

Title	ソーシャルメディアとしてのFacebookを用いた宣伝方法に関する研究
Author(s)	SHE, XIAO
Citation	
Issue Date	2014-03
Type	Thesis or Dissertation
Text version	author
URL	<a href="http://hdl.handle.net/10119/11987">http://hdl.handle.net/10119/11987</a>
Rights	
Description	Supervisor: 由井 園隆也, 知識科学研究科, 修士

# A study of the method for using Facebook as a social media to brand promotion

SHE XIAO

School of Knowledge Science  
Japan Advanced Institute of Science and Technology  
March 2014

**Keywords:** Facebook, social media, social network, semantic differential, Kansei word, brand promotion

Social networks have become the Internet's most used applications. Billions of users actively participate on social network sites, especially Facebook and Twitter. Top businesses around the world have begun to use Facebook as a marketing channel to promote their brands by creating the brand pages. Many research works have studied marketing on Facebook. However, research works on investigating the practical uses of social network sites for business have limitations.

In this study, Facebook profile pages of 75 brands were selected from the top 100 best global brands 2013 conducted by Interband company. Then, the data of those brands from "www.quintly.com" were analyzed by using SPSS. After that, we obtained the top ten brand pages with the highest and lowest interaction rate score. Then the method "Kansei word" was used to calculate Interaction Rate (which has the strongest relationship with the fan change rate).

From the result of Kansei word, we investigate the influences for the ranking positions of interaction rate score. Thus, we conducted an interview to ask them several questions. Then, we found that the top ten ranks with the highest ranking interaction rate score can clearly

broadcast their mission and vision with fun, elegance, and starry-eyed posted contents. However, the bottom ten ranks contain boring contents, such as advertisement of their products. As a result, Facebook users are not interested in the contents of the page. This also gives a negative representation of their brand.

For practiced implication, we proposed a method for using Facebook social media as a tool for brand promotions. First, the old concept of “marketing1.0” or “marketing2.0” should not be applied into brand promotions on Facebook. Second, the missions and visions should be clearly defined. Third, the content should indicate the missions and visions to customers. Finally, the Facebook brand page should be used to show the feedbacks or responses from the customers, not just take it as a sale’s tool.