**Great lakes Social Media Practice: Strategies and Social Media Outcomes**

**Facebook Data**

1. **Comparing 3 Facebook types**

Share: F(2)=6.235, p<0.005

Like: F(2)=43.883,p<0.001

Comment:F(2)=3.012, p<0.05

1. **Comparing 16 Facebook categories**

Share: F(15)=1.567,p=0.075

Like: F(15)=11.222, p<0.001

Comment: F(15)=1.926, p<0.05

**Regression Model: Facebook Share**

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| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .112a | .013 | .005 | .203061031660477 |

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| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1.147 | 17 | .067 | 1.636 | **.048**b |
| Residual | 89.972 | 2182 | .041 |  |  |
| Total | 91.119 | 2199 |  |  |  |

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| **Coefficientsa** | | | | | |
| Model | | Standardized Coefficients | t | Sig. |
| Beta |
| 1 | (Constant) |  | 2.884 | .004 |
| edu | .046 | 2.065 | **.039** |
| media | .002 | .067 | .947 |
| press | -.026 | -1.199 | .231 |
| tools | .016 | .752 | .452 |
| website | -.022 | -.976 | .329 |
| conversation | -.016 | -.733 | .464 |
| other\_site | -.001 | -.046 | .963 |
| recognition\_and\_thank | -.047 | -2.070 | **.039** |
| report\_of\_event | -.027 | -1.183 | .237 |
| advocacy | -.014 | -.611 | .541 |
| call\_for\_action | -.025 | -1.119 | .263 |
| event | -.062 | -2.509 | **.012** |
| raise\_fund | -.011 | -.505 | .614 |
| recruiting | -.009 | -.408 | .683 |
| special\_day | -.019 | -.859 | .390 |
| picture | .056 | 2.068 | **.039** |
| link | -.031 | -1.154 | .249 |

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| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .089a | .008 | .006 | .202939205014062 |
| a. Predictors: (Constant), link, Community, Action, picture | | | | |

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| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | .720 | 4 | .180 | 4.368 | .002b |
| Residual | 90.400 | 2195 | .041 |  |  |
| Total | 91.119 | 2199 |  |  |  |
| a. Dependent Variable: normFBshare | | | | | | |
| b. Predictors: (Constant), link, Community, Action, picture | | | | | | |

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| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .051 | .017 |  | 2.963 | .003 |  |  |
| Community | -.028 | .012 | -.051 | -2.277 | .023 | .897 | 1.115 |
| Action | -.028 | .010 | -.066 | -2.892 | .004 | .872 | 1.147 |
| picture | .032 | .014 | .059 | 2.212 | .027 | .627 | 1.594 |
| link | -.022 | .021 | -.028 | -1.064 | .288 | .646 | 1.549 |
| a. Dependent Variable: normFBshare | | | | | | | | |

**Regression Model: Facebook Like**

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| **Model Summary** | | | | | | | | |
| Model | | R | R Square | | Adjusted R Square | | Std. Error of the Estimate | |
| 1 | | .269a | .073 | | .065 | | .742586413069836 | |
|  | | | | | | | | |
| **ANOVAa** | | | | | | | | |
| Model | | | | Sum of Squares | | df | | Mean Square | | F | Sig. |
| 1 | Regression | | | 94.190 | | 17 | | 5.541 | | 10.048 | **.000b** |
| Residual | | | 1203.230 | | 2182 | | .551 | |  |  |
| Total | | | 1297.420 | | 2199 | |  | |  |  |

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| **Coefficientsa** | | | | | |
| Model | | Standardized Coefficients | t | Sig. |
| Beta |
| 1 | (Constant) |  | 6.657 | .000 |
| edu | -.022 | -1.003 | .316 |
| media | .139 | 6.323 | **.000** |
| press | .046 | 2.198 | .**028** |
| tools | -.031 | -1.472 | .141 |
| website | -.022 | -1.017 | .309 |
| conversation | .013 | .635 | .526 |
| other\_site | .005 | .235 | .814 |
| recognition\_and\_thank | .102 | 4.643 | .**000** |
| report\_of\_event | .175 | 7.828 | **.000** |
| advocacy | -.034 | -1.574 | .116 |
| call\_for\_action | -.004 | -.198 | .843 |
| event | -.034 | -1.432 | .152 |
| raise\_fund | -.010 | -.496 | .620 |
| recruiting | -.044 | -2.053 | .**040** |
| special\_day | .037 | 1.745 | .081 |
| picture | .037 | 1.416 | .157 |
| link | -.036 | -1.368 | .171 |
| Constant: News | | | | | |

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| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .201a | .041 | .039 | .753048409224237 |
| a. Predictors: (Constant), link, Community, Action, picture | | | | |

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| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 52.675 | 4 | 13.169 | 23.222 | .000b |
| Residual | 1244.745 | 2195 | .567 |  |  |
| Total | 1297.420 | 2199 |  |  |  |
| a. Dependent Variable: normFBlike | | | | | | |
| b. Predictors: (Constant), link, Community, Action, picture | | | | | | |

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| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .470 | .064 |  | 7.386 | .000 |  |  |
| Community | .327 | .045 | .159 | 7.196 | .000 | .897 | 1.115 |
| Action | -.105 | .037 | -.064 | -2.875 | .004 | .872 | 1.147 |
| picture | .116 | .053 | .058 | 2.197 | .028 | .627 | 1.594 |
| link | -.127 | .077 | -.043 | -1.636 | .102 | .646 | 1.549 |
| Constant: Information | | | | | | | | |

**Regression Model: Facebook Comment**

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| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .115a | .013 | .005 | .209258720523194 |

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| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1.272 | 17 | .075 | 1.709 | **.035**b |
| Residual | 95.548 | 2182 | .044 |  |  |
| Total | 96.820 | 2199 |  |  |  |

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| **Coefficientsa** | | | | | |
| Model | | Standardized Coefficients | t | Sig. |
| Beta |
| 1 | (Constant) |  | 2.942 | .003 |
| edu | -.006 | -.272 | .786 |
| media | .057 | 2.510 | **.012** |
| press | -.010 | -.473 | .637 |
| tools | .016 | .723 | .470 |
| website | -.031 | -1.414 | .157 |
| conversation | .071 | 3.271 | **.001** |
| other\_site | -.022 | -1.016 | .310 |
| recognition\_and\_thank | .020 | .903 | .366 |
| report\_of\_event | .027 | 1.189 | .235 |
| advocacy | -.021 | -.943 | .346 |
| call\_for\_action | .001 | .065 | .948 |
| event | -.016 | -.639 | .523 |
| raise\_fund | -.011 | -.507 | .612 |
| recruiting | -.018 | -.824 | .410 |
| special\_day | -.011 | -.531 | .596 |
| picture | .003 | .121 | .903 |
| link | -.011 | -.395 | .693 |

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| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .054a | .003 | .001 | .209712851422645 |
| a. Predictors: (Constant), link, Community, Action, picture | | | | |

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| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | .285 | 4 | .071 | 1.620 | .166b |
| Residual | 96.535 | 2195 | .044 |  |  |
| Total | 96.820 | 2199 |  |  |  |
| a. Dependent Variable: normFBcomment | | | | | | |
| b. Predictors: (Constant), link, Community, Action, picture | | | | | | |

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| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | .062 | .018 |  | 3.505 | .000 |  |  |
| Community | .018 | .013 | .032 | 1.427 | .154 | .897 | 1.115 |
| Action | -.014 | .010 | -.032 | -1.394 | .163 | .872 | 1.147 |
| picture | .004 | .015 | .007 | .255 | .799 | .627 | 1.594 |
| link | -.014 | .022 | -.017 | -.657 | .511 | .646 | 1.549 |
| a. Dependent Variable: normFBcomment | | | | | | | | |

Twitter Data

1. **Comparing 3 Twitter types**

Retweet: F(2)=3.429, p<0.05  
Favorite: F(2)=0.176, p=0.838

**2. Comparing 16 Twitter categories**

Retweet: F(15)=1.96, p<0.05

Favorite: F(15)=1.493, p=0.099

**Regression Model: Twitter Reweet**

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| **Model Summary** | | | | | | | | | | |
| Model | | R | R Square | | Adjusted R Square | | | Std. Error of the Estimate | | |
| 1 | | .153a | .023 | | .013 | | | .303896028726399 | | |
| **ANOVAa** | | | | | | | | | | | |
| Model | | | | Sum of Squares | | df | Mean Square | | F | Sig. | |
| 1 | Regression | | | 4.376 | | 20 | .219 | | 2.369 | .001b | |
| Residual | | | 183.597 | | 1988 | .092 | |  |  | |
| Total | | | 187.973 | | 2008 |  | |  |  | |

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| **Coefficientsa** | | | | | |
| Model | | Standardized Coefficients | t | Sig. |
| 1 | (Constant) |  | 3.091 | .002 |
| hashtags | -.017 | -.746 | .456 |
| reply | -.063 | -2.114 | .035 |
| @ | .041 | 1.639 | .101 |
| photo | .083 | 2.985 | .003 |
| link | .031 | 1.228 | .220 |
| edu | .058 | 2.514 | .012 |
| media | -.010 | -.405 | .685 |
| press | .046 | 2.038 | .042 |
| tools | -.008 | -.340 | .734 |
| website | .044 | 1.870 | .062 |
| conversation | .008 | .314 | .754 |
| other\_site | .029 | 1.188 | .235 |
| recognition\_and\_thank | .021 | .719 | .472 |
| report\_of\_event | -.026 | -.953 | .341 |
| advocacy | -.007 | -.307 | .759 |
| call\_for\_action | .016 | .689 | .491 |
| event | .086 | 3.376 | .001 |
| raise\_fund | -.018 | -.793 | .428 |
| recruiting | .008 | .336 | .737 |
| special\_day | .001 | .038 | .969 |

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| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .111a | .012 | .009 | .304604505925841 |
| a. Predictors: (Constant), Action, link, hashtags, photo, @, reply, Community | | | | |

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| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2.313 | 7 | .330 | 3.561 | .001b |
| Residual | 185.661 | 2001 | .093 |  |  |
| Total | 187.973 | 2008 |  |  |  |
| a. Dependent Variable: normretweet | | | | | | |
| b. Predictors: (Constant), Action, link, hashtags, photo, @, reply, Community | | | | | | |

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| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .076 | .017 |  | 4.495 | .000 |
| hashtags | -.005 | .008 | -.015 | -.654 | .513 |
| reply | -.054 | .025 | -.057 | -2.166 | .030 |
| @ | .016 | .007 | .052 | 2.146 | .032 |
| photo | .058 | .022 | .061 | 2.626 | .009 |
| link | .013 | .012 | .026 | 1.037 | .300 |
| Community | -.011 | .019 | -.016 | -.560 | .575 |
| Action | .032 | .017 | .045 | 1.895 | .058 |
| a. Dependent Variable: normretweet | | | | | | |

**Regression Model: Twitter Favorite**

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| **Model Summary** | | | | | | | | | | |
| Model | | R | R Square | | Adjusted R Square | | | Std. Error of the Estimate | | |
| 1 | | .110a | .012 | | .002 | | | .133931768027777 | | |
| **ANOVAa** | | | | | | | | | | | |
| Model | | | | Sum of Squares | | df | Mean Square | | F | Sig. | |
| 1 | Regression | | | .434 | | 20 | .022 | | 1.210 | .235b | |
| Residual | | | 35.660 | | 1988 | .018 | |  |  | |
| Total | | | 36.094 | | 2008 |  | |  |  | |

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| **Coefficientsa** | | | | | |
| Model | | Standardized Coefficients | t | Sig. |
| 1 | (Constant) |  | 3.565 | .000 |
| hashtags | -.002 | -.070 | .944 |
| reply | -.033 | -1.092 | .275 |
| @ | .006 | .236 | .813 |
| photo | -.021 | -.769 | .442 |
| link | -.017 | -.665 | .506 |
| edu | .037 | 1.621 | .105 |
| media | .015 | .579 | .563 |
| press | .029 | 1.282 | .200 |
| tools | .022 | .980 | .327 |
| website | -.036 | -1.507 | .132 |
| conversation | .012 | .436 | .663 |
| other\_site | .063 | 2.560 | .011 |
| recognition\_and\_thank | .016 | .538 | .591 |
| report\_of\_event | -.013 | -.475 | .635 |
| advocacy | -.011 | -.476 | .634 |
| call\_for\_action | -.013 | -.582 | .561 |
| event | .021 | .821 | .412 |
| raise\_fund | -.014 | -.602 | .547 |
| recruiting | -.025 | -1.105 | .269 |
| special\_day | -.015 | -.672 | .502 |

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| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .051a | .003 | -.001 | .134128149803027 |
| a. Predictors: (Constant), Action, link, hashtags, photo, @, reply, Community | | | | |

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| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | .096 | 7 | .014 | .760 | .621b |
| Residual | 35.999 | 2001 | .018 |  |  |
| Total | 36.094 | 2008 |  |  |  |
| a. Dependent Variable: normfavorite | | | | | | |
| b. Predictors: (Constant), Action, link, hashtags, photo, @, reply, Community | | | | | | |

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| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .032 | .007 |  | 4.355 | .000 |
| hashtags | .001 | .003 | .006 | .257 | .798 |
| reply | -.017 | .011 | -.041 | -1.539 | .124 |
| @ | .003 | .003 | .023 | .942 | .346 |
| photo | -.013 | .010 | -.031 | -1.315 | .189 |
| link | -.005 | .005 | -.024 | -.966 | .334 |
| Community | .005 | .009 | .016 | .581 | .561 |
| Action | -.003 | .007 | -.010 | -.433 | .665 |
| a. Dependent Variable: normfavorite | | | | | | |