before …"
- "Tips For …"

When posting some curated content to Facebook you might find a need to change the picture, title and the text, which is automatically generated when you insert a link. The title provided on a news page, for example, might not seem very interesting to captivate a user and you might want to change it according to the tips in earlier paragraph. Unfortunately, it is not that easy, as it might seem, because Facebook is blocking this functionality and many people describe the usage of external tools and techniques to do so. What I want to point out here is the easy use of Buffer exactly for this purpose.

On Figure 32 you can see all the fields that you can change, highlighted in the rectangles. After inserting a link, this link will be shortened and generated part will be added to the bottom section. You can delete the shortened link and write your own message here. Edit the sections in the bottom part, as you need, insert a photo and post.
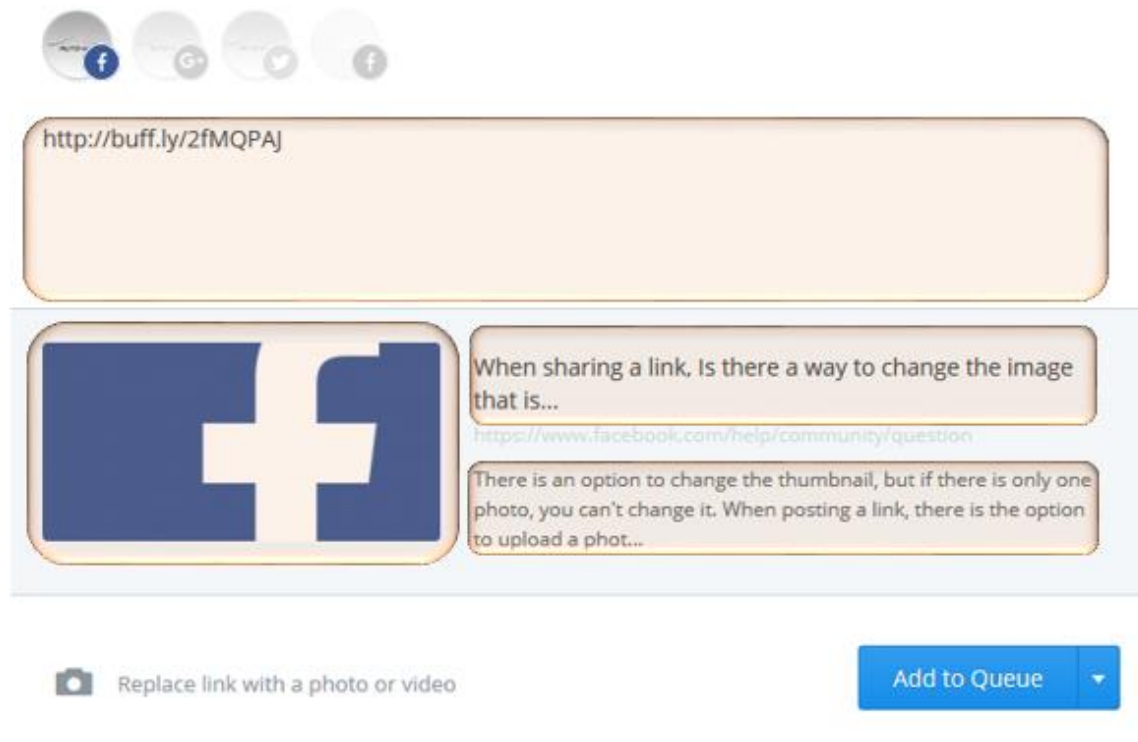
Figure 32: Ability to change text, title, description and photo with Buffer
Source: (Buffer, 2015)

When engaging the audience of different languages Facebook offers a functionality to write messages for each language. The specific language is then chosen based on the setting of the user. This is useful for our Auto-KS startup, since it also targets Russian-speaking customers. To use this function you should first enable it in the general settings under "Post in Multiple Languages". After that, you will get an additional option to write in specific language when posting the content (Figure 33).

Figure 33: Ability to write posts on Facebook in different languages
Source: *(Facebook, 2015)*

SHARE TIMING

Regarding the timing of sharing on social platforms, we are interested in three questions.
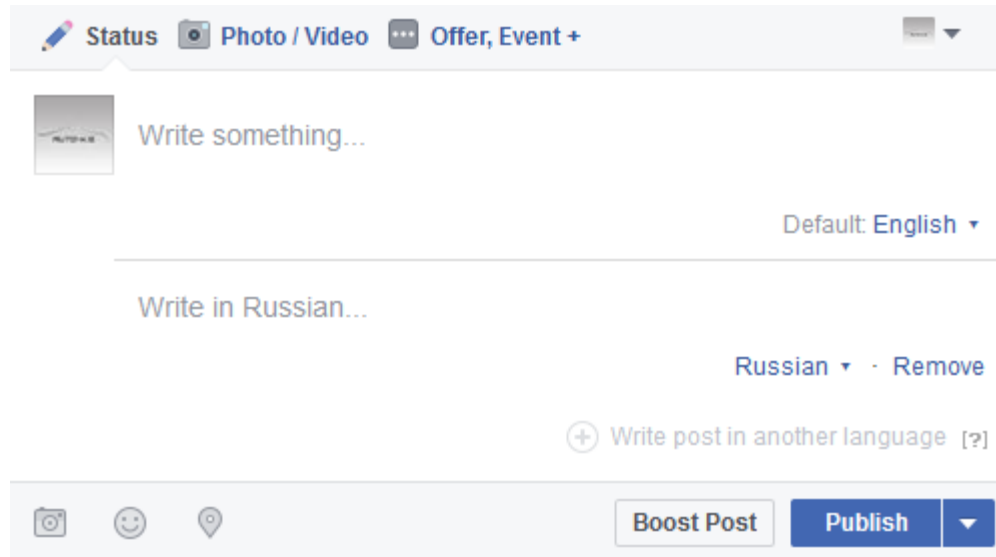
- What time of the day is it the best to share to get most views?
- What day of the week is it the best to share to get most views?
- How often should we share?

TIME TO SHARE

Finding the best time to share during the day can require some experimentation. What we are struggling here to do is to post at times when there are many people engaging on social platforms. The interesting quote from Buddy Media summarizes it quite well. *"The less people want to be at work, the more they are on Facebook!"* Therefore, during the weekdays the best times are when people get to work, during lunch breaks and after work (Garber, 2016).

There is no need to do these experiments ourselves from start and we can use findings of others that provide statistics based on many posts and different times tested during the day. CoSchedule blog post provides a list of several companies and their advices about share timing (Ellering, 2016).

For example, to get more shares of your content the best time to post is around 1 p.m., thus during the lunch break, when people have time to do so. To get most clicks the best time to

post is around 3 p.m., thus in the late afternoon, probably when people get tired at work, and go quickly to check their Facebook News.

These times might differ according to the type of your page and therefore the type of your followers. Facebook Insights provides a graph of times when are your followers online. You can find this graph in Post section. As you can see on Figure 34, most of the followers of the Auto-KS car repair service are online around 8 p.m.

Figure 34: Graph showing time distribution for Auto-KS when its followers are on Facebook
Source: (Auto-K.S., FB, 2015)

That most of the audience is active at 8 p.m. does not mean that you should post at 8 p.m. exactly. According to (Fontein, 2016) 75 % of the engagement will happen within 5 hours after you create a post. This means, that you should find a time to absorb as many users as possible into this 5-hour window.

Another tactic from (Lee, 2014) is to post at non-peak times. If content is posted at the peak time, when everyone else is posting, your content will have less chance to be displayed to the user. According to them, the best window to post is between 5 p.m. to 1 a.m.

To summarize, there are two views when choosing the time to post which should be combined to find the best time. First view is from content consumers when most of them are on Facebook and second is from content creators when least of them are sharing on Facebook. Combining two of them will again require doing some experimentation since every field is different. Therefore, you should use these times as guidelines and over time come up with your own and more exact times.

DAYS TO SHARE

Days of the week are also important. According to Quick Sprout, engagement is 3.5% lower on Monday through Wednesday. Posting on Thursday and Friday is better, and the best engagement is during the weekend (Figure 35).
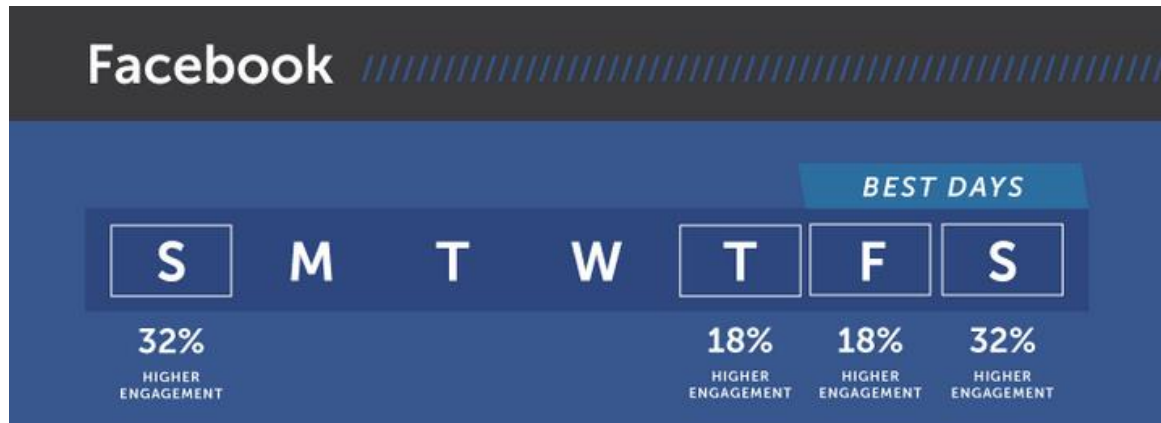

Figure 35: Graph showing days of the week and when to expect engagement increase
Source: (Ellering, 2016)

Without wonder, Friday is so called "happy index" since people are looking forward to the weekend. Posting funny and upbeat content during this day will generally get good engagement. (Ellering, 2016)

Also important to note, that these timing might work well on Facebook, but not on LinkedIN, which is professionally oriented. Here you will get the least engagement on Weekends, but relatively big on Weekdays. I am not concerned with LinkedIN in this thesis as I described earlier, because I do not use it for Auto-KS car shop, but this should give you an example, that you should always get into the mind of your followers and take these times as a guide for start and do your own experiments, because every field is different.

FREQUENCY OF SHARING

The quick and dirty answer to the frequency of sharing would be this – as long as you have good content to share, share it. This answer is quite inadequate, since finding good content takes time and what someone might find as good, others can take as annoying. This is exactly what we are trying to do here, to find a fine line between being informative and being annoying.

The answer also depends on the field of the page. Take as an example a page posting funny videos and anecdotes. If people follow this kind of page, they expect to see as many fun

posts as possible as long as the content is good. This is why these kind of pages can post many times per day, and unfollowing rate is minimal. In our case, we are not interested in these types of pages, but more of a business kind.

The right answer to this question of course does not exist or is "it depends". This is why we can use again some statistic from social media experts to get us started. As a very broad and general rule, we can use study conducted by Socialbakers (Socialbakers, 2011). Socialbakers divides companies into two categories. Brands and media. Brands mostly post content related to their product. Media pages post stories and news from related industry. I see car repair services as something in the middle. According to the study top brands post on average once per day (Figure 36).
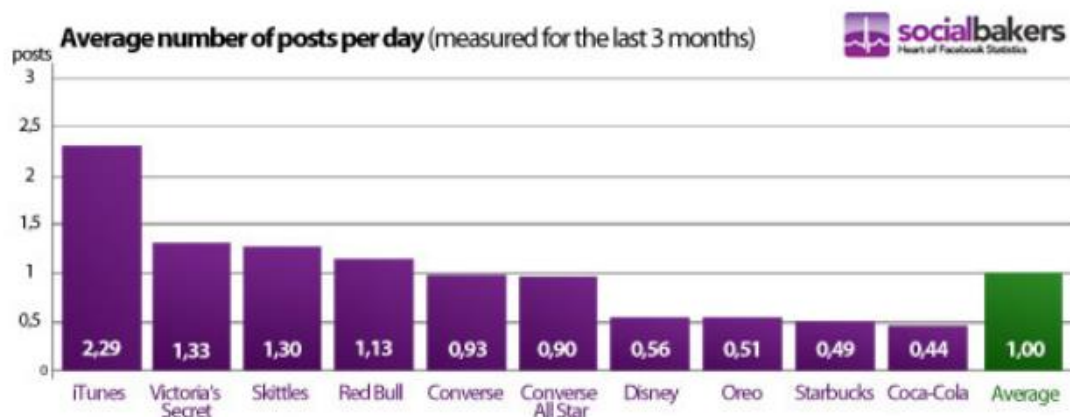
Figure 36: *Average posting frequency by most popular brands on Facebook*
Source: (Socialbakers, 2011)

Socialbakers says that if you post less than 2 times per week, you will not engage audience enough and will actually loose social connection with them. If you post more than 2 times per day, you typically loose engagement. The advice is for brands to ideally post between 5 to 10 posts per week and much higher for media, between 20 to 100 posts per week. (Lee, 2014)

For our case, I suggest sticking to at least one post per day. On the other side, having this knowledge should not encourage you to overuse it. It is always better to post less good content, than more bad content.

5.2.5 CONTENT

Finding good content to share on social network platforms is one of the biggest challenges. In this section, I am helping the reader to understand this area better and get familiar with what content to share and where to find it. All examples here are adapted to the field of car repair services but with some generalization, the concepts can be used in broader sense.

In the beginning, I would like to emphasize the reason why we share content on social platforms. The main reason is to keep our audience engaged and in the long run convert them to customers. In the world of information overload, we have to filter out the good content from bad and summarize the good content in concise manner for our followers. This filtering process is exactly what is our work here as a content provider. The content shared in this manner is called content curation, which differs from the own created content, like writing own posts, with own photos and videos. We will look briefly at these best practices later.

TYPES OF CONTENT

There are articles (Ellering, 2016) which describe every nuance of the content kind, but it all boils down to three main categories, which are promotion, entertainment and information. It does not have to belong strictly to one category, some content can be a combination. For example, entertaining posts, that also bring some information or business promotion written in an entertaining way. Let's explore these categories in more detail.

PROMOTIONAL CONTENT

Promotional content should not be the primary content that you share with your followers. According to (Guy Kawasaki and Peg Fitzpatrick, 2014), one in twenty posts can be promotional, which I would advise also for our car repair shop. Other sources (QUENTIN A., 2016) are talking about different approaches with 80/20 rule, where only 20% of the posts will be promotional or the rule of thirds to promote the business in only one third of the posts. (Milbrath, 2014)

Promotional content should be all about your business. This type of posts is always your own created content. Some examples include:

- photos and videos of your areal and works "behind the scenes"
- changes

- special events like days off
- discounts on services
- questions for feedback or opinions
- new services provided
- thank you posts
- expert advices and predictions
- giveaways and contests
- own stories and opinions
- background information

ENTERTAINING CONTENT

When maintaining a business page on social platform, entertaining content might seem as something unprofessional. This is a myth, which do not apply to all platforms. Because our primary platform is Facebook, you should realize that people often come here to get some entertainment, which is different for example from LinkedIn, where people engage more from professional perspective.

I am not going to delve into all details about show business and all comedian tactics here, because it is not the point of this thesis. What I want to point out here is if you find something fun, that is related somehow to your business, in our case it is about cars, you should not be discouraged to share it. Important here is the relation with your kind of business. People like to have an idea about what to expect from the page. If you start to post different genres, your wall will start to be messy and it will lead to more unlikes of the people who you are trying to convert from follower to a customer. It might attract people to like your page though, but those people will not be your targeted audience.

INFORMATIONAL CONTENT

When talking about informational content I do not have in mind the broad definition of information as something that reduces the readers' uncertainty or increase understanding. (Businessdictionary, 2016). In this sense, even the promotional and entertaining content can hold some information. In our case we can think of informational content as everything else, that is not exactly about promoting the business and is not strictly for entertaining purposes, but is supposed to educate a reader in some way or bring him the value or knowledge about the subject at hand.

There are many types of informational content. Examples that we can use for our car repair services page may include:

- News
- Interests
- Trends
- How-to
- Tips and tricks
- Best practices
- Guides
- What not to do
- Facts
- Statistics
- Explanations
- Reviews
- Opinions

In broader meaning, we can also divide informational content into two categories - time-limited content and evergreen content. Time-limited content will be outdated very soon. Examples are latest news and trends. This type of content is very important for business pages. Many people do not read news about the field on daily basis or at all. Providing this content can be the reason for many people to follow your Facebook page, if you regularly filter out good and important news from that industry.

Evergreen topics, on the other side, will not fade that fast. The informational message will be relevant much longer than the one from time-limited content. Examples are how-to content, best practices, guides etc. Evergreen content can be found everywhere or created by the owner. Unless you are creating your own meaningful messages to educate the reader, I would not suggest posting this content too abundantly, but rather sporadically. If you do, you will not get big engagement anyway. There are several probable reasons for this. People mostly do not come to Facebook to be educated. If they need this, they will find it elsewhere. If the informational message is general, and known by many people, over excessive posting can actually be annoying and lead to unlikes. Nevertheless, you should not disregard this content altogether. If there is a relevant reason to post it, you can definitely do it. For example, in the winter drivers need to change the tires. You can share the guide that tells how to do it with a message saying if they do not have time to do it

themselves, they can turn to you. Posting the same guide in the summer would not be therefore relevant. (Halasz, 2013)

PREPARING AND GETTING THE CONTENT

Finding good content to post is hard and time-consuming task. In this section, I am helping the reader to understand the subject better so that it will alleviate his search or own creation. The structure is separated into three parts as before – promotional, entertaining and informational content.

PROMOTIONAL CONTENT

As I described earlier, promotional content is most of the time own created content. Therefore, the issue here is more about how to write own content than where to find it. When you create your own content, there are some guidelines, which will help you with it. The guidelines given in the next paragraph are just examples and not all posts should abide by all of them.

Example guidelines and suggestions for writing own posts are:

- Be original, creative and interesting
- Be positive, engaging or even fun
- Be relevant and timely
- Tune images with image editing software
- Use hashtags, but do not overuse them
- Use bullets to enumerate list of items instead of commas
- Include call-to-action
- Create a story
- Use good headlines
- Use automation and scheduling tools
- Do not be afraid to be blunt, but do not be rude
- Do not make grammatical mistakes
- Do not write too long posts
- Do not post bad blurry photos or videos

ENTERTAINING CONTENT

Providing entertaining content requires some sense of humor from the user. If you find something to be funny, others might think otherwise or even that it is unprofessional.

Therefore, there is fine line between being entertaining and keeping the seriousness of the page. If someone does not feel for it, it is better to focus on other areas then to provide something that can damage the image of the business and author behind it. On other side, if chosen carefully, entertaining content will bring enormous value to the page.

In the next paragraphs, I provide some tips for searching this type of content with examples.

What we are trying to find here are some aggregating services with subject at hand. This way we can have a long-term solution and can scan these services on regular basis and filter out what is interesting for us to share. The same solution will apply to the informational content described in the next chapter. For short-term solution, we can do some basic searches with synonym words from our industry on services like YouTube, Pinterest, Instagram, Vine or even Google and Facebook. Finding the channels or pages dedicated to given theme would be although better. After that, you can subscribe or use RSS service to receive latest posts on daily basis.

Examples:

- Funny cars | Авто приколы is a Youtube cannel dedicated to compilation of funny videos around cars with Russian authors and localization.
  - https://www.youtube.com/channel/UCh3nufj2r6x16KykLHWODqA
- Car Memes on Pinterest provide a compilation of pictures with humorous text written over them called memes.
  - https://cz.pinterest.com/Motacon/car-memes/
- cool_.cars_ on Instagram compiles the pictures of beautiful sport cars or cars with interesting design.
  - https://www.instagram.com/cool_.cars_/?hl=en
- Insane Cars on Vine compiles 6 second short video loops with car theme.
  - https://vine.co/u/1109055204382420992
- Many Facebook pages are providing diverse types of content with car theme, as for example, Zábava in cars category.
  - https://www.facebook.com/Z%C3%A1bava-425243780854548/?ref=br_rs
- There are many other websites or categories on entertaining websites dedicated to car amusing content, like Funny car videos category on make4fun.com.
  - http://www.make4fun.com/videos/153-Funny-car-videos/0

INFORMATIONAL CONTENT

As described earlier, informational content can be found in many places and can be divided into many different kinds. Again, we are looking for some aggregating services, which will alleviate our work as a content curator. In the Table 13 and Table 14, I am giving examples of pages with informational content aggregators divided into the kinds using the list from previous section about informational content. If the website has the additional functionality to provide top and popular content, it adds to the value of the source. Please note, that examples given are not strictly bounded to Czech or Russian websites, but are also International with English as a primary language. If your audience is not English speaking, you can summarize the content in your posts in your language, or find your own examples under the same theme. For better orientation, I include language of the website in separate column. If the website is more generally oriented, links lead to the part with car theme and can be immediately used by Auto-KS and similar businesses in the industry.

Table 13: *Websites that can be used for content curation by Auto-KS and similar businesses, part 1*

Informational content kind	Website name	Website link	Language
General	Alltop	http://autos.alltop.com/	EN
	Flipboard	https://flipboard.com/topic/autoindustry	EN+CZ
	Facebook	https://www.facebook.com/	EN+CZ
	Buzzsumo	http://buzzsumo.com/	EN+CZ
	Medium	https://medium.com/tag/automotive	EN
	SlideShare	http://www.slideshare.net/featured/category/automotive	EN+CZ
News	Feedly	https://feedly.com	EN+CZ
	Autoforum	http://www.autoforum.cz/	CZ
	Denik	http://www.denik.cz/auto/	CZ
	Autoperiskop	http://autoperiskop.cz/	CZ
	Novinky	https://www.novinky.cz/auto/	CZ
Interests	Autorevue	http://www.autorevue.cz/zajimavosti	CZ
	Designboom	http://www.designboom.com/tag/automotive-curiosity/	EN
	Autanet	http://www.autanet.cz/zajimavosti/	CZ
Trends	Google Trends	https://www.google.com/trends/explore?cat=47&date=today%201-m&q=cars	EN+CZ
	Trendhunter	http://www.trendhunter.com/tags/auto	EN
How-to	WikiHow	http://www.wikihow.com/Category:Cars-%26-Other-Vehicles	EN
	HowStuffWorks	http://auto.howstuffworks.com/	EN
	Youtube	https://www.youtube.com/user/fixingcarsandstuff	EN + CZ
	ifixit	https://www.ifixit.com/Device/Car_and_Truck	EN
	Jaktak	http://www.jaktak.cz/automoto/provoz-opravy-udrzba	CZ
Tips and tricks	Lifetricks	http://lifetricks.com/automotive/	EN
	Pinterest	https://pinterest.com/explore/car-care-tips/	EN+CZ
	Autoweb	http://www.autoweb.cz/rady-a-tipy/	CZ

Table 14: *Websites that can be used for content curation by Auto-KS and similar businesses, part 2*

Informational content kind	Website name	Website link	Language
Guides	Guides	https://guides.co/search?q=car%20&hPP=40&idx=guides&p=0&is_v=1	EN
	ManualsOnline	http://auto.manualsonline.com/	EN
Facts	FactSlides	http://www.factslides.com/k-cars	EN
	Kickassfacts	http://www.kickassfacts.com/?s=cars	EN
	Listverse	http://listverse.com/search/?q=cars&sa=Search	EN
Statistics	Autorevue	http://www.autorevue.cz/statistiky	CZ
	Statista	https://www.statista.com/markets/419/transportation-logistics/	EN
	HelgiLibrary	http://www.helgilibrary.com/search/index/cars	EN
Reviews and Opinions	WhatCar	http://www.whatcar.com/	EN
	TopGear	http://www.topgear.com	EN
	Cars	http://www.cars.cz/autorecenze/	CZ
	Carsurvey	http://www.carsurvey.org	EN
	Yelp	https://www.yelp.com	EN+CZ

5.2.6 FOLLOWERS

There is no need to write long articles about the importance of the followers of a business page. Those are people, who will primarily see you content and those are people, who are potential customers for your business. The more followers you get, the faster you can grow. The next list contains the summary of tips you can use to get more followers. Some of them were already discussed in previous chapters, but having them in one place will help you to focus your efforts and should be always kept in mind when managing pages like Auto-KS and similar. These points are tailored primarily for Facebook, but can be used on other platforms also.

Tips to get more followers:

- Fill out your profile completely
- Invite friends
- Share a link to your profile via your other networks and via email
- Place follow links and widgets on your website

- Add your new social profile to your email signature
- Post content regularly
- Edit cover photo from time to time
- Use Facebook advertisement
- Choose friendly and meaningful page title
- Share relevant content
- Share interesting content
- Share promotional content with stories about your business
- Share images and videos
- Share behind-the-scenes photos
- Share news and latest developments in your industry
- Re-share already popular or trending content
- Use intriguing titles
- Minimize TL;DR effect by writing shorter texts
- Reply to comments soon and positively
- Use hashtags to be better searchable
- Participate in industry Facebook groups
- Re-share own popular evergreen content
- Follow other users' pages, like and comment their posts
- Combine multiple photos into a collage

(Lee, 2014), (Chris, 2016), (Hines, 2012), (DeMers, 2016)

Getting followers is not a rocket science, and the most important advice here is to better engage your audience and let people come organically (without using advertisement). The list can actually be much longer containing every nuance and other creative ideas. This compilation is more general and should have you started. For more sophisticated marketing strategies, I refer the reader to other sources.

One thing I do not advice the reader to do, is getting followers with auto liker services, like https://sumome.com. Guides with this procedure can be found all over the internet. According to (Singh, 2016) this process is risky and might lead to restrictions on your account or even deactivation. These services require you to use the Access Token from Facebook, which essentially gives them the privileges to manipulate with your account. Access token in this sense works as a password to your account.

5.2.7 NETIQUETTE

In this section, I am briefly touching on subject of netiquette on social networks. Netiquette is the combination of words Internet and etiquette. Following the guidelines in the list provided can help you avoid major problems. This compilation is not all-inclusive and you can easily come up with many other things on how to behave and not behave on social platforms, because many points can be thought as a common sense. For more information, I refer the reader to the websites, which are more dedicated to the subject, as for example, Netmanners (Netmanners, 2016).

My selected guidelines for how to behave on social networks:

- use good manners and common sense
- be brief
- be professional
- check your spelling
- be positive and polite
- remember the copyright laws for certain content posts
- use proper, not confusing, descriptive titles
- always link the sources and give credit to creators
- obfuscate sensitive personal information on photos
- do not badmouth your competition
- respond to comments fast
- be transparent to gain trust
- entertain and inform more than you sell
- be consistent across all platforms
- share without expectations, it is slow from start
- customize posts for different platforms if necessary
- experiment with new ideas and different types of content
- do not post offensive or disturbing content
- do not be needy
- do not share confidential or personal content
- do not overuse humor or sarcasm
- do not type in ALL CAPS, because it is like YELLING
- do not ignore questions
- do not be rude

- do not give out personal information of others
- do not spam with irrelevant content
- do not overshare
- do not include fake and misleading information about your business
- do not re-share same content too often

(Cashman, 2013), (Weinberg, 2016), (Sorokina, 2015), (Samuel, 2011), (Balinas, 2015)

6 CONCLUSION

This thesis dealt with the usage of social network platforms in the field of car repair services. In theoretical part, I started with basic description and statistics without going into big details, since these networks are already known among many people and more specific descriptions could be found in earlier diploma works. The next section of theoretical part was describing basic various tools for analyzing and maintaining social platforms and some more advanced tools for text analysis of comments.

The analytical part was focused on the analysis of competitors to the specific car repair service and their social platform presence using semi-structured approach with all important aspects. The last section of this part was describing popular platforms in Runet.

The first section of practical part covered selection and justification of maintenance and analysis tools for concrete car repair service startup. In the second section of this part, I focused on setting up of social platform profiles and covered all important aspects of maintenance and behavior providing the practical suggestions for particular car repair service.

6.1 GOALS AND BENEFITS

The main goal of this thesis was to provide recommendations for businesses to better utilize their usage of social network platforms and from that, have bigger competitiveness and attract more customers. The goal was reached by providing structuralized approach to every main aspect of social network maintenance, starting with website integration with social platforms using social buttons, choosing the social platform, setting up the profile, sharing content in the better way, getting content, getting more followers and finally netiquette summarizing the behavioral tips on these platforms. Every one of these aspects was described and accompanied with suggestions for particular business startup in the field of car repair services, Auto-KS, this is also where I see the personal contribution to this work.

The second goal was to specify the tools that businesses can use to maintain and analyze their networks. Both types of tools were suggested in theoretical part with description on how to use them, which metrics to analyze and where to find them.

The third goal was to provide an overview of the most popular Runet social platforms that businesses can use to target Russian-speaking customers. The goal was reached by providing a structured overview of two most popular platforms in Analytical part giving

the basic description of these platforms, statistics of their usage, comparison with other platforms, the list of extra features and telling why these platforms are popular. Some basic setup and maintenance tips for these platforms are additionally discussed in the practical part.

GLOSSARY

Table 15: Table of terms used in the thesis with their explanations

Term	Explanation (Source)
Social Network	A network of friends, colleagues, and other personal contacts. (http://www.dictionary.com/browse/social—network)
Social Media	Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media. (http://whatis.techtarget.com/definition/social-media)
Social Media Platform	From a user's perspectives, a social platform enables communities, sharing of content, adding friends, setting privacy controls and other native social media network features. (https://www.techopedia.com/definition/23759/social-platform)
Car repair shop	A car (automobile) repair shop (also known as a garage) is a repair shop where automobiles are repaired by auto mechanics and technicians. (https://en.wikipedia.org/wiki/Automobile_repair_shop)
Social Media Analytics	Social media analytics is the practice of gathering data from blogs and social media websites and analyzing that data to make business decisions. (http://searchbusinessanalytics.techtarget.com/definition/social-media-analytics)
Social Media Maintenance	The activities on social media websites covering setting up profile; connecting and interacting with people; creating, curating and sharing content; scheduling, promoting, etc. (Author and http://lorirtaylor.com/social-media-maintenance/)
PTAT	PTAT is a trailing seven-day Facebook metric that measures how many people are "talking" (creating stories) about your page. (http://simplymeasured.com/blog/facebook-metrics-defined-ptat/#sm.0000ik52zeclkfr1sde1ogoeh3po0)

Term	Explanation (Source)
Runet	Runet is not completely synonymous with Internet in Russia or Internet in Russian language, but rather is a summation of Russian-language Internet, Internet in Russia and other countries of the world where there is a significant portion of Russian-language citizens. (http://www.topicway.com/dictionary/Runet%20(terminology))
SERP	Short for search engine results page, the Web page that a search engine returns with the results of its search. (http://www.webopedia.com/TERM/S/SERP.html)
Hashtag	(on social-media websites) A word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it. (http://www.dictionary.com/browse/hashtag)
SEO	Search-engine optimization: the methods used to boost the ranking or frequency of a website in results returned by a search engine, in an effort to maximize user traffic to the site. (http://www.dictionary.com/browse/seo?s=t)
Google PageRank	PageRank is an algorithm used by Google Search to rank websites in their search engine results. (https://en.wikipedia.org/wiki/PageRank)
Cookies	A message, or segment of data, containing information about a user, sent by a web server to a browser and sent back to the server each time the browser requests a Web page. (http://www.dictionary.com/browse/cookies?&o=100074&s=t)
Cache	A temporary storage space or memory that allows fast access to data. (http://www.dictionary.com/browse/cache?s=t)
Vanity link (URL)	A vanity URL is a branded and descriptive URL within a domain or website where URLs are usually random, generic and non significant. (http://digitalmarketing-glossary.com/What-is-Vanity-URL-definition)
Content Curation	Content Curation is the act of discovering, gathering, and presenting digital content that surrounds specific subject matter. (http://www.econtentmag.com/Articles/Resources/Defining-EContent/What-is-Content-Curation-79167.htm)

Term	Explanation (Source)
Internet Meme	An Internet meme is a cultural phenomenon that spreads from one person to another online. In the case of an image, it's usually just a picture with a line or two of text. (http://whatis.techtarget.com/definition/Internet-meme)
Engagement Rate	Facebook engagement rate is measured in interactions. On a Facebook Page that translates into likes, comments and shares of your posts. (http://www.michaelleander.me/blog/facebook-engagement-rate-benchmark/)
Reach	Facebook reach is the number of unique people who saw your content. (http://www.socialmediaexaminer.com/facebook-reach-guide/)
RSS	RSS is an XML-based vocabulary for distributing Web content in opt-in feeds. Feeds allow the user to have new content delivered to a computer or mobile device as soon as it is published. (http://searchwindevelopment.techtarget.com/definition/RSS)

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