Rutgers University

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How Can Braven Better Use Social Media To Increase Its Brand Awareness?

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Introduction

In recent years, the usage of social media to build connections between organizations and clients has significantly increased. Corporations and companies utilize social media to announce new products and conduct promotion, meanwhile, public organizations also use social media to develop their brand reputation and attract donations. Miller (2016) reports that "more than 70 percent out of 1,613 non-profit organizations think that social media are very important communication channels". Due to its low cost and user-friendly design, people and organizations have been using social media for multiple functions, for example, online marketing, fund-raising, and mobilization.

This article will study how a non-profit organization should better use social media to increase its brand awareness. Regarding to increase the brand awareness, social media content and platform types will be two major targets to be discussed for exploring the best solution.

Organizational Background and Problem Statement

Braven, an educational networking non-profit organization that was founded in 2013, also use social media as their major communication tool. Its mission is "to create a diverse talent network of emerging leaders that is at least 100,000 strong, and makes them prepared to thrive in high-impact roles after college graduation." (Braven website, 2016). From 2015, their leadership program is targeting college students in Rutgers University-Newark and San Jose State University. The group of their target audience is large, but the fact is that they lack followers on their social media pages (Facebook,

Twitter, & Instatram, 2016): merely 199 followers on their Twitter account, while 245 followers on their Facebook page. Comparing with these two social media, their Instagram account only has 86 followers. These data show that their social media pages are not attractive to social media users and their target audiences. Among all the followers, organization staff and leadership coaches occupied a big part, which means that few students followed Braven on social media.

According to Braven's website (2016), "undergraduate student at San José State University or Rutgers University – Newark have a 2.5 cumulative GPA or higher can applied for the Braven's program." Mentioned in Braven's 2014-2015 Results (2015), over a school year 2014 to 2015, they have 19 fellows from the Greater New York area. There are 60 total fellows from the Bay area. This means that compared to the State University of San Jose, which also has a partnership with Braven, fewer students of Rutgers University joined in the leadership program. Ms. Siobhan Lau, a founding team member of Braven, states that " Braven's brand is still not popular among students at Rutgers University-Newark, we would like to use Social media to expand Braven's brand awareness."

Moreover, mentioned in Hoffman, Pinkleton, Austin, and Reyes-Velázquez's study (2014), college students' communication methods have changed dramatically in current years. According to Lenhart, Purcell, Smith & Zickuhr's study (2010), "72% of 18- to 29-year-olds online user use social network site". It means that there is a large social media user group in the range of aged 18 to 29 and social media is a good tool to conduct marketing activities targeting this group of people. Social media is a major aspect on building Braven's network and it promotes their brand to their target clients—

college students. Thus, it is important to understand how to better use social media when targeting college students. From the amount of Braven's account followers, it still has long way to go to achieve their vision.

Furthermore, Braven has a fairly low follower participation rate of their social media platform. Even though they have hundreds of followers, there are only one or two users left comments in a specific post. This leads to a concern that whether the social media types and content are used accurately. If the type is chosen wrong, and the contents posted are boring, nobody will be interested in participating in the discussion or leaving comments.

For addressing Braven's problems such as lacking of brand awareness and user engagement on social media, this study suggests Braven using Facebook, Twitter, and YouTube as its main social media platforms to conduct branding activities. In addition, Braven is suggested to post content related to entertainment, jobs, and career advices on its social media networking sites for increasing user engagement and brand awareness.

Literature Review

Importance of social media

Social media (such as Facebook, Twitter, YouTube, blog, etc.) are the online tools that "designed to facilitate the dissemination of content through social interaction between individuals, groups, and organizations using Internet and Web-based technologies to enable the transformation of broadcast monologues (one to many) into social dialogues (many to many)" (Mills, Botha, & Campbell, 2014). Social media provide a convenient internet-based platform that helps user share ideas, data, insights, perspectives, and experiences. In the web 2.0 era, social media allows users to share information immediately and communicate with organizations directly. It becomes the daily basis of most people's lives, and the number of the social media users in the world is growing (Kaplan & Haenlein, 2009).

Social media plays an important role in developing the brand of a company or an organization. Mentioned in Rosendale's study (2015), "In business, social media should not just be confined to marketing strategies. Rather, communicating and connecting with stakeholders via online media should be an integral focal point in all facets of a company's strategic vision and long-term plan". It is no longer a short-term concern for the organization, and it implies that the better the usage of social media, the longer the organization would go. According to Heggestuen and Danova (2013), companies that are active on social media platforms are able to influence consumers to spend more annually on their brands than competitors. To this point, 70% of members on the social media site Pinterest say they use the site to research brands before making purchasing decisions. Although numerous businesses currently have an online and social media presence, with

73% of Fortune 500 companies having a Twitter account, 66% having a Facebook account, and 62% posting video content to YouTube, many individual brands are not represented as well (Rosendale, 2015). Since social media networking sites have plenty of users and people can search brands within social media, it becomes an effective idea to expand brand awareness at this platform. Just as with a private company, public organizations and some non-profit organizations also utilize social media to develop their brand and reputation. Braven is one of the social media users, which aims to share program information with their target audience and shape their brand image online.

Brand awareness

"Brand awareness is recognized as an important concept in marketing and it plays a pioneering role in studying decision-making process of clients, given that the brand name is a primary cue in quality assessment" (Ku, Wang, & Kuo, 2012). Clients' posts on social media can reflect their needs and how they feel about services and product sometimes, organization can learn people's demand and their satisfaction via social media. In addition, clients' followers can notice brand information if clients share posts regarding a brand. For example, if a client thinks that a brand is valuable, he or she may recommend this brand to their friends on social media platform. "Social networking sites have attracted increasing attention from brands, which look at the platform as a privileged communication channel to reach their audiences" (Langaro, Rita, & Salgueiro, 2015). Social media have become a useful tool for organization to conduct marketing and branding activities. Private company utilize them to promote product and services, at the meantime, on-profit or public organizations use social media to increase competition of

the resources such as funding. In addition, Saravanakumar and SuganthaLakshmi (2012) agree that social media marketing has been shown to be particularly successful in raising awareness. Public organizations need to strengthen their brand among their competitors otherwise they will lose their key stakeholders and decrease performance quality, so that social media is a suitable aspect for organizational development and expend brand awareness.

Social media platform types

   "Social media consist of a wide scope of online, word-of-mouth forums including blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, moblogs (sites containing digital audio, images, movies, or photographs), and social networking websites, to name a few" (Mangold, & Faulds, 2009). The type of social media used influences the outcome of the online promotion. Regardless of the standard used to classify social interactive platforms, each type of social media has certain strengths and functions (Shen and Bissell, 2013; Kaplan, Piskin, & Bol, 2010). For example, on Instagram, photos and short videos are main focus, thus it is not suggested to post a long article on this platform. In addition, for Twitter, there is a text length limitation, and that is why it is mainly used to tweet short messages and images. Different types of social media platforms require different branding and marketing strategies so that it is worthy to be studied.

Content of social media

Adolescents and young adults use social media to share content regarding their identity, lifestyle, and social relationships and receive information from their following friend or accounts. Social media users represent two different types of content: a majority of users focus on the information they provided or related to them, while a smaller set of users are driven more by sharing information such as organization announcement (Step, Bracken, Trapl, & Flocke, 2016; Naaman, Boase, & Lai's study, 2010). To study social media content helps to understand users' preference of services and brand, so that it will be better to target them on social media. Ho, & Dempsey (2010) demonstrate that "before an individual can share an interesting story, video or idea, he or she must locate the information on the Internet." If content is not interesting, users may not want to take a look at it or generate content. Thus, it is important to figure out what kinds of the content can optimize users' awareness of the brand, because the quality and format of the content determines the effectiveness of message delivery.

Social media user engagement

Social media user engagement or interaction is another factor that may impact on increasing the brand awareness. "Engagement is considered a desirable—even essential—human response to computer-mediated activities" (Laurel, 1993). Thus, social media user engagement can be embodied as the behavior that users follow social media account, creates comments or feedback regarding to specific content in the social media. Furthermore, the creation of user engagement is defined as user-generated content. Agichtein, Castillo, Donato, Gionis, & Mishne (2008) mentioned that user-generated

content "in which users answer questions posed by other users, provide an alternative channel for obtaining information on the web: rather than browsing results of search engines", users demonstrate their needs and wants and get responses from others immediately. This means that social media user engagement can create valuable information for other users. It is useful and effective for improving organizational reputation because some users have taken part in the program and their feedback can reflect a program's status, quality, and effectiveness. According to Shojaee and Azman (2013), user participation provides capabilities for organization or company "to create brand awareness. For example, an individual customer, who may not buy a lot, but always rates and makes reviews, can influence many other potential or existing buyers".

In addition, social media platform types and content influence user engagement. As mentioned above, social media platform types are distinguishing and different functions attract diverse group of people. Besides, interesting and attractive content will engage user to follow, like, and forward.

Non-profit organizations' usage of social media

The total 1,613 nonprofits respondents from all around the world popularly use social media such as Facebook, Twitter, YouTube, Linkedin, Instagram, Google+, Pinterest, and Tumblr. In detail, Facebook, Twitter and YouTube remain the top three social media sites for nonprofits, which occupied about 96%, 75%, and 41% respectively in average. Each social media platform has its uniqueness, thus it is worthy for Braven to target college students in Rutgers University- Newark in order to figure out which social media platform would lead to increase Braven's brand awareness (Miller, 2016).

Tredinnick (2006) defined social networking sites as "those sites driven by user-participation and user-generated content". Social media provide a variety of ways for users to become involved with organizations. Nonprofit organizations use social media to organize their management functions, build relationship with volunteers and donors, and educate others about their programs and services (Waters, Burnett, Lamm, & Lucas, 2009; Waters, 2009). Overall, an organization's relationship with stakeholders and their networks are closely connected to the user engagement and participation in social media. Braven also uses social media to expand their brand awareness and communicate with their target stakeholders such as college students, leadership coaches and donors. Therefore, generating ideas regarding the increase on user engagement is helpful to solidify organization's connection with the community.

Moreover, the Content Marketing Institute (2015) found that "66% of non-profit marketers are focusing on becoming better storytellers. Nonprofit marketers are using more content marketing tactics and the four most often cited tactics were social media content (other than blogs), in-person events, eNewsletters, and articles on organizational website. Regarding these four tactics, the biggest increase was with social media content (86% in 2014 compared to 93% in 2015)". Storytelling helps to shape brand image in clients' mind, and attractive content catches clients' attention. There is an increasing trend to improve social media content when non-profit organization is conducting marketing activities, and that is what Braven should do as well.

Theoretical Model

Mentioned in the problem statement, Braven lacks attraction and social media user participation. In addition, Braven mainly uses three social media platforms to promote their brand and share their activities. Obviously, the result of using these three social media to build up their brand does not have a satisfied outcome. Therefore, it is possible that they had chosen the wrong social media to raise their reputation. Thus, to address this problem, four research questions are proposed:

1. Which social media platform type helps to increase social media user engagement?

2. What kind of social media content helps to increase social media user engagement?

3. How does social media content helps to increase brand awareness?

4. How does social media user engagement help to increase brand awareness?

Thus, a theoretical model is built to wrap up all the variables that will be measured in this article. Arrows represent relations and correlations between each variable:
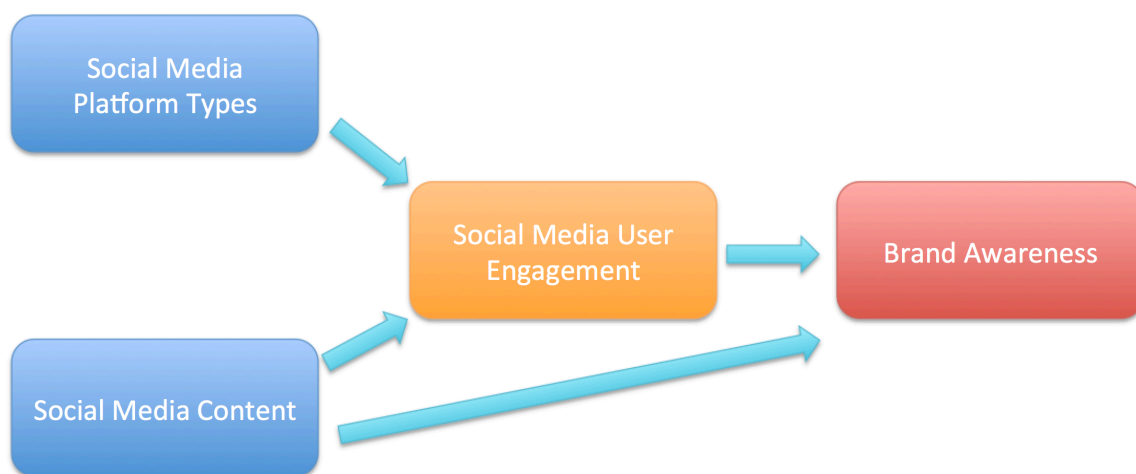
Among the theoretical model, Braven's brand awareness is the dependent variable, which may be influenced by the social media user engagement. Social media user engagement is a mediator variable among social media types, contents, and brand awareness. In addition, social media platform types and social media content are the independent variable that may have direct impacts on the brand awareness.

Since Facebook, Instagram, and Twitter are the main social media platform utilized by Braven, they are selected to be the main items of analysis for measuring the social media platform type variable. In addition, based on the main content of Braven's social media sites, they are related to networking, leadership development, and Braven's general status so that items such as networking, jobs, career advice, leadership development, education, student life, and entertainment will be evaluated. Moreover, content's format such as photos, shorter articles, social media post, audio, videos, and long articles will also be tested. Therefore, according to the theoretical model and research questions that are mentioned above, four hypotheses are made:

H1: Facebook, Instagram, and Twitter are the top three helpful Social media platforms for increasing social media user engagement

H2: Social media content related to networking, leadership development, and jobs help to increase social media user engagement

H3: Attractive social media content increases Braven's brand awareness

H4: The more users engage in the social media platform, the more helpful to increase Braven's brand awareness

Base upon these hypotheses, a research study is conducted.

Research Design and Methods

Both the Rutgers University- Newark and the San Jose State University have partnerships with Braven. According to Ms. Siobhan Lau, " Our recent plan is mainly focus on the Newark program", so that this research will target students of Rutgers University-Newark in priority. In this research, Rutgers University-Newark is the major case to be studied. The unit of analysis will be the college student (undergrad) student who is studying at Rutgers University-Newark, because the Braven program aims to develop leadership and career for the college student, and that is why graduate students and post-graduate students are not included. In addition, according to the diversity report of Rutgers University-Newark (2014), the population of the undergrad student is 7,408 and it will be also the population of this study. The sample of this study is 100 undergrad students who are studying in Rutgers University-Newark and use social media in their daily life. Since Braven's mission emphases diversity, gender, race, and age are not filtered in this study.

At the meantime, the total 160 Braven Fellows (89 Fall Fellows and 71 Spring Fellows) who are from both colleges will also be studied regarding their perspective toward how Braven use social media. Those students are more familiar with this brand and their thoughts are meaningful to improving actual usage of the social media.

A quantitative research approach is proposed for this study and two survey questionnaires are proposed to be the method for data collection. One is for college student's general perspectives toward social media and an intercept survey type is proposed which will be held on campus. This type of survey is best implemented to gain real-time responses, and it helps to target potential respondents quickly. Moreover, the

targeted participants are college students who study at the Rutgers University-Newark. The samples are able to represent the entire population of students at Rutgers University-Newark. In this study, convenient sample is acceptable because the entire population of the research is student and all the samples are students. Their opinions regarding to their preference of social media are representative. At the meantime, with providing email contact list by Braven, the other survey will be held online and it is designed for 160 fellows who participated in the program. This type of survey helps to reach out to fellows from different colleges.

In addition, the quantitative research approach will be adopted in this study rather than the qualitative counterpart because quantitative method is useful for study large numbers of students in the campus. Furthermore, every college student has their own perspectives and habits using social media. Qualitative method is more difficult than quantitative method to conclude overall preference. Quantitative research provides precise and numerical data, which could help to measure the hypothesis accurately. In addition, a survey will be utilized for the quantitative research because it is easy to collect numerical data from a large numbers of respondents. Since the target sample is college who use social media, and survey is easier to reach out to them. Moreover, based on the questions to be solved, a regression model can be build for analyzing the study in order to check correlation between social media types, user engagement, and social media content.

On Campus Survey Design

The on campus survey questionnaire consists of nine questions regarding four variables such as social media content, social media platform type, social media user engagement, and Braven's brand awareness (See Appendix A: On Campus Survey Questionnaire). For example, Question 7 is designed to measure the relations between social media platform type and the social media user engagement, while Question 4 is measuring social media content and engagement. Items such as Networking, Jobs, Career advice, Leadership development, Education, Events, Student life, and Entertainment will be measured with the Liker scale in to 1 to 5 extent: 'Not at all attractive", "Not very attractive", "Neither unattractive nor attractive", "Somewhat attractive", and "Very attractive". These data will be utilized to figure out whether attractive social media content will increase brand awareness, and a regression model will be run to measure all items' relationship with Braven's brand awareness. A content attractive index is proposed in this study with averaging the sum of each item's attractive rate ('Not at all attractive" = 1, "Not very attractive" = 2, "Neither unattractive nor attractive" = 3, "Somewhat attractive" = 4, and "Very attractive" = 5). For the user engagement extent, the data will be coded into: "Strongly disagree" = 5, "Highly engage" = 4, "Moderately engage" = 3, "Slightly engage" = 2, "Never" = 1. Therefore, two regression models can be used to analyze these variables, so two models to be estimated respectively are:

$$brandAwareness = \beta_0 + \beta_1 attractiveContent + u ;$$

$$brandAwareness = \beta_0 + \beta_2 engagement + u$$

In addition, Question 5 and Question 8 are about Braven's brand awareness and the user engagement respectively. Similar with method used to test the content and brand

awareness, Question 5 which measures Braven's brand awareness will be coded into: "Not at all aware" = 1, "Slightly aware" = 2, "Moderately aware" = 3, "Highly aware" = 4, "Extremely aware" = 5. These data will also be leveraged to run a regression with the Question 8 data that is measuring the user engagement. Moreover, the rest of the questions help to test college student's preference using social media.

Online Survey Design

The online survey (See Appendix B: Online Survey Questionnaire) that targets Braven Fellows has difference to the on campus one, because the potential respondents have already been aware of Braven's program and brand. This survey is designed to evaluate their preference of Braven's social media networking sites, in order to provide numerical evidence for the organization to better use social media, thus it is an additional survey for this study.

For example, Question 3 is designed to measure the social media platform and Fellows' engagement on social media. Meanwhile, Question 6 tests the social media content and the user engagement, and Question 7 is about Fellows' perspective regarding their engagement and Braven's brand awareness. In addition, this survey does not aim to measure relations between variables, thus regress model will not be used in this survey. The collected data will be used as a reference regarding the Fellows perspectives to Braven's social media usage and their preference.

Participants

The respondents of the survey that was distributed on campus (N = 100) were undergraduates who study at Rutgers University- Newark and use social media in their daily life. These samples were chosen from freshmen to seniors with a wide range of majors and the researcher conducted the research on a voluntary basis. Since all the potential respondents were cooperative to this survey, the response rate is 100%. Compared to the on campus survey, the online survey was distributed to the total 160 previous and current program fellows from both San Jose State University and Rutgers University- Newark by Braven via email. Eventually there is only 15 respondents completed the online survey with a 9.38% response rate.

Results and Analysis

   After collecting data from both surveys, they are analyzed to evaluate each hypothesis:

H1: Facebook, Instagram, and Twitter are the top three helpful social media platforms for increasing social media user engagement
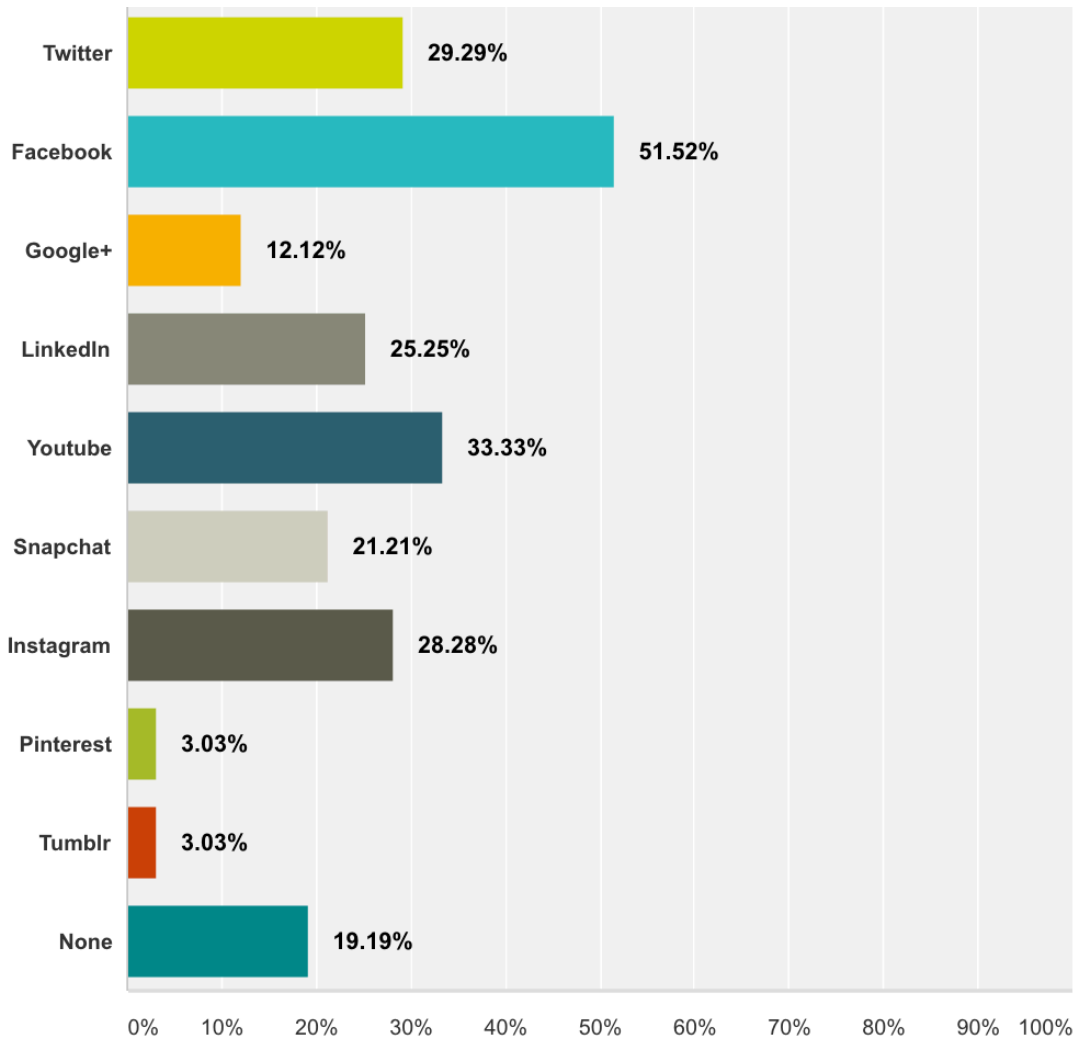
   The collected data presents a bit of distinction to the first hypothesis. Facebook, Twitter, and YouTube are the top three preferred social media networking sites by the Rutgers- Newark college students rather than Facebook, Twitter, and Instagram. Data shows that the most popular social media platform to engage is Facebook, which

occupied 51.52% of all the selected social media networking sites. YouTube and Twitter rank second and third, which occupied 29.29% and 33.33% respectively. Instagram ranks fourth, and it means that even though the outcome is a bit difference to the hypothesis, they are closed.
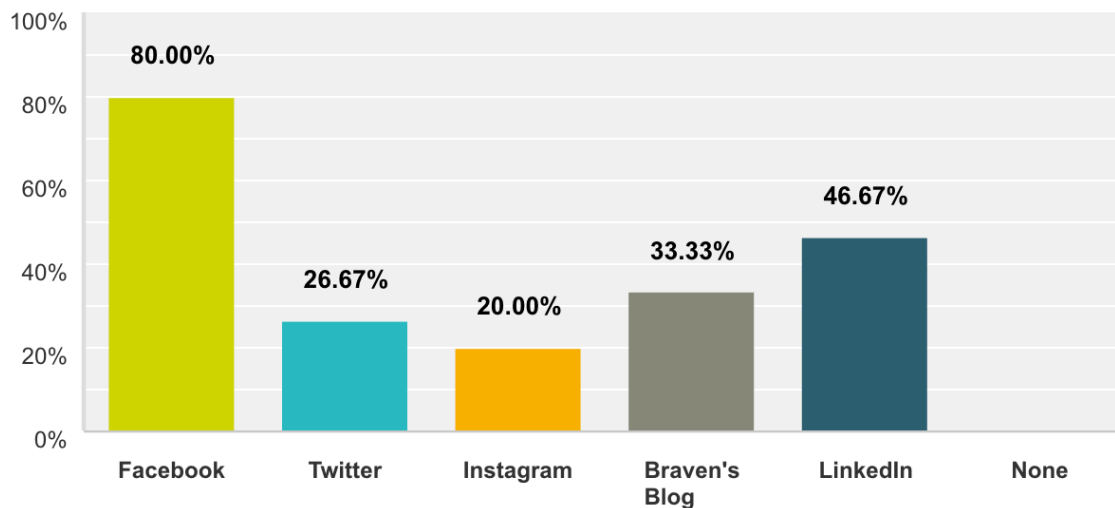
In addition, according to the responses of 15 Fellows, among all social media that utilized by Braven Facebook is also the topic one popular platform for student to engage. However, respondents point out the second platform they prefer to engage is LinkedIn, and LinkedIn ranks fifth in the campus survey. It shows that linkedIn is important to be engaged among the Fellows and students. Moreover, the result of the Survey for Fellows presents that Instagram is less popular than other social media platform used by Braven, but according to the result of campus survey, Instagram is still popular among students. Overall, Braven chooses right channels to conduct branding and marketing activities.

H2: Social media content related to networking, leadership development, and jobs help to increase social media user engagement.

	Not at all attractive	Not very attractive	Neither unattractive nor attractive	Somewhat attractive	Very attractive	Total
Networking	5.00% 5	10.00% 10	19.00% 19	34.00% 34	32.00% 32	100
Jobs	4.00% 4	7.00% 7	15.00% 15	35.00% 35	39.00% 39	100
Career advice	3.00% 3	6.00% 6	22.00% 22	35.00% 35	34.00% 34	100
Leadership development	7.00% 7	4.00% 4	32.00% 32	33.00% 33	24.00% 24	100
Education	4.00% 4	15.00% 15	29.00% 29	28.00% 28	24.00% 24	100
Events	3.00% 3	5.00% 5	26.00% 26	40.00% 40	26.00% 26	100
Student life	4.00% 4	9.00% 9	32.00% 32	31.00% 31	24.00% 24	100
Entertainment	3.00% 3	3.00% 3	19.00% 19	33.00% 33	42.00% 42	100

For the Hypothesis 2, Entertainment is the most attractive content on social media. Content related to networking, leadership development, and jobs ranked after entertainment, so this hypothesis is wrong. Data shows that the most attractive content is related to entertainment (42%), and content related to jobs and Career advice are ranked second (39%) and third (32%), respectively. In addition, there are 7% out of 100 respondents states that topic related to leadership development is not at all attractive to them to engage and there are 24% respondents think that leadership development is most attractive topic which is lower than the topic related to entertainment, networking, jobs, career advice, and event.

For the online survey, 46.67% out of 15 Fellows are very wiling to engage in the content related to leadership coaches and members' networking opportunities. In addition, 66.67% of the Fellows are somewhat willing to engage in the topic about

events. In addition, 13.33 % respondents show unwillingness to engage in the Braven's general status updates, events Fellow features such as images and blog posts, pictures and videos of the program, and links to articles.

Overall, student prefer to engage in the content that related to entertainment, and they also think that topics related to jobs, networking, career advice are very attractive.

H3: Attractive social media content increases Braven's brand awareness

Regression Statistics	
Multiple R	0.239238004
R Square	0.057234822
Adjusted R Square	0.04761477
Standard Error	1.140283448
Observations	100

ANOVA

	df	SS	MS	F	Significance F
Regression	1	7.735858592	7.735858592	5.94953306	0.016519853
Residual	98	127.4241414	1.300246341		
Total	99	135.16			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.491540142	0.540405039	0.909577275	0.36527711	-0.580876069	1.563956354	-0.580876069	1.563956354
Content Attractiveness	0.339963023	0.139376721	2.439166468	0.016519853	0.063374457	0.616551589	0.063374457	0.616551589

The estimate model for measuring variables content attractiveness and brand awareness is: $brandAwareness = \beta_0 + \beta_1 attractiveContent + u$.

After running a regression model, the data shows that the coefficient on "content attractiveness" is 0.339963, which means that, holding other variables constant, an attractive content post on the social media networking sites will increase 0.339963 Rutgers University- Newark students' brand awareness. This difference is significant at 5% level, because the p-value of the content attractiveness (0.0165199) is smaller than

0.05. However, the R square value is 0.05723458, which means only 5.72 % variation in the dependent variable (content) can be explained by this model. In general, the attractive content can help to increase the brand awareness, but this model is not good enough to fit the collected data: the estimates and prediction may be biased.

For the online survey data result, it is not designed for measuring the relations between variables so that it will not be explained in this part and neither in the session of hypothesis 4.

H4: The more users engage in the social media platform, the more helpful to increase Braven's brand awareness.

Regression Statistics	
Multiple R	0.832695232
R Square	0.693381349
Adjusted R Square	0.690252587
Standard Error	0.650294885
Observations	100

ANOVA

	df	SS	MS	F	Significance F
Regression	1	93.71742313	93.71742313	221.6152605	6.70136E-27
Residual	98	41.44257687	0.422883437		
Total	99	135.16			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.483513909	0.108689896	4.448563566	2.28559E-05	0.267822349	0.69920547	0.267822349	0.69920547
Engagement	0.740849195	0.049765684	14.88674781	6.70136E-27	0.642090814	0.839607576	0.642090814	0.839607576

The estimate model for measuring variables content attractiveness and brand awareness is: $brandAwareness = \beta_0 + \beta_2 engagement + u$.

In this summary, the data shows that the coefficient on "Engagement" is 0.740849195, which means that, holding other variables constant, one user engage on the

social media networking sites will increase 0.740849195 Rutgers University- Newark students' brand awareness. This difference is significant at 5% level, because the p-value of the content attractiveness (6.70136E-27) is far smaller than 0.05. The R square value is 0.693381349, which means there is 69% variation in the dependent variable (user engagement) can be explained by this model. It is a fairly high R-squared. In general, user engagement can help to increase the brand awareness, and this model fit the data well.

Based on all the data result, it is clear that the estimate theoretical model is proved. However, there are bit differences in the hypothesis one and two: Facebook, Twitter, and YouTube are the top three popular platform to attract students' engagement on social media. In addition, entertainment is the most preferred content to engage on the social media networking site, but content regarding jobs, networking, career advice are very important as well.
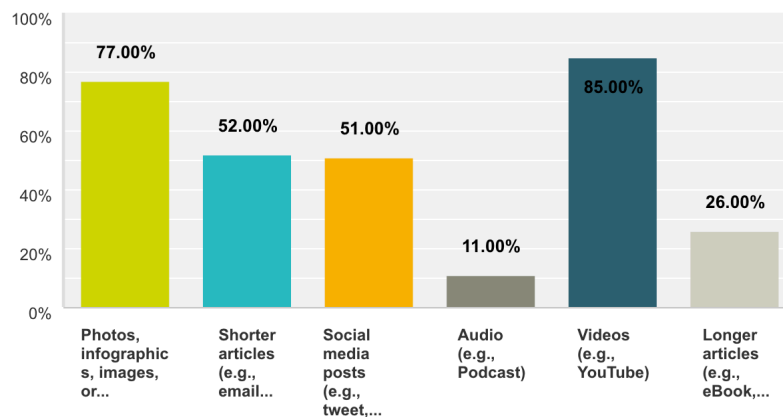
Furthermore, some data are collected for deep studying respondents' preference of social media. According to the on campus survey result, 85% respondents prefer videos format and 77% respondents prefer photos, infographics, and image format

regarding social media post. The audios and long articles format are the less preferred social media post type among Rutgers University- Newark students.
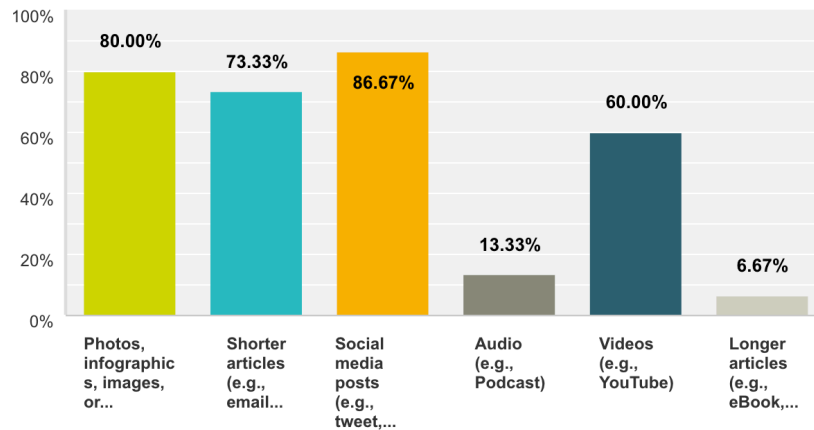

From 15 Fellows' response, data show that social media posts such as tweet (86.67%), photos (80%) and shorter articles (73.33%) such as newsletter are three most preferred formats. In addition, audio and longer articles are also the less preferred formats by students.
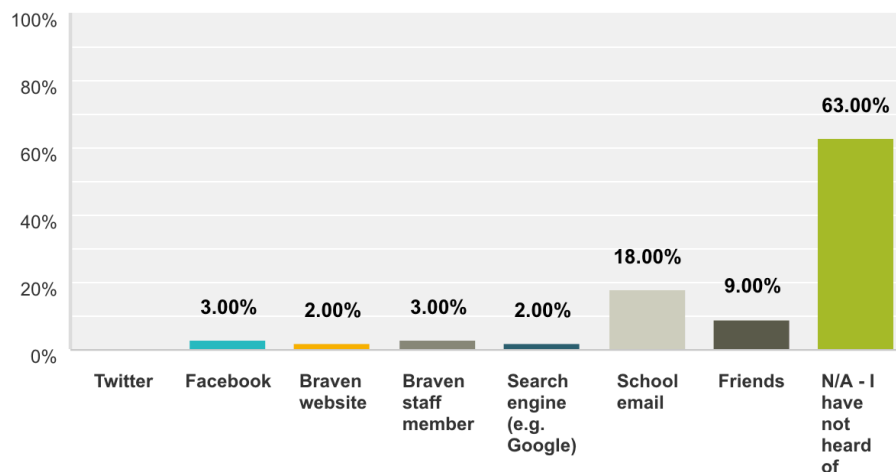
According to 100 student respondents, 63% of them have not heard of Braven, and for those who know Braven, 18% of them heard of Braven by school email. It means that school email may be more efficient to reach out to students.
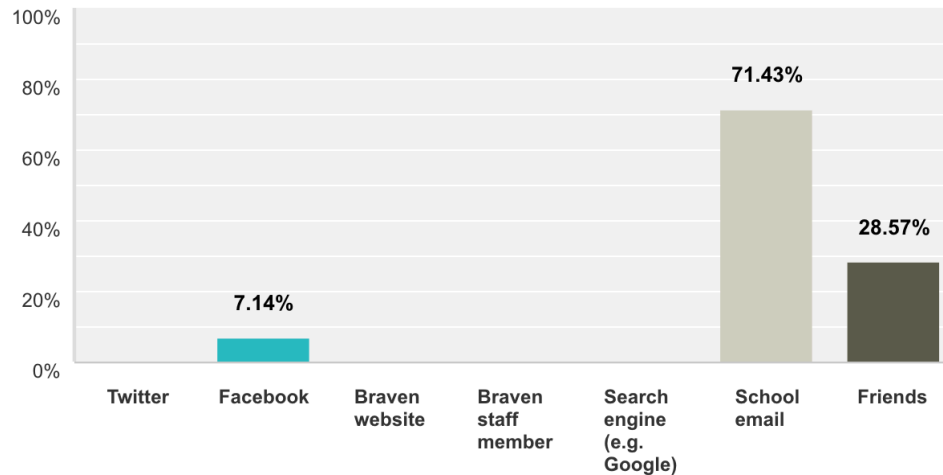
Moreover, only 7.14% Fellows heard of Braven on social media, and most of them noticed Braven by school email (71.43%). Data implies that Braven's marketing strategies are not enough for expand awareness on social media.

Limitation

Due to the time duration and preparation, this research study is set to target a limited amount of people. When conduct this study, the fairly low response rate of the online survey limited further evaluation of the Fellows preference and perspective toward social media. Even though there are 15 respondents, the amount is not enough to represent the Braven's entire number of Fellows (160). Thus, the result of the collected data can merely be partial Fellows' thoughts. If precise result is required, there should be more study samples.

In addition, quantitative research it is easy to collected and have less bias when doing coding, however, it limits respondents' opinions because the researcher decides all the choice on the questionnaire. Sometimes chooses will influences respondent's real thoughts.

Recommendations

Recommendations will be provided in to two parts: for increasing general brand awareness and for increasing current Fellows' engagement.

General brand awareness

According to the result of the data, Braven is suggested to keep running their three main social media platform. Since Facebook is the most popular social media among Rutgers university students, Braven is suggested to boost their page or post on Facebook as advertisements. In addition, YouTube as the top third attractive platform to engage, Braven should also create their YouTube account and launch campaigns with it. For example, Braven can leverage advertisement on YouTube to reach out to their target audiences or post YouTube video on other social media sites such as Facebook and Twitter. In addition, for increasing the brand awareness, Braven is suggested to conduct searching engine optimization (SEO) campaign online. SEO is a marketing method that increases exposure of specific information in the searching engine (Beel, Gipp, and Wilde, 2010), and Braven is suggested to use this method to spread their brand and reputation.

Moreover, due to the student respondents prefer content related to entertainment, it is suggested to publish messages or information that can provide entertainment for the target audience, for example, leadership games and interesting videos. For the social media posts format types, Braven is suggested to post videos, photos, and short articles rather than long article such as e-books or academic paper. Braven can ask there leadership coach to shoot short videos regarding to jobs and career advice, and post them on social media such as Facebook and YouTube. The tone of these video can be

interesting and funny, so that student may think that these video are useful and they can also get entertainment and fun. In addition, Braven should avoid posting audio post on the social media because it is less preferred.

Based on the relations between content, user engagement and brand awareness, Braven should make some effort to make their content more attractive in order to increase user engagement and brand awareness.

Increase Fellows' engagement

Fellows' engagement on social media helps to increase Braven's brand awareness. In order to increase Fellow's engagement, Braven can launch promotion campaign on the most preferred platform, for example, users can get gift if the number of their forward reach to 30 or if their comment get 30 likes they can get reward. These kinds of campaigns encourage people to engage on social media networking sites.

Conclusion

In conclusion, social media are the new types of tool for marketing activities. If they are well used, organization can increase their brand awareness and reputation in a low cost and efficient aspect. In this study, social media platform types, content, user engagement are measured for exploring their relations with brand awareness. After conducting two quantitative researches, collected data shows significance of research hypotheses. Content and types influence users' engagement, which further increase the brand awareness. In addition, content also has direct impact on Braven's brand awareness. Based on results of the study, suggestions in terms of how can Braven better use social media to increase brand awareness are provided.

Furthermore, time of this study limited the amount research sample, and the online survey is not well responded. In this research, study mainly focus on the Rutgers University- Newark campus survey because it is designed for realizing target audiences' social media preference. Thus a further study regarding to the Braven's Fellows' social media behaviors and preference is suggested to conducted in the future.

Overall, social media is a good tool to increase Braven's brand awareness, however, Braven should know that social media is an additional method to conduct marketing campaigns rather than the only aspect to expend its brand awareness. Methods such as school email and on-campus events may have better effects on promotion targeting college students.

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Appendix A

On Campus Survey Questionnaire

Thank you for taking part in this important survey measuring social media and brand awareness. In this survey we will ask some questions about your preference and behaviors regarding social media and brand. This survey should only take 5-8 minutes to complete. Your responses are completely anonymous.

1. Which of the following social media tools do you use? (Choose all that apply)

☐ Twitter

☐ Facebook

☐ Google+

☐ LinkedIn

☐ YouTube

☐ Instagram

☐ Tumblr

☐ Flickr

☐ Snapchat

☐ Pinterest

☐ None

Other (please specify)

[   ]

2. Through which of the following online formats do you prefer to learn about content that is important to you? (Select all that apply)

☐ Photos, infographics, images, or illustrations

☐ Shorter articles (e.g., email newsletter, blog post)

☐ Social media posts (e.g., tweet, Facebook post)

☐ Audio (e.g., Podcast)

☐ Videos (e.g., YouTube)

☐ Longer articles (e.g., eBook, academic paper)

Other (please specify)

[   ]

3. To what degree are you interested in learning about the following online content from social networking sites?

	Not At All Interested	Slightly Interested	Moderately Interested	Very Interested	Extremely Interested
Networking	○	○	○	○	○
Jobs	○	○	○	○	○
Career advice	○	○	○	○	○
Leadership development	○	○	○	○	○
Education	○	○	○	○	○
Student life	○	○	○	○	○
Entertainment	○	○	○	○	○

Other (please specify)

[   ]

4. To what extent do the following types of social media posts attract you to engage in the social networking sites? (e.g. share/retweet posts, like posts, comment on posts)

	Not at all attractive	Not very attractive	Neither unattractive nor attractive	Somewhat attractive	Very attractive
Networking	○	○	○	○	○
Jobs	○	○	○	○	○
Career advice	○	○	○	○	○
Leadership development	○	○	○	○	○
Education	○	○	○	○	○
Events	○	○	○	○	○
Student life	○	○	○	○	○
Entertainment	○	○	○	○	○

Other (please specify)

[   ]

The Braven Accelerator is an 11-week program offered at Rutgers University - Newark that builds students' leadership mindsets and confidence while they build, practice, and apply hard and soft skills. After the course, Fellows receive specialized engagements, such as networking events and connections to career-accelerating experiences, through which they continue to build a strong network and access critical information and experiences to support their career trajectory.

5. To what extent are you aware of Braven?

Not at all aware	Slightly aware	Moderately aware	Highly aware	Extremely aware
○	○	○	○	○

6. If you have heard of Braven, through what channel did you hear about the organization

○ Twitter

○ Facebook

○ Braven website

○ Braven staff member

○ Search engine (e.g. Google)

○ School email

○ Friends

○ N/A - I have not heard of Braven

Other (please specify)

[   ]

7. On which of the following social networking sites do you want to engage with Braven (e.g. follow, retweet posts, like posts, comment on posts)? (Select all that apply)

☐ Twitter

☐ Facebook

☐ Google+

☐ LinkedIn

☐ Youtube

☐ Snapchat

☐ Instagram

☐ Pinterest

☐ Tumblr

☐ None

Other (please specify)

[   ]

8. To what extent do you engage with Braven on social media networking site?

Strongly disagree (Follow, like, comment, and share Braven's social media account and posts)	Highly engage (Follow, like, and comment Braven's social media account and posts)	Moderately engage (Follow and like Braven's social media account and posts)	Slightly engage (Follow Braven's social media account)	Never
○	○	○	○	○

9. What is your student status?

○ Undergraduate student

○ Graduate student

○ Other (please specify)

[   ]

Appendix B

Online Survey Questionnaire

Thank you for taking part in this important survey measuring Braven's social media and brand awareness. In this survey we will ask some questions about your preference and behaviors regarding Braven's social media and brand. This survey should only take 5-8 minutes to complete.

1. Where did you hear about Braven?

☐ Twitter

☐ Facebook

☐ Braven website

☐ Braven staff member

☐ Search engine (e.g. Google)

☐ School email

☐ Friends

Other (please specify, and type 'N/A' if you have never heard of Braven)

[   ]

2. Which of Braven's social networking sites are you currently following? (Select all that apply)

☐ Facebook

☐ Twitter

☐ Instagram

☐ Braven's Blog

☐ LinkedIn

☐ None

3. On which of the following social networking sites do you want to engage with Braven? (Select all that apply)

☐ Twitter

☐ Facebook

☐ Google+

☐ LinkedIn

☐ Youtube

☐ Snapchat

☐ Instagram

☐ Pinterest

☐ Tumblr

Other (please specify)

[   ]

4. Through which of the following online formats do you prefer to learn about content that is important to you? (Select all that apply)

☐ Photos, infographics, images, or illustrations

☐ Shorter articles (e.g., email newsletter, blog post)

☐ Social media posts (e.g., tweet, Facebook post)

☐ Audio (e.g., Podcast)

☐ Videos (e.g., YouTube)

☐ Longer articles (e.g., eBook, academic paper)

Other (please specify)

[   ]

5. To what extent are you interested in learning about the following online content from Braven's social networking sites?

	Not At All Interested	Slightly Interested	Moderately Interested	Very Interested	Extremely Interested
Networking	○	○	○	○	○
Jobs	○	○	○	○	○
Career advice	○	○	○	○	○
Leadership development	○	○	○	○	○
Events (Braven and/or local)	○	○	○	○	○
Education	○	○	○	○	○
Braven Fellows	○	○	○	○	○
Braven Leadership Coaches	○	○	○	○	○
Braven staff members	○	○	○	○	○

Other (please specify)

[   ]

6. To what extent are you willing to actively engage in the following types of social media posts? (E.g. share/retweet posts, like posts, comment on posts, tag or '@' Braven)

	Very unwilling	Somewhat unwilling	Not sure	Somewhat willing	Very willing
Braven's general status updates	○	○	○	○	○
Events	○	○	○	○	○
Leadership Coaches and members' networking oppertunities	○	○	○	○	○
Fellow features (e.g. images, blog posts)	○	○	○	○	○
Pictures and videos of the program/Fellows	○	○	○	○	○
Links to articles	○	○	○	○	○
Jokes/cartoons/memes	○	○	○	○	○

Other (please specify)

[   ]

7. To what extent do you agree that your engagement in Braven's social media community (e.g. share/retweet posts, like posts, comment on posts) helps to increase its brand awareness?

Strongly disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree
○	○	○	○	○

8. Please specify your student status

○ Undergraduate student

○ Graduate student

○ Other (please specify)

[   ]

9. Please specify your college/university

○ San José State University

○ Rutgers University-Newark

Other (please specify)

[   ]

Done