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Examination of Content Types and Social Media Engagement Indicators on Facebook: Case Analysis of 5-Star Hotels of Visegrad Group Countries

Ludovit Nastisin [1] , **Richard Fedorko** [1] , **Beata Gavurova** [2,*] , **Radovan Bacik** [1]

[1] University of Presov, Slovakia
[2] Technical University of Kosice, Slovakia
* Corresponding author: beata.gavurova@tuke.sk

Abstract: Delving into the intricate world of social media engagement, this comprehensive study analyses the dynamics of user interaction with posts from 5-star hotels on Facebook across the Visegrad Group countries. It meticulously aims to shed light on the variances among engagement metrics—shares, comments, and reactions—across different types of posted content. Furthermore, it explores the complex interrelations among these metrics to provide a holistic understanding of user engagement patterns. In pursuit of this goal, we scrutinized an extensive dataset comprising 10,820 Facebook posts shared by selected 5-star hotels throughout 2019. The data were meticulously collected from the social network utilizing the accessible API, ensuring a robust and reliable foundation for analysis. The investigation employed advanced statistical tools, namely the Kruskal–Wallis test and Spearman's rho test, to thoroughly examine and interpret the complex data. The insights gleaned from this research are invaluable, painting a detailed picture of brand management strategies on social platforms. A significant finding of this study is the variation in user engagement levels in relation to the type of content disseminated. It highlights that visual content—specifically videos and photos—tends to dominate in terms of eliciting user responses, as compared to text statuses and links. This underlines the importance of leveraging visual media to captivate and engage the audience effectively. The study also reveals that engagement metrics are intricately linked, suggesting a synergistic effect rather than isolated impacts. This indicates that an integrated approach, considering these metrics as a cohesive unit, could be more beneficial in strategizing content for social media. Understanding these relationships and the dominant role of visual content can greatly inform and transform the way brands, especially in the hospitality industry, navigate their presence on social networks. These findings serve as a guiding framework for optimizing social media content strategies, aiming to maximize engagement and enhance the effectiveness of online brand management.

1. Introduction. Social media has grown enormously over the last decade. Their users spend an average of 2 and a half hours a day there (Global Digital Growth, 2020). According to data from the beginning of 2020, there are 3.8 billion active social media users worldwide, which amounts to 49% of the world's population. This number has grown by 9.2% since 2019, which is 321 million people (Global Digital Growth, 2020). It is only logical that the business sector is also looking in this direction to receive at least a fraction of the attention of people using social media—potential customers who spend time there (Adeniran & Obembe, 2020; Thandabhani, 2020). The undeniable advantage of social media is that it is essentially a financially inexpensive tool. However, this does not mean that success is easy or fast in the environment of social media (Lauzikas & Miliutė, 2020; Kiryluk et al. 2020). Social media provides an opportunity for companies to gain some value from both existing and potential customers through new methods of communication (Matijova et al. 2019; Mura, 2020). Businesses and consumers can thus interact with each other and encourage social media engagement (Ferencakova et al. 2020; Parveen et al., 2015). Using social media, people can express their opinion or attitude toward the company immediately by liking a post, commenting on it or sharing it. The hotel market is no exception (Navickas et al. 2021). The vast majority of hotels and accommodation service providers are present on these platforms. They try to improve customer experience through social media (Duffett et al., 2020; Limba et al. 2020; Uskokovic, 2020). They create, add and manage content on social networks and manage and monitor communication and reactions to that content (Streimikiene & Ahmed, 2021; Thandabhani, 2020). It is expected that as the rate of social media penetration into the business sector increases, so will the use of social media marketing and investments (Skare & Kukurin, 2020; Seo et al., 2018). Although academics have been paying increased attention to this field of knowledge, the relationships between published content and reactions to it (sharing, commenting and liking) are still not well addressed (Gavurova et al. 2020; Belas et al. 2020). Galvez-Rodríguez et al. (2020) state that user responses to published content are an important aspect of social media interactivity; therefore, further research is needed in this area. According to Alalwan et al. (2017), the social network Facebook has the greatest potential to support the customer's interaction with the brand. This is one of the reasons why our research focuses on Facebook. Our goal is to identify significant differences in engagement indicators for individual types of content added to the social network Facebook and subsequently determine the existence of connections between these engagement indicators. The need to research this area became even more prominent following the onset of the COVID-19 pandemic, which proved very difficult for the hospitality market, with devastating effects in many cases (Skare et al. 2020). It is a social media tool that can help many people stay afloat (Luarn et al. 2015). Thus, for future studies of the interactions in question after the crisis, we analysed the situation before the crisis began.

2. Literature Review. According to a study by Kumar et al. (2016), a loyal fanbase can significantly affect the strength of the relationship between a brand and its customers. They also found that a loyal fanbase has a positive effect on how much customers are willing to spend on a given brand. Dijkmans et al. (2015) found that the reactions of customers are significantly based on the exposure of these customers to the content published by the brand on social media platforms. Van Doorn et al. (2010) argue that content sharing, commenting, and liking are behavioural manifestations of customer engagement and are thus critical to the strategy employed on social media. According to Dessart et al. (2015), customer engagement on social media is largely driven by published content. If it is relevant and high quality, it can help build relationships between the brand and its customers. Well-processed content helps the company reach the customer. According to Cvijikj et al. (2013), this process is performed through comments, sharing and liking. This issue was also addressed by the study of Xiao-Ling et al. (2021), which showed that the willingness to share content on social media is strongly conditioned by the credibility of the content source and so-called institution-based trust. This issue was further explored by Shwartz-Asher et al. (2020), who stated that the willingness to share content correlates with the degree to which social media outlets meet the personal needs of their users. These consequences became especially valuably in times of pandemic challenges (Keller et al., 2023).

Engagement on these platforms has the ability to increase a brand's sales and willingness to recommend it (Bijmolt et al., 2010; Roshchyk et al., 2022) thus positively influencing firm competitiveness (Nurliza & Oktoriana, 2021). The study by Vishnu Menon et al. (2019) confirmed the assumption that interesting and attractive content is a key determinant of social media engagement in the case of the social networks Facebook and Twitter, which were the subject of the study. However, it is reasonable to assume that this phenomenon is also valid for many other social media platforms. Dijkmans et al. (2015) observed that the type of content added is an important factor in encouraging social media users to interact and engage. According to Jacobsen & Munar (2012), it is not the primary role of content on social media to be the main factor in deciding on a purchase or other activity. However, Lim et al. (2012) add that content is vital in creating and presenting a

brand image to potential customers. Hays et al. (2013) examined these issues from the point of view of managers active in the field of tourism. They found that although managers agree on the importance of providing relevant information through social media, they still do not sufficiently understand what type of information is most appropriate for sharing on social media platforms. Kaiser et al. (2020) analysed nearly 45,000 photos published on Facebook to determine the extent to which this content is an integral part of communication between a brand and its customer on social media. The photos published on social media overlap with the popularity of and loyalty to the brand and word-of-mouth about the brand. Brubaker & Wilson (2018) argue that the combination of posts with visuals and text messages is what makes followers talk about the brand and can ultimately lead to stronger relationships. According to Buyer (2014) and Walter & Gioglio (2014), visual communication has never been more important to brands than it is today, as social media users are becoming more involved and engaged in visual content such as images and video. Brookes (2010) observed that photographs, as a type of content, are, on average, 54% better at stimulating engagement than are status updates. For the video, it was up to 27%. Similarly, Mariani et al. (2018) observed a positive impact of visual content on social media engagement.

Studies by De Vries et al. (2012) and He et al. (2013) have examined social media engagement in relation to published content and metrics such as sharing, comments and likes. Gal-Tzur et al. (2014) addressed this issue in relation to the aviation industry and examined the involvement of these companies in social media. Dehouche (2020) examined the patterns of social media involvement with live retailers on Facebook. Shahbaznezhad et al. (2021) examined the direct effects of content form and platform choice on passive and active user behaviour in interactions and evaluated the moderating effect of content in the context of the relationship between content type and user involvement.

3. Methodology and research methods. Based on the criteria of our research, our goal was to identify significant differences in engagement indicators for individual types of content added to the social network Facebook and subsequently determine the existence of connections between these engagement indicators. The following statistical hypotheses were formed:

- **H1:** There is a statistically significant difference between the selected content types in terms of the individual engagement indicators.
- **H2:** There are statistically significant correlations between selected engagement indicators.

The first step in the process was to collect the data. To this end, we used the social network Facebook. We chose this social network based on the finding that as many as 95.8% of respondents in the report "The Future of Social Marketing" rated Facebook as one of the three best engines of return on investment (ROI) among all social networks (web.com, 2020). The data for the whole year of 2019 were collected at the beginning of 2020. We managed to obtain 10,820 relevant posts in total from 93 5* hotels located in the Visegrad Group countries, Slovakia, the Czech Republic, Poland, and Hungary. We obtained separate records after the initial manual sorting using data mining via the Facebook API. The posts were not selected according to whether they were boosted to increase reach. For each published post, we recorded its type (link, photo, status, video) and engagement indicators, namely, the number of shares, the number of comments and the number of reactions. Sharing is defined as making one's network of contacts available for the dissemination of content, commenting in this context means contributing one's views on the content in text directly below the published post, and reactions combine all forms of the "Like" button on a post, article or photo that users interact with using one of six emotional responses: Like, Love, Haha, Wow, Sad, and Angry.

Table 1. Frequency by country

Title 1	Czech rep.	Hungary	Poland	Slovakia	Total
Frequency	26	11	50	6	93
Percent [%]	28	11.8	53.8	6.5	100

Sources: developed by the authors.

The statistical analysis subsequently revealed the presence of outliers in the research set, so we opted for nonparametric methods in the next step. We used the Kruskal–Wallis test to analyse the statistical significance of differences in the types of published posts for individual exposure indicators, and we applied Spearman's rho test to analyse the significance of the relationships between these indicators. The analysis was performed using SPSS v26 software.

4. Results and Discussion. With regard to engagement indicators, sharing was present in only 54% of posts. It may be assumed that the willingness of followers to share content and provide the brand with the

private network of contacts is the most valuable type of engagement. This finding is consistent with the findings of Xiao-Ling et al. (2021) and Shwartz-Asher et al. (2020), who described the factors conditioning the willingness to share certain types of content on personal networks. The following table shows the overall basic description of the examined file.

Table 2. Descriptive statistics of the examined files

Descriptive Statistics	Shares	Comments	Reactions
Valid	5859	10820	10816
Missing	4961	0	4
Mean	5.586	4.259	76.317
Median	2	0	18
Std. Deviation	61.447	246.861	1228.173
Skewness	58.487	103.483	48.723
Std. Error of Skewness	0.032	0.024	0.024
Kurtosis	3870.123	10744.09	2773.944
Std. Error of Kurtosis	0.064	0.047	0.047
Minimum	1	0	0
Maximum	4229	25635	78370
25th percentile	1	0	8.75
75th percentile	4	1	38

Note: *Std. Deviation: The Standard Deviation; Std. Error of Skewness: The Standard Error of Skewness; Std. Error of Kurtosis: The Standard Error of Kurtosis.*
Sources: developed by the authors.

If we look at the description in more detail and breakdown the content by type (see Table 3), then the vast majority of observations with the presence of the indicator "shares" (84%) were present in the content type "photo". Kaiser et al. (2020) highlight the power of photography as an integral communication element on social media.

Table 3. Descriptive statistics of the examined files according to content type

Engag.	Type	Valid	Missing	Mean	St.d.	Skewn.	Kurtos.	Min	Max
Shares	link	411	421	3.735	6.227	6.105	49.383	1	72
	photo	4915	4103	5.217	62.17	64.162	4340.08	1	4229
	status	24	108	2.458	1.933	1.841	2.901	1	8
	video	509	329	10.79	78.029	15.402	250.439	1	1401
Comments	link	832	0	0.927	3.609	14.589	298.308	0	81
	photo	9018	0	4.793	270.364	94.513	8959.76	0	25635
	status	132	0	0.379	0.993	3.647	16.961	0	7
	video	838	0	2.431	14.388	13.249	194.962	0	244
Reactions	link	832	0	42.74	636.918	28.75	828.333	0	18372
	photo	9018	0	83.03	1327.05	45.994	2435.74	0	78370
	status	128	4	13.42	19.519	5.849	48.129	0	186
	video	838	0	46.95	335.514	18.181	347.254	0	6849

Note: Engag. – type of engagement; St.d. – standard deviation; Skewn. – skewness; Kurtos. – kurtosis.
Sources: developed by the authors.

Statistical verification of H1 was performed via the Kruskal–Wallis test (see Table 4), and its significance was confirmed for all engagement indicators. Thus, we can state that in terms of sharing, commenting, and reactions, there is a statistically significant difference between different types of posts. To interpret the results in more detail, we use the average values indicator (translated mean) from Table 2. The highest values for shares and comments were found for the post types "photo" and "video". Since "photo" and "video" are essentially visual types of posts, they are also more likely to arouse some emotion and thus entice some form of engagement. We see here a parallel with the study by Brubaker & Wilson (2018), who point out the power of the visual aspect of content in social media. Buyer (2014) and Walter & Gioglio (2014) also reported an increase in engagement when the visual content type was published. The situation is similar in terms of reactions. To our surprise, links also performed well. However, this can also be because the reaction, for example, through likes, is the simplest form of engagement, and it does not cost the brand follower any time or require significant effort, which is not the case with sharing and commenting. Sharing and commenting

require stronger motivation, as the viewer must be willing to provide their network of contacts or take the time to formulate their thoughts to write a comment. At first glance, this may not seem challenging, but the attention span of users of these platforms is incredibly short, so the viewer writes a comment only if the content is worth it. Therefore, we accept hypothesis H1 and claim that there are significant differences between the types of content for individual engagement indicators.

Table 4. Kruskal–Wallis engagement indicators test—sharing, commenting and reactions

Engagement	Statistic	df	p
Shares	16.208	3	0.001
Comments	54.061	3	< 0.001
Reactions	252.176	3	< 0.001

Note: df (Degrees of Freedom) – represents the number of groups being compared minus one, determining the shape of the chi-square distribution used to assess the results; p: indicates the probability of obtaining a test statistic as extreme (or more extreme) as the one observed, assuming there's no real difference among the groups being compared.
Sources: developed by the authors.

The significance of the relationships between the engagement indicators was tested using Spearman's rho (see Table 5). In almost all cases, the relationships proved to be statistically significant. All of these ranged between "medium to substantial" connections (rho 0.30 - 0.49) and "substantial to very strong" connections (rho 0.50 - 0.69). Interestingly, for all types of posts, the weakest relationship is always sharing/commenting. As we stated above, these two indicators require more effort; therefore, it is logical to assume that the follower will often not be willing to comment on the content and at the same time share it. In contrast, reaction/sharing and reaction/commenting relationships are much more common, as reacting is a one-click affair and can be seen as an initial identification of the content. Following the reaction, the viewer may decide to engage further with the content – comment on it or share it. We see a parallel in the studies of Dessart et al. (2015), Cvijikj et al. (2013) and Xiao-Ling et al. (2021). These studies are described in more detail in the current state of the research section above. Therefore, we accept hypothesis H2 about the existence of significant relationships between engagement indicators.

Table 5. Relationships between engagement indicators

Spearman's rho	ALL		Link		Photo		Status		Video	
	rho	p	rho	p	rho	p	rho	p	rho	p
Shares – comments	0.352	<0.001	0.337	<0.001	0.346	<0.001	0.133	0.536	0.443	<0.001
Shares – reactions	0.532	<0.001	0.617	<0.001	0.526	<0.001	-0.256	0.227	0.656	<0.001
Comments – reactions	0.52	<0.001	0.478	<0.001	0.519	<0.001	0.307	<0.001	0.571	<0.001

Note: Rho – measures the strength and direction of a monotonic relationship between two ranked variables; P-value – the p-value indicates the likelihood of observing a correlation as strong as the calculated rho (or stronger).
Sources: developed by the authors.

Based on our findings, we can deduce several implications for both theory and practice. One of them is the identified dominance of visual content types, which have a greater potential to stimulate some form of engagement with followers. This condition was similarly observed by Brookes (2010). In his study, he also confirmed the dominance of visual content. Since his study took place a decade ago (when the algorithms on Facebook were not as uncompromising as they are today), the emphasis on the right choice of content when managing activities on social media is currently many times more important. This dominance is also supported by the findings of the study by Mariani et al. (2018), which we described in more detail in the theoretical part of the paper. The engagement indicators show that they work with each other and may form other potentially stronger links with each other. Therefore, we argue that they should not be seen as separate entities. These forms of engagement show that there are some significant relationships occurring and that if one engagement indicator takes place, there is an increased possibility that another one will also take place. However, this is only our assumption, and further investigation is needed to confirm it. The findings therefore point to the importance of systematic work and management of content added by the brand to social media, as success in this area is not accidental. Spearman's rho showed the strongest relationships in terms of sharing and responses with regard to individual types of content. This implies that as the number of responses to the post increases, so does the number of post shares. The sharing of content is the most important element of engagement in terms of the organic dissemination of Facebook posts.

5. Conclusion. Even in the hotel market, there is considerable competition in the online space. This

competition forces hotels to explore this space better and manage their online activities more effectively. An important part of this space is social media. For the purpose of our research, we focused on Facebook. The proper implementation of social media in marketing strategies can also have a significant impact on the success of other business indicators. Our study provides an empirical view of this issue for 5-star hotels in the Visegrád Group countries. In this research, we tried to identify significant differences in the engagement indicators for individual types of content added to the social network Facebook and subsequently to determine the existence of connections between these engagement indicators. We identified significant differences between these indicators for different types of content, as well as the relationships between these indicators. We concluded that it is not correct to perceive these engagement indicators separately. Instead, we should perceive these as a set of linked metrics. The research was limited in terms of outliers in the research set, which we had to address in the statistical survey. We were also not able to separate posts that were boosted (financially boosted posts) to increase reach from the organic ones. These two limitations may also be partially interconnected. The second limitation was that we were not able to exactly declare the dominance of either a video or a photograph when determining the dominance of visual content, although the results suggest that both types were dominant. We plan to analyse this issue in more depth in future research. This research suggested theoretical and practical implications that show great potential for future research. Future research will focus on an in-depth examination of the interactions in question for 2020, as 2020 brought about crises in the hospitability segment caused by COVID-19. The proposed research provides us with a new perspective on social media activities and their ability to support other business indicators. The research could be extended to include other social media platforms and thus (theoretically) confirm the results we arrived at or highlight differences in a particular social media platform.

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Контент та рівень залученості в соціальній мережі Facebook: аналіз на прикладі 5-зіркових готелів країн Вишеградської групи

Людовіт Настішін, Університет Прешова, Словаччина

Річард Федорко, Університет Прешова, Словаччина

Беата Гавурова, Технічний університет Кошице, Словаччина

Радован Бачік, Університет Прешова, Словаччина

Поглиблюючись у складність механізмів взаємодії у соціальних мережах, це дослідження комплексно проаналізовано динаміку інтеракцій користувачів із постами 5-зіркових готелів на платформі Facebook в межах країн Вишеградської групи. У статті акцент здійснено на детальному розгляді диференціації між індикаторами взаємодії, включаючи поширення, коментарі та реакції, у залежності від типу опублікованого контенту. Авторами досліджено взаємозалежності між визначеними індикаторами для забезпечення глибинного розуміння моделей залучення користувачів. У ході дослідження було проаналізовано значний обсяг даних, який охоплює 10 820 дописів на Facebook, розміщених обраними 5-зірковими готелями протягом 2019 року. Дані були зібрані з соціальної мережі за допомогою доступного API, що забезпечило надійне підґрунтя для подальшого аналізу. Застосування передових статистичних методик, зокрема тесту Крускала-Уолліса та кореляції Спірмена, дозволило глибоко дослідити та інтерпретувати отримані емпіричні дані. Результати цього дослідження надають важливі інсайти щодо стратегій управління брендами в соціальних мережах, виявляючи варіативність рівнів залученості користувачів залежно від типу розповсюджуваного контенту. Встановлено, що візуальний контент, зокрема відео та фотографії, має перевагу у генерації користувацьких реакцій у порівнянні з текстовими статусами та посиланнями, що підкреслює значення використання візуальних медіа для ефективного залучення цільової аудиторії. Авторами підтверджено тісний взаємозв'язок між індикаторами залученості, що свідчить про синергійний ефект, а не про ізольований вплив. Це демонструє перевагу інтегрованого підходу, який розглядає ці індикатори як єдине ціле при розробленні контенту для соціальних мереж. Усвідомлення цих взаємозв'язків та домінуючої ролі візуального контенту може суттєво впливати на стратегію присутності брендів, зокрема у сфері гостинності, в соціальних мережах. Висновки цього дослідження слугують керівними принципами для оптимізації контенту в соціальних мережах з метою підвищення рівня залученості споживачів та ефективності управління онлайн-брендами.

Ключові слова: аналіз контенту, Facebook, готель, залученість у соціальних медіа, Вишеградська група.