THE POWER OF BRANDING THROUGH SOCIAL MEDIA IN THE FASHION INDUSTRY:

How it has Given Long Tail Designers a Platform for International Growth

by

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A THESIS

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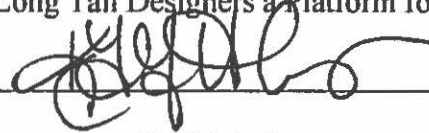Bachelor of Arts

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Abstract

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Kelli Matthews

Social media is a crucial aspect of public relations for brands and its benefits are particularly applicable to smaller brands. Promoting brand personality via Facebook, Twitter and Instagram has allowed long tail fashion companies to reach audiences, eliminating the need to have physical stores. Using social media also allows brands to penetrate into international markets.

This thesis presents information gathered from analyzing data from social media tracking for two long tail fashion brands: American scarf company, Donni Charm, and Hong Kong-based handbag company, Mischa. Facebook, Twitter and Instagram content for both brands were assessed for engagement levels. Monitoring over the period of a month (Feb. 24, 2014 to Mar. 24, 2014) revealed: best content categories; the effectiveness of using links and visual components (i.e., photos and videos); the effect of promoting other organizations and individual through tags; the most effective groups of hashtags; the effectiveness of using buzzwords; as well as the best times and days to post content. The results of the one-month social media monitoring also revealed that Instagram is 15 times more engaging than Facebook. The analysis from these findings can be applied to other long tail fashion brands to increase engagement and international reach.

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Table of Contents

Introduction

Social Media Today

Social media has become a prominent aspect of our daily lives. More than a quarter of the world is now active on social media (Ahmad). Over 1 billion people worldwide are active users of the most popular social media outlet, Facebook (Bautista), and 93% of marketing professionals use social media for business (Pick). On the popular photo-sharing app, Instagram, there are over 150 million users on the platform, 16 billion photos shared, and 1 billion likes happening each day" (Harris). Twitter has more than 555 million users with 5,700 new tweets per second (Bennett). Concurrently, 50 percent of people 35 years old and under say they refer to their friends on social media for recommendations about products and services (Pick). As a result, social media has become arguably one of the strongest tools in the field of public relations, and it has completely transformed the way PR professionals communicate.

This shift towards digital communication has been significant enough to prompt the Public Relations Society of America (PRSA), one of the most influential organizations in the industry, to redefine PR. In 2011, PRSA led an international effort to modernize the definition of public relations to incorporate the changing aspects and needs of the industry. Between November to December 2011, 927 definitions were submitted to PRSA, and through a vote, the following definition was selected: "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics" (Elliot)**.** Before this revision, the last time the PRSA definition was updated was in 1982; the definition was more vague

and it stated, "Public relations helps an organization and its publics adapt mutually to each other" (Elliot).

It is crucial for businesses to be able to use social media platforms effectively in order to reach their consumers and maintain their loyalty to the company, as well as develop brand personality and presence. While relatively larger companies have used social media to secure customer loyalty, smaller companies have been able to reap the many benefits of using social media as well.

In the world of fashion, trendsetting and establishing what is "now" and "in" are imperative to whether the company can reach success. Traditionally, designer brands could flourish through word of mouth and establishing an elite status in the fashion world by building a luxurious brand image. However, this requires countless hours of hard work, big-name connections, and large amounts of start-up capital to build stores and attend exhibitions. With today's social media, this remains true but social media has given smaller designers a platform to develop and grow their brands. The emergence of the Internet and social media has minimized the gap between start-up fashion brands and established A-list designer brands. Through social media, it has become easier for new fashion designers to gain attention and respect. In addition, it is now easier for smaller labels to reach international audiences.

Current Culture of Social Media Usage in the Fashion Industry

Social media channels are a crucial aspect of PR for fashion brands. However, it took a while for companies, particularly luxury brands, to adapt to the rise in social media. Many companies were reluctant to use social media when outlets such as Facebook became popular in the late-2000s.

The fashion industry began to embrace social media with the rising trend of fashion blogging around 2005 to 2006. Julie Fredrickson of the fashion blogging network Coutorture is considered one of the pioneers, and she was one of the first fashion bloggers to be given a press invitation to New York Fashion Week (NYFW) (Indvik). Her coverage of NYFW events gained a large following because she made it a priority to upload images 24 to 48 hours before any mainstream traditional media had. Fredrickson said, "Fashion is all about storytelling" (Indvik) – and social media accomplishes that by allowing the brand to convey its story in a two-way conversation with consumers.

Every year more brands are incorporating online activities in their fashion week PR efforts. In 2010, there were 20 brands that hosted live streams on their website during NYFW, which increased their social media engagement (Indvik)**.** At NYFW 2013, Bergdorf Goodman and Badgley Mischka offered an exclusive co-premiere of their new resort collection on Pinterest; this was a huge success, allowing the companies to gain 39,788 Pinterest followers by pinning only 42 items with the hashtag "#BGBADGLEY" (Bautista).

Audiences are most receptive to the online presence of brands when they feel connected to them. Internationally recognized fashion blogger, Bryan Grey-Yambao

"Bryanboy" says, "Designers love the idea of making fashion more democratic and being able to reach a new audience instantly. If I send a tweet, within a few seconds readers will be responding and it engages them with the designer" (Sifferlin).

Current leading brands in the fashion industry based on Facebook fans, Twitter followers and Youtube views are: Converse, Victoria's Secret, Burberry, H&M, Levis, Zara, Lacoste, Gucci, Dior, and Louis Vuitton (Ahern – see Table 1). This demonstrates that both high-end luxury brands (e.g., Burberry and Dior), as well as lower-end "fast fashion" brands (e.g., H&M and Zara) have the ability to reach target consumers successfully through social media outlets.

Table 1: Fashion brands with top social media usage

Brand	Facebook Fans	Twitter Followers	Youtube Views
Converse	39,041,062	312,012	14,571,092
Victoria's Secret	34,051,624	2,412,511	80,041,321
Burberry	14,801,243	1,651,532	22,065,011
H&M	13,778,512	1,841,142	24,417,632
Levis	16,698,411	101,072	14,612,215
Zara	16,076,040	158,043	1,715,418
Lacoste	11,401,241	408,742	4,414,391
Gucci	10,101,657	648,512	2,751,324
Dior	11,207,335	1,745,141	80,109,351
Louis Vuitton	12,271,473	974,379	27,642,151

Source: Ahern, "Fashion's Love Affair with Social Media"

Consumers enjoy receiving a behind-the-scenes perspective of brands so 77 percent of consumers are more likely to buy a company's products if the CEO of a company uses social media (Pick). Another interesting fact is that "female small business CEOs are 78 percent more likely to say social media is highly valuable to their firm's growth (20.8 percent vs. 11.6 percent), and 43 percent less likely to say that social media isn't valuable (14.2 percent vs. 25 percent)" (Pick). An excellent example of a brand and CEO that successfully execute social media is Tory Burch. The company

was established in 2004, which is the same year that Facebook was founded. Her personal voice is more engaging than a commercial voice because it connects with the consumers. Tweets on @ToryBurch are mostly written by Burch herself, and discuss topics that the brand finds interesting, which helps followers grasp the brand culture. Burch has also used the Tory Burch blog effectively. On Mar. 14, 2011, the blog posted about the Japan Disaster Relief in response to the tsunami that occurred, along with an original graphic that incorporated red hearts and a Tory Burch design to resemble the Japanese flag (Hutzler). Tory Burch fans commented on the blog post, saying that the graphic should be used on a t-shirt; a few days after, a Tory Burch disaster relief t-shirt was available online and in stores globally. Through this quick response to what consumers wanted, 16,000 shirts were sold worldwide to raise funds for the American Red Cross to help survivors in Japan (Hutzler). This demonstrates that listening to consumer audiences is crucial to maintaining their loyalty.

"The Long Tail"

Within industries, mainstream markets that generate the largest profits are not the only markets available, and this is truer today than in the past because of technology. This large number of non-mainstream markets is referred to as the "long tail" because when seen on a graph of sales, the amount of niche brands accounts for a larger portion of the industry (see Image 1). In his book, *The Long Tail*, Chris Anderson explains this concept in detail.

Figure 1: Long Tail Graph With Curve Created By the Relationship Between Products and Sales (using the music industry as an example)
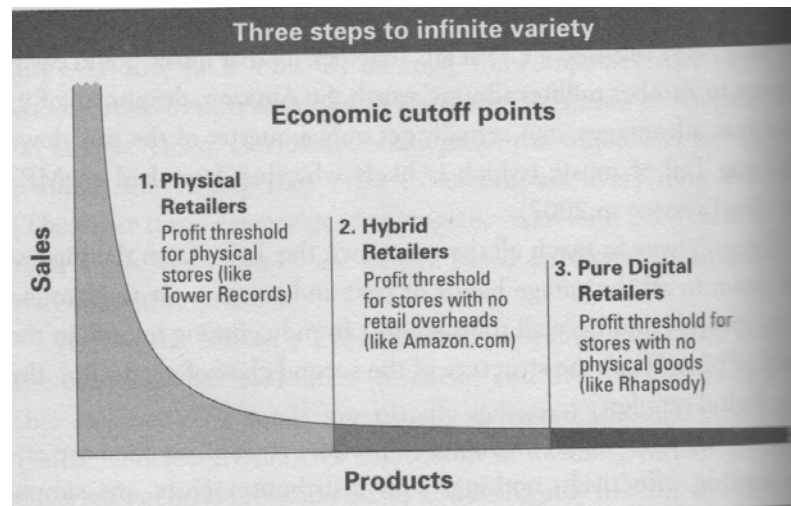
Source: Chris Anderson, The Long Tail, *p.92*

Prior to the development of the Internet and social media, most consumers only had access to the top margin of brands (e.g., in the world of music, the top 40 songs and artists). With online shopping and social media, consumers are able to explore more options, and there is a larger demand for cultured niche markets.

Previously, markets operated on the concept of scarcity, but now markets operate on the concept of abundance. With online opportunities, physical shelf space is no longer an issue. This lowers the cost of matching supply with demand, and "bringing niches within reach reveals latent demand for non-commercial content. Then, as demand shifts toward the niches, the economics of providing them improve further… creating a positive feedback loop that will transform entire industries – and the culture – for decades to come" (Anderson 26).

Today, the consumers themselves are producers, too – producers of user-generated online content. This is powerful because it has been proven that "social media users are more social than non-social-media-using-internet-users in real life too: social networkers are 18 percent more likely to work out at a gym or health club, 19 percent more likely to attend a sporting event, and 26 percent more likely to give their opinion about politics and current events" (Pick). Businesses are picking up on this; 21 percent of small businesses plan on spending more money on social media advertising in 2013 (Pick). Businesses have seen success when they "let consumers do the work… [because] collectively, customers have virtually unlimited time and energy; only peer production has the capacity to extend as far as the Long Tail can go. And in the case of self-service, the work is being done by the people who care most about it, and best know their own needs" (Anderson 219). For example, peer reviews of products are more trusted by consumers than planned marketing leads from the brands themselves. With the right social media engagement, small businesses are receiving global attention and reaching the niche markets that they target. Anderson says the Web should be thought of:

> As a marketplace of opinion. It's the great leveler of marketing. It allows for niche products to get global attention. Most products will be sold offline, much as they always were. But in the years to come, more and more products will be *marketed* online, taking advantage of the ability of Web methods to fine-slice consumer groups and influence word of mouth more effectively than ever before in history. Not all industries have an infinite variety of customers. Finally we can treat them like the individuals they are. It's the sunset of the thirty-second spot. (244-45)

ii. Research Design

Objective

There has been significant research on the impact of social media for businesses, but less in-depth research has been conducted pertaining specifically to the fashion industry. Less research focuses on start-up fashion brands. Fashion and social media are two topics that are not widely studied but such research is valuable because they are both aspects of daily lives. People may not be conscious of their impacts on daily decisions, but everyday people need to pick what to wear, and everyday people are absorbing and creating messages through social media. With the Internet, today's generations are also even more connected to the rest of the world than we have ever been. Therefore, this thesis addresses how branding through social media is powerful, as well as how that has allowed smaller fashion companies to globalize. Additionally, this study focuses on how brands that fit into the long tail segment of the fashion industry have been able to reach their niche consumers. This is achieved through effectively communicating each brand's personality through social media and balancing both corporate and consumer-generated content.

Overview of the Fashion Brands Assessed in this Research

The brands included in this research are Donni Charm and Mischa. By investigating their use of social media, both companies' trends, PR tactics, success, brand personality and international reach of the brands were analyzed. These two brands were chosen for this study because they are both relatively new fashion companies. By studying the brands, there are many opportunities to compare and

contrast; Donni Charm is an American scarves, jewelry and apparel company that has garnered some international success, and Mischa is a handbag company from Hong Kong that has also gained international recognition.

One similar aspect between the two companies to highlight is their powerful brand personality. Both companies have a unique and interesting story, which allows their brand to reach and connect to more consumers. Alyssa Wasko, who was then a student at the University of Arizona, founded Donni Charm in 2008. That year, Wasko lost her father due to an unfortunate accident – he had helped a cousin move furniture on a balcony, and fell off (Belz). For many months her father struggled with medical complications as a result of the accident before his death. Wasko needed to channel her energy into something that would help her cope with her loss, and she began to make scarves for her friends and family. Each scarf has a wing charm attached to it, and Wasko named the brand "Donni Charm" because her father's friends called him "Donny" (Belz). She also says, "the scarves wrap around me like the arms of his hug, and the charms hang close to my heart where he will always remain" ("Donni Charm – Inspiration"). The demand for the scarves grew quickly, and now world-renowned celebrities such as Jessica Biel, Beyonce, Selena Gomez and Jessica Alba have worn Donni Charm products.

Mischa also has an interesting story. Michelle Lai, who had graduated from King's College London with a medical degree, founded the company in 2004 after realizing that she had always had a real passion for fashion ("Mischa – Story"). Lai was inspired by the kimono and obi patterns she saw during her travels to Japan, as well as by the British interior design aesthetic of the 1960s; the brand's signature design is a

hexagonal motif, symbolizing a sea tortoise's shell for longevity and timelessness ("Mischa – Travel Series"). Through her handbags, Mischa exemplifies the lifestyle of a globetrotter. All of the pieces are designed for traveling, whether they are a woman's day-to-day adventures or a long flight. This idea of travel, along with the brand's "Asian aesthetics in a uniquely Western context" ("Mischa – Story") has resonated with Mischa's consumers.

Both companies maintain a Facebook, Twitter, Instagram and Pinterest account. Donni Charm has a college campus representative program so there are also multiple campus-tailored Facebook pages and Instagram accounts as well. Mischa also uses additional social media outlets: Weibo (a Chinese social media network), Zoolook (allows companies to upload lookbooks of their designs), Polyvore (a strictly fashion-oriented network), and Bomoda (a Chinese luxury shopping recommender site). Across all platforms, both companies keep their content updated with in-house PR. In an interview conducted on Nov. 22, 2013 with Camilla Mount (refer to Interview 2 in the Appendix), Mischa's Sales and Marketing Manager, Mount said, "We are fortunate enough to have never paid for a PR agency. We do everything ourselves in our small team. We have a Polaroid that we attach to each bag asking people to email us their photos and we regularly post them on our Instagram and Facebook pages."

Furthermore, both companies have had success in reaching international markets. Donni Charm has a global online store and several boutiques in countries such as Japan, Korea and South Africa ("Donni Charm – Locations"). Mischa also has a global online store, and the travel series line has been picked up by international multi-brand department stores such as Lane Crawford, Kapok and Shopdeca, as well as luxury

venues such as the Mandarin Oriental Spa in China ("Mischa – Boutiques"). Both brands have been featured in various international media. Mischa also maintains a blog, "Mischa Matter," which features a "Travel Diaries" section where both Mischa staff and fans can submit their photos and stories of adventures where they used their Mischa bags. This adds to the globetrotter brand personality that Mischa exudes.

Literature Review

Social media has changed the role online communication channels play in regards to how companies form relationships with consumers. In order to measure and evaluate the effects of companies' social media activity, consumers' reactions to content should be assessed. Watson explains the fact that "methodology now offers measurement of engagement, rather than just the presentation of messages" (396).

Engagement is a key aspect of measurement for determining the effectiveness of company-produced social media content because of the conversational nature of social media platforms. Unlike with traditional media, consumers are now participants in cultivating media. Hanna, Rohm and Crittenden articulate this concept:

> "Marketing can no longer solely be about capturing
> attention via reach; instead, marketers must focus on both
> capturing *and* continuing attention via engagement…
> Consumers now expect to be active participants in the
> media process. This requires new approaches to media
> strategy, involving media that do not simply re-place
> traditional media, but rather expand media choices so as to
> capture reach, intimacy, and engagement." (267)

The concept of engagement has also changed with the emergence of social media. As mentioned earlier, this is because consumers are no longer simply receiving messages from companies. Men and Tsai explain how consumers are more integrated

into the creation of media messages, "Specifically, by participating in the conversations embedded in a company's SNS [social networking sites] pages (e.g., commenting on the company and its products, expressing support and criticisms, and sharing information with social connections), online stakeholders can directly engage the company and each other" ("Beyond liking or following" 15).

Therefore, the modern definition of social media engagement is built on the "basic notion of a sense of being connected with something… The fundamental insight is that engagement comes from *experiencing* a website in a certain way… We define an experience as a consumer's beliefs about how a site fits into his/her life" (Calder, Malthouse and Schaedel 322). Consumers are exposed to a myriad of messages on a daily basis, and with social media they pick and choose which of those messages and companies they wish to pay attention to.

Researchers have derived various theories to explain consumers' participation in social media, and one of them is the uses and gratification theory (U&G). This describes how consumers use media "to fulfill personal needs, or *gratifications*" (Men and Tsai, "How companies cultivate relationships" 725). According to Calder, Malthouse and Schaedel, the U&G theory "provides a functionalist explanation of why people use media and has been an active area of research within communications since the 1940s" (322). They refer to McQuail's four U&G aspects, which are: information, personal identity, integration and social interaction, and entertainment (82-3).

According to McQuail, consumers seek media that can provide them with information to gather advice, details about events, as well as to allow them to self-educate themselves. Personal identity is another factor because consumers want to find

reassurance of their values and self-expression. Consumers also seek integration and social interaction to achieve a sense of belonging and develop a basis for conversation. Finally, consumers look for the entertainment value of media for cultural or aesthetic enjoyment (McQuail 82-3).

Men and Tsai add to this definition of the U&G theory by arguing that social media has added a few additional aspects of gratification:

> Recent studies have explored the motivations for using SNSs in general and discovered that in addition to the common motivators for traditional media usage, remuneration and empowerment emerged as unique motivators specific to SNSs… "Remuneration" refers to reasons based on rewards and economic incentives (e.g., coupons and promotions) that are commonly shared and disseminated through social media (Wang & Fesenmaier, 2003). The final motivator distinct for social media is 'empowerment' – the use of social media to demand improvement and excellence from the company." ("Beyond liking or following" 15)

Therefore, under the U&G theory, engagement is enhanced when companies' social media content is geared towards allowing consumers to obtain these aspects to benefit their daily lives.

Finally, according to Men and Tsai, there are three engagement levels: contribution, consumption and creation ("Beyond liking or following" 15). The focus of the research in this thesis is on evaluating engagement within the contribution and consumption levels. Upon evaluating social media engagement across platforms used by companies in the U.S. and China, Men and Tsai found that "companies in both countries capitalize on the multimedia features (e.g., photos, videos, and interactive polls) available on SNSs. Thus, they are able to stay true to the relationship-oriented nature of SNSs by posting not only product and promotional information, but also

13

brand- and product-related educational information and entertaining materials" ("How companies cultivate relationships" 728). The social media content evaluated in this thesis reflects this wide range of content types in the context of the U&G theory.

Research Questions

To analyze the social media usage and effectiveness of Donni Charm and Mischa, the following research questions were designed:

- How can the uses and gratification theory describe engagement levels across the companies' social media channels (i.e., Facebook, Instagram and Twitter)?

- How have the companies broken into international markets using social media, and what are recommendations for social media guidelines to increase global recognition of the brands?

Methodology

To complete this thesis a case study design was devised, which calls for in-depth research about the two focus companies: Donni Charm and Mischa. This research design follows Robert K. Yin's *Case Study Research: Design and Methods* for standards and guidelines. More specifically, the research design is a multiple-case study, which allows for cross-case analysis. As a result, the research questions can be answered more thoroughly, which in turn adds validity to the findings.

In order to fully analyze the results, a linear-analytic structure was chosen, which covers "the issue or problem being explored, the methods of exploration, the findings from the exploration, and the conclusions (for further research)" (Yin 132).

Information gathered for this case analysis consists mainly of social media tracking conducted during a one-month period. Between Feb. 24, 2014 and Mar. 24, 2014, data regarding Donni Charm and Mischa's Facebook, Twitter and Instagram content was recorded. The goal of this social media tracking was to analyze the information gathered to identify engagement levels (the dependent variable) in regards to factors such as what type of content generates higher engagement and what day of the week is the most effective (dependent variables). The data was recorded in Excel spreadsheets. For full tracking results, refer to Graphs A through F in the Appendix.

Each social media content piece was recorded under content categories, which were determined by the main topic of the post. These categories were developed using the aspects of the uses and gratification theory, including the two additional social media-specific aspects suggested by Men and Tsai.

The following is a list of all topics that were identified during this assessment:

1. Event: this includes company events, trade shows, exhibitions and any other events hosted by Donni Charm or Mischa. Such content fulfills the information aspect of the U&G theory.

2. New product: this includes any content that features new or upcoming products by Donni Charm or Mischa, and fulfills the information U&G aspect.

3. Product sighting: this entails any photos or videos featuring people wearing Donni Charm or Mischa products, including fans or friends of the brand. This fulfills the personal identity, and integration and social interaction U&G aspects.

4. Celebrity sighting: this is similar to product sighting but specifically when the person wearing the Donni Charm or Mischa product is a widely-known public

15

figure. This fulfills the entertainment, and the integration and social interaction U&G aspects.

5. Stockist: this refers to any physical store-related content; due to the fact that neither Donni Charm nor Mischa has its own physical stores, both brands rely heavily on other boutique stores (stockists) that carry their products for sales outside of online sales. This fulfills the information U&G aspect.

6. Sneak peak: this is when the content either features upcoming Donni Charm or Mischa products that are to be released at a future date, or content that is of a "behind the scenes" nature. This fulfills the entertainment and empowerment U&G aspects.

7. Promotion: this is when the content is about a promotional sale or offer by Donni Charm or Mischa, and fulfills the remuneration U&G aspect.

8. Style: this refers to content that features inspiration for how to wear Donni Charm or Mischa products; particularly, such content includes outfit ideas by fashion bloggers as well as Donni Charm and Mischa employees. This fulfills the personal identity U&G aspect.

9. Quote: this is when the content is a photo or graphic visual showcasing a famous quote; typically, the quote relates to Donni Charm or Mischa's brand personality. This fulfills the personal identity and entertainment U&G aspects.

10. Current Event: this refers to content that addresses topics that are relevant to the specific time or day it is posted; for example, a post about the Oscars on the day of the show would fall under this category. This fulfills the information, and integration and social interaction U&G aspects.

11. Repost: this includes all posts that consist of shared content (shared links on Facebook, retweets on Twitter or regrams on Instagram) from other organizations or individuals; such content is not original to Donni Charm or Mischa. This fulfills the entertainment U&G aspect.

12. Lifestyle: this refers to all content that promotes the overall brand personality and core values of Donni Charm and Mischa; for both brands, this also includes posts that are published by, or directly reflect, the daily lives of Donni Charm founder Alyssa Wasko or Mischa founder Michelle Lai. This fulfills the personal identity, and integration and social interaction U&G aspects.

13. Hashtag promotion: this refers to posts that encourage followers to use a brand-specific social media hashtag in users' content. This fulfills the personal identity and empowerment U&G aspects.

14. Blog: this includes all posts that link to and promote Mischa's blog posts (Donni Charm does not maintain a blog). This fulfills the information and entertainment U&G aspects.

15. Coverage: this includes all content that features press clippings (online, print and TV) on either company. This fulfills the information and entertainment U&G aspects.

These categories fit also under either hard or soft sell categories, meaning that they either promote the brand's products and tangible components directly (hard sell), or indirectly promote the brand by conveying its personality and overall values (soft sell). Hard sell tactics aim to:

> Induce rational thinking on the part of the receiver… [and] tend to be direct, emphasizing a sales orientation and often specifying the brand name and product recommendations. There is often explicit mention of factual information, such as comparisons with competing products or specific distinguishing features of the product that give it an advantage in performance or some other dimension relevant to consumers. (Okazaki, Mueller and Taylor 7)

On the other hand, soft sell tactics are those in which:

> Human emotions are emphasized to induce an affective (feeling) reaction from the viewer. These appeals tend to be subtle and indirect, and an image or atmosphere may be conveyed through a beautiful scene or the development of an emotional story, or via some other indirect mechanism. (Okazaki, Mueller and Taylor 7)

The content categories that were classified as hard sell in this assessment are: new product, promotion, event, product sighting, celebrity sighting, stockist, hashtag promotion and sneak peak. Categories classified as soft sell are: style, quote, current event, repost, lifestyle, blog and coverage.

Additionally, specific data on each social media item were recorded:

- The number of likes, shares, comments, favorites and retweets to determine engagement

- Whether photo or video components were included in the post

- Whether links and promotion of other organizations or individuals were incorporated via page or account tags

- Specific hashtags and buzzwords used

- The date of the post

- The time of the post

It is crucial to note that during this data collection process, all time zones were adjusted to reflect the posting times and days of the content accurately, based on the source location. For Donni Charm, all times recorded were adjusted to U.S. Eastern Standard Time (EST) because the posts originate from New York; for Mischa, all times are in Hong Kong Standard Time (HKT) because the posts originate from Hong Kong

Engagement levels were calculated by adding the total components of measurable engagement (i.e., number of likes, shares, favorites, retweets, comments and replies – all that were applicable to each platform), dividing them by the total number of followers on the platform on the day of assessment, and multiplying that number by 100 to obtain a percentage that indicates engagement. The following are the exact equations used to measure engagement levels for each platform assessed:

Facebook:

$$\left[\frac{Total\ Number\ of\ Likes + Total\ Number\ of\ Comments + Total\ Number\ of\ Shares}{Total\ Number\ of\ Page\ "Likes"\ at\ Time\ of\ Assessment} \right] x\ 100$$

Twitter:

$$\left[\frac{Total\ Number\ of\ Favorites + Total\ Number\ of\ Replies + Total\ Number\ of\ Retweets}{Total\ Number\ of\ Followers\ at\ Time\ of\ Assessment} \right] x\ 100$$

Instagram:

$$\left[\frac{Total\ Number\ of\ Likes + Total\ Number\ of\ Comments}{Total\ Number\ of\ Followers\ at\ Time\ of\ Assessment} \right] x\ 100$$

To analyze the information, the statistics analytics program SPSS, software developed by IBM, was used to predict patterns and generate graphs. Additionally, SPSS was used to calculate mean engagement totals across all platforms.

iii. Research Results and Analyses

Facebook

Between Feb. 24, 2014 and Mar. 24, 2014, Donni Charm posted content on its Facebook fan page for a total of 31 times. Donni Charm posted at least once almost every day, with the most activity being five posts in one day on Tuesday, Mar. 4. During this one-month period, the page's total "likes" grew from 6,241 to 6,268, reflecting a total growth of 0.43 percent. The average engagement level throughout the one-month period was 0.24 percent.

During the same one-month period, Mischa's Facebook page content activity was recorded. There were a total of 34 posts and Mischa published content at least once almost every day, with the most activity on Thursday, Mar. 6 when there were four posts. Its total "likes" grew from 3,930 to 4,223, reflecting a total growth of 7.46 percent. The average engagement level throughout the one-month period for Mischa was 1.23 percent.

Best Days of the Week to Post

Donni Charm

As seen in Graph 1 and Table 2, the most engaging day of the week to post was Friday, which had a mean engagement level of 0.37 percent. Tuesday and Thursday were tied for second most engaging day, garnering a mean engagement of 0.27 percent each. Saturday was a close third, gaining a mean engagement level of 0.26 percent. Graph 2 shows the weekly trend. From this graph, it can be gathered that there are two

peak days of the week – Tuesday and Friday. Low engagement days are Monday and

Sunday, with Wednesday being the least engaging day to post.

Graph 1: Donni Charm's Facebook Engagement Levels Affected by Day Posted
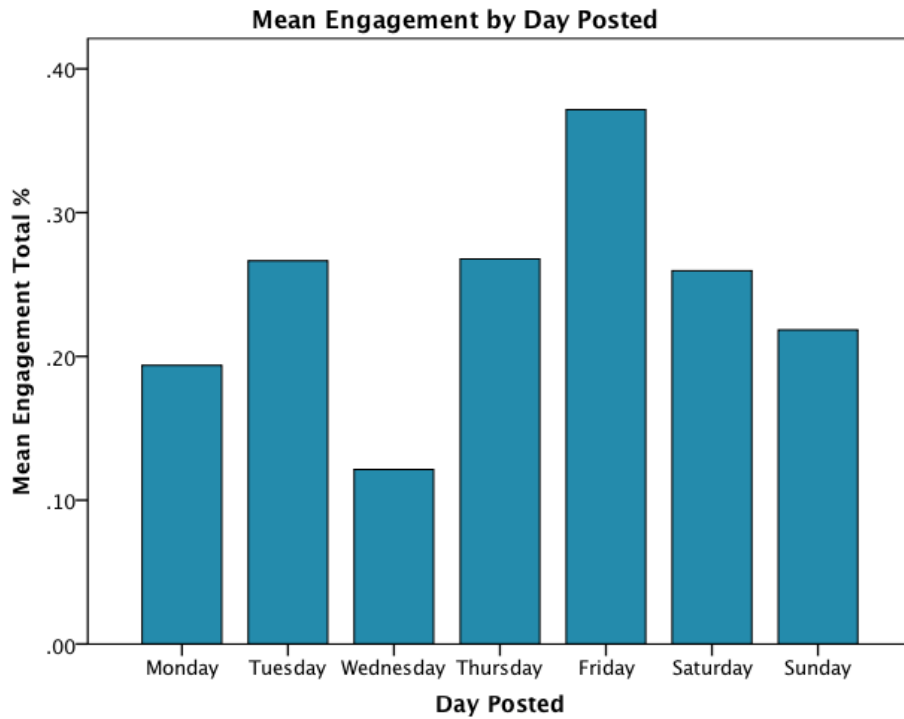
Graph 2: Donni Charm's Facebook Engagement Levels Affected by Day Posted

Table 2: Donni Charm's Facebook Engagement Levels Affected by Day Posted

Report - Mean Engagement by Day Posted
Engagement Total %

Day Posted	Mean	N	Minimum	Maximum
Friday	.37	4	.29	.56
Tuesday	.27	6	.10	1.04
Thursday	.27	4	.11	.48
Saturday	.26	3	.14	.43
Sunday	.22	3	.11	.38
Monday	.19	6	.13	.27
Wednesday	.12	5	.08	.19
Total	.24	31	.08	1.04

Mischa

As seen in Graph 3 and Table 3, the most engaging day of the week to post was Thursday, which had a mean engagement level of 2.45 percent. The second most engaging day was Monday, garnering a mean engagement of 1.34 percent each. Tuesday was the third most engaging, gaining a mean engagement level of 1.16 percent.

Graph 4 shows the weekly trend for Mischa, and this indicates one main peak day of the week – Thursday. The least engaging day to post was Wednesday.

Graph 3: Mischa's Facebook Engagement Levels Affected by Day Posted

Mean Engagement by Day Posted

Graph 4: Mischa's Facebook Engagement Levels Affected by Day Posted
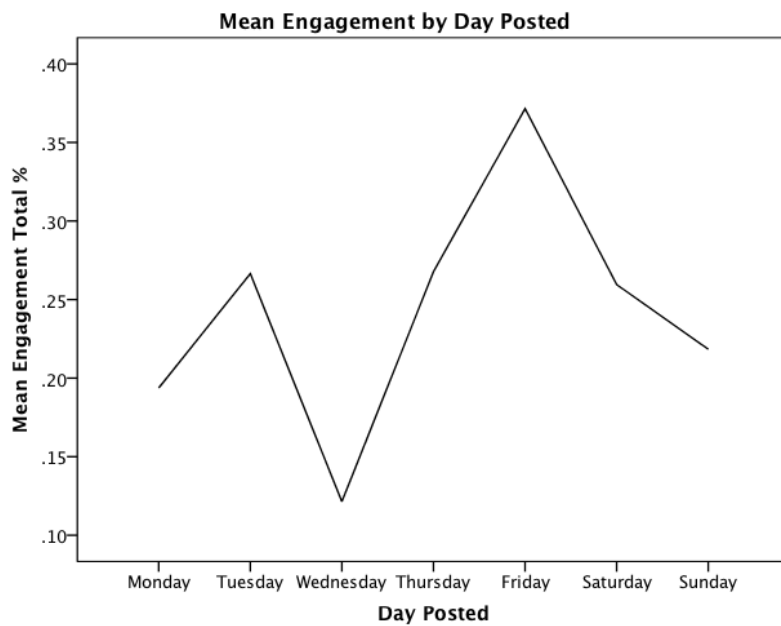
Mean Engagement by Day Posted

Table 3: Mischa's Facebook Engagement Levels Affected by Day Posted
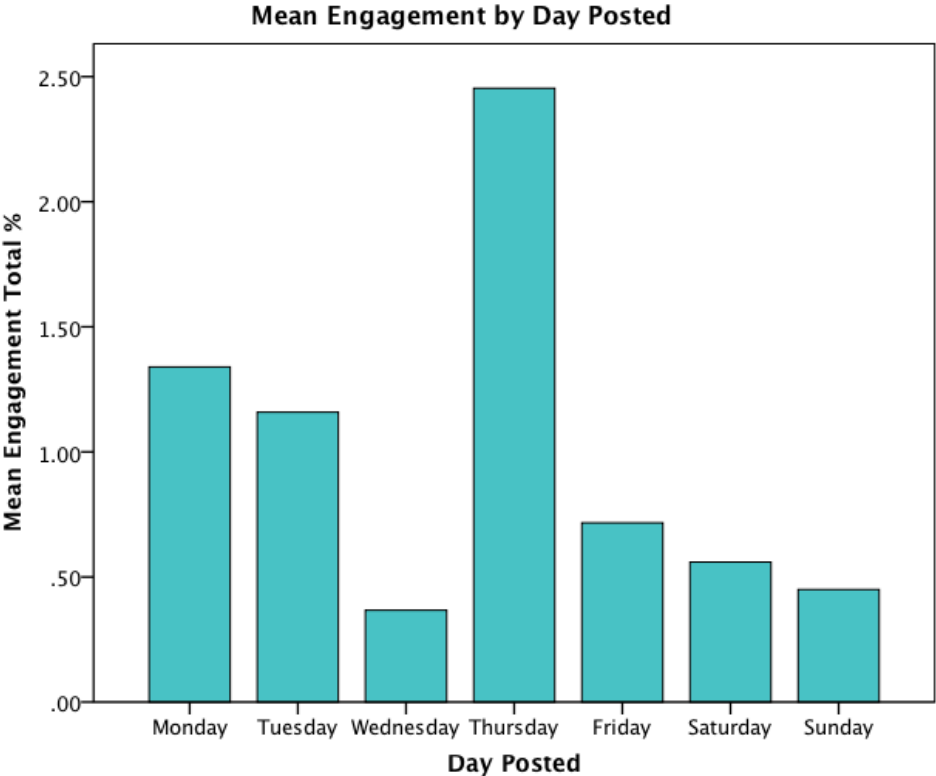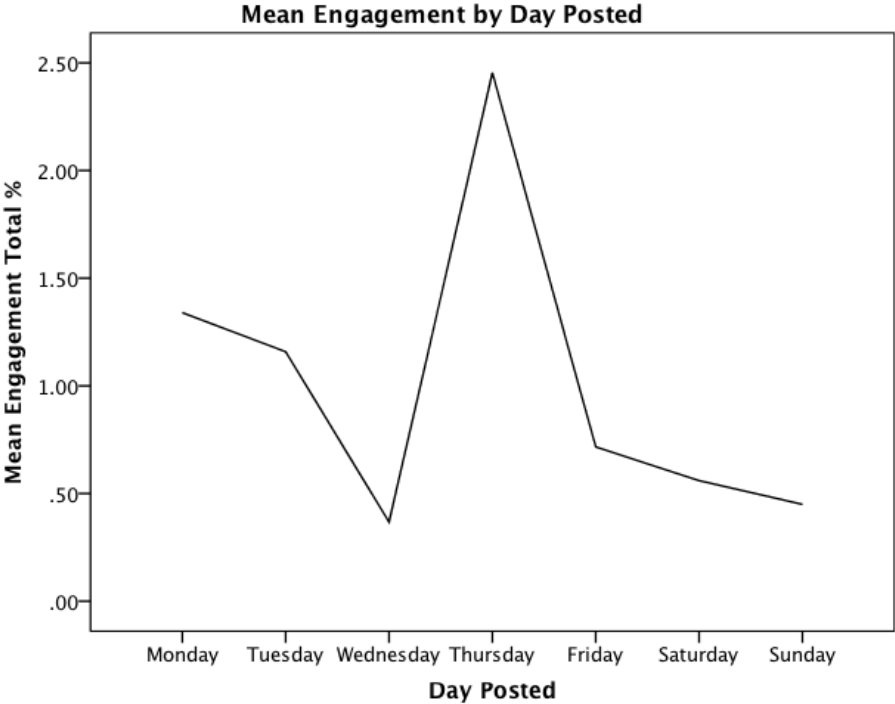
Report - Engagement by Day Posted
Engagement Total %

Day Posted	Mean	N	Minimum	Maximum
Thursday	2.45	7	.23	7.70
Monday	1.34	6	.05	6.41
Tuesday	1.16	8	.03	7.53
Friday	.72	6	.24	1.42
Saturday	.56	2	.25	.87
Sunday	.45	1	.45	.45
Wednesday	.37	4	.26	.55
Total	1.23	34	.03	7.70

Cross-Analysis

For both Donni Charm and Mischa, Tuesday and Thursday were in the top three engaging days of the week for Facebook. Similarly, the least engaging day of the week for both pages was Wednesday.

These findings match those from a Facebook statistics report released by social media marketing company Buddy Media in April 2011. Monitoring activity on 200 of its client accounts during a 14-day period revealed that Thursdays are the best day to post for fashion-based companies (Drell). The study also showed that Thursdays and Fridays garner 18 percent more engagement than other days of the week (Drell), which holds true for Donni Charm's Facebook page. Buddy Media's results suggest "that Facebook is a procrastination tool when people are itching to get out of the office" (Drell). However, it is important to note that the clients studied in Buddy Media's report were larger companies, so not all of the findings are applicable to long tail brands such as Donni Charm and Mischa.

Donni Charm

As seen in Graph 5 and Table 4, the best time throughout the day to post on Facebook that was recorded during the one-month period was 4:21 p.m., which had a 1.04 percent engagement level. At 2:06 p.m., the engagement level recorded was 0.56 percent, and at 6:33 p.m. it was 0.48 percent. Low engagement periods were around 1 p.m., 3 p.m. and 5 p.m. No posts were recorded before 9:30 a.m., between 6:30 and 10:30 p.m., and after 11 p.m, which indicates that Donni Charm's posts are focused around standard business hours.

Graph 6 shows the daily trends in engagement. The main peak times were around 2 p.m., 4 p.m. and 6 p.m.

Graph 5: Donni Charm's Facebook Engagement Levels Affected by Time Posted
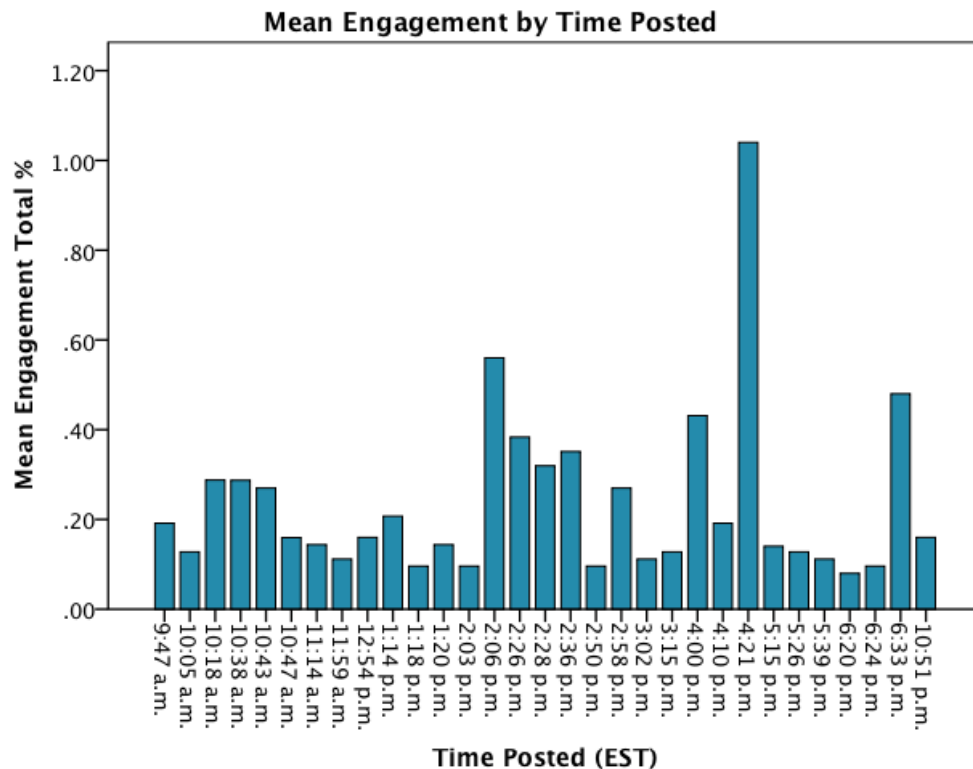
Graph 6: Donni Charm's Facebook Engagement Levels Affected by Time Posted
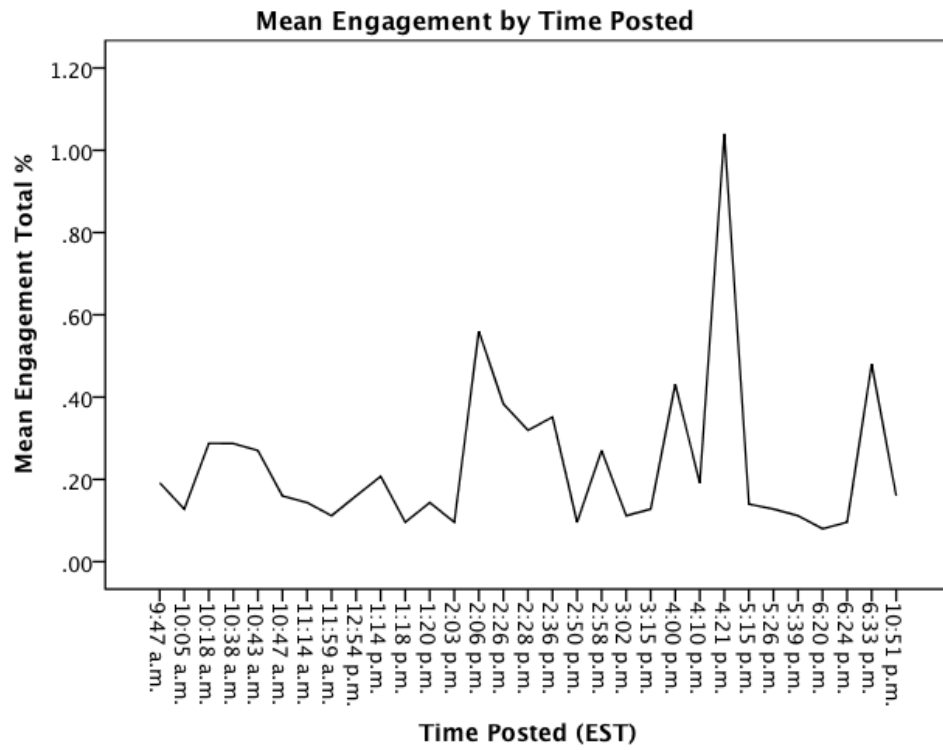
Table 4: Donni Charm's Facebook Engagement Levels Affected by Time Posted

Report - Mean Engagement by Time Posted

Engagement Total %

Time Posted (EST)	Mean	N	Minimum	Maximum
9:47 a.m.	.19	1	.19	.19
10:05 a.m.	.13	1	.13	.13
10:18 a.m.	.29	1	.29	.29
10:38 a.m.	.29	1	.29	.29
10:43 a.m.	.27	1	.27	.27
10:47 a.m.	.16	1	.16	.16
11:14 a.m.	.14	1	.14	.14
11:59 a.m.	.11	1	.11	.11
12:54 p.m.	.16	1	.16	.16
1:14 p.m.	.21	1	.21	.21
1:18 p.m.	.10	1	.10	.10
1:20 p.m.	.14	1	.14	.14
2:03 p.m.	.10	1	.10	.10
2:06 p.m.	.56	1	.56	.56
2:26 p.m.	.38	1	.38	.38
2:28 p.m.	.32	1	.32	.32
2:36 p.m.	.35	1	.35	.35
2:50 p.m.	.10	1	.10	.10
2:58 p.m.	.27	1	.27	.27
3:02 p.m.	.11	1	.11	.11
3:15 p.m.	.13	1	.13	.13
4:00 p.m.	.43	1	.43	.43
4:10 p.m.	.19	1	.19	.19
4:21 p.m.	1.04	1	1.04	1.04
5:15 p.m.	.14	1	.14	.14
5:26 p.m.	.13	1	.13	.13
5:39 p.m.	.11	1	.11	.11
6:20 p.m.	.08	1	.08	.08
6:24 p.m.	.10	1	.10	.10
6:33 p.m.	.48	1	.48	.48
10:51 p.m.	.16	1	.16	.16
Total	.24	31	.08	1.04

*Mischa*

Graph 7 and Table 5 show that the best time throughout the day to post on

Mischa's Facebook during the one-month period was at 3:57 p.m., which had a 7.70

percent engagement level. The engagement level at 9:45 a.m. had almost as much engagement with 7.61 percent, and at 9:30 a.m. it was 3.68 percent. Throughout the other times in the day, engagement levels were consistently lower in comparison to these three most engaging times. No posts were recorded before 8:30 a.m. and after 7 p.m, which indicates that Mischa's posts are also focused around standard business hours.

Graph 8 shows daily patterns; namely, the main peak times were very evidently between 9 and 10 a.m. and between 4 and 5 p.m.

Graph 7: Mischa's Facebook Engagement Levels Affected by Time Posted

Graph 8: Mischa's Facebook Engagement Levels Affected by Time Posted
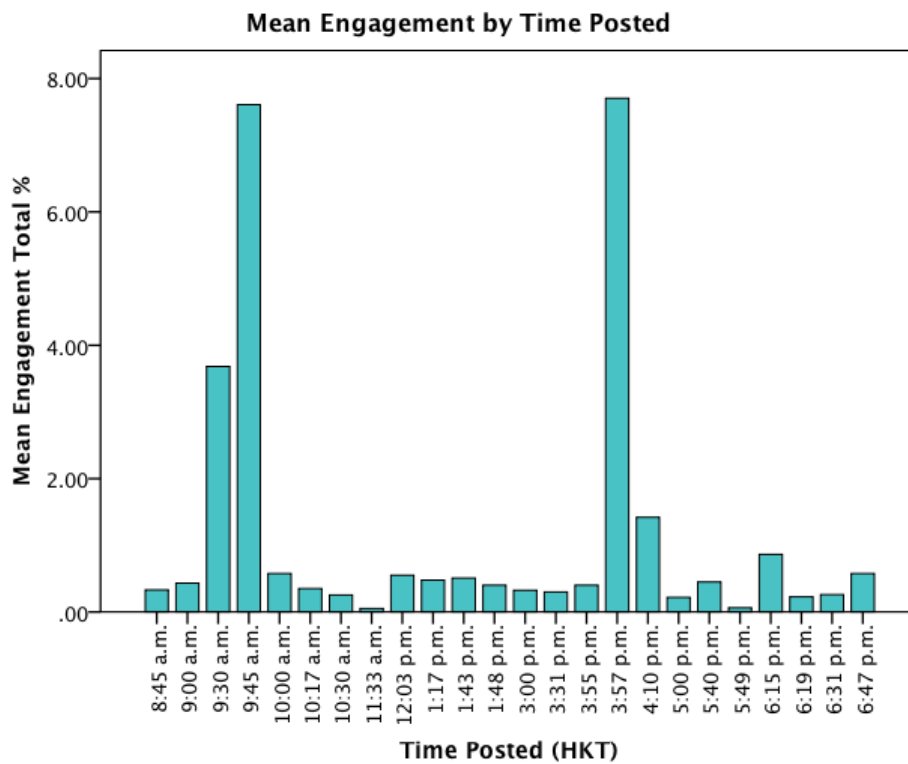
Mean Engagement by Time Posted

Table 5: Mischa's Facebook Engagement Levels Affected by Time Posted

Report - Engagement by Time Posted
Engagement Total %

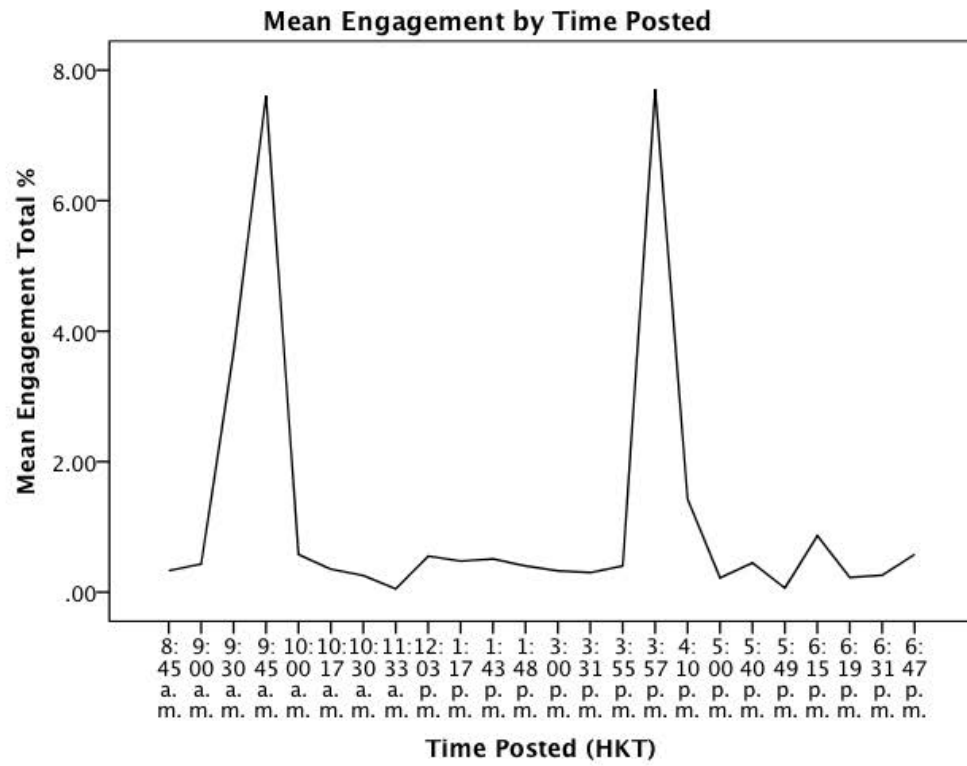| Time Posted (HKT)	Mean	N	Minimum	Maximum
8:45 a.m.	.33	1	.33	.33
9:00 a.m.	.43	4	.23	.59
9:30 a.m.	3.68	4	.28	7.53
9:45 a.m.	7.61	1	7.61	7.61
10:00 a.m.	.58	3	.25	1.18
10:17 a.m.	.35	1	.35	.35
10:30 a.m.	.25	1	.25	.25
11:33 a.m.	.05	1	.05	.05
12:03 p.m.	.55	1	.55	.55
1:17 p.m.	.48	1	.48	.48
1:43 p.m.	.51	1	.51	.51
1:48 p.m.	.40	1	.40	.40
3:00 p.m.	.33	1	.33	.33
3:31 p.m.	.30	1	.30	.30
3:55 p.m.	.40	1	.40	.40
3:57 p.m.	7.70	1	7.70	7.70
4:10 p.m.	1.42	1	1.42	1.42
5:00 p.m.	.22	2	.20	.24
5:40 p.m.	.45	1	.45	.45
5:49 p.m.	.06	2	.03	.10
6:15 p.m.	.87	1	.87	.87
6:19 p.m.	.23	1	.23	.23
6:31 p.m.	.26	1	.26	.26
6:47 p.m.	.58	1	.58	.58
Total	1.23	34	.03	7.70

Cross Analysis

Both Donni Charm and Mischa, audiences were targeted between the approximate hours of 8 a.m. to 7 p.m. Furthermore, data tracked from both pages indicated that 4 p.m. is the best time of the day to post. Other generally optimal times to post appeared to be at the start of the work day around 9 a.m., the middle of the day around 2 p.m., and the end of the work day around 6 p.m. The hours in between did not show effective engagement levels.

30

Buddy Media's previously mentioned Facebook study "found that daily

Facebook engagement has three peaks: early morning (7 a.m. EST), after work (5 p.m.

EST) and late at night (11 p.m. EST)" (Drell). The findings from Donni Charm and

Mischa's pages do not necessarily follow this; however, patterns in the peak times do

reflect that posts in the early morning before followers go to work or school, and in the

evening after followers get out of work and school are effective times to post.

The Relationship Between Day and Time Posted

As seen in Graphs 9, 10, 11 and 12, the trends in engagement levels observed

above hold true when engagement was analyzed using both day and time as

independent factors. For Donni Charm, Tuesday around 4 p.m. was the most effective,

and for Mischa, Thursday around 4 p.m. had the highest engagement. Other correlations

of best times and days to post are evident in these graphs.

Graph 9: Donni Charm's Facebook Engagement Levels – Time and Day Posted Cross-Analysis
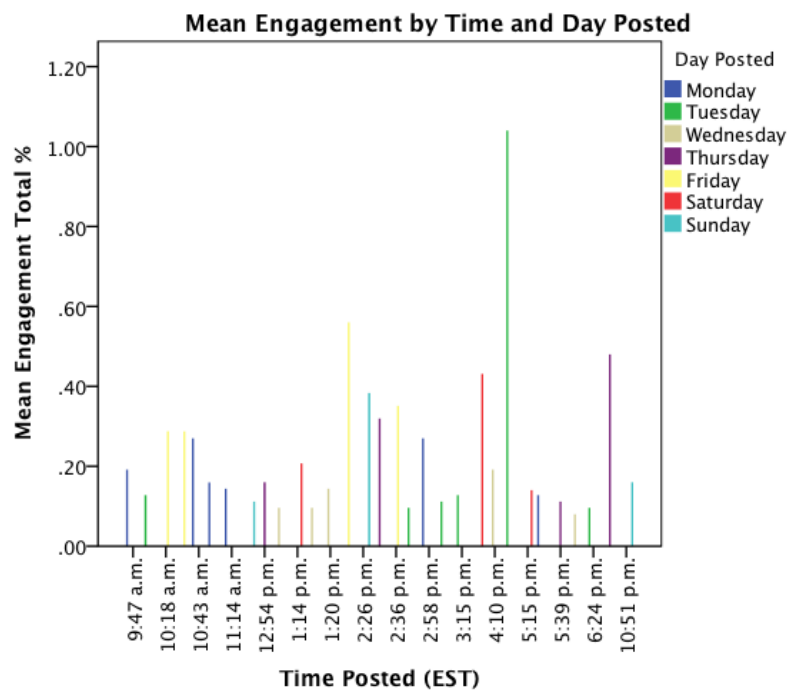
Graph 10: Mischa's Facebook Engagement Levels – Time and Day Posted Cross-Analysis

32
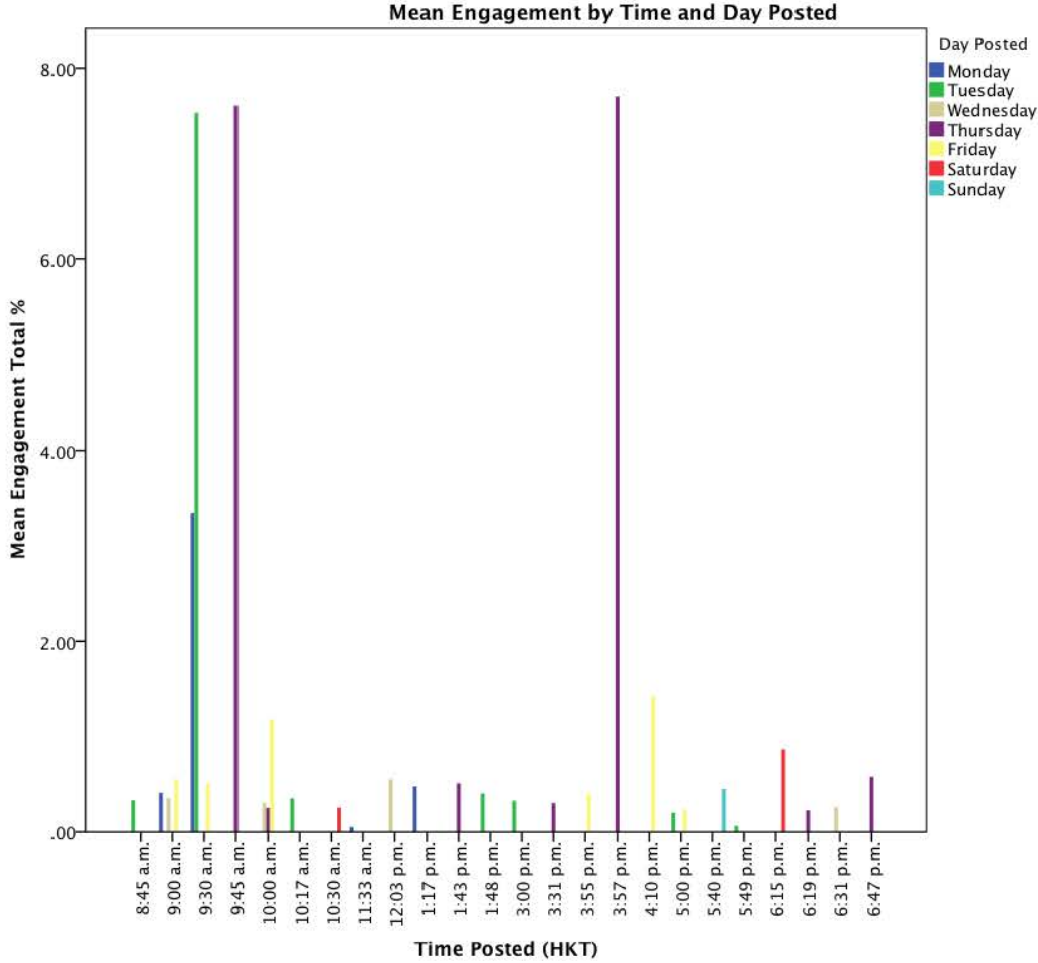
Graph 11: Donni Charm's Facebook Engagement Levels – Time and Day Posted Cross-Analysis (Daily)
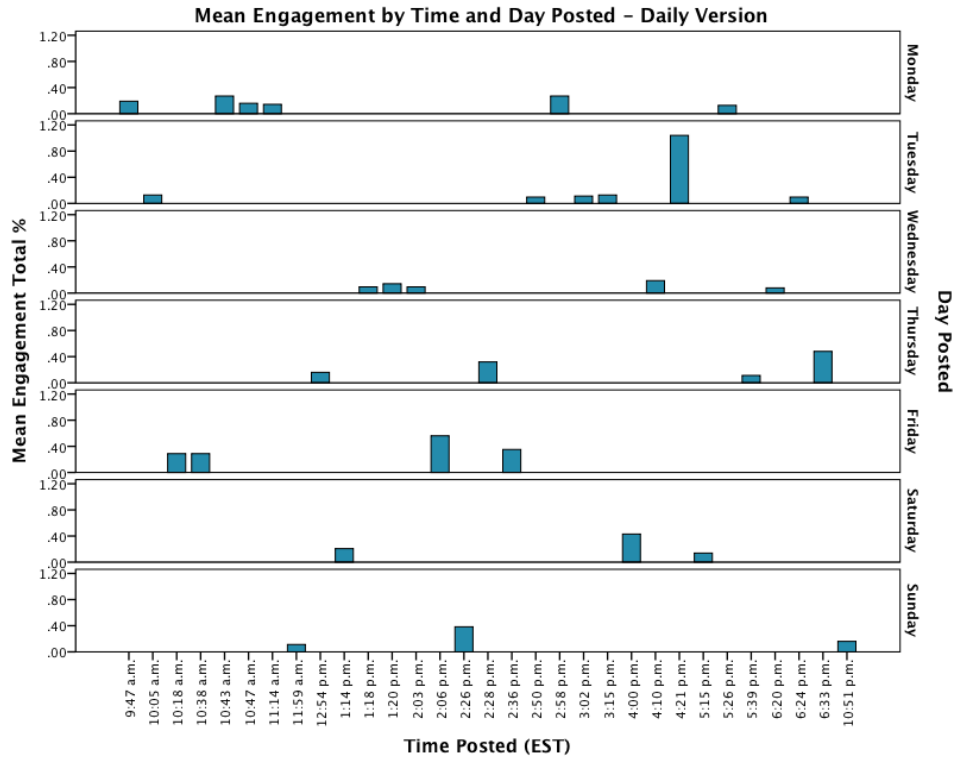
Graph 12: Mischa's Facebook Engagement Levels – Time and Day Posted Cross-Analysis (Daily)
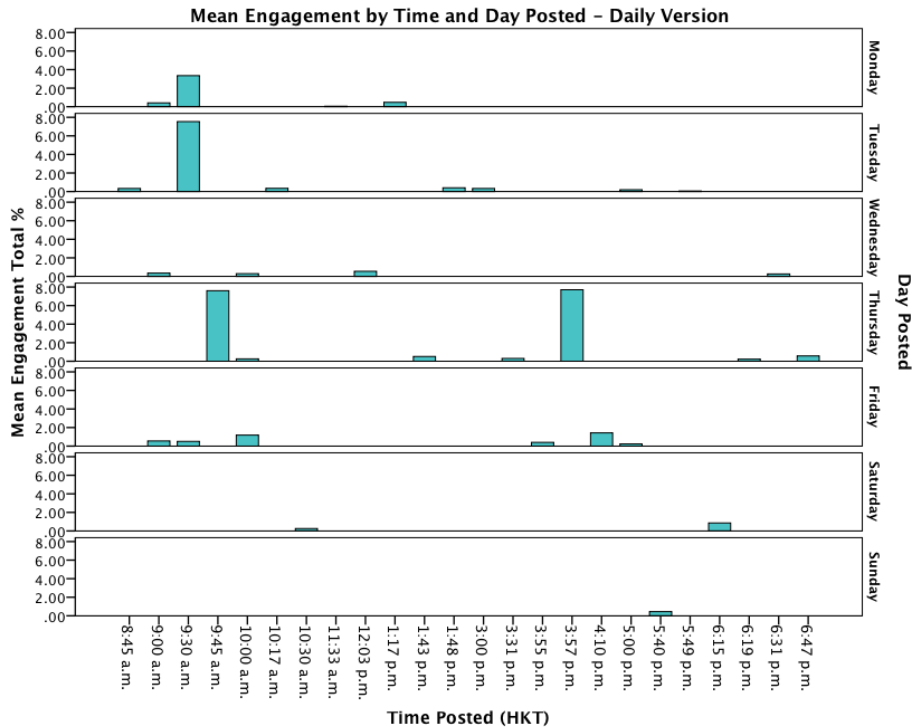
Best Topic Categories for Content

Donni Charm

During the one-month period, the content nature of Donni Charm's Facebook posts was recorded into categories. As seen in Graph 13 and Table 6, the most engaging topic was quotes, where famous quotes were published in visual form as photos. These gained a mean engagement level of 0.56 percent. Event-related posts gained a mean engagement of 0.53 percent, and sneak peak posts had 0.32 percent. The least engaging categories were stockist, new products and reposts.

Graph 13: Donni Charm's Facebook Engagement Levels Affected by Content Topic

Table 6: Donni Charm's Facebook Engagement Levels Affected by Content Topic

Report - Mean Engagement by Content Topic
Engagement Total %

Topic	Mean	N	Minimum	Maximum
Quote	.56	1	.56	.56
Event	.53	3	.27	1.04
Sneak peak	.32	1	.32	.32
Current Event	.30	2	.16	.43
Style	.27	5	.10	.48
Lifestyle	.20	4	.11	.35
Product sighting	.18	8	.13	.29
New product	.11	5	.08	.13
Repost	.11	1	.11	.11
Stockist	.10	1	.10	.10
Total	.24	31	.08	1.04

Mischa

Graph 14 and Table 7 indicate that the most engaging topic on Mischa's Facebook page was celebrity sighting, and specifically a post that featured a celebrity, American actress Jaimi Chung, using a Mischa handbag. This gained an engagement level of 7.70 percent. Following that, hashtag promotion garnered 7.53 percent engagement and event-related postings had a mean engagement of 3.22 percent.

Graph 14: Mischa's Facebook Engagement Levels Affected by Content Topic

Mean Engagement by Content Topic

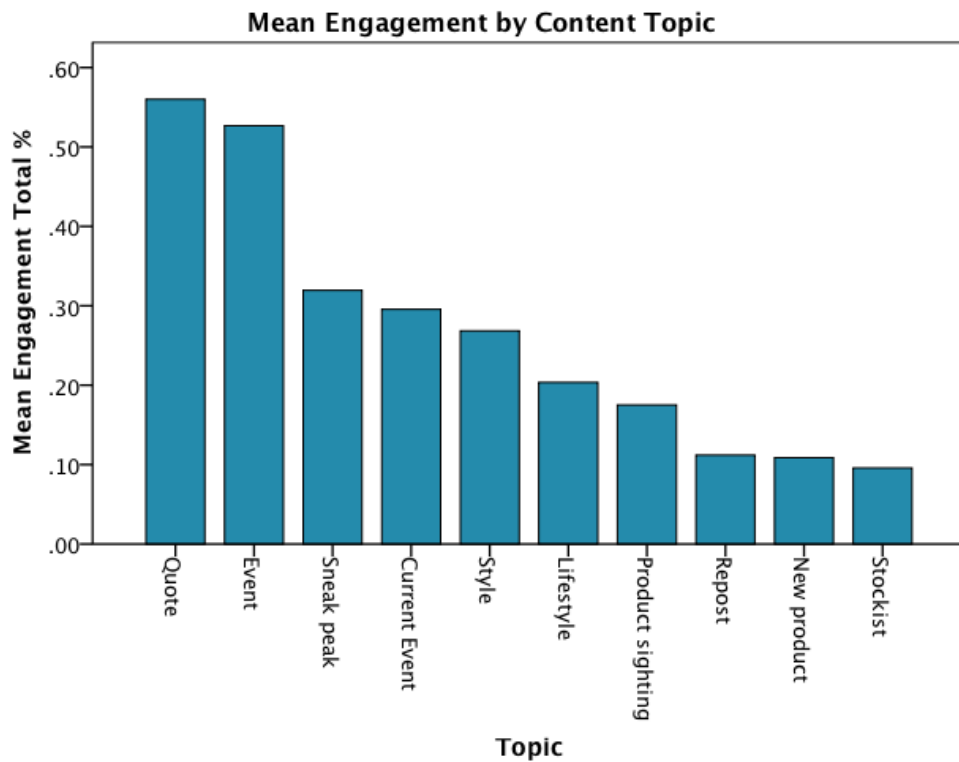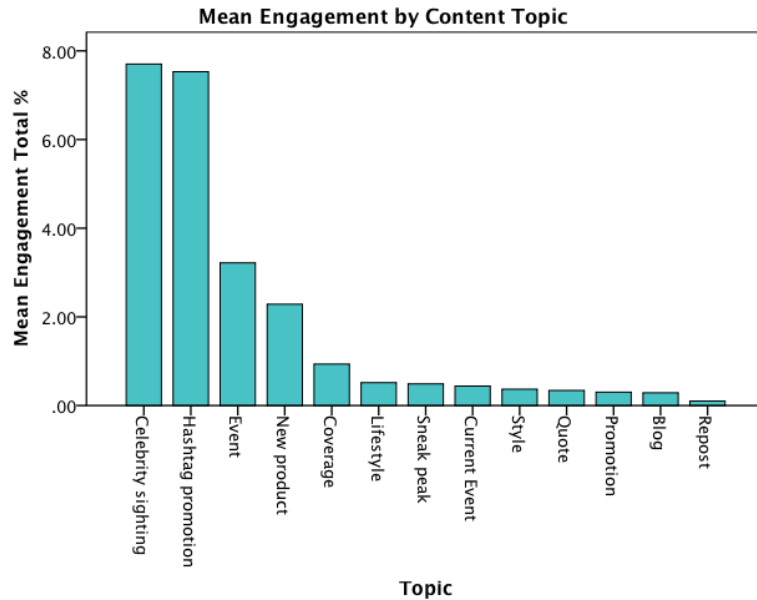

Table 7: Mischa's Facebook Engagement Levels Affected by Content Topic

Report - Engagement by Topic
Engagement Total %

Topic	Mean	N	Minimum	Maximum
Celebrity sighting	7.70	1	7.70	7.70
Hashtag promotion	7.53	1	7.53	7.53
Event	3.22	2	.03	6.41
New product	2.28	4	.26	7.61
Coverage	.93	3	.20	1.42
Lifestyle	.51	2	.48	.55
Sneak peak	.49	2	.40	.58
Current Event	.44	2	.33	.55
Style	.37	2	.23	.51
Quote	.34	9	.23	.59
Promotion	.30	1	.30	.30
Blog	.29	4	.05	.51
Repost	.10	1	.10	.10
Total	1.23	34	.03	7.70

Cross Analysis

For both Donni Charm and Mischa, event-related posts, a hard sell topic, were in the top three categories for content. Lifestyle and style-related posts, both of which are soft sell categories, fell within the middle range for engagement. For both pages, reposts

36

were one of the least effective categories. However, a few differences were also

observed. For Donni Charm, new product posts, a hard sell topic, were not engaging,

but for Mischa, such posts contained the fourth most engaging content.

Effectiveness of Visual Content

Donni Charm

During the one month of assessment, all of Donni Charm's Facebook posts

included a photo element, but none of them incorporated videos. Therefore, as seen in

Graph 15, the mean engagement level of the posts was the same as the overall

engagement of Donni Charm's Facebook content – 0.24 percent.

Graph 15: Donni Charm's Facebook Engagement Levels Affected by Visual Content
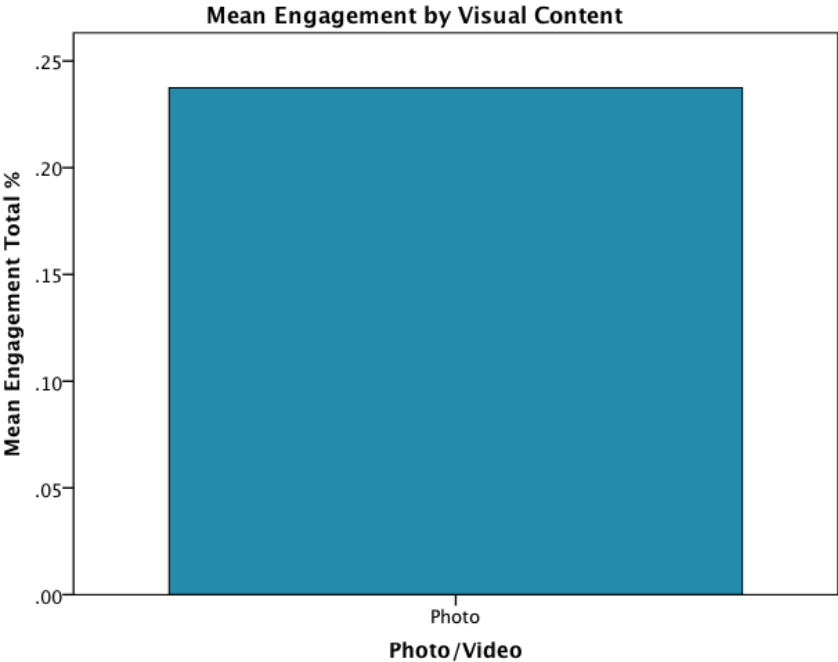
Mischa

All of Mischa's Facebook posts incorporated a visual element, most of which

were photos. The posts with photos had a mean engagement level of approximately 1.10

percent. The rest of the posts included videos, which garnered a mean engagement level of about 2.70 percent, which is more than twice as effective as the photos.

Graph 16: Mischa's Facebook Engagement Levels Affected by Visual Content

Mean Engagement by Visual Content
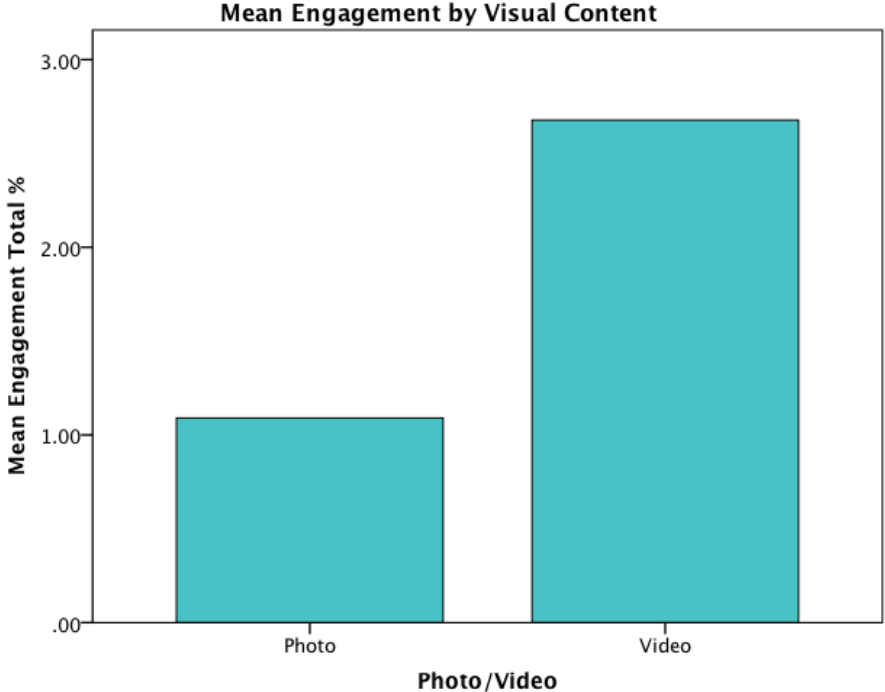
Cross Analysis

While it is hard to draw analyses from Donni Charm's content due to the fact that no videos were posted during the one-month period, Mischa's content shows that incorporating video elements into posts is more engaging than photos and still visuals. The fact that all of Donni Charm and Mischa's Facebook posts incorporated at least a photo element is a positive finding for both brands because content on Facebook that includes images increases engagement by 37 percent (Pick).

A study by Quintly, a social media analytics company, conducted during the month of January 2014 analyzed findings from tracking 72,194 Facebook pages and found that videos garner 60 percent more engagement than posts with photos (Cohen). Mischa's results reflect this finding.

Donni Charm

None of Donni Charm's Facebook posts during the month of assessment

included links, both internal and external. Internal links are those of the brand, and

external links are any other outside pages. As seen in Graph 17, the engagement level of

all Donni Charm posts during this time, therefore, were at the mean engagement level of

0.24 percent.

Graph 17: Donni Charm's Facebook Engagement Levels Affected by Links
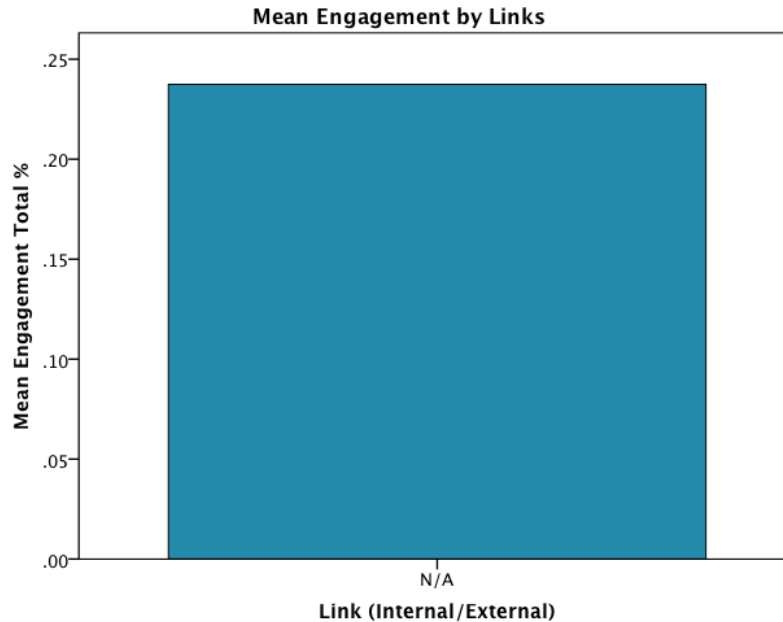
Mischa

More than half of the Facebook posts on Mischa's page during the assessment

period did not include links. These posts without links had a mean engagement level of

about 1.40 percent, while those that had links had almost 1.00 percent engagement.

Therefore, as seen in Graph 18, posts without links were more effective than those with

links.

Graph 18: Mischa's Facebook Engagement Levels Affected by Links
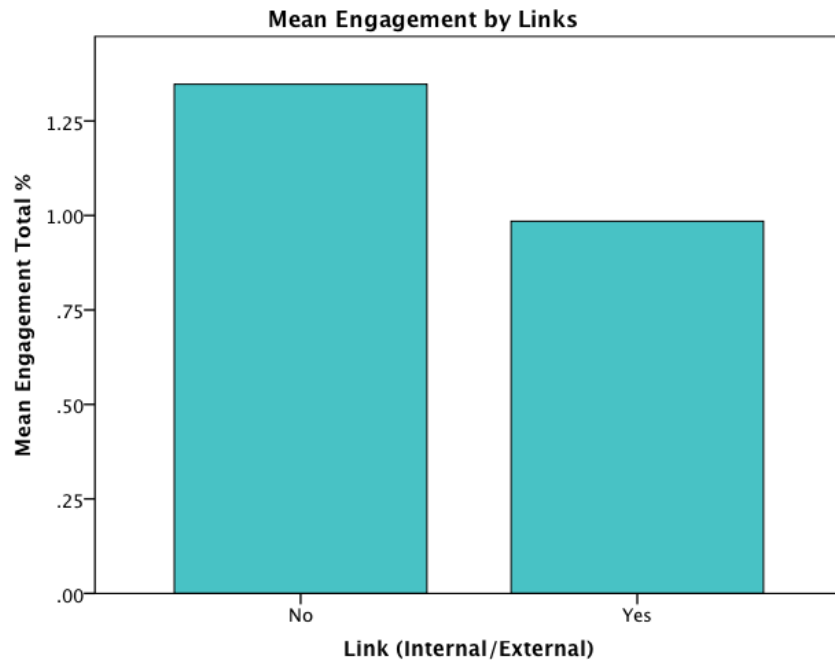
Cross Analysis

Due to the fact that Donni Charm's posts did not use links, it is hard to determine the effectiveness of using links in Facebook content. However, from the analysis of Mischa's content, it can be concluded that the use of links does not play a role in increasing engagement; in fact, it seems to lower engagement levels.

The Effectiveness of Promoting Third Parties

Donni Charm

Some of Donni Charm's posts tagged third party organizations and non-employee individuals. According to Graph 19, the posts that gained the highest engagement levels were those that promoted one organization or individual, and these had a mean engagement of about 0.27 percent, which is above the average for all Donni Charm Facebook content during the one-month period. Posts that didn't promote others

were at the average mean engagement of 0.24 percent. Posts promoting two and three organizations or individuals had lower levels of engagement of approximately 0.19 percent and 0.11 percent, respectively.

Graph 19: Donni Charm's Facebook Engagement Levels Affected by Promoting Others

Mean Engagement by Promoting Others
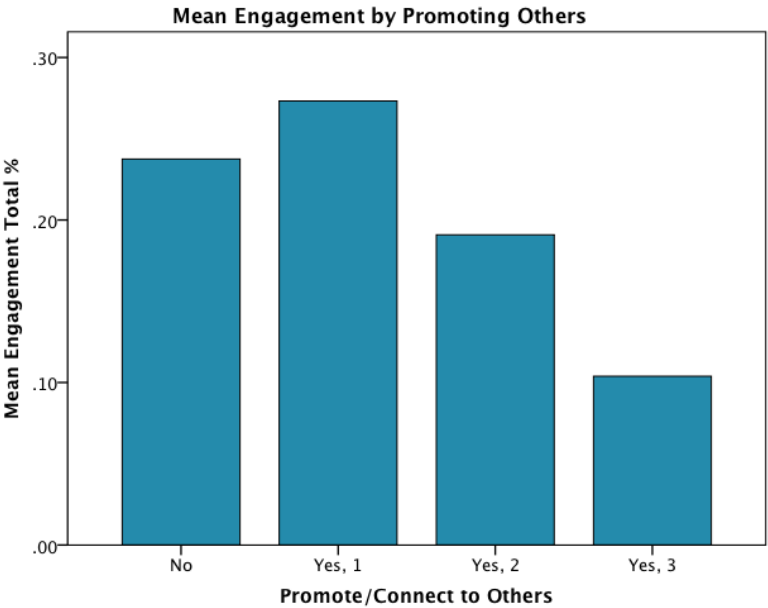
Mischa

Graph 20 shows that the highest engagement levels were seen in posts that promoted one organization or individual, with a mean engagement of about 2.70 percent, which is more than twice the average for all Mischa Facebook content during the one-month period. Posts that didn't promote others had a 0.9 percent engagement level, which is below the average mean engagement of 1.23 percent. Posts promoting two organizations or individuals were at about 1.30 percent mean engagement, which is slightly higher than the all-post mean. The lowest engagement levels were seen in posts promoting three organizations or individuals, at a mean of approximately 0.25 percent.

41

Graph 20: Mischa's Facebook Engagement Levels Affected by Promoting Others

Mean Engagement by Promoting Others
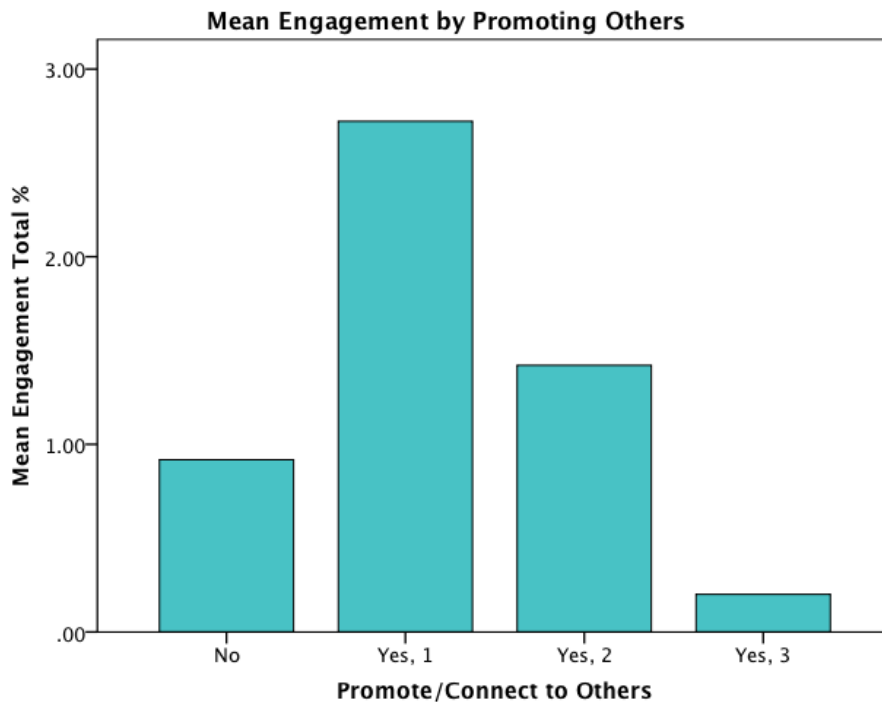
Cross Analysis

      For both pages, promoting one organization or individual showed significantly higher levels of engagement than posts that didn't promote others at all. In both cases, promoting one other organization or individual also showed engagement levels that were above the average for each page. Another similarity between the two pages is that the effectiveness of promoting others decreases as additional organizations and individuals are included, so it is most effective to focus on only one entity to promote in each post. Differences observed were that on Donni Charm's page, posts that didn't promote others had a higher engagement level than posts that tagged two others. On the other hand, on Mischa's page, not promoting others was less effective than promoting two others.

Twitter

Tweets on Donni Charm's Twitter account were tracked between Feb. 24 and Mar. 24, 2014. There were a total of 26 tweets during the month, and the average mean engagement for all tweets was 0.11 percent. The number of followers increased from 687 to 696, indicating a growth of 1.31 percent. Tweets were posted almost every day between one to two times each day. Donni Charm's Twitter feed is active between 9 a.m. and 6 p.m., which are standard business hours.

Mischa's Twitter account was also monitored during this one-month period. There were a total of 44 tweets and the average mean engagement was 0.07 percent. The number of followers increased from 531 to 566, which is a growth of 1.07 percent. There were tweets published almost every day, ranging from one to three times daily. Mischa's Twitter feed is active between 9 a.m. and 8 p.m., which is the majority of the day.

Best Days of the Week to Post

Donni Charm

As seen in Graph 21 and Table 8, the best days to post on Donni Charm's Twitter feed were Thursday and Saturday, which both had a mean engagement level of 0.14 percent. Monday was the next most effective day, with 0.12 percent mean engagement. The least effective days to Tweet were Friday and Saturday, which both had a mean engagement level of 0.07 percent.

Graph 22 shows the weekly trends in engagement levels. Peak days are Thursday and Saturday, and Monday provides a steady start.

43

Graph 21: Donni Charm's Twitter Engagement Levels Affected by Day Posted

Mean Engagement by Day Posted
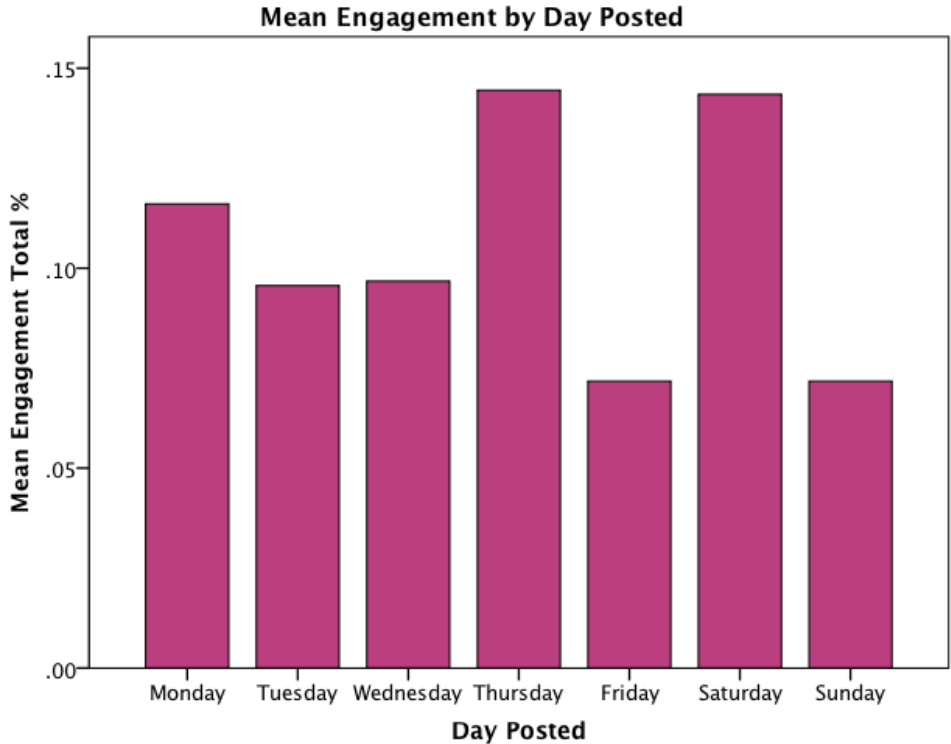
Graph 22: Donni Charm's Twitter Engagement Levels Affected by Day Posted

Mean Engagement by Day Posted

44
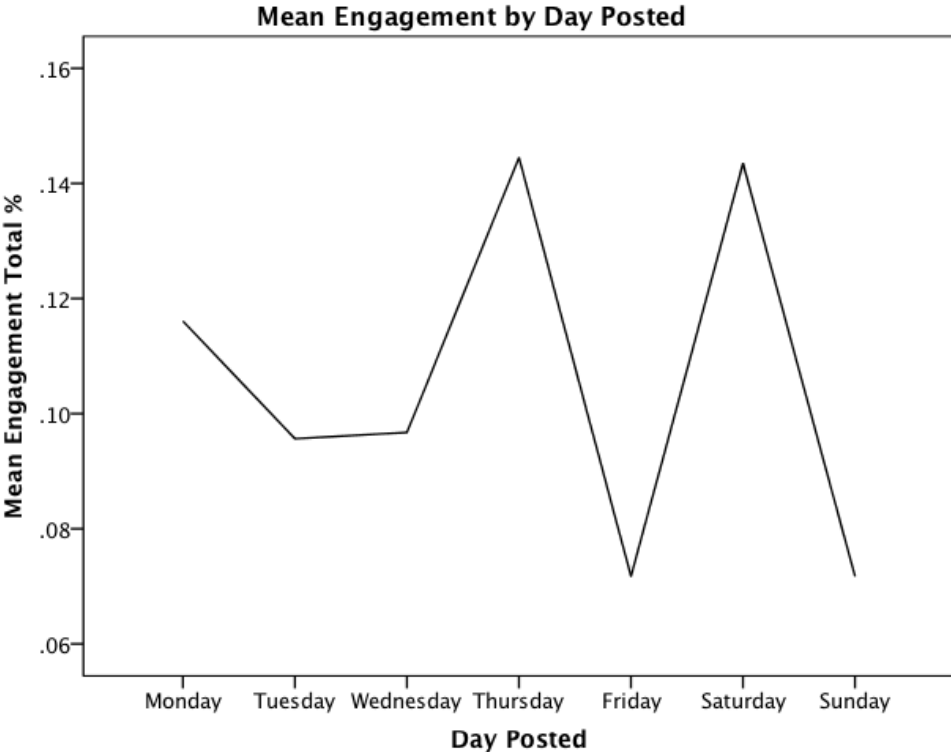
Table 8: Donni Charm's Twitter Engagement Levels Affected by Day Posted

Report - Mean Engagement by Day Posted
Engagement Total %

Day Posted	Mean	N	Minimum	Maximum
Thursday	.14	3	.00	.29
Saturday	.14	3	.00	.43
Monday	.12	5	.00	.43
Wednesday	.10	6	.00	.29
Tuesday	.10	3	.00	.29
Friday	.07	4	.00	.14
Sunday	.07	2	.00	.14
Total	.11	26	.00	.43

Mischa

As seen in Graph 23 and Table 9, the best day to post on Mischa's Twitter feed was Tuesday, which had a mean engagement level of 0.18 percent. Monday was the second most effective day, with 0.15 percent mean engagement. Sunday was the third most effective, with 0.06 percent engagement. The least effective days to tweet were Thursday and Saturday, which both had a mean engagement level of 0 percent.

The weekly trend in Graph 24 indicates that there is a large spike in engagement beginning on Monday and peaking on Tuesday. There are smaller peaks on Friday and Sunday, but after Tuesday, engagement levels dwindle significantly.

Graph 23: Mischa's Twitter Engagement Levels Affected by Day Posted
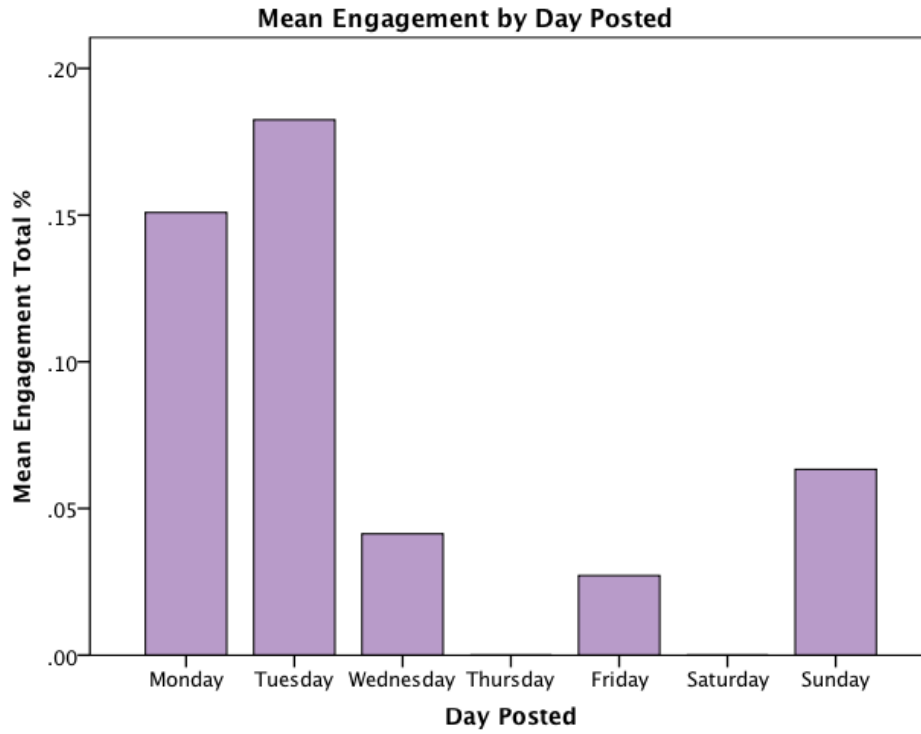
Graph 24: Mischa's Twitter Engagement Levels Affected by Day Posted

Table 9: Mischa's Twitter Engagement Levels Affected by Day Posted

Report - Engagement by Day Posted

Engagement Total %

Day Posted	Mean	N	Minimum	Maximum
Tuesday	.18	8	.00	.73
Monday	.15	6	.00	.55
Sunday	.06	3	.00	.19
Wednesday	.04	9	.00	.19
Friday	.03	7	.00	.19
Thursday	.00	9	.00	.00
Saturday	.00	2	.00	.00
Total	.07	44	.00	.73

Cross Analysis

On both Twitter accounts, Monday was in the top three most effective days to tweet. Another similarity was that mean engagement levels on both channels were comparable, with the highest level on Donni Charm's Twitter being 0.14 percent and that of Mischa's being 0.18 percent. However, other observations differed greatly. The worst days to tweet for Donni Charm were Friday and Sunday, but Sunday was the third most effective day to Tweet for Mischa. Similarly, the worst days to tweet for Mischa were Thursday and Saturday, but both of those days were the top two most effective days for Donni Charm.

Buffer, a social media content scheduling website, conducted research which revealed that "Twitter engagement for brands is 17 percent higher on weekends" (Cooper). Donni Charm's Twitter results exemplified this because Saturday was an effective day to tweet, and for Mischa's Twitter, Sunday was a good day to tweet. However, since Monday was the most effective day for both brands to tweet, the results from the Twitter monitoring disproved the results from Buffer's study.

Best Times to Tweet

Donni Charm

Graph 25 and Table 10 show that the best times to post on Donni Charm's Twitter account were at 3 p.m. and 4:26 p.m., which post garnered a mean engagement of 0.43 percent. The second best times were 9:05 a.m., 1:18 p.m. and 5:33 p.m., which all garnered 0.29 percent engagement each. Other good times to tweet were 9:43 a.m. and 5:20 p.m., which each had 0.15 percent mean engagement.

Daily trends in engagement can be seen in Graph 26, which indicates peak time periods between 2:30 p.m. and 3 p.m., as well as 4 to 5 p.m. Smaller peaks are also shown. The graph also demonstrates where the pockets of 0 percent engagement are: between 10:30 a.m. and 12 noon, 1 p.m. to 1:15 p.m., 2 to 2:30 p.m., and 3 to 4 p.m.

Graph 25: Donni Charm's Twitter Engagement Levels Affected by Time Posted

Mean Engagement by Time Posted
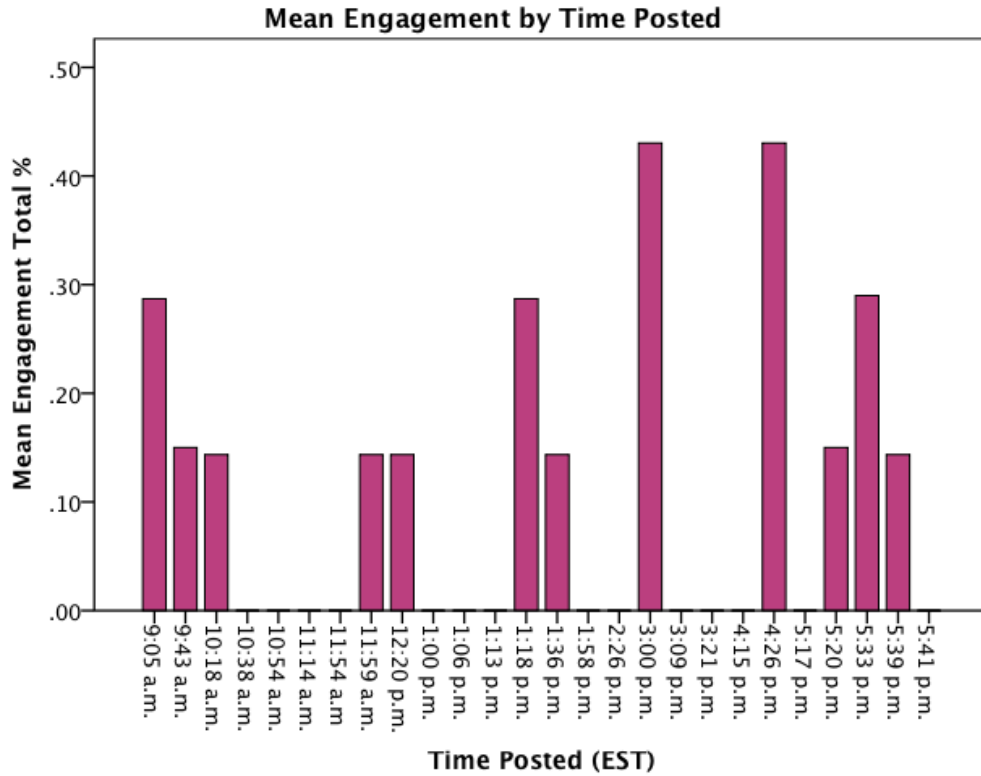
Graph 26: Donni Charm's Twitter Engagement Levels Affected by Time Posted

Mean Engagement by Time Posted
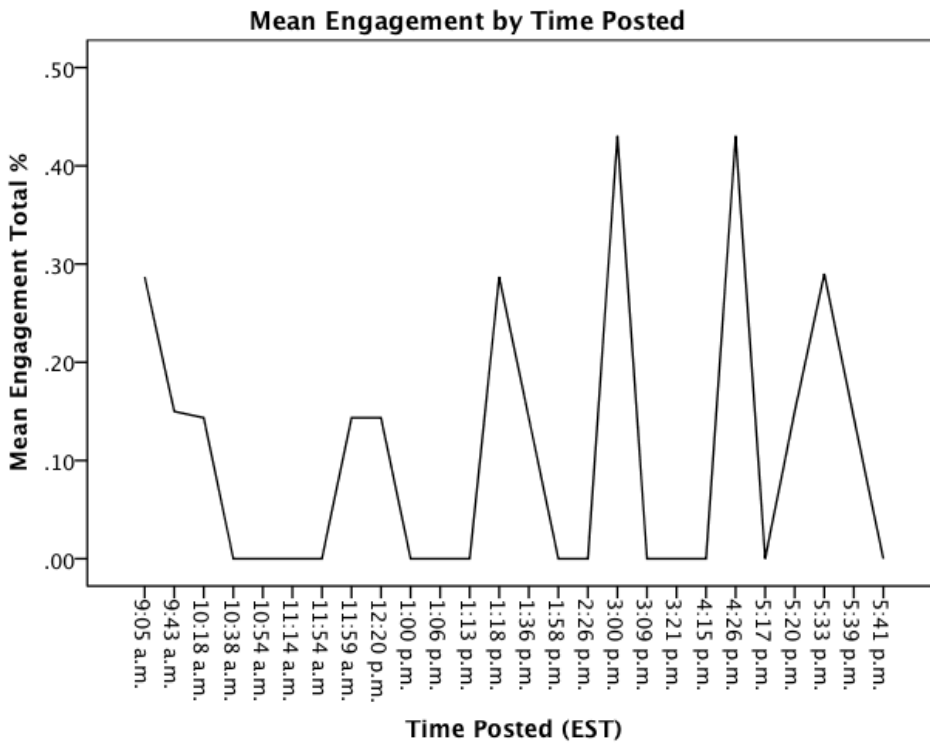
Table 10: Donni Charm's Twitter Engagement Levels Affected by Time Posted

**Report - Mean Engagement by Time Posted**
Engagement Total %

Time Posted (EST)	Mean	N	Minimum	Maximum
9:05 a.m.	.29	1	.29	.29
9:43 a.m.	.15	1	.15	.15
10:18 a.m.	.14	1	.14	.14
10:38 a.m.	.00	1	.00	.00
10:54 a.m.	.00	1	.00	.00
11:14 a.m.	.00	1	.00	.00
11:54 a.m	.00	1	.00	.00
11:59 a.m.	.14	1	.14	.14
12:20 p.m.	.14	1	.14	.14
1:00 p.m.	.00	1	.00	.00
1:06 p.m.	.00	1	.00	.00
1:13 p.m.	.00	1	.00	.00
1:18 p.m.	.29	1	.29	.29
1:36 p.m.	.14	1	.14	.14
1:58 p.m.	.00	1	.00	.00
2:26 p.m.	.00	1	.00	.00
3:00 p.m.	.43	1	.43	.43
3:09 p.m.	.00	1	.00	.00
3:21 p.m.	.00	1	.00	.00
4:15 p.m.	.00	1	.00	.00
4:26 p.m.	.43	1	.43	.43
5:17 p.m.	.00	1	.00	.00
5:20 p.m.	.15	1	.15	.15
5:33 p.m.	.29	1	.29	.29
5:39 p.m.	.14	1	.14	.14
5:41 p.m.	.00	1	.00	.00
Total	.11	26	.00	.43

Mischa

Graph 27 and Table 11 show that the best time to post on Mischa's Twitter account was at 5:36 p.m., which displayed 0.73 percent engagement. The second best time was 3:55 p.m. with an engagement level of 0.36 percent. The third best time to tweet was at 10:28 a.m., which had 0.27 percent engagement.

Daily trends are indicated in Graph 28. Peak times were concentrated around 3 to 6 p.m., and throughout the morning and middle of the day. There were a few pockets of 0 percent engagement: between 9:30 a.m. and 11 a.m., 1:30 p.m. to 3 p.m., and after 6 p.m.

Graph 27: Mischa's Twitter Engagement Levels Affected by Time Posted

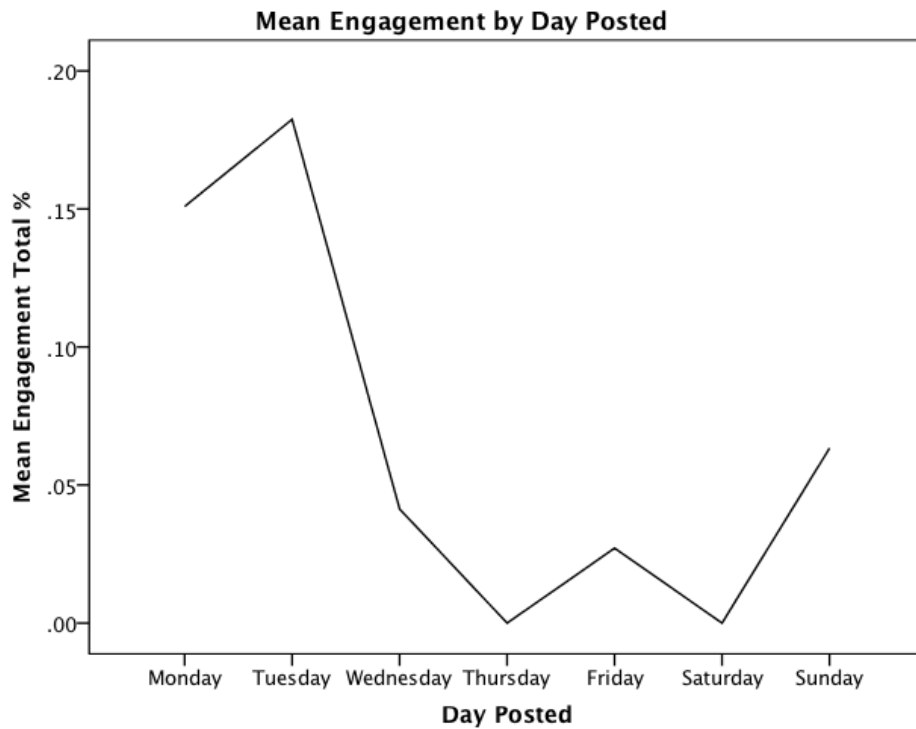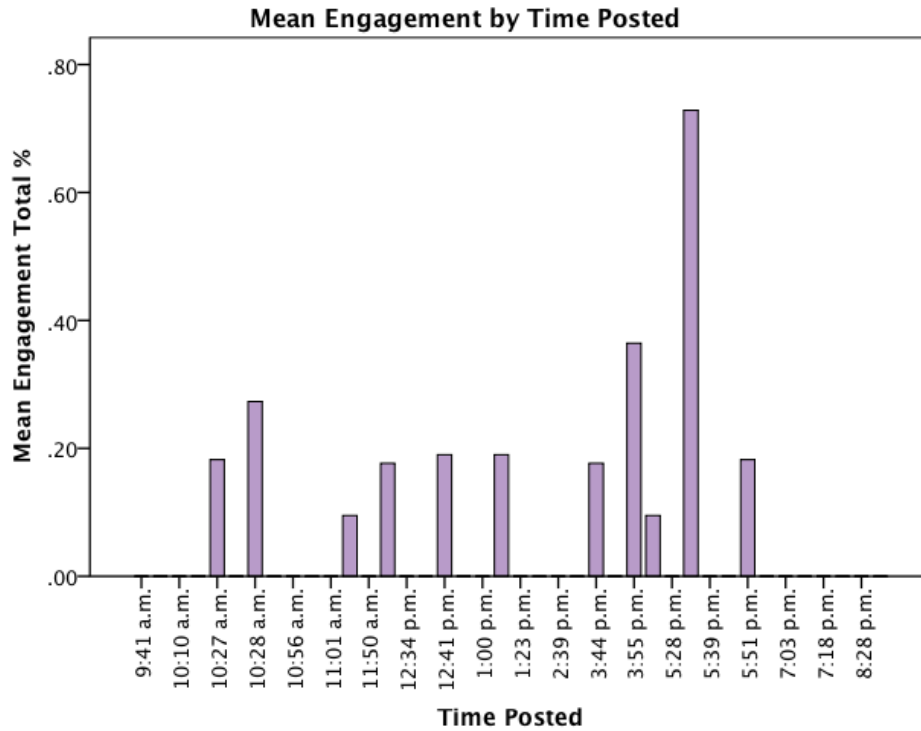Graph 28: Mischa's Twitter Engagement Levels Affected by Time Posted

Mean Engagement by Time Posted
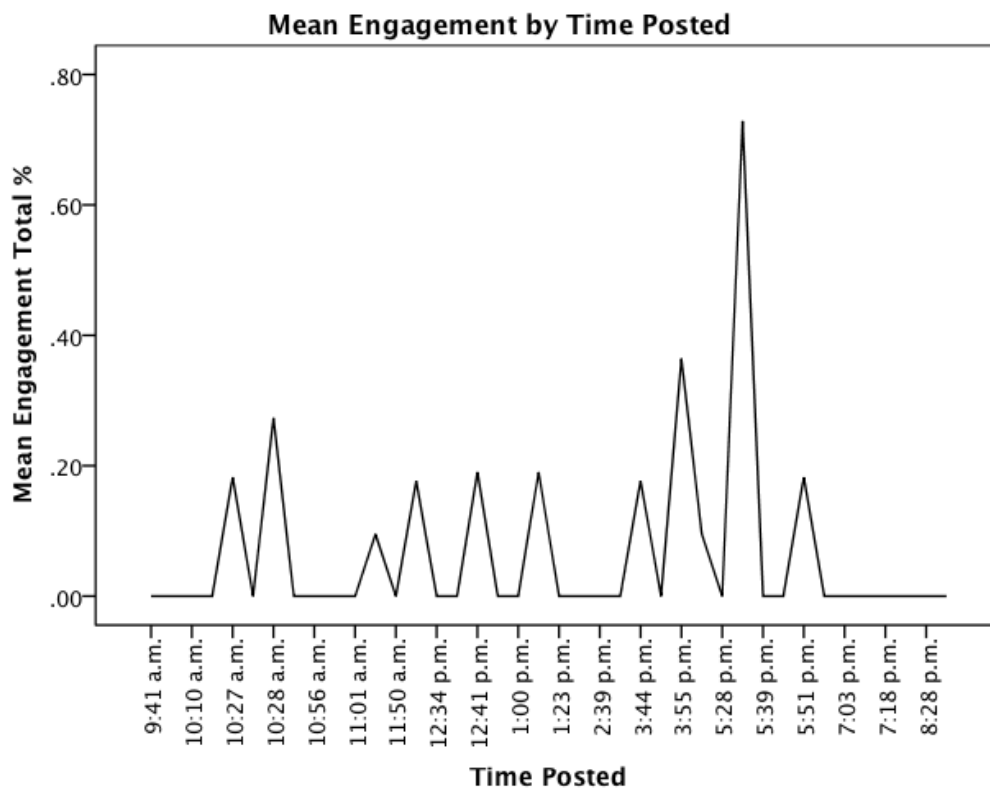
Table 11: Mischa's Twitter Engagement Levels Affected by Time Posted

Report - Engagement by Time Posted
Engagement Total %

Time Posted	Mean	N	Minimum	Maximum
9:41 a.m.	.00	1	.00	.00
10:05 a.m.	.00	2	.00	.00
10:10 a.m.	.00	1	.00	.00
10:14 a.m.	.00	1	.00	.00
10:27 a.m.	.18	1	.18	.18
10:28 a.m.	.27	2	.00	.55
10:53 a.m.	.00	1	.00	.00
10:56 a.m.	.00	1	.00	.00
10:59 a.m.	.00	1	.00	.00
11:01 a.m.	.00	1	.00	.00
11:42 a.m.	.10	2	.00	.19
11:50 a.m.	.00	1	.00	.00
11:55 a.m.	.18	1	.18	.18
12:34 p.m.	.00	1	.00	.00
12:39 p.m.	.00	1	.00	.00
12:41 p.m.	.19	1	.19	.19
12:42 p.m.	.00	1	.00	.00

Time				
1:00 p.m.	.00	1	.00	.00
1:11 p.m.	.19	1	.19	.19
1:23 p.m.	.00	1	.00	.00
2:23 p.m.	.00	1	.00	.00
2:39 p.m.	.00	1	.00	.00
3:25 p.m.	.00	1	.00	.00
3:44 p.m.	.18	1	.18	.18
3:52 p.m.	.00	1	.00	.00
3:55 p.m.	.36	1	.36	.36
5:18 p.m.	.10	2	.00	.19
5:28 p.m.	.00	1	.00	.00
5:36 p.m.	.73	1	.73	.73
5:39 p.m.	.00	1	.00	.00
5:47 p.m.	.00	1	.00	.00
5:51 p.m.	.18	1	.18	.18
6:22 p.m.	.00	1	.00	.00
7:03 p.m.	.00	1	.00	.00
7:07 p.m.	.00	1	.00	.00
7:18 p.m.	.00	1	.00	.00
7.05 p.m.	.00	1	.00	.00
8:28 p.m.	.00	1	.00	.00
9:14 p.m.	.00	1	.00	.00
10:27 p.m.	.00	1	.00	.00
Total	.07	44	.00	.73

Cross Analysis

Both Twitter accounts gained the highest engagement levels during the late afternoon, around 3 to 5:30 p.m., as well as in the middle of the morning around 9 to 10 a.m. For both accounts, the middle of the day, around 1 to 3p.m., was one of the least effective times to tweet.

The Relationship Between Day and Time Posted

As seen in Graphs 29, 30, 31 and 32, engagement levels observed above hold true when engagement was analyzed using both day and time as independent factors. For Donni Charm, Saturday and Monday between 3 and 4:30 p.m. indicate the highest engagement levels, and for Mischa, Tuesday around 5:30 p.m. was the most effective. Other correlations of best times and days to tweet are shown in these graphs.

Graph 29: Donni Charm's Twitter Engagement Levels – Time and Day Posted Cross-

Analysis

Mean Engagement by Time and Day Posted
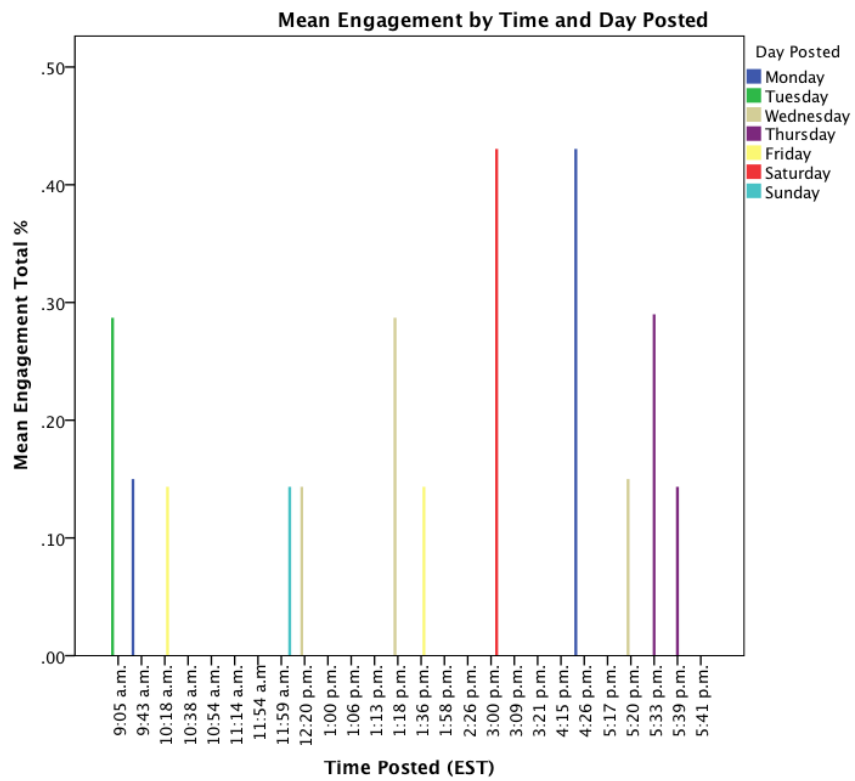
Graph 30: Mischa's Twitter Engagement Levels – Time and Day Posted Cross-Analysis
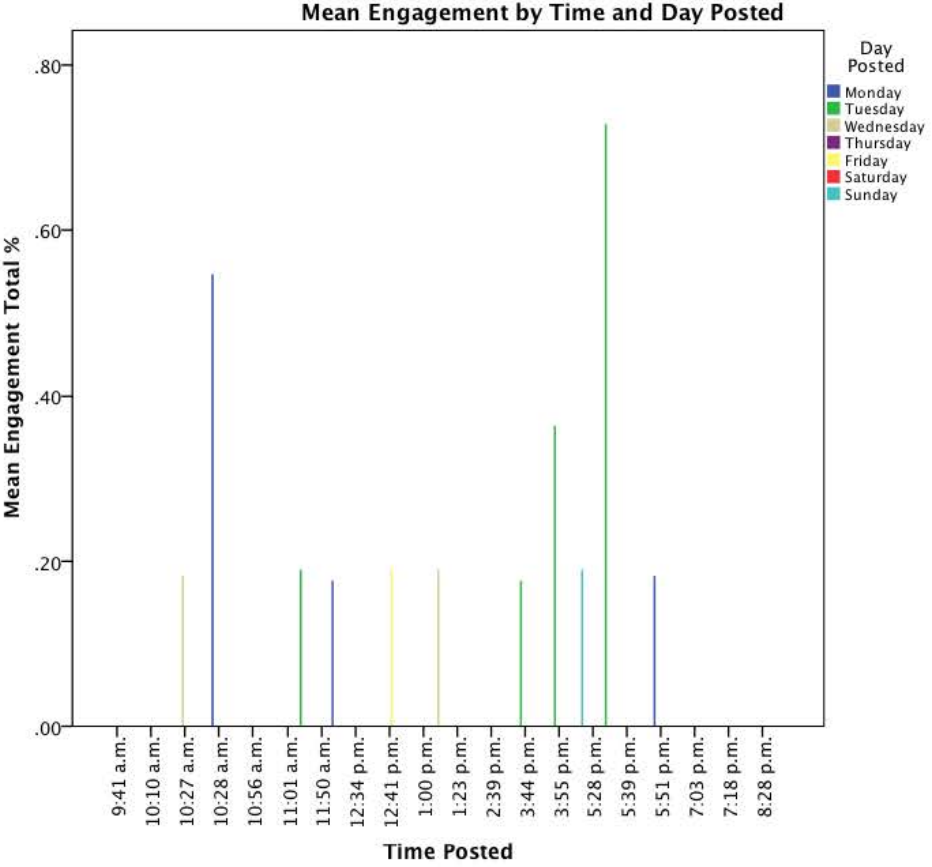
Graph 31: Donni Charm's Twitter Engagement Levels – Time and Day Posted Cross-Analysis (Daily)
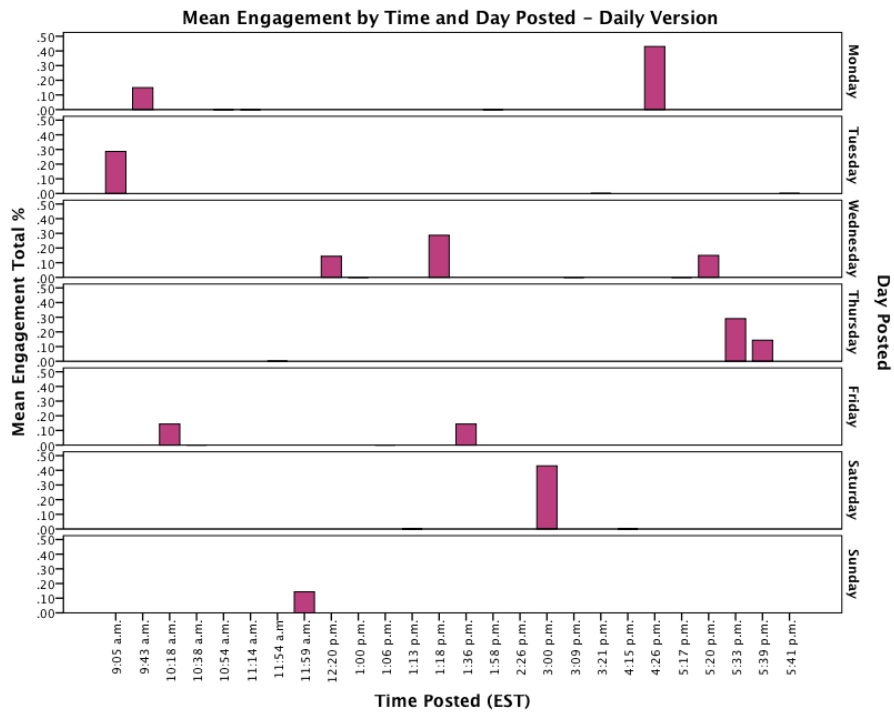
Graph 32: Mischa's Twitter Engagement Levels – Time and Day Posted Cross-Analysis (Daily)
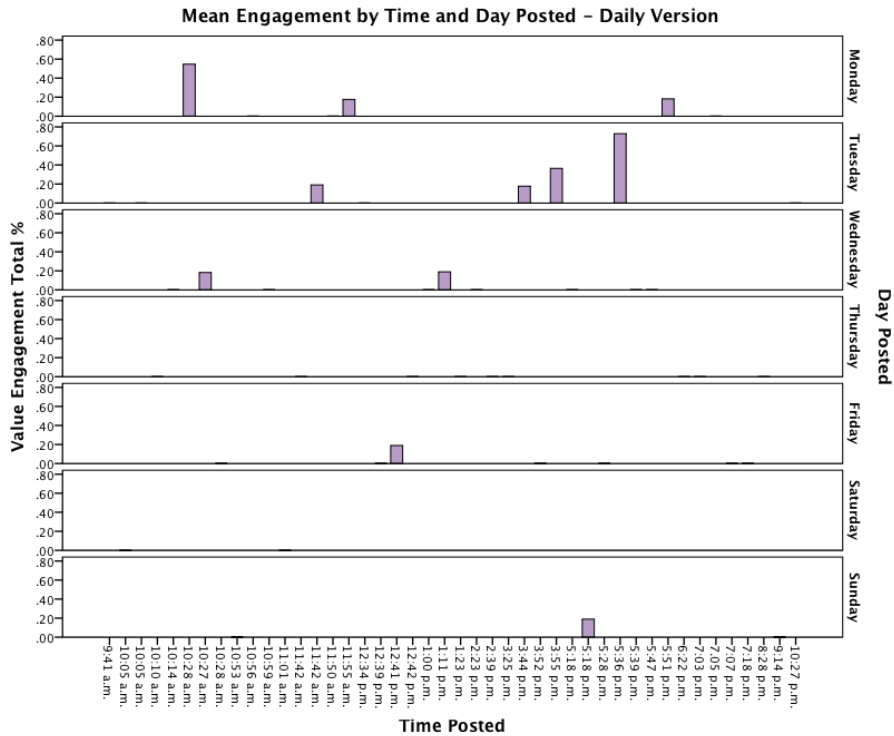
<u>Effective Types of Content</u>

Donni Charm

Graph 33 and Table 12 show that the best topic category to tweet about is current events, which had a mean engagement level of 0.43 percent. New products were the second most engaging topic, with 0.15 percent engagement. The third most engaging topic was style, which had 0.12 percent engagement. The least effective topics to Tweet about were events, quotes and stockists, which all had 0 percent engagement.

Graph 33: Donni Charm's Twitter Engagement Levels by Content Topic
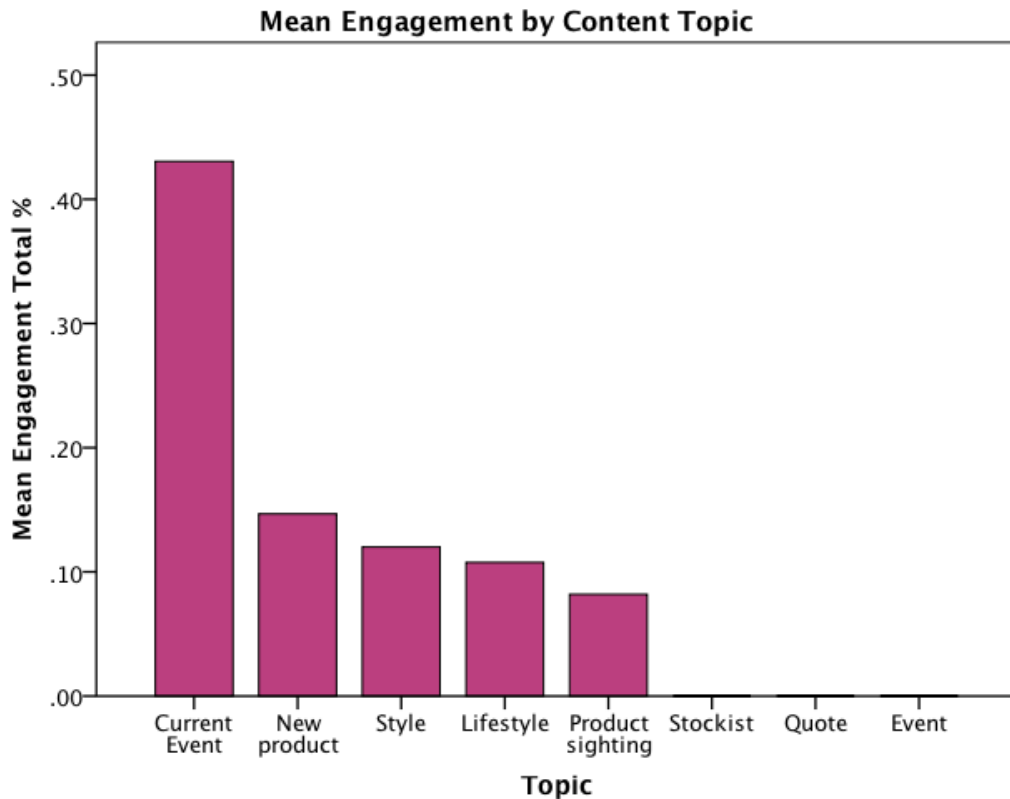
Table 12: Donni Charm's Twitter Engagement Levels by Content Topic

Report - Mean Engagement by Content Topic
Engagement Total %

Topic	Mean	N	Minimum	Maximum
Current Event	.43	1	.43	.43
New product	.15	4	.00	.29
Style	.12	6	.00	.29
Lifestyle	.11	4	.00	.14
Product sighting	.08	7	.00	.43
Event	.00	2	.00	.00
Quote	.00	1	.00	.00
Stockist	.00	1	.00	.00
Total	.11	26	.00	.43

Mischa

In Graph 34 and Table 13, it is evident that the best topic category for Mischa's

Twitter account is celebrity sighting, which had a mean engagement level of 0.36

percent. The second most engaging topic was coverage, with 0.24 percent engagement.

Event was the third most engaging topic, and it had 0.19 percent engagement. The least

effective topics to tweet about included current events, new products, promotions and

lifestyle.

Graph 34: Mischa's Twitter Engagement Levels by Content Topic

Mean Engagement by Content Topic
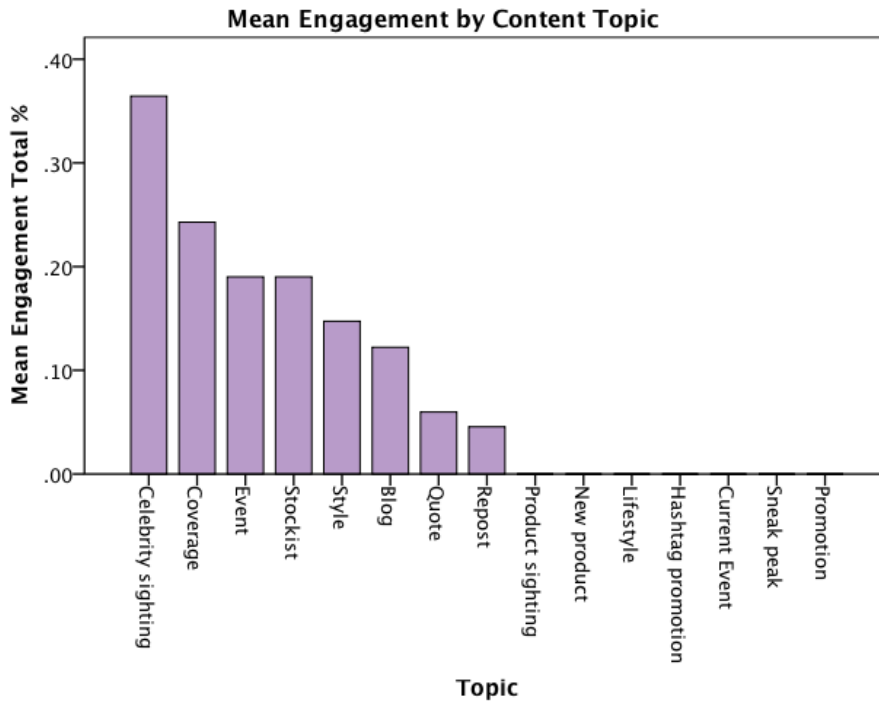
Table 13: Mischa's Twitter Engagement Levels by Content Topic

Report - Mean Engagement by Content Topic

Engagement Total %

Topic	Mean	N	Minimum	Maximum
Celebrity sighting	.36	1	.36	.36
Coverage	.24	3	.00	.73
Event	.19	1	.19	.19
Stockist	.19	1	.19	.19
Style	.15	5	.00	.55
Blog	.12	3	.00	.19
Quote	.06	6	.00	.18
Repost	.05	4	.00	.18
Lifestyle	.00	7	.00	.00
Current Event	.00	4	.00	.00
Product sighting	.00	4	.00	.00
Sneak peak	.00	2	.00	.00
Hashtag promotion	.00	1	.00	.00
New product	.00	1	.00	.00
Promotion	.00	1	.00	.00
Total	.07	44	.00	.73

Cross Analysis

Monitoring both Twitter accounts showed discrepancies in results. While current events, a soft sell topic, and new products, a hard sell topic, were the most effective topics to tweet about for Donni Charm, such tweets had the lowest engagement for Mischa. Similarly, event-related posts were the third most effective use of Twitter for Mischa, but this was one of the least engaging topics for Donni Charm.

Effectiveness of Promoting Others

Donni Charm

In Graph 35 it is evident that tweets that promote or tag other organizations and individuals receive more engagement than those that do not. Tweets where one other organization or individual was mentioned had a mean engagement level of about 0.14 percent, which is above the all-tweet average of 0.11 percent. On the other hand, tweets that didn't mention others had a mean engagement level of about 0.085 percent, which is below the all-tweet average.

Graph 35: Donni Charm's Twitter Engagement Levels by Promoting Others

Mean Engagement by Promoting Others
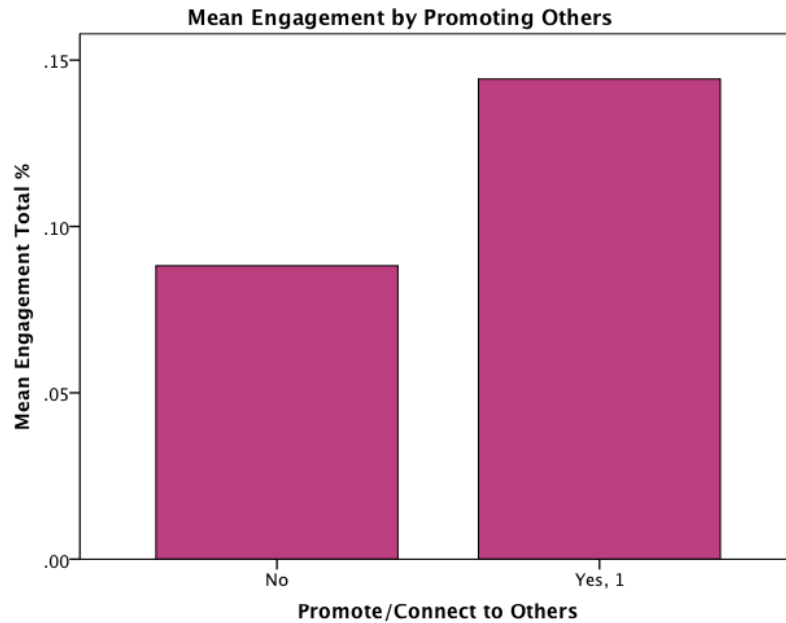
Mischa

Graph 36 shows that tweets promoting other organizations and individuals receive significantly higher levels of engagement. Tweets where one other organization or individual was mentioned had a mean engagement level of about 0.16 percent, which is more than two times the all-tweet average of 0.07 percent. Tweets that promoted two organizations or individuals had twice as much engagement as those that promoted one, with a mean engagement of approximately 0.36 percent. On the other hand, tweets that didn't mention others had a very low mean engagement level of about 0.03 percent, which less than have of the all-tweet average.

Graph 36: Mischa's Twitter Engagement Levels by Promoting Others
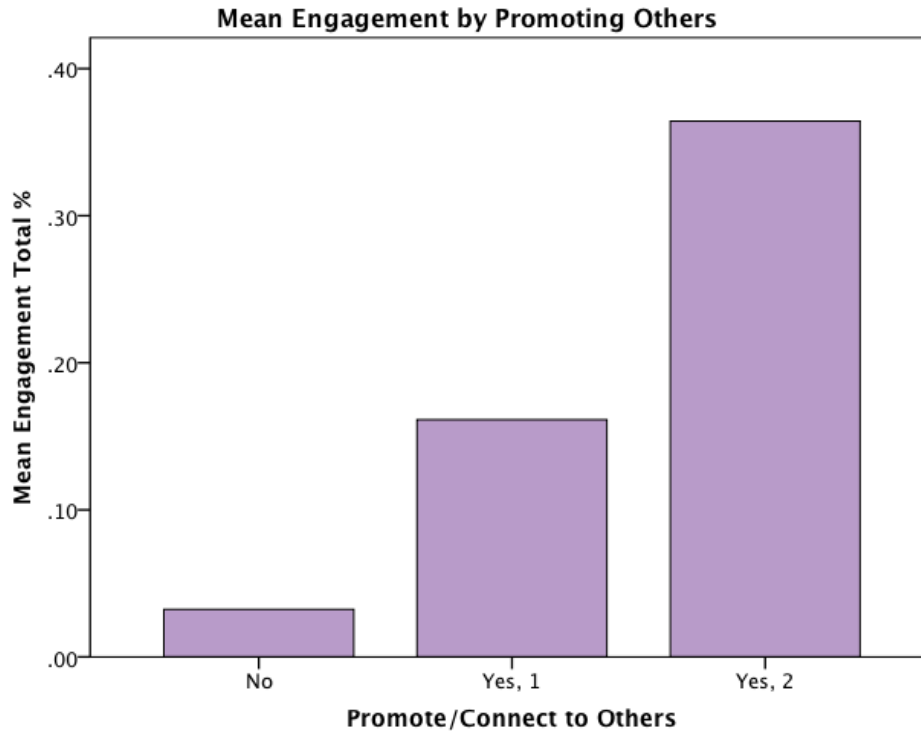
Cross Analysis

For both Twitter accounts, promoting other organizations and individuals increased engagement levels, raising them above the respective all-tweet averages. Additionally, tweets that didn't connect with others had engagement levels that were below the all-tweet averages. Specifically for Mischa, tagging two others significantly increased engagement, even more so than when only one other organization or individual was tagged.

Effectiveness of Buzzwords

Donni Charm

Graph 37 shows the most effective buzzword used in Donni Charm's tweets during the one-month period was "International Women's Day," which fits under the

current event content category. This gained an engagement level of about 0.43 percent, which is almost four times the all-tweet average. Another identified buzzword was "countdown," but this did not surpass the all-tweet engagement level.

Graph 37: Donni Charm's Twitter Engagement Levels by Buzzwords
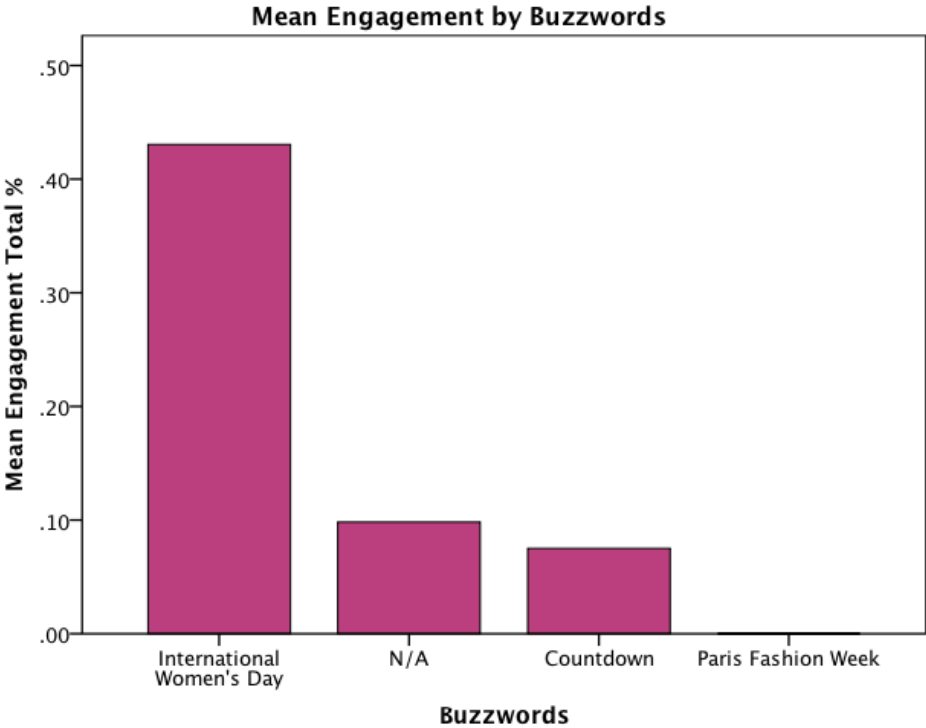
Mischa

In Graph 38, it is clear that the buzzwords "new, debut" and "TEDxYouth" gained high levels of engagement at about 0.18 percent each. This is more than double that of the all-tweet average. Other identified buzzwords garnered 0 percent engagement.

Graph 38: Mischa's Twitter Engagement Levels by Buzzwords

Mean Engagement by Buzzwords
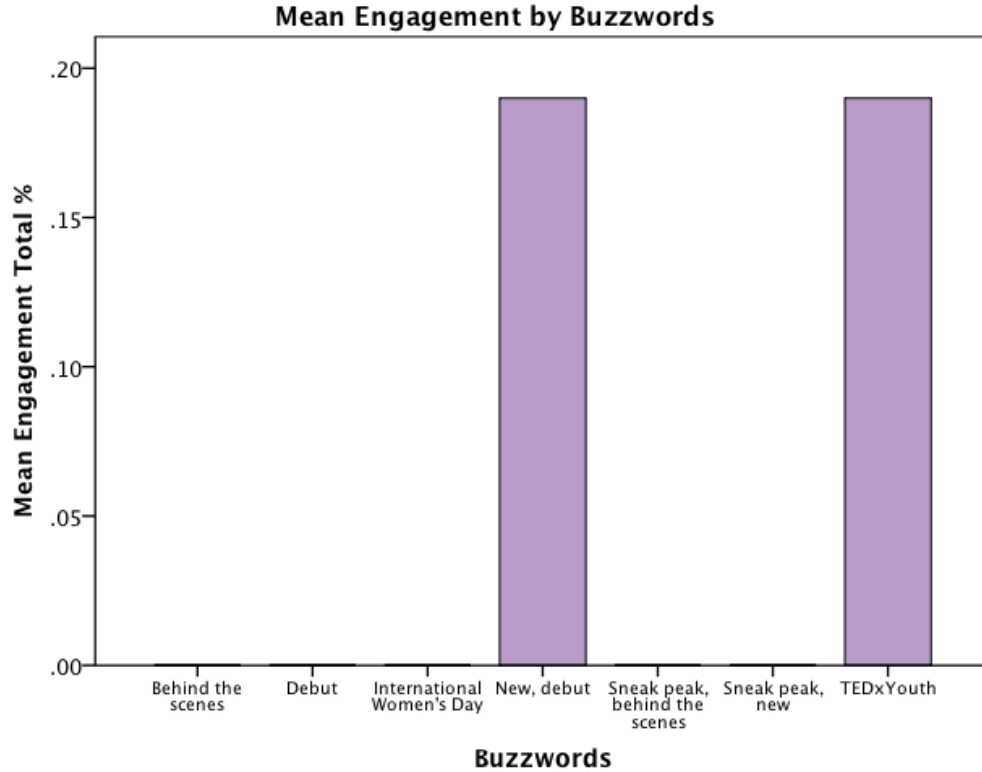
Cross Analysis

It is evident from both Twitter accounts that the effectiveness of buzzwords varies drastically, and depending on the word it may or may not play a role in the effectiveness of the tweet. However, a general analysis that can be drawn is that for both Donni Charm and Mischa, buzzwords that were timely seemed to gain the highest levels of engagement. For example, "International Women's Day" was the most effective buzzword for Donni Charm, and this was relating to an international event that was relevant at the time of the post. "New, debut" and "TedxYouth" were Mischa's most effective buzzwords, and these are also timely because "new" and "debut" refer to new products that will be released soon, and "TedxYouth" was an event that Lai was presenting at on the day of the posting.

64

The Effectiveness of Hashtags

Donni Charm

Graph 39 shows that the most effective group of hashtags during the one-month period was "#internationalwomensday #GIRLS" and "#donnicharm #pfw #luckandlove #whereintheworldisdonni #regram." Both groupings had engagement levels of about 0.43 percent each. Other groups of hashtags that had higher levels of engagement were "#spring14 #spreadyourwings," "#regram #donnicharm #luckandlove" and "#donnicomfy."

Graph 39: Donni Charm's Twitter Engagement Levels by Hashtags
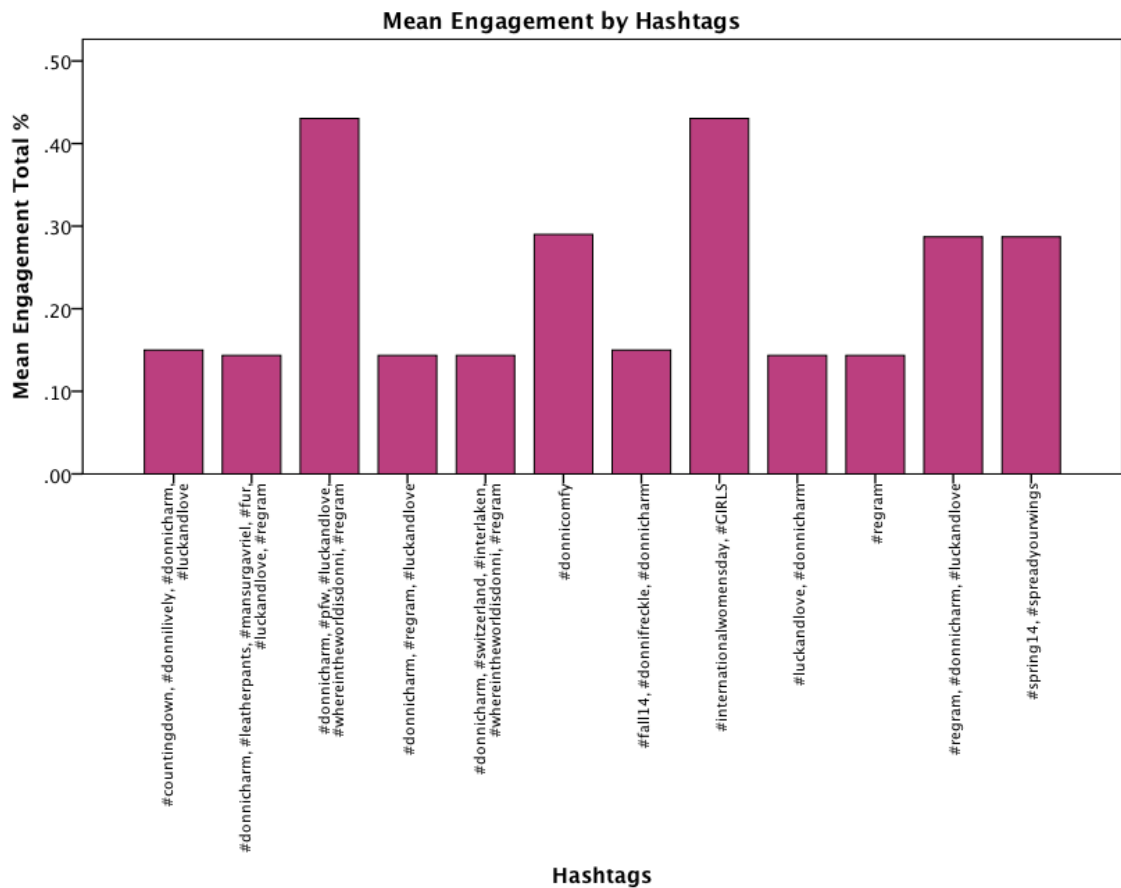
Mischa

In Graph 40 it is evident that the most effective group of hashtags during the one-month period was "#mischafanlove #jetsetmischa #mischa," which had about 0.36 percent engagement. No other hashtag groupings indicated patterns of engagement.

Graph 40: Mischa's Twitter Engagement Levels by Hashtags
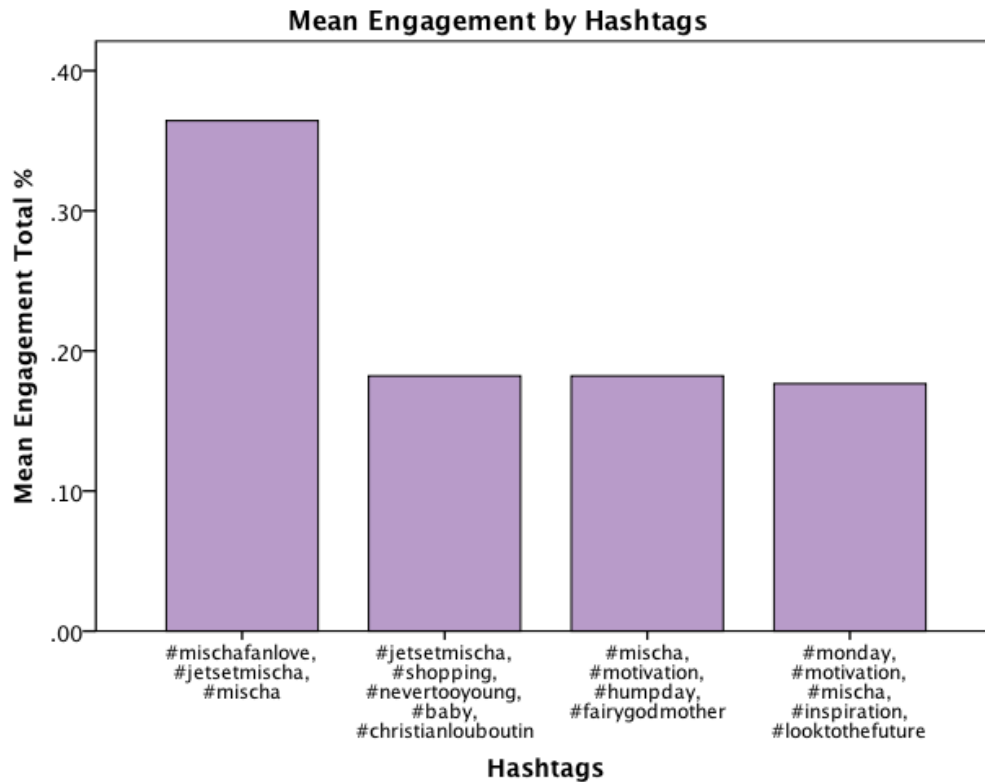
Cross Analysis

From both Twitter accounts, each brand's signature hashtags were evident. For Donni Charm, these are "#donnicharm," "#luckandlove," "#wingingit" and "#whereintheworldisdonni." For Mischa, they are "#mischa," "#jetsetmischa" and "#mischafanlove." These clearly depict the brand personality of each company.

Research by the research company Buffer has shown that tweets gain 21 percent more engagement when one or two hashtags are used. Using more than three hashtags seems to lower engagement by 17 percent.

66

Instagram

Between Feb. 24, 2014 and Mar. 24, 2014, Donni Charm published a total of 29 posts on its Instagram account. There was one post almost every day, with the exception of a few days when two posts were published on the same day. The average engagement during this month was 3.44 percent. The number of followers increased from 4,208 to 4,827, which indicates a 14.71 percent growth.

During the same month, Mischa's Instagram was monitored. There were a total of 47 posts. The average engagement was 2.46 percent. The number of followers increased from 1,601 to 2,004, which is a growth of 25.17 percent. There were posts almost every day, between one to three times a day.

Best Day of the Week to Post

Donni Charm

Graph 41 and Table 14 indicate that the most effective day to post during the one-month period was Sunday, which had a mean engagement level of 5.10 percent. The second best day to post was Friday, with a mean engagement of 3.82 percent. Tuesday was also a good day to post, which had 3.52 percent mean engagement. The least effective day to post was Wednesdays, which had only 2.52 percent engagement.

Graph 42 shows weekly patterns in engagement levels. The biggest peaks were on the best days to post – Tuesday, Fridays and Sundays.

Graph 41: Donni Charm's Instagram Engagement Levels by Day Posted
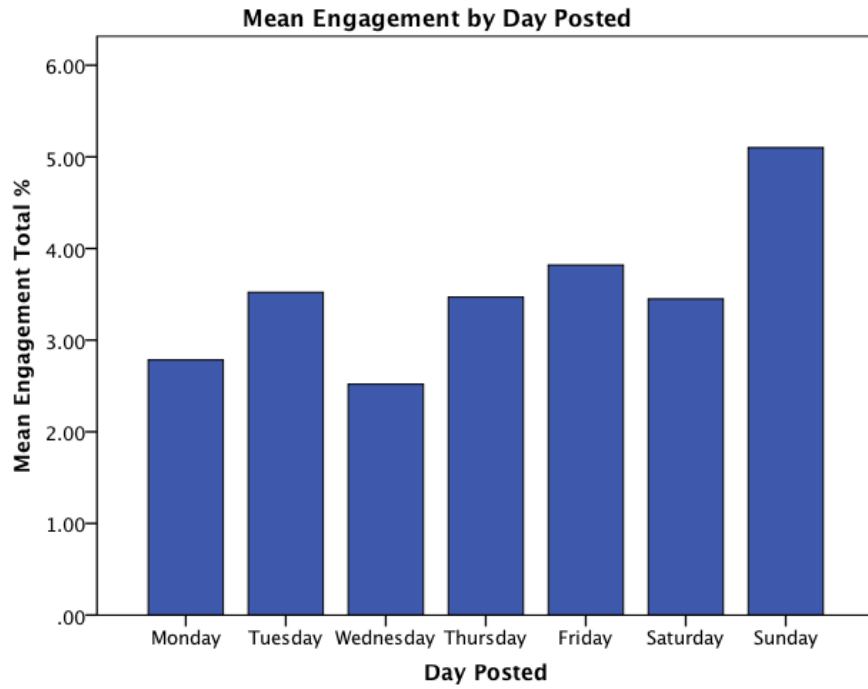
Graph 42: Donni Charm's Instagram Engagement Levels by Day Posted
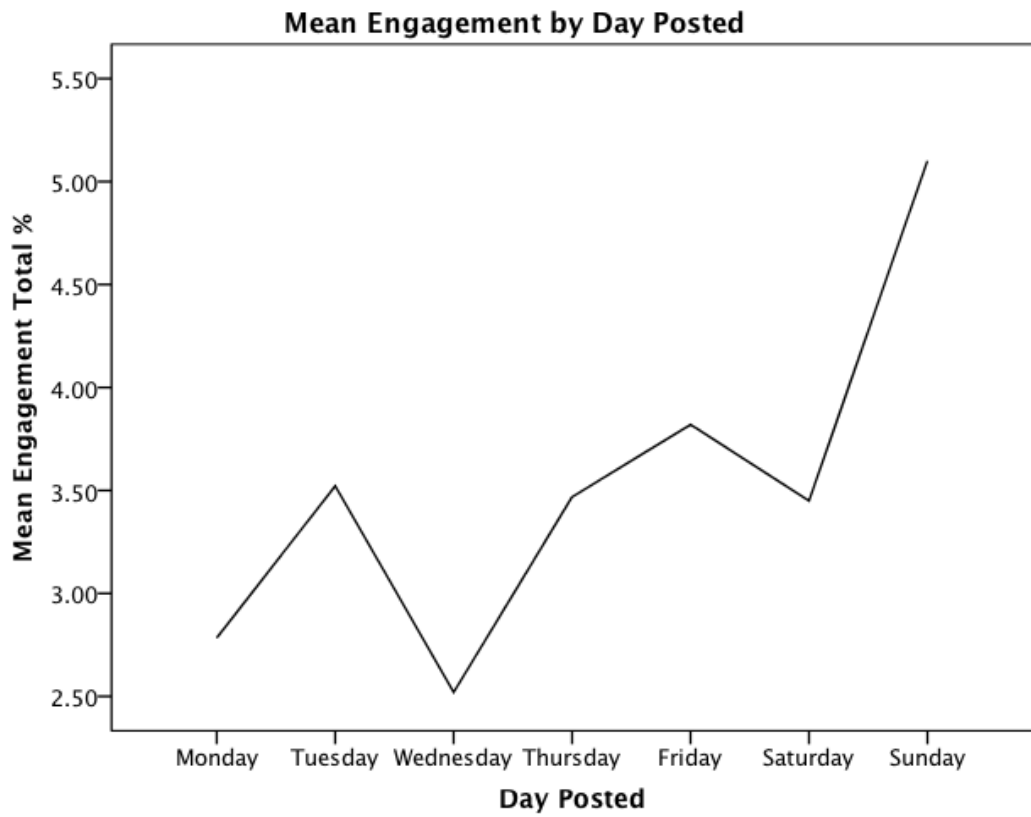
Table 14: Donni Charm's Instagram Engagement Levels by Day Posted

Report - Mean Engagement by Day Posted

Engagement Total %

Day Posted	Mean	N	Minimum	Maximum
Sunday	5.10	4	3.12	7.74
Friday	3.82	3	3.32	4.33
Tuesday	3.52	4	1.76	5.47
Thursday	3.47	5	2.74	4.08
Saturday	3.45	3	3.02	3.92
Monday	2.78	4	1.65	3.34
Wednesday	2.52	6	1.74	2.90
Total	3.44	29	1.65	7.74

Mischa

Graph 43 and Table 15 indicate that the most effective day to post on Mischa's Instagram during the one-month period was Wednesday, which had a mean engagement level of 2.95 percent. The second best day to post was Friday, and the mean engagement level was 2.77 percent. Another good day to post was Monday, which had 2.72 percent mean engagement. The least effective day to post was Saturdays, which had 1.78 percent mean engagement.

Graph 44 shows the weekly trend, and there are two evident peaks on Wednesday and Friday.

Graph 43: Mischa's Instagram Engagement Levels by Day Posted
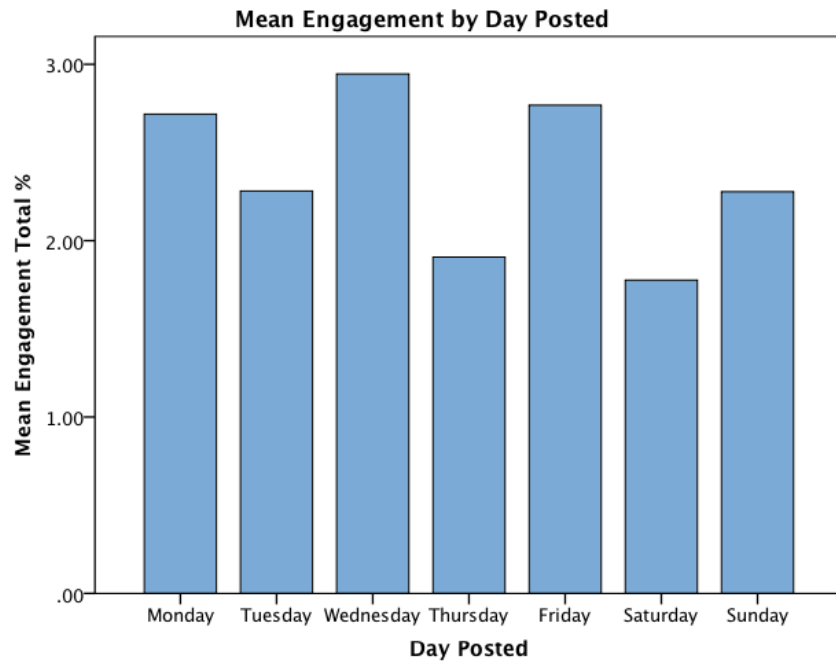
Graph 44: Mischa's Instagram Engagement Levels by Day Posted
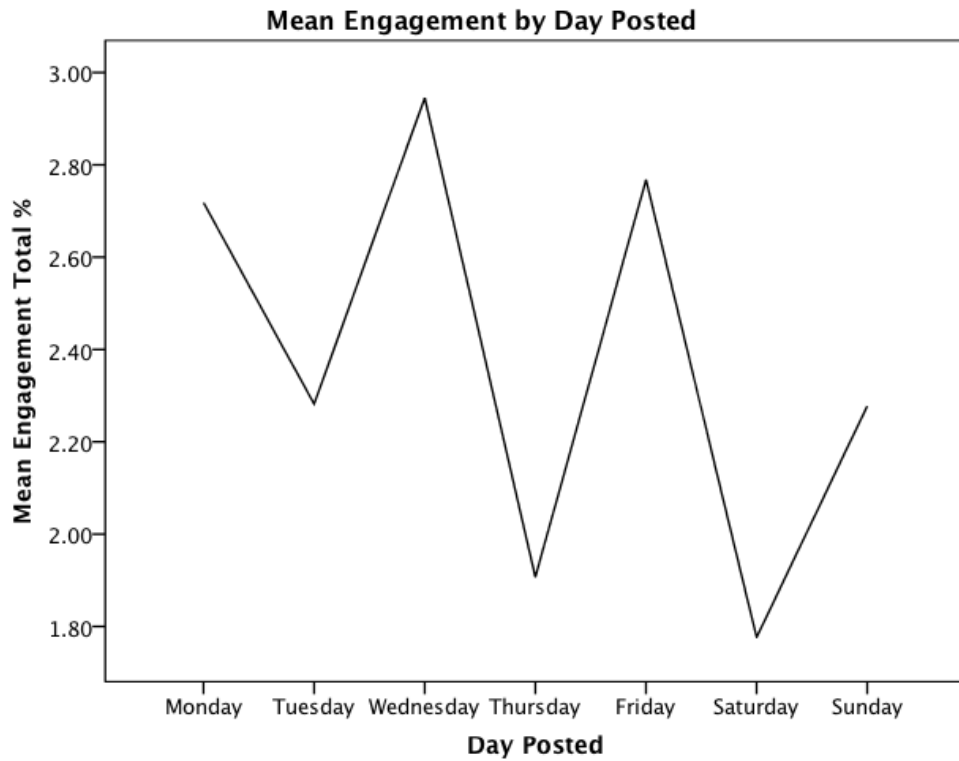
Table 15: Mischa's Instagram Engagement Levels by Day Posted

Report - Mean Engagement by Day Posted
Engagement Total %

Day Posted	Mean	N	Minimum	Maximum
Wednesday	2.95	8	1.50	3.75
Friday	2.77	8	1.56	4.78
Monday	2.72	7	1.10	4.75
Tuesday	2.28	9	1.37	3.95
Sunday	2.28	6	1.25	3.04
Thursday	1.91	7	1.50	2.70
Saturday	1.78	2	1.37	2.18
Total	2.46	47	1.10	4.78

Cross Analysis

For both Donni Charm and Mischa, Friday was the second best day to post on

Instagram. However, for Donni Charm, Wednesday was the least effective day to post

whereas for Mischa, Wednesday was the most effective day. Another difference is that

when looking at the weekly trends, for Donni Charm, the engagement level increases

overall as the week goes on; on the other hand, engagement levels for Mischa's posts

seems to increase in the middle of the week and decrease slightly at the end of the weak.

TrackMaven, a marketing analytics company, studied the Instagram accounts of

Fortune 500 companies and found that most brands post content on Thursday (Harris).

However, the study also revealed that unlike other social media channels, there is no

apparent day where engagement is the best, although Sunday seems to be slightly more

effective than other days of the week (Harris). This confirms that the unpredictable

pattern of engagement seen in Donni Charm and Mischa's accounts may be a reflection

of the "24/7" (Harris) nature of Instagram.

While engagement levels based on times was not tracked during this assessment

due to the fact that Instagram does not include a time stamp on posts, TrackMaven's study also found that the best times to post, particularly for video posts, is during the off hours of 9 p.m. to 8 a.m. EST when users are not at work (Harris). However, there was no clear indication of good times to post photos.

Effective Content Topics

Donni Charm

In Graph 45 and Table 16 it is evident that the most effective type of content to post on Instagram is events, which had a mean engagement level of 4.97 percent. Current events were also highly engaging, with a mean level of 4.87 percent. Sneak peak posts came in third, with a mean engagement level of 4.08 percent. The least engaging content type was stockist. Product sightings and new products also had low engagement levels.

Graph 45: Donni Charm's Instagram Engagement Levels by Content Topic
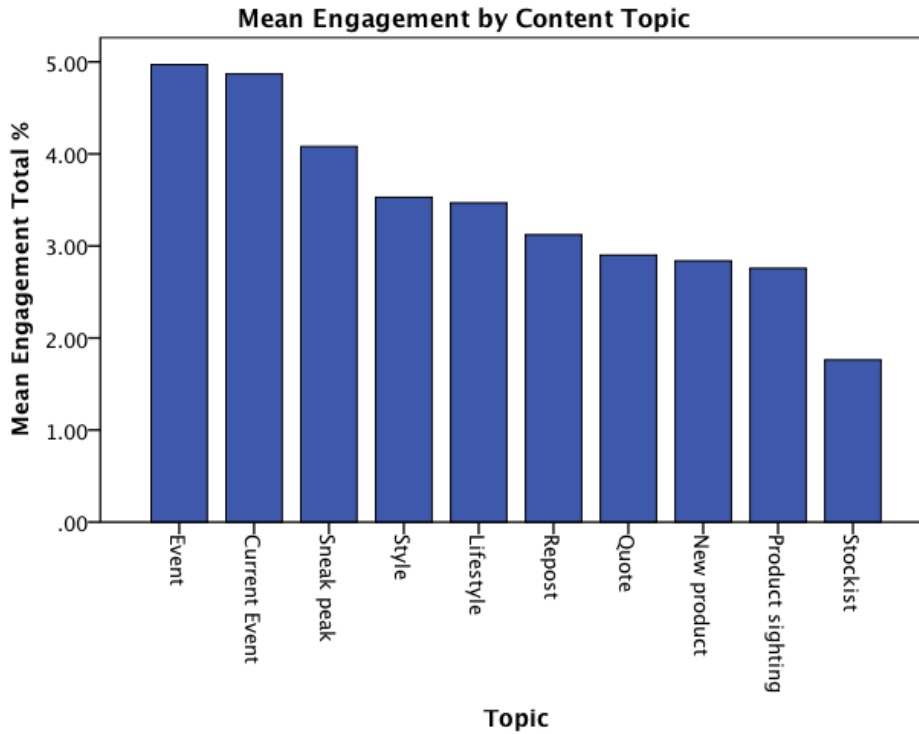
Table 16: Donni Charm's Instagram Engagement Levels by Content Topic

Report - Mean Engagement by Content Topic
Engagement Total %

Topic	Mean	N	Minimum	Maximum
Event	4.97	2	4.47	5.47
Current Event	4.87	4	3.75	7.74
Sneak peak	4.08	1	4.08	4.08
Style	3.53	5	1.74	5.48
Lifestyle	3.47	3	2.74	4.33
Repost	3.12	1	3.12	3.12
Quote	2.90	1	2.90	2.90
New product	2.84	3	2.39	3.23
Product sighting	2.76	8	1.65	3.40
Stockist	1.76	1	1.76	1.76
Total	3.44	29	1.65	7.74

Mischa

Graph 46 and Table 17 show that the most effective type of content to post on Instagram for Mischa was events, which had a mean engagement level of 4.75 percent. The second most effective type of content was sneak peak, which had 3.09 percent mean engagement. New products also gained a higher level of engagement at 3.06 percent. The least engaging content topics were current events, blogs and quotes.

Graph 46: Mischa's Instagram Engagement Levels by Content Topic
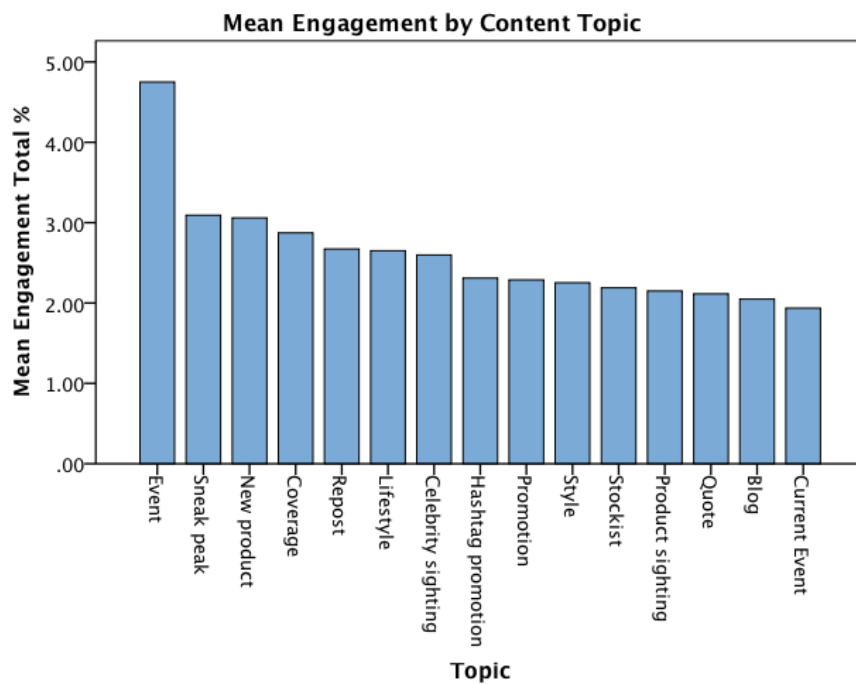
Table 17: Mischa's Instagram Engagement Levels by Content Topic

Report - Mean Engagement by Content Topic

Engagement Total %

Topic	Mean	N	Minimum	Maximum
Event	4.75	1	4.75	4.75
Sneak peak	3.09	2	2.86	3.33
New product	3.06	1	3.06	3.06
Coverage	2.87	3	1.87	4.04
Repost	2.67	6	2.18	3.34
Lifestyle	2.65	8	1.10	4.78
Celebrity sighting	2.60	1	2.60	2.60

Hashtag promotion	2.31	1	2.31	2.31
Promotion	2.29	1	2.29	2.29
Style	2.25	4	1.65	3.44
Stockist	2.19	1	2.19	2.19
Product sighting	2.15	6	1.37	3.75
Quote	2.11	7	1.25	3.04
Blog	2.05	2	1.50	2.60
Current Event	1.94	3	1.50	2.54
Total	2.46	47	1.10	4.78

Cross Analysis

Analyzing the effectiveness of content topics for both Donni Charm and Mischa revealed that event-related Instagram posts gain the highest level of engagement. Sneak peak-related posts were also highly effective for both accounts. However, one significant difference between the two is that for Donni Charm, new product posts were the third least engaging content topic, while for Mischa, new products posts were the third most engaging content topic.

The Effectiveness of Incorporating Photos and Videos

Donni Charm

Graph 47 shows that on Donni Charm's Instagram account, all of the content posted during the one-month period was in the form of photos as opposed to videos. Therefore, the mean engagement for the posts is the same as the overall post average engagement level of 3.44 percent.

Graph 47: Donni Charm's Instagram Engagement Levels by Visual Content
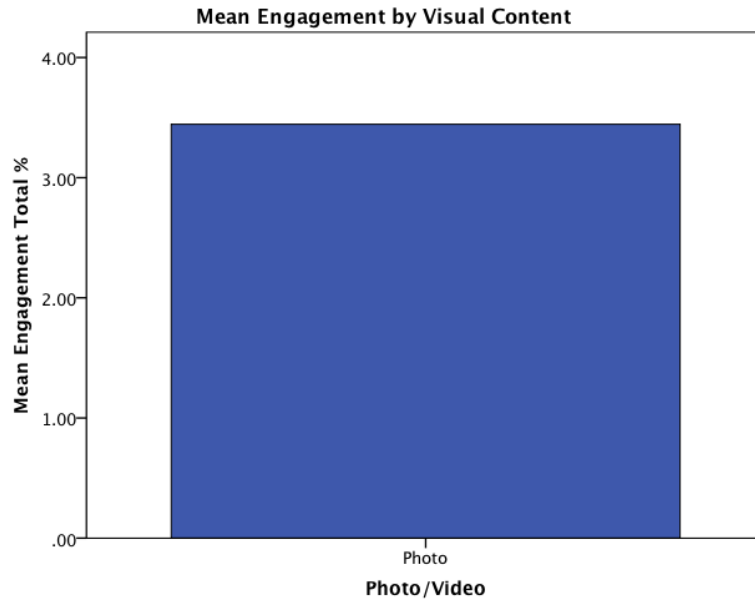
Mischa

During the one-month period, most of Mischa's Instagram posts were photos but three videos were also published. In Graph 48 it is evident that posting videos significantly increases engagement levels when compared to photos. Photo posts were at the overall average engagement level of 2.46 percent but videos garnered about 3.50 percent engagement.

Graph 48: Mischa's Instagram Engagement Levels by Visual Content
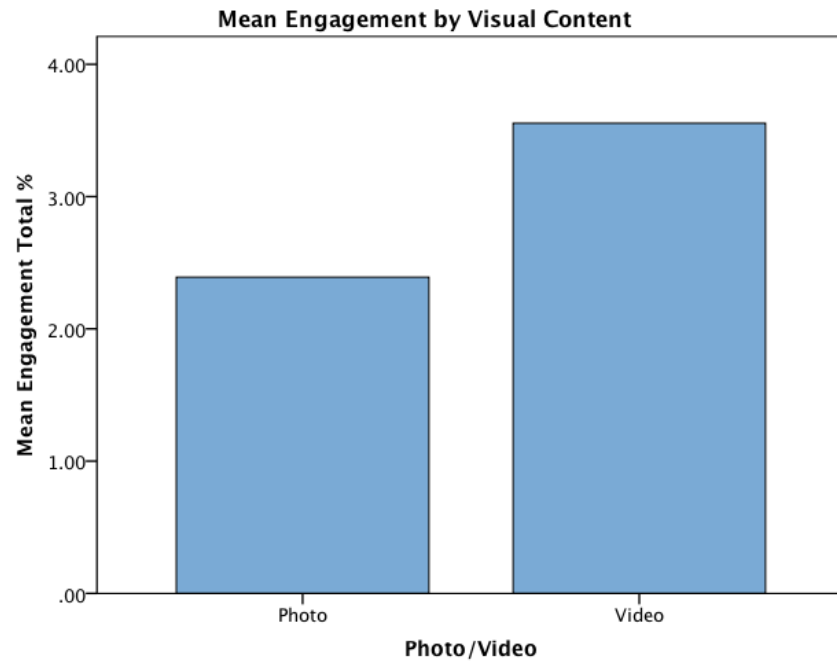
Cross Analysis

Since Donni Charm did not publish any videos on Instagram during this month, engagement levels cannot be compared with Mischa. However, from Mischa's results it is possible to speculate that videos are more effective. In the study by TrackMaven, it was revealed that only 4 percent of American Fortune 500 companies actively use Instagram's 15-second video function (Harris). This data is interesting because it indicates that if posting videos on Instagram raises engagement levels, more companies, including Donni Charm, should use them regularly.

The Effectiveness of Promoting Others

Donni Charm

Graph 49 shows that on Donni Charm's Instagram, tagging other organizations and individuals on posts did not increase engagement. Posts that did not promote others

had about 3.95 percent engagement, which is slightly above the average engagement level. Posts that tagged one other organization or individual gained about 2.90 percent engagement, which is below the average. Posts that tagged two others had a mean engagement level of about 3.75 percent, which is close to that of posts that didn't tag others. Posts that tagged three others were the least effective of all, at a mean engagement level of about 2.60 percent.

Graph 49: Donni Charm's Instagram Engagement Levels by Promoting Others

Mean Engagement by Promoting Others
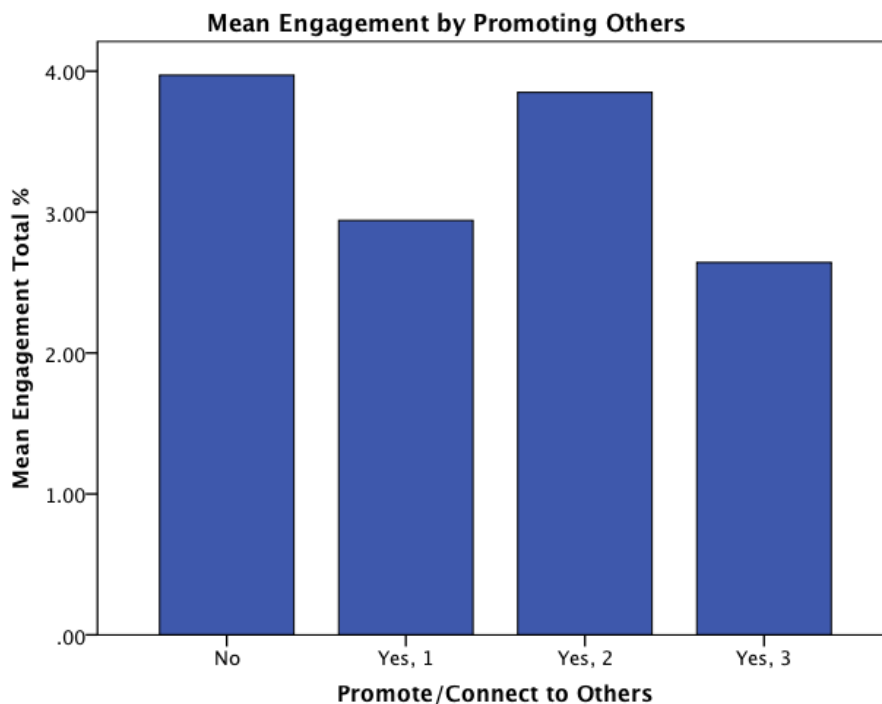
Mischa

Graph 50 shows that on Mischa's Instagram account, posts that tagged two other organizations or individuals were the most effective, gaining a mean engagement level of about 4.00 percent. This is significantly higher than the average engagement level of all posts, which is 2.46 percent. Posts that didn't tag others and posts that tagged one other organization or individual had engagement levels that were right at the average

level. Posts that tagged three others were the least effective, gaining a mean engagement level of about 2.00 percent, which is half the engagement level of posts that tagged two others.

Graph 50: Mischa's Instagram Engagement Levels by Promoting Others

Mean Engagement by Promoting Others
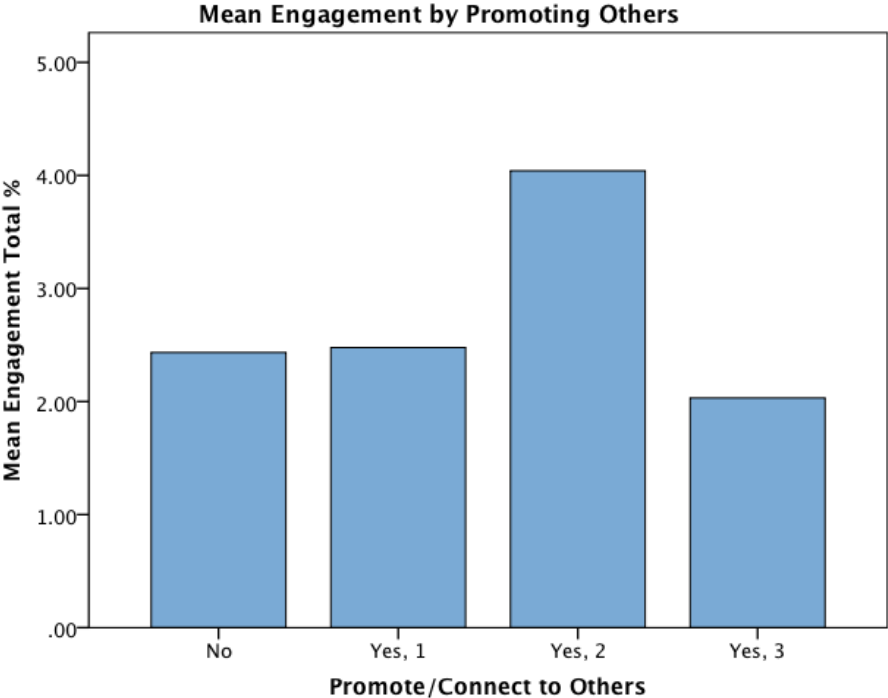
Cross Analysis

In both cases, posts that tagged two other organizations or individuals gained the highest engagement among all posts that tagged others. Also in both cases, tagging three others was the least effective group of posts. A difference between the two accounts is that for Donni Charm's Instagram, posts that didn't tag others had the highest mean engagement, but for Mischa, posts that tagged didn't tag others remained at the average mean engagement level; therefore, tagging others seemed to carry more effect for Mischa's post than it did for Donni Charm's posts.

The Effectiveness of Hashtags

Donni Charm

In Graph 51, it is evident that there was one group of hashtags that gained a significantly higher level of engagement than the others, which was "#regram #2749493827 #oscars." The post with this set of hashtags had 7.74 percent engagement, which is more than twice that of the overall average engagement of 3.44 percent. The post falls under the event-related category, which as mentioned previously, was the most engaging content type. The photo in this post was a regram of Ellen DeGeneres' Oscar "selfie" photo, which went viral after it was posted on Sunday, Mar. 2, 2014. The hashtag "#2749493827" seems random, but it seems to be referring to the fact that Donni Charm's repost of the photo was the 2,749,493,827[th] time it was reposted. However, it is unclear as to whether this is accurate because as of Tuesday, Mar. 4, the photo was retweeted more than 3.2 million times (Hernandez). The Donni Charm post was published on Mar. 2 so the hashtag, which implies that the selfie was reposted over 2 billion times, seems inaccurate. Therefore, it can be concluded that there may have been a typo in the hashtag, especially because the digits "4" and "9" are repeated twice in a row. Perhaps the hashtag should have read, "27493827."

Other groups of hashtags that gained high levels of engagement were "#donnicharm #coterie #luckandlove #tulips," which gained about 4.50 percent engagement, and "#donnicharm #regram #luckandlove," which gained about 4.25 percent engagement.

Graph 51: Donni Charm's Instagram Engagement Levels by Hashtags

Mean Engagement by Hashtags
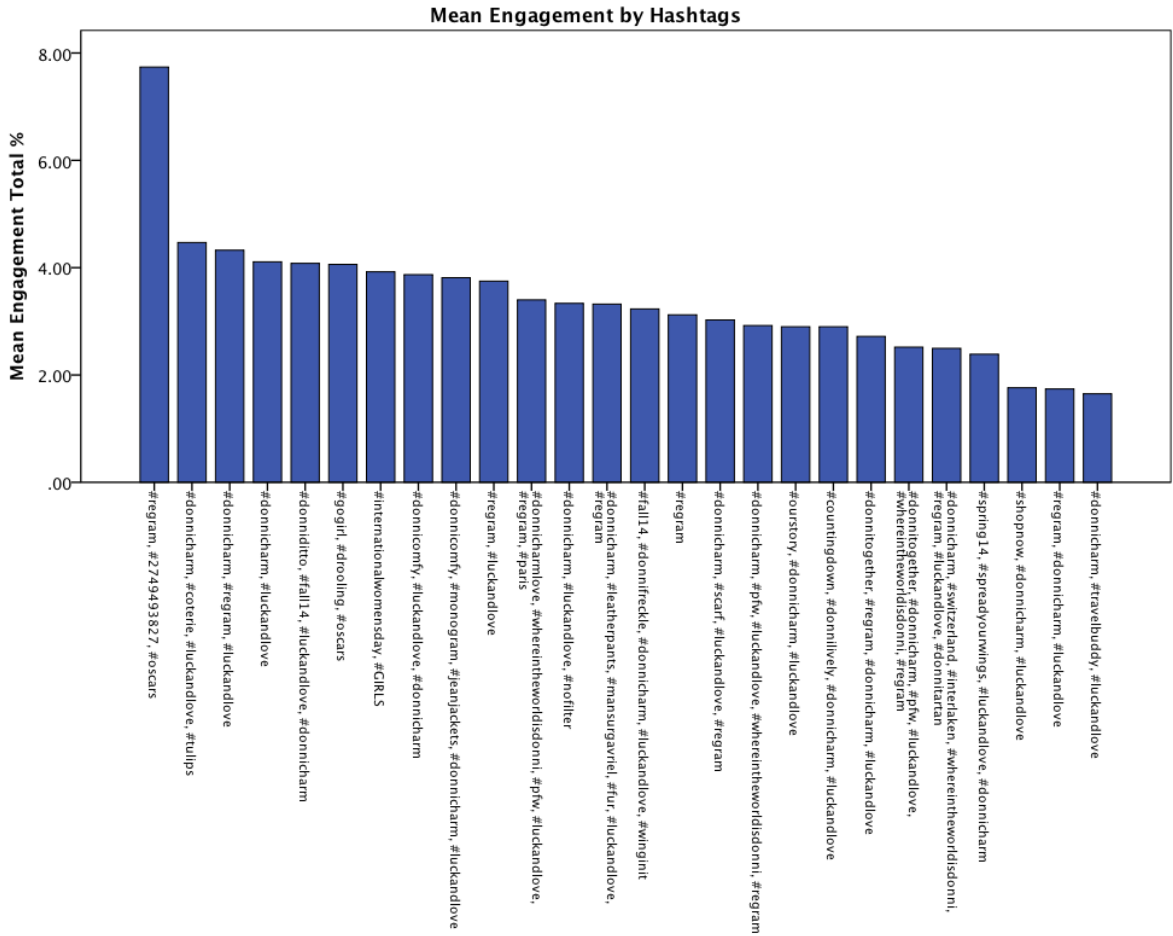
Mischa

Graph 52 indicates that the most engaging group of hashtags was

"#verylongweek #starstruck #tonyleung #dreamscometrue #mischa #jetsetmischa

#tangtangtangtang," which gained about 4.75 percent engagement. This post was a

photo of Mischa meeting one of her favorite local celebrities, Tony Leung, at a luxury

Chinese goods store in Hong Kong called Tang Tang Tang Tang. The post fits under the

content category of lifestyle. The second most effective hashtag grouping was "#mischa

#tedx #tedxyouth #travel #inspiration #wanderlust #aspirations," which had about 4.70

percent engagement, and the post fists under the event content category. The post

featured a video of Mischa's founder, Michelle Lai, presenting at a TedxYouth speaker event. The third most effective hashtag grouping was "#stylesetter #starworld #internationalwomensday #mischa #designer #fashion #handbags," which had about 4.00 percent engagement and featured a video of Lai appearing in a TV segment on Star World TV network. One of the hashtags on this post, "#internationalwomensday," is a current event-related hashtag, and it is likely that it contributed to the post's effectiveness due to its relevance at the time of posting.

Graph 52: Mischa's Instagram Engagement Levels by Hashtags

Cross Analysis

By analyzing the hashtags used on both Donni Charm and Mischa's Instagram accounts, it is clear that the most effective groups of hashtags were the ones that reflected the most effective content topic categories. In addition, the most effective groups of hashtags were those that are most time-relevant. For example, with Donni Charm, regramming the Ellen Degeneres Oscars selfie was engaging because it was on-trend for the day of the post. With Mischa's Tony Leung and TedxYouth post, both were significant events do document and while they were a portrayal of Lai's life, such posts resonate with followers because they can feel a connection with Lai by seeing a glimpse of her life.

Another observation is that both accounts have established signature brand hashtags. As mentioned earlier, having brand-specific hashtags exemplifies the brands' personality and encourages followers to use the hashtags when posting their own social media content relevant to either Donni Charm or Mischa.

The study by TrackMaven revealed an interesting statistic about hashtags. The most effective number of them seems to be 11: "with accounts with less than 1,000 followers... [posts] with 11 hashtags received an average of 77.66 interactions" (Harris). This is a significantly high engagement rate considering the fact that, "[content by] larger brands on Instagram with more than 1,000 followers received on average 21.21 interactions per post" (Harris). Incorporating relevant hashtags allows users to find posts through a quick search, which increases post visibility.

International Reach

Donni Charm and Mischa's main target audiences live in each brand's home country – the U.S. and Hong Kong, respectively – but both companies have an international following. To assess the global reach of the brands' social media channels, a sampling of Facebook and Twitter followers was retrieved during the one month of assessment between Feb. 24, 2014 and Mar. 24, 2014.

For Facebook, the geographic locations of followers who engaged in the posts by liking, commenting or sharing were recorded. This was conducted for the post(s) on every Monday of the month – i.e., Feb. 24, Mar. 3, Mar. 10, Mar. 17 and Mar. 24. For Mischa, there was no content published on Mar. 10 so a post on Mar. 6 was used as a substitute. In the cases where followers' profiles did not clearly indicate where the residence of the user is, their entries were recorded as "N/A."

For Twitter, the locations of followers who "favorited," retweeted or commented on tweets were recorded. In this instance, all applicable entries between Feb. 24 and Mar. 24 were recorded because of the fact that for both channels, there was minimal engagement on Twitter content. Again, when the location of followers was unclear, "N/A" was used.

Information regarding the locations of followers who engaged on Instagram were not assessed during this time due to the fact that it is difficult to determine users' static locations on Instagram. Most users who engaged did not have profiles that specified their geographic location. Therefore, to maintain validity of results, Instagram cases were omitted in this section of data collection.

Donni Charm

Facebook insights indicate that Donni Charm's main age group among its followers is 18 to 24 years old, and the most popular city is New York, N.Y. ("Donni Charm – Likes"). The most popular week for activity on its Facebook was Feb. 9, 2014 ("Donni Charm – Likes"). During this week, there were four posts: one post about brand coverage on Elle.com; one post about "Donni Change," a scarf where purchasers can choose a charity to donate a portion of the proceeds; one post about an upcoming product from the Donni Charm spring and summer 2014 line; and one post about Valentines Day featuring a photo of a monogrammed Donni Charm scarf ("Donni Charm – Likes"). From this, it can be concluded that this week's content was engaging because it consisted of a variety of categories. Both hard sell topics (new products) and soft sell topics (coverage and current event) were published.

Table 18 shows the results of recording the locations of followers who engaged in Donni Charm's content on the selected five Mondays during the assessment period. The most number of followers recorded was from New York, N.Y., which proves the Facebook insights analysis true. Other popular locations of engagement were Denver, Colo., Miami, Fla., Los Angeles, Calif., and Peoria, Ill. A wide range of U.S. states were represented in this sampling, and this group of followers contributed to the majority of people who engaged in Donni Charm's Facebook content. There were a total of 42 instances of interactions by U.S. followers. Additionally, there were four instances of interactions by international followers, representing the U.K., Japan, Canada and Indonesia. This means that within this small sampling, U.S. followers represented ten times as many interactions than those of international followers.

Table 18: Geographic Locations of Donni Charm's Facebook Followers

Location of Followers Recorded	Number of Followers in the Area
New York, N.Y.	20
Denver, Colo.	4
Miami, Fla.	3
Los Angeles, Calif.	2
Peoria, Ill.	2
Santa Barbara, Calif.	1
Naperville, Ill.	1
Littleton, Colo.	1
Centennial, Colo.	1
Edgewater, Colo.	1
Scottsdale, Ariz.	1
Tucson, Ariz.	1
Houston, Texas	1
Charlotte, N.C.	1
Birmingham, Ala.	1
Charleston, Tenn.	1
Alberta, Canada	1
U.K.	1
Japan	1
Indonesia	1
N/A	2
Total domestic (U.S.)	**42**
Total international	**4**

With Twitter, as seen in Table 19, U.S. followers represented the majority of interactions as well. There were five instances recorded during the month of assessment, with the most engagement by followers in Colorado. There was one interaction by an international follower from the U.K. However, it should be noted that there were a total of eight instances where the followers' location of residence could not be determined, which is more than the total of six instances where locations could be determined. This is due to the nature of Twitter profiles – fewer users specify their location than on Facebook. Therefore, it is possible that there were more international followers within the eight that fell under "N/A."

Table 19: Geographic Locations of Donni Charm's Twitter Followers

Location of Followers Recorded	Number of Followers in the Area
Colorado	2
Nebraska	1
New York	1
Arizona	1
U.K.	1
N/A	8
Total domestic (U.S.)	**5**
Total international	**1**

Mischa

Insights available on Mischa's Facebook page indicated that the page's

followers are mostly between the ages of 18 and 34 ("Mischa – Likes"). The most

popular city of residence among followers is Hong Kong, and the most popular week

for activity was May 5, 2013 ("Mischa – Likes"). During this week, there were three

posts: one quote; one Mothers Day post featuring a Mischa product; and one post about

a new stockist opening in Singapore ("Mischa – Likes"). As with the most popular

week for Donni Charm, Mischa's popular week incorporates a mix of hard sell

(stockist) and soft sell (quote and current event) content.

Table 20 shows results from the sampling of Monday posts during the month of

assessment. The most interactions came from Hong Kong users, totaling 40 instances.

The second most represented country among engaged followers was Indonesia. Other

countries where followers showed a tendency to engage in Mischa's Facebook content

were Singapore, Australia the U.S., and Korea. Additionally, followers from a wide

range of international countries were recorded, which consists of European countries

such as Germany, the U.K. and Czech Republic, and other Southeast Asian countries

such as Brunei, Malaysia and the Philippines. This diversity among engaged followers

is evident when comparing the total number of domestic followers (those from Hong Kong), which was 40, to the total number of international followers, which was 34. This means that international followers represented 46 percent of the total number of followers recorded during this social media monitoring. However, it must be noted that a total of 25 interactions were counted as "N/A," which is quite a large number of instances that could not be accounted for in these numbers.

Table 20: Geographic Locations of Mischa's Facebook Followers

Location of Followers Recorded	Number of Followers in the Area
Hong Kong	40
Indonesia	12
Singapore	6
Australia	5
U.S.	3
Korea	2
Brunei	1
Germany	1
Czech Republic	1
U.K	1
Malaysia	1
Philippines	1
N/A	25
Total domestic (Hong Kong)	**40**
Total international	**34**

When looking at Mischa's engaged Twitter followers, shown in Table 21, the most interactions during the assessment month came from followers in the Philippines. This group contributed a total of 10 interactions. Hong Kong followers interacted a total of five times, and the next most engaged followers were from Australia. Other followers from the U.S., Singapore, France, Japan and the U.K. were recorded. A total of 19 interactions were from international followers, which is almost four times the amount of interactions from domestic followers. This shows that from this sampling, it can be

concluded that Mischa's Twitter garners more engagement among international audiences than with Hong Kong audiences.

Table 21: Geographic Locations of Mischa's Twitter Followers

Location of Followers Recorded	Number of Followers in the Area
Philippines	10
Hong Kong	5
Australia	4
U.S.	1
Singapore	1
Japan	1
France	1
U.K.	1
N/A	4
Total domestic (Hong Kong)	**5**
Total international	**19**

Cross Analysis

From this sampling of interactions from Donni Charm and Mischa's followers, it is evident that both brands have reached a portion of international audiences. However, looking at proportions of domestic versus international interactions, Mischa has a stronger international following. Donni Charm, on the other hand, has a very diverse following within the U.S.

This observation may be due to a variety of factors. One possibility is that Mischa's location in Hong Kong allows its posts to reach a large number of Asian countries located in close proximity, such as the Philippines, Malaysia, Singapore and Japan, which are all within the same or close time zones. On the other hand, Donni Charm's content is published around a U.S. Eastern Standard Time schedule, which may be a contributing factor to its limitations for reaching international audiences, particularly on Twitter where users' Twitter feeds are constantly being refreshed by the

minute. This may account for why it seems that both Donni Charm's Facebook and Twitter reached U.K. audiences, because the U.K. is of closer geographic proximity to the East Coast, as opposed to countries further away such as Japan.

Another possible factor is that Mischa's brand personality places a heavier emphasis on the globetrotter culture. Lai's designer statement includes a line that says, "My goal is to create a global lifestyle brand for aspirational women who are confident with their own personal style and to become a contemporary classic" ("Mischa – Story"). By incorporating travel-oriented aspects of the brand, such as Mischa's "Travel Diaries" blog and the signature hashtag, "#jetsetmischa," it is possible that Mischa has implemented more proactive PR tactics to reach a wider international audience.

In addition, Donni Charm's strong U.S. following may be attributable to its collaboration with a wide range of American non-profit and charitable organizations, including the Elizabeth Glaser Pediatric Aids Foundation, The Salvation Army, and numerous sorority charity organizations such as those for Alpha Phi, Kappa Alpha Theta and Kappa Kappa Gamma ("Donni Charm – We Give Back"). It is likely that these partnerships have driven interactions and sales among domestic audiences.

For a visual representation of the aforementioned results, refer to Map 1 and Map 2 in Appendix.

Summary of Results

The following is a culmination of observations made from the monitoring of Donni Charm and Mischa's Facebook, Twitter and Instagram accounts between Feb. 24, 2014 and Mar. 24, 2014:

Facebook

- Donni Charm posted a total of 31 times, between one to five times a day. The average engagement was 0.24 percent and the growth in followers was 0.43 percent.

- Mischa posted a total of 34 times, between one to four times a day. The average engagement was 1.23 percent and there was a growth in followers of 7.46 percent.

- The best days in terms of engagement to post were Tuesdays and Thursdays. The worst day to post was Wednesday.

- The optimal time to post for engagement was around 4 p.m., but the 9 a.m., 2 p.m. and 6 p.m. time periods were also effective.

- Event-related posts were engaging for both brands. For Donni Charm, a combination of hard sell and soft sell topics were engaging (i.e., quotes and sneak peak). For Mischa, followers were more receptive to hard sell topics (i.e., celebrity sighting, hashtag promotion and new products).

- When used, video posts were twice as effective as photo posts.

- When used, incorporating links decreased engagement.

- Promoting other organizations or individuals increased engagement.

Twitter

- Donni Charm tweeted a total of 26 times, between one to two times a day. The average engagement was 0.11 percent and the number of followers grew by 1.31 percent.

- Mischa tweeted a total of 44 times, between one to three times a day. The average engagement was 0.07 percent, and its following grew by 1.07 percent.

- The best day to post was Monday. Results for the least effective day to post differed drastically among the two accounts.

- The best times to post were in the mid-afternoon around 3 to 5:30 p.m. and in the early morning around 9 to 10 a.m. Tweets around 2 to 3 p.m. garnered the lowest engagement.

- The best topics to tweet about were a mix of hard and soft sell categories: new products, current events and style for Donni Charm; and celebrity sighting, coverage and events for Mischa.

- Promoting other organizations or individuals by tagging them in tweets was highly effective and gained almost twice as much engagement in tweets for both accounts.

- Buzzwords and hashtags that are timely in nature garnered the highest levels of engagement, such as those that are related to current events, events or new products.

- Both accounts had developed signature hashtags.

Instagram

- Donni Charm posted a total of 29 times, approximately once a day. The average engagement was 3.44 percent, and there was a 14.71 percent growth in followers.

- Mischa posted a total of 47 times, between 1 to 3 times a day. The average engagement was 2.46 percent, and there was a 25.17 percent growth in followers.

- For both accounts, Friday was the second best day to post. Wednesday was the least effective day for Donni Charm, but it was the most effective day for Mischa. Donni Charm's engagement levels seemed to peak towards the end of the week, whereas for Mischa, engagement peaked in the middle of the week.

- Event-related content was the most engaging topic to post about. Sneak peak posts were also effective. Donni Charm followers seemed more receptive to less hard sell-heavy content because new product posts had low engagement, whereas for Mischa, followers seemed receptive to hard sell content because new product posts had high engagement.

- When used, video posts had 40 percent more engagement on average than photos.

- Promoting two other organizations or individuals increased engagement significantly.

- The most effective hashtag groups were those that were timely and unexpected; for Donni Charm, the highest engagement was on the Ellen Degeneres Oscars selfie, and for Mischa, the highest engagement was on the photo of Lai meeting Tony Leung.

Overall, Mischa saw higher engagement levels and growth on its Facebook and Instagram accounts. Donni Charm garnered more engagement than Mischa on its Twitter account. Both brands showed evidence of reaching international followers, but Mischa showed great international diversity during the one-month sampling of follower profiles.

iv. Applications of Results and Recommendations

The results from the case analysis of Donni Charm and Mischa revealed insights regarding the effective use of Facebook, Twitter and Instagram content. The most effective posts are those that engage followers because social media is a beneficial PR tool for brands only when a two-way conversation can be achieved between the brand and its consumers. Engaging social media content can be understood when assessed through the lens of the uses and gratification theory and its aspects that explain why consumers engage in media.

The analyses made from the one-month period of Donni Charm and Mischa's social media tracking can be applied in future PR tactics, especially for social media content drafting and calendars. The observations yield statistical information that can be used as guidelines for best social media practices not only for Donni Charm and Mischa but also for other long tail fashion brands that are looking to expand.

While there were a few instances of discrepancies among engagement patterns seen in Donni Charm and Mischa's platforms, the dominance in similarities over differences is a positive indication of social media's global relevance. There is a likelihood that a few cultural factors account for the differences observed in social media engagement, but audiences showed general patterns that were applicable to both brands.

This analysis draws several recommendations for long tail fashion brands. First of all, one of the main takeaways is that brands should invest more time into creating the best Instagram content. It seemed that Instagram is the most engaging social media channel when compared to Facebook and Twitter. Both Donni Charm and Mischa have

already noticed this. In a phone interview with Wasko on Dec. 11, 2013, Wasko said, "We don't really use our Twitter, and we haven't found that it's been very useful. Our Facebook is used daily. Instagram is our most engaging channel and we post a lot on it" (see Interview 1 in Appendix). Mischa's Sales and Marketing Manager Camilla Mount said in an email interview that, "People like to see who is behind the brand, and I think its best seen through Instagram. We like to keep a personal connection with our customers and answer any questions they have on these channels. It's important to keep updating regularly so they don't lose interest or 'forget' about you" (see Interview 2 in Appendix).

For both Donni Charm and Mischa, Instagram was between 15 to 25 times more engaging. This matches the results of a report released by the research company L2, which found that "with users spending an average of 257 minutes per month," Instagram garners 15 times the engagement of Facebook (Troung). A new report by Forrester, a market research company, also found that after studying the interactions of 3 million users on 2,500 brands' Instagram accounts, "brand ads posted on Instagram delivered 58 times more engagement per follower than Facebook, and 120 times more engagement per follower than Twitter" (Pimentel). This is shown in Figure 2. In 2013, the number of Instagram users increased by 66 percent, making it the fastest growing mobile app that year (Truong).

Figure 2: Social Media Engagement of Top 50 U.S. Brands, 2014
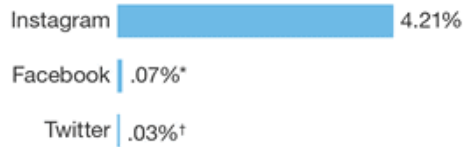
Source: Pimentel via Forrester Research

Furthermore, Instagram has reached a global audience because "two-thirds of

Instagram's users are outside the U.S., and the app [is] seeing 'heavy' growth

internationally" (Edwards). As seen in Figure 3 from L2's study, while most Instagram

users are in North America, the fastest growing region is the Asia Pacific area. Western

Europe is the second fastest growing demographic, and the Middle East and Africa has

the third largest growth.

Figure 3: Instagram's International Growth by Region
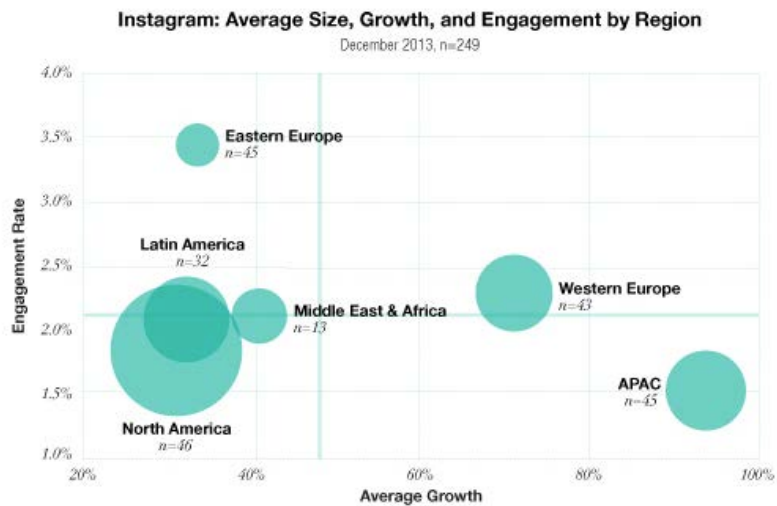
Source: L2 Think Tank

96

Instagram is highly effective due to a variety of factors, such as the fact that it is less likely for Instagram users to overlook content. Facebook uses an algorithm called EdgeRank, which filters out posts in a way that only about 16 percent of followers see posts by brand pages (Al-Greene). The factors that determine whether or not a post appears in users' news feeds is constantly changing. In 2013, the simplified equation for EdgeRank was affinity plus weight plus time decay (Al-Greene). Posts were ranked according to how strong the users' connection is with the publisher of the post (affinity); the type of post, where photos and videos were preferred over links, which were preferred over simple text (weight); and the relevance of the post according to the original time of posting (time decay) (Al-Greene). The equation for EdgeRank for 2014 builds off of this model, where the post's performance among viewers who have already seen it and the post creator's popularity with the user are also considered (Constine). Facebook's evolving algorithm has caused the organic reach (user-generated impressions via shares, likes and comments) of posts per fan to decrease from an average of 16 percent in February 2012 to 6.51 percent in March 2014 (Constine). This drastic decrease is portrayed in Figure 4.

Figure 4: Average Organic Reach Per Fan on Facebook

ORGANIC REACH PER FAN
FEB 2012 – MARCH 2014

EDGERANKCHECKER.COM E
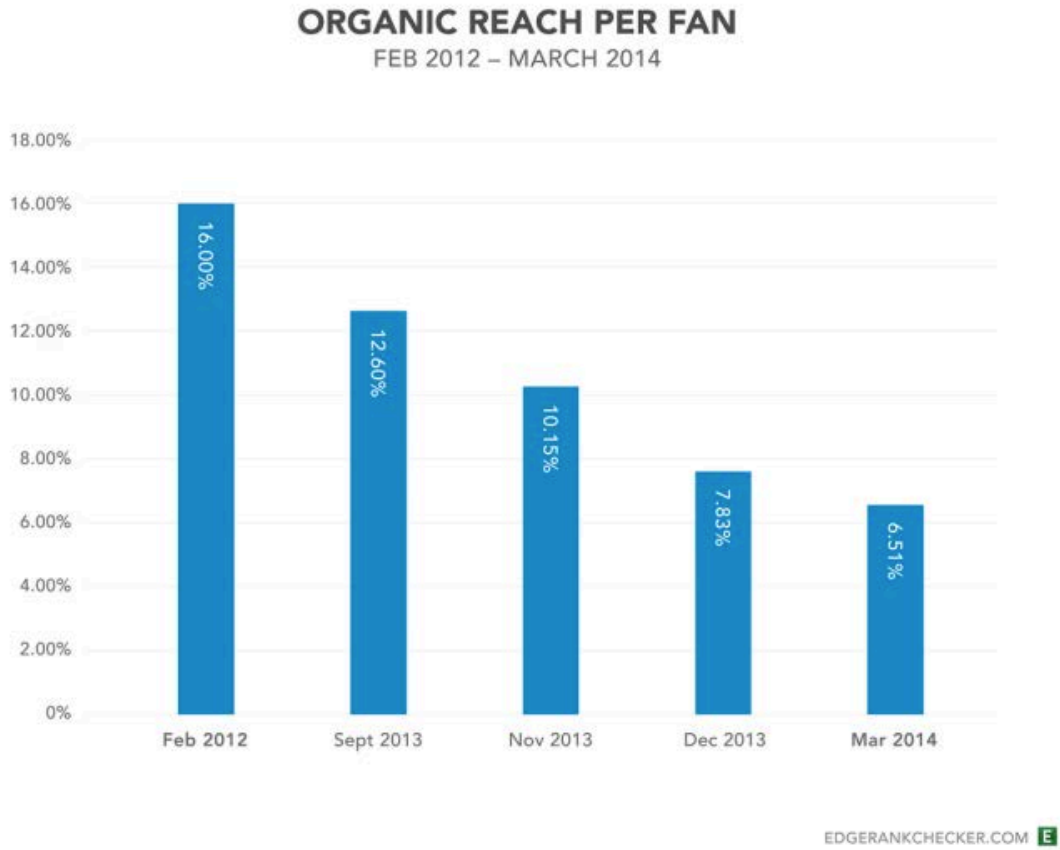
Source: Constine via EdgeRankChecker.com

While Twitter does not use an algorithm method like Facebook, its real-time feed is quick to push down tweets in users' feeds. On average, only 23 percent of Tweets in a person's feed are actually read (Pick).

In addition, the target audiences for fashion brands tends to be younger – for Donni Charm it is people between the ages of 18 to 24 (CITE FB) and for Mischa it is 18 to 34 years old. Instagram's median user age is 27, whereas for Facebook it is 40 (Pimentel). On Twitter, the fastest growing age group is people between the ages of 55 to 64, which is a much older audience (Cooper, "10 Surprising New Twitter Stats"). Furthermore, 90 percent of Instagram users are under the age of 35 and 68 percent of

98

users are female, which is ideal for fashion brands with young female target audiences (L2 Think Tank). Therefore, Instagram is a highly effective tool for fashion brands because of its high post visibility and younger user audience.

However, this should not discourage brands from maintaining effective Facebook and Twitter accounts, especially because for 47 percent of Americans, Facebook is more influential on their purchasing behavior than any other social media outlet (Pick). The key to reaching Facebook audiences is to provide them with the type of posts they want to see, and research has shown that 35 percent of Facebook fans like pages in order to participate in contests (Cooper, "7 Powerful Statistics"). Therefore, it may be appropriate for brands to post content that is more hard sell on Facebook.

On a global scale, Facebook's largest group of active users is the U.S., where 59 percent of active users are located, but Latin America is closely behind with 55 percent of active users (Ahmad). This means that compared to Twitter and Instagram, Facebook has more American users.

For Twitter, it is crucial to post updates when followers are most likely to see them. While peak times for brands differ and it is most effective to adjust posting times for tweets according to the best times for each brand, research shows that the click-through rate is the highest between 4:30 and 5:30 p.m. (Pick). By targeting audiences when they are most likely to see posts, the visibility of brands' tweets can be maximized. It is very important to reach audiences via Twitter because people are 79 percent more likely to recommend brands they follow, 72 percent more likely to buy from you, and 73 percent want updates on future products (Bennett).

Twitter has also seen international growth, with the highest participation being the Middle East and Africa region, which represents 33 percent of all active Twitter users (Ahmad). Currently, 78 percent of all Twitter users are located outside of the U.S. (Fox), which is actually a higher percentage of international representation than Instagram.

Among all social media platforms, it is important to find a balance between hard sell and soft sell content. In particular, "softer sell keywords resonate best" with audiences because followers are more likely to have a positive attitude towards them (Cooper). Hard sell content is often "more irritating than soft sell appeals due to the more direct, confrontational nature" (Okazaki, Mueller and Taylor 14). Both hard and soft sell content can increase purchasing intent among followers, soft sell items "lead to stronger intentions, because, in line with our H1, it is soft sell appeals that would create more favorable attitude (Okazaki et al. 14). However, both hard and soft sell content fulfill the six U&G aspects, which explain why various combinations of content categories garnered high engagement levels during the one-month social media tracking period.

v. Potential Errors and Next Steps

There are several areas of weakness in my research. First of all, as previously mentioned there is very limited academic research on the topic of social media within fashion. This is partly due to the fact that social media is a relatively new topic, and fashion is not a topic that is typically researched in academia.

In addition, while the results of social media monitoring during the one-month period revealed patterns and applicable information, the validity of the results would be strengthened with a longer time frame and more systemic sampling, perhaps with monitoring the accounts for the duration of six months. This is a potential next step, which can be implemented to solidify and further develop best social media practices for long tail fashion brands.

An obstacle faced during data collection was the limited information regarding Donni Charm and Mischa's social media tactics and protocols, as well as details on sales and user insights. As smaller, private non-publicly traded companies, I did not have access to detailed reports on the brands due to confidentiality reasons. With more detailed information, such as access to detailed social media insights and monthly sales reports, there would have been more room for further research. For example, a correlation between social media engagement and sales could have been investigated to identify the effectiveness of engagement. More information about the demographics of Donni Charm and Mischa's social media followers would have also provided more insight. The sampling taken during the month of assessment showed patterns, but a more thorough analysis of the brands' global audiences would better address the question of how social media has allowed the companies to reach international markets.

There are several next steps for research, particularly to further strengthen knowledge regarding the global aspect of social media. For example, the case analysis showed that for Mischa, engagement levels tended to be higher for hard sell content, which might be an indication of different cultural preferences among its highly international social media audience. This aspect could be explored further, perhaps through the integration of cultural and anthropological research. Furthermore, cultural differences could be examined in the context of the uses and gratification theory to determine whether the U&G aspects translate across cultures.

With regards to the findings from the one-month social media tracking, additional research can be conducted to uncover the reasons behind each discovery. For example, it would be interesting to investigate why Wednesdays are a bad day to post on Facebook, or why promoting two other organizations or individuals is the most effective number of user tags on Instagram posts. A thorough research method would have to be developed to identify these reasons in a valid, unbiased manner.

Furthermore, more social media platforms can be researched. Both Donni Charm and Mischa also maintain a Pinterest account. Mischa also has several international social media channels, including the Chinese networking site, Weibo. For this analysis, these additional channels were not assessed, but analyzing them will add to the recommendations made and also allow long tail brands to determine the value of overseas social media platforms.

Finally, another aspect that was not explored in this research was user-generated content. Posts and mentions by others were not analyzed, but user-generated content is highly effective and at times more convincing than original content from brands.

Looking more closely at online interactions and conversations would demonstrate details regarding the brands' international reach and the value of user-generated content.

vi. Conclusion

It is evident through the analysis of international social media engagement that social media allows long tail fashion designers to reach global audiences. This is a new circumstance that did not exist previously before the emergence of social media, and in that sense, long tail designers today have an advantage.

However, it is not enough for a brand to have a Facebook, Twitter and Instagram account. The social media outlets need to be used in ways that facilitate a connection between the brand and the consumer, which is achieved with effective and engaging social media content. It is crucial to understand how to construct engaging content in a strategic manner by understanding the audiences' needs and tendencies. This can be analyzed by laying groundwork with social media theory, such as the uses and gratification theory, to understand the personal needs that consumers seek to fulfill through the assimilation of media.

Also, it is important to focus on platforms that have shown growth and high engagement levels, which at present is Instagram. It is only when a strong, mutually beneficial relationship between brands and consumers is effectively achieved that social media's full potential can be realized.

Appendix

Graph A: Donni Charm Facebook Monitoring Feb. 24, 2014 - Mar. 24, 2014

Donni Charm Social Media Tracking - Facebook

Topic	Photo/Video	Link (Internal/External)	Promote/Connect to Others	Likes	Comments	Shares	Engagement Total	Number of likes at time of assessment	Engagement Total %	Date Posted	Day Posted	Time Posted (EST)	Date Assessed
Event	Photo	N/A	Yes, 1	16	0	1	17	6,241	0.27	2/24/14	Monday	10:43 a.m.	3/2/14
Event	Photo	N/A	Yes, 2	17	0	0	17	6,241	0.27	2/24/14	Monday	2:58 p.m.	3/2/14
Event	Photo	Yes, 1		63	1	1	65	6,241	1.04	2/25/14	Tuesday	4:31 p.m.	3/2/14
New product	Photo	N/A	Yes, 3	4	0	1	5	6,241	0.08	2/26/14	Wednesday	6:20 p.m.	3/2/14
Product sighting	Photo	N/A	Yes, 1	9	0	1	10	6,241	0.16	2/27/14	Thursday	12:54 p.m.	3/2/14
Style	Photo	N/A	Yes, 1	30	0	0	30	6,241	0.48	2/27/14	Thursday	6:33 p.m.	3/2/14
Quote	Photo	N/A	No	21	0	14	35	6,241	0.56	2/28/14	Friday	2:56 p.m.	3/2/14
Product sighting	Photo	N/A	No	9	0	0	9	6,241	0.14	3/1/14	Saturday	5:35 p.m.	3/2/14
Current Event	Photo	N/A	No	10	0	0	10	6,241	0.16	3/2/14	Sunday	10:51 a.m.	3/2/14
Product sighting	Photo	N/A	Yes, 1	7	1	0	8	6,241	0.13	3/3/14	Monday	5:26 p.m.	3/16/14
New product	Photo	N/A	Yes, 3	7	0	1	8	6,241	0.13	3/4/14	Tuesday	10:05 a.m.	3/16/14
New product	Photo	N/A	Yes, 2	7	0	0	7	6,241	0.11	3/4/14	Tuesday	3:02 p.m.	3/16/14
New product	Photo	N/A	No	6	0	0	6	6,241	0.10	3/4/14	Tuesday	2:50 p.m.	3/16/14
New product	Photo	N/A	No	7	0	1	8	6,261	0.13	3/4/14	Tuesday	3:15 p.m.	3/16/14
Stockist	Photo	N/A	Yes, 1	6	0	0	6	6,261	0.10	3/4/14	Tuesday	6:24 p.m.	3/16/14
Product sighting	Photo	N/A	No	9	0	0	9	6,261	0.14	3/5/14	Wednesday	1:20 p.m.	3/16/14
Product sighting	Photo	N/A	No	12	0	0	12	6,261	0.19	3/5/14	Wednesday	4:10 p.m.	3/16/14
Sneak peek	Photo	N/A	No	17	2	1	20	6,261	0.32	3/6/14	Thursday	2:28 p.m.	3/16/14
Lifestyle	Photo	N/A	No	22	0	0	22	6,261	0.35	3/7/14	Friday	2:36 p.m.	3/16/14
Current Event	Photo	N/A	No	26	0	1	27	6,261	0.43	3/8/14	Saturday	4:00 p.m.	3/16/14
Repost	Photo	N/A	Yes, 1	7	0	0	7	6,261	0.11	3/9/14	Sunday	11:59 a.m.	3/16/14
Style	Photo	N/A	No	24	0	0	24	6,261	0.38	3/9/14	Sunday	2:26 p.m.	3/16/14
Product sighting	Photo	N/A	Yes, 1	8	0	1	9	6,261	0.14	3/10/14	Monday	11:14 a.m.	3/16/14
Style	Photo	N/A	Yes, 1	6	0	0	6	6,261	0.10	3/11/14	Tuesday	1:18 p.m.	3/16/14
Style	Photo	N/A	No	6	0	0	6	6,261	0.10	3/12/14	Wednesday	2:03 p.m.	3/16/14
Lifestyle	Photo	N/A	No	7	0	0	7	6,261	0.11	3/13/14	Thursday	5:39 p.m.	3/16/14
Product sighting	Photo	N/A	No	18	0	0	18	6,261	0.29	3/14/14	Friday	10:18 a.m.	3/16/14
Lifestyle	Photo	N/A	No	12	0	0	12	6,261	0.19	3/17/14	Monday	9:47 a.m.	4/22/14
Style	Photo	N/A	No	18	0	0	18	6,261	0.29	3/21/14	Friday	10:38 a.m.	4/22/14
Product sighting	Photo	N/A	Yes, 1	11	0	0	13	6,268	0.21	3/22/14	Saturday	1:14 p.m.	4/22/14
Lifestyle	Photo	N/A	No	10	0	0	10	6,268	0.16	3/24/14	Monday	10:47 a.m.	4/22/14
								Average Engagement =	0.24				
								Growth = 0.43%					

104

Graph B: Donni Charm Twitter Monitoring Feb. 24, 2014 - Mar. 24, 2014

Donni Charm Social Media Tracking - Twitter

Topic	Photo/Vide o	Link (Internal/E xternal)	Promote/Co nnect to others	Favorites	Replies	Retweets	Engagement Total	Number of followers at time of assessment	Engagement Total %	Buzzwords	Hashtags	Date Posted	Day Posted	Time Posted (CEST)	Date Assessed
New product	No	Yes	Yes, 1	1	0	0	1	6697	0.15	n/a	#fall14, #GEEdTechN, #donnicharm	2/24/14	Monday	9:43 a.m.	3/25/14
Event	No	Yes	Yes, 1	0	0	0	0	6697	0	n/a	#donnicharm, #subordclove, #cosorie	2/24/14	Monday	1:58 a.m.	3/25/14
Event	No	Yes	Yes, 1	0	0	0	0	6697	0	n/a	#donnicharm, #subordclove	2/25/14	Tuesday	3:21 p.m.	keg
New product	No	Yes	No	0	0	0	0	6697	0	Crarebben	#going, #donnicharm, #subordclove, #donn broly	2/25/14	Wednesday	5:17 p.m.	3/25/14
New product	No	Yes	No	0	0	0	1	6697	0.15	Crarebben	#courangover, #donnicolively, #donnicharm, #subordclove	2/26/14	Wednesday	5:20 p.m.	3/25/14
Product subtteen	No	Yes	No	0	0	0	0	6697	0	Crarebben/Padam	#donnicharm, #pfA, #donnicharm, #subordclove	2/27/14	Thursday	10:58 a.m.	3/25/14
Style	No	Yes	No	1	0	1	2	6697	0.29	n/a	#donnicharm, #subordclove	2/27/14	Thursday	9:55 a.m.	3/25/14
Quote	No	Yes	No	0	0	0	0	6697	0	n/a	#donnicharm, #subordclove	2/28/14	Friday	1:06 p.m.	3/25/14
Product subtteen	No	Yes	No	0	0	0	0	6697	0	n/a	#donnicharm, #pfA, #program, #pairis, #subordclove	3/1/14	Saturday	4:15 p.m.	3/25/14
Product subtteen	No	Yes	Yes, 1	2	0	1	3	6697	0.43	n/a	#donnicharm, #pfA, #subordclove, #thenorstbnetbisdeen	3/3/14	Monday	4:26 p.m.	3/25/14
New product	No	Yes	No	0	0	2	2	6697	0.29	n/a	#spring14, #eneralstvrness	3/4/14	Tuesday	9:05 a.m.	3/25/14
Sheebet	No	Yes	Yes, 1	0	0	0	0	6697	0.89	n/a	#donnicharm, #subordclove, #donnicharm, #atarzanated, #donnicharm	3/4/14	Tuesday	5:41 p.m.	3/26/14
Product subtteen	No	Yes	No	1	0	0	1	6697	0.14	n/a	#donnicharm, #atarzanated, #thenorstbnetbisdeen, #netzen	3/5/14	Wednesday	12:20 p.m.	3/26/14

105

Graph C: Donni Charm Instagram Monitoring Feb. 24, 2014 - Mar. 24, 2014

Graph D: Mischa Facebook Monitoring Feb. 24, 2014 - Mar.24, 2014

Mischa Social Media Tracking - Facebook

Topic	Photo/Video	Link (Internal/External/Others)	Promote/Connect to	Likes	Comments	Shares	Engagement Total	Number of likes at time of assessment	Engagement Total %	Date Posted	Day Posted	Time Posted (HKT)	Date Assessed
Event	Video	Yes, 1	Yes, 1	243	8	1	252	3,930	6.41	2/24/14	Monday	9:30 a.m.	
Hashtag promotion	Photo	No	No	296	0	0	296	3,930	7.53	2/25/14	Tuesday	9:30 a.m.	3/2/14
Quote	Photo	No	No	14	0	0	14	3,930	0.36	2/26/14	Wednesday	9 a.m.	3/2/14
New product	Photo	No	No	299	0	0	299	3,930	7.61	2/27/14	Thursday	9:45 a.m.	3/2/14
Style	Photo	Yes, 1	No	20	0	0	20	3,930	0.51	2/27/14	Thursday	1:43 p.m.	3/2/14
Blog	Photo	Yes	No	20	0	0	20	3,930	0.51	2/28/14	Friday	9:30 a.m.	3/2/14
New product	Photo	No	No	34	0	0	34	3,930	0.87	3/1/14	Saturday	6:15 p.m.	3/2/14
Quote	Photo	No	No	10	0	0	10	3,930	0.25	3/1/14	Saturday	10:30 a.m.	3/2/14
Quote	Photo	No	No	11	0	0	11	3,930	0.28	3/3/14	Monday	9:30 a.m.	3/2/14
Blog	Photo	Yes	No	2	0	0	2	3,930	0.05	3/3/14	Monday	11:33 a.m.	3/2/14
Sneak peak	Photo	No	No	16	0	0	16	3,985	0.40	3/4/14	Tuesday	1:48 p.m.	3/16/14
Coverage	Video	Yes	Yes, 3	8	0	0	8	3,985	0.20	3/4/14	Tuesday	5:49 p.m.	3/16/14
Request	Photo	No	No	4	0	0	4	3,985	0.10	3/4/14	Tuesday	5:49 p.m.	3/16/14
Event	Photo	No	No	1	0	0	1	3,985	0.03	3/5/14	Wednesday	10 a.m.	3/16/14
Quote	Photo	No	No	12	0	0	12	3,985	0.30	3/6/14	Thursday	6:19 p.m.	3/16/14
Style	Photo	Yes, 1	Yes, 1	9	0	0	9	3,985	0.23	3/6/14	Thursday	6:47 p.m.	3/16/14
Sneak peak	Photo	No	No	23	0	0	23	3,985	0.58	3/6/14	Thursday	10:00 a.m.	3/16/14
Blog	Photo	Yes	No	10	0	0	10	3,985	0.25	3/6/14	Thursday	3:57 p.m.	3/16/14
Celebrity sighting	Photo	Yes, 1	Yes, 1	307	0	0	307	3,985	7.70	3/6/14	Friday	10 a.m.	3/16/14
Coverage	Photo	Yes, 1	Yes, 1	47	0	0	47	3,985	1.18	3/10/14	Monday	1:17 p.m.	3/16/14
Lifestyle	Photo	Yes	No	18	0	1	19	3,985	0.48	3/11/14	Tuesday	3:00 p.m.	3/16/14
Current Event	Photo	No	No	12	0	1	13	3,985	0.33	3/11/14	Tuesday	10:17 a.m.	3/16/14
Quote	Photo	No	No	14	0	0	14	3,985	0.35	3/12/14	Wednesday	12:03 p.m.	3/16/14
Lifestyle	Photo	Yes	No	19	1	2	22	3,985	0.55	3/13/14	Thursday	3:31 p.m.	3/16/14
Promotion	Photo	Yes, 1	Yes, 1	12	0	0	12	3,985	0.30	3/14/14	Friday	9:00 a.m.	3/16/14
Current Event	Photo	No	No	22	0	0	22	3,985	0.55	3/17/14	Monday	9:00 a.m.	3/16/14
Quote	Photo	No	No	9	0	0	9	3,985	0.23	3/17/14	Monday	9:00 a.m.	3/16/14
Blog	Photo	Yes	No	14	0	0	14	3,985	0.33	3/18/14	Tuesday	8:45 a.m.	3/16/14
New product	Photo	No	No	11	0	0	11	4,223	0.26	3/19/14	Wednesday	6:31 p.m.	4/22/14
New product	Photo	No	No	17	0	0	17	4,223	0.40	3/21/14	Friday	3:55 p.m.	4/22/14
Coverage	Video	Yes, 2	Yes, 2	51	9	0	60	4,223	1.42	3/21/14	Friday	4:10 p.m.	4/22/14
Quote	Photo	No	No	10	0	0	10	4,223	0.24	3/21/14	Friday	5:00 p.m.	4/22/14
Quote	Photo	No	No	18	0	1	19	4,223	0.45	3/23/14	Sunday	5:40 p.m.	4/22/14
Quote	Photo	No	No	25	0	0	25	4,223	0.59	3/24/14	Monday	9:00 a.m.	4/22/14

Average Engagement = 1.23

Growth = 7.46%

Graph E: Mischa Twitter Monitoring Feb. 24, 2014 - Mar. 24, 2014

Mischa Social Media Tracking - Twitter

Topic	Photo/Video	Link (Internal/External)	Promote/Connect to Others	Favorites	Replies	Retweets	Engagement Total	Number of followers at time of assessment	Engagement Total %	Buzzwords	Hashtags	Date Posted	Day Posted	Time Posted	Date Assessed
Product sighting	No	Yes	Yes, 1	0	0	0	0	531	0	N/A	#mischafanlove, #jetsetmischa, #mischa, #jetsettote, #stylist	2/24/14	Monday	10:56 a.m.	3/2/14
Hashtag promotion	No	Yes	No	0	0	0	0	531	0	N/A	#jetsetmischa	2/25/14	Tuesday	10:05 a.m.	3/2/14
Event	No	Yes	No	1	0	0	1	531	0.19	TEDxYouth	N/A	2/25/14	Tuesday	11:42 a.m.	3/2/14
Quote	No	Yes	No	0	0	0	0	531	0	N/A	#motivation, #inspiration, #humpday, #newideas, #mischa, #sunrise	2/26/14	Wednesday	10:14 a.m.	3/2/14
Stockist	No	Yes	Yes, 1	1	0	0	1	531	0.19	New, debut	N/A	2/26/14	Wednesday	1:11 a.m.	3/2/14
Product sighting	No	Yes	Yes, 1	0	0	0	0	531	0	N/A	#mischafanlove, #jetsetmischa	2/26/14	Wednesday	5:39 p.m.	3/2/14
New product	No	Yes	No	0	0	0	0	531	0	Sneak peak, new	#mischa	2/27/14	Thursday	10:10 a.m.	3/2/14
Style	No	Yes	No	0	0	0	0	531	0	N/A	#pfw, #parisfashion week, #france, #paris	2/27/14	Thursday	12:42 p.m.	3/2/14
Product sighting	No	Yes	No	0	0	0	0	531	0	N/A	#mischa, #jetsetmischa, #boxbag, #fuchsia	2/27/14	Thursday	7:03 p.m.	3/2/14
Blog	No	Yes	No	1	0	0	1	531	0.19	N/A	N/A	2/28/14	Friday	12:41 a.m.	3/2/14
Quote	No	Yes	No	0	0	0	0	531	0	N/A	#mischafanlove, #mischa, #weekend, #jetsetmischa, #tgif, #friday, #buckettote	2/28/14	Friday	7:18 p.m.	3/2/14
Quote	No	Yes	No	0	0	0	0	531	0	N/A	#mischa, #relax, #weekend, #sleepin, #inspiration	3/1/14	Saturday	10:05 a.m.	3/2/14
Product sighting	No	Yes	No	0	0	0	0	531	0	N/A	#mischafanlove	3/2/14	Sunday	10:53 a.m.	3/2/14
Style	No	Yes	Yes, 1	0	0	1	0	531	0.19	N/A	N/A	3/2/14	Sunday	5:18 a.m.	3/2/14
Style	No	Yes	Yes, 1	2	0	1	3	549	0.55	N/A	N/A	3/3/14	Monday	10:28 a.m.	3/16/14
Sneak peak	No	Yes	No	0	0	0	0	549	0.00	Behind the scenes	#mischa, #jetsetmischa, #miniovernighter	3/4/14	Tuesday	12:34 p.m.	3/16/14
Celebrity sighting	No	Yes	Yes, 1	1	0	1	2	549	0.36	N/A	#mischafanlove, #jetsetmischa, #mischa	3/4/14	Tuesday	3:55 p.m.	3/16/14
Coverage	No	Yes	Yes, 2	2	0	2	4	549	0.73	N/A	N/A	3/4/14	Tuesday	5:36 p.m.	3/16/14

Type	C1	C2	C3	C4	C5	C6	C7	C8	C9	Notes	Hashtags	Date	Day	Time	End
Quote	No	Yes	No	1	0	0	1	549	0.18	N/A	#mischa, #motivation, #humpday, #fairygodmother	1/5/14	Wednesday	10:27 a.m.	3/16/14
Style	No	Yes	No	0	0	0	0	549	0.00	N/A	#mischa, #jcrew, #theyskeanstheary, #boyfriendjeans, #ash	1/5/14	Wednesday	1:00 p.m.	3/16/14
Sneak peak	No	Yes	No	0	0	0	0	549	0.00	Sneak peak, behind the scenes	#mischa	3/5/14	Wednesday	5:18 p.m.	3/16/14
Blog	No	Yes	No	0	0	0	0	549	0.00	N/A	N/A	1/6/14	Thursday	11:42 a.m.	3/16/14
Repost	No	Yes	No	0	0	0	0	549	0.00	N/A	#jetsetmischa, #mischafanlove	3/6/14	Thursday	1:23 p.m.	3/16/14
Lifestyle	No	Yes	No	0	0	0	0	549	0.00	N/A	#mischa, #oldfashioned, #cdogpouch	3/6/14	Thursday	8:28 p.m.	3/16/14
Coverage	No	Yes	No	0	0	0	0	549	0.00	International Women's Day	N/A	1/7/14	Friday	12:39 p.m.	3/16/14
Current Event	No	Yes	No	0	0	0	0	549	0.00	International Women's Day	#mischa, #inspiration, #iwd, #devilbeware, #girlsgwar	1/9/14	Sunday	9:14 p.m.	3/16/14
Repost	No	Yes	No	0	0	1	1	549	0.18	N/A	#jetsetmischa, #shopping, #newertooyoung, #baby, #christianlouboutin	3/10/14	Monday	5:51 p.m.	3/16/14
Lifestyle	No	Yes	No	0	0	0	0	549	0.00	N/A	#humpday, #mischa	3/12/14	Wednesday	2:23 p.m.	3/16/14
Promotion	No	Yes	No	0	0	0	0	549	0.00	N/A	N/A	3/13/14	Thursday	3:25 p.m.	3/16/14
Current Event	No	Yes	No	0	0	0	0	549	0.00	N/A	#tgif, #weekendishere, #mischa, #roadtrip, #seekingadventure	3/14/14	Friday	10:28 a.m.	3/16/14
Repost	No	Yes	No	0	0	0	0	549	0.00	N/A	#mischafanlove, #chasuibao	3/14/14	Friday	3:52 p.m.	3/16/14
Lifestyle	No	Yes	No	0	0	0	0	549	0.00	N/A	#mischa, #tangtangtangtang, #mischa, #jetsetmischa, #cdgpouch, #sneakpeak, #tgif	3/14/14	Friday	7:07 p.m.	3/16/14
Lifestyle	No	Yes	No	0	0	0	0	549	0.00	N/A	#verylongweek, #starstruck	3/15/14	Saturday	11:01 a.m.	3/16/14
Quote	No	Yes	No	0	0	0	0	549	0.00	N/A	#inspiration #irisapfel, #styleicon, #Monday, #motivation, #interiordesigner, #mischa	3/17/14	Monday	11:50 a.m.	3/16/14
Lifestyle	No	Yes	No	0	0	0	0	566	0.00	N/A	#mischa #jetsetmischa #bucketbag #whatsfordinner #decisions #freshproduce	3/17/14	Monday	7:05 p.m.	4/5/14
Lifestyle	No	Yes	No	0	0	0	0	566	0.00	N/A	#mischa #vanityfair #guiltypleasure #hollywoodcrush	3/18/14	Tuesday	9:41 a.m.	4/5/14
Blog	No	Yes	No	1	0	0	1	566	0.18	N/A	N/A	3/18/14	Tuesday	3:44 p.m.	4/5/14
Lifestyle	No	Yes	Yes, 1	0	0	0	0	566	0.00	N/A	#mischa	3/18/14	Tuesday	10:27 p.m.	4/5/14
Current Event	No	Yes	No	0	0	0	0	566	0.00	N/A	N/A	3/19/14	Wednesday	10:59 a.m.	4/5/14
Repost	No	Yes	Yes, 1	0	0	0	0	566	0.00	N/A	#mischafanlove, #mischa	3/19/14	Wednesday	5:47 p.m.	4/5/14
Current Event	No	Yes	No	0	0	0	0	566	0.00	N/A	N/A	3/20/14	Thursday	2:39 p.m.	4/5/14
Style	No	Yes	No	0	0	0	0	566	0.00	N/A	#jetsetmischa, #mischa	3/20/14	Thursday	6:22 p.m.	4/5/14
Coverage	No	Yes	Yes, 2	0	0	0	0	566	0.00	Debut	N/A	3/21/14	Friday	5:28 p.m.	4/5/14
Quote	No	Yes	No	1	0	0	1	566	0.18	N/A	#monday, #motivation, #mischa, #inspiration, #looktothefuture	3/24/14	Monday	11:55 a.m.	4/5/14
							Average Engagement =		0.07						
							Growth = 1.07%								

110

Graph F: Mischa Instagram Monitoring Feb. 24, 2014 - Mar. 24, 2014

Mischa Social Media Tracking - Instagram

Topic	Photo/ Video	Link (Internal/ External)	Promote/ Connect to Others	Likes	Comments	Engagement Total	Number of likes at time of assessment	Engagement Total %	Buzzw ords	Hashtags	Date Posted	Day Posted	Date Assessed
Hashtag promotion	Photo	No	No	37	0	37	1,601	2.31	N/A	#jetsetmisch a, #mischa, #travel, #jetsetter, #globetrottin g, #travelling, #traveldiaries	2/24/14	Monday	3/2/14
Event	Video	No	No	65	11	76	1,601	4.75	TEDxY outh, watch	#mischa, #tedx, #tedxyouth, #travel, #inspiration, #wanderlust, #aspirations	2/24/14	Monday	3/2/14
Quote	Photo	No	No	22	0	22	1,601	1.37	N/A	#motivation, #inspiration, #humpday, #newideas, #mischa, #sunrise	2/25/14	Tuesday	3/2/14
Stockist	Photo	No	Yes, 3	33	2	35	1,601	2.19	New, debuts	#mischa, #francketfils, #paris, #france, #graphic, #geometric, #blackandwhi te	2/25/14	Tuesday	3/2/14
Product sighting	Photo	No	Yes, 1	60	0	60	1,601	3.75	N/A	#mischafanlo ve, #jetsetmisch a, #mischa, #overnighter, #triangle, #bikini, #peonies, #summer, #flatlay	2/26/14	Wednesday	3/2/14
New product	Photo	No	No	46	3	49	1,601	3.06	Sneak peak, new	#mischa, #globalnoma d, #jetsetmisch a, #thecdgpouc h, #hexagonprin t, #aegeansea, #sneakpeak, #comingsoon	2/26/14	Wednesday	3/2/14

Style	Photo	No	Yes, 1	54	1	55	1,601	3.44	N/A	#parisfashion week, #france, #paris, #fashionweek, #mischa, #chic, #style	2/26/14	Wednesday	3/2/14
Product sighting	Photo	No	Yes, 1	24	0	24	1,601	1.5	N/A	#mischafanlo ve, #mischa, #jetsetmisch a, #boxbag, #fuchsia, #agnesb, #cafe, #celebration, #newbeginni ngs	2/27/14	Thursday	3/2/14
Product sighting	Photo	No	No	27	0	27	1,601	1.68	N/A	#jetsetmisch a, #mischa, #traveldiaries, #overnighter, #newyork #usa, #westvillage, #snowing	2/27/14	Thursday	3/2/14
Product sighting	Photo	No	No	35	1	36	1,601	2.25	TGIF	#mischafanlo ve, #jetsetmisch a, #mischa, #tgif, #Friday, #weekend, #buckettote, #baby, #cute	2/28/14	Friday	3/2/14
Quote	Photo	No	No	23	2	25	1,601	1.56	N/A	#mischa, #relax, #sleepin, #inspiration, #weekend	2/28/14	Friday	3/2/14
Product sighting	Photo	No	Yes, 1	21	1	22	1,601	1.37	N/A	#mischafanlo ve, #fungshui, #mischa, #monogramb racelet, #jetsetmisch a, #4thannivers arygift	3/1/14	Saturday	3/2/14
Style	Photo	No	Yes, 1	27	1	28	1,601	1.74	Compe tition, win	#mischa, #jetsetmisch a, #boxbag, #zoesuen, #fashionony mous, #lackofolour, #hat, #asos, #dress, #blogger, #fashion	3/2/14	Sunday	3/2/14
Sneak peak	Photo	No	No	54	1	55	1,924	2.86	Behind the scenes	#mischa, #jetsetmisch a, #miniovernig hter, #photoshoot, #model, #globalnoma d, #sneakpeak	3/3/14	Monday	3/16/14
Celebrity sighting	Photo	No	Yes, 1	45	5	50	1,924	2.60	N/A	#mischafanlo ve, #jetsetmisch a, #mischa, #yoga, #yogaworks, #advancedvin yasa, #jetsettote	3/3/14	Monday	3/16/14
Coverage	Video	No	Yes, 3	35	1	36	1,924	1.87	N/A	#mischa, #fashionasia, #tv, #australianet work, #nowtv, #channel541, #margaretzh ang, #courtneydob er	3/4/14	Tuesday	3/16/14
Quote	Photo	No	No	43	1	44	1,924	2.29	N/A	#mischa, #motivation, #humpday, #fairygodmot her	3/4/14	Tuesday	3/16/14

Style	Photo	No	Yes, 1	38	4	42	1,924	2.18	N/A	#mischa, #jcrew, #theyskensth eory, #boyfriendjea ns, #ash, #sneakers, #lanecrawfor d, #outfit, #style, #fashion	3/4/14	Tuesday	3/16/14
Sneak peak	Photo	No	No	56	8	64	1,924	3.33	Sneak peak, behind the scenes, upcomi ng	#mischa, #comingsoon , #photoshoot, #globalnoma d, #behindthesc enes, #lookbook, #model, #fashion, #style	3/5/14	Wednesday	3/16/14
Blog	Photo	No	No	48	2	50	1,924	2.60	N/A	#jetsetmisch a, #bali, #traveldiaries , #indonesia, #karmakanda ra	3/5/14	Wednesday	3/16/14
Repost	Photo	No	Yes, 1	47	2	49	1,924	2.55	N/A	#jetsetmisch a, #mischa, #travelclutch, #joey, #kangaroo, #offtouniversi ty, #allarownup	3/5/14	Wednesday	3/16/14
Lifestyle	Photo	No	No	26	8	34	1,924	1.77	Celebr ating	#mischa, #oldfashione d, #cdgpouch, #lanecrawfor d, #playboy, #holipink, #mischafiirla necrawford	3/6/14	Thursday	3/16/14
Coverage	Photo	No	No	52	0	52	1,924	2.70	Celebr ating, Interna tional Wome n's Day	#starworld, #tv, #sneakpeak, #behindthesc enes, #stylesetter, #mischa, #newtv, #fashion	3/6/14	Thursday	3/16/14
Quote	Photo	No	No	46	1	47	1,924	2.44	Interna tional Wome n's Day	#girlpower, #inspiration, #iwd, #devilbeware , #girlsrulethe world	3/9/14	Sunday	3/16/14
Repost	Photo	No	Yes, 1	59	0	59	1,924	3.07	N/A	#jetsetmisch a, #shopping, #nevertooyou ng, #baby, #christianlou boutin, #mischa, #overnighter, #shopping, #fashion	3/10/14	Monday	3/16/14
Lifestyle	Photo	No	No	74	2	76	1,924	3.95	N/A	#humpday, #mischa, #napavalley, #travel, #wanderlust, #bucketlist, #pool, #lounge, #getmethere	3/11/14	Tuesday	3/16/14
Promotion	Photo	No	No	44	0	44	1,924	2.29	N/A	#mischa, #strip, #ministryofw axing, #tiareali	3/13/14	Thursday	3/16/14
Current Event	Photo	No	No	34	0	34	1,924	1.77	N/A	#tgif, #weekendish ere, #mischa, #roadtrip, #onekingadve nture	3/13/14	Thursday	3/16/14

Category	Media						Followers	Rate		Hashtags	Date	Day	Date
Repost	Photo	No	Yes, 1	47	2	49	1,924	2.55	N/A	#mischafanlove, #chausuibao, #mischa, #jetsetmischa, #overnighter, #travel, #airport, #traveleats, #hk, #tokyo	3/14/14	Friday	3/16/14
Lifestyle	Photo	No	No	59	2	61	1,924	3.17	N/A	#tamtambyveuvis, #tangtangtangtang, #mischa, #jetsetmischa, #clppouch, #sneakpeek, #toff, #ss14	3/14/14	Friday	3/16/14
Lifestyle	Photo	No	No	86	6	92	1,924	4.78	N/A	#verylongweek, #starstruck, #tonyleung, #dreamcometrue, #mischa, #jetsetmischa, #tangtangtangtang	3/14/14	Friday	3/16/14
Repost	Photo	No	Yes, 1	40	2	42	1,924	2.18	N/A	#mexico, #tulum, #mischa, #jetsetmischa, #travelclutch, #seashell	3/15/14	Saturday	3/16/14
Quote	Photo	No	No	24	0	24	1,924	1.25	N/A	#inspiration, #irisapfel, #styleicon, #Monday, #motivation, #interiordesigner, #mischa, #quote	3/16/14	Sunday	3/16/14
Product sighting	Photo	No	No	46	1	47	2,004	2.35	N/A	#mischa, #jetsetmischa, #bucketbag, #whatsfordinner, #decisions, #freshproduce, #pineapple, #wine, #fruit, #vegetables	3/17/14	Monday	4/5/14
Lifestyle	Photo	No	No	22	0	22	2,004	1.10	N/A	#mischa #vanityfair #guiltypleasure #hollywoodcrush #coffee #mistime #damnitheylookgood	3/17/14	Monday	4/5/14
Blog	Photo	No	No	30	0	30	2,004	1.50	N/A	#jetsetmischa #mischa #traveldiaries #buckettote #italy #skiing #mountain #adventure	3/18/14	Tuesday	4/5/14
Lifestyle	Photo	No	Yes, 1	52	1	53	2,004	2.64	N/A	#mischa, #sleepcureseverything, #mountains, #inspiration, #wisdom, #nothingisimpossible	3/18/14	Tuesday	4/5/14
Current Event	Photo	No	No	51	0	51	2,004	2.56	N/A	#mischa, #jetsetmischa, #holifestival, #india, #hotpink, #powder, #spring	3/18/14	Tuesday	4/5/14

Type	Media									Hashtags	Date	Day	Date
Repost	Photo	No	Yes, 1	67	0	67	2,004	3.34	N/A	#mischafanlove, #mischa, #jetsetmischa, #jetsettote, #travel, #intotheblue, #reef, #sunblock, #bali, #leopard, #sandals	3/19/14	Wednesday	4/5/14
Current Event	Photo	No	No	30	0	30	2,004	1.50	N/A	#mischa, #happyday, #freespirit, #internationalhappinessday, #lovelife, #happiness	3/19/14	Wednesday	4/5/14
Style	Photo	No	No	32	1	33	2,004	1.65	N/A	#mischa, #jetsetmischa, #overnighter, #plum, #christianlouboutin, #roadtrip, #dreaming	3/20/14	Thursday	4/5/14
Coverage	Video	No	Yes, 2	66	15	81	2,004	4.04	Debut, celebrating	#stylesetter, #starworld, #internationalwomensday, #mischa, #designer, #fashion, #handbags	3/21/14	Friday	4/5/14
Lifestyle	Photo	No	No	36	2	38	2,004	1.90	N/A	#mischa, #fridaynight, #129pingpong, #bestgintonics	3/21/14	Friday	4/5/14
Lifestyle	Photo	No	Yes, 1	37	1	38	2,004	1.90	N/A	#mischa, #boobs, #pingpong129, #happybirthday	3/21/14	Friday	4/5/14
Quote	Photo	No	No	54	3	57	2,004	2.84	N/A	#dolcefarniente, #sundayrestday, #mischa	3/23/14	Sunday	4/5/14
Quote	Photo	No	No	59	2	61	2,004	3.04	N/A	#monday, #motivation, #mischa, #inspiration, #looktothefuture	3/23/14	Sunday	4/5/14
Repost	Photo	No	Yes, 1	46	1	47	2,004	2.35	N/A	#mischafanlove, #jetsetmischa, #sunriseorient, #cargo, #ship, #cheungchau, #hk, #tungwantsai, #noonewasharmed, #hiking	3/23/14	Sunday	4/5/14
						Average Engagement =		2.46					
						Growth = 25.17%							

115

Map 1: Donni Charm – Location of Engaged Followers on Facebook and Twitter, Feb. 24 to Mar. 24, 2014

Map 2: Mischa – Location of Engaged Followers on Facebook and Twitter, Feb. 24 to Mar. 24, 2014

Interview 1: Correspondence Via Phone With Alyssa Wasko,

12:30 p.m. PST on Dec. 11, 2013

Mizobe: How has social media allowed Donni Charm to reach customers and promote the brand?

Wasko: Social media plays a huge role in our business – it generates business both nationally and internationally.

Mizobe: Which social media channel has Donni Charm had the most success with?

Wasko: We don't really use our Twitter, and we haven't found that it's been very useful. Our Facebook is used daily. Instagram is our most engaging channel and we post a lot on it.

Mizobe: Have you noticed any trends in social media reach in terms of which days and times throughout the week attract the most social media traffic?

Wasko: Tuesdays and Thursdays in the afternoon are the most engaging. I'm not sure about timing, though.

Mizobe: I've noticed that Donni Charm uses the hashtag "#winginit" in posts. Is that the main brand hashtag and do you think it has garnered more attention?

Wasko: Yes, that hashtag gets more engagement, but the problem with it is that others use it for different reasons. However, many of our fans use the hashtag in their own posts. We're trying to come up with a new and special hashtag!

Mizobe: Which social media outlets have Donni Charm not used yet that you think would be beneficial to use?

Wasko: We haven't really used our Pinterest account but I'm definitely interested in it.

Mizobe: What direct impact does social media engagement have on sales?

Wasko: Google analytics allows us to track how many people have clicked on a product page. It also allows us to figure out which products are the most popular.

Mizobe: How do you track coverage where celebrities are seen wearing your products?

Wasko: We usually find it online ourselves by scanning websites like Us Weekly, Just Jared and Vimeo.

Mizobe: Do celebrity photos of Donni Charm products increase sales?

Wasko: Whether or not it works, there's definitely a noticeable increase.

Mizobe: How have you reached out to international markets?

Wasko: We've done so by word of mouth, especially through trade shows. A Japanese department store picked up our line and that generated interest. We also posted on Instagram about our products being in Japan, and that gained more attention.

Mizobe: How has social media played a role in reaching international customers?

Wasko: It's allowed us to retain customers internationally, and many of them reorder afterwards.

Mizobe: Which overseas country has Donni Charm had the most success with reaching customers and why?

Wasko: We've had the most success in Japan and London, which is again, a result of word of mouth.

Interview 2: Correspondence Via Email with Camilla Mount,

Sales and Marketing Manager at Mischa, Nov. 21, 2013

Mizobe: What has Mischa's growth looked like since its launch? If you could give me numbers of sales growth that would be ideal!

Mount: MISCHA originally launched with the Vintage Couture collection, which was made from vintage Japanese kimono and obi material. The designer sold these at fairs and private trunk shows and didn't start using social media until launching the Travel Series. It started off with a website, FB page then twitter. We only just launched our online shop in July this year, so it's still very new as most of our sales our through our stockists.

Mizobe: How has social media allowed Mischa to reach its audiences, and what platform (e.g., Facebook, Instagram, Weibo) do you think has been the most successful?

Mount: Social media is a huge part of our business and I think most brands out there now rely on it to promote. We use Facebook, Instagram, Weibo, Pinterest,Polyvore, Zoolook and Bomoda to upload images.

The most successful for us would be Facebook and Instagram.
People like to see who is behind the brand, and I think its best seen through IG. We like to keep a personal connection with our customers and answer any questions they have on these channels. It's important to keep updating regularly so they don't lose interest or "forget" about you.

Mizobe: What PR tactics have you used to reach international customers?

Mount: We are fortunate enough to have never paid for a PR agency, we do everything ourselves in our small team. The magazines email us requesting for high res images and info. Yes we have our travel diaries, which our friends and customers send in their photos of them using the bag. We have a polaroid that we attach to each bag asking people to email us their photos and regularly post them on our IG and FB pages.

We are also starting to do IG contests with our stockists and bloggers to reach out to more customers.

Another is having international bloggers, such as a pair and a spare and Louhayhay post on Instagram and on their blogs about the brand.

Mizobe: Has Mischa worked with any celebrities, and if so, how has that increased awareness and popularity for the brand?

Mount: We haven't directly contacted celebrities ourselves per say, but have had friends introduce our brand to them just by wearing our bags. So for instance Jamie Chung.

And as we are located in Hong Kong, we have quite a few bloggers and celebrities carrying our bags (A pair and a spare, The Wanderlister, Tina Leung, Nicola Cheung, Vnikali, The Duality). Some of which we have gifted them with one of our items.

It helps to spread the awareness of the brand through influential people in Asia, through their followers we get a new market of potential customers seeing our bags.

Mizobe: Do you think there is a difference in what social media tactics work best for reaching audiences in Hong Kong/Asia, as opposed to social media tactics for reaching American or European audiences?

Mount: Generally, I think there is only so much you can do on say IG or FB (everyone hashtags and does similar giveaway contests), and obviously each brand tailors it to their market and customer. So there would be differences in the text and words they use to portray their brand compared to others.

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