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INTERSOCIAL: Unleashing the Power of Social Networks for Regional SMEs

Deliverable D3.2.2 Report on policies and mechanisms for social web presence.

Action 3.2: State Devices for Local Integration of Social Web

WP3: Development of Innovation Devices

Priority Axis 1: Strengthening competitiveness and innovation

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Report on policies and mechanisms for social web presence

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Purpose: Report on policies and mechanisms for social web presence

Results: Guidelines on social media policies and usability issues for using social media.

Conclusion: Guidelines on social media policies and usability guidelines on how social media can be used from SMEs on their first time usage.

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1. Introduction

Social media networks are nowadays engaging millions of users over the World Wide Web. Within this realm, it has become a necessity for small and medium enterprises (SMEs) to be present and get feedback about their products and services as social media networks present a great venue for increasing their customer base, implementing customer relationship management activities, targeting advertisement campaigns or perform networking tasks.

In this context, social media web presence for an SME can be considered to be a long-term activity and therefore defining a social media strategy embraced by a detailed social media usage policy and mechanisms to implement it that feeds back into the overall business strategy, is very important. However, envisioning and implementing a social media strategy for an SEM entails various challenges on the conceptual but also on the operational level as several issues need to be clarified related to the social media usage policy, its objectives, the identification of the target audience and how the effect of using social media in achieving business objectives can be measured within a specific, reliable and timely manner.

In this realm, technology aiming to support SMEs to implement their social media strategy plays an important role but at the same time requires specific technological and operational affordances and therefore entails perceived difficulties in technical implementation which turn in most cases to be a major point for SMEs in resisting social media. It is, therefore, a challenge for the SMEs to maintain consistency in their daily operations and explore the social media possibilities that will enhance relationships with clients and motivate them to share their experiences. Given that social media has shifted the balance of power into the hands of customers, giving them a very public platform to express their satisfaction or dissatisfaction such technological tools need to be extremely efficient and effective aiming to adapt easily on changes of social media policies and business objectives.

Currently, a variety of social media policies exists and mechanisms that claim to scaffold and assist SMEs to perform everyday social media activities based on defined a social media policy. This deliverable reports and analyzes these social media policies and mechanism from three perspectives: the concepts they implement, the technologies used and the user interface they provide. Furthermore, based on the results from D3.1.2 "Requirement analysis report, field study and data collection" that SMES mostly use facebook as their first online social presence and

the D3.1.1. "Report on the state-of-the-art " a survey on the functionality offered by available software tools for online social networks analysis we continue with a heuristic evaluation of typical usage scenarios on Facebook that highlight typical problems faced by SMEs when using these media.

2. The role of social media in business

Advertisement is playing a central role in a business marketing strategy. Companies always tried to reach customers with various ways of advertisement in the newspaper, in the radio, on the tv. Now as technology progresses, new ways of advertisement have arisen. In the following paragraph we are mentioning some important statistics that highlight the importance of social media for companies.

Social media are used by a very large number of people, by October 2012 1 billion of people are connected to Facebook [15] and 425 million of people are using twitter [16]. Also 69% of users are a fan of one or more company page in Facebook[11]. People are talking about the products they bought, the products that want to buy and seeking reviews online. 83% of UK users are searching online reviews before buying a product [12] and according to another survey 41% of people said that their feeling of trust in a brand increases if they can see reviews in social media [13]. 56% of consumers said they are more likely to recommend a brand to a friend after becoming a fan on facebook.[14]. Finally "In the Fall 2012 edition of "MIT Sloan Management Review" V. Kumar and Rohan Mirchandani reported a research study on increasing the ROI (return on investment) of social media marketing. In summary, they implemented an exemplary seven-step social media campaign at Hokey Pokey Ice Cream Creations, an upscale Ice Cream retailer located in India after executives noticed most of their customers were avid social media users. After implementing the campaign Hokey Pokey noticed an increase of 40% in sales revenue growth rate, 83% in social media ROI, and 49% in brand awareness proving that social media is an effective marketing tool. "[15]

With the world-wide diffusion of social networks (i.e. Facebook, Twitter, My Space and so on), a large amount of material about spontaneous interactions (e.g. blogs, chats, conversation transcripts) has become available, raising the attractiveness of empirical methods of analysis on this field: an enormous amount of data about online natural interaction is now available on the Web and can be exploited for research in sociology, marketing and economics, intelligent interfaces supporting the online

computer-mediated interaction, opinion mining and user and group modeling in several domains. As a consequence, a very large number of software tools have been developed to capitalize on the new opportunities offered by online social networks (see [10] for an exhaustive overview).

Building trust in e-commerce

Over the last few decades scale, automation and modern marketing techniques contributed to the reshaping of the relationship between companies and their customers. In the past the customers could have reasonable expectation to establish a personal relationship with the seller. Nowadays, efficiency and growth made companies forget the value and importance of 'being social', that is to establish trust-based relationships with their customers, fundamental for obtaining the customers' loyalty and for being perceived as accountable and professionally skilled. The trustworthier a company is perceived by a customer, the stronger the customer intention to buy from this vendor. In particular, trust has been found to be extremely crucial for people that usually make purchases or seek for information about a company on the Internet (see [3,4,5] for empirical studies on this research area and for model of trust antecedents in the buyer-seller relationship).

Social media offer a great potential in this sense, by providing companies with tools for reaching each customer in a one-to-one relationship. As applied in the business world, social media recalibrate the question of B2B and B2C customers into the traditional approach on which commerce is based: all businesses are fundamentally P2P (*people to people*) [2] and agreements and contracts are made based on the perceived trustworthiness of the other party. The perceived trustworthiness of an online vendor partially surrogates the absence of face-to-face interaction for e-commerce website. Moreover, the interaction with customers using Web 2.0 technologies provides companies of a great opportunity to demonstrate openness to the customers' needs, availability to be reached in case of problems, constant attention to the customers' feedback. Also, the 'word of mouth' mechanism typical of trust-based commercial relationship is perfectly translated in the Web 2.0 paradigm by the tools provided by social network platforms.

In order exploit social networking for enhancing its own business, it is important for a company to define and constantly revise ad hoc web marketing strategies. In the following section we highlight the importance of Social Network Analysis; then we

describe what are the crucial factors to take into account when defining successful web presence strategies.

The role of social network analysis

Nowadays, Social Networking platforms enable Social Network Analysis (SNA) by making available APIs to the developers. APIs are now provided by the most popular social networks (e.g. Facebook, Twitter, and Google+) and allow to access the user generated contents and profile information that publicly available on social media. API allows developer do access public data about the graph and the network of connection as well, allowing researcher to perform traditional SNA techniques to extract knowledge from such data. Besides traditional socio-cultural areas of investigation, SME and local startups may take advantage from SNA approaches on such spontaneous data shared by users, indeed [8,9].

The recent wide diffusion of social networking in our everyday lights and the new possibility for business (not only e-commerce) represented by social networking, caused the revival of SNA approaches [9] and the flourishing of web-based technologies and tools, which are often provided as freemium solutions to companies. Based on the functionality they offer, tools may be simple either simple aggregators for joint profile management or advanced platforms for statistical and SNA analysis on aggregated user data across the platforms on which the company digital identity (and, hence, the customer community) is spread. For an exhaustive overview on tools and analytics platforms please refer to the deliverable [10].

Planning online social presence strategies

According to Blanchard [2], defining a successful web presence strategy is more than simply exploiting Web 2.0 for social communication. A social media program is more than a simple 'plug-in' of the marketing strategy of a company and requires awareness of the possibilities offered by the social media platform. Moreover, social media platform offer the possibility to gain a deep insight on the social interaction going on in the community of a SME customers. This is of crucial importance for companies that want to get a direct perception on both the customer feedback and the quality and success of the social media strategy implemented, in order to correct and revise it if necessary.

A well-developed social media program perfectly integrates in the company communication and organization and amplifies the impact of every function within the human networks by exploiting online social networking. In order to be successful, a web presence strategy should provide an organization with a clear definition of the goals, roles and envisaged tools. Usually, role definition and tool selection are performed according to the goals of the social media strategy, which should be defined according with the long-term business goal of the company. For example, a social media plan can protect a brand during crisis by supporting brand restyling and by enhancing the customer affective trust [6,7] towards the company. In different cases, the goal of the social presence marketing could be to support a discount promotional campaign in order to foster online purchases.

Regardless of the specific goal the SME is addressing to, the online web presence should be organized in order to exploit also the mobile technology potential. Mobile devices (such as smartphones) increasingly incorporate social media capability and people now have their identity spread through several social media. This acceleration in the worldwide use of the social media technologies in our everyday life is a paramount factor to be considered when designing and sharing promotional contents and being part of this segment of the web marketing is now crucial for the success of the business of a company.

Influence and social media

One of the first visible effects of social media in business is the moving of the customer relations from private spaces into the public [1]. Second, but equally important, is the rising of importance of lateral forces in the corporate communication [2]. Before the advent of the Web 2.0, the corporate communication was basically one-dimensional: the B2C communication was strategically defined by the head of the organization and hence transmitted to the customer in a vertical shaped engagement model (Fig. 1a). Basically, the organization decided the message to be transmitted to the customers, who could merely perceive it as interesting or worth of attention or not.

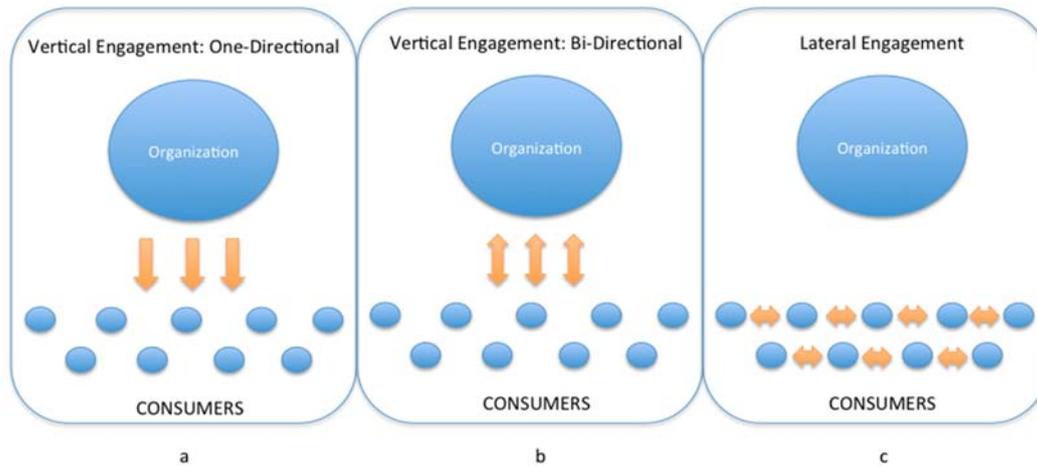


Figure 1: *Influence and Forces in Engagement Models in Social Media* [Soc. Media Roi]

A first version of a dialogue-based model of engagement appears in the early years of the Web 2.0 diffusion: blogs, forum and platform supporting customer feedback provision enabled the users to make the company hear their voice (Fig. 1b).

Nowadays, online networking platforms provided real collaboration opportunity among members of the community of customers of a given SME. The dialogue dynamics are absolutely peer-to-peer and reflect the lateral engagement model (Fig. 1c) typical of ‘word of mouth’ advertising, which is one of the fundamental sources of trust in human communication, especially when talking about the establishment of buyer-seller relationships [5].

The wide customer base on which online social networking platform relies nowadays, multiplies the effect of this word of mouth mechanism to level of influence and scale that traditional media cannot reach. In fact, companies could not afford the costs of reaching billions of users without the technology that online networking provides for free. This gives us the measure of the potential represented by social networking platform if properly exploited in web marketing strategies based on online presence.

Defining successful web presence strategies

In order to define successful social presence strategies, the company should refer to social media marketing as an integrated component of their model of business, rather than as a simple add-on of the traditional marketing strategies. In the following

subsection we highlight the most relevant factor to focus on when defining ad hoc web presence strategies involving the use of social networking platforms [2].

A company that intends to include social media in its web marketing strategy should consider online networking platform as a plug-in of its business model. One of the most common mistakes of companies is to see social media strategies should as objective [2]. To be successful, a social media program should be grounded on the business goal of the company. The best way to operate is to highlight the business goals the company intends to achieve and to create a set of objective whose achievement could be naturally supported by social media strategies.

It is particularly helpful for companies to define, in the very early stages of planning, a roadmap in which goals are turned into targets (e.g. the general goal: 'increasing my audience on social media' might be translated into the more specific target: 'increasing the followers of my Facebook fan page to 5000 in the next three months'). The idea underlying this concept is that targets may be objectively evaluated using metrics, which will hence become indexes of success of the company's web presence strategies. Moreover, achieved targets create and strengthen accountability (among the trust antecedents, according to [7]), enhancing the customer perception of the company success and trustworthiness, whenever target achievement is made publicly available through social networks.

3. The essence of social media policy

Social media policies as guidelines for SMEs social web presence

After defining a strategy that complies with the business targets and goals it is crucial to define a policy that this strategy will actually be applied, for example how employees will respond to users generated comments.

A social media policy is an SMEs corporate code of conduct that provides guidelines on when, who, where and how will post content on a social media platform aiming to ensure business objectives bases on a predefined social media strategy plan. The goal of a social media policy is to set expectations for appropriate behavior and ensure that public available information will not expose the company to legal issues or decrease customer's loyalty or product acceptance. Such policies include directives related to who, when, what and how an information can be shared on social media platforms. Almost all social media policies include restrictions on disclosing confidential or proprietary business information whereas other policies are fairly

simpler e.g. the Twitter policy at Zappos.com simply says "*Be real and use your best judgement.*" For a general review of public available social media policies please see [17].

A social media policy embraces several elements, which needs to be defined according to a SMEs business strategy objectives and processes:

- **Authorization** – Who is authorized to create social media content?
- **Transparency** – Are employees required to identify themselves as employees in your company when discussing topics relevant to the organization?
- **Confidentiality** – What type of information is allowed to be discussed on social media and which information is confidential?
- **Responsibility** – How are your employees supposed to act on social media? Consider behavior in terms of misrepresentations. Can employees e.g. discuss politics/religions?

Developing and implementing social media policy

The following best practices will also help organizations to successfully develop and implement corporate blogging policies and guidelines for their employees.[17]

Legacy guidelines: Use existing human resources and communications policies. Start with the employee communications agreement that is already in place in your organization as the foundation for your new policy. Provide guardrails for employees so they can safely and successfully engage in social media practices. Employees often seek help and guidance when they are considering launching a blog. Provide them the resources they want and need.

Developing new guidelines: Include company bloggers in the process of developing corporate blogging policies and guidelines. Think ahead in your social media policy development. Develop policies that will extend to other new and emerging communications technologies such as podcasts and video, etc. Once published, distribute guidelines widely. Companies that have facilitated wider distribution had their guidelines shared virally.

Legal Department: If you have a legal department, include them in the process but don't let them drive the effort. Seek input from legal when developing blogging policies.

Employee Communications: If you have an employee communications department, partner with them to develop these new policies.

Whose views?: Clearly define if the blog reflects the employee(s)' opinions or the company's perspective.

Allow constructive criticism: Is it permissible for your employees to provide a differing point of view from management's position? A culture of open communication will provide the strongest foundation for the successful rollout of a social media program.

Responding to comments: Set up a mechanism for responding to every comment that requires a reply.

Acknowledge mistakes: Acknowledge mistakes and fix errors on your blog in a timely and open manner.

Deleting confidential information: If information needs to be deleted because it is confidential and was posted in error, delete the information and state why the information has been deleted.

Podcasts and videos: Make sure employees understand that the mp3 files associated with podcasts are permanent and that it is not possible to remove mp3 files in the same way it is possible to take down blog content. The same permanent nature applies to video files.

Social media: The policies developed for blogging and company websites apply to employees using other types of social media.

Protect privacy: Consider, define and clearly communicate to employees what information is appropriate or inappropriate to disclose.

Respect your audience: Respect your audience's privacy.

Respect competitors: Do not write about competitors in a negative way. Be respectful of others in your industry.

Consider the impact on revenues: Consider this carefully, and remember that that if you talk about a new product, service or feature as a public company, you are required to account for the revenue in the quarter that you announced it.

Disclosure: Make sure you identify your relationship with the company.

Customer feedback loop: Let customers know you listened when they post feedback. Respond appropriately.

Citations: Cite material included in your articles, and provide links to original sources where possible and appropriate.

Don't break confidentiality: Don't write about confidential conversations.

Communicate this policy clearly to employees: Err on the side of caution. Recommend to employees that if they believe a conversation might have been considered confidential, check with the person/people prior to publishing.

Platform: Companies that choose to encourage all of their employees to blog can either provide a common blogging platform, or invite their bloggers to select the platform and domain of their choosing.

Pace of adoption: Realize that adoption of social media does not have to happen all at once. It is a process.

Mechanisms and tools supporting social media policies and web presence

Content Management

According to the goals settled in a social media strategy and the social media policies, the social media manager has to select the content the company has to share/allow customers to share on his social media channels. Moreover, currently available tools and profile aggregators help both their customer and business users to enhance their web pages with social plug-ins. They also assist their users on personalizing the

content and appearance of their web pages based on target demographics, such as language and location.

In such a plethora of possibility, it is crucial for a company to choose the right social media platform to be used and the communication modality with respect to the audience, goal and characteristics of the company business.

Management and Coordination of online presence

Employees should not perform social media management in their spare time. The definition of a web presence strategy involved, in the second step, the definition of the most appropriate tactics. Results of empirical studies of real cases suggests some rules to be applied in the content generation and updating as well as in the management of the customer positive and negative feedback (refer to [2] for a detailed overview on strategies and tactics of business communication in online social networks).

Moreover, company should be aware of the possibility to adopt several tools offering the possibility of collectively managing the presence of an individual or a company in a variety of social tools in an efficiently and effective way. Most often they offer a single point where users can manage their profiles in many social network sites at once, monitor traffic on such sites and aggregate their followers from different sites. They also offer to their users a comparative analysis of their presence at the different social networks, as well as archival of related information over time [10].

These tools can be classified into the following categories based on the need they address:

- Social Media Monitoring (SMM) tools
- Social Media Engagement (SME) tools
- Social Customer Relationship Management (SCRM) tools
- Social Media Specialized (SMS) tools
- Social Media Content Management (SMCM) tools
- Social Media Campaigner (SMCM) tools

For a detailed list of these tools please see [10].

4. Guidelines for social media mechanism: a Usability Study

Even if the tools described above are useful for managing multiple social media identities and managing the content easily, when using the social media for first time business must create a social media account, log in, add friends, post comments and photos in social media. These tasks require specific technological affordances and therefore entails some difficulties in technical implementation which turn in most cases to be a major point for resisting social media.

Moreover tools described above provide a basic set of functionalities free of charge and extended functionalities are provided with a payment agreement.

Technical guidelines can help SMEs with no IT department, or SMEs whose personnel is not familiar with IT and social media mechanisms. In order to conclude on a basic set of guidelines we perform a usability evaluation on Facebook (the most commonly used social media).

Usability Study

This usability study aims at identifying the main impediments that SMEs may face in using of social media applications. The results of the study take the form of a short Usability Report that follows the conventions and structure proposed in the Common Industry Format (CIF). CIF is a standardized way to produce usability evaluation reports. It is an ANSI-NCITS 354-2001 and ISO/IEC TR 25062 standard. This standard is mainly used in cases of summative studies that involve representative users interacting with the evaluated system, in which typical quantitative measures of task success and number of errors are counted. However, it is often used in formative studies, as in our case, as it provides a standardized way to describe the methodologies employed and report usability findings. While the CIF format is mainly focused on the evaluation of software applications it is flexible enough to be used in the evaluation of other products.

A report that is produced according to the aforementioned standard should include the following basic sections: 1) Summary, 2) Introduction, 3) Methods and 4) Results. It is important to note that this standard assumes that the best practices of

user-centred design interaction are employed, as described in the standards ISO 13407 and ISO 9241-11.

Method

Usability Expert Evaluation Methodology

The goal of the usability expert evaluation was to identify conceptual and functional issues. 15 independent usability experts conducted a heuristic evaluation of typical Facebook tasks. Three of the five reviewers were familiar with the social media platform used.

Prioritization Methodology and Reporting Scheme Description

The identified usability flaws were classified according to their importance in the following four categories:

- **Catastrophe:** The identified issue is so severe, that the user will not be able to complete the task, and may not want to continue using the social media.
- **Major:** Users can accomplish the task but only with considerable frustration and performance of unnecessary steps. The user will have great difficulty in circumventing the problem.
- **Moderate:** The user will be able to complete the task in most cases, but will have to undertake some moderate effort in getting around the problem. They may need to investigate several links or pathways through the system to determine which option will allow them to accomplish the intended task. Users will most likely remember how to perform the task on subsequent encounters with the system.
- **Minor:** The problem occurs only intermittently, can be circumvented easily but can be irritating. It could also be a cosmetic flaw.

The evaluation findings are presented in tables in which the first column presents the severity of each flaw in accordance to the aforementioned classification, the central column includes a description of the identified problem, user transcripts from

the user studies and proposals made for improvements, whereas in the right column the evaluation methodology which identified the flaw is presented

Results of the Evaluation

The findings of the aforementioned evaluation are presented in this section.

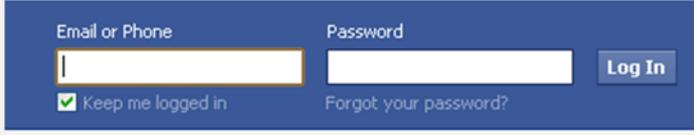
Facebook Detailed Findings

Register

Register		
Severity	Issue	Heuristic
Minor	<p>During the sign up process there is no mechanism for retyping the password. If the user enters wrong password he won't be able to login into the system.</p> 	Eliminate potential errors

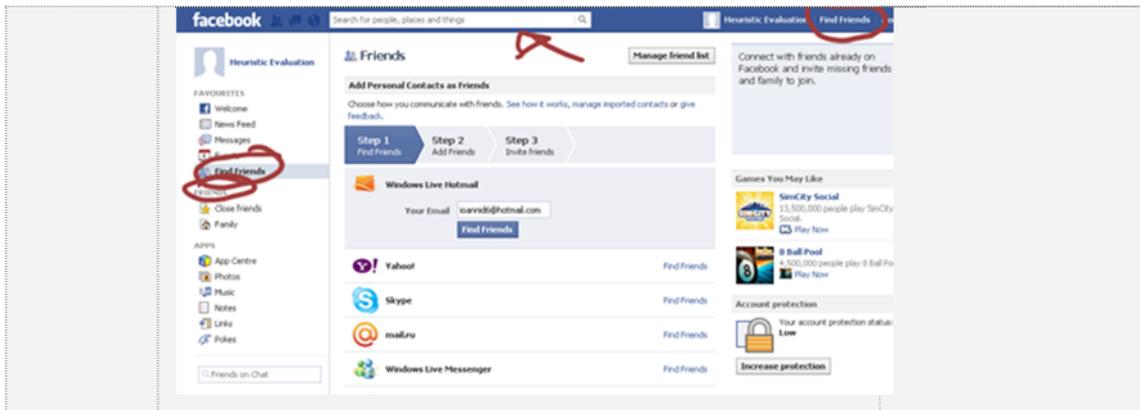
Login Issues

Login		
Severity	Issue	Heuristic
Minor	Although in many websites users are asked to give their email address for their username it would be easier for the users to type a regular username or alias instead of their phone or full	Consistency and standards Error

	email address. 	prevention
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Add Friends

<i>Add Friends</i>		
Severity	Issue	Heuristic
<p>Moderate</p>	 <p>When adding a friend there is no cancel button. For canceling the request user has to click the friend request sent button and then cancel.</p> 	<p>Error prevention User control and freedom</p>
<p>Minor</p>	<p>There are several ways to add a friend. The “find friends” links allow choosing friends from a list that is created from email contact list, skype etc. It isn’t possible to add a friend from an external email on this page. The links under the label “friends” only lead to pages in with already existing friends can be organized. Since the task is to add a friend with by name the only way is use the search box. First time users may be confused and try the add friend link before finding the search box.</p>	<p>Error prevention User control and freedom</p>



When searching with a name real-time results are shown as the user types. But when a user types an incomplete name and presses enter to see the results he is transferred to the first link. The only way to see a list of results is to click “see more results ...” at the bottom of the drop down menu. First time users may be confused by this behavior.

Minor

Error prevention

Consistency and standards



Post Message Issues

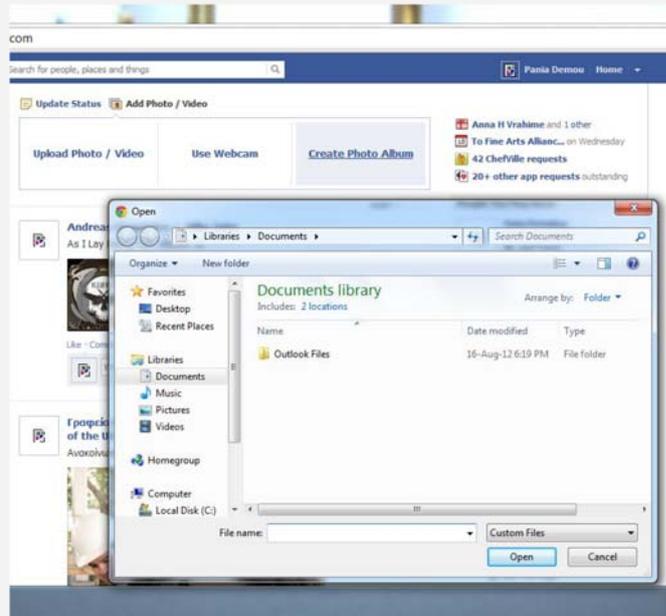
<i>Post Comment</i>		
Severity	Issue	Heuristic
Minor	<p>In writing comment feature if you use the enter button the comment is published instead of changing line.</p> 	consistency

<p>Minor</p>	 <p>After posting a comment users can not edit the comment. Even if the button says Edit or Remove actually you can only delete or hide the comment. For changing the comment you have to delete it and repost it.</p>	
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Create Album

<i>Create Albums</i>		
Severity	Issue	Heuristic
<p>Major</p>	<p>When the user uploads a photo he can't stop the procedure. Although there is a cancel button if the photo is uploaded by 25% and the user hits cancel the photo will be displayed online.</p> 	<p>Visibility of system status</p>
<p>Moderate</p>	<p>For creating an album users need to add first photos .</p> 	<p>Consistency and standards</p>
<p>Moderate</p>	<p>After choosing the “Create Photo Album” choice, a pop up window appeared connecting me with my computer’s files. The user now has to search for “something”, select it and press “open”. But how should the user know what he is looking for? Should he select an album? A single photo? A name? The interface doesn't guide the user</p>	<p>Match between system and the real world. Flexibility and</p>

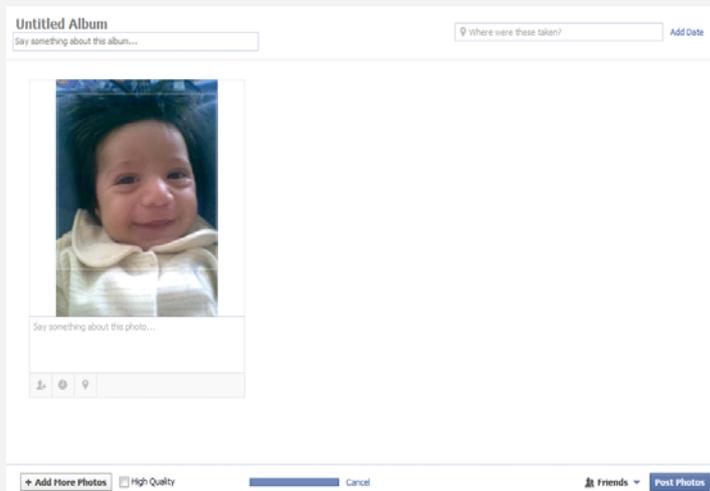
properly in this task.



efficiency of use.

Help and documentation

After uploading a photo to Facebook, there is no button for completing the task, instead the post photo button needs to be used.



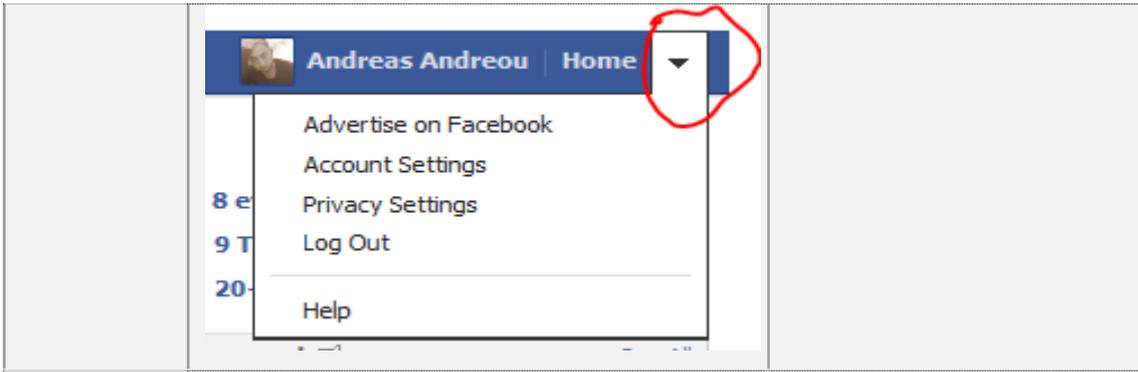
Minor

Error prevention Use Consistent (or better, Standard) terminology and icons

Settings

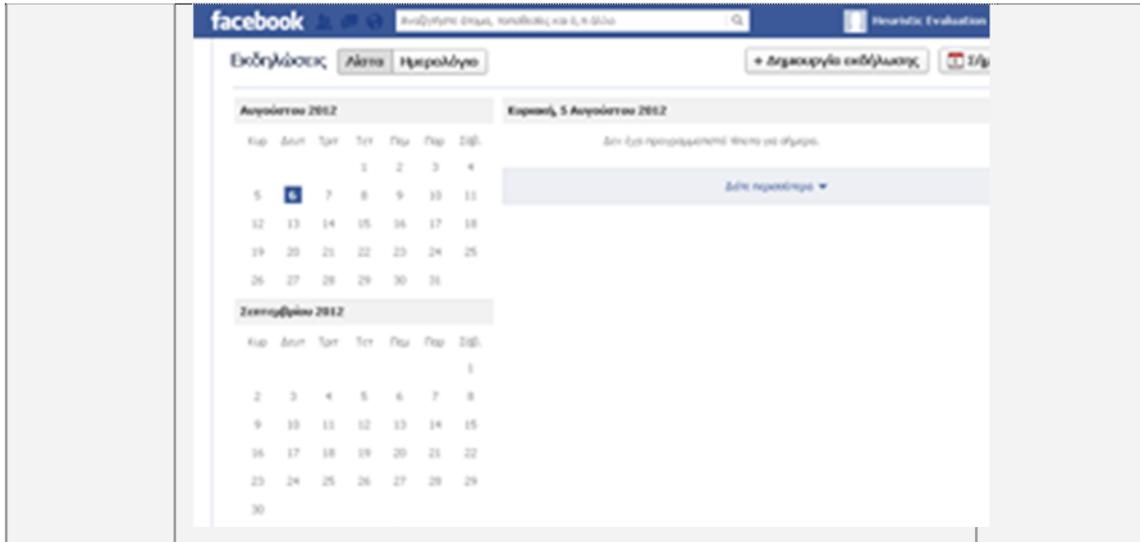
Settings Button

Severity	Issue	Heuristic
Minor	Important functionalities are hidden under the arrow button, something that is easily confusing for novice users	Recognition rather than recall Flexibility and efficiency of use



General Issues

<i>General Issues</i>		
Severity	Issue	Heuristic
Moderate	<p>The “event” link in the sidebar navigation has a different behavior than the other links. The sidebar disappears entirely and creates consistency problems for the user.</p>	<p>User control and freedom</p> <p>Consistency and standards</p>



FACEBOOK						
	Sign-Up	Login	Add Friends	Post Message	Create Photo Album	
Catastrophe	0	0	0	0	0	0
Major	0	0	0	0	1	1
Moderate	0	0	1	0	2	3
Minor	1	1	2	2	1	7
Total	1	1	3	2	4	11

Table 1. Usability findings of the usability study conducted for the Social Media tool presented per section of the tools.

Issues in use of Facebook by SMEs

The result of the above usability evaluation study was to identify some possible issues that in this section are summarized.

Create a password before signing into Facebook

Facebook does not have a retype password feature so in the case you mistype something you will not be able to login easily. Therefore it is considered a good

practice to think of a password and write it down before you enter it in the Facebook signup page.

Cancel Friend Request

Facebook does not have an easy accessible button for cancelling a friend request. If a user clicks on the add friend button the request is sent. Consequently when adding friends (other businesses, individuals or organizations) take a closer look. If you want to cancel the friend request after it is sent you can click on the add friend button and then on cancel friend request option.

Add Friends

Facebook has a lot of options for adding friends. First time users may be confused by these options, add contacts from skype, from email contact, from windows messenger. Usually first time users want to add friends by entering the first and the last name. This can be done by entering the name on the search box.

Additionally when using the search box for adding friends it is advisable to use the mouse and not the keyboard (by pressing enter) since you are redirected to the first name of the search results.

Posting Comments

Enter button is used differently than in Facebook than it is usually used in desktop and other applications. When writing a text Enter button is not creating a new line but is used for posting the message. First time users should be careful since there is no option for editing the message, the available options are remove and hide.

Posting Photos and photo albums

Uploading photos could be difficult for first time users as well (pictures from your products, your store etc) because even there is a cancel button, the photo is uploaded to facebook if the photo uploaded to facebook by 25%. A good practice is to place photos for publish to a separate folder

Another issue that may be confusing is the creation of the album, in this case users have to upload photos first and then create an album for their photos.

Logging out and other common settings

When closing the browser window the account will not be logged out. Log out settings are hidden under an icon in the upper right corner of the page.

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