

Introduction of social media tools to Greek SMEs: A case study.

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Work packages

WP 4.2	Evaluation of usability of the deployment of tools for social web local enhancement	Fidas Christos
WP 4.3	Evaluation of the deployment and adaptation of monitoring tools	Eleftherios Papachristos
WP 4.4	Evaluation of the overall use of social networking and preparation of evaluation report	Nikos Karousos Christos Katsanos

Objective

Evaluation of the deployment of social media tools in SMEs

- ▶ What are needs of typical regional SME in regard to SM?
- ▶ What kind of tools could assist them?
 - ▶ How easy can these tools be integrated into their activities?
- ▶ How much impact can tools have on SMEs social presence?

SME's

3 Greek SME's with diverse profiles.

▶ **SME 1**

Software Company

2 resident staff members and 4 external collaborators

▶ **SME 2**

Software Quality Research Group

16 staff members

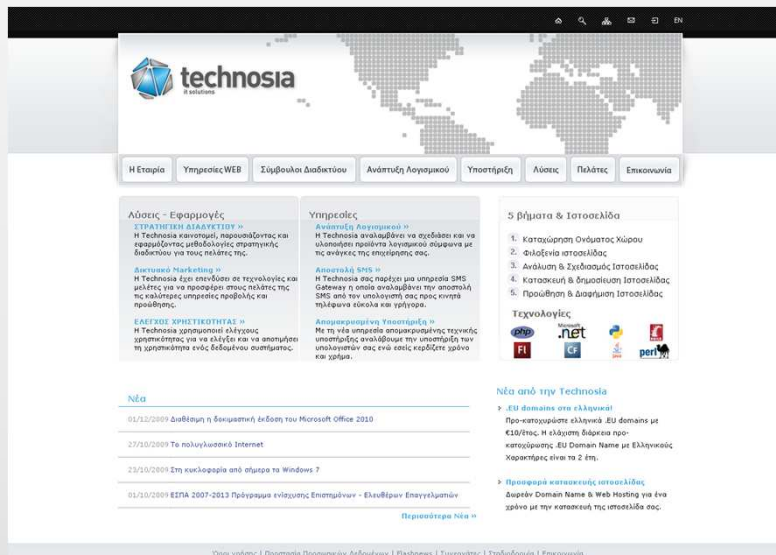
▶ **SME 3**

Internet Company

6 resident staff members and 2 external collaborators

SME 1 profile

Main goal: “Establish the company’s brand in the market of software houses”



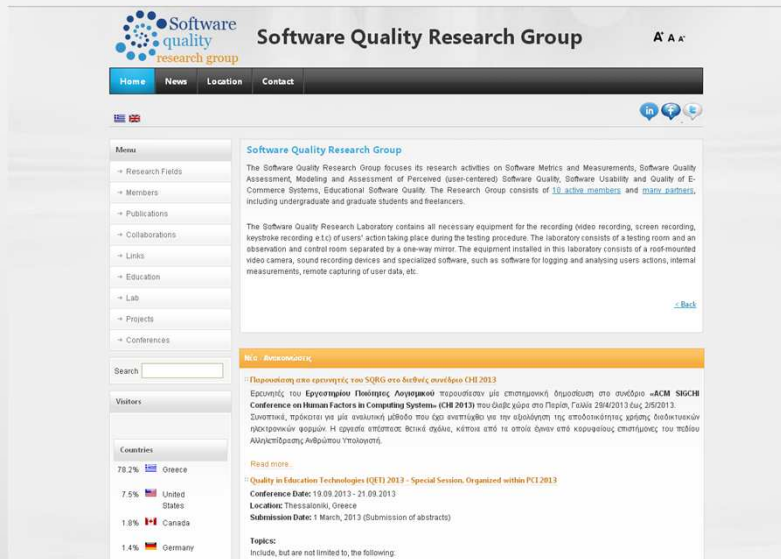
2 owners responsible for SM management

- LinkedIn (no company account)
- Facebook (48 likes)
- Twitter (0 followers – 0 tweets)
- YouTube

Mostly passive SM users 3 hours/week

SME 2 profile

Main goal: “Networking, promoting our research, attracting project partners”

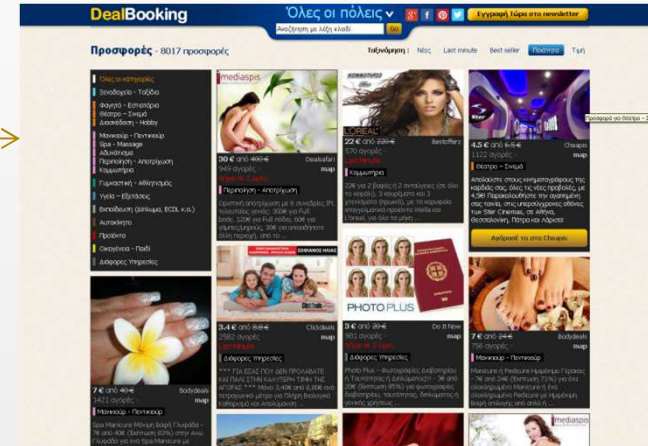


1 staff member responsible for SM management

- Facebook (67 likes - 10/month)
- Twitter (10 followers – 119 tweets)
- LinkedIn

Somewhat active SM users 1 hour/week

SME 3 profile



SME 3 profile (travel agency)

Main goal: “Increase their reach, widen their customer base and sell more products”



4 staff member responsible for SM management

- Facebook (3418 likes, 3-4 posts/day)
- Twitter (0 followers – 0 tweets)
- Google plus
- Pinterest

Active SM users 1 hour/day

SME 3 profile: (online offers)

Main goal: “Increase their reach, widen their customer base and sell more products”



3 staff member responsible for SM management

New project

- Facebook (0 likes)
- Twitter (0 followers –0 tweets)
- Google plus

Active SM users 1 hour/day

Study method

We introduced a variety of Social Media tools to the SMEs:

- ▶ **Monitoring tools**
- ▶ **Aggregators**
- ▶ **Enhancement tools**

- ▶ Provided instructional material/tutorials and support
- ▶ Encouraged them to use them but did not forced them
- ▶ Interviewed them frequently
- ▶ Monitored their Social media activities

Social media Tools

InterSocial Experimental tools



InterSocial Monitoring

Monitoring



Soneta

Enhancement



ESA

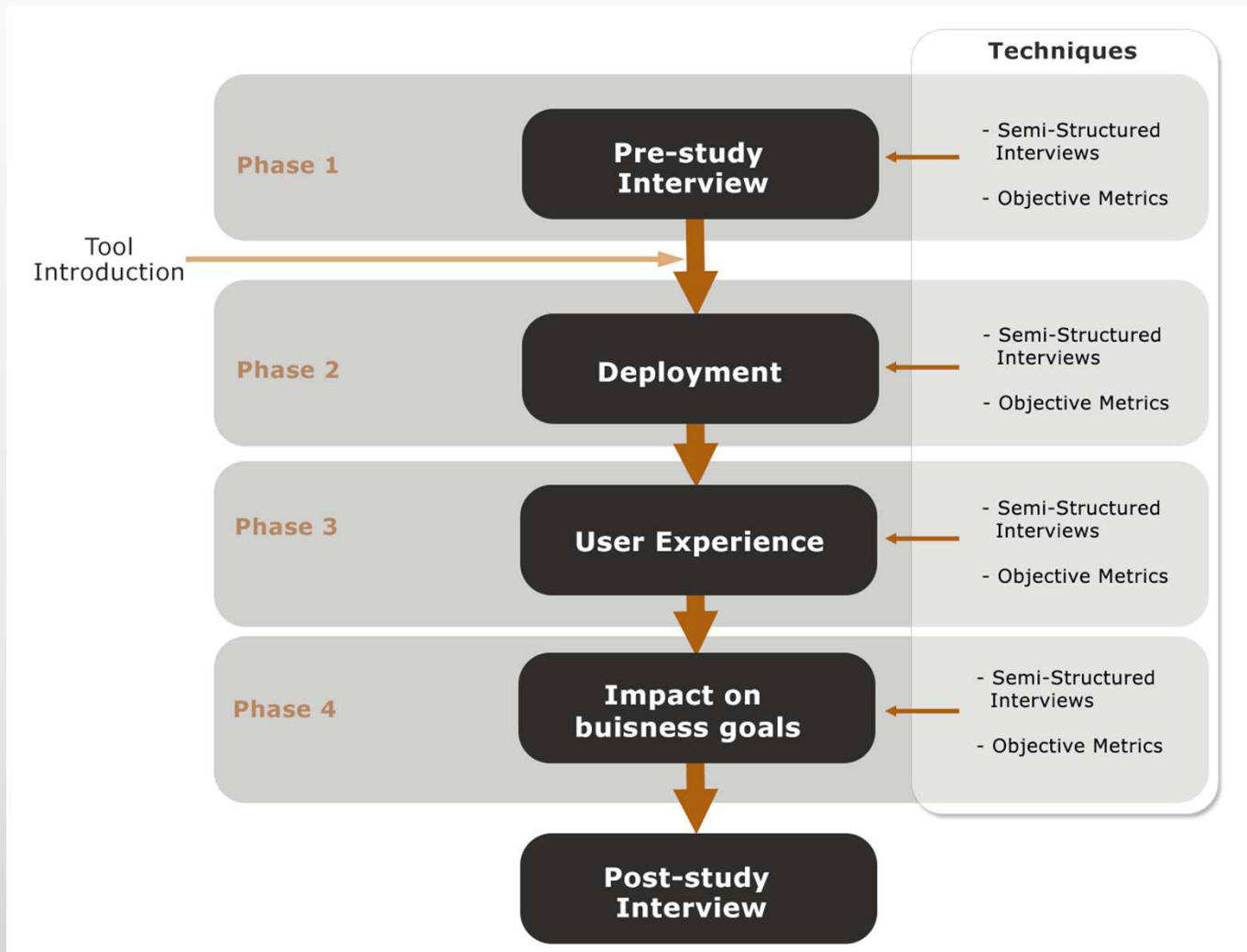
Aggregator



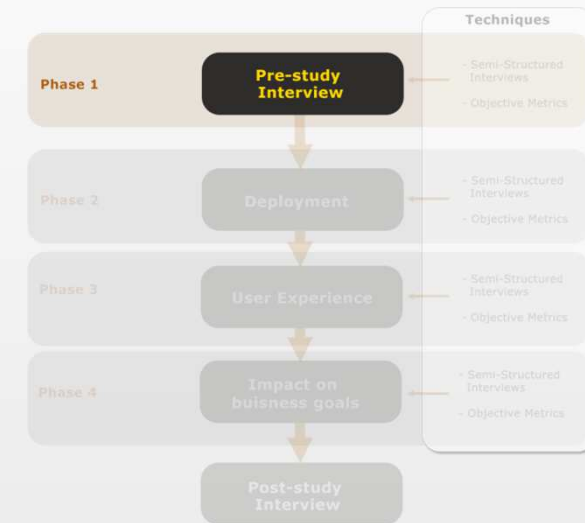
Hootsuite (commercial tool)

- Aggregator
- Enhancement
- Monitoring

Study timeline



Pre-study interview (phase 1)



- ▶ General Questions about SM usage
- ▶ SM management/policy
- ▶ Social media Strategy
- ▶ Usage of SM Tools
- ▶ Followers/fans profiling

Tool introduction

For each tool introductory material was prepared

1. General tool Information
2. Specific Instructions
3. Task Examples

InterSocial Monitoring tool Tutorial




Figure 2: Post results from Twitter on INTERSOCAL Monitoring Tool

Similarly, Figure 3 demonstrates the recent 50 (maximum) results from Facebook and respectively the recent 50 (maximum) results from Twitter, and Figure 4 demonstrates the recent 50 (maximum) results from Facebook only.

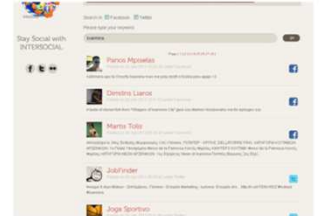


Figure 3: Post results from both Facebook and Twitter on INTERSOCAL Monitoring Tool

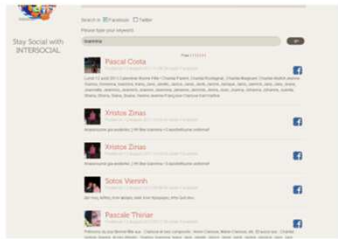


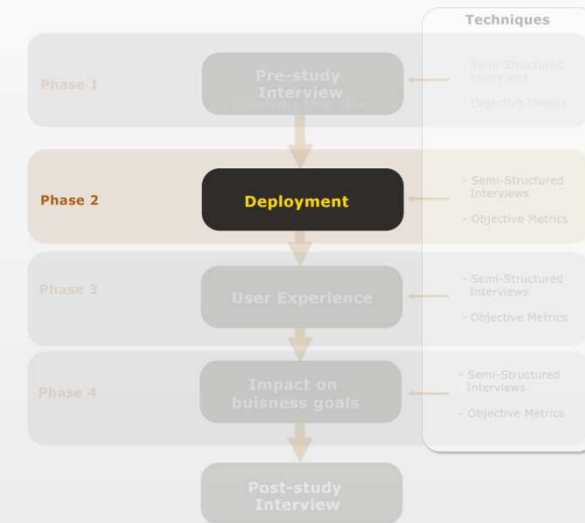
Figure 4: Post results from Facebook on INTERSOCAL Monitoring Tool

Task Examples
To get you started with exploring the INTERSOCAL Monitoring Tool, we list a set of indicative tasks related to social media traffic monitoring. We strongly urge you to explore additional tasks and keep notes of your impressions, recommendations, and comments so that you can discuss them with us at a later point.

Use the INTERSOCAL Monitoring Tool to perform the following tasks:

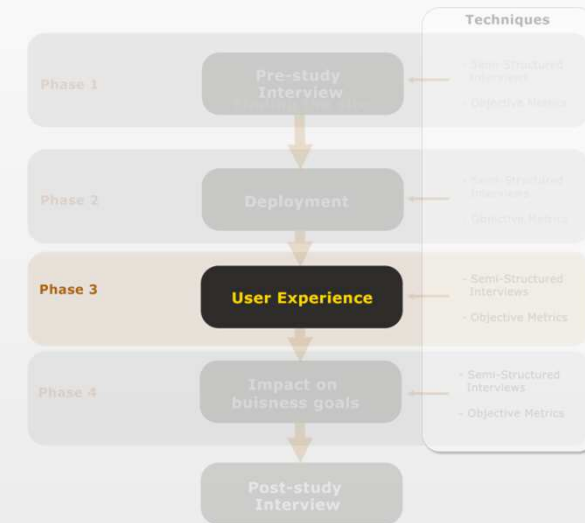
1. Search and retrieve public posts from both Facebook and Twitter related to the SQRG team.
2. Search and retrieve public posts from Facebook related to the SQRG services and research interests.
3. Search and retrieve public posts from Twitter related to the SQRG services and research interests.

Deployment (phase 2)



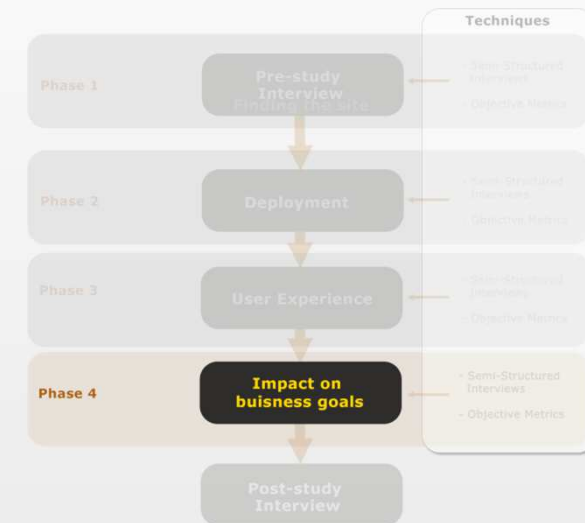
- ▶ What tools did they use?
- ▶ How did they use them?
- ▶ For how much time?
- ▶ How easy was it to learn to use them?

User experience (phase 3)



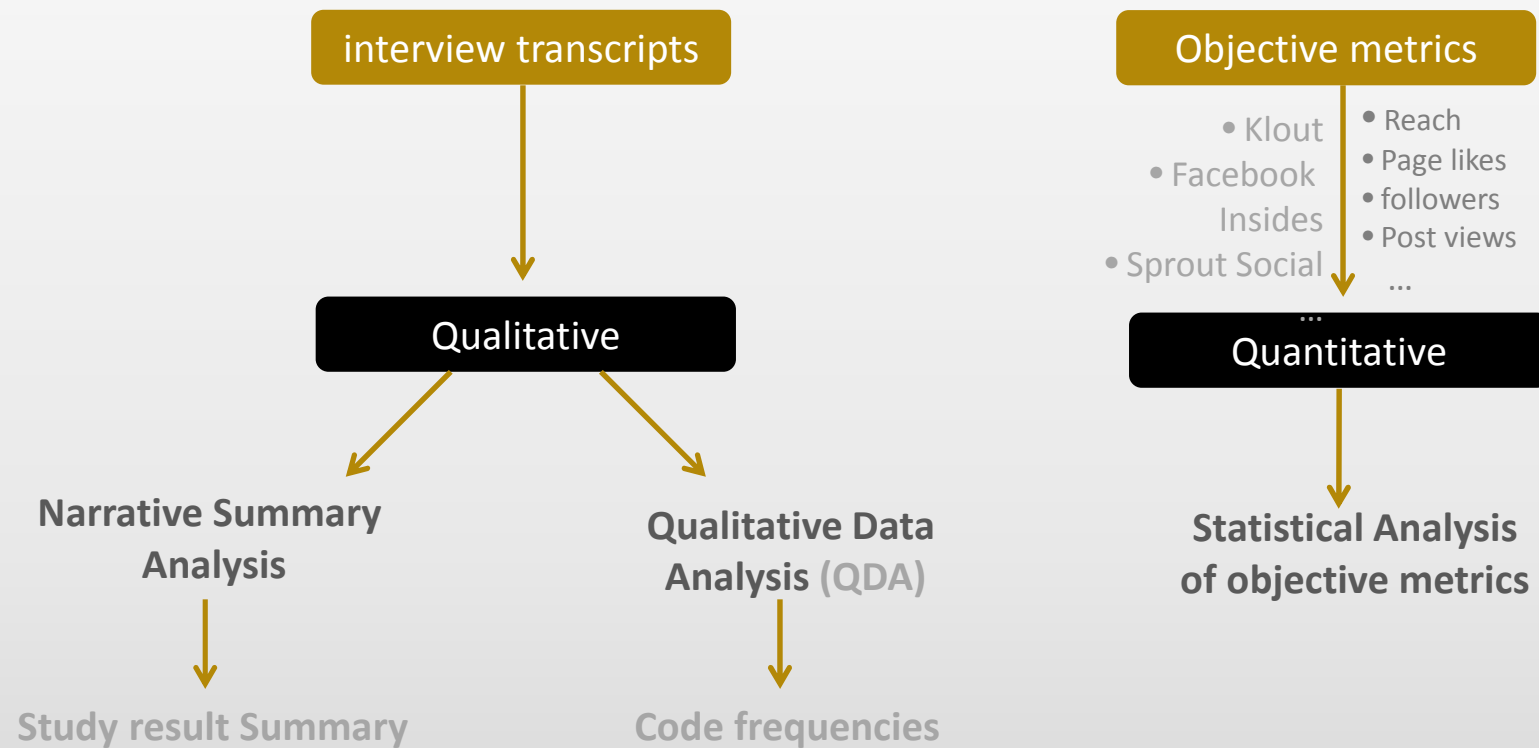
- ▶ Usefulness
- ▶ Usability
- ▶ Learnability
- ▶ Functionality

Overall impact (phase 4)



- ▶ What was the overall impact?
- ▶ Did the tools support them in achieving their goals?
- ▶ Will they keep using them?
- ▶ Did their social media activities change?

Result analysis



Stated problems

Qualitative data

Pre-study interview

SME 1

1. Not convinced about ROI of SM for their kind of company
2. Management of multiple social networks
3. Don't know what to post

SME 2

1. Management of multiple social networks
2. Lack of time to engage with SM
3. Don't know what to post

SME 3

1. Need more information about how to use new social media
2. Lack of time to engage with SM
3. Don't know what to post

Stated needs

Qualitative data

Pre-study interview

SME 1

1. Management of multiple social media accounts
2. Measurement of social presence and the achievement of goals
3. Building more effective campaigns

SME 2

1. Management of multiple social media accounts
2. Understanding needs of my audience
3. Effectiveness of posts metrics

SME 3

1. Building more effective campaigns
2. Understanding needs of my audience
3. Effectiveness of posts metrics

SME 1 results



Quantitative

Small increase in Facebook followers from 48 to 53 page Likes

Small increase in Klout score from 22.4 to 27

Small increase in activity

Qualitative

Change in attitude towards social media

They take the company's social media presence more seriously than before.

They revisited their social media objectives and strategy

SME 1 results



Qualitative

Mostly interested in **aggregators** for the purpose of **posting on multiple Social Networks**

72.2% of comments: **“Don’t know how to use it appropriately”**

Intend to continue use social media aggregators monitoring tools (such as the ones provided) to identify social media opportunities.

SME 2 results

Quantitative

Small increase in Facebook followers from 69 to 74 page Likes

Small increase in Klout score from 27.1 to 30

Small increase in activity

Qualitative

The tools motivated the staff to increase their social media activities

Engagement in new types of social media activities (e.g. trend monitoring, designing of campaigns)

SME 2 results

Qualitative

Mostly interested in **aggregators** for the purpose of **monitoring multiple Social Networks**

40% of comments related to the management of multiple Social Networks

Intend to continue use social media aggregators for posting purposes (such as the ones provided) to identify social media opportunities.

SME 3 results

Quantitative

Travel agency

No change in Facebook followers from 3418 to 3419 page Likes
Small decrease in Klout score from 45.1 to 43.7
No change in activity

Offer website

Increase in Facebook followers from 0 to 4649 page Likes in 1 month
Increase in Klout score from 0 to 51.5 in 1 month

Twitter

Actively engaged with twitter
Increase in followers from 6 to 137 page Likes in 2weeks
218 tweets in 1 month

SME 3 results

Qualitative

Engagement in new types of social media activities (e.g. trend monitoring, geolocation monitoring)

Interest in a new Social Network (**twitter**)

Mostly interested in **Enhancement tools** and for **information** about more effective use

50% of comments related to time constraints

Will use introduced tools only occasionally in the future

General results

SME 1: Needed information and examples about appropriate ways of using Social networks specific to their company domain as well as how to incorporate the tools in their activities (marginal motivational effect)

SME 2: Had time issues and needed help in their everyday activities (positive effect)

SME 3: Needed information about effective ways of using New Social networks. Need information more than tools. (marginal effect)

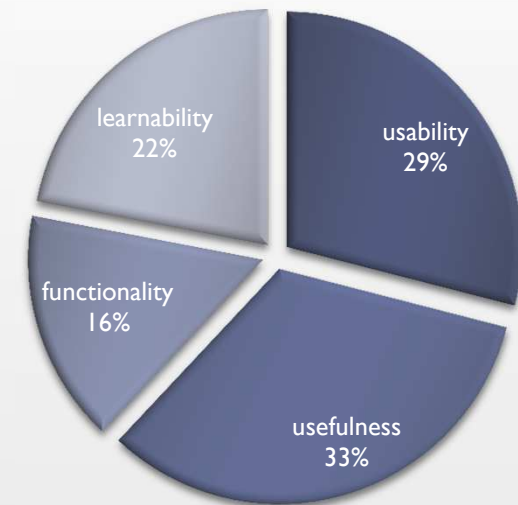
Tools

In general tools were considered relatively easy to deploy and use

Aggregators received the most positive comments

Geolocation monitoring was perceived useful conceptually but companies had problems finding appropriate ways to incorporate it in their activities

Simple search data are not very useful to the companies some kind of data reduction, transformation or summarization is needed



Conclusions

All In all the study revealed useful information about the deployment of SM tools in various SMEs

Companies with varying profiles have diverse needs and therefore the effect of introducing Social Media tools in their activities differed considerably

Although the tools seemed to have a positive effect on all SMEs it was often the case that information about how to use SM appropriately was valued more.

Thank you