

CLUSTERING FANS AND MODERATOR POSTS ON FACEBOOK BRAND PAGES

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ABSTRACT

Social media, such as Facebook, Twitter, and MySpace, not only provide the platform for social activities, but also become a new channel for companies to build brand awareness, find new customers, diffuse information, and collect opinions online. As the largest social network site, Facebook has one billion monthly active users as of October 2012. Many companies have their own brand pages on Facebook in order to interact with customers. However, getting fans on Facebook is just a starting point, as the companies need to further engage their fans to generate loyalty and convert them into buyers or third party promoters. To increase customers' engagement on Facebook, the first step would be clustering various types of fans and contents. There are many studies investigating the effect of the content features on the interaction level on social media, but related studies regarding Facebook and the fans composition on brand pages are still limited. In this paper, we develop a framework to cluster fans and moderator posts on Facebook brand pages. Since similar posts will attract similar fans, we first use the ratio of the mutual fans, who clicked "like", between two moderator posts as the similarity measure, and cluster moderator posts into different groups. Fans are then grouped according to the types of moderator posts they interacted with. We analyze the composition of the fans and post groups, and extract relationships between the characteristics of fans and the features of posts. We apply our framework on several Facebook brand pages. The results help companies in understanding the composition of their fans on Facebook and developing their social media marketing strategies in the future.

Keywords: social network, band pages, moderator posts, Facebook