

Corporate Social Media Usage of Sri Lankan Public Quoted Companies

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Social media are changing the communication strategies of companies as they expedite a more dynamic and interactive way to communicate that is leading to a larger stakeholder engagement. Companies may use so many social media platforms such as Facebook, Twitter, YouTube, etc. to interact with their stakeholders. But it's doubtful whether the companies actually have the exact understanding of the real purpose of use of social media platforms. Based on this study aims to provide empirical findings on how far Sri Lankan public quoted companies applying the corporate social media strategies of international best practicing companies with special reference to the Facebook which is the most popular corporate social media platform among the corporate sector. Accordingly, this study expects to provide an initial assessment of corporate Facebook usage by Sri Lankan public quoted companies under six aspects: Advertisement, Getting feedbacks from customers, Giving information about products/services, Promotions/prizes/contests, Recruiting people and Network with other firms in the market. The study will focusing on a content analysis of corporate Facebook page usage of the listed public companies in Sri Lanka. Accordingly, the study will continue during a one-month (snapshot) time horizon in September 2015 and Random sampling technique will be applied to select the sample of the study. The data collection will result from each individual post in respective corporate FB pages, including its media type (i. e. text, photo or video), its content orientation (i. e. task, interaction and self-oriented) and the number and type of consumer response it generated (i. e. likes, comments and shares). This study presents an important step forward in understanding the level and purpose of corporate Facebook usage of Sri Lankan public quoted companies which will highlight the corporate sector strategies on social media involvement today.

Keywords: Sales Promotion, Advertising, Purchase Intention, Soft Drink Companies