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Deliverables D4.2.2: Evaluation of the deployment of tools for social web local enhancement

Action 4.2: Enhancing Local Social Presence

WP4: Deployment and Evaluation of Innovation Devices in Specific SMEs

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Evaluation of the deployment of tools for social web local enhancement

Deliverable D4.2.2 Action 4.2

Workpackage WP4: Deployment and Evaluation of Innovation Devices in Specific SMEs

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Purpose: Three (3) Small and Medium Enterprises (SME’s) participated in the frame of the reported study with the aim to evaluate the deployment of social media tools, with an emphasis on social web local enhancement. The evaluation was performed from three perspectives: the adoption of such tools, the overall user experience in using such tools, and the impact of social media tools in business objectives. The SME’s had diverse profiles, business goals, operational and organizational structures. Several qualitative evaluation techniques (e.g. semi-structured interviews, focus groups etc.) were applied in order to elicitate the perceived values and difficulties on creating intentions, actual using and measuring the impact on their business objectives.

Results: Results reveal that corporates have a positive attitude towards tools and functionalities that allow them to monitor, analyze and post social media messages targeted on a specific target local group of customers. In particular special interest is shown in functionalities of social media tools that provide insights with regards to geographical market segmentation aiming to enhance local social media presence.

Conclusion: Corporates expressed a positive attitude towards functionalities and tools that target on social web local enhancement. Social web local enhancement can be interpreted on a variety of levels from creating or enhancing the social media policy to increasing a corporates social media engagement (e.g. the number of followers, posts or likes in social media tools).

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Summary

This deliverable entitled “*D4.2.2 Evaluation of the deployment of tools for social web local enhancement*” aims to present results and lessons learned from deploying social media tools to Small and Medium Enterprises (SME’s). Special attention is given on evaluating the deployment of social media tools that target to enhance a corporate social media presence within a local (*geographically framed/spatial*) context. Bearing in mind that the majority of SME’s in Mediterranean area (e.g. *Greece, Spain, Italy and Portugal*) are practically interested to increase and enhance their social web local presence (e.g. *a corporate which has selling points in particular regions within a city, certain cities within a country, or even certain countries in the entire world*) there is a growing need and requirement to monitor and analyze social media activities within their market segments aiming to understand the perceived value of their customers with regards to their products, services or marketing initiatives. Thus, monitoring, aggregating and analyzing their social media activities within a local geographically framed context provide an added value which seems to be currently underestimated. In this context, the term enhancement can be interpreted and measured within several layers of abstraction from creating or enhancing the social media policy of a corporate to increase a corporate social media engagement (e.g. *the number of posts or likes in social media tools*).

In particular, this deliverable presents the methodological framework applied throughout the study, the SME’s that participated along with results gathered from the analysis of evaluation results. It should be mentioned that given the fact that the deployment of such tools may affect business, organizational and/or operational aspects of an SME the evaluation was designed rather on a qualitative than on a quantitative basis (although specific quantitative metrics with regards on social presence were also tracked on a pre-post basis). The evaluation of the deployment of such tools has been investigated from three perspectives: the adoption of such tools, the overall user experience in using such tools, and the impact of social media tools in business objectives. Qualitative Data Analysis (QDA) was used to analyze the collected interview data, and statistical techniques were applied on the collected objective metrics. Results reveal that corporates have a positive attitude towards tools and functionalities that allow them to monitor, analyze and post social media messages targeted on a specific target group which can be characterized either by geographical or personal characteristics by identifying customer trends in specific locations. Finally, another interesting finding is related with the fact that the corporates are seeking at first hand to increase their followers in social media, then to increase their turnover by capturing more customers within the social media tools and finally to understand better their customer base in order to implement more successfully social media marketing campaigns.

The current document continues the work presented in deliverable D4.2.1 which emphasize on the role of social media in the process of trust building in the context of a small/medium company. Furthermore, this deliverable is in alliance with deliverables D4.3 and D4.4 which are evaluating the deployment of social media tools under the light of adaptation of monitoring and evaluating the overall use of social networking, respectively.

Introduction

Social media networks are today engaging millions of users over the World Wide Web. Within this realm, it has become a necessity for small and medium size enterprises (SME's) 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 and performing networking tasks [1, 2, 3].

In this context, technology aiming to support corporate users to implement their social media strategy plays an important role but at the same time requires specific organizational and operational affordances and therefore entails perceived difficulties in implementation which turn in most cases to be a major point for company in resisting social media. This is commonly the case for SME's who understand the value of social media presence but due to budget limitations can not afford this endeavor. It is, therefore, a challenge for the company 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 adoption, deployment and usage of social media tools need to be extremely efficient and effective.

In such a realm the corporates have understood the need to **enhance** their social media presence by defining a social media strategy embraced by a detailed social media usage policy and mechanisms to implement [4]. However, envisioning and implementing a social media strategy for an SME entails various challenges on the conceptual but also on the operational level as several issues need to be clarified related to social media usage objectives which are often **correlated to the corporates customer base**. Therefore, one of the most important and critical issue with regards to an SME social media **enhancement** is related to 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. Bearing in mind that the majority of SME's in Greece and Italy (*and other countries in the Mediterranean area like Spain and Portugal*) are practically interested to enhance their social media presence and create and/or increase customers trust on specific **local market segment** which is often geographically framed, there is a special interest in scaffolding such social media activities (*appendix B presents a scenario of use*).

Thus, special interest is related to evaluate new tools and functionalities which supports and scaffolds such marketing initiatives by monitoring and analyzing the opinion of users who belong to a certain geographically location. In such contexts of use, the SME's major requirement is to find a suite of tools that will assist its engagement to enhance locally its social media presence by analyzing within a given period of time and geographically framed region the social media traffic based on a pre-defined set of keywords. Such an attempt would make sense and adapts to the company's local marketing initiatives and there is a strong need to be able to respond rapidly to trends in the market and to develop new products and take them into production quickly. Locality

seems to be a underestimated aspect and at the same time an important feature for the business domain. Geographic segmentation groups customers according to the geographic area they belong [5]. Segmentation helps marketers identify the specific needs of their customers. This is especially true for multi-national businesses but for Small and Medium Enterprises (*SME's*) as well. Even though *SME's* may not use geographic segmentation marketing they are interested in understanding customer needs in the specific geographic area in which they are active. It is also of high importance to provide the ability to the user to see fluctuations over time in these locally identified trends.

In this realm, it is obvious that evaluating the deployment of such social media tools and applications involved cannot be captured in terms of traditional task performance measures of efficiency, effectiveness and user satisfaction (*ISO9241/11*). As shown in studies within other contexts [5, 6, 7], usability is influenced by factors other than the cognitive and emotional aspect of the single user and technology, allowing for strong contextual influences, particularly the social context. Given this rationale, it is necessary to define new methodological and empirical frameworks in order to study social media user experience and define a body of knowledge that may be used by corporate users.

This deliverable reports evaluation results gathered through a case study aiming to introduce social media tools in *SME's*. Evaluation results are analyzed from three perspectives: the deployment, the overall user experience in using such tools, and the impact of social media tools in business objectives. In particular three *SME's* participated having with diverse profiles, business goals, operational and organizational structures, participates in the frame of the reported study. Several qualitative evaluation techniques (*like semi-structured interviews, focus groups etc.*) were applied in order to elicitate the perceived values and difficulties on creating intentions, actual using and understanding the impact on their business objectives. The aim of the evaluation process was to collect qualitative data by setting up a situation that allows a respondent the time and scope to talk about their opinions on a particular subject. The objective is to understand the respondent's point of view rather than make generalizations about behaviors. Thus, the aim of the study is to gather an in-depth understanding of human behavior and the reasons that govern such behavior. Hence, smaller but focused samples are more often used than large samples.

In the following sections we first describe the methodological approach that has been adopted throughout the presented study. Next, we present the participants' profiles with regards to their business objectives, their social media engagement prior the study and their objectives and visions with regards to their social media activities. Finally, we present the research dimensions we investigate throughout the study and analyze the gathered results.

Method

Evaluation Methodology

Figure 1 presents an overview of the methodology followed in the study. Initially, a semi-structured interview was conducted capturing: a) the SME’s business profiles, b) their social media presence prior the study, c) the existence of social media policies, and d) the anticipated business objectives with regards to their social media engagements. Next, a set of Social Media Tools (SMT’s) (for more details with regards to the deployed social media tools please see the next section) were introduced to the participants followed by a training session in which training material was given to each individual SME with contextualized use cases of the SMT’s. Subsequently, the participating SME’s used the tools for a period of one month.

During this period and following a ten-day interval, three semi-structured interviews (please see appendix A for more details) were conducted with each SME in order to collect qualitative data on the tools’ deployment process (e.g. level of effort required, training quality), user experience (e.g. usability, usefulness, learnability) and overall impact (e.g. business goals support, change in policies). The study concluded with a post-study discussion. In addition, we collected quantitative data related to the SME’s social networking presence (e.g. likes on the Facebook Page, number of Twitter followers) before, during and after the study.

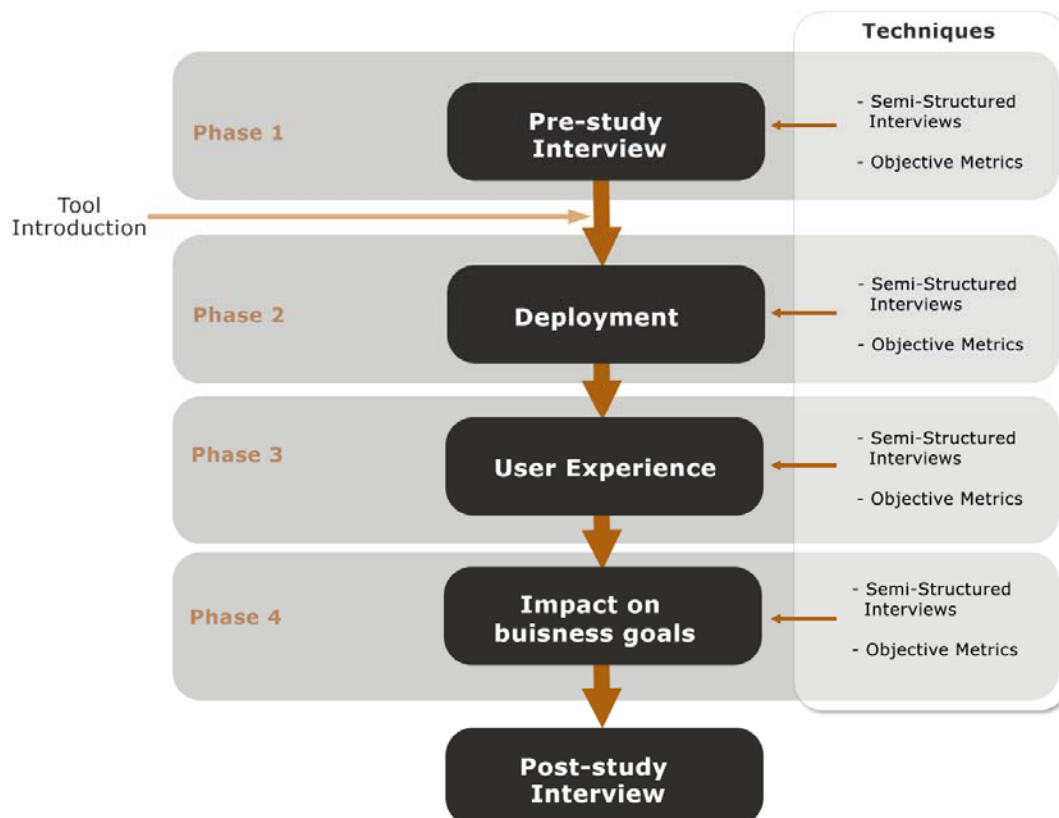


Figure 1. Applied evaluation methodology

In a nutshell we first introduced a variety of Social Media tools to the SME's. These tools were grouped into the following categories: a) Monitoring tools, b) Aggregators, c) Enhancement tools. Next, we provided instructional material/tutorials and support. During the usage period, we encouraged them to use them but did not force them to use the actual tools. We interviewed them frequently and in parallel monitored their social media activities with the aim to gather qualitative and quantitative data that we used for the analysis.

Participating SME's

Three (3) SME's participated in the frame of the reported study. Aiming to gather qualitative feedback within a wide spectrum of SME's we choose corporates with diverse business profiles, social media strategies and social media objectives. These, are presented below in details.

Participant A:

Technosia is a very small SME in the market of Software Development Companies. The Company is focused on Web Development and its customers usually come through company's friends and old customers. Technosia activities in social networks were limited due to human availability issues while the company's founders did not actually believe in return on investment (ROI) of social presence. The owners were responsible for social networking activities. The main goal that was set before the deployment of the tools was to establish the company's brand in the market of software houses. That was actually a very long-term goal and it was an already known fact that during the deployment of the tools this goal could not be measured accurately.

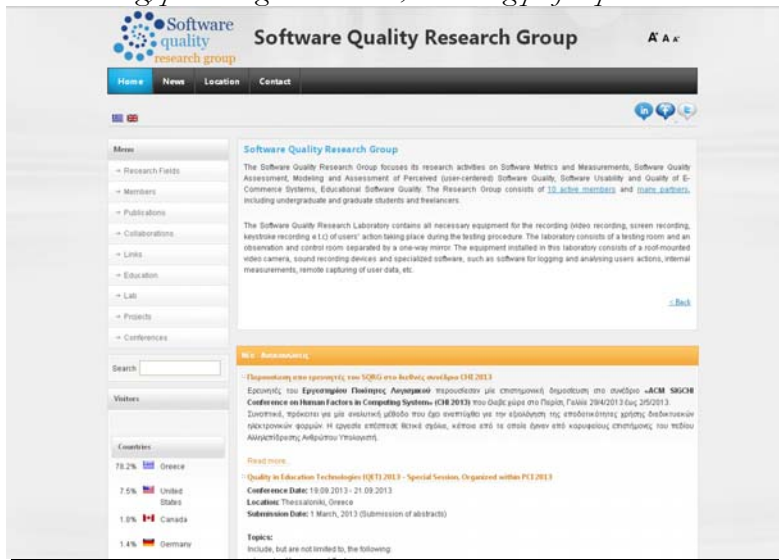
| Business Objective with regards to Social Media Engagement | Profile |
|--|--|
| <p>“Establish the company's brand in the market of software houses”</p> | <p>2 owners responsible for SM management</p> |
|  | <p>LinkedIn (no company account)</p> <p>Facebook (48 likes)</p> <p>Twitter (0 followers – 0 tweets)</p> <p>YouTube</p> <p>Mostly passive SM users 3 hours/week</p> |

Table 1. Profile of TECHNOSIA

Participant B:

Software Quality Research Group (SQRG) is a very small SME in the market of research on computer science. The SME runs research programs related to software quality assessment/evaluation, with special emphasis on educational technology. Before the deployment of the tools, the SME stated that through their presence in social media they aim at promoting their research, networking and attracting project partners. An SQRG employee is responsible for the SME social media presence/content and he is the only one allowed to post through the SME’s official accounts. However, all the employees are encouraged to actively participate in producing social media content for the SME and promoting the SME social media activities to their social networks. In the initial discussions with the SME, they reported that the main problems they faced were: a) no time to engage in conversation with followers, b) hard to manage multiple social network accounts, and c) lack of ideas on what to post.

Business Objective with regards to Social Media Engagement
 “Networking, promoting our research, attracting project partners”



Profile

1 staff member responsible for SM management

Facebook (67 likes - 10/month)

Twitter (10 followers – 119 tweets)

LinkedIn

Somewhat active SM users 1 hour/week

Table 2. Profile of SQRG

Participant C:

Participants C (*the participant expressed its wish to remain anonymous*) group is a relatively small SME based in Thessaloniki. Their main activities are focused around web development as well as providing web and mobile marketing services to their customers. In addition, they frequently launch and manage various Business-to-Consumer (B2C) and e-commerce projects. Two of these projects are related to an online travel agency and portal which is an online coupon and deal offering website.

Before participating in this study the company owner stated explicitly that they were convinced about the return on investment (ROI) of social media engagement.

Regarding the two aforementioned projects social media was an ideal platform for the participant to promote their products. They gradually abandoned more traditional web-based marketing strategies (e.g. *Google ads, banner campaigns*) on which they relied for many years in favor of Social media campaigns. Their main goal in regard to Social media was to increase their reach by widen their customer base. Their hope was that by increasing page likes in facebook more customers would be seeing their offers which would hopefully be translated into more sales. They believed that one of the most important advantages of Social media is that it allows them to communicate with their target customer base more effectively. In contrast to traditional web marketing their followers/fans voluntarily chose to follow them and therefore stated implicitly that they are interested in the kind of products/services the participants has to offer.

Being strong believers in the merits of social media the company spends about an hour everyday posting 4-5 times for each of their projects mainly on facebook. Four staff member are responsible for posting on the participants web sites. Their post were selected from the company’s RSS feed and were almost always accompanied by promotional pictures. Although, the company had a clear overall strategy for using Social media they did not set measurable achievable goals on a frequent basis that would allow them to measure their success. They occasionally monitored and measured their post effectiveness by studying facebook insights focusing more on simple metrics such as overall page likes.

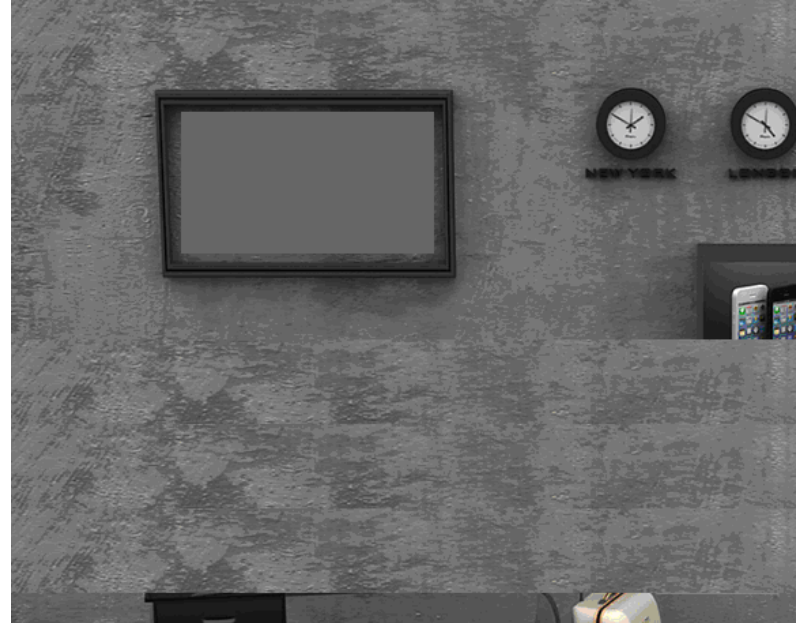
| Business Objective with regards to Social Media Engagement | Profile |
|---|---|
| <p><i>“Increase their reach, widen their customer base and shell more products”</i></p> | <p>4 staff member responsible for SM management</p> |
|  | <p>Facebook (3418 likes, 3-4 posts/day)</p> |
| | <p>Twitter (0 followers – 0 tweets)</p> |
| | <p>Google plus</p> |
| | <p>Pinterest</p> |
| | <p>Active SM users 1 hour/day</p> |

Table 3. Profile of the PARTICIPANT (web layout intentionally blended as to keep the participants anonymity as expressed)

Deployed Social Media Tools

Social media tools can be classified into several categories based on the need they address and their respective end users: 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, Social Media Aggregation (SMA) tools. In this context and as mentioned previously, enhancement of social media presence can be interpreted in several ways and diverse perspectives. Thus, social media enhancement can be theoretically utilized by every of the aforementioned categories of social media tools. Nowadays, there is a plethora of tools available that try to assess corporates in enhancing their social media presence. However, enhancement of a corporates social media presence can be achieved as well by social monitoring tools and social media aggregators as capturing relative positive or negative customer comments or identifying trends in a specific market segment can drive a more efficient and effective social media policy and everyday social media engagement. Table 4 lists the SMT’s that were deployed.





| Social Media Tools Used in the Study | Main purpose |
|---|--|
| <p data-bbox="268 918 798 952"><i>Social Media Tool: “InterSocial Monitoring”</i></p>  | <p data-bbox="917 918 1358 952"><i>Social Media Tool: “SONETA”</i></p>  |
| <p data-bbox="379 1288 694 1321"><i>Purpose: Monitoring Tool</i></p> <p data-bbox="347 1355 726 1388"><i>Social Media Tool: “HootSuite”</i></p>  | <p data-bbox="965 1288 1252 1321"><i>Purpose: Enhancement</i></p> <p data-bbox="954 1355 1264 1388"><i>Social Media Tool: “ESA”</i></p>  |
| <p data-bbox="244 1836 829 1870"><i>Purpose: Aggregator, Enhancement, Monitoring</i></p> | <p data-bbox="986 1836 1232 1870"><i>Purpose: Aggregator</i></p> |

Table 4. Social Media Tools used from the Participants

It is worthwhile to mention that from the aforementioned social media tools the “*InterSocial Monitoring*”, “*SONETA*” and “*ESA*” tools have been designed and developed in the frame of the INTERSOCIAL project whereas only the “*HOOTSUITE*” is a commercial social media tool. However, tools that pose specific requirements, such as using an Android device, although selected to be used in the frame of the study they could not be embedded as they were incompatible with the company’s practices.

Research Dimensions

Figure 2 depicts the research dimensions adopted throughout the study. The overall evaluation relied on three dimensions which necessarily affects each other in a serial manner: a) the deployment of the tools itself with an emphasis on creating, in cases in which it did not exist, the intention to embed social media tools in the everyday activities of the participating SME’s, b) the actual user experience of using such tools and finally c) the impact this engagement on achieving the corporates business goals and their effect in internal organizational or operational structures. Although, the above research dimensions are of general interest we focus on this deliverable on their effect in creating social web local enhancement while the deliverables D4.3 “*Evaluation of the deployment and adaptation of monitoring tools*” and D4.4 “*Evaluation of the overall use of social networking and preparation of evaluation report*” are focusing in evaluating the deployment and adaptation of monitoring tools and evaluating the overall use of social networking, respectively.

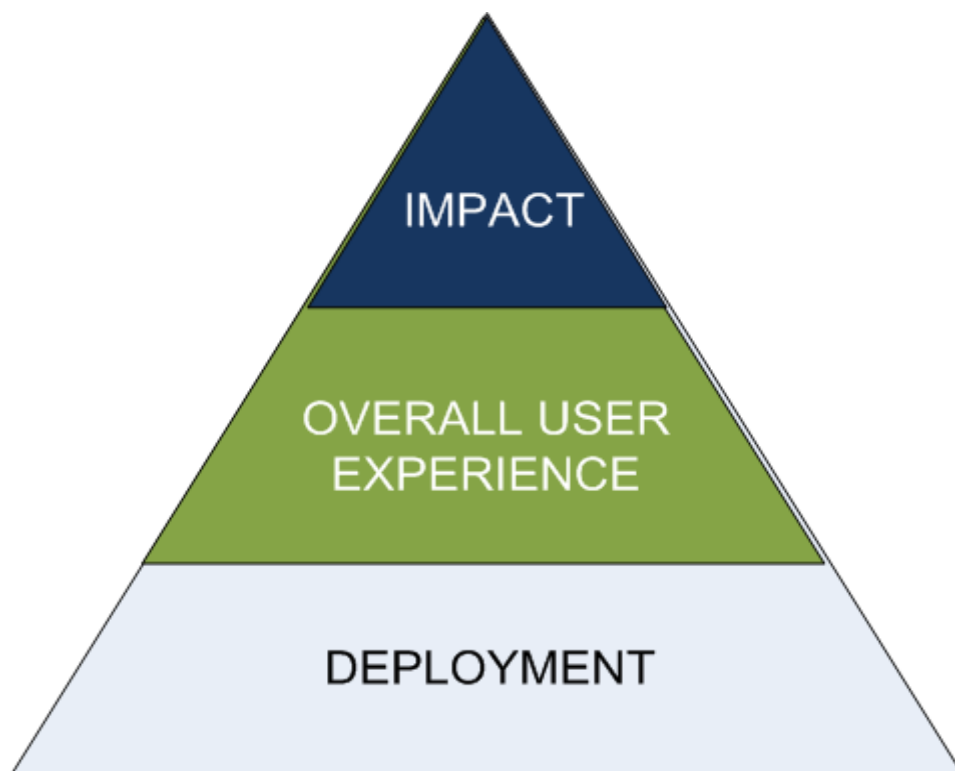


Figure 2. Research dimensions

Results of the Evaluation

Qualitative Analysis

In this section we analyze from a qualitative point of view the participant's responses on the semi-structured interviews (*the interviews are shown in Appendix A*) on the aforementioned research dimensions. Qualitative Data Analysis (QDA) [8] was used to analyze the collected interview data, and statistical techniques were applied on the collected objective metrics. QDA analyzes qualitative data within a non linear process according to three parts: noticing, collecting, and thinking about the collected data. Figure 3 represents the process and the relationships among its parts.

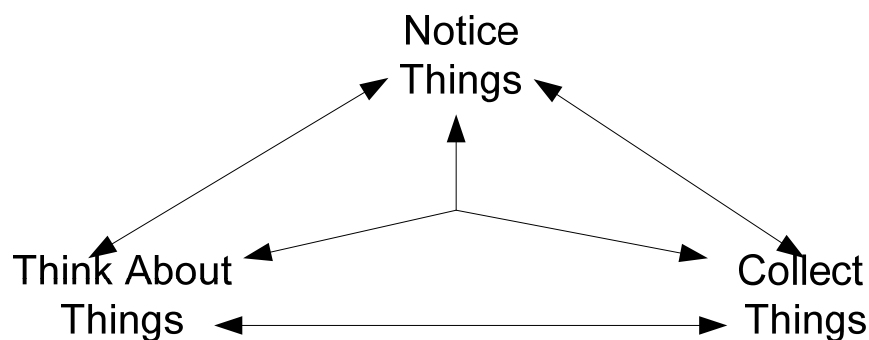


Figure 3. The Data Analysis Process [9]

We adopted a coding schema based on the aforementioned research dimensions which are also aligned with the interviews conducted. Furthermore, for the purpose of this deliverable we annotated the participant responses according to certain research objectives which are correlated and provide feedback about participants' perceived usefulness and value about certain functionalities with regards to social web local enhancement.

As an example, for the analysis performed in this deliverable we annotated the participant responses with an emphasis on semantically rich data for social web local enhancement accordingly. We used the following coding schemas: locality (LO), enhancements (ENH), geo-location (GEO), users trends (TRE), followers (FLO), likes (LIK), social media policy (SMP), number of posts (NOP), users profile (UPR) the aforementioned dimensions.

It is important to mention that the annotation schemes were developed by following an inductive approach and have been therefore derived from annotating the participant responses and identifying semantically similarities in their answers.

Locality and Perceived Social Media Enhancement

Special attention is given on the concepts of locality and social media enhancement with the aim to understand more deeply the participant's points of view with regards to the aforementioned concepts and elicitate if, how and when the deployment of the aforementioned tools supported them in succeeding to these objectives. It should be mentioned the analysis of results is rather focused in understanding the perceived value of the provided tools for social web local enhancement than to evaluate the efficiency and effectiveness of the actual implementation of the tools.

Finally, analysis of data collected from participants, showed that the companies were mostly interested in monitoring and enhancement tools. In particular, they found geo-location monitoring conceptually useful although they struggled a little the usability of the provided tools. Tools that did not offer additional information or functionality the company already managed to get by traditional means (e.g. *twitter search, facebook insights*) were evaluated negatively and abandoned quickly. For this reason the company did not use the aggregators in order to post on multiple Social Networks since they did that already through their RSS feed. They became however interested in aggregators for the purpose of monitoring multiple networks and their competition and identifying local trends and relevant conversations.

Below we present participants statements with regards to functionalities offered by the deployed tools that enhanced their local social media presence:

[#1 LOC-GEO] "I started looking at geographical regions that could be targeted by our company in different ways. Before this collaboration, I haven't really thought of this."

[#2 LOC-TRE] "I was able to identify trends that were related to software quality and gave me ideas for searching in the web for related content to post."

[#3 LOC-GEO] "We did use Soneta. If certain problems are overlooked it provides useful functionality to me. Especially the geo-location search is something that is very helpful."

[#4 LOC-GEO, LOC-TRE, ENH-FOL] "It helped me increase my followers on Twitter by looking for trending conversations in specific areas as well as in Greece in general. Taking part in these conversations allowed me to create 115 followers in a matter of a week. I used Soneta to search for tweets in Greece with the keyword "Offers". In Greece alone "deal offering" sites make approximately 8000 offers per day. The tool allowed me to find what the competitions is tweeting about and to identify what offers are gaining traction. This helped me make decisions about what to tweet myself."

[#5 LOC-TRE] “The deployment Soneta resulted in social media activity change of our company. It helped us identify trending local conversations on twitter. This resulted in a more active presence of our company on this social network.”

[#6 LOC-GEO] “It allowed us to make searches for specific geographical locations and therefore to monitor trends within my own market segment.”

Furthermore, it is noticeable that by analyzing participant’s responses with regards to their main perceived value in monitoring social media tools they mentioned the geo-location monitoring functionality more often, followed by their need to monitor simultaneously multiple social networks. This result is farther strengthening the assumption that corporates have a particular interest in understanding and monitoring a specific group of customers with regards to certain characteristics. Figure 4 depicts participants’ responses with regards to monitoring activities in social media tools.

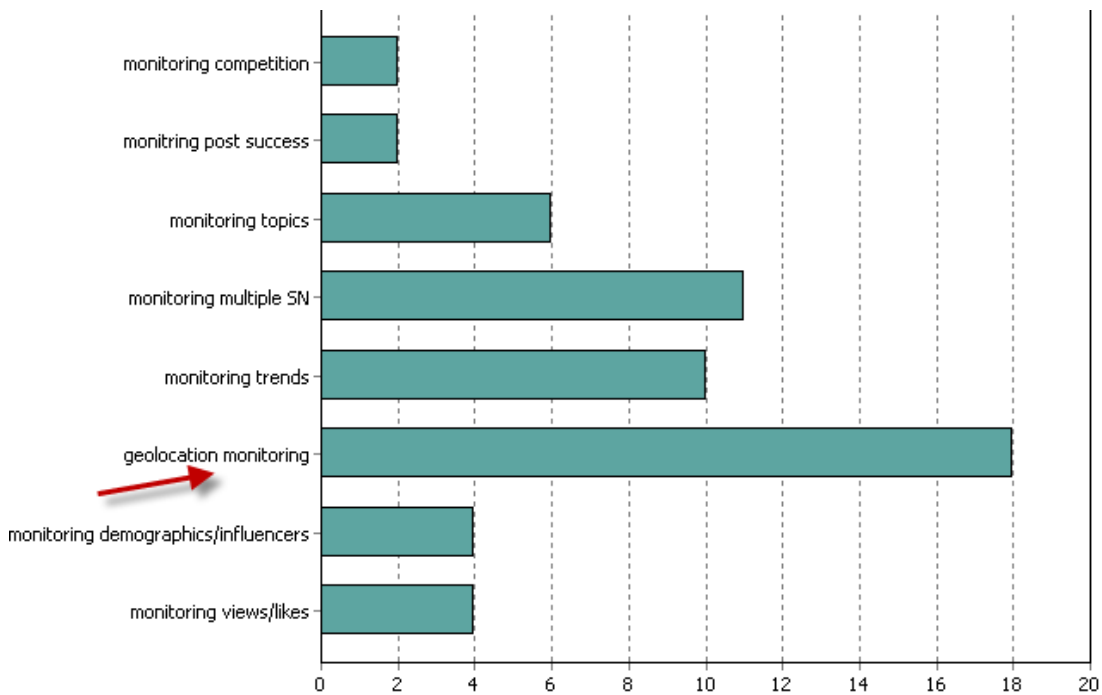


Figure 4. Analysis of participants’ responses with regards to monitoring activities in social media tools

Impact on Social Media Enhancements

Furthermore, we asked participants if the deployment of the social media tools result in changes or enhancements of their social web presence. As, stated previously social web enhancement can be interpreted on a variety of levels from creating or enhancing the social media policy to increasing a corporates social media engagement (e.g. the number of followers, posts or likes in social media tools). In particular, the SME’s started with a rather loosely-defined social media policy and a positive attitude towards usage of social

networks for their business activities. After the case study, two SME’s decided modifications to its strategy and its positive attitude towards social media networks was reinforced. In general, the SME’s perceptions were that the deployment of social medial tools enhanced its social presence, even in the context of a short time period.

Furthermore, we asked them to describe the changes that occurred. Participant’s statements and response to this issue are given below:

[#1 ENH-SMP] “The major change in the social media policy for our company that can be traced back to the HootSuite tool as well as in our participation in this study in general was the fact that we started using twitter. We always wanted to start using it but we could not find the time to investigate its proper usage.”

[#2 ENH-SMP] “In general, the usage of the tools resulted in changes of our social media policies. From the beginning of this collaboration, I have been engaged in a process of learning how to use social media for professional purposes, and I plan to continue to do so after the end of this collaboration. In this context, I need to revisit our business objectives and set a specific and measurable social media policy.”

[#3 SMP] “The use of “IntersocialMonitoring” tool did not result in your social media policy changes in our company.”

Furthermore, we asked the participants about their business objectives on using social media tools. The participant’s responses to this question can be as well interpreted under the assumption that for achieving business goals is correlated with enhancing the corporates social web presence. Thus, the participant’s perceptions with regards to their business objectives are firstly related with increasing followers, subsequently to increase their turn over’s, perform better social media campaigns etc. Figures 5 and 6 provide an overview with regards to the participant’s responses in this matter.



Figure 5. Word Cloud derived from participants responses

Conclusions

This document is aiming to provide results on evaluating the deployment of tools for social web local enhancement. Three (3) Small and Medium Enterprises (SME's) participated in the frame of the reported study. The SME's had diverse profiles, business goals, operational and organizational structures. Several qualitative evaluation techniques (e.g. semi-structured interviews, focus groups etc.) were applied in order to elicitate the perceived values and difficulties on creating intentions, actual using and measuring the impact on their business objectives. A qualitative analysis of the gathered data has been adopted since the relative small number of participants does not allow a decent statistical analysis of gathered results. Extracts of discourses with the participants have been presented with the aim to reflect the perceived impact and usefulness of the deployment.

Special attention is given on evaluating the deployment of social media tools that target to enhance a corporates social media presence within a local context. In the frame of the presented study the locality term was interpreted by the participants in several levels of abstractions and encompassed two dimensions: a) geographically framed/spatial context and b) a user's/customer's profile context. Accordingly the term enhancement has been interpreted within several layers of abstraction from creating or enhancing the social media policy of a corporate to increase a corporates social media engagement which can be reflected on several quantitative measureable factors like the number of posts in social media or the number of likes or followers in social media tools.

A general conclusion that can be derived from the presented evaluation study is that all participants changed their attitude towards social media by taking the company's social media presence more seriously than before. This enhancement of awareness concluded to the revision of their social media objectives, strategy and therefore their social media policy. Two of the participants actually stated improvements in their social media policies. Furthermore, their experience gathered in the frame of this project motivated them to increase their social media activity which is a prerequisite in enhancing social media web presence.

With regards to the SME's perceived value of tools and functionalities aiming to enhance local social media presence a general conclusion driven is that there has been a very positive intention to use geo-location combined with trend analysis with the aim to monitor, analyze and adapt their social media strategy according to their customer's base trends. In particular, it seems that providing functionalities aiming to scaffold corporates to enhance their social local presence is currently a promising research direction which seems to be rather underestimated as there is a definite positive intention and perceived usefulness by the participants towards these directions.

Limitations of the study

A limitation of the presented case study consists on the relative small number of SME's that participated. Furthermore, the fact that the participants engagement with the deployed social media tools lasted for one month is also a drawback with regards to elaborating abstraction of results. Although from a methodological point of view there has been a serious attempt to increase ecological validity of the study, the relative small number of participants does not allow any statistical analysis and report. Once again it is important to mention that the internal validity of the presented study is assured as the participating corporates are representing real end users who embedded the deployed tools in their real working environments and interacted with them to achieve certain objectives.

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Appendix A – Semi Structured Interviews with Participants

Phase 1: Deployment of Social Media Tools

1. How easy was to it to embed the provided tools in your SME activities?
 - a. InterSocial Monitoring :
 - b. Soneta:
 - c. HootSuite:
 - d. ESA:
2. Did you embed all the provided tools? For each tool you haven't used, please describe why you not?
 - a. InterSocial Monitoring :
 - b. Soneta:
 - c. HootSuite:
 - d. ESA:
3. What level of effort was required to deploy the provided tools? How would you improve the process?
 - a. InterSocial Monitoring :
 - b. Soneta :
 - c. HootSuite:
 - d. ESA:
4. Did the deployment of the tools result in changes of your social media policy? If yes, please describe them.
 - a. InterSocial Monitoring :
 - b. Soneta :
 - c. HootSuite:
 - d. ESA:
5. How much time did you invest on the deployment of the provided tools. What was the most time-consuming task?
 - a. InterSocial Monitoring :
 - b. Soneta :
 - c. HootSuite:
 - d. ESA:
6. Did you find the provided training/instructions activities useful? How would you improve the process? How easy would the deployment be without the provided training?
 - a. InterSocial Monitoring :
 - b. Soneta :
 - c. HootSuite:
 - d. ESA:

Phase 2: Perceived User Experience

1. How useful did you find the provided tools?
 - a. InterSocial Monitoring :
 - b. Soneta :
 - c. HootSuite:
 - d. ESA:
2. How easy was it to use the provided tools?

- e. InterSocial Monitoring :
 - f. Soneta :
 - g. HootSuite:
 - h. ESA:
3. How did the provided tools support you in achieving your objectives? Please provide examples.
 - i. InterSocial Monitoring :
 - j. Soneta :
 - k. HootSuite:
 - l. ESA:
 4. What are the 3 things you like best and least about the tools?
 - m. InterSocial Monitoring :
 - n. Soneta :
 - o. HootSuite:
 - p. ESA:
 5. If you could make one significant change to each one of the tools what change would you make?
 - q. InterSocial Monitoring :
 - r. Soneta :
 - s. HootSuite:
 - t. ESA:
 6. How much time did you invest on the usage of the provided tools. What was the most time-consuming task?
 - e. InterSocial Monitoring :
 - f. Soneta :
 - g. HootSuite:
 - h. ESA:
 7. Did the deployment of the tools result in changes of your social media policy? If yes, please describe them.
 - i. InterSocial Monitoring :
 - j. Soneta :
 - k. HootSuite:
 - l. ESA:

Phase 3: Impact of Tools on Business Goals

1. Did the provided tools support you in achieving your business goals? Please provide examples. (note to facilitator: how and how much + which goals)
 - a. InterSocial Monitoring :
 - b. Soneta:
 - c. HootSuite:
 - d. ESA:
2. Do you intent to keep using the provided tools in the future? Please explain why or why not.
 - a. InterSocial Monitoring :
 - b. Soneta :
 - c. HootSuite:
 - d. ESA:

3. Would you recommend the provided tools to other SMEs? Please explain why or why not.
 - a. InterSocial Monitoring :
 - b. Soneta :
 - c. HootSuite:
 - d. ESA:
4. How much time did you invest on the usage of the provided tools. What was the most time-consuming task?
 - a. InterSocial Monitoring :
 - b. Soneta :
 - c. HootSuite:
 - d. ESA:
5. Did the deployment of the tools result in changes of your social media policy? If yes, please describe them.
 - a. InterSocial Monitoring :
 - b. Soneta :
 - c. HootSuite:
 - d. ESA:
6. Please describe the ideal social media tool that would support your business goals.

Appendix B – A Scenario for Social Web Local Enhancement

AxaiaNews is a start-up SME company located in the region of Western Greece, Patras. The mission of the company is to provide timely and accurate news through its World Wide Web portal mainly to the citizens within the region of Patras.

The company is well known, partly because of its decisive actions in marketing initiatives and advertisement campaigns in *local newspapers and events*, as their *target group is geographically located around the region of Patras*. In parallel the company has early understood the importance of having a strong presence in nowadays most prominent *social networks like Facebook and Twitter*. Therefore, the company decided to evaluate, partially, their marketing initiatives by monitoring and analyzing the opinion of users posted in such social media networks within a local context. The company *major requirement* is to find a suite of tools that will assist its engagement to enhance its social media presence by analyzing *within a given period of time* and *geographically framed region* the social media traffic based on *a pre-defined set of keywords*. Such an attempt would make sense and *adapts* to the company's *local marketing initiatives* and there is a strong need to be *able to respond rapidly to trends in the market and to develop new products and take them into production quickly*.