

Book Review

Social Media Performance Evaluation and Success Measurements

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Social Media Performance Evaluation and Success Measurements

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294 pp.

\$185.00

ISBN 978-152-2519-64-5

With the popularization of handheld devices and the increase of mobile social networks, there are now more than 1.6 billion internet users who access social networks worldwide, and the number is still growing (Statista, 2018). The influence of social media is expanding from business-to-consumers to business-to-business settings (Rapp et al., 2013); firms and organizations are beginning to recognize the potential of these Web 2.0 tools. From organizations' perspective, it is crucial to evaluate which of the various tools is best suited for them. This book "Social Media Performance Evaluation and Success Measurements" looks into the performance and assessment of social media from several aspects.

In Section 1 'Overview', the author focuses on the end state of social networking activities rather than on various social media platforms. The social networking and individual performance (SNIP) methodology, which stresses expectation, value, and return (EVR) in social networking is recommended to support business and employee development for organizations. This survey instrument has the potential to allow organizations to consider performance issues and related policy decisions from the very beginning of using social media; therefore, it can offer people and organizations a deeper understanding of digital conversations, relationships, and activities. This data analysis provides tools to operate once online interactions occur, contains information which could support organizational goals and objectives and concentrates on building positive performance and supportive participation into the process instead of after the program is up and running.

Section 2 opens discussions on New Look Social Media, from the literature perspective to further implementations such as micro-blogging in China and the role of social media in crisis management.

Chapter 3 comprises a detailed discussion on electronic communication, with an emphasis on computer-mediated communication (CMC) history and development. The influential factors listed are social presence, trust issues and relative anonymity, barriers in communication, digital message encoding, and design / development in mobile apps. Computer-mediated relating (CMR) is also an important topic, which includes diverse interactions such as online relationships that include friendships and romantic communications.

The next chapter discusses how individuals, businesses and entrepreneurs could take advantage of social media in this digital age. A series of research literature and personal observations on social media development trends are presented by the author, plus recommendations for professional entrepreneurs who need social marketing skills to maintain social media presence. The author closes this topic by inviting people to think about the balance between virtual and face-to-face communication, and to explore better ways of using social media both socially and professionally.

An interesting case study regarding an anti-animal cruelty campaign on a popular micro-blogging website in China is presented in chapter 5. By applying frame analysis to blogging contents, recording how people react to certain topics and comparing numbers of reposts and bloggers' fan base, the author indicates that although the leading blog posts have employed diverse content forms including text, image, video, and cartoons, the elements which appeared to be most appealing to the audience remain the content that includes sentiment and empathy appeals. This finding might help bloggers to decide what kind of strategies can be applied when designing messages and how the messages can be publicized in micro-blogging campaigns to achieve the desired effects.

Chapter 6 explains the mechanism regarding companies using social media tools in marketing, as well as opportunities and challenges which companies nowadays have to deal with. The Internet has changed and redefined the relationship between customers and businesses through empowering and flow of information. Hence, business managers must now be aware of the influence of social media. By identifying characteristic and strategies of marketing 2.0, the author points out that managers should anticipate or adapt themselves to new changes in consumers who are more sensitive to the concerns of society. A list of potential implications for managers is provided by the author in preparation for a new era of Marketing 3.0. Although details exist in the referenced literature, this chapter would be more interesting if the author could give readers a few examples of businesses using Web 2.0 as marketing tools.

The author of chapter 7 brings an insightful lesson on how social media can be integrated into the communication network before, during and after a crisis. He starts off with a case of crisis management before there was Internet, and moves on to later incidents for readers to get a better understanding of crisis communication. Then he provides several theories regarding crisis management with emphasis on digital strategy. While giving practical advice on locating the right audiences, editing proper messages, and finding proper channels for delivery, he also recommends some tools for measuring the digital effort.

Section 3 focuses on measuring effectiveness of social media, and each chapter contributes case studies or theories / models to illustrate the theme. The first case study explores how a mid-size nonprofit organization, CHOICES, plans, executes and evaluates its strategic use of social media. The leaders of CHOICES recognize the value of adapting Web 2.0 tools for fundraising promotion, and also the importance of including performance management and data analysis. After implementing development plan for social media activities, with objectives, tasks and measurement tools well defined, the results were very encouraging. Thus, other nonprofit organizations could follow similar procedures when examining their current strategy on social media. The next chapter briefly demonstrates how nonprofit organizations use social media to achieve their objectives and whether social media has been effective in meeting these objectives. An online survey was conducted, and descriptive analysis

reveals which social media tools are popular for nonprofit organizations and which one of these is proved to be effective.

The authors of Chapter 10 conducted a comprehensive literature review regarding models of participation in social networks. Theories of social capital are emphasized in the field of social network analysis by the authors, along with the discussion of individual motivations derived from classical social networking models. Concerns about problems such as “trolls” and “antisocial behavior” in information spreading are mentioned, as well as organizational costs, risks of capital loss, and technical challenges for firms and organizations. They suggest firms should select appropriate models when assessing the performance of a particular social media, and that joint effort from computer engineers, data scientists, and knowledge management professionals could be useful when problems occur.

In the final chapter, authors explore the correlation between social media usage and electoral success in the 2013 Israeli elections. Due to the nature of the Israeli political environment (coalition government and the two-percent threshold for candidates), they conduct a small sample of interviews among party campaign managers and new media managers, as well as online observations (news and Facebook) during the 52 days of the campaign. Despite the constraints, study findings suggest that parties and candidates who invest in and achieve social media success are more likely to increase their chances of electoral success. Although the authors state that the results would differ in other countries, other Web 2.0 tools, or political environments, the findings could be helpful for studies in political communication.

This book provides explicit background knowledge for understanding the social communication, social networking models and the transition of organizations using social media tools. The case studies included in the latter part of the book are very refreshing and beneficial to read after engaging in thinking about the concepts highlighted in earlier chapters. Several points for consideration, should future editions of this book be published include: With so many examples one could encounter in daily life, it will be helpful if authors of some the chapters could have included more examples of business, organizations or even celebrities who use social media as marketing tools. Also, the blurring between work and personal life makes it increasingly challenging for one to strike a balance in social media use; however, people’s need for protecting their privacy should be taken into consideration by firms, as well as the problem of information overload.

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