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DOCTOR OF COMMUNICATION

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**CONDUCT OF FACEBOOK PAGE CONTENT CREATION OF A NOT-FOR-PROFIT
VIRTUAL COMMUNITY IN THE PHILIPPINES: AN AUTOETHNOGRAPHIC STUDY
OF A FILIPINO ONLINE COMMUNITY MANAGER**

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11 March 2025

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CONDUCT OF FACEBOOK PAGE CONTENT CREATION OF A NOT-FOR-PROFIT VIRTUAL COMMUNITY IN THE PHILIPPINES: AN AUTOETHNOGRAPHIC STUDY OF A FILIPINO ONLINE COMMUNITY MANAGER

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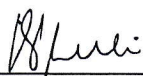


Gabrielle Angeli V. Lopez

11 March 2025

Acceptance Page:

This dissertation titled: **“CONDUCT OF FACEBOOK PAGE CONTENT CREATION OF A NOT-FOR-PROFIT VIRTUAL COMMUNITY IN THE PHILIPPINES: AN AUTOETHNOGRAPHIC STUDY OF A FILIPINO ONLINE COMMUNITY MANAGER”** is hereby accepted by the Faculty of Information and Communication Studies, U.P. Open University, in partial fulfillment of the requirements for the Doctor of Communication.



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Biographical Sketch

The author has nearly a decade of experience as a Marketing Communications Practitioner. She earned her Bachelor of Arts in Mass Communication, with a major in Broadcasting and 18 units in Secondary Education Major in English and Literature, from Centro Escolar University - Manila. She obtained her Master of Marketing Communications from De La Salle University - Manila. Building on this strong foundation in marketing communications, her doctoral research explores how Facebook content creation is conducted by a not-for-profit virtual community in the Philippines, employing an autoethnographic research methodology.

Throughout her career journey, the author has held various roles, including Sales Training Officer, Communications Assistant, and Community Management Supervisor. Currently, she serves as a Project Manager, Community Manager, and a Business Owner. These diverse positions have equipped her with practical knowledge that she is committed to share, particularly in the areas of marketing communications and social media mobilization which are also the author's research interests.

Moreover, the author is dedicated to assisting non-profit online communities in establishing and enhancing their social media presence through effective content creation processes — in support of their mission.

Acknowledgement

I would like to express my heartfelt gratitude to the Lord, Jesus Christ, and the Holy Spirit for granting me the grace, strength, and guidance throughout my DCOMM journey. The knowledge, wisdom, confidence, and drive to complete this dissertation have all been a proof of His grace. Thank you, Lord!

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To Ima, Ernani C. Lopez+, who instilled in me the importance of education, I owe this to you. Your provision, love and support from the very beginning has made this possible. I hope you are smiling down as I complete this doctoral journey, Ima. I dedicate this work to you.

Lastly, to the 20-year-old version of myself, thank you for not giving up on life. Thank you for your perseverance, faith, and commitment to fulfilling His purpose through you. I am grateful to you and I am so proud of you. I love you! On to the next chapter, Abby.

Dedication

To my grandma, Ernani C. Lopez+, this achievement/victory is for you, Ima. Your unwavering love, support, and guidance have helped turn my dreams into reality – I am forever grateful. I hope I made you proud – up there.

To myself, may this achievement remind you that with strong faith, perseverance, proper planning and good intention, you will make it in life.

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Abstract

This study explored how Facebook content creation is conducted by a not-for-profit virtual community in the Philippines and the meaning or motivations behind these practices from the perspective of the researcher, a Filipino Online Community Manager. Utilizing Autoethnography and Grounded Theory as methodological frameworks, the researcher analyzed textual artifacts from 2021 to 2024. Thematic Analysis was employed supported by MAXQDA software, a qualitative analysis software, to guarantee organized coding and efficient theme identification despite the breadth of data.

The findings revealed that Facebook content creation is conducted through practices such as employing diverse content themes and formats, promoting collaborative engagement with members and partners, implementing strategic content creation and management system (e.g., use of social media calendars, standardized design guides, and content storage banks), leveraging data-driven audience insights, and optimizing posting schedules and frequency strategies.

The study further identified key motivations behind these practices, including building meaningful member connections, utilizing social monitoring for community improvement and as a content creation guide, increasing community awareness, promoting growth, fostering trust and credibility, and encouraging member participation.

Recommendations include diversifying content formats and themes, conducting regular social monitoring, encouraging contributions from members and partners, and leveraging data-driven insights to refine strategies. Strategic content creation and management practices—such as maintaining content storage systems, using social media calendars, and optimizing posting schedules were also highlighted as vital for

enhancing engagement and content creation process' effectiveness. The study's findings have broader applications in fields such as Advertising, Marketing Communications, Organizational Planning, Corporate Social Responsibility, Advocacy and Social Mobilization, Public Relations, and Information Studies.

An assessment guide for social media content creators of for-profit and non-profit organizations, specifically Facebook content creators, and online community managers was also created by the researcher which can be potentially used as a reference in the conduct of their Facebook content creation process.

Chapter I

INTRODUCTION

Background of the Study

Social media is powerful. Social networking sites have the potential to inform, educate, entertain, and move people into action. Social networking sites have already proven their undeniable power to mobilize people in various situations. During disasters like the Typhoon Yolanda crisis, social networking sites such as Facebook and Twitter played a significant role in mobilizing both the government and citizens in giving aid to the typhoon victims.

Even in political protests and uprisings, these sites have also played an important role. Mangosing, Elona, De Jesus, Sabillo and Santos (2013) reported that one of the protesters mentioned that she attended The Million People March held at Luneta last August 26, 2013 to be part of the historic event which was ushered by social media, the Internet, tweets and texts, calling Filipinos to join the march for the abolition of the pork barrel and for the expression of their outrage over the misuse of public funds.

Moreover, Arugay & Baquisal (2022) shared how social media impacted the 2016 presidential elections stating that Rodrigo Duterte became victorious due to the 'army' of social media followers he has.

Social networking sites can give rise to online businesses. During the pandemic, my boyfriend and I started an online food business on Facebook. The platform allowed us to establish our business, attract customers, make a profit, and grow sustainably. Many of

our friends and families also used Facebook to build their own online businesses. Selling through Facebook became widespread especially through Facebook Live selling which gained popularity during the pandemic. Saravanakumar & SuganthaLakshmi (2012) noted that companies utilize and maximize social media to increasingly capture market share.

Social networking sites such as Facebook can also be the birthplace of online communities. During the pandemic, I joined a not-for-profit virtual community dedicated to helping Pinays with personal development, career advancement, and financial independence. This community provides free online and offline educational training and workshops to help every Pinay be empowered. The community was founded on Facebook in 2021 and has now over 200 members.

Schroeder & Greenbowe (2009) investigated the effectiveness of Facebook groups as a tool for communication and discussion by seeking answer to the research question: *Would students discuss chemical concepts outside of regular class time in a Facebook group more often compared to WebCT, a virtual learning environment system?* The findings revealed that the students utilized Facebook more frequently compared to WebCT. It was also found that the number of Facebook posts is 400% greater than WebCT. The findings show the significant role a Facebook community can play in being a supplemental communication and discussion tool for students.

Interestingly, Zhang & Sung (2021) conducted two online surveys at different points during the pandemic to determine how people's virtual social capital and social media engagement relate to perceived community resilience compared to offline social capital. The findings revealed that early in the pandemic, both bonding and bridging social capital,

whether online or offline, were linked to community resilience perceptions. As the pandemic progressed, only bonding social capital on social media remained connected with community resilience perceptions.

Further, Brown (2012) emphasized that it is important for organizations to know and be clear with their goals so they can identify the social networking platform that is best to use. If an organization wants to build community connection, Facebook is the best avenue to do that.

Researcher's Positionality

In 2021, the not-for-profit virtual community involved in this study was in its infancy, developing its own virtual community management processes through the strategies provided by the Founder and from practical experiences. Facebook page and a Facebook group was set up for the not-for-profit virtual community where attracting and engaging members happen. Moreso, as far as I can remember, in terms of our content creation process on the Facebook social networking site, there was no single and comprehensive study and literature that served as our guide in creating the content for the Facebook page of our not-for-profit community which aligns with the findings of my review of related literature.

Based on the research conducted across various databases, non-profit organizations are lagging in utilizing social media and lack the essential knowledge and skills in using and maximizing social media for their organizations (Waters, 2010; Sun & Asencio, 2018; Goldkind, 2015; Thomas & Duffett, 2024; Waters, Burnett, Lamm & Lucas, 2009; Hou & Lampe, 2015; Albanna, Alalwan and Al-Emran, 2022). Carboni & Maxwell (2015) also

mentioned that limited staff, insufficient social media expertise, or inadequate resources are often the common challenges faced by non-profits in using social media.

Additionally, De Clerck (2013) noted that an industry study found that a number of companies still lack strategic social media framework.

Notably, there is a lack of literature and studies in both global and local context on how Facebook content creation is done by non-profit and not-for-profit organizations. Facebook content creation can be defined as the process of developing content for the Facebook page of a virtual community, such as its post's messaging.

As a researcher with emic ontological positioning, a former Community Management Supervisor who handled the Facebook page of a for-profit organization for five years, monitored and responded to social media inquiries, provided minor assistance in creating content and posting content on the page, as well as managed the Facebook group of the organization and currently a Community Manager of a not-for-profit virtual community, I recognize the opportunity to contribute knowledge and insights into how a not-for-profit virtual community creates content— specifically on the most popular and utilized social media platform in the Philippines, Facebook.

As of 2008, it was revealed that there are an estimated 81,436 non-stock, non-profit organizations in the Philippines. (Clarke, 2008). Moreso, as of January 2024, the Philippines has a total population of 118.2 million, with 86.75 million Facebook users (Kemp, 2024).

Being aware of the research gap mentioned earlier, the above statistics present a great untapped opportunity. Facebook has been the foundation of the not-for-profit virtual community where I belong, where I am nurtured and was able to nurture others and where

the Facebook page content of our community either brought awareness, engaged me, inspired me and/or mobilized me. This research is not solely academic but a reflection of my lived experiences as a community manager and a member of the community I studied. My dual role as both a researcher and a practitioner motivated me to contribute necessary knowledge that can benefit other not-for-profit and nonprofit organizations, the society and future generations.

Research Questions

In order to address the research gap and contribute essential knowledge on the area of Facebook page content creation, I delved deeper on the phenomenon of “Facebook content creation” through a conduct of a study under the Ethnographic Tradition, utilizing Autoethnography as the research method. The study sought answers to the following research questions:

- 1. How is Facebook page content creation conducted by a not-for-profit virtual community in the Philippines as viewed from the perspective of a Filipino Online Community Manager?*
- 2. What is the meaning behind how Facebook page content creation is conducted by a not-for-profit virtual community in the Philippines as viewed from the perspective of a Filipino Online Community Manager?*

Objectives of the Study

The autoethnographic study aimed to:

1. examine how Facebook page content creation is conducted by a not-for-profit

virtual community in the Philippines as viewed from the perspective of a Filipino Online Community Manager;

2. uncover the meaning behind how Facebook page content creation is conducted by a not-for-profit virtual community in the Philippines as viewed from the perspective of a Filipino Online Community Manager

Significance of the Study

Firstly, this study contributed knowledge into how Facebook page content creation is conducted within a not-for-profit virtual community in the Philippines and the meaning behind it.

By addressing the research gap, characterized by a lack of local studies and literature on the subject of Facebook page content creation, this study aimed to inform non-profit and not-for-profit organizations using offline methods in communicating to their communities on how Facebook page content creation can be conducted — hoping to provide support to the said organizations in achieving their societal objectives through the knowledge they can derive from the study.

Secondly, the findings from the research can also help for-profit organizations in the Philippines be informed on Facebook page content creation processes in the local context.

Thirdly, this study presented an opportunity for the researcher to conduct an autoethnographic study, drawing upon nearly a decade of experience in marketing communications and Facebook community management. The writing of an autoethnography deepened the researcher's expertise in the said area which contributed

new knowledge and learnings to the researcher.

Lastly, the research provided a clear framework for Facebook page content creation and provided additional substantive knowledge and insights for the not-for-profit virtual community involved in the study.

Scope and Limitations of the Study

This study examined the phenomenon of Facebook page content creation, drawing extensively on the researcher's personal experiences, reflection and insights. Additionally, the researcher's experiences in content creation were heavily focused on the Facebook page of a not-for-profit virtual community.

Chapter II

REVIEW OF RELATED LITERATURE

This chapter presents the related literature and studies to the present research: *Conduct of Facebook Page Content Creation of a Not-For-Profit Virtual Community in the Philippines: An Autoethnographic Study of a Filipino Online Community Manager.*

These related literature and studies guided the researcher in the conduct of the study.

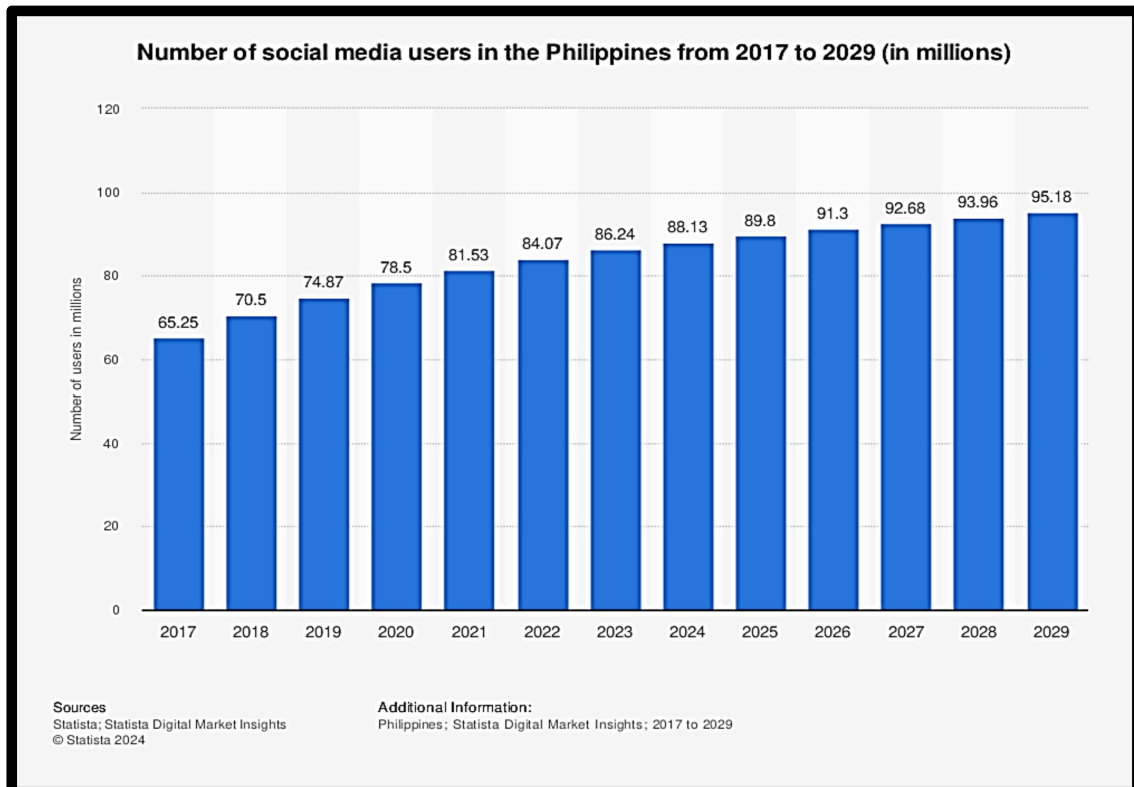
Social Media

Dollarhide (2024) defined social media as a digital technology that permits information sharing among virtual users which promotes user-generated content that garners engagements such as likes, shares, comments, discussions. A count of more than 4.7 billion people was identified as social media users globally with Facebook, YouTube, WhatsApp, Instagram, and WeChat as the identified biggest social media platforms. It was also emphasized how social media can help in a company's marketing campaign and establish communities virtually. On a negative note, it was noted how the platform can cause disinformation and breed a culture of hate speech when used inappropriately.

Balita (2023) highlighted that the Philippines is regarded as the "social media capital of the world," with Filipinos spending an average of three hours per day on social media. Facebook, TikTok and Instagram are the identified most popular social media platforms among Filipino internet users. Additionally, Filipinos are also known for their high level of internet proficiency and early adoption of technology.

It was also revealed that the number of social media users in the Philippines from 2017 to 2029 will be continually increasing. In 2029, 95.18 million of Filipinos are expected to be social media users.

Figure 1.
Number of Social Media Users in the Philippines from 2017 to 2029 (in millions)



Meanwhile, Reitz (2012) proposed four functions of social media in an organizational system. The first function identified is the establishment of organizational identity. When organizations interact with their stakeholders such as customers, employees, and the general public on social media, they can gather feedback that is valuable which can help organizations understand how they are perceived and what

stakeholders expect or desire. By using this information, organizations can make informed changes and improvements to their practices, messaging, and overall identity to better meet stakeholder expectations and strengthen their reputation and identity that is aligned with public preferences (p.48-49).

The second function noted is establishing relationships. Through the use of social media, organizations and the public can create conversations, engage with each other as well as build and strengthen relationships (p.49).

Crisis or issue management is the third social media function. Concerns are found to be better managed with social media because the organizations and publics have an avenue to communicate or start a dialogue where each one can relay their sentiments and the other party can be made aware quicker and be able to perform necessary actions (p.49-50).

Social media as a tool to help promote the organization's mission and corporate social responsibility (CSR) efforts while allowing stakeholders to share their CSR interests is the fourth identified function of social media. Through the use of social media, organizations can have a better understanding of the public's priorities which can help a company make a better impact (p.50).

Davis (2016) highlighted that the widespread use of social media significantly impacts daily private and public practices. Specifically, social media influences identity, personal relationships, and the political economy.

Moreover, Aichner, Grunfelder, Maurer and Jegeni (2021) enumerated the following functions of social media applications. Social media applications can help one connect with family and friends, influence romance and flirting, promote organizations and brands,

bridge employees and employers, help businesses engage with their customers, partners and suppliers and remain competitive in the business landscape.

The Facebook Platform

The History of Facebook and Its Progress Over Time

Brügger (2015) has published a paper presenting the history of Facebook and the changes and progress it went through over time. The author divided the timeline into three phases: 2004-2006, 2006-2008, 2008-2013.

2004-2006

Facebook was launched to Harvard students on February 4, 2004 with the name Thefacebook.com. The platform was founded by Mark Zuckerberg with the assistance of his four other classmates. Facebook, which was initially launched to Harvard University only, was opened to Stanford, Columbia, and Yale, reaching 800 U.S. universities by May 2005. By December 2005 there were already six million users as Facebook opened itself to high school students and international educational institutions.

During this timeline, Facebook profiles display personal information, political views, favorite media, and include a photo. Banner advertisements were also included during the spring of 2004. However, during this time, businesses don't have the ability to create profiles and do direct advertisement.

2006 – 2008

In spring of 2006, Facebook expanded beyond education. In 2008, it supported 17 languages and enjoyed a membership surge from 12 million in December 2006 to 100 million by August 2008. Profile and network features were added during these timelines such as notes, Facebook video and chat. Politicians were able to set up pages for the

2006 midterm elections. Network pages, friend lists, people you may know feature, tagging for notes and videos, gifts, marketplace, Facebook ads and Facebook mobile were all introduced from 2006 to 2008.

2008 to 2013

In September 2012, Facebook became globally accessible and reached one billion users with over 70 languages which included Latin. Significant features that were introduced during this time were Live streaming, with President Obama's inauguration in January 2009 watched by 19 million people, Facebook Live, Facebook video calling, timeline feature which allows the users to view their entire history, community pages, like button, Facebook places and Facebook connect which enabled login to other sites with Facebook credentials and activity sharing. Mobile users increased to 100 million users in 2010.

The Introduction of Meta

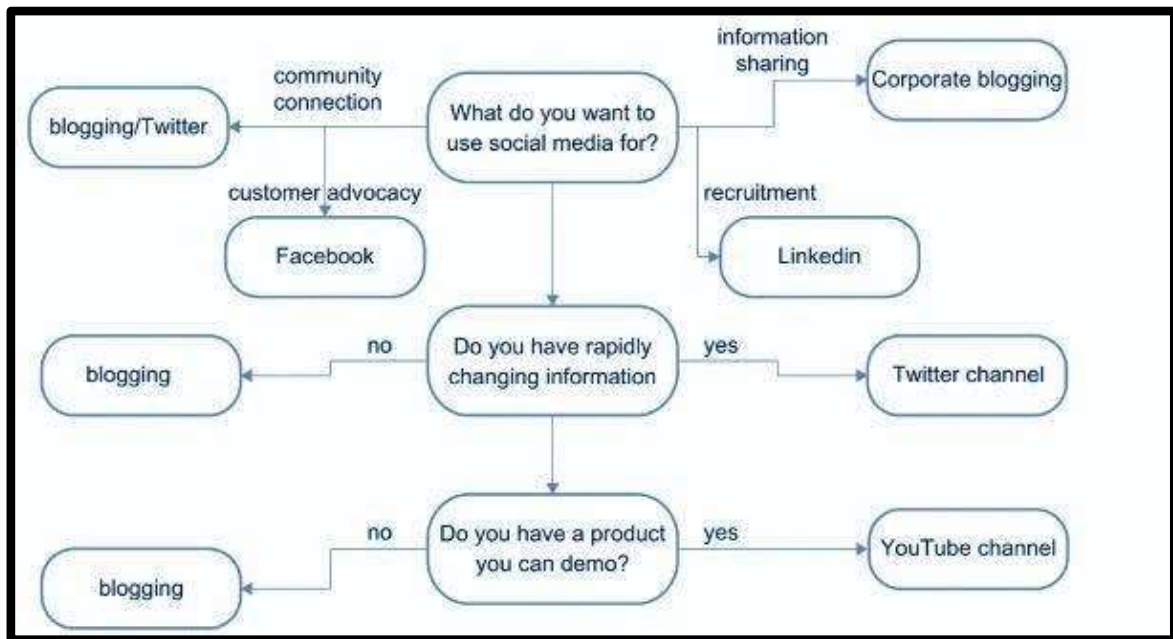
In October 2021, Mark Zuckerberg announced that "Meta Platforms" will be the new name of its parent company (Hall, 2024). Meta seeks to unite its apps and technologies under one new brand, focusing on bringing the metaverse to life. Meta aims to help people connect, find communities, and cultivate businesses (Meta, 2021). Meta's mission is beautifully crafted which is "to give people the power to build community and bring the world closer together." Their products aim to empower more than 3 billion people worldwide to contribute ideas, provide support and create a difference to the world.

Facebook for Building Community Connection and Promoting Customer Advocacy

The below flow chart was presented by Brown (2012) in her book titled "Working the Crowd: Social Media Marketing for Business" wherein it was noted that in building

communities and promoting customer advocacy, Facebook is the recommended platform for the said goals.

Figure 2.
Social Media Tools Flowchart (Brown, 2012)



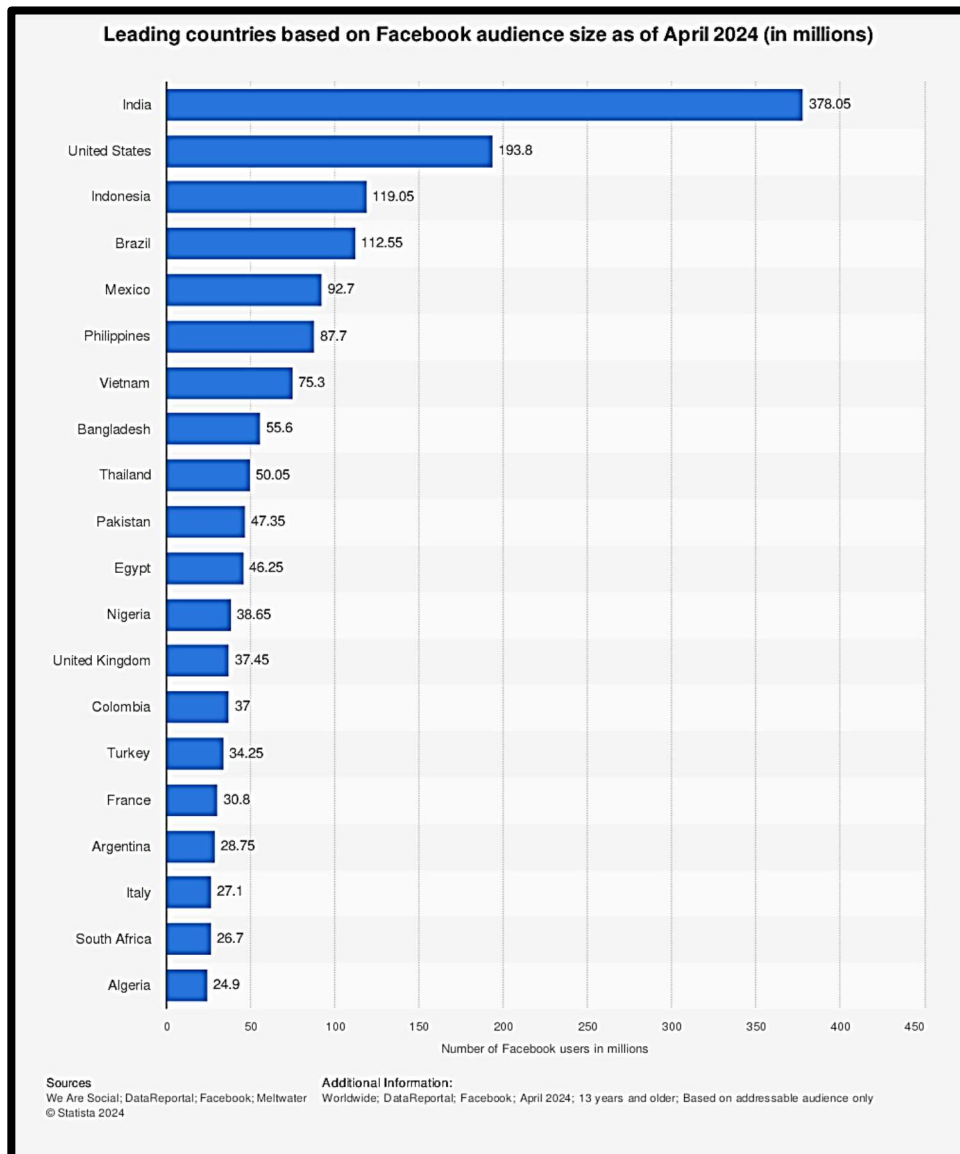
Facebook Users as of April 2024

Facebook’s growth is unstoppable, continuously evolving with new and updated features over the years. Moreso, as of April 2024, there are 2.9 billion monthly active users of Facebook. The top 10 countries with the most Facebook users are India, United States, Indonesia, Brazil, Mexico, Philippines, Vietnam, Bangladesh, Thailand and Pakistan (Dixon, 2024).

The figure below shows the list of countries with the most Facebook users and their corresponding number of users.

Figure 3.

Leading countries based on Facebook audience as of April 2024 (Statista, 2024)



Facebook Users in the Philippines: Count and Demographics

Based on the figure above, the Philippines is the 6th country with the greatest number of Facebook users. In April 2024, Philippines had 87.7 million Facebook audience

coming from 86.75 million count at the start of 2024. But an important emphasis was given by Kemp (2024) that these users may not all be 'unique users.'

As for Facebook's ad reach, it was noted that the reach is equivalent to 73.4% of the total population of the country. The Philippine's total population is at 18.2 million as of January 2024. Additionally, 52.3% of Facebook's ad audience in the country was found to be female, while 47.7% was male (Kemp, 2024).

Use of Facebook: Two-Fold Effect

Joinson (2008) conducted a study to investigate how people utilize Facebook and the benefits they get from it. Initially, 137 users provided words and phrases which best describe their Facebook usage and the benefits they acquire from it. These responses were then categorized into 46 items, which were then evaluated by 241 users in a second study. Factor analysis revealed seven uses and gratifications: "social connection, shared identities, content, social investigation, social network surfing, and status updating." Interestingly, the study also showed that factors such as "user demographics, visiting patterns, and privacy settings" were linked to different uses and gratifications.

Meanwhile, the studies by Swickert, Hittner, Harris, and Herring (2002) and by Ross, E. Orr, Sisic, Arseneault, Simmering, and R. Orr (2009) both found that personality factors were less influential than anticipated.

Further, Nadkarni & Hofmann (2012) conducted a review of literature which encapsulated the use of Facebook into two main motivations: (1) People are motivated to utilize Facebook to satisfy their need to belong and (2) for self-presentation.

Cheung, Chiu, and Lee (2011) investigated why students use Facebook. Their study revealed that sustaining interpersonal interconnectivity and social enhancement and

entertainment value are factors significant to why students use Facebook. Cuesta, Eklund, Rydin and Witt (2015) also conducted a study on the field of Education with the goal to assess how Facebook can be used as a co-learning community in higher education. The findings highlighted that creating study groups on social media platforms like Facebook is beneficial which was found to help improve students' understanding of university life. A tutor placed in the Facebook group of the students helped promote an inclusive environment where students could express their insecurities about academic success freely. Through the active discussion in the Facebook group, students better understood lessons, rules and regulations, and their own roles in the university.

On the other hand, Abdulahi, Samadi and Gharlegghi (2014) conducted a study to identify the negative impact of social networking sites such as Facebook to students. A total of 152 surveys were rolled out to Asia Pacific University Scholars in Malaysia and the findings suggest that the more time is spent using social networking sites, the more the academic performance deteriorates. More so, it was revealed that social networking sites have also a negative impact on privacy and security issues as users get to share their confidential information to others without being aware of information sharing policies.

Meanwhile, in disaster management, Silver & Matthews (2016) performed a mixed-method study. Initially, a semi-structured interview was conducted to 35 Goderich area residents impacted by the F3 Tornado in Goderich, Ontario on August 21, 2011. After which, using computer-assisted content analysis, the researchers gathered and analyzed all publicly available posts and replies on the "Goderich Ontario Tornado Victims and Support" (GOTVS) Facebook group. The findings revealed that Facebook plays a significant role in providing information and support during disasters. It was also

mentioned that misinformation and gossip is inevitable but this is where the role of local officials is strongly needed. Another interesting finding is that a significant decline in GOTVS activity is noted after two weeks, indicating that public attention weakens quickly. Thus, the study recommends that a social media strategy to keep the public engaged during the critical response phase is vital for local officials to prepare and implement.

Moreover, the effectiveness of Facebook advertising over traditional methods of advertising such as billboards, newspaper advertising, word of mouth, personal referrals, and direct mail was tested by Cowie & Gurney (2017) through a study they conducted. The study aims to see if Facebook advertising will be effective in recruiting individuals aged 60 years and older for volunteer clinical trial participation. The trial sponsor recruited participants via a Facebook ad campaign for a Phase 1 clinical trial which required a 10-day stay at a Michigan clinic and a follow-up visit. Ads directed interested individuals to a landing page managed by the Contract Research Organization (CRO), which handled the consent, prescreening, screening, and enrollment processes. Results revealed that Facebook advertising is effective in reaching the target participants. It is also found to be more cost-effective and quicker compared to the traditional methods of advertising.

In the business aspect, Carter (2012) heavily emphasized that the advertising platform of Facebook is the most powerful marketing tool in history. The author also enumerated three criteria how a marketing campaign's power can be measured: (1) number of people an ad can reach (2) accuracy of targeting the right audience (3) cost-effectiveness (p. 16). On the other hand, Chiosa & Anastasiei (2017) found out in their study, which seeks to identify the effect of adverse messages and consumers' online reactions to a brand, that negative messages can result to generation of negative word-of-mouth and change in

brand perception which can affect future purchase intention of consumers. The study's findings also emphasized that negative events may seriously result in brand image weakening, consumers' rejection of the brand and sales deterioration.

In the political aspect, Liberini, Redoano, Russo, A. Cuevas and R. Cuevas (2024) have done a counterfactual analysis examining the intensity of political campaigning on Facebook's effect on voter mobilization and persuasion. The findings of the study revealed that Trump is the main beneficiary of Facebook's micro-targeted ad campaigns and the findings also presented that Trump spent more heavily on social media campaigns and his social media communication may have been designed better compared to Clinton.

Meanwhile, Smith (2015) analyzed the impact of social media use of six environmental non-profit organizations in Carolina and measured their social media engagement. The researcher collected tweets and Facebook posts from each organization for a specific period of time, analyzed and measured their engagement levels. Findings revealed that all nonprofits utilized social media to reach new audiences and drive engagement which resulted in more website visits, newsletter sign-ups, and campaign participation. Data also showed that the higher the frequency in posting, the higher the engagement achieved.

Further, in a study of Aabeid, Mustaffa and Budiman (2016) which seeks to investigate how Facebook has helped non-profit organizations in Libya, the researchers found out that Facebook has impacted how Libyans interact online and increased their interest in charitable activities. Additionally, the findings indicated various flexible options to connect with new and existing donors and the public, thus Facebook is seen as a beneficial social media platform that helps promote charity work.

Use of Facebook in the Philippines

In the Philippines, Facebook is utilized in various aspects and due to diverse motivations. Araguas & Barroga-Jamias (2022) conducted a case study to examine how AGHAM party list members and Facebook followers' communication needs were gratified by utilizing AGHAM's Facebook community page. The researchers did a content analysis of 645 postings in the AGHAM Facebook Like Page by both AGHAM and its online followers from March 17, 2010 to December 29, 2012. Informant interviews were also done and participant observation was performed by joining the AGHAM Facebook group. The findings of the study revealed the needs gratified:

“Filling in time (entertainment) (16%); social empathy (integration) (12%); emotional release (entertainment) (10%); self-esteem (10%); conversation and social interaction (integration) (8%); self-actualization (8%); and finding out relevant events and conditions (information) (8%).”

Interestingly, the findings were not the ones expected by the researchers which is for science-related or development information seeking.

Moreover, Alcasid, Villacampa and Awa (2016) performed a study through the use of questionnaires distributed to 200 college students of Misamis University. The findings revealed that Facebook is the preferred social media for political issues followed by the YouTube platform, then Twitter and Instagram.

In the 2016 Philippines presidential election, Rodrigo Duterte seems to be the students' preferred presidential candidate based on the study. Typically, students only like, comment on, or share social media videos that feature the positive actions of their preferred candidates while ignoring negative content. A few students were found to

dedicate some time to read articles, react to social media posts, watch videos and stay informed about the news related to their preferred presidential candidate.

Meanwhile, Bautista (2016) has undertaken a study to examine in what ways nurses in the Philippines use social media. Face-to-face interviews were performed using a semi-structured interview format. The findings of the study suggest that the nurses mainly used instant messaging applications on their phones for the following reasons: (1) information exchange (2) socialization (3) catharsis.

In the field of Education, Chua & Luyun (2019) conducted a study for Tertiary School Students of Cagayan Valley. 80 students from Cagayan State University responded to a questionnaire that consisted of demographic information, preferred social media platforms, and the effects and benefits of social media.

Key findings reveal that the most popular platforms among students are Facebook, Facebook Messenger, Twitter, and Instagram. Most of the respondents agreed that social media use has been part of their daily life. Most of them mentioned that they acquire lessons from the posts shared by their friends on social media. The respondents also mentioned that they can say that they complete their school requirements first before utilizing social media. However, negative effects of social media were noted too such as depression and anxiety brought about by cyberbullying and comparison when they see their friends on social media with new gadgets and accessories. Labrague (2014) also noted in his study that the actual time spent on social media by Filipino college students can increase their chance of experiencing depression and anxiety.

Meanwhile, in the context of Business and Marketing, Astoriano, Marzan and Gerona (2022) noted that digital marketing strategies utilizing Facebook and email are found to be successful in driving purchase intention to Filipino consumers.

Moreover, the study of Duldulao (2012) aimed to identify how the three non-governmental organizations namely Child Family Services Philippines, Tuloy Foundation Inc. and International Deaf Association Philippines have harnessed social entrepreneurship. Findings related to social media use revealed that the organizations have utilized and maximized social media to build social capital and be able to connect with their constituents. The advantages of social media use to non-profit organizations were also enumerated such as: (1) more convenient distribution of organization information through the website; (2) quicker communication to key partners such as supporters, volunteers and investors; (3) source of fresh contacts and supporters.

Nonprofit and Not-for-Profit

Kenton (2024) defined non-profit organization as an organization established not to generate profit but to run to fulfill charitable or socially beneficial goals which may include religious, scientific, educational, charitable, literary, health-related, or animal welfare activities. In the United States, non-profit organizations enjoy tax-exempt status — non-profit organizations do not pay taxes on donations or other fundraising income. Contributions to these organizations are generally tax-deductible for donors.

Non-profit organizations' funding sources can be from individual donations, grants, corporate gifts, major events and in-kind donations (Kenton, 2024).

Meanwhile, Kenton (2023) mentioned that owners of not-for-profit organizations do not also earn profits and that all earnings go to activities that would help achieve the organization's objectives. Four categories were enumerated by Kenton (2023) stating that most not-for-profit organizations fall mostly in any of these: (1) poverty alleviation (2) advancement of education (3) advancement of religion (4) community welfare.

Fundraising activities of not-for-profit organizations may be in the form of soliciting donations or gifts and/or selling products. All funds solicited must be used in the advancement of the organization's mission and administrative expenses to keep the organization running. The difference between nonprofit and not-for-profit organization is that a non-profit organization aims to provide a social benefit while not-for-profit organizations are focused only on the needs of its members over the whole society (Kenton, 2023).

Not-for-Profit or Non-Stock Corporations in the Philippines

In the Philippines, not-for-profit organizations are generally structured as "non-stock corporations" under the Corporation Code, registered with the Securities and Exchange Commission (SEC). Some not-for-profit organizations may choose to register as foundations. Moreover, according to the Revised Corporation Code Section 87, non-stock corporations can be established for any of these purposes: charitable, religious, educational, professional, cultural, fraternal, literary, scientific, social, civic service, or similar purposes, such as trade, industry, agricultural and similar chambers, or any combination thereof (Council on Foundations, 2023). Council on Foundations (2023) also noted that tax laws offer extra benefits to two kinds of non-stock corporations: accredited non-stock, non-profit corporations and accredited NGOs. Accredited non-stock, non-profit corporations must exclusively serve purposes such as religious, charitable, scientific,

athletic, social welfare, cultural, or veteran rehabilitation (Revenue Regulation No. 13-98 Section 1(a)) while accredited NGOs must operate solely for purposes like scientific research, education, character- building, youth and sports development, health, social welfare, cultural, or charitable activities (Revenue Regulation No. 13-98 Section 1(b)).

According to Zyre (2024) any profit obtained cannot be distributed to the corporation's members and must only be used for the advancement of the organization's mission or purpose.

Clarke (2008) accounted for a total of 81,436 non-stock, non-profit organizations in the Philippines. Below is the distribution noted per region:

Table 1:

Estimated number of non-stock organizations and population per region Clarke, 2008)

Region	Population	Estimated Number of Non-stock Organizations
National Capital Region (Metro Manila)	9,932,560	30,706
Cordillera Autonomous Region	1,365,412	2,937
Autonomous Region in Muslim Mindanao	2,876,077	623
Region 1: Ilocos	4,200,478	3,471
Region 2: Cagayan Valley	2,813,159	1,691
Region 3: Central Luzon	8,204,742	8,633
Region 4a: CALABARZON	9,320,629	12,905
Region 4b: MIMAROPA	2,299,229	1,246
Region 5: Bicol	4,686,669	2,492
Region 6: Western Visayas	6,208,733	4,005
Region 7: Central Visayas	5,706,953	2,937
Region 8: Eastern Visayas	3,610,355	1,068
Region 9: Zamboanga Peninsula	2,758,380	1,691
Region 10: Northern Mindanao	3,505,558	2,047
Region 11: Davao	3,676,163	3,115
Region 12: SOCCSKARGEN	3,222,169	1,602
Region 13: Caraga	2,095,367	267

Women's participation in non-governmental organization movement

The Civil Society Research Institute (2011) reported that women have a substantial

presence in the NGO sector. It was found out that female executive directors overcounted males. Across the NGOs surveyed by the Association of Foundations (2001), women constituted a majority, surpassing men by a ratio of six to four.

Moreover, it was mentioned that many NGOs still need to implement policies to make sure that equal opportunities are given to women and have yet to implement formal policies ensuring equal opportunities (Civil Society Research Institute, 2011). The aforementioned facts captured my interest as a researcher, particularly because the not-for-profit virtual community chosen for my autoethnography study was founded by a Filipina-American. Its mission is to empower Filipinas to achieve financial independence through careers or businesses run in the comfort of women's homes. Established in 2021, the community has grown to over 200 members by 2024, which originated on the Facebook platform during the pandemic.

Use of Social Media by Non-Profit and Not-for-Profit Organizations

Waters (2010) conducted a study to 39 non-profit leaders and investigated how social media technologies are being used and maximized by the organizations in their initiatives and services. The study found that early adopters and innovators are slowly maximizing social media in their volunteering and fundraising initiatives while the majority of leaders are still seen lagging in social media utilization.

Similarly, Sun & Asencio (2018) study showed that non-profit organizations lack the necessary knowledge and skills in social media use. With this, the researchers recommended that non-profit organizations should start learning about how their organization can maximize social media in meeting their organizational goals. Making use of available training and free online resources is recommended.

Moreover, Goldkind (2015) emphasized that even though social media has been

widely used in many sectors, the nonprofit sector's adaptation of social media technology has been slower compared to the corporate sector. It was also noted that the literature on social media use of non-profit organizations is incomplete and tools are lacking to help people understand how social media is used by non-profit organizations.

Thomas & Duffett (2024) mentioned that non-profit organizations have started incorporating the use of social media in their marketing communication strategy but barriers reported have still something to do with lack of knowledge. It was heavily emphasized that people in South Africa working for a non-profit sector are not technologically proficient and lack the necessary experience that is why they are said to miss doing it the right way.

Further, Waters, Burnett, Lamm and Lucas (2009) emphasized that little is known on how non-profit organizations maximize social networking opportunities. Waters et.al., (2009) performed a content analysis of 275 nonprofit organization Facebook profiles. The researchers seek to explore how the organizations use social networking sites for their missions and programs – particularly the Facebook platform. The findings revealed that the non-profit organizations, although there is a transparency in their Facebook profiles, are not utilizing and maximizing Facebook in informing others and encouraging them to join their organizational activities. Thus, it is recommended to improve the strategies of non-profit organizations in terms of using social networking sites in information dissemination and involvement.

Similarly, Hou & Lampe (2015) have also noted that social media is not being fully utilized by non-profit organizations for community-building and action mobilization.

Meanwhile, the study of Albanna et.al., (2022) showed that Facebook and Twitter are the commonly utilized social media platforms of Jordanian non-profit organizations. It was

also revealed that social media use has an impact in increasing awareness and community engagement but no impact on fundraising.

Milde & Yawson (2017) mentioned that non-profit organizations can integrate their mission on social media which can aid in increasing their ability to make an impact. It is also noted that social media can be used and maximized by these organizations to present and promote the triple bottom line which can increase the potential of long-term financial sustainability resulting in a more significant positive impact.

Virtual Communities

Lin (2008) defined 'virtual community' as an online space using different Internet-based chat technologies like discussion forums or bulletin boards. A virtual community relies on social interactions among its members who are connected by shared interests, form relationships, cultivate imaginations, and engage in transactions.

Rheingold (2000), who coined 'virtual community' defined it as "cultural aggregations that emerge when enough people bump into each other often enough in cyberspace."

Meanwhile, Young (2013) described virtual community as an online community which consists of individuals with a shared strong interest who connect and engage online. Three essential elements were highlighted for a successful online community: (1) a common domain of interest, (2) fostering relationships or a sense of community, and (3) active online interaction.

Further, Stanoevska-Slabeva & Schmid (2001) defined online communities as groups of individuals connected via electronic media, who share a common language, values, and interests, follow an organizational structure, and communicate and collaborate, often represented by avatars.

Online communities have distinct characteristics due to their digital nature:

- (1) Technological mediation: Members connect digitally, replacing physical meeting spaces;
- (2) Ubiquity: Digital interactivity allows community building without spatial or temporal constraints;
- (3) Online identity: Members use digital personas, which can differ from their real-life identities (Stanoevska-Slabeva & Schmid, 2001).

Ridings & Gefen (2017) investigated the reasons why individuals join virtual communities. Responses across 27 communities revealed that most people sought friendship or information exchange, with fewer seeking social support or recreation. Information exchange was consistently primary across community types.

However, preferences varied: social support was second in health or wellness and professional communities, while friendship ranked second in personal interests, hobbies, pets, and recreation communities. The need for community managers to put a heavy emphasis on both content and promoting social bonds to enhance community success is highlighted in the study's findings.

Wellman & Gulia (1999) highlighted various advantages of virtual communities. Firstly, virtual communities eliminate the need for physical travel to access resources. They offer electronic group support for social, physical, and mental concerns readily available on the internet. Additionally, they provide emotional support, companionship, facilitate arrangements, and foster a sense of belonging, which are invaluable non-material social resources.

Another advantage noted is that in large virtual communities, providing support to others becomes easier. The cumulative effect of small individual acts sustains the

community, as each act is visible to the entire group which can promote a culture of reciprocity and mutual aid.

Meanwhile, A. Etzioni & O. Etzioni (1997) differentiated virtual communities and real-life communities. Online communities facilitate bonding without requiring close spatial or temporal proximity, transcending national borders and time zones and individuals who are homebound. Physical safety is also noted as one of the advantages of a virtual community. Online forums can accommodate far more participants than physical meeting spaces, and they maintain stronger institutional memories, from historical resolutions to community founders' identities.

Additionally, online platforms allow people to explore new relationships and identities not restricted by physical appearances or offline personas. However, compared to virtual communities, real-life communities still excel in emotional communication, participant identification, accountability, and group feedback during events like town meetings. Integrating face-to-face interactions with online communications or a hybrid approach setup, is suggested to maximize the strengths of both virtual and real communities.

Further, Idriss, Kvedar, Watson (2009) conducted an exploratory study to identify the benefits of online support communities to patients with psoriasis and they found out that Psoriasis online communities provide users with essential educational resources and psychological and social support. It is recommended that involvement of physicians in these communities could enhance these benefits.

Interestingly, Golan & Babis (2017) examined how Filipino temporary migrant workers, specifically caregivers in Israel, use Facebook and their community on the social networking site to shape their occupational identity and community. By analyzing over 800 Facebook posts and conducting extensive ethnographic research, the study identifies

five communication facets—utility, care, emotive, and legal—that influence caregiver work.

Within the utility facet, caregivers are found to use their community on Facebook to seek resources such as expertise in human capital, legal knowledge, and advice from co-caregivers. Under the care facet, it was revealed that Filipino migrant workers utilize Facebook to discuss how they manage the health and well-being of those they care for, showing actions they do to meet their physical, social, and emotional needs rather than personal gain.

Within the emotive facet, through their Facebook postings, caregivers express positive emotions and reveal the quasi-familial bonds that Filipino caregivers can form with those they care for.

Finally, within the legal aspect, a focus on securing their ongoing employment and a confirmation of their role within the community is demonstrated by caregivers.

Further, Lau (2005) investigated communities of practice in the context of Massively Multiplayer Online Games (MMOGs). The findings revealed that developing successful MMOGs like the World of Warcraft game facilitates the creation of communities of practice online. These communities of practice have the potential to promote understanding, effective social practices, strong identities, shared values, and critical thinking skills. It is suggested that these virtual communities be complemented with traditional teaching methods.

Success Factors of a Virtual Community

Interestingly, Lin (2008) conducted a study which aims to examine how system characteristics and social factors influence the success of virtual communities. The results

of the study validated a model suggesting that members perceive virtual communities as meeting their needs when they are reliable, convenient, and user-friendly — providing accurate, updated, and personalized information.

Consistent with prior research, positive relationships were also found between member satisfaction, sense of belonging, and member loyalty. Moreover, the findings emphasized the importance of promoting trust and enhancing interactivity.

Leimeister, Sidiras and Krcmar (2004) did a study to verify the success factors members and operators consider significant for virtual communities. The findings of the study were presented as ten hypotheses:

- (1) A technically strong platform with high stability and security is crucial for virtual community success;
- (2) Sustained success requires high-quality, user-generated, and up-to-date information;
- (3) Handling member data and profiles with optimum care and sensitivity is vital; selling user data to third parties is counterproductive;
- (4) Personalized offerings are not effective;
- (5) Community managers should react promptly to problems but intervene minimally in community activities;
- (6) Real-life events enhance interactivity but are less important to members than operators; they should be infrequent and well-planned;
- (7) Members should have input into site design or functionality changes before implementation;

- (8) Male members are motivated by making new contacts without commitment, prioritizing social capital;
- (9) Female members value maintaining and extending contacts, focusing more on social interaction than building social capital;

Additionally, the study found out that both operators and members prioritize platform performance, security, and content quality. Handling member data sensitively emerged as the top priority for all respondents – showing how important data security is.

Virtual Communities in the Philippines

One study on virtual communities in the Philippines is Austria's (2004) investigation into Filipino gay virtual communities. These online spaces emerged in response to real-world marginalization, providing entertainment, information, social interaction, and personal identification. The online space showed potential for uniting Filipino gays both online and offline in their fight for freedom and human rights.

Meanwhile, Librero (2020) carried out a study which explored the author's experience with a team from the University of the Philippines Open University's (UPOU) Bachelor of Arts in Multimedia Studies (BAMS) program. The team's goal is to co-create multimedia content and build an online community to support the project and its participants. However, the project failed in production due to the following reasons:

- (1) cultural factors such as fear of embarrassment and the deeply ingrained tendency in Filipino culture to avoid conflict;
- (2) the need for a more established hierarchy;
- (3) insufficient interaction and engagement necessary for successful co-creation and community building

The study recommends that the co-creation project continues and test if changes in management and technology can help in the enhancement of engagement and community building.

Moreover, Congjuico (2014) emphasized that Facebook hosts Filipino online communities which the Philippine government could maximize to improve governance and public service. The researcher has executed a study to determine how Facebook is utilized for flood risk management by Cainta, Rizal during the typhoon Mario onslaught in 2014. The study revealed that Facebook was utilized as the main platform for communicating updates such as rainfall, typhoons, and floods. Residents' role was also evident where they shared updates to their networks such as power outages, rescue boats, emergency parking. Moreover, Facebook also paved a clearer disaster picture as it helped provide on-the-ground reports that are detailed.

Online Community Management

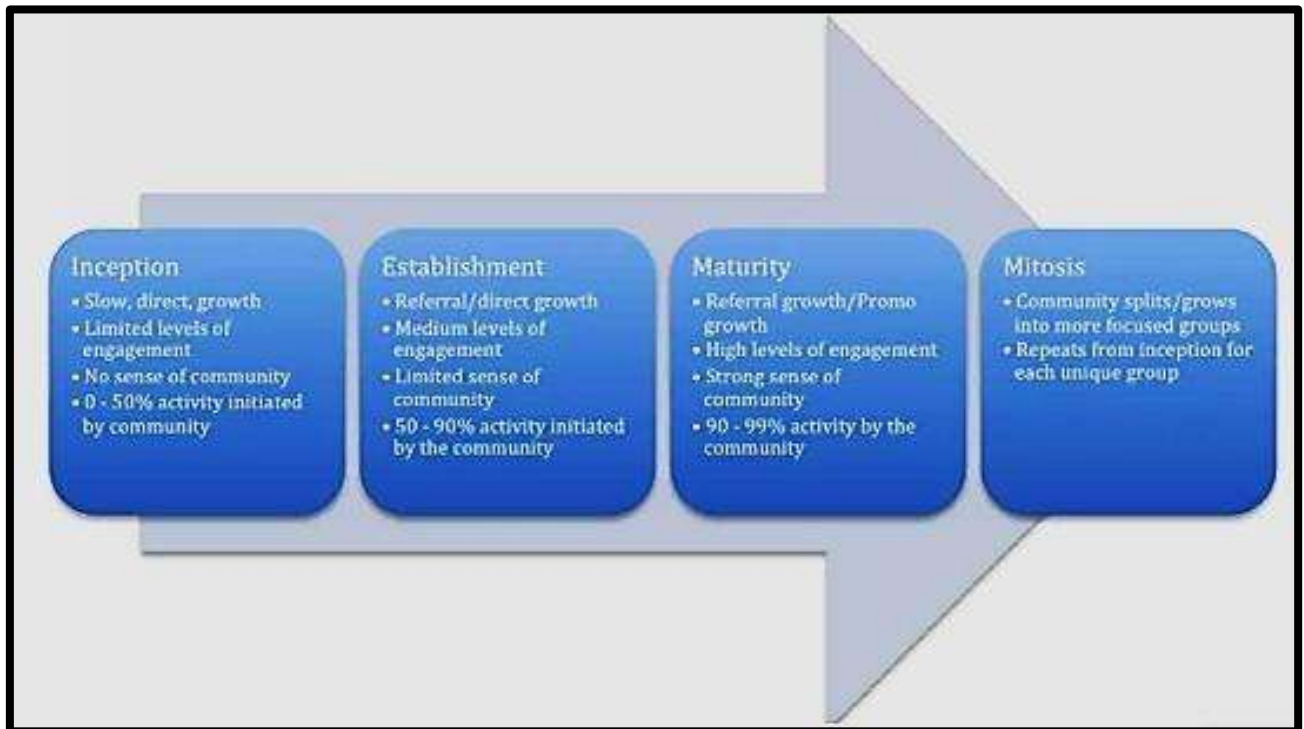
Young (2013) emphasized that an enabler and a strategic community management together with the social web technology constitute a successful online community. It was also noted that community management is not solely moderation and extends beyond that. Sustained organizational and financial support for effective community management is crucial to ensure effective community management, and not just merely reacting to misinformation. Moreso, commitment to growth and evolution through all stages of its life cycle is critical for the success of the online community (Young, 2013).

Below is an online community life cycle from Millington (2013).

An Online Community Life Cycle

Figure 4.

Online Community Life Cycle (Millington, 2013)



The following information are derived from The Online Community Life Cycle by Millington (2013).

Stage 1: Inception

The stage begins with initial interactions with the target audience and continues until the community reaches a threshold where more than 50% of growth is produced by the community. The focus of this stage is cultivating a small group of highly engaged members who serve as the foundation for future community development. Moreover, in this stage, micro-level activities aimed at generating high engagement from a small, dedicated group are implemented. Key tasks of a community founder include personally inviting individuals with whom relationships have been established to join the community, initiating and

sustaining discussions on subjects of interest, and building strong relationships with members to encourage ongoing participation and community growth. Knowing what interests the members and collecting feedback on activities implemented are also necessary on this stage.

To assess the success of this stage, one should see members inviting others from their networks to join and initiating their own discussions, indicating the community is becoming habitual and self-sustaining. The membership rate should also be on the rise and with members starting to respond to discussions. The timeline for this phase is 0 to 3 months. The aforementioned early indicators of growth are crucial for laying the groundwork for long-term community success.

Stage 2: Establishment

During the establishment phase of an online community's lifecycle, the focus shifts from achieving critical mass to nurturing sustainable growth and cultivating a sense of community among members. This phase begins once the community achieves self-sustaining growth, where more than 50% of activity originates from members, and progresses until members contribute over 90% of growth and activity.

Expanding the scope of tasks to include activities that sustain growth, such as promoting referral growth where members invite others, and engaging in promotional activities like outreach to bloggers or hosting community events are vital tasks needed to be executed within this stage. Managing scaling processes is also recommended on this stage to prevent the community from becoming hard to manage as it grows larger.

Further, another priority within this stage is cultivating a stronger sense of community through shared experiences, establishing community guidelines, and promoting community history — which aims to increase member engagement and encourage repeat

visits beyond individual interactions.

In order to evaluate the success of this stage, increasing levels of activity and engagement, growth driven by referrals, and a growing sense of community among members are critical bases to look into. The timeline for this stage is 3 to 9 months.

Stage 3: Maturity

In the maturity phase of an online community, which begins when members contribute over 90% of the community's activity, heavy focus is given to the conduct of more impactful, macro-level activities. This phase marks a stage where the community gains significant recognition within its niche.

During this phase, community managers prioritize scaling efforts, organizing events, creating high-quality content, and elevating the community's visibility beyond its immediate platform. Meanwhile, routine tasks like handling conflicts and member inquiries are delegated to volunteers or staff.

Growth of the online community may slow down on this stage and depend more on word-of-mouth referrals, proactive promotional strategies and community-driven initiatives. Activity within the community peaks as members engage deeply with content and discussions.

Moreover, the goal in this phase is to sustain high levels of engagement and promote a strong sense of community among members. The timeline for this phase is 9 to 18 months.

Stage 4: Mitosis

When the community becomes self-sustaining and continues indefinitely, nurturing smaller, specialized sub-groups within the community becomes the next priority.

In mitosis, the community manager guides the formation of these sub-groups, each centered around specific interests or demographics within the broader community. This phase aims to maintain and improve overall community activity and unity by promoting these smaller, more focused groups.

The community as a whole continues to grow steadily, while growth within these sub-groups should mirror the initial inception stage, aided by targeted invitations and promotional efforts. Millington (2013) mentioned that the manager may encourage this growth through content creation and conduct of events tailored to the groups' interests.

Overseeing the development of the sub-groups, supporting their leaders, and ensuring they become self-sustaining entities within the larger community framework are the focus within the mitosis stage.

Success in this phase is characterized by sub-groups organizing activities, sustaining active participation, and promoting community bonds with minimal managerial intervention.

The Crucial Role of Community Managers

Community managers play an important role in normal conditions. But during the pandemic, the role of community managers has been more crucial than ever. Perks (2020) emphasized the role managers have played during the pandemic in providing comfort and community. It was noted that the role of community managers has evolved from simple moderation to becoming caretakers and leaders.

It was also stated that community managers face challenges similar to frontline workers, such as undervaluation and limited career advancement. More so, based on the interviews conducted, it is revealed that community managers see their role gaining

recognition as important to companies. They also adapt to new communication forms and guide users into safe communities, fighting online toxicity and promoting kindness. With increased online activity during self-isolation, their work is even more critical as community managers play a major role in spreading kindness and effective communication online (Perks, 2020).

Further, Lin & Lee (2007) provided suggestions to managers to attain the success of an online community. The following suggestions were derived from the survey they conducted to 165 community members which seeks to identify the determinants for successful use of online communities utilizing the updated DeLone and McLean information systems success model as the study's theoretical framework:

- (1) To cultivate personal relationships with consumers, online businesses must focus on website quality and user involvement;
- (2) Reliable and user-friendly websites are essential for successful online communities;
- (3) Improving information and service quality is crucial, as these factors impact member satisfaction and intention to use the community;
- (4) Establishing dialogue with community members and providing personalized functions can enhance a sense of belonging and help attract and retain members.

Facebook Community Management, Content Management and Content Creation

Facebook communities are experiencing rapid growth and show no signs of slowing down any time. Gazit & Bronstein (2021) performed a study to investigate the roles and behaviors of community creators, managers, and maintainers — emphasizing their influence on daily life and social media dynamics. The study identifies three core

aspects of online leadership: effective community management through content moderation and member engagement, the creation of engaging content such as personal stories, and the integration of virtual and offline activities to strengthen community bonds. These strategies, alongside traditional leadership approaches tailored for online settings are revealed to define the evolving role of leaders within social media communities.

Meanwhile, the study of Ruehl & Ingenhoff (2016) highlighted significant considerations for effective corporate management of Facebook communities on brand pages. It highlighted that while many users access these pages, engagement levels and content creation are proven to be low which presents a need for more compelling interaction incentives. To manage the communities effectively it is recommended that companies focus on providing engaging content about their products and services, complemented by incentives such as contests or vouchers to maintain user interest and encourage ongoing interaction.

Additionally, users' decision to engage with a corporate Facebook page is impacted by status incentives and the desire to manage their online identity. Thus, a positive corporate reputation is deemed crucial to enhance community size and support. Moreover, providing regular updates can satisfy users' need for practical information and is revealed to contribute to community satisfaction.

Prompt responses to user inquiries, whether about general information or customer service issues, are found to be crucial for establishing and maintaining positive interactions. Corporations that acknowledge and appreciate user contributions on their pages are likely to promote a positive perception among community members who seek social recognition for their engagement (Ruehl & Ingenhoff, 2016).

Nusser, Mahle, Pätzmann (2015) investigated Nike's Social Commerce initiatives to facilitate customer interaction and community building through social media channels – aiming to connect customers where they buy and buy where they connect, utilizing and maximizing both e-commerce and social media advantages. The research's findings confirm that Nike's Social Commerce efforts, particularly via Facebook have effectively enhanced brand loyalty.

Facebook Groups

After five years of observing the behavior of a virtual community in a Brazilian town using cyber-ethnography methods, Bueno & Anacleto (2017) developed 14 strategies based on Scott Peck's theory of community building. These strategies are: (1) The group administrator (GA) must not be a city hall employee; (2) must ensure impartiality; (3) prioritize inclusivity by promptly accepting new member requests; (4) enforce rules against fake profiles; (5) establish clear group rules based on the feedback of the members as doing this can increase their sense of significance; (6) display the rules where it can be seen easily by new members of the group, placing it in the group description is recommended; (7) respond promptly to member messages; (8) remove all irrelevant posts; (9) erase all repeated posts which might be due to technical glitch (10) to improve the group's credibility, the GA must remove all posts from members that are not allowed to be posted in the group; (11) send a message to group members who are posting the same things over and over again; (12) block members who break the group rules; (13) pin important posts on top of all posts; (14) post in the cover of the group important posts or highlights.

Additionally, a crucial insight gained by the researchers is the importance of credibility within virtual communities which emphasizes the importance of having an impartial GA that makes sure that all members receive equal treatment, increasing trust and promoting a sense of belonging and importance among them.

Meanwhile, Kapri, Sharma and Dabral (2021) emphasized that Facebook Groups are untapped by businesses for building online brand communities. They also stated that Facebook Groups offer significant benefits such as the opportunity to create communities around specific brands, interests, professions, and more.

Moreover, successful engagement in Facebook Groups is achieved by providing value, whether through entertainment, information, or social interaction. Businesses are recommended to utilize the platform's technological infrastructure to sustain communities, promote ongoing interaction, engagement, and feedback from loyal customers (Kapri, Sharma and Dabral, 2021).

Facebook Content Management

On the aspect of content management, the findings of Ciacu, Tasente and Sandu (2013) analysis presented the following: (1) The most successful Facebook pages typically share engaging posts once or twice daily; (2) Excessive posting can lead to user irritation and reduced interest; (3) Users prefer pages that tell stories, ask questions, provide tips and tricks, share relevant news, and encourage feedback; (4) High-quality images are crucial as they enhance brand credibility and make the page more visually appealing; (5) Sharing compelling pictures on Facebook helps in gaining popularity and attracting new fans and potential clients; (6) Facebook's user base across diverse

demographics makes it a potential platform for businesses looking to market effectively in the future.

Moreover, Johann, Wolf and Godulla (2021) emphasized the importance of integrating interactive communication strategies into corporate social media practices to enhance engagement and manage relationships effectively.

Facebook Content Creation

Rungkaew (2020) conducted a content analysis on the content creation process and marketing strategy of British Council Thailand Facebook page. The researcher analyzed a total of 145 contents from the said Facebook page focusing on content creation, types of Facebook posts, and types of content.

The findings revealed that British Council Thailand utilizes Facebook as a primary communication platform in order to adapt to the digital media era and remain competitive in the strongly contested tutorial school market. Seven content categories were revealed in the study namely: event and activity, course and scholarship, job recruitment, lifestyle and trend, general English knowledge, social issues and news and announcements.

Meanwhile, the following are five steps of successful content creation on online platforms noted in the study:

- (1) Targeting – this step emphasizes the importance of being aware of the three main goals of content creators cited in the study as: brand awareness creation, lead generation and conversion;
- (2) Know the customer – the second step involves intentionally creating content that will resonate with the target market, and before creating that content, it is vital to know truly the target market of the brand;

- (3) Provide solutions through the content – in order to create value to the target audience, the content creator must ensure that the content they produce is an answer to the target audience's problem. An example cited in the study is the British Council Thailand's Facebook page which provides solutions for students facing challenges in studying abroad. The content creator of the page creates and posts informative content, along with events and activities, to address these issues.
- (4) Select interesting technique for each content – a content creator must ensure that the content created and posted uses engaging and interesting techniques to capture the audience's attention
- (5) Select the appropriate content format – the last step identified in the study is to determine which format would be the most suitable for the content – such as photo, text, video or infographics content format. Content format is defined as the specific form of a social media post, such as video, image post, story, or text.

In terms of content marketing strategy, the study applied the six principles of epic content marketing in analyzing the content of the British Council Thailand Facebook page. The researcher found out that the said page contains the six principles founded in the framework:

- (1) The content must satisfy a need;
- (2) Consistency is evident in terms of creating and publishing content;
- (3) The use of human or personal messaging must be present;
- (4) Perspective on social issues must be presented on the content;
- (5) Sales content must be avoided;
- (6) Content must be accurate, useful, of quality and relevant

A study of Trifiro, Upadahay, Liu, Zhang, & Prena (2022) suggested producing social media content that is focused on the human-interest frame. Human interest frame is described to include a human face or emotion to gain the audience's sympathy. Featuring community members and posts that encourage promoting connection with members is also recommended. The said strategy is linked to higher engagement levels.

Meanwhile, Brubaker, Church, Hansen, Pelham & Ostler (2018) highlighted the importance of being mindful of the discussions surrounding memes communities as the conversations happening within meme communities can increase the chance of making memes viral. Memes are described to create online engagement through humorous experiences.

Peruta & Helm (in press) noted that having a Facebook platform is vital for recruitment and retention of students as well as visibility and for trust-building. Peruta and Helm (in press) performed a simple search of university Facebook pages and their search revealed that higher education social media managers practice a variety of posting strategies across various schools. It was revealed that some universities post spontaneous content about current events on campus and in the news, while others are guided by a planned content calendar to ensure a more strategic messaging.

One study participant outlined their content creation process which involved "planning, writing, editing, asset production (like images and videos), and review." However, De Clerck (2013) noted that an industry study found that a number of companies still lack a strategic social media framework.

Camarero, Garrido & San Jose (2018) performed a study to assess the effectiveness of museums' communication strategies on Facebook. The researchers found that in order to generate user engagement, content that encourages active dialogue or conversation

with the target audience is highly suggested.

Moreover, Foster & Bacon (2013) recommended producing a content strategy that helps attain the intended objectives of establishing a Facebook presence. The content strategy must also help address the needs of the target population and must effectively target them through the various content themes that resonate with them. A content theme is a particular subject or topic of a content.

Additionally, Forouzandeh, Soltanpanah, and Sheikahmadi (2014) emphasized the importance of content marketing on social networking sites. Their study revealed that content marketing builds consumer trust and encourages purchases, thereby increasing product sales.

Literature and Studies on Facebook Content Creation

Based on the research conducted by the researcher across various databases, there is a noticeable gap in literature and studies specifically focused on how Facebook content creation is done by non-profit and not-for-profit organizations, both in the local and global context.

This study addressed the research gap by conducting an autoethnographic study, providing significant insights and guidance for not-for-profit and nonprofit organizations, with a particular focus on those in the Philippines.

Chapter III

FRAMEWORK OF THE STUDY

The research employed the Grounded Theory Framework, which aims to generate theory from collected data (Miller, 2015). Based on the identified research gap, there is a lack of studies showing how Facebook page content creation is done by not-for-profit and non-profit organizations in the Philippines — making the Grounded Theory Framework a perfect fit for the study. As Munhall (2012) highlighted, Grounded Theory proves valuable in situations where there is limited prior knowledge about the subject or field under investigation.

Dougherty (2017) described the Grounded Theory Framework as a method that “builds theory,” emphasizing that it does not test or verify a theory but rather seeks to identify, label, and analyze themes within organizational life’s dynamics and patterns. This approach is suitable to my study, as I identified, labelled, and analyzed themes and patterns related to the phenomenon of Facebook page content creation based on my personal experiences in the not-for-profit virtual community I am a part of.

It was also noted that Grounded Theory aims to examine the processes behind “how” and “why” structures, conditions, or actions emerge. This aligns with my research question, which examined how Facebook page content creation is conducted by a not-for-profit virtual community in the Philippines and the meaning behind how Facebook page content creation is done — drawing meaning from the cultural context.

Further, it was also mentioned that Grounded Theory produces a “richer and more realistic understanding” about a phenomenon.

Four Principles and Eight Rules for Grounded Theory Building

Dougherty (2017) enumerated and explained four principles and eight rules for Grounded Theory Building which are presented below:

Principle 1: Grounded Theory building (GTB) should include the inherent intricacies of social life

The aim is to create new theories or to expand upon current ones by discovering core themes and patterns on the phenomenon being studied. The focus of this method is on the ongoing organizational phenomena themselves rather than on theories or constructs about them. Important elements include understanding how people behave and think in real situations, how they implement behaviors, how various processes interact within the situation, and the circumstances under which these implementations might deviate or change.

Rule 1: Investigate distinctive attributes of the phenomenon

According to Dougherty (2017), investigating unique attributes of the phenomenon entails diving into a phenomenon deeply to uncover and comprehend how all the issues are connected which will help to understand the complexity of social life.

Rule 2: Seek out the social behaviors that underlie visible structures

The second rule helps in understanding the significance of a specific situation to its participants, the framework of these meanings, and the reasons behind the prevalence of these particular meanings.

Principle 2: The researcher must engage deeply with the data

Researchers are encouraged to conduct a thorough and meticulous examination of the data to dig into the question of “what is happening in this context?”

Rule 3: Data must present social action

It is advised to gather data from observations, interviews, correspondence, narratives, photographs, archival records, and other textual materials that capture social interactions and behaviors.

Rule 4: Subjectivity cannot be removed

Subjectivity remains integral to the Grounded Theory Building method because researchers must interpret their data within specific contexts to identify unique issues or emerging themes in meanings. The effectiveness of managing subjectivity is measured by how thoroughly researchers address questions concerning the how, when, and why of their findings.

Principle 3: Grounded Theory integrates various research tasks

Research tasks involve planning the study, gathering data, analyzing it, and documenting findings.

Rule 5: Anchor the problem statement within the phenomenon

Stating the research question in terms of the phenomenon being studied helps maintain empirical grounding. Remaining grounded also aids the researcher in staying focused and achieving a clearer understanding of the study.

Rule 6: The analysis process identifies the amount and kind of data necessary for the research

The data required for Grounded Theory Building depends on the researcher’s discernment. Main considerations include whether the theory effectively explains the

phenomenon, addresses the research question comprehensively, and articulates fundamental dynamics such as their nature, mechanisms, evolution, and interactions with other themes.

Principle 4: Grounded Theory Building stands on its own merits

The method is systematic, meticulously conducted, and thoroughly analyzed.

Rule 7: Grounded Theory Building should not be mistaken for pre-testing

This principle highlights the distinction between the Grounded Theory Building method and the quantitative practice of pre-testing instruments to verify how well they measure a variable in the eyes of people. Grounded Theory aims to provide understanding how individuals perceive and make sense of a phenomenon.

Rule 8: Validity and reliability rely on coherence, consistency, plausibility, usefulness, and potential for further expansion

The researcher must justify why the approach to the question is significant, detail how the analysis is conducted, and explain how and why the theory being developed enhances understanding of the studied phenomenon.

Grounded Theory Framework: An Emergent Method

Hesse-Biber and Leavy (2010) described Grounded Theory as an emergent method — inductive, indeterminate, and open-ended, beginning with the empirical world and developing an inductive understanding of it as events unfold and knowledge comes up (p.155).

Further, it was emphasized that “uncharted, contingent and dynamic phenomena” are best to be studied utilizing the Grounded Theory method.

Grounded Theory: Meaning Generation Based on Experiences

According to Miller (2015) a qualitative study is useful for uncovering how individuals understand their lives and experiences. Grounded Theory research goes further by aiming to build a theory that explains the phenomenon of interest. This theory is considered “grounded” because it is rooted in the participants’ words and experiences. In the study, the researcher started with individual stories and through analysis, deconstructs and reconstructs these stories to create a cohesive narrative.

Moreover, by utilizing the Grounded Theory framework, the researcher was able to develop crucial insights not only through the research process but also from personal experiences (Merriam, 2002, as cited in Miller, 2015).

Chapter IV

METHODOLOGY

Qualitative Research

Qualitative Research Method was utilized for this study due to the following reasons:

- (1) I wished to make sense of my experiences as a Community Manager of a not-for-profit virtual community to better understand the phenomenon of Facebook page content creation. Tenny, Brannan & Brannan (2023) suggested that a qualitative type of research is best used to collect a participant's experiences, perceptions and behavior;
- (2) According to Tenny et.al., (2023) a qualitative type of research wishes to answer the "why" and "how" questions and not the "how many" or "how much." My research seeks to answer the "how life is lived" question and the meaning behind the culture;
- (3) Miles, Huberman, and Saldana (2014) noted that qualitative methods provide well-grounded, rich descriptions and explanations of processes within specific local contexts, which is a perfect fit for my study (p.11).

Autoethnography

I selected Autoethnography as the qualitative research methodology for my research. Having almost a decade of experience in Marketing Communications and Facebook Community Management, I believe that my experiences can provide a rich and substantive contribution in the phenomenon under study, Facebook Page Content Creation.

Wall (2008) defined the research method as an interesting qualitative method that gives voice to an individual's personal experiences – seeking to offer sociological understanding.

Meanwhile, Deitering (2017) emphasized that in order to cultivate meaningful practice knowledge and derive theories from practice, a researcher must engage in *“localized, personal, embodied, affective, deeply situated, critical, and reflective research”* in which Autoethnography serves as a method that enables researchers to meet the said objectives.

Criticisms and Limitations of Autoethnography

Over the years, there have been a number of criticisms faced by Autoethnography. The method is noted to be too focused on the researcher's experiences (Alvesson, 2003, as cited in Poerwandari, 2021). Similarly, it was emphasized that researchers of Autoethnography might be too concerned with their own problems – heavily noting the danger of narcissism in the conduct and writing of autoethnography (Eriksson, 2010, as cited in Poerwandari, 2021).

As for the limitations of Autoethnography, the following limitations were enumerated by Ademowo (2023):

- (1) **Subjectivity** – since the research method produces subjective interpretations of the researcher's experiences, the results of the study may not be generalizable to other people or contexts;
- (2) **Ethical considerations** – the research method may raise concerns in issues like confidentiality and privacy;

- (3) **Bias** – Writing of an autoethnography might be influenced by the researcher's bias and assumptions

Potential Strengths of Autoethnography

On the other hand, if Autoethnography is done rigorously and responsibly, Poerwandari (2015) cited the following potential strengths of the said research method:

- (1) Autoethnography has the potential to capture and illuminate in-depth experience of the researcher. This strength was emphasized by Fasulo (2015) noting that engagement, a researcher being in the setting, is crucial in discovering new insights presented through the writing of his personal experiences;
- (2) Self-examination has the potential to provide a better understanding of a particular phenomenon under study;
- (3) Autoethnography can present “experience-based theory” or “field-based practice theory” which can be referred to as what Hamdan (2012) pertains to as “privileged knowledge” as it showcases insiders' accounts which can lead to a more substantive analysis and understanding of the phenomenon.

Personal Narratives in Autoethnography

Ellis (2004) highlighted that personal narratives aim to promote self-understanding within a cultural context, encouraging readers to enter the researcher's world to reflect on, comprehend, and examine their own lives. These narratives take the form of stories where the author portrays themselves as the central figure, providing detailed insights into their academic, research, and personal experiences (Ellis, 2009).

Drawing from nearly a decade of experience in Marketing Communications and Facebook Community Management, I conducted an autoethnographic study to discover insights about myself and learn more about Facebook page content creation through personal narrative. In line with this, Richardson (2000) characterizes writing as a method of discovering and way of knowing about oneself.

Participant of the Study: The Researcher of the Study

It is deemed crucial to provide background information about myself to offer context for my perspective, motivation, and interpretation.

I was born in the Philippines in 1994, identifying as an Asian-Filipino Female. I am a middle child. Growing up, I participated in activities such as visiting homes for the aged and conducting feeding programs for underprivileged children, as a common practice in our family.

My family's background in education and communication—my grandmother, aunt, and brother are teachers, my uncle is a radio broadcaster, and my cousin is an attorney—instilled in me an early appreciation for the power of communication to educate, inspire, and mobilize people from all walks of life.

I attended a Catholic school in our province of Pampanga for my elementary and high school education. In high school, I was the Head Catechist of our batch where I was tasked to oversee all the catechists' activities.

For college, I moved to Manila and took advantage of a scholarship at a school where my aunt, a professor, secured this opportunity for me. I was a consistent President's Lister, served as Class President from first to third year, and was the President of the Community Outreach Movement Pro-Active Student Service

(COMPASS) organization in my fourth year. As COMPASS President, I led outreach activities, including relief efforts and visits to the Home for the Aged.

Also in college, I pursued a dual degree in Mass Communication, majoring in Broadcasting with 18 units in Education, majoring in English and Literature. My undergraduate research in 2015 is “Youth Mobilization in the Era of Social Media” where I investigated the most commonly used social media platform of the youth, what made social media an effective instrument for youth mobilization and the ways on how youth are mobilized by social media. The findings of my study revealed that Facebook is the top social media platform utilized by the youth. The effectiveness of social media for youth mobilization is brought about by its popularity, accessibility, strong appeal to youth, ease of information dissemination, impact, broad and active use. Additionally, the findings also revealed that the respondents were mobilized by social media posts, statuses, videos and photos in social, environmental, and socio-civic aspects.

After graduation, I became the breadwinner for my family at the age of 20. My first job was as a Sales Training Officer in a direct selling company in the Philippines, where I later transitioned to the roles of Communications Assistant then Online Community Management Supervisor. My responsibilities ranged from monitoring the Facebook page and Facebook group of the company by responding to messages and concerns, accepting or declining membership requests in the Facebook group, assisting in creating Facebook page content calendar for the brand by suggesting content ideas for posting, publishing online contests and promos, releasing and monitoring incentives receipt for the members of the Facebook group, conducting social monitoring reports and nationwide survey to our customers on the effectiveness

of our communication materials such as brochures, video presentations, and other advertising materials.

I also passed the Licensure Examination for Teachers in September 2015.

In May 2016, I started my Master's in Marketing Communications at De La Salle University (DLSU) – Manila, supported by a scholarship from my organization and DLSU's Financial Assistance Grant. I completed my Masters in December 2019. Taking up Master's in Marketing Communications allowed me to appreciate more the power of communication in informing, engaging and mobilizing people, in a marketing perspective.

During the pandemic, I joined a not-for-profit virtual community aimed at supporting Pinays in their careers and businesses. Initially serving as the Support Admin, my responsibilities included monitoring and managing email correspondence, the community's Facebook page, and its Facebook group.

After more than a year, I advanced to the role of Community Manager, where my duties expanded to helping the Founder create the monthly Facebook page content calendar of the not-for-profit community and overseeing partnership collaborations. This involved coordinating with trainers offering workshops, partner organizations seeking collaborations, businesses providing minor gifts for our event and free training, and influencers willing to support the community's growth through social media promotion and content partnership. I also collaborated closely with our Founder, Outreach Coordinator, and Facebook Moderator/Graphic Artist in the ongoing management of the online community.

A consultancy and business digitization firm sponsors our not-for-profit virtual community and concurrently, I also work for them as a Project Manager where I see to it that projects are seamlessly managed by the Philippine team.

Additionally, during the pandemic, I co-founded an online food business with my boyfriend using the Facebook platform. In this role, I oversee partnerships and manage the brand's social media presence by creating and posting content on its Facebook page. Further, we also allocate a portion of our profits to support the missions of a church and a non-profit dedicated to helping abused women.

In August 2021, I was admitted to the Doctoral program in Communication at the University of the Philippines – Open University which had further deepened my appreciation for communication.

Since 2023, my mother and I have regularly attended Zumba classes at malls which I have discovered through Facebook. All class announcements, including schedules and outfit color codes, are communicated through Facebook chat and our group page. In our Zumba community, we also participate in outreach activities, wherein the Facebook platform is also our tool in communicating about essential information and making the community outreach possible.

Being a social media user since 2007, it is uplifting and inspiring to observe how social media and social networking sites can be used in creating and sustaining communities with and for a purpose.

The Not-for-Profit Community Involved in the Study

The not-for-profit community was founded in January 2021 by a Filipino-American entrepreneur. The virtual community was initially launched on Facebook, offering monthly online training, projects, challenges, and incentives for Pinays.

The Founder's main goal is to enhance community members' creativity, personal development, and confidence, while inspiring them to be career-driven and financially independent.

In 2022, the community hosted its first in-person event and outreach activity. Currently, the community has over 200 members in its database. Both online and offline trainings and workshops are continuously conducted, with the community management mainly taking place on the Facebook platform. Facebook contents are continuously being created and posted hoping to help achieve the communication and community's goals.

Data Collection

Chang (2008) has mentioned that one of the pitfalls of autoethnography is the complete reliance by the researcher on his or her personal memory and recall as a data source. To address the aforementioned pitfall, the researcher has developed a retrospective account of her life conducting Facebook page content creation with the aid of textual artifacts to support recall.

The researcher employed a data generation exercise, as described by Chang (2008), to chronologically list significant events and experiences related to the research topic and to aid and support in recall. Textual artifacts from 2021 to 2024 were collected to provide insights into Facebook page content creation. These artifacts

included screenshots of emails, conversations, meeting notes, survey results, content calendars and other pertinent documents which came from two primary platforms: the organization's official email software, Zoho, and its communication platform, Basecamp.

The 2021–2024 time frame corresponds to the establishment and continued content creation of the not-for-profit community being studied, which remains ongoing until the present year, 2024. The selection of textual artifacts was based on their direct relevance to the study's topic, Facebook content creation process, to guarantee alignment with the research objectives.

Further, actual social media posts that would better present the narrative were also collected and presented in the narrative to help in visually representing the story and experiences of the researcher.

Data Analysis

Thematic Analysis was conducted by the researcher to analyze the data collected in the study.

To have a more structured thematic analysis, five steps were enumerated and explained by Castleberry & Nolen (2018) namely "compiling, disassembling, reassembling, interpreting, and concluding" which served as the researcher's guide in conducting the data analysis for the study. Below are the steps conducted by the researcher following Castleberry & Nolen (2018) guidelines:

First step: Compiling

This step involved gathering the textual data to be used in the study's analysis. Textual data were collected from multiple data sources such as emails, actual

conversations, meeting notes, pertinent documents, content calendars and were compiled in a Word File. Reading and re-reading the data was done throughout the whole analysis process. After organizing the data, the researcher proceeded to the second step which is disassembling.

Second step: Disassembling

After compiling the data, Castleberry and Nolen (2018) emphasized the importance of categorizing it into meaningful groups, a process that is achieved through coding. In qualitative research, coding involves converting raw data into usable information by identifying recurring themes, concepts, or ideas. Due to the breadth of data and to ensure that complete data will be coded, the researcher used MAXQDA, a qualitative data analysis software, to conduct in vivo and axial coding. The use of MAXQDA helped the researcher have a more organized and efficient coding process. The researcher uploaded the Word document which consists of the collected textual artifacts into MAXQDA, then highlighted excerpts related to Facebook content creation, which served as the in vivo codes. Taking in consideration in vivo codes helped the researcher ensure that direct and authentic data are used in the coding. Sample screenshots of the MAXQDA use is viewable on Appendix C. Subsequently, the researcher performed an analysis to derive axial codes from the in vivo codes.

Third Step: Reassembling

Reassembling, as the third step, facilitated the identification of the main theme. The researcher compiled all the in vivo and axial codes into a table using Microsoft Word, as shown in Appendix A, to determine the emerging themes. According to Braun

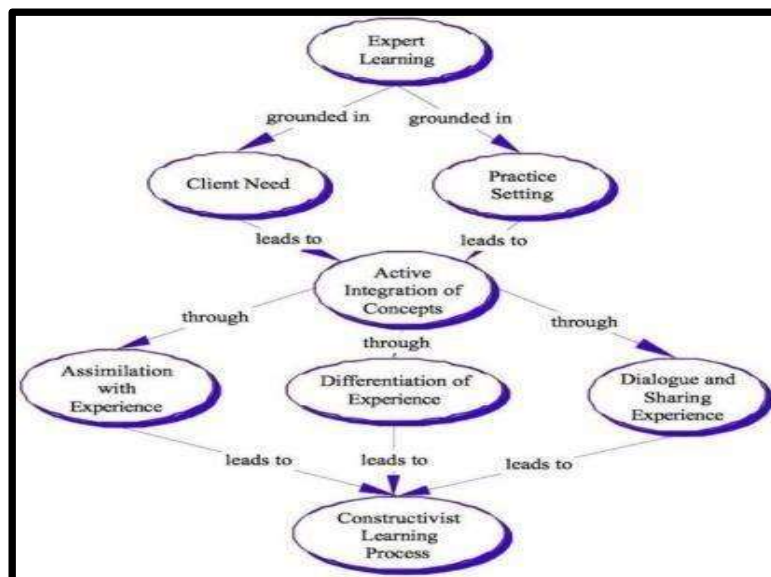
and Clarke (2006), a theme represents a significant aspect of the data that is relevant to the research question and presents a structured pattern or meaning within the dataset.

Fourth Step: Interpreting

Castleberry and Nolen (2018) stated that interpretation should happen throughout the entire data analysis process, rather than being reserved solely for the final step. In this phase, the researcher synthesized the patterns and themes that have come out from the coding and reassembling stages. The researcher created a thematic map to visually represent the relationships or connections between the identified themes and codes. As noted by Daley (2004), a thematic map is an important tool in qualitative research as it shows how the various themes and codes are interconnected, providing a clearer understanding of the data's structure and underlying meaning.

Figure 5.

Example of a Thematic Map: Learning Process of Novices (Daley, 1999)



Fifth Step: Concluding

The thematic map created in the fourth step helped the researcher visualize the connections of the codes and themes, helping in the formulation of conclusions that serve as the response to the research question or the study's aim. It is highlighted that qualitative research conclusions are not often generalizable. But it is important to note that this is not a research limitation, but a research feature to be recognized. With this, there is a need for readers to look into the study and see how they can apply it in their own context (Castleberry & Nolen, 2018).

Reliability, Validity, Credibility and Ensuring Standard of Rigor of Autoethnography

Ellis, Adams and Bochner (2011) heavily emphasized that in autoethnography, the meaning, context and use of the terms 'reliability', 'generalizability' and 'validity' are changed. It was stated that reliability is connected to the researcher's credibility and ensuring that the researcher, who is the narrator, has really possessed the experience written in the autoethnography supported by factual evidence.

To cement the credibility of the autoethnography, the researcher incorporated rich, detailed descriptions into the narrative writing, showcasing concrete examples which provided clarity and authenticity. Screenshots of actual conversations, emails, and notes were included to substantiate the narrative, utilizing a "show, don't tell" approach that allowed readers to engage directly with the evidence rather than relying solely on the narrative.

Additionally, the researcher made a focused effort to convey her experiences, insights, and tacit knowledge explicitly which is aimed to provide the readers with the

insider's perspective, one of the potential strengths of the research method.

Furthermore, the researcher anchored her personal experiences within broader theoretical and scholarly contexts by connecting them to relevant literature. Connecting the researcher's experiences to relevant literature can help the readers see the applicability of literature to the practical experiences and insights of the researcher on Facebook content creation and at the same time can help present how the experiences of the researcher are connected to larger theoretical or scholarly trends. Positionality was stated too in the beginning to provide transparency and inform the readers of the researcher's experiences, values, and perspectives that shape the research process.

In terms of validity which is strongly connected to reliability, it was also mentioned that the autoethnography must feel true and believable to the readers (Ellis et al., 2011).

Morrow (2005) has developed a framework to ensure a qualitative research's standard of rigor. The said framework is described by McIlveen (2008) as a clear guide and is also applicable to autoethnography. To ensure standard of rigor of qualitative research, the research report needs to possess the following characteristics:

- (1) present the researcher's experience with full honesty, authenticity and meaning;
- (2) show how the researcher has changed or grown as a result of the study (Amin et.al., 2020);
- (3) provide meaningful knowledge and information to those who haven't experienced the phenomenon being studied or who may have experienced it but did not get a chance to conduct a study (Morrow, 2005)

Ethical Considerations in Autoethnography

To uphold ethical considerations, the researcher ensured the anonymity of individuals involved by hiding their names and excluding any identifying details. This is evident in the screenshots of textual artifacts, where names and other identifiers have been covered. Similarly, the name of the community featured in the study has been also hidden in both the screenshots and the narrative.

The researcher conducted a meeting with the Founder of the community to request permission for using the community in the study, during which the study's objectives, data collection method and significance were explained. In support of the verbal request from the meeting, a follow-up email was sent to formally document the permission.

Additionally, the researcher carefully ensured that the narrative and screenshots of textual artifacts were used solely to fulfill the objectives of the study. The content shared did not include any sensitive information that could harm the individuals or the community involved in any way.

Moreso, Cooper & Lilyea (2022) have emphasized that, in addition to caring for others in the conduct of autoethnography, it is imperative to also care for oneself or what is referred to as ethics of self. They have also noted that autoethnographic study can make a researcher emotional, vulnerable, and may discover unresolved aspects of their identity, thus highlighting the importance of self-care. Being aware of this, the researcher made time to unwind and destress during the conduct and writing of the study to ensure personal care.

Chapter V

RESULTS AND DISCUSSION

This chapter presents the results and findings of the research. The first section details the researcher's personal journey of becoming a member of the not-for-profit virtual community and its Support Team member.

The second section examines the qualitative data gathered, including text artifacts such as email screenshots, conversations, notes, survey results, content calendar and relevant documents from 2021 to 2024. The researcher employed the Grounded Theory Framework aiming to generate theory with the data gathered.

The said textual artifacts were then analyzed to provide insights into Facebook page content creation. Additionally, the researcher selected social media posts that visually represented her narrative and storytelling of her experiences.

Further, the researcher has conducted a thematic analysis, supported by MAXQDA, a qualitative data analysis software, which was used for the in vivo and axial coding, aimed to address the following research questions:

- (1) How is Facebook page content creation conducted by a not-for-profit virtual community in the Philippines, as viewed from the perspective of a Filipino Online Community Manager?*
- (2) What is the meaning behind the process of Facebook page content creation in a not-for-profit virtual community in the Philippines, as perceived by a Filipino Online Community Manager?*

Significant insights were gained not only through the research process but also from the researcher's personal and professional experiences. Given the researcher's emic ontological stance, the researcher acknowledged the opportunity to contribute practical knowledge on how a not-for-profit virtual community conducts Facebook content creation.

MY MEMBERSHIP TO THE NOT-FOR-PROFIT VIRTUAL COMMUNITY

Last May 1, 2021, I was riding a jeepney, feeling lost and stuck in life, mindlessly scrolling my Facebook newsfeed when I was captured by the below Facebook post posted by my former colleague on her Facebook account. I never knew that this was the beginning of something new and beautiful in my life.

Figure 6.

The first Facebook post posted by the not-for-profit virtual community that captured my attention and interest



After being captured by the post, I hurriedly messaged my former colleague asking

about the not-for-profit community she joined in and how she was able to earn an incentive.

My former colleague mentioned that a member just needs to create social media content such as quotes and written blogs about the topic to be provided by the community and if your content was chosen and posted on the community's Facebook page, you will earn a specific amount of incentive.

My former colleague also reiterated to me that joining the community is free. Only effort and creativity are needed. She also advised me to watch out for the monthly Facebook Live happening every first week of the month where the community Founder lays out the community project for the month. She also advised me to check out the Facebook page of the community to see the members' projects and to get more ideas about the community. And so, I did.

As someone who possesses communication skills, a background in Communication, and passion for communication, the community has greatly piqued my interest. More so, during the pandemic, joining a community and doing projects aligned with my passion, knowledge and skills have been definitely helpful to me in releasing any anxiety or stress brought about by the COVID scare and lockdown.

In the same month, I joined the not-for-profit community by reaching out via their official email. Shortly after, I was asked to fill out a verification form requiring details such as my name, Facebook profile link, email address, how I discovered the community, my referrer's name, a brief personal introduction, my reason for joining, and confirmation of my engagement with the community's Facebook page.

After I submitted the form, a referral verification was sent to my referrer who was a

former colleague. The community's U.S. Support Team asked for details from my referrer, including my full name, Facebook profile, our relationship, and a brief description of me.

The U.S. Support Team reviewed the information provided by my referrer and at last, I am now a part of the community, starting as a Beginner Level. When I joined, there were 3 projects for members under the Beginner Level.

The first project included creating memes on topics such as women in business and entrepreneurship, lessons learned from the community and their real-life applications, and the community's impact on personal growth, business, and career.

For the second project, the task was to create social media posts centered on themes of women's empowerment, entrepreneurship, teamwork, and self-care. Monetary prize for each meme and social media post is \$0.50 cents.

The Support Team also sent specific guidelines for submissions. They highlighted the importance of originality, stating that entries resembling those of other participants or older posts would be declined. To guarantee consistency, they outlined the required photo dimensions: a square or 1:1 aspect ratio for Facebook timeline artworks and a 9:16 aspect ratio for Facebook stories. Additionally, they encouraged submitting a minimum of five entries per email to simplify the review process. To facilitate proper categorization, they suggested using the following subject lines: "Meme Posts Entry #_" and "Social Media Posts Entry #_" when submitting the project.

The third project required researching facts and articles on various topics, including Money and Finance (USA-based), Business Innovation (USA-based), Natural Skincare practices and products (USA and Philippines-based), Natural Beauty Hacks, and Health and Beauty alternatives to medicine and invasive treatments. A monetary incentive of \$0.50 was given for each submitted link and summary. Inspired and motivated by the projects, I

submitted social media posts for the community which were posted on the community's Facebook page.

Before my membership to the community, I was made aware of the community through a social media post posted on Facebook showing the monetary incentive earned by a former colleague of mine. This shows how our not-for-profit virtual community has maximized the Facebook platform in bringing awareness to the community through marketing tactics such as use of games with corresponding prizes presented through a social media post to attract potential members to the community.

In line with this, Tsimonis & Dimitriadis (2014) conducted a study to identify the following: (1) reason behind the creation of brand pages in social media; (2) how companies use social media; (3) policies and strategies the company follows; (4) expected outcomes.

It was revealed that companies use social media for prize competitions, new product or service launch announcements, engaging with fans, offering information and management of customer issues. Meanwhile, the primary outcomes expected from these efforts are the following: customer interaction and engagement, relationship building, brand awareness, production promotion, sales and customer acquisition.

Moreover, Shen and Bissell (2013) performed a study to determine the most popular and engaging types of social media content among six beauty brands, based on social media insights. The study showed that entertainment-focused posts—such as beauty polls, Q&A sessions, surveys, and reward-based activities—were the most popular and engaging.

Aside from the social media post which made me aware about the virtual community, electronic word of mouth is also seen as impactful. A brand's social media posting is

effective when it has the right content that can attract its target audience, but it is more effective when electronic word of mouth (eWom) is present. My former colleague, seeing her congratulatory post published on the not-for-profit's virtual community Facebook page, decided to share it to her Facebook profile, which allowed me to see the post, which then led me to inquiring about it and becoming an actual member of the community.

Hennig-Thurau, Gwinner, Walsh & Gremler (2004) defined electronic word-of-mouth (eWom) as statements posted electronically by potential, actual or past customers about a brand's product or service.

Moreover, according to Spratt (2008), online community members can help a brand increase sale by making company promotions look like genuine conversations or fan activities regardless of the emotional value or tone of their message.

Furthermore, Shen and Bissell (2013) noted that posts encouraging users to "like," "comment," and "share" demonstrate electronic word of mouth (Ewom) and that according to rule five of viral marketing strategies, a significant component of the beauty industry corporate strategy is developing and implementing Ewom branding strategies.

In terms of the projects cascaded to the community members, the not-for-profit community ensured its social media presence through consistent postings generated from its members which can be considered as user-generated content. According to Agarwal (2020), user-generated content (UGC) refers to content produced by customers, which enhances a brand's authenticity. Additionally, UGC is vital for promotion, as consumers tend to consult their social networks when making buying decisions.

The following are three types of consumers' online brand-related activities: consuming, contributing and creating. 'Consuming, contributing, and creating' are terms that represent increasing levels of brand engagement. Consuming pertains to using brand content, while contributing and creating involve active participation (Muntinga, Moorman, & Smit, 2011, as cited in Malthouse, E. C., Calder, B. J., Kim, S. J., & Vandenberg, M., 2016).

Contributing includes interactions or engagement on social media or brand forums, and creating refers to producing brand-related content like blogs or videos. Both contributing and creating are considered to be forms of user-generated content (UGC) (Malthouse, et.,al 2016).

A study was conducted by Malthouse et., al (2016) which seeks to examine how contributing, such as joining a social media contest, impacts future purchases. It was revealed that user generated content has the potential to engage customers with a brand and directly influence their purchases.

Based on observations from our virtual community and social media insights, user-generated content drives high engagement because members find it relatable and impactful.

Engagement is essential to our virtual community, driving involvement in our mission, empowerment, and participation in educational activities. This is the reason why it is crucial to stand out on social media, capture the attention of potential and current members, and foster ongoing interaction with our community members. In brand marketing, consumer engagement has become a key focus (Brodie et al., 2011, 2013;

Hollebeek et al., 2014), with user-generated content seen as a powerful tool for driving this engagement (Muntinga et al., 2011).

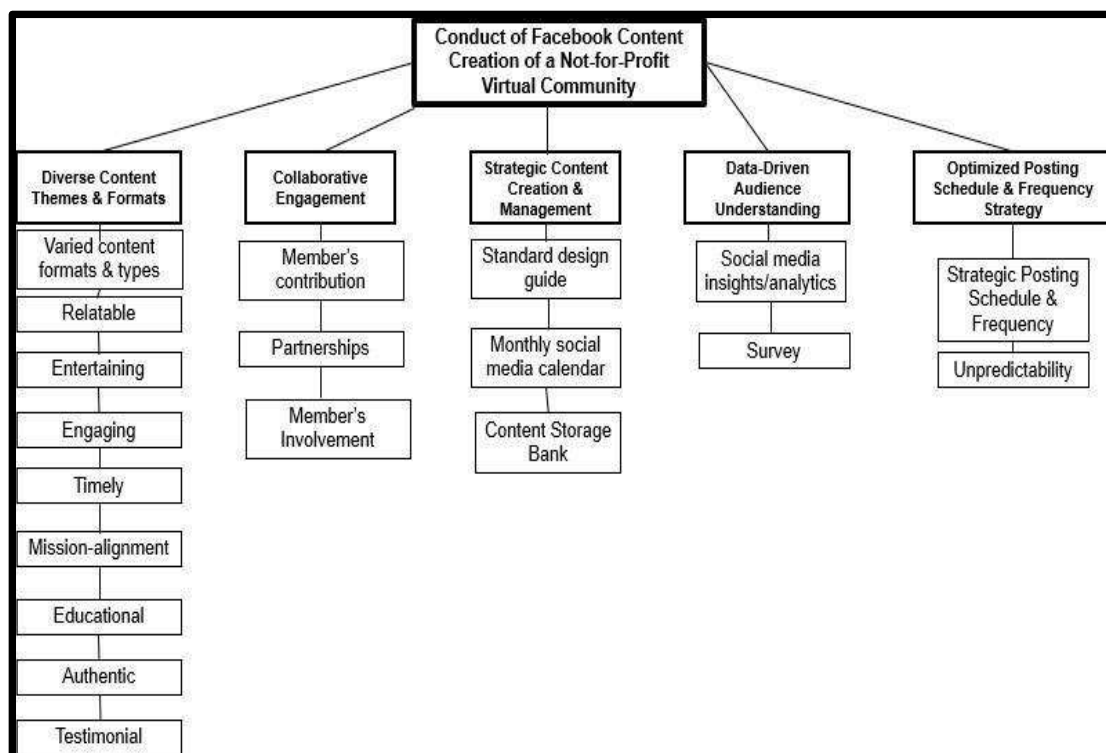
MY ROLE AS A SUPPORT TEAM MEMBER

Two months after I joined the community, I was hired as a member of the Support Team. I was no longer able to receive monetary incentives for the projects I submitted but I was paid a bi-monthly salary. I was very happy and grateful because not only was I a part of a community that empowers me, but more so, I am able to earn more by having a part-time job by being a Support Team member. As a Support Team member, I am tasked to respond to members' concerns or questions sent on the email address of the community, help in scheduling Facebook posts, moderate the Facebook page by replying to comments on posts, answer questions and concerns of the members sent on the Facebook Messenger, moderate during Facebook Live by engaging to the comments of the audience and responding to questions, welcome members on the Facebook group of the community, respond to comments or questions posted on the posts on the Facebook group, schedule posts on the Facebook group and accept or decline join requests of members on the Facebook group.

After a year, I was appointed as the Community Manager, overseeing the online community, team coordination on social media content production, helping in the Facebook content creation in terms of messaging, collaborating with partner organizations, trainers, experts and influencers. This role serves as the foundation of most of my perspective in the conduct of this research.

I. CONDUCT OF FACEBOOK CONTENT CREATION OF A NOT-FOR-PROFIT VIRTUAL COMMUNITY

Figure 7.
Thematic Map for Research Question 1



One of the primary emerging themes on how the not-for-profit virtual community involved in this study conducts Facebook content creation is the use of diverse content format and types as well as creation and posting of a wide range of posts themes, such as engagement-focused content, timely postings, testimonials, entertaining and relatable posts, authentic, mission-aligned and educational posts.

A second theme is Collaborative Engagement. The community encourages member contributions and involvement and leverages the power of partnerships in content

creation.

The third theme is Strategic Content Creation and Management. This involves establishing a standard design guide used by content creators in formulating the content messaging and type of posts, developing a monthly social media calendar, and managing a content storage bank to streamline the content creation process.

A fourth theme that emerged is data-driven audience insights. By conducting surveys and extracting or reviewing social media insights, the community possesses a deeper, data-informed understanding of its audience.

Finally, the community follows an optimized posting schedule and frequency strategy, which emphasizes consistent posting at strategic times to maximize engagement.

Diverse content formats & themes

The virtual not-for-profit community uses a diverse content strategy, delivering different messaging on its posts aimed to achieve different objectives and presented in varied content formats. The community creates different types of posts focused on varied themes such as entertainment, engagement, relatability, education, timely happenings, authenticity, testimonials, and mission-aligned messages.

Social media marketing can offer various advantages for organizations such as enhancing brand awareness, bringing traffic to the organization's website, creating conversations, and promoting strong relationships with the audience (Weinberg, 2009, as cited in Helander, 2014).

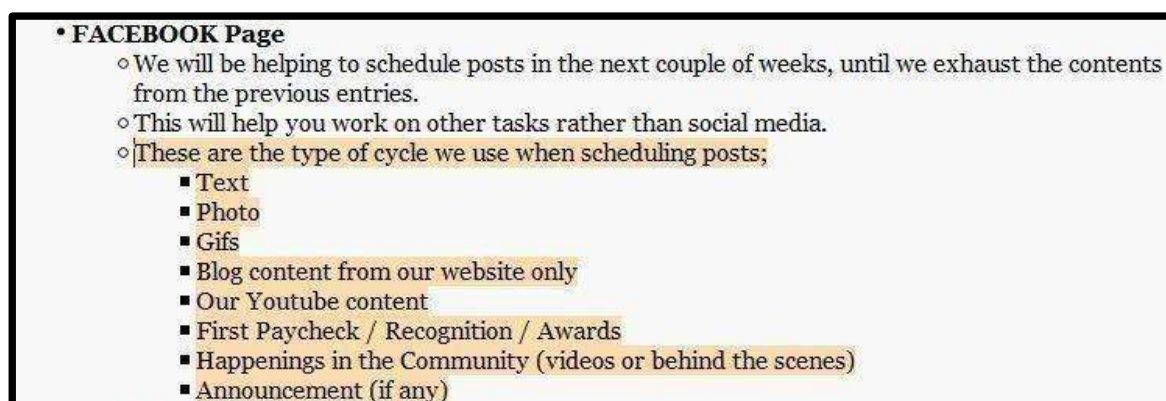
But in order to achieve the said objectives, attracting the target audience's attention is crucial. And in order to attract the audience's attention, understanding them is paramount. The initial step for any social media strategy is to understand the audience and their behavior online (Lioukas, 2016).

Understanding one's audience entails understanding the list of reasons why people use the internet. Various reasons including learning, seeking for information, communicating, for convenience, being part of a community, creating content, and keeping up with the world were noted as the reasons for people to use the internet (Dann & Dann, 2011, as cited by Helander, 2014). And since people have different reasons for using the internet which can also be applied as reasons why they use social media, it is important for organizations to post diverse content that will meet the various reasons why they use social media.

Varied content format and types

Figure 8.

U.S. Support Team's email on different types of content/posts



When I started working as a member of the U.S. Support Team for the not-for-profit virtual community, I received an email from them outlining the processes they have specifically on the management of the community's Facebook Page and Facebook Group. Guidelines for the types of posts that should be shared on a scheduled basis were sent.

As I engaged with this content, I observed a variety of post formats being created and used—ranging from text-based posts, photos, and GIFs, to links directing members

to blog posts on the community's website or links to videos posted on the community's YouTube channel.

Moreover, there were posts highlighting recognition and awards, community events, and important announcements.

As I became more aware of the diversity in the contents in terms of types and formats, I began to recognize that each content serves a unique purpose within the not-for-profit virtual community – each has its own objective. This realization shifted the way I see content creation, considering content creation as an intentional method of communication, with each post having its own role or purpose. A content creator, even before creating a content, has a purpose in mind, whether that is to inform, engage, and/or mobilize a target audience - which can be linked to Uses and Gratification Theory. According to the said theory, the audience are not passive recipients of information, but are active participants who look for, utilize and consume media for various reasons. Four media uses were identified by Blumler & Katz (1974) namely: diversion or entertainment, personal relationships, personal identity and surveillance. The producer of content on the other hand has also different motivations in mind which can impact the content creation process.

An advice to maximize the Facebook group's scheduling post feature was sent by the U.S. Support Team emphasizing that we need to post every single day to stay on top of our members' minds. Posting from the pool of various content we have is suggested. The consistent daily posting is done to ensure that we remain visible online, enhance engagement and achieve whatever objective we want to attain – whether that is bringing awareness, promoting engagement or mobilizing people into action. The different content formats – whether images, texts, links, videos, also help us ensure that we always bring

conducted a training session that changed how I approached social media content creation. She introduced us to the concept of creating a social media calendar. Before we began creating content, she emphasized the importance of putting ourselves into the shoes of our target audience—reflecting on their interests, pain points, behaviors, and mindsets. This process was more than just strategy; it was about understanding the audience we wanted to reach.

We were asked to jot down a single word for each day of the calendar, something that would serve as a guide for the messaging of the content we would create. For example, if we discovered through social media insights or surveys that a majority of our audience love to travel, we can write “travel” under November 23. From there, we could choose what content format would best represent that theme—a social media graphic? A video? Perhaps a Facebook story? A Facebook reel?

This approach taught me how to create content that resonated with our audience while using different content formats to maintain variety and keep engagement high. It taught me how to strike a balance between creating meaningful, relevant content and ensuring our posts remained fresh and engaging to our audience’s eyes. As Fisher (1987) highlighted in his Narrative Paradigm Theory, narratives are persuasive and impactful because they appeal to values, emotions, and cultural experiences of individuals, shaping how they interpret information

Figure 11.

Advice to ensure a combination of diverse content types and formats



The email above emphasized the importance of combining different content formats—static ones like artwork or text, dynamic ones like reels or videos, and interactive ones such as Q&A sessions, conversation starters, or games. This advice was not just about for the sake of variety, but it is more of keeping our audience engaged and avoiding predictability.

Based on my observation and personal experience, I found out that a repetitive, predictable post, even if well-designed, could easily become boring, which makes us lose our audience's attention. In the competitive world of social media, where capturing the audience's attention is crucial, we cannot afford to lose that connection.

Moreso, it is not just about creating relatable or entertaining posts, it is about continuously adapting, thinking ahead, and ensuring that the content resonates with the audience. This reflection can be connected to Media Ecology Theory which posits that media and communication technologies can impact human interaction and behavior (Postman, 1970) and so agility of content creators are critical in ensuring content creation processes meet the evolving needs of the audience.

Figure 12.

Different types of content suggested to be posted on the Facebook Page

- Member Review Post - once a month
- Birthday post - once a month - first week of the month
- Youtube link video - once a week - every Thursday
- Blog - once a week - Tuesday
- First Pay Recognition - 2x a month
- Blog post / long form post - Founder
- Hugot Post - replacement to Monday Hugot
- Engagement Post
- Reels (15 to 30 seconds)
- Youtube clips - educational
- Educational clips - related to what we do
- Team working behind the scenes - something relatable
- Story
- Teaser Announcement - activities, upcoming events, etc.
- Keep the way we do our stories with strong CTA for every post, either to follow us to gain new followers or to engage with us.
- GIFs - relatable, entertaining, educational.
- Short form video - from Youtube guest or Founder - educational (60 seconds)
- Project Raffle Winners announcement
- Facebook Live event
- Community event/trainings if any
- Sharing viral post from other social media platform

The above list of content types is what we post on our social media postings for the community. Content type refers to the purpose of a social media post, such as engaging, entertaining, or awareness-building. One notable type is our member review post, where community members share their experiences with our community. We translate these reviews into social media artworks, which improves our credibility by showcasing the third-party validation we receive from our community members.

We also celebrate our members with birthday posts, acknowledging their special days and promoting a sense of belonging. When members see their names on the list of birthday celebrants, it creates a sense of appreciation and connection within the community.

Additionally, we post links of videos from our community's YouTube channel on our Facebook page. This strategy increases viewership as our members are informed on the platform they commonly use, Facebook. Similarly, we share links to our blog posts, directing members to our website.

Recognition posts also play an important role; they highlight members who have received incentives for their contributions. The recognition posts not only make individuals feel valued but also build our credibility in the eyes of potential members.

Inspirational blog posts written by our Founder serve to motivate and connect with our audience, while "hugot" posts—quotations or relatable statements from members resonate with the other members of the community and enhance a sense of involvement for our members who become contributors.

Engagement posts are specifically designed to connect with our audience, and we use reels and videos to entertain and capture their attention. A Facebook reel is a video post which allows the creator to add built in audios, effects, animation as well as texts.

Educational posts seek to impart knowledge on career development, business strategies, and personal improvement – which is our community's advocacy. Behind-the-scenes allow members to feel included in our team's processes, while Facebook Stories provide quick updates on community happenings and announcements.

Teaser announcements help build excitement about upcoming events or partnerships, while graphic interface formats take the shape of entertaining memes. Short-form videos present quick educational insights from our Founder and content creator partners.

Moreso, raffle announcements not only recognize winners but also engage the community and show how we incentivize participation, aiming to attract new members.

Lastly, we hold a Facebook Live event every month to connect with our audience and share important announcements and updates about the community. Facebook Live during community events are done to bring awareness to the activities we do in the community and make those members who were not able to join the actual community event feel included and updated. We also share relevant posts from other pages that align with our mission and advocacy, further enriching the content we offer to the audience.

The diverse array of content we create is thoughtfully and strategically mapped out, produced, and published with objectives and insights guiding us each step of the process.

Just like our Facebook page, we maintain a list of content for our community's Facebook group, each post serving a specific purpose. The website update artwork informs members about the new updates done on the community's site, inviting them to check and review the latest updates. We create birthday greeting videos to celebrate our members on their special days, promoting a sense of appreciation to our members.

Project updates provide information about the tasks and challenges keeping everyone informed. Raffle winner announcements not only recognize our winners but also create excitement and interaction, similar to our Facebook Live game announcements. We also recognize and incentivize our Top Fans and Top Sharers as a form of our acknowledgment and gratitude to their contributions to our community.

We also have "It's Brag Time," where members can share their personal victories with the community. Additionally, we allow random posts from members, as long as they follow the group's rules and as long as their posts educate, inspire and motivate our members. This openness fosters a collaborative environment where members feel empowered to share their experiences and connect with other members of the community.

Through these varied content types, I've realized how crucial it is to create an engaging and inclusive space through content creation that not only informs, engages, and involves but also celebrates the achievements and contributions of our community members.

From birthday greetings and announcements to videos, Facebook Live sessions, and text-based posts — social media contents have the power to inform, educate, engage, entertain and mobilize our community which can be connected to Media Richness Theory which posits that communication effectiveness depends on a medium's ability to facilitate information exchange, making social media a rich medium. According to Daft and Lengel (1984), media richness is assessed by four criteria: 1) instant feedback availability, 2) ability to transmit multiple cues (e.g., body language, tone), 3) utilization of natural language, and 4) personal focus.

Reflecting on the social media insights we have gathered from our analytics; I have found out that funny memes significantly improve traction or engagement within our online community. Congratulatory posts celebrating our members and winners promote a sense of belonging and recognition, making it an engaging content type as well.

Moreso, encouraging and motivational posts that uplift the community and create a positive atmosphere for our virtual community are also deemed helpful in terms of creating engagement.

From the analysis of the different artifacts which highlight the need for a diverse content, it was revealed that diversity in content helps ensure a virtual community's constant engagement to the members, capture the attention of the target audience without

boring them, helps meet the diverse needs of the community members as well as attain the various objectives of our virtual community.

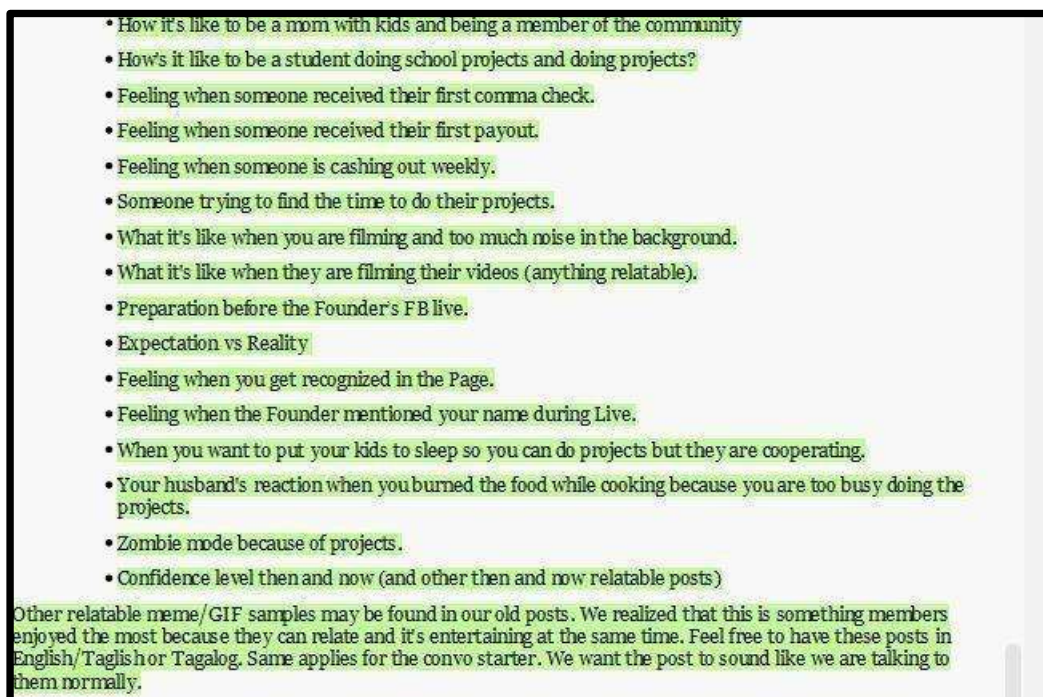
It was also shown how content can foster a sense of joy, belongingness, connection, recognition among the members of a virtual community.

Further, Simplilearn (2024) highlighted that the future of social media is characterized by rapid evolution and changing user expectations. The rise of platforms like TikTok shows users' interest for fresh ways to engage. Instagram and LinkedIn have launched and maximized features like Reels and Stories to ensure captivating content.

These trends highlight the importance of having a variety of content types. By using different formats, such as videos, polls, stories, and messaging, organizations can better connect with their audience, making sure their messages resonate across multiple platforms and cater to diverse user needs and preferences.

Figure 13.

Samples of relatable posts ideas suggested to be posted



The ideas enumerated above reflect the actual experiences of our community members which can be considered as “relatable.” With this, the U.S. Support Team advised us to capitalize on the enumerated ideas and convert them into engaging social media content format, such as artwork, memes, and conversation starters.

We have also been encouraged to craft our posts in English, TagLish, or Tagalog—whatever resonates best with our audience, which allows us to communicate in a way that feels natural and conversational, bridging the gap between our community and the members.

This content creation process made me realize that emphasizing members’ real-life experiences in our social media content promotes a more authentic and special connection. When we use relatable language and maintain a casual tone, our messages become more accessible and impactful to our target audience.

Aligned with my reflection on my earlier insights, the U.S. Support Team reiterated the importance of crafting posts that speak directly to our target audience’s language. They pointed out that content written in TagLish tends to resonate better, creating a sense of familiarity and engagement that makes our messages not only more relatable but also more entertaining.

I have noticed that when we communicate in a way that aligns with the members’ everyday language, it opens up a space for authentic interaction. Members feel more comfortable engaging and responding when the content reflects their own linguistic preferences. This enhances communication as it is transformed from mere information sharing into an open conversation, where everyone feels invited to participate.

In our ongoing effort to nurture and grow our online community, we were encouraged to consider creating posts that resonate not just with our current members but also with potential members and the general audience. This made me realize that by capturing the attention of our target audience through our social media posts, we increase our chances of promoting engagement and when people feel a connection to the content we constantly deliver, it creates an opportunity for them to explore our community further, and ideally, to join us. This reflection encourages me to think creatively and strategically about how we can make our messaging inclusive, relatable and appealing to everyone we wish to reach, especially our target audience - which is also strongly linked to Communication Accommodation Theory which posits that people alter their speech to build, strengthen, or reduce social connections and interactions (Giles, 1987).

Reflecting on the Facebook insights we have collected, three of our most engaging posts have been conversation starters that invite our members to share their feelings. These posts are about their reactions when they receive their incentives, when they see their weekly incentives on their bank account, and when the Founder mentions their names during her Facebook Live sessions.

This observation strengthens the idea that members are more engaged when their actual experiences and emotions are recognized or acknowledged. By providing them with the opportunity to express themselves, their feelings, sentiments and insights, we do not only validate their voices but also promote a sense of community where everyone feels heard and valued.

The U.S. Support Team emphasizes the significance of reflecting on whether the content we are creating connects with both our current and target audiences. I have found that when our posts are relatable, they resonate better – thus, naturally drawing in the attention of those we are aiming to reach.

Further, the U.S. Support Team’s recommendation to create short and relatable posts was deemed helpful. By crafting concise or brief content that speaks to a broad audience, it allows us to increase our reach, connecting with people beyond just our followers. This reminder brought me back to a lesson from one of my professors during my Master’s in Marketing Communications. He often stressed the importance of ‘ANRO’ strategy—*attract new, retain old*. In marketing, the goal is not just to maintain a connection with our existing audience, but to continuously draw in new ones. Creating relatable content helps achieve both aims.

I remember when we shared a Facebook video on preparing fruit juices for the summer season, and it gained significant views. It was one of those moments when everyone was feeling the heat and looking for refreshing ideas, and we were able to capitalize on the specific needs of our current and target audience. This is a great example of ‘moment marketing’—taking advantage of timely events to create content that resonates with the audience. As a content creator, I have learned that identifying these relatable moments is essential for crafting posts that resonate with the audience. During the pandemic, especially, when people were looking for entertaining content, the said strategy found to work in terms of increasing engagement.

On another note, from the social media insights we have gathered, we know our members respond well to encouraging and motivational posts. This is the reason why we

have used the said insight as a guide into creating relatable content, often adding a touch of wit to make it more engaging.

Meanwhile, when preparing captions for social media posts, the U.S. Support Team advised us to make sure that our messaging resonates with what is relevant to our target audience. This advice made me reflect on my own engagement with social media content. When a brand's content feels relevant to me, it captures my attention and prompts me to engage, often leading me to follow the page to see more of its content posted. In the same way, when we craft messaging, we make sure it speaks directly to our audience. When they find relevance in our posts, they perceive value, which drives them to engage with our community's Facebook page.

The caption, "Anong pinakanakawindang na hiningi sa'yo? Buti na lang magaling ka magbudget!" [*What is the most mind-blowing thing requested from you? The good thing is you are great in budgeting!*] aims to speak directly to family breadwinners. Framed as a relatable question, it encourages the audience to pause, reflect, and, if it resonates, engage with the post by liking, commenting or sharing it to their own Facebook timeline. This conversational, inquisitive approach seeks not only to capture the audience's attention but also to spark interaction in the comment section. The goal is for breadwinners to see themselves in the message, encouraging both connection and engagement.

In our community, we craft and share relatable content on our Facebook page. This practice aligns with the findings of Atiq, Abid, and Anwar (2022), who revealed that relatability promotes trust. Trust, in turn, enhances audience engagement—an important metric for any brand or page looking to break through the noise of social media.

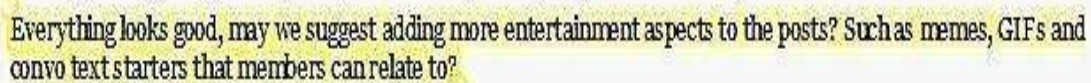
One particularly eye-opening insight from a study is that Generation Z has an attention span of just 8 seconds when engaging with content (Gausby, n.d., as cited in Atiq, Abid, & Anwar, 2022). To capture their attention and create an impression, content must resonate with them.

Moreover, relatability is defined when individuals see aspects of themselves reflected in the content they consume. This concept is supported by Self-Determination Theory, which posits that humans have three core psychological needs, competence, autonomy, and relatedness (i.e., relatability), that promote personal growth and optimal functioning (Ryan & Deci, 2000, as cited in Atiq, Abid, & Anwar, 2022). Additionally, Cherry (2024) also emphasizes that relatedness is founded in the fundamental need to feel a sense of belonging and attachment to others. Through this lens, the power of relatable content goes beyond mere engagement, it taps into a deep psychological need, promoting genuine connection within our community.

Entertaining

Figure 14.

Advice to add more entertainment aspects



Everything looks good, may we suggest adding more entertainment aspects to the posts? Such as memes, GIFs and convo text starters that members can relate to?

Above is the feedback from the U.S. Support Team on our monthly social media calendar. They suggested we add in more entertainment, be it in the form of memes, social media posts meant to create online engagement through showcasing humorous experiences, or content GIFs, posts shown in a brief looping video, and conversation starters to make our tone feel lighter. Entertainment posts help bring a more human,

casual tone to our virtual community's postings which make our community more relatable to the members and the audience.

Meanwhile, during our Facebook Live events, we always try to think of an added gimmick to engage and entertain the audience, whether it is through games, performances, or other exciting activities. I remember our Facebook Live in December 2021, when we celebrated Christmas with the community. One of our team members came up with the idea to wear a gown during the Facebook Live event, which we all thought would add a fun and entertaining touch to the Facebook Live session.

As I reflect on it now, I realize there is a similarity between how we run these Facebook Live sessions and how Philippine noon-time TV shows operate as we both aim to inform, entertain and bring value to our audience to keep their attention and ensure they continuously engage with us.

The U.S. Support Team shared some guidelines on content creation, and one key aspect they highlighted was the importance of entertainment. Entertainment element is crucial in keeping an online community engaged.

When it comes to technical difficulties during the conduct of our Facebook Live sessions, the team suggested having games or raffle activities ready to fill any gaps to avoid unnecessary dead air. Looking back on this advice, I can strongly confirm that keeping the audience engaged is a critical aspect in content creation. Whether it is a Facebook Live event or just our regular content posts in the community, the goal is to keep the audience interested, entertained, and connected because when they are consistently engaged, the marketing communication objectives have a higher potential to be met.

One social insight reveals that our community members excel in terms of participation and engagement when we add entertainment into our activities. Entertainment helps our community members to be actively involved.

Notably, it is not just only during our activities, I have noticed that even in our social media posts or content, our audience engages more when there is an element of entertainment.

I remember back in 2021 when I was assigned to help moderate our Facebook group, the group was so quiet and inactive and then an idea of publishing an engaging and entertaining post came into my mind – maximizing the use of emojis to make the post sound more relatable, fun and casual.

After a few minutes, the quiet Facebook group suddenly has active members engaging in the comment section. Sometimes, it only takes looking out for your members' feelings, emotions and sentiments and creating both an entertaining and an engaging post to help them let you know their thoughts, feelings and emotions. And if you are managing an online community, I could say, that is crucial.

Building on my earlier realization, entertainment is a vital element in creating dynamic and engaging content. It is one thing to understand the importance of entertainment factor in content creation, but it is something else when your own observations and the team's recommendations align with what the data reveal.

A feedback from our Outreach Coordinator made a great sense to me. She mentioned how fun the game during our Easter Sunday Facebook Live was and suggested doing something similar for the upcoming Mother's Day event. As I reflect on this, it is clear that we are combining two powerful strategies: entertainment and moment marketing.

Entertainment is the element that encourages the audience to be engaged, while moment marketing connects the content to a specific occasion, making it timely and relevant. It is more than just a game or entertainment but it is about maximizing the moment and giving the audience a reason to connect with us in an impactful way.

There was one instance when the U.S. Support Team appreciated and recognized our efforts in creating hype and games within the community, emphasizing how these initiatives consistently engage our members. Moreso, the said effort is seen to be effective in breaking the monotony and predictability of our content postings. This acknowledgement highlights the importance of keeping things fresh and exciting in order to attract the audience, build engagement and a sense of community.

Bazi, Filieri, and Gorton (2023) highlight a significant shift in how young people seek entertainment, noting that social media is increasingly taking the place of traditional media. This shift presents the critical role entertainment plays in how consumers navigate their social media experiences. It was also revealed that users often turn to social media to connect with brands, driven by hedonic motivations like passing the time, having fun, and unwinding (Mainolfi, Lo Presti, Marino, & Filieri, 2022, as cited in Bazi et al., 2023).

Entertainment is more than a casual pastime; as defined by Muntinga, Moorman, and Smit (2011), entertainment encompasses everything from escaping everyday problems to enjoying cultural or aesthetic experiences.

Moreover, the study of Bazi et al. (2023) revealed that entertainment serves as a mediator in the relationship between social media content marketing by luxury fashion brands as well as various behavioral and emotional outcomes like customer engagement,

loyalty, and brand love. The said finding presents entertainment's role in shaping the content creation process in an online community and in the digital world.

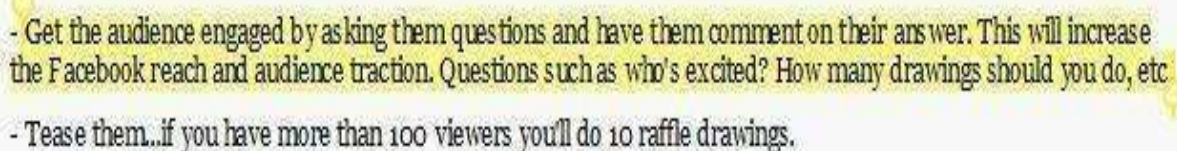
Dzogbenuku, Doe and Amoako (2022) found that entertainment on social media plays a mediating role in how students perform in sub-Saharan Africa. This insight serves as a basis of recommendation for faculty to adapt their teaching methods by integrating entertaining social media content.

The aforementioned insight aligns with a finding stating that users are drawn to content that is entertaining for them (Whiting & Williams, 2013, as cited in Dzogbenuku, Doe and Amoako, 2022). Additionally, the results are connected to the suggestions to encourage organizations to prioritize entertaining content in their communications. (Yazdanparast, Joseph, and Muniz, 2016, as cited in Dzogbenuku Doe and Amoako, 2022). Reflecting on these insights, I recognize that when education meets entertainment, the potential for enhanced learning experiences increases which can benefit students — just like how entertainment benefits the experience and involvement of our community members in our online community.

Engaging

Figure 15.

Advice on engaging the audience

- 
- Get the audience engaged by asking them questions and have them comment on their answer. This will increase the Facebook reach and audience traction. Questions such as who's excited? How many drawings should you do, etc
 - Tease them...if you have more than 100 viewers you'll do 10 raffle drawings.

Above is a recommendation from the U.S. Support Team, when conducting a Facebook Live session, it is strategic to engage the audience by asking them questions

and instructing them to comment their response in the comment section in the beginning and while the Facebook Live session is happening. Combining entertainment and engagement will help ensure that the live session sustains the attention of the audience.

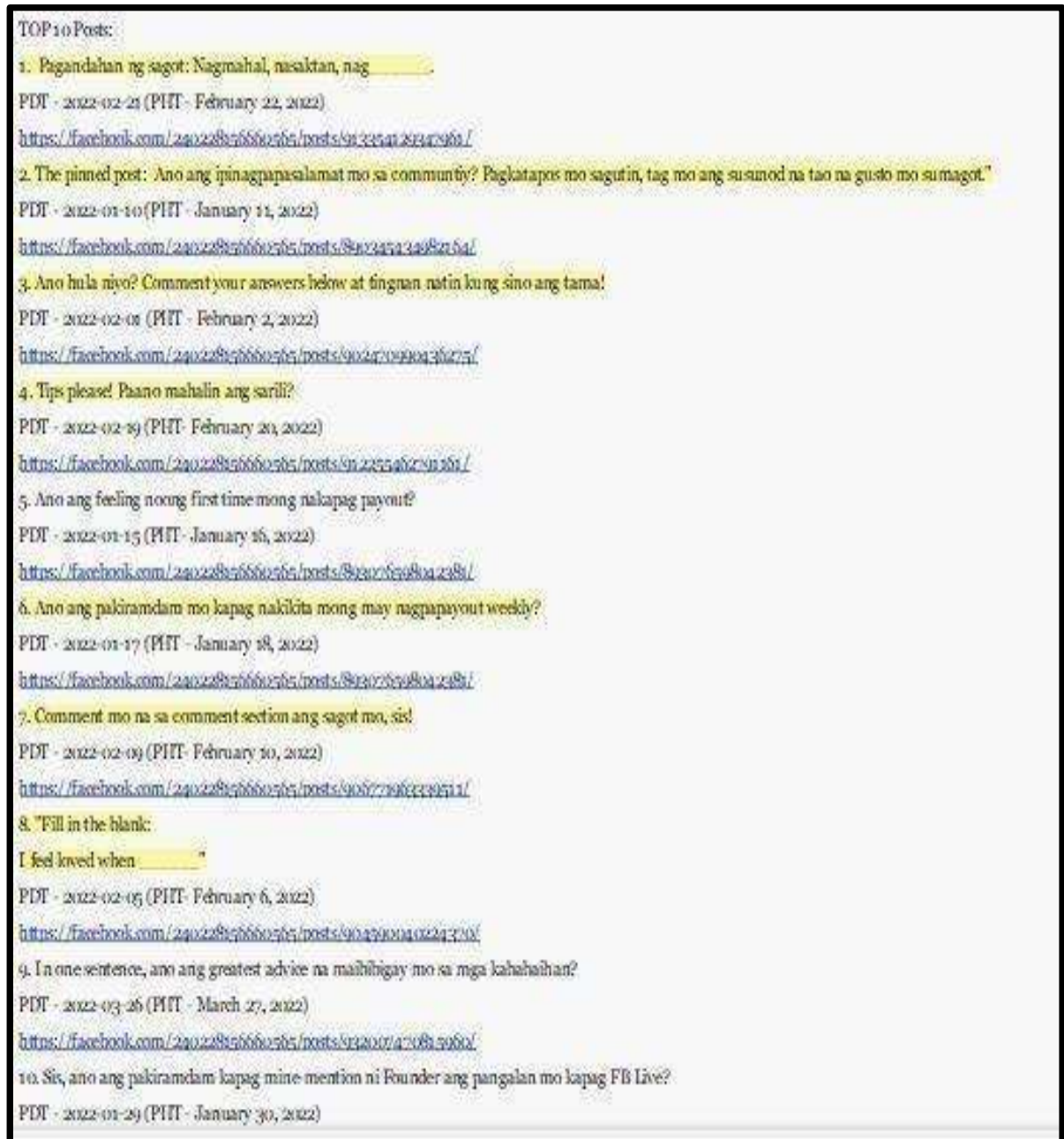
Another benefit of engaging the audience during our Facebook Live sessions is the ability to attract more viewers before the session officially starts. From my observations, when a host first starts a Facebook Live, the initial number of viewers is often few. By actively engaging with the audience during the warm-up time, we can encourage more people to tune in before actually going into the main content.

It reminds me of how hosts interact with attendees at physical events, when they take the time to connect and settle everyone in before the program begins which aids in building a positive atmosphere as well as a sense of community.

There was one instance I proposed to the team to utilize Facebook ads. But instead of running Facebook ads, the U.S. Support Team has suggested going the route of engagement posts which they see as cost-effective and can convert more people to be community members or followers.

Based on my experience, Facebook advertisements are helpful in reaching a wide audience but true to what the U.S. Support Team has suggested, potential members can highly likely be converted from engaging content. And this is why when I was studying for my Master's in Marketing Communications, our professor would always emphasize that "content marketing is king". When one creates a great content, he or she can not only raise awareness and increase engagement but also helps encourage conversions and mobilization.

Figure 16.
Top 10 Most Engaging Posts



The posts highlighted above are the top engaging posts based on our Facebook insights, showing that those which resonate most with the audience are the ones that gather their insights, responses, and sentiments. This realization has made me reflect on the vital role of giving our members a voice and truly listening to their perspectives,

opinions and/or sentiments. When community members feel heard and valued, their participation tends to increase.

For a community like ours, nurturing this sense of engagement is essential. The way members engage online somehow reflects their willingness to participate in larger, more impactful activities in our community, such as outreach programs, charitable events, and donation drives. This is a reminder that when we create space for dialogue and connection, we not only enrich our online community but also help empower our members to contribute to our broader and more impactful community initiatives that bring tangible results.

Some suggestions aimed toward improving our Facebook engagement include (1) maintaining consistent postings, (2) capitalizing on moment marketing, (3) increasing the use of conversation starters to gather members' feedback, responses, and insights, especially since we have found that members engage more fully when they feel their voices are heard and (4) introducing more unpredictable and casual content.

These insights came from careful observation and a review of our analytics, which guide us on crafting effective strategies to improve our page engagement. This also highlights the importance of regular monitoring and evaluation of our page engagement. It is a continuous process of monitoring, observation, reflection and adaptation that helps us consistently improve our content creation process.

The U.S. Support Team noted that our members seem more entertained and involved when the conversation posts on our community's Facebook page are relatable and resonate with their experiences. This provides an important insight for us that the more relatable the content is, the greater its potential to engage our audience. This insight also can serve as a reminder that banking on shared experiences in our content can build

deeper connections and make our community feel inclusive and engaging.

One of the most impactful conversation starter posts I have shared on our Facebook page was the simple question “*What are you grateful for?*” To this day, it remains one of the most responded-to posts we have published. After sharing their responses, members are encouraged to tag someone else they would like to see participate next. This strategy of inviting members to voice their thoughts and engage with one another has proven effective in building strong connections within our community.

I came to realize that this type of content not only engages our audience but also mobilizes them to reach out to others, creating a ripple effect of interaction. The simple question mentioned above became a source of engagement and a proof of how encouraging and promoting dialogue can inspire collective action.

I have noticed that many brands on social media use similar tactics to encourage participation by offering rewards to their audience. From my own experience, I have found that posting an engaging question or content, presented fluidly or naturally and paired with an incentive, can help increase engagement and traction.

We extracted another list of our top engaging posts, and we found out that congratulatory posts for members or winners, television feature highlights, and moment marketing posts top the list.

When we recognize our members, we feature their photos and names in our artwork, promoting a sense of recognition, engagement and belonging within the community.

Partnering with Wish Ko Lang, a popular television show in the Philippines, significantly improved our engagement and credibility. Members took pride in seeing our community featured on a show they were familiar with, which enhanced their connection to our community.

Additionally, we found that posts that are timely and leverage current moments also resonate well with our audience.

Interestingly, Facebook reels that feature a person speaking tend to get higher engagement compared to those that rely mainly on text. This highlights how much members value genuine human connection; they appreciate being spoken to by real people, which is critical in building and enhancing engagement. It is these personal touches that increase the power of connection within our online community.

In March 2023, we hosted in-person activities with the presence of our Founder, and the excitement was high among our members. We shared updates and announcements on our Facebook page, and the engagement was great, with members excited to learn about the details of our events and see their photos after the events.

Reflecting on past experiences, I have noticed a trend – after in-person activities, engagement tends to drop significantly when we do not sustain the posting of engaging, attractive and compelling content. To address this, I reminded our Facebook Moderator to keep the momentum going by regularly posting engaging content, such as raffles and games. I also noted the importance of responding to audience comments in the comment section. Truly, sustaining engagement requires intentional effort – where producing effective content plays a crucial role.

Our Founder pointed out, based on her observations and our Facebook insights, that reels featuring members' stories are particularly effective in engaging our audience and attracting potential partners. This feedback allowed me to see and appreciate the crucial role of our members' involvement in the content we create for the community. When we involve and feature them in our posts, we see a noticeable increase in engagement. Thus, this reminds me to always include our members' stories and voices

in the content we are producing.

According to Riley (2020), content generation not only enables customers or audience to connect with brands that resonate with their identity but more so, it gives them a platform to express their thoughts and opinions, which helps in promoting fostering a sense of social connection and fulfillment. This can be a reason why when our members are given a chance and an avenue to contribute by sharing their insights, sentiments or responses, we observe a spike in engagement on our online community.

Meanwhile, a study I came across from Ann Voss & Kumar (2013) resonated well with my artifact analysis under the code 'engaging'. It was highlighted in the study's findings that it would be strategic if universities would relate to their target audience in a more conversational and personal way which was revealed to improve social media engagement.

It was also recommended that a social media strategy be planned and well executed as it can improve visibility, promote audience engagement and build trust and relationships. Moreover, when social media is used as a platform that enables a university to listen to the needs and preferences of their communities, making them feel that they value their feedback, this strengthens trust.

It was also strongly emphasized that the real strength of social media lies in its ability to make the university feel more relatable and personal, facilitating meaningful connections with stakeholders.

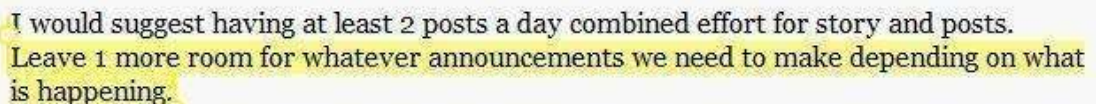
The aforementioned insights from Ann Voss & Kumar (2013) are aligned with my artifact analysis. When we actively listen to our audience and provide them with a space to share their thoughts and feelings, we can create a community that feels more human,

conversational, and approachable which in turn can significantly enhance audience engagement.

Timely

Figure 17.

Advice to leave a room for actual happenings



I would suggest having at least 2 posts a day combined effort for story and posts.
Leave 1 more room for whatever announcements we need to make depending on what is happening.

The above suggestion from the U.S. Support Team highlighted posting at least two posts per day on our Facebook page, with an additional space left for timely, relevant content. By posting one story and one regular post each day, we ensured consistent visibility. A Facebook story is a photo or video posted on Facebook which lasts for 24 hours when posted.

The extra slot reserved for moment marketing posts allowed us to maximize current events to meet objectives related to information sharing, engagement, or conversion.

Content creation doesn't stop at planning or producing posts, it extends to strategically timing and scheduling posts for optimum impact. Moreover, posting two posts a day while leaving one slot for moment marketing posts highlights the importance of consistency while also making room for flexibility and responsiveness in our social media content posting strategy.

Our community is big on moment marketing or also known as real-time marketing in other sources. Every Christmas season, to tap into the holiday season and spirit, we host a Facebook Live session for our members and the general audience. To promote

the event, we designed a Facebook banner that aligned with the season, creating a visual connection and content to what was happening around us.

This strategy of aligning our content to timely moments presents how we make our posts more engaging and relatable, ensuring they resonate with our audience and community. It is about capitalizing on the momentum of the season to create content that feels both relevant and personal to people. When we publish moment marketing posts or content, we show our audience that we are in tune with the moments that are important to them. This strategy helps us be relevant in the fast-paced social media landscape and ensures that we continue to build connections that feel personal and timely.

In 2023, one of our community members participated in a game show on Philippine television, and I had advised our Facebook Moderator to create a post about it, but we missed the opportunity to publish it. In the email I sent to her, I emphasized the importance of capitalizing on moment marketing posts, especially when a community member is involved.

Creating content out of her participation would not only have shown our support and made her feel valued, but it also could have reinforced our community's credibility. Featuring moments like the one mentioned is a helpful way to show that we are engaged and genuinely care about the successes and stories of our members. It is not just about celebrating our individual members who joined the game show, but it is also about strengthening the collective identity and visibility of our community in general.

When the news of Kim Chiu and Xian Lim, as well as Kathryn Bernardo and Daniel Padilla breaking up broke out, I quickly created content to capitalize on the moment.

While crafting the content quickly, I made sure that the messaging remained aligned with our community's mission and purpose. The posts highlighted that neither Kathryn nor Kim were diminished as women due to their breakups—a message that is aligned with our community's women empowerment advocacy and which resonated with our audience. The response was greatly positive, especially to the post about Kathryn and Daniel's breakup. Not only did we see high engagement, but we also gained new followers on our Facebook page, helping us further our goal of increasing awareness about our community. This experience is proof of how timely, relevant content aligned with public conversations can drive both engagement and growth while still staying true to our core values - which can be also linked to Agenda-Setting Theory of McCombs & Shaw (1972) as content creators have the power to influence public attention by aligning their content with current events or trends with the aim to become relevant and timely which helps increase engagement.

Similar to the strategy with the content we posted related to the celebrities' break up, when Carlos Yulo won, we again capitalized on the moment by preparing and publishing a congratulatory post. This allowed us to fully leverage the excitement surrounding his achievement. Observing social media, I found that many brands also posted their own congratulatory messages for Carlos or related posts connected to his victory. Below is the artwork we shared on our community's Facebook page:

Figure 18.

Congratulatory post for Carlos Yulo



In February 2023, we decided to join a social media content trend by creating posts that embraced the #OfCourse concept. Content creators were seen to use #OfCourse to describe themselves, typically starting with “I’m a” followed by a personal description.

I remember suggesting the idea to the Founder and the Graphic Artist, who also manages our Facebook page. The Founder instantly approved my suggestion, recognizing that it would help enhance our relatability to our target audience. Given its trending nature, we felt it was a great way to capture attention at the right moment or timing.

The Founder recommended for us to focus on the current happenings in the community as part of our social media content creation strategy. Focusing on the up-to-date happenings ensures that the audience are informed and on the loop on essential updates which help promote a sense of connection and relevance.

The significance of timing in increasing advertising revenue was noted several years ago (Kumar, Jacob, and Sriskandarajah, 2006, as cited in Willemsen, Mazerant,

Kamphuis, and van der Veen, 2018). Moreover, posting time is also identified as a key factor in social media algorithms (Oremus, 2017; Wachaspati ,2014, as cited in Willemsen, Mazerant, Kamphuis, and van der Veen, 2018).

To build momentum, it was noted that marketers are increasingly focusing not only on optimal timing but also on moments. Brands are capitalizing on real-time marketing by aligning their content with publicly discussed events on social media which helps them benefit from the attention these events offer, becoming part of the broader dialogue and achieving visibility that would otherwise be difficult to achieve (Kerns, 2014; Scott, 2011, as cited in Willemsen, Mazerant, Kamphuis, and van der Veen, 2018).

The findings of Willemsen et.al., (2018) findings reveal that brand messages utilizing real-time marketing attain more shares compared to those that do not which suggests that the success of brand messages is influenced by timing. The researchers also build on the work of Weingarten and Berger (2017) by showing that even a simple reference to current events can improve word-of-mouth sharing.

Mission-alignment

Figure 19.

Suggestion on mission-aligned postings

Keep this in mind when creating contents; is the post relatable, entertaining, or educational? The post should align with the community's values, mission statement and what our type of active audience and who we would like to attract.

A guideline that was provided by the U.S. Support Team is that aside from ensuring that our social media content is relatable, entertaining and/or educational, we must also ensure that the posts align with the values and mission statement of our

community. Our social media content should reflect who we are and what we stand for as a community.

When we are creating content, we see to it that everything we do and communicate is aligned with our 'brand.' Example, since we fight for women empowerment, our artworks and content revolve around women empowerment. When we design our artworks or draft our posts, we do it with that lens.

Empowering Pinays to become more knowledgeable, skilled, and confident in their careers and business is not just a goal for us, it is the core of everything we create. As I look at the content we share, I see that it is more than just posts or messages; it is a reflection of our mission and commitment. Every word we choose, every story we spotlight, is aimed to educate, motivate, engage our community and empower Pinays – which is our mission.

Our Founder suggested that to expand our reach, we need to actively seek out posts that align with our mission and the work we do in the community, and re-share them on our Facebook page. Reach refers to the number of viewership, number of individuals who see a social media content posted and the said strategy is a great way to help other communities with the same mission as our spread the word and also to connect with a broader audience who may resonate with the message. It feels like a mutual exchange, we help other communities spread their message as long as they are aligned with our mission, values and purpose while we continue to extend our own.

In 2023, I had a pivotal meeting with the Founder and our Outreach Coordinator. We recognized the need to re-strategize and restructure our approach to social media

content. At the time, our messaging had become scattered, lacking a unified theme that ties everything together. I recommend that we center our content in our mission and purpose, making sure that everything we post, from social media updates to activities and training, revolves around that core.

Our mission is like the brain, the central nervous system, holding everything together. Without aligning our messaging to it, our communication becomes disorganized. When we kept our mission at the center of everything we do and, in our communications, we found clarity, cohesion, and a stronger voice for our advocacy. This strategy brought a sense of order and focus to how we communicate and engage with our community.

After the discussion with the Founder and Outreach Coordinator, we realigned our communications to consistently reflect our community's mission and purpose. This clarity and consistency became a guiding principle moving forward.

It is something I hold onto and see as very important because messaging can easily drift over time. By establishing this standard guideline for content creation, we ensure that even if things start to shift again, we remain grounded to our mission and purpose which helps keep our voice clear and unified, despite the changes ahead.

Mangold & Faulds (2009) stated that successful integrated marketing communication (IMC) strategies present clearly the organizational values and mission statement of the organization. The examples the authors cited are Procter & Gamble (P&G) and General Electric (GE). When the said brands ventured into social media,

both organizations aligned their messaging to ensure consistency with their organizational values.

Meanwhile, Rossman (2019) emphasized the importance of aligning social media communication with the library's communication strategy, which includes the language of its values, mission, vision statements, and strategic plan. From my experience managing the social media of the not-for-profit virtual community involved in this study, I found that integrating the mission in the messaging not only strengthened the institution's public image but also communicated a consistent organizational identity. This alignment helped us communicate more authentically with our audience, as our social media posts reflected what we stand for as a community.

Educational

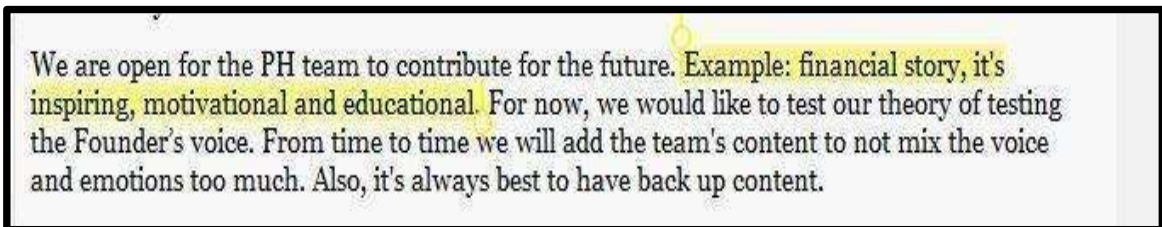
One important guideline when creating social media content for our community is to focus on offering value, specifically by sharing educational or informative content with our audience. As a community committed to empowering Pinays by educating them about career and business development, we make sure that our social media content provides knowledge on entrepreneurship, career development and personal growth. This is presented through various formats such as blogs, videos, reels, and artwork.

When our audience sees valuable insights on our community's Facebook page, they are more likely to continue following us as they get to learn and grow further through our social media content. Reflecting on my own experience, I find myself attracted to social media pages that give out content aligned with my interests,

especially when it improves my knowledge or skill set. When I see a page that consistently provides new information about a specific topic or subject I am interested to learn about, I make it a point to follow it, as I get the opportunity to learn something new. By making sure that we post educational content, we attract an audience who prioritizes and values learning and personal development, which in turn helps grow our community of followers.

Figure 20.

Feedback on the financial story posted



The U.S. Support Team mentioned that they are open to accept contributions of educational stories and materials from the Philippine team in the future. This shows the value they place on welcoming diverse insights and opinions, which is crucial in managing and maintaining an online community.

From my experience, when members are encouraged to share what they know, it does not only enrich the collective knowledge but also empowers individuals by making them feel valued. Moreover, contributing educational content becomes a way for the team to also express their commitment to the community's mission, by not just receiving knowledge but by also filling the cup of others. This mutual exchange of learning strengthens the sense of belonging and purpose within the community.

Figure 21.

Insight on the educational reel posted

After reviewing the recently posted FB reels, I saw that How to Style Your Sweaters reel gained the highest total no. of views. Thank you for this, Ms. and Ms. Great job! With this, we can infer that the audience loves educational post with the said topic/alike theme. Also resurfacing here the FB reel post to give us an idea more:

When I was doing a review of the social media analytics or the evaluation of the number of reactions, viewership, reach, and comments that provide essential insight on a content effectiveness, I found out that our educational reel on “How to Style Your Sweaters” achieved the highest total number of views. The strategy we employed for the said post is a combination of real time marketing and educational marketing. We posted the said content during the ‘ber’ season where people can be seen in their sweaters. We provided education or information by showing the different ways they can style their sweater in a Facebook reel. This in turn has given us high views on our content.

Another insight we have discovered on our Facebook analytics is that reels on ‘How To’ gained the highest views. The said insight highlights the importance of providing education to the audience. The insight also served as our guide to create more educational content for the community particularly in reel format.

Westerman, Spence and Heide (2014) noted that social media has been highly used as an information source. Serious topics are being researched on social media such as the cholera outbreaks updates in Haiti and source of clean water during the outbreak (Sutter, 2010, as cited in Spence and Heide, 2014). Not only crisis information is being sought in social media but also health information (Fox, 2011, as

cited in Spence and Heide, 2014). The new media is replacing the traditional media in terms of information source (Westerman, Spence and Heide, 2014). Being aware that people's behavior is changing in terms of information seeking, an online community must adapt to these changes and ensure that their social media pages contain informative and educational content to satisfy the said need for information.

Moreover, Whiting & Williams (2013) revealed their study's findings stating that their respondents use social media to seek information. In fact, 80% of the respondents use social media for information seeking. The respondents use social media to (1) look for information about sales, promos or products; (2) search for information about events, birthdays, and parties; (3) business information.

Moreso, it was emphasized on the findings that the respondents also use social media for self-education. They look for (1) how-to instruction; (2) math; (3) different topics.

The use of social media for self-education especially the search for how-to instruction is very much aligned with the insights and artifact analysis I noted above wherein I highlighted that how-to posts especially reels receive the highest number of views.

Authentic

Figure 22.

Advice to speak to the members authentically

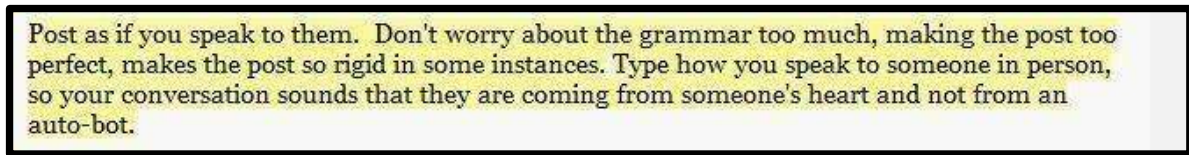
A screenshot of a text message with a yellow highlight background. The text reads: "Speak to your members on Convo starter. It doesn't have to be English or pure tagalog. Be yourself!"

The U.S. Support Team constantly encouraged us to engage our members through conversation starter posts, reminding us to always be ourselves when we are creating content. Reflecting on my professional experience, I have observed how authenticity resonates with audiences.

When the content is raw, original, and natural, it feels more human. This establishes a genuine connection with others. I have observed how people are captured by content that reflects real voices and experiences which allows us to build stronger and more impactful interactions within our community.

Figure 23.

Emphasis on authenticity in communication



Similar to the advice above, the above screenshot is the email of the Support Team reiterating to us the need to be loose and more flexible in our postings. When an artwork is too perfect it becomes rigid as noted by the U.S. Support Team. We were also advised to type from the heart as if we are actually speaking to a person. This way, the content comes off natural sounding.

Marketing research consistently shows that consumers are attracted to and opt to choose products or services that they perceive as authentic (Beverland & Farrelly, 2010; Grayson & Martinec, 2004; Thompson et al., 2006, as cited in Hu, Chen, Chen, He, 2020).

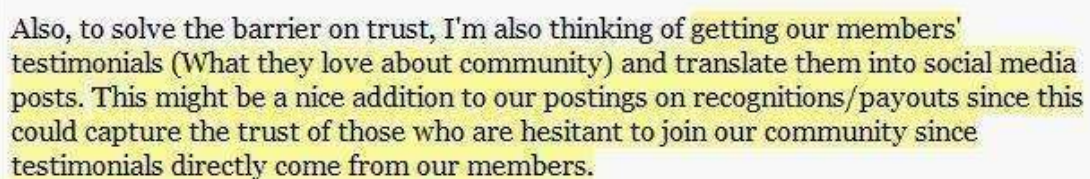
Similarly, the study's findings of Martikainen & Pitkänen (2019) showed that

when consumers perceive an Instagram influencer as authentic this would result in positive engagement.

On the other hand, when a brand is perceived inauthentic, it can negatively impact its identity value, and have a reduced appeal to consumers (Thompson et al., 2006, as cited in Hu, Chen, Chen, He, 2020). I remember following an influencer on Facebook and regularly keeping up with his life through the social media postings he publishes. At one point, he was very open about courting his best friend, which made me feel interested and invested in their story. However, after a few months, he was suddenly linked to someone else, and I realized that what he had portrayed with his best friend was not authentic or genuine. That moment shifted my perception of him, and I stopped following and engaging with his social media content, as the lack of authenticity broke the connection I once felt.

Testimonial

Figure 24.
Advice regarding testimonials



Also, to solve the barrier on trust, I'm also thinking of getting our members' testimonials (What they love about community) and translate them into social media posts. This might be a nice addition to our postings on recognitions/payouts since this could capture the trust of those who are hesitant to join our community since testimonials directly come from our members.

One of my recommendations for content creation has been to collect testimonials from our members and transform them into social media posts. I suggested this because trust is a major barrier in the online space. As our community continues to grow, establishing credibility and earning people's trust is crucial for

engagement and sustaining our growth.

Moreso, Social Proof Theory by Cialdini (1984) argues that a person who is uncertain of the appropriate behavior in a given situation will observe what others do and follow their actions to guide their own behavior.

In line with this, Lakho, Khan, Rauf & Saleem (2023) emphasized that online customer testimonials are an important element in the purchasing decision of customers.

Further, Cue Utilization Theory (CUT) posits that consumers rely on a range of intrinsic and extrinsic cues to assess product quality (Olson & Jacoby, 1972, as cited in Yang, Kim & Tanoff, 2020). Intrinsic cues pertain to a product's inherent physical characteristics, such as its materials and colors, while extrinsic cues are external factors such as price, brand name, and packaging (Richardson, Dick and Hain, 1994, as cited in Yang, et.al, 2020). Due to the limitations of evaluating physical attributes online, consumers turn to extrinsic cues when evaluating product quality (Hu, Wu, Wu, and Zang, 2010, as cited in Yang, et.al., 2020). Trustworthy extrinsic cues are in the form of product reviews, endorsements from third parties, and social proof (Karimov & Brengman, 2011, as cited in Yang, et.al., 2020).

For consumers who have not yet interacted directly with a product or brand, cues they get from credible sources are what shape their judgments (Kirmani & Rao, 2000, as cited in Yang, et.al., 2020). Social proofs are a reliable indicator, as consumers can depend on collective reviews and the experiences of others for their evaluation (Neelamegham & Jain, 1999; Rao et al., 2001; Reinstein & Snyder, 2005, as cited in Yang, et.al., 2020).

Collaborative Engagement

Collaborative engagement is the theme for the codes 'members' contribution', 'partnerships' and 'member's involvement'. In our not-for-profit virtual community, we see to it that we give our members a voice and we hear them out.

In my personal and professional experience, when a person is given a voice and he or she is heard, he or she is empowered to contribute more.

In line with this, I found the study of Morgan (2016) which studied the perspectives of the youth on the provided services by one non-government organization (NGO) in sub-Saharan Africa. Semi-structured interviews and discussion groups were facilitated with 71 young people, aged between 10 and 18 years old, who lived and worked on the street.

The findings revealed that many young participants felt proud of their educational experiences and roles in sharing public health knowledge during workshops, which covered topics like diseases, STIs, HIV/AIDS, safe sex, and climate change. They communicated the information to others through community drama performances. Engaging in these NGO activities allowed the young ones to gain recognition in their communities, as one participant stated that people now listen to him when he speaks at events.

Facilitators highlighted that the activities provided an avenue for marginalized youth, allowing them to present their stories to influential stakeholders. The initiatives promoted a sense of community, instilling pride and a sense of belonging among the youth, which helped counter the negative effects of street life. The positive audience

reactions to their performances enhanced the young people's self-esteem and reinforced their identities.

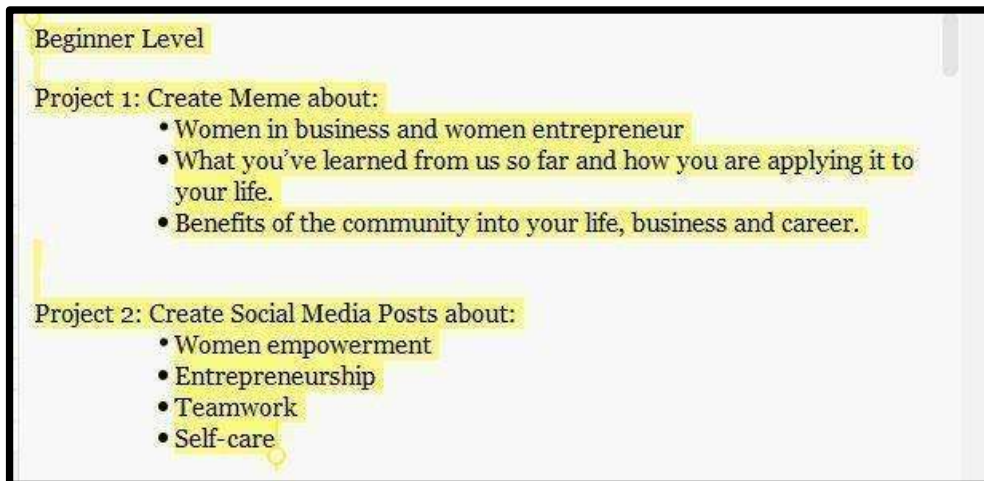
Additionally, our nonprofit community actively leverages partnerships that support our mission and collaborate with us for content creation, and in turn, we help them raise awareness for their initiatives.

Furthermore, member engagement is closely related to the code "members' contributions." We encourage participation in our community, particularly in decision-making processes and the sharing of suggestions and ideas. We believe that listening to our community members' feedback is critical for enhancing and advancing our collective goals. This is strongly connected to the Participatory Communication Theory which emphasizes that when a community or organization actively involves individuals in the communication process, members are more likely to be empowered, take accountability, and make significant contributions toward shared goals (Freire, 1970).

In line with this, Community Tool Box (n.d.) explained why members' involvement or participation is critical. The perspective coming from the individuals who are directly affected by a problem is incomparable as it will give one an explanation on their specific needs. Two suggestions were cited: (1) actively listen to them to have an understanding of the problem or situation and their solutions or ideas about the situation; (2) Obtain their engagement on the initiative or program being developed.

Members' Contribution

Figure 25.
Instructions to members on posts creation



When I joined the community as a Beginner Level member, I was excited to receive projects that were offered to everyone interested in participating. These projects mainly involved creating social media posts, which, once approved, would be shared on our community's page and one gets a dollar as an incentive.

Reflecting on this experience, I realized how strategic this approach is for our community. It empowers members by giving us a voice and an opportunity to create content while also incentivizing our contributions. This not only keeps our Facebook page active but also helps promote a sense of belonging among us.

In the past, whenever I saw my social media content posted on our community's Facebook page, I felt a sense of pride. It made me feel heard and confident in my communication skills. Each time my posts were published, it fueled my motivation to create more. The said process reinforced my belief in my creativity and abilities, and I felt empowered and confident to share my voice with others.

One of the guidelines from the U.S. Support Team for managing our Facebook group is to encourage members to post content that inspires, motivates, and asks questions. From my personal experience, I have observed that when one member shares a question, a thought, an idea or a post, it often creates a ripple effect among others, motivating them to engage or participate as well.

As our Founder always tells us, “It takes only one to start the fire, and the others will follow” — highlighting how individual contributions can spark collective enthusiasm within our community.

During our Facebook Live sessions, the host often engages with the audience. When the audience feels involved, they share their thoughts and ideas in the comment section. The U.S. Support Team maximizes this opportunity to ensure that our members feel heard by capturing meaningful comments and transforming them into social media posts.

I find this strategy helpful for the two parties. Members feel heard and listened to, while our community promotes a sense of community and finds an added source of social media content.

Our members also contribute “hugot” posts where they can share with us any statement or quotation that resonates with them as long as it can educate, empower, inspire or motivate the community. This has been proven effective in engaging the members of our community.

I remember when a question above was posted on our Facebook page and sparked our members to engage and tag someone else to answer. This simple but

interactive post resulted in high engagement, as members not only enjoyed responding but also took the opportunity to involve other members.

Looking back, I realize how impactful this type of content was as it evoked positive emotions by prompting members to reflect on what they were grateful for. This realization showed me that the right content, aimed at the right audience, combined with a fun and meaningful call to action, can help increase community engagement.

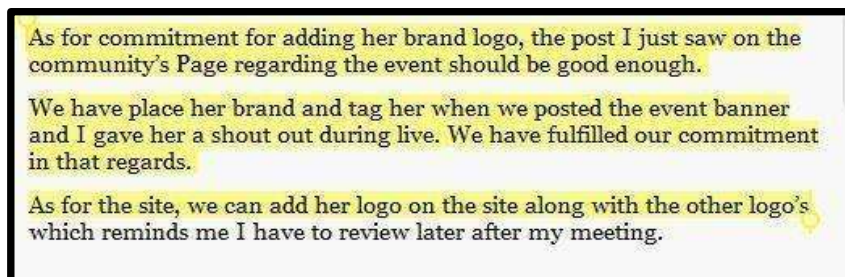
Tep, Aljukhadar, Sénécal, and Dantas (2022) emphasized that the success of online communities rely heavily on member contributions, which serve as their driving force. Businesses looking to capitalize on consumer interactions are increasingly looking for methods to encourage active participation through social media platforms (Mangold & Faulds, 2009; Martinez-López, Aguilar-Illescas, Molinillo, Anaya-Sánchez, Coca-Stefaniak and Esteban-Millat, 2021, as cited in Tep, et. al., 2022).

Moreover, Kraut & Resnick (2011) also mentioned that online communities are successful when they get their members to participate and contribute. The authors have even quoted the proverb, “Many hands make light work” to show the role of members’ contribution in an online community.

Partnerships

Figure 26.

Value provided to partners



As for commitment for adding her brand logo, the post I just saw on the community's Page regarding the event should be good enough.

We have place her brand and tag her when we posted the event banner and I gave her a shout out during live. We have fulfilled our commitment in that regards.

As for the site, we can add her logo on the site along with the other logo's which reminds me I have to review later after my meeting.

In our community, partnerships play a critical role. For every trainer or content creator who collaborates with us, whether by offering free workshops or partnering as a content collaborator, what we do is we actively promote them in exchange to help build our members' awareness of them. We create event banners, feature their logos on our website to raise awareness about them. This mutual exchange is found to benefit both parties as our partners offer education or free training to our members, and in turn, we utilize our platform to highlight their contributions, ensuring that their expertise reaches a broader audience and help them in increasing their brand awareness through the content we post about them.

When it comes to offering value to our partners, one of the guidelines we have been given is to always consider what our partner considers valuable. This encourages us to tailor our strategies to align with their specific needs, ensuring that the support and value we offer are truly valuable for them. Keeping our partners' priorities on top of our mind, helps us build stronger, more meaningful partnerships that benefit both parties.

Macqueen Smith (2010) performed a study to explore the strategies to build and promote partnerships between researchers and decision-makers. Strong relationships are critical for successful knowledge transfer and exchange. Additionally, the study explored how online communication technologies can support these communities of practice. Communities of practice are groups of individuals who have a common interest and collaboratively develop their expertise (Wenger, McDermott and Snyder, 2002, as cited in Macqueen Smith, 2010).

Macqueen Smith (2010) developed a checklist enumerating six key strategies for researchers to engage with decision-makers in communities of practice, both in-person and online. The checklist includes the following recommendations:

1. Facilitate regular opportunities for interaction among community members;
2. Allow flexible participation, encouraging members to engage at different levels over time;
3. Offer both public and private spaces for meaningful interactions;
4. Record goals, activities, and outcomes for a shared knowledge repository;
5. Determine the community's overall value;
6. Seek guidance from a technology expert to effectively leverage tools for communication

The checklist above shows how encouraging contribution, participation, and dialogue within community members and partners can improve engagement in a community.

Member's involvement

Figure 27.

Members' inclusion

Also, let's reach out to our ambassadors, let us make them feel included in some of our process. We should have a meeting with them to discuss ideas etc.

During a meeting with the Founder, she recommended involving our ambassadors, those members who are actively engaged in the community, to capture their feedback on the kind of social media content they would like to see on our Facebook page.

This ensures that our content creation strategy is not just solely shaped by us but also aligns with the needs and interests of the community, making content creation a more collaborative and responsive process.

Figure 28.

Members' involvement in content creation

As for the ambassadresses, maybe its time for them to shine, they can do some video announcement or birthday announcement as well. Also for the games what the Founder did during Easter Sunday was so fun. Then maybe we can create a game something like that for upcoming Mother's Day. (suggestion: sweet moment together, picture of member and her mother)

The suggestion came from our Outreach Coordinator, who proposed that we invite and encourage our ambassadors to record and post birthday greeting videos for the community's birthday celebrants on our Facebook page. This allows them to actively participate and engage with the community, instead of all the greetings always coming from the Founder or the Philippine Team. In that way, we give our ambassadors more visibility and involvement, which hopefully, would inspire other members to also get involved and participate.

In 2024, our community introduced the "Featured Story of the Week," showcasing the empowering and inspiring stories of our members and partners. From the said initiative, the engagement spiked not just from our existing audience, but also from new viewers. Our featured members or partners felt recognized, while new members found

inspiration in these shared stories. I can clearly recall seeing the classmate of one of our featured members engaging with the post, as the member proudly shared her story on her own Facebook feed. It was a strategy that reaffirmed the vital role of member's recognition, involvement and storytelling within our community.

Giachello (2007) mentioned that involvement and positive atmosphere in the community can aid in attracting and retaining community members. Meanwhile, Rijal (2023) performed a study to determine the significance of involving the community in public management planning and decision-making processes. Although the angle is from public management planning, I believe the insights can be applied to our community.

Rijal (2023) stated that encouraging the public to get involved in the planning and decision-making processes can help ensure policies and programs that are more aligned with the needs and aspirations of people, more meaningful and long-lasting resulting in a more open and empowered government.

It was also noted that when the public are involved in the said processes, this can help encourage the society as a whole to take part in development efforts.

Strategic Content Creation and Management

Strategic Content Creation and Management is important in making sure that social media content creation follows a specific process that helps achieve the marketing communications objectives of a community or an organization - which is basically the thrust of Integrated Marketing Communications.

Additionally, Arora, Sharma, Band and Rahate (2024) mentioned that organizations looking to maintain their competitive edge and effectively connect with audiences in the

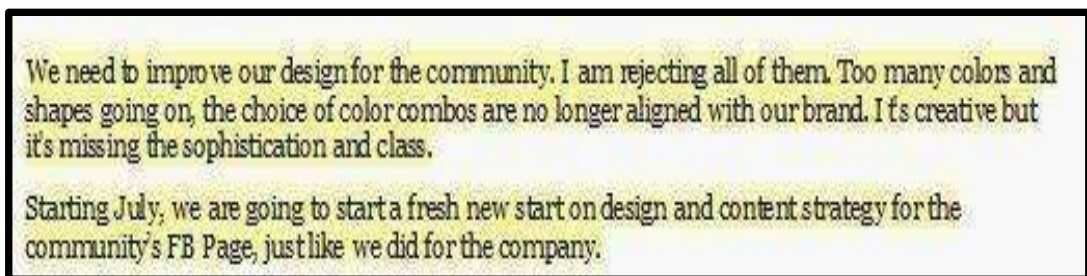
digital space must implement a dynamic and forward-thinking approach to strategy management especially with their content creation process on social media.

Meanwhile, Sutherland (2021) highlights the importance of a strategic approach to social media management and content creation. Social media content be it in the form of text, images or videos needs to align with strategic objectives, communicate necessary messages and resonate with the target audience (Dolan, Conduit, Frethey-Bentham, Fahy, and Goodman, 2019; Felix, Rauschnabel, and Hinsch, 2017; Kreiss, Lawrence, and McGregor, 2018) and this can be done when there is a strategic content creation and management process in place. Additionally, to break through the noise and attract the target audience's attention as well as attain the goals, content must be tailored to each social media platform.

Standard Design Gui

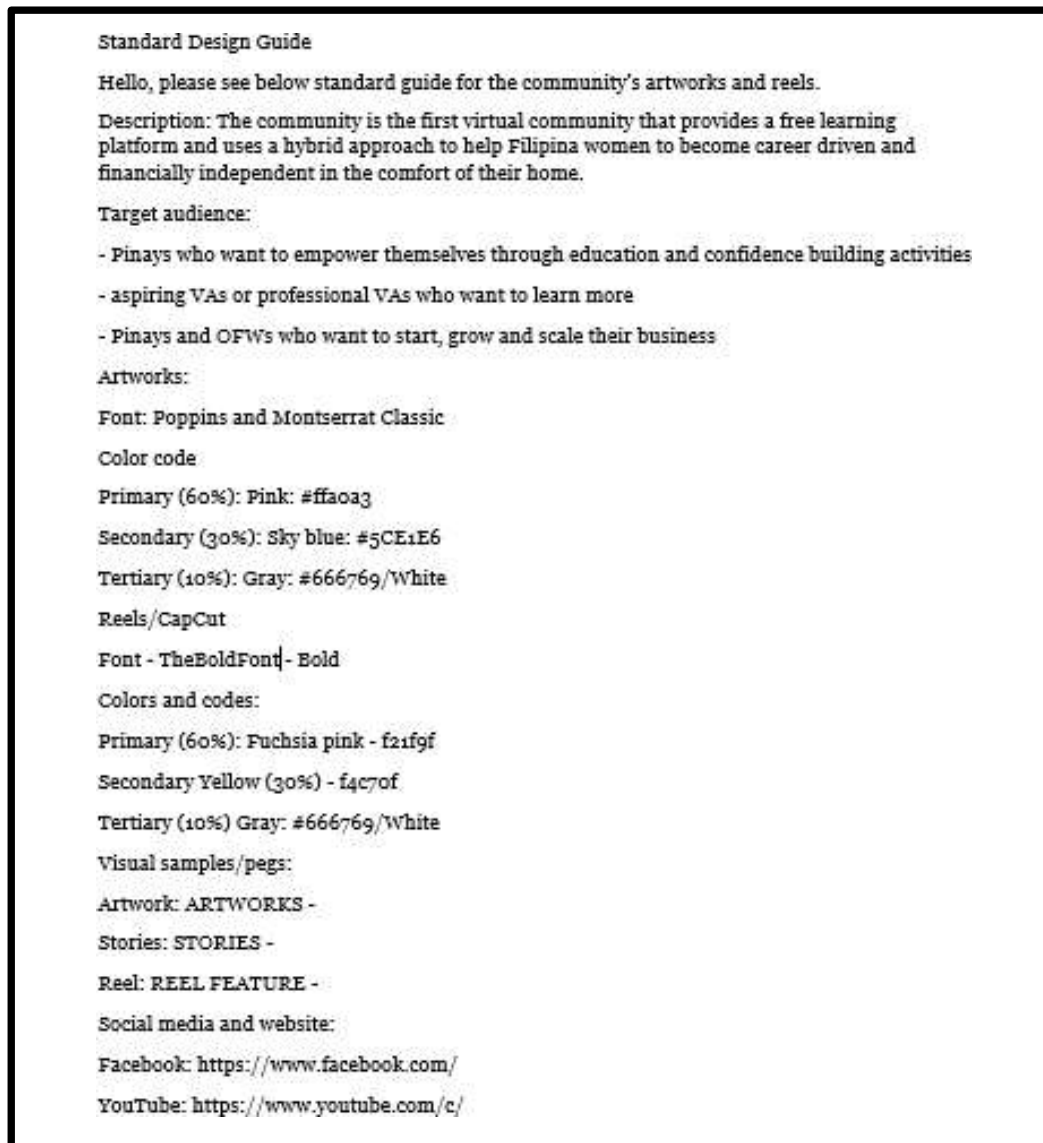
Figure 29.

Founder's email noting the need to improve the postings' design



Earlier this year, our Graphic Artist created the usual artworks for the community which were all rejected by the Founder. We were advised about the shapes and colors not being aligned with our brand anymore. This resulted in the creation of a standard design guide or what others refer to as a brand guide.

Figure 30.
Standard design guide



Our internal standard design guide consists of key components such as the brand description, target audience insights, designated typefaces, specific color codes for artworks and video edits, visual references or pegs, and relevant social media platforms.

A standard design guide helps our community stay organized, consistent on how we communicate our brand and directed in creating social media content. Additionally, it ensures that the branding guidelines are effectively communicated and passed on to

anyone who manages or creates future content for the community. The standard design guide helps streamline our community's content creation process. For instance, when I assign a graphic artist to develop or design social media content, I simply share the link to the design guide. This process improves efficiency, helping us maintain a cohesive brand identity.

Slade-Brooking (2016) noted that a brand embodies a distinct set of values that shapes its identity, serving as an implicit agreement to provide satisfaction through consistent quality. Brands' goal is to forge emotional connections with their customers to create long-lasting relationships. Consequently, the entire content creation process which consists of designing and marketing has become critical for any product, service, or business.

This highlights the increasing importance of "image makers" such as designers, advertising agencies, and brand managers in today's consumer-driven landscape.


In relation to my analysis of the standard design guide, Mogaji (2019) emphasizes the importance of brand guidelines as both documentation and an official representation of brand elements. These guidelines are also crucial for future revisions of brand identity. To ensure consistency, the guidelines provide a common resource for all users to make sure they have access to the necessary information. As Abou Osman & Gerzic (2017) noted in their study's results, in order for organizations to be able to effectively communicate with their target audience, the flow of content in quality, looks and topic must be consistent.

Further, the existence of brand guidelines also enables large organizations to maintain a cohesive presence across various touchpoints. This helps ensure that a common message is communicated effectively and consistently.

Monthly Social Media Calendar

As part of our content creation process, we develop a social media calendar each month. This calendar not only guides us in tracking the status of our content, whether it is posted, ready to post, or scheduled, but also helps in ensuring common alignment within the team. Since we have a common reference to look into, we can make sure everyone is on the same page. When we receive their feedback, we update our social media content to include the recommended changes, making sure we input their insights and suggestion

Figure 31.
April 2022 sample calendar layout

APRIL 2022 CALENDAR						
Financial Literacy Month						
SUN	MON	TUES	WED	THURS	FRI	SAT
					1 Hi, April! Please be good to me. APRIL BIRTHDAY CELEBRANTS Story: This month will be full of blessings! Type Yes and claim it!	2 REVIEW Memes: Bumili ng gusto ko vs. Mag-ipon para sa future  https://imgflip.com/mememtemplate/216905665/school-girl-d-rake STORY: REVIEW
3 CONVO STARTER Tips,	4 MONDAY HUGOT	5 POST Tag your 3 friends na	6 LINK TO EP BLOG	7 YT LINK	8 1ST PAY RECOG MS.	9 ARAW NG KAGITINGAN

Above is a sample of our April 2022 calendar layout. Initially, our social media calendar included components such as dates, social media content and type of content format. In 2024, we updated the calendar to improve organization and make it a more detailed reference for our Social Media Coordinator and the whole team. The updated format now features the actual content of the post, content type, captions, and posting status. This transformation provided a more comprehensive and detailed overview, presenting all the necessary information needed for creation, design, and posting in one place.

According to Killian and McManus (2015), a social media calendar is a crucial element of an organization's social strategy, serving to monitor communications. It acts as a reference point to ensure that content is specifically crafted to meet the diverse needs of the audiences across. Furthermore, the authors stated that a social media content calendar helps organizations assess whether their social media efforts align with core marketing strategies, highlighting the importance of ensuring that social media tactics reflect and are connected to the organization's overall business and communication objectives. They also emphasize that a monthly calendar with daily details allows the communication team to identify any communication gaps, helping them visualize the bigger picture and manage the various moving parts that are involved.

Content storage bank

Figure 32.

Screenshot of content storage bank



Our community's storage bank is basically where we store our social media content labelled and categorized based on their content type such as stories, reviews, blogs, reels. This way we have an organized space for all our social media contents.

Figure 33.
Content storage bank monitoring file

Description	Asset	Category	Date Published/To be Published	Place Published/To be published	Assigned artist/editor/scheduler	Proofread?	Link to post
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The content storage bank monitoring file is a Google Excel File where we compile the links to the artworks we are to post, artworks that have been posted that can still be reposted in the future. The components of our community’s storage bank monitoring file are: (1) Description of the social media content; (2) Asset or the type of content format such as video, artwork, story; (3) Category of post such as engagement, moment, recognition ; (4) Date published or to be published; (5) Place to be published such as Facebook story or as a Facebook post; (6) Assigned artist, editor and scheduler; (7) Status if the post has undergone quality control or proofreading; (8) Link to actual post.

When we were formulating the content storage bank monitoring file headers, I was the one who suggested adding the following: (1) person-in-charge (artist, editor, scheduler); (2) status if proofread (3) link to the actual post as I find it important to ensure strict monitoring.

Once a post is published, after one month, we collect essential data such as number of reactions, comments, shares, views and reach as this will serve as a basis of what posts we are reposting in the future. This is a strategic way to find posts which we can reuse as it will save us time and based on data, we know that the post is effective or recommendable to repost.

In our content storage bank monitoring file, we draw the top 10 most engaging posts which gives us an insight on what content works for our audience in terms of engagement. The posts that engage our audience the most will be the basis of our content creation for

the next month or a reference of posts we can reuse in the future.

Having a content storage bank and monitoring file helps us to be organized and have a more efficient assessment of social media posts performance. It also provides us with important data and insights on the type of social media content we need to keep producing and which ones we need to avoid creating. The social media calendar and storage bank work hand-in-hand in ensuring that the social media content creation process is streamlined, standardized and strategically managed

As emphasized by Reinesch (2024) campaigns in social media must be evaluated to measure their impact. Analytics must also be reviewed to assess performance and the success of the campaign and content.

Reinesch (2024) also highlighted that Facebook and Instagram have integrated analytics showing data and insights on content engagement. Likes, comments, shares, clicks, and views metrics can also be reviewed. And by reviewing the said analytics, organizations and communities can gauge which content is the most engaging. It was also highlighted that metrics such as engagement and conversion rates are better to track than follower count.

Utilizing a content storage bank and content storage bank monitoring file will definitely make the data and insights organization and analysis more efficient.

Data-Driven Audience Understanding

Data analytics is defined by Palle (2021) as the process of examining extensive datasets to identify underlying patterns, trends, and insights. The insights gained from social media data are used as reference for decision-making and moving forward

strategies. Social media platforms offer vast amounts of information about the audience's psychographics and behavior, that is why monitoring and analyzing social media data will help tailor and narrow down what marketing communication strategies really work and are suited for the audience. In line with this, The Elaboration Likelihood Model offers a framework for understanding how individuals decide based on different types of information which is supported by empirical studies, emphasizing that people are more likely to be persuaded by arguments that are relevant to their interests and within their capacity to process (Petty & Cacioppo, 1986).

Moreover, data analytics can also help in understanding the audience better as it can help understand what motivates the audience which can help a brand or an organization to engage in meaningful conversations with their customers. This ensures that an organization can make visitors engage with the brand in a consistent, relevant, and distinctive manner, transforming them into loyal and actively engaged brand advocates ultimately.

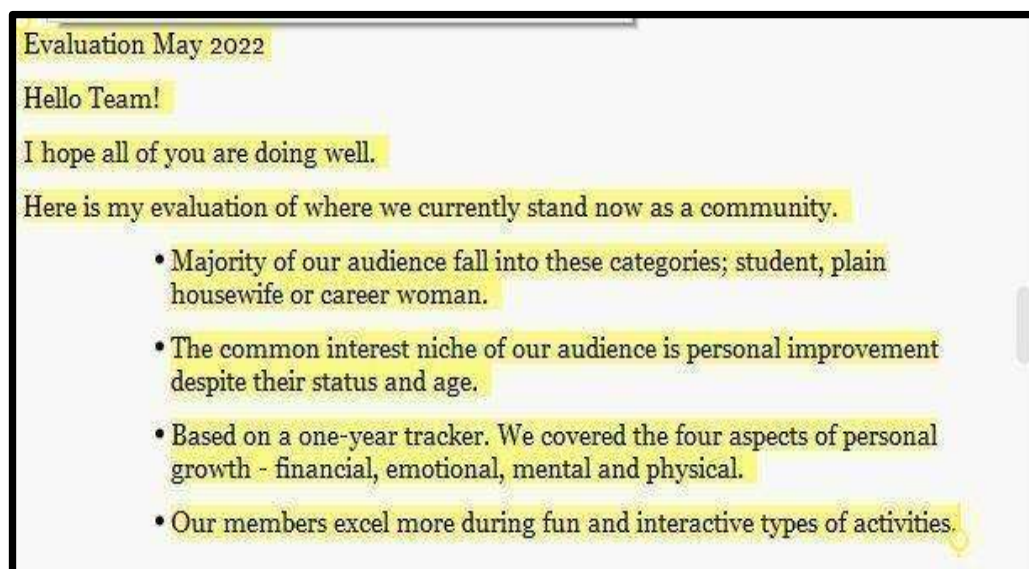
Social media insights/analytics

In my role managing the community's Facebook page, I have learned that content creation is not just about publishing posts but it is more of understanding what resonates with the audience and an important part of this process is regularly checking the insights of each post. This has become an essential part of the content creation process as it guides us on what type of content to continuously create.

For instance, when I noticed that the "How to Style Your Sweaters" reel, an educational post, achieved the highest number of views, it became clear that our audience loves informative, how-to content. This realization in turn, has shaped the

direction of future content we create and post for the community's Facebook page.

Figure 34.
May 2022 insights



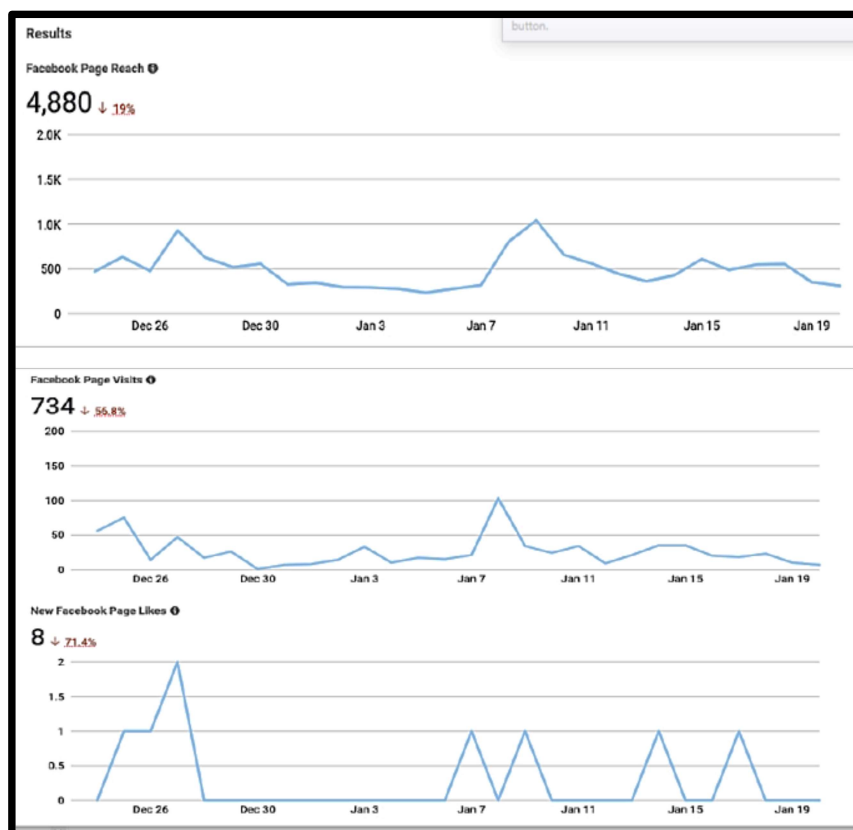
Drawing from the Founder's evaluation of our community social listening, and evaluation of our projects and activities, she highlighted four key points that have been instrumental for us. First, most of our audience consists of students, housewives, or career women who are invested in personal growth. Second, our members truly participate and shine during entertaining and interactive activities. Additionally, as a community, we have made an impact in the financial, emotional, mental, and physical well-being of our members, as tracked over the past year. These insights from our Founder's evaluation guided the type of content we create as well as our community activities and projects planning.

The U.S. Support Team advised me to review our Facebook page to identify which posts performed best in terms of reach and engagement. Monitoring social media analytics is an essential part of our content creation process in the community – providing us with insights into what resonates with our audience and helps shape our

future content strategies.

The U.S. Support Team collected insights from our Facebook page and shared them with me. Additionally, I took the initiative to learn how to extract Facebook insights myself, so I could help in evaluating our community's page. Below are the screenshots of the insights provided by the U.S. Support Team:

Figure 35.
Social media insights



When reviewing social media insights, we pay attention to any peaks in metrics like reach, page visits, or page likes on particular days. If we notice a spike, we examine the content posted that day and create more of that type of content.

During the Facebook Live session I conducted, the Founder watched and evaluated both the good things and areas for improvement. After each Facebook live session, the recording is available on our page for 30 days, allowing it to reach a broader audience. This makes it important for us to continually improve our Facebook Live sessions to attract more viewers.

These Facebook Live sessions are vital for our community because they serve as a platform to communicate our activities, challenges, projects, and updates to both our members and the general audience. The more viewers we reach and engage during our Facebook Live sessions, the more people become informed about our community.

From time to time, I do an online community health check to see which posts gained the highest engagement and whatever insights I have gathered, I share with the Team especially to our Social Media Coordinator/Graphic Artist to ensure we are aligned. Insights are very helpful to the team as it guides us in terms of content creation. Engagement pertains to the number of reactions (i.e., heart, like) and comments on a particular social media post.

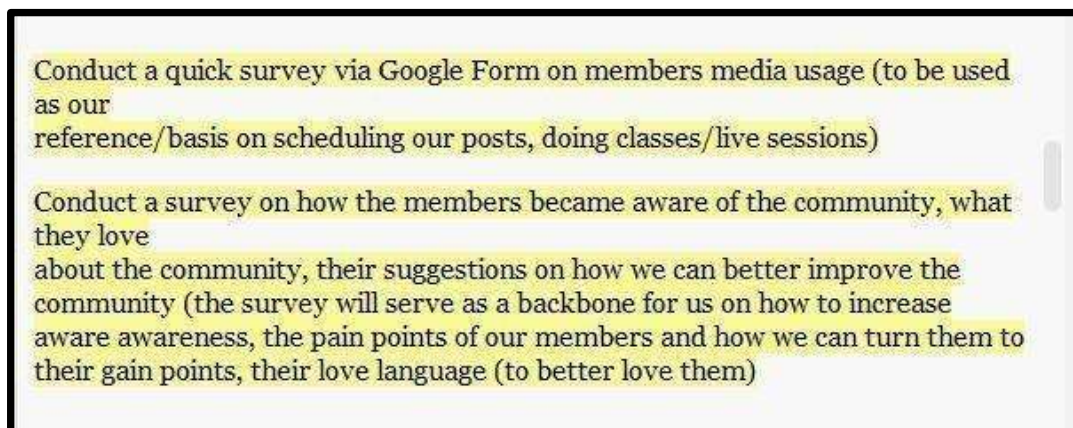
The U.S. Support Team stated that the Founder has conducted social listening by reading the audience comments on our Facebook page. Both social listening insights and Facebook analytics serve the same purpose — a guide us in our content creation efforts.

According to Palle (2021) data analytics can help improve strategies, messaging and engagement. The author also highlighted that social media data is the foundation for tailored marketing and customized advertising as it can help marketers assess customer's behavior and psychographics which can help them better craft messaging and advertisements tailored to their target audience (Hallikainen, Savimäki and Laukkanen, 2019, as cited in Palle, 2021). Moreso, data from social media is said to provide instant feedback on the sentiments of audience, engagement and how effective is the content published (Sharma & Jain, 2020, as cited in Palle, 2021). Additionally, social media data helps marketers to connect better and form relationships with their audience, be aware of new trends and evaluate the efficiency of marketing strategies (Sivarajah, Irani, Gupta and Mahroof, 2019, as cited in Palle, 2021).

Survey

Figure 36.

Suggestion to conduct a survey



When I first joined the Support Team, I proposed conducting a survey within the community to collect insights on key areas such as how members discovered us, their

media consumption habits, what they value most about the community, and areas for improvement.

The survey began with profiling the respondents, gathering details such as their name, age, professional status, and monthly household income. It then explored media usage, asking about the social media platforms they use, the one they engage with most frequently, their active hours online, their preferred time for the Founder's Facebook Live, the types of social media content they enjoy, and the formats they find most appealing. Additionally, the survey asked whether they follow any social media influencers and their preferred language for content.

To assess awareness, respondents were asked how they first learned about the community and what aspects they appreciated the most. Finally, the survey delved into referral behavior and long-term commitment, inquiring whether they had referred someone to the community, their motivations for doing so, or what would encourage them to refer in the future. It also assessed their interest in staying committed to the community in the long run.

The responses to these questions provided us insights into our approach to content creation, posting frequency, Schedule of Facebook Live session, planned activities and projects, and marketing communication strategies aimed at building awareness and increasing referrals. They also offered us an overview on our members' level of commitment to the community.

The insights from the survey have been beneficial. As our Founder often reminds the team, *"We don't have to guess which strategies will work. Our members will tell us what they like and what they don't. We just need to observe and listen."* Indeed, I have been a member of the community for 3 years now and as far as my observation

goes, the community will always tell us their needs and preferences – but it takes for us to listen and observe.

I posted the survey on our Facebook group, and the U.S. Support Team also shared the link via email to engage more active members and encourage their participation. This effort highlights the importance of team collaboration and communication in our process. When we align our efforts, we can better support one another in achieving our goals. Additionally, it's crucial for the team to understand the rationale behind our actions and initiatives. Clear communication promotes understanding and strengthens our collective mission.

The results from the survey presented the demographics of our members from 2021. Half of our respondents are millennials, and the different percentages indicate the professional status of our audience, which we have used as a basis in creating our content and choosing appropriate social media content formats. Notably, over half of our members belong to Class E, encouraging the Founder to enhance monetary incentives for project completion and to continuously offer prizes for our Facebook Live sessions. Furthermore, the fact that all respondents use the Facebook platform reinforces our need to strengthen our efforts on the said social media site.

Moreso, the survey revealed that the respondents are most active between 1pm and 6pm Philippine time, guiding us on the best times to post our content. We also hold our Facebook Live sessions mostly on weekends in response to the feedback we received from the survey.

In 2021, we frequently shared video content focused on personal development, career and business advice, and skincare tips tailored to the preferences of the audience. Over time, these topics have evolved based on the insights we collect from our annual, or sometimes bi-annual, surveys.

Further, from the survey, we found out that our members follow social media influencers, which led us to begin collaborating with them. However, we overlooked asking for the specific names of these influencers, which would have given us more targeted information for potential partnerships. We tailored our social media content in Filipino, English, and even Tagalog-English (TagLish) to align with our respondents' language preferences.

Additionally, we recognized the need to strengthen our referral program, as referrals were found out to be the top source of awareness. We also incorporated the three aspects that members liked most about the community into our content to attract new members, ensuring that our messaging highlights what they value in the community.

We got inspiration from the motivation behind referrals, specifically, the referrer's desire to help in creating content tailored for them. Additionally, we also considered the reasons why some members are not making referrals in creating our contents and planning our strategies to encourage more referrals.

The recommendations and insights I've prepared for the community are rooted from the findings of our survey. The insights guided our next steps and informed the

strategies we implemented for the community. Insights are more than just information as they play a critical role in directing our community and identifying our course of actions. Gathering insights and listening to our members give us confidence that our strategies are likely to be successful because they are based on solid data.

In terms of the importance of survey in understanding the audience, Kneebone, Borg, Goodwin, Mata and Boulet (2021) mentioned that due to the diversity of a community, it is helpful when research is conducted to understand their individual behavior and what motivates them to participate and on the other hand, to prevent them from participating or engaging.

Meanwhile, Fallon-O'Leary (2023) highlighted that businesses can craft and execute tailored marketing strategies by customizing their efforts according to customer demographics such as age, gender, location, preferred digital platforms, and socioeconomic background because of data from surveys. Aside from that, organizations can also evaluate the effectiveness of their campaigns, determine which elements and channels resulted in the best outcomes, and pinpoint opportunities through survey data.

Moreso, when it comes to running a survey on social media, Keat, Gauhar, Castellani and Chun-Teoh (2023) mentioned that social media-based surveys have their own strengths and weaknesses. Strengths include flexibility, cost-effectiveness, convenience and real-time access while pitfalls were also identified such as access challenges, technological drawbacks, and data security.

Optimized Posting Schedule and Frequency Strategy

One of the themes that emerged is optimized posting schedule and frequency strategy. In the content creation process, it is important that the content is delivered to the target audience through publication or posting on social media. Time, consistent effort and monitoring are essential in establishing and sustaining social media presence. With this, it is critical to have social media content published at least once a day (Sweetser, 2010, as cited in Gomez & Soto, 2011).

Moreover, Singh and Jaiswal (2022) emphasized that the timing of social media posts can help enhance their impact on the audience. They highlighted the importance of dedicating time to actively monitor and analyze social media platforms to determine the most effective posting strategies for increasing engagement. Notably, one of the advantages of these platforms is their ability to provide analytics metrics, showing the best times for posting based on when the audience is most active.

Further, Kanuri, Sridhar, and Chen (2018) underscored the importance of publishing the right content at the accurate time. They illustrated this by suggesting that content which aims to elicit high emotions is best posted in the morning when the audience's minds are more alert and receptive, compared to later in the day when attention may not be as active.

The aforementioned insights highlight the critical role that an optimized posting schedule plays in the overall content creation and management strategy.

Strategic posting schedule and frequency

Initially, the U.S. Support Team's recommendation is to post twice a day, which includes one post and one story, then leave one room for announcements about

current happenings. Having an established posting frequency keeps everyone in the team in charge of content creation and content management aligned. Moreso, the posting frequency mentioned helps us ensure our community's consistent presence, keeps us top-of-mind and allows us to engage meaningfully with our community.

In 2021, the Philippine Support Team, posts and scheduled content to be published together with the U.S. Support Team. To ensure alignment, the U.S. Support Team emphasized the need for us to double-check our posting schedules. Based on my experience and observation, when posts are scheduled too close together, it can decrease their reach as the initial post often gets overshadowed, resulting in reduced visibility. This made me realize the importance of strategic posting times and effective communication among the Team to ensure that our content creation effort does not go to waste.

The U.S. Support Team advised us to rotate our posting schedule to maintain unpredictability and relevance. I have noticed that when our posts become too predictable, our audience tends to lose interest and engagement. Keeping the content posting schedule dynamic not only helps build excitement but also ensures that the post brings an impact. Through varying our approach, we can build curiosity and ensure that our posts resonate with the moment, keeping our audience engaged and invested.

In sharing updates about our community's growth, we post updates on increase in Facebook community numbers and YouTube subscriber counts two weeks apart as this helps maintain a balanced flow of content. From my experience, spacing the growth updates allows our audience to fully absorb and celebrate each milestone.

Additionally, spacing our posting schedule two weeks apart creates the perception of steady or consistent growth within the community.

In celebration of our founder's birth month, we planned an activity for the community in the form of a project. Matching the activity is a social media post related to it. This highlights for me the importance of timing in both our activities and posting schedules to increase our engagement.

Figure 37.
Facebook page suggested posting frequency

- 
- Member Review Post - once a month
 - Birthday post - once a month - first week of the month
 - Youtube link video - once a week - every Thursday
 - Blog - once a week - Tuesday
 - First Pay Recognition - 2x a month
 - Blog post / long form post - Founder
 - Hugot Post - replacement to Monday Hugot
 - Engagement Post
 - Reels (15 to 30 seconds)
 - Youtube clips - educational
 - Educational clips - related to what we do
 - Team working behind the scenes - something relatable
 - Story
 - Teaser Announcement - activities, upcoming events, etc.
 - Keep the way we do our stories with strong CTA for every post, either to follow us to gain new followers or to engage with us.
 - GIFs - relatable, entertaining, educational.
 - Short form video - from Youtube guest or Founder - educational (60 seconds)
 - Project Raffle Winners announcement
 - Facebook Live event
 - Community event/trainings if any

Figure 38.
Facebook group suggested posting frequency

- 
- Facebook Group
- Website Update - once a month.
 - Birthday Greetings - once a month.
 - Project updates - weekly, switch up between video and graphic post
 - Raffle Winner announcement
 - Facebook Live Game winner announcement
 - Top Fan / Top Sharer
 - It's Brag Time - once a month
 - Random post from group member - per approval

Reflecting on the suggested posting frequency from our U.S. Support Team in 2021, it is clear that we established a standard posting schedule for each content type. Fast forward to 2024, and while we still share a diverse range of content, we have embraced and practiced a more flexible approach. We have found that as long as our posts are strategically timed and varied in format, the engagement remains dynamic. We also incorporate real-time marketing and updates on current happenings to consistently maximize the important moments.

A once or twice a week posting of a shared content from a page that resonates with our mission is suggested by our Founder. This ensures that we welcome and we are open to other sources' contribution and diverse perspectives, showing how our community values collaboration and shared mission.

Mufadhhol, Tutupoho, Nanulaita, de Bell and Prabowo (2024) stated that posting frequency is vital in sustaining the interest of the audience as well as ensuring engagement and connection. It was also emphasized that it is advantageous for brands to

find the balance between posting consistency and posting with relevance (Su & Li, 2023, as cited in Mufadhol et.al., 2024) Striking balance is critical as it was revealed that while others suggested that higher posting frequency can help improve visibility and engagement (Bergebala Mirabent & Caballero, 2023, Mufadhol et. al., 2024) some warn that too much content posting can be overwhelming for the audience (Byrd, Sanders and Lamm, 2023, as cited in Mufadhol et.al., 2024).

Meanwhile, SprinklR (2024) noted that optimal posting time combined with high quality content is the secret to ensuring visibility and engagement from the audience.

Unpredictability

Figure 39.

Advice on unpredictable postings

What was hurting us before was every week, we may be posting different things but we became too predictable when it comes to posting the reviews, the hugot, the first pay and so on, the same day of the week.

More unpredictable and loose flow of postings

The message from the U.S. Support Team highlighted the need to make our posting schedule loose and more unpredictable. They noted that our flow of posting and timing had become too predictable, resulting in audience boredom and a decrease in engagement. This feedback helped me learn that while maintaining a standard schedule provides consistency, it is crucial to add flexibility. Mixing things up not only keeps our content fresh but also prevents monotony, ensuring we continue to strongly

engage our audience.

In line with the U.S. Support Team's suggestion, we were encouraged to add some randomness and unpredictability into our posting scheduling strategy to maintain engagement among our members and the general audience. I liken this to watching a movie series; I find myself hooked when unexpected twists occur because I cannot wait to see what happens next or how it all ends. Similarly, incorporating excitement and flexibility in our social media content posting schedule can help keep our audience engaged and hooked to the upcoming contents.

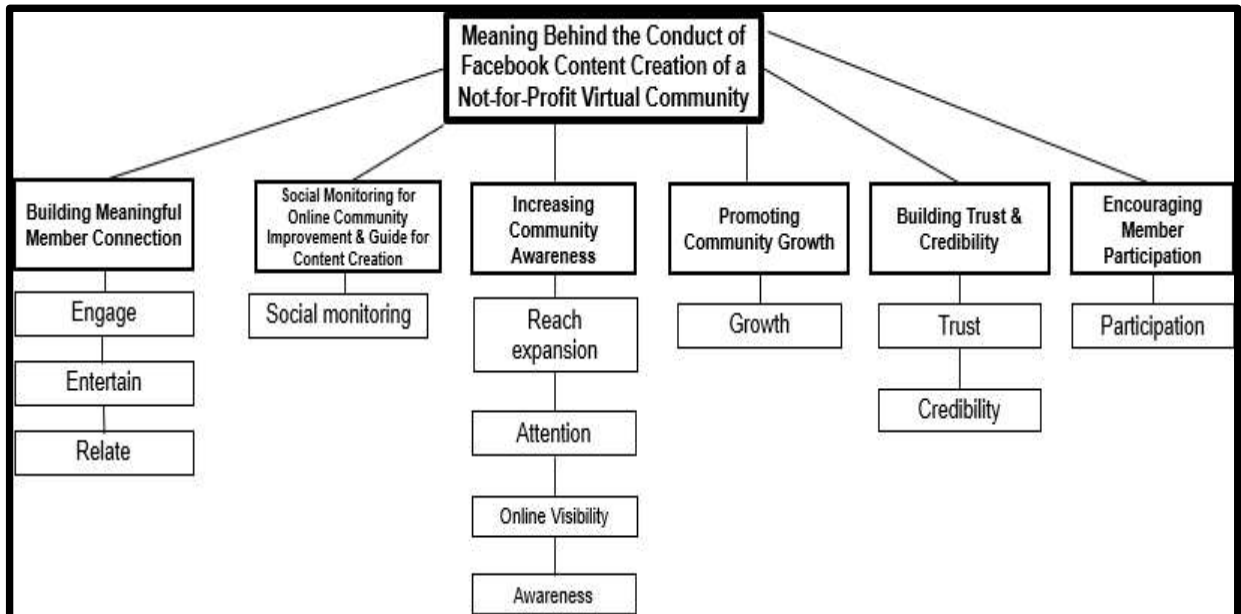
Unpredictability and randomness found in social media sites is one of the key psychological characteristics of habitual social media use. The phenomenon was referred to as variable reinforcement schedules by psychologists which explains the reason why social media users frequently check their screens as these platforms are filled with unpredictable rewards motivating habitual users to constantly check and engage for longer periods (Griffiths & Nuyens, 2017, as cited in Griffiths, 2018).

Moreover, Tech Solutions Pro (2024) stated that unpredictability is not just about randomness but it is more about being strategic and reflective in understanding what your audience needs and how to keep them excited to establish long term engagement.

Further, Goldlily's Media (n.d.) explained that as human beings we are looking for something new to discuss and since we are social creatures talking about the new things help us create connection with others.

II. The Meaning Behind the Conduct of Facebook Content Creation of a Not-For-Profit Virtual Community

Figure 40.
Thematic Map for Research Question 2



The primary theme that emerged from the analysis of the meaning behind Facebook content creation of a not-for-profit virtual community is fostering meaningful connections among members achieved through engaging, entertaining and relatable content.

The second theme centers on social monitoring which is done to improve the community's content creation strategies.

The third theme emphasizes raising awareness for the community, ensuring that content attracts the attention of both the audience and potential partners.

The fourth theme focuses on community growth for it to sustain the life of the

community long term, while the fifth is about building trust and credibility—crucial elements for not-for-profit communities as trust can be a significant barrier on social media.

Lastly, encouraging member participation remains critical, as active engagement is necessary for achieving community objectives.

Building Meaningful Member Connection

Lumi (n.d.) emphasized that connection is crucial for the success of communities and membership organizations. To develop community advocates, it is recommended to create opportunities for members to connect with one another, cultivate relationships, and share their thoughts about the organization and its mission. This can also be aligned with Stakeholder Theory which suggests that an organization must take into account the interests of individuals or groups that are affected by their activities and that it is important to maintain strong stakeholder relationships by creating value for them (Freeman, 1984), whereas in this study, content is seen as a tool to create that value for the community members.

Additionally, the vital role of member satisfaction was highlighted, as happy members are more likely to engage with the community. Engagement of members can be measured and evaluated through various activities, including volunteering, giving time to the community, posting positive reviews, engaging with content from the community, and spreading awareness about the community.

Engage

The U.S. Support Team has suggested we review our social media analytics to

identify the best posting times when our audience is most active and likely to engage. Tailoring our posting schedule to align with the members' active time on social media, we can increase visibility and encourage engagement with our content.

Figure 41.

Facebook stories for engagement purposes

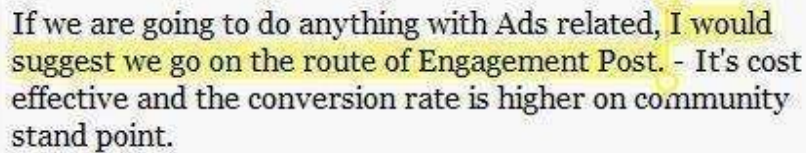
While I was doing the storage bank, just realized that the calendar is kind of FB posts-centered. For the FB stories, shall we create a "story version" of the posts we've prepared based on the calendar or shall we just keep the FB stories formulation as is --- for engagement purposes? (i.e., questions, quotes etc.) Would appreciate your advice. Smile

The message emphasizes that our content, like Facebook stories, is crafted with engagement in mind. Beyond aiming to stay top of mind, our goal is for our audience to connect with and interact with the content we share. When we achieve this level of engagement, we create the potential to mobilize our audience toward larger, more impactful community goals.

During our Facebook Live, we were encouraged to ask questions and encourage the audience to share their answers in the comments. This is done to build engagement during our Facebook live session. This does not only bring members into the conversation but also boosts our reach and visibility on the platform. From my own experience, adding an element of excitement such as through thought-provoking or interactive questions can improve audience involvement and create a more dynamic, engaging experience for everyone watching our Facebook Live session.

Figure 42.

Suggestion to go on the Route of Engagement Post



If we are going to do anything with Ads related, I would suggest we go on the route of Engagement Post. - It's cost effective and the conversion rate is higher on community stand point.

Our Founder suggested shifting our focus from running advertisements to maximizing an engagement-centered posting strategy. She considers this recommendation as a cost-effective way to promote authentic connections, which she believes can ultimately lead to real conversions, transforming viewers into active followers or community members. The said strategy not only reduces costs but also builds a more loyal and engaged audience organically.

Beyond content creation, we are also committed to engaging with our audience by responding to messages and comments. By addressing the concerns or interacting with the audience in the comments section, we make them feel valued, heard and we build relationships with them.

Social media has shown that relationships can be nurtured even in the virtual space, moving away from the traditional belief that connections require face-to-face interactions.

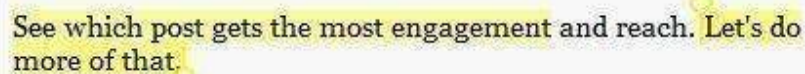
I can relate to this with my journey at the University of the Philippines – Open University. Though my classes and interactions with classmates and professors are entirely online, we have still managed to create and strengthen connections.

Since boosting engagement is a primary goal in our content creation, the U.S. Support Team recommended we review high-engagement TikTok videos for

inspiration. They suggested using a strong call to action, speaking directly to the audience, and using popular audio that resonates with our viewers. The more we speak directly to the audience provided that our content or message will resonate with them, the more we have the chance to engage them on our social media posts.

Figure 43.

Advice to do more posts with the most engagement



See which post gets the most engagement and reach. Let's do more of that.

The suggestion above reinforces the importance of reviewing high-engagement posts and creating more content following the type of engagement posts that were revealed to work in terms of engagement. It clarifies that our content creation process is strongly driven by the goals of engagement and visibility, making sure our audience feels connected and actively involved with what we share.

The U.S. Support Team observed that using Filipino or a mix of Tagalog and English (TagLish) tends to resonate more with our audience, creating a sense of connection. This linguistic approach makes members feel seen and understood, bridging cultural familiarity with our message. When content reflects the audience's own language, it becomes more relatable, encouraging members to engage more naturally. For many in our community, seeing their language reflected in our content fosters a sense of belonging, which in turn leads to higher engagement and natural or authentic interactions.

In a recent meeting with our Founder, we were encouraged to continue creating reel videos that feature our members' stories. This storytelling form of content has

proven effective in engaging members, as they feel recognized when their own stories, or the stories of fellow members, are highlighted on our community's Facebook page. Additionally, sharing posts about current events within the community further strengthens member involvement.

Throughout my data collection and analysis, I have noticed the word "engage" appearing frequently. In my readings and professional experience in Marketing Communications, it is clear that engagement is central to social media content creation. Research by Song, Lee, Liew, and Subramaniam (2023) reveals that social media engagement improves relationship quality, which in turn positively impacts brand image and loyalty. Similarly, consumer engagement on social media has been shown to promote brand trust and awareness (Bianchi & Andrews, 2018; de Valck, van Bruggen & Wierenga, 2009; Habibi, Laroche & Richard, 2014; Zhang, Torres & Chen, 2018, as cited in Santos, Cheung, Coelho & Rita, 2022).

This highlights the powerful role of content creators in any organization or community as their work goes beyond simply producing content; it is about nurturing relationship quality, improving brand image, and promoting loyalty. Content creators hold a critical role in building the bridge between the audience and the brand, cultivating long-lasting connections.

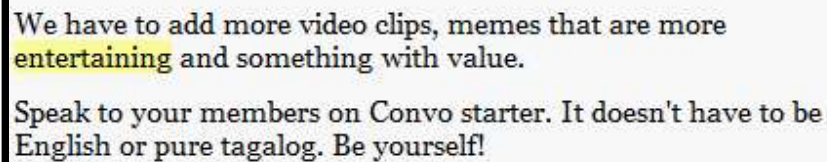
Entertain

In December 2021, we conducted a Facebook Live session for our community to celebrate the Christmas season. The U.S. Support Team suggested that the host wear a gown during the broadcast, to make the Facebook Live session more

entertaining. We also incorporated raffle games into the session, encouraging active participation and engagement from our viewers. The combination of “extra” elements for excitement like the wearing of the gown by the host and raffle games made the Facebook Live session enjoyable and memorable, strengthening the connection we have with our members.

Figure 44.

Entertaining types of posts

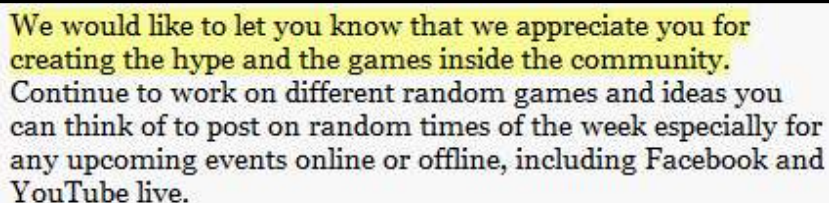


We have to add more video clips, memes that are more entertaining and something with value.
Speak to your members on Convo starter. It doesn't have to be English or pure tagalog. Be yourself!

The U.S. Support Team put a heavy emphasis on the importance of including entertaining video clips and memes in our social media postings as these are found to capture the audience's attention and spark interest. Incorporating humor to our content never fails to bring engagement to our members which motivates them to connect more with the community as they connect with the content.

Figure 45.

Appreciation to the Team for creating hype inside the community



We would like to let you know that we appreciate you for creating the hype and the games inside the community.
Continue to work on different random games and ideas you can think of to post on random times of the week especially for any upcoming events online or offline, including Facebook and YouTube live.

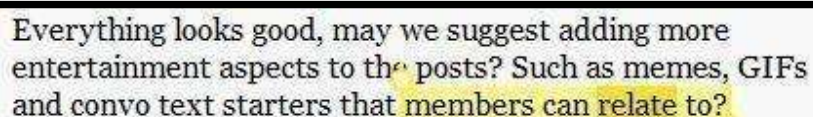
This message comes from the U.S. Support Team to our Facebook Moderator, highlighting their appreciation and the effectiveness of creating excitement and

incorporating games to engage our community members. We have seen that members participate in our online games that we post particularly when prizes are involved. According to the survey data shared in this paper, a significant portion of our audience belongs to Class E, making monetary incentives attractive to our audience. Online games combined with prizes improve the members' participation.

Lou & Xie (2020) noted that consumers' assessment of the informative and entertaining aspects of branded content, partnered with the perceived usefulness of the brand's YouTube channel, plays a critical role in shaping their overall experience with the brand. This improved experience, in turn, leads to increased brand loyalty. Meanwhile, Kim & Drumwright (2016) stated that a social media marketing campaign should prioritize creating an engaging and enjoyable experience to the audience as this is necessary to promote strong relationships between consumers and the brand.

Relate

Figure 46.
Examples of posts which members can relate to



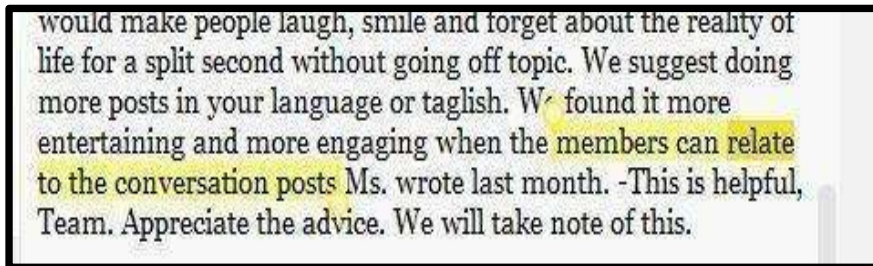
Everything looks good, may we suggest adding more entertainment aspects to the posts? Such as memes, GIFs and convo text starters that members can relate to?

When creating content, we often focus on how to make it relatable to our audience, particularly with social media messaging. From my own experience, it is similar to how I feel about a speaker, a book, or a movie. If the topic resonates with me emotionally, I am much more inclined to attend, read, or watch because it speaks to me on a personal level. Just like social media content, in my observation, when the

content seems to speak directly to the audience, it establishes a connection.

Figure 47.

Observation on relatable posts



The U.S. Support Team emphasizes that when crafting conversation starter posts, the questions should be closely aligned with the audience's interests to increase engagement. Relatable content forms a connection, building a bridge between the audience and the community, which improves interaction and sense of belongingness.

The U.S. Support Team also emphasized the importance of creating posts that resonate not just with our members but with a broader audience. By keeping the general audience in mind, we expand our reach and reinforce our position as an open and welcoming community.

Moreover, the U.S. Support Team has observed that including real people in social media content makes it more relatable for the audience. When the audience sees a human presence within the content, this creates a connection, allowing the content to tap the audience on a personal level.

During the peak of summer's intense heat, I reached out to our Facebook Moderator/Graphic Artist to create a relatable artwork like the one below, recognizing its relevance and the engagement it could achieve by connecting with our audience's current experience. One thing I realized is that it is crucial for content creators to

understand the audience's challenges and present experiences in order to craft content that speaks directly to their current situations – making them feel understood, seen and heard.

Klassen, Borleis, Brennan, Reid, McCaffrey, and Lim (2018) defined relatable content as posts that promote a sense of friendship or connection between the poster and their audience and which resonates. Examples of relatable content include practical tips beneficial to social media followers and discussions of topics that followers find important.

Adomavicius (2021) noted that content should be relatable, simple, and emotionally engaging. The author's study reveals that people primarily use social media to connect with family and friends, with these relationships highly influencing engagement. With this, it is recommended that content creators should treat social media users as friends or family by using a genuine and transparent tone and creating light-hearted, relatable content in order to build trust and emotional connections, making it easier to achieve business objectives. It was also emphasized that when consumers feel a sense of friendship with organizations and leaders, it enhances personalization and transparency.

Online Community Monitoring for Improvement and Guide for Content Creation

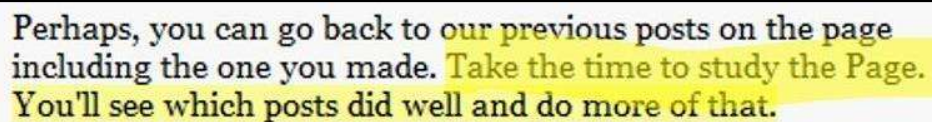
Social Monitoring

Our community conducts social monitoring to continually refine our content creation. Insights from this process show which posts generate high reach and engagement and which do not. Social monitoring is done by observing the audience's

social media behavior (i.e., observing their engagement, their comments) on a particular post. Having this awareness helps us focus on replicating effective content and avoid those content that are not resonating with our audience.

Figure 48.

Drawing insights from page review



Perhaps, you can go back to our previous posts on the page including the one you made. Take the time to study the Page. You'll see which posts did well and do more of that.

The above advice is from the U.S. Support Team instructing us to regularly review past posts and assess the page's overall performance. Through analyzing what types of content resonated most with our audience, we can identify patterns in successful posts and use these as inspiration for the next batch of content we are producing. This involves looking closely at both the messaging and format that worked well, serving as our guide in terms of creating content that has an impact on our audience. This practice helps us ensure that our content is relevant and aligned with our audience's preferences.

Figure 49.

Recommendation to improve the performance or strategies



Reviewed the community's Facebook page insights today and I find it great for us to take a look at the results as a team for the past 28 days and collaborate on ideas to make our performance, strategies even better.

This message is from our Founder when she reviewed our community's Facebook page insights. She then suggested for us to review the insights too and come up with ideas on how we can improve our content creation process and strategies. With data

available, we have a solid foundation to guide our strategic decisions, allowing us to identify which approaches are most effective. Reviewing these insights not only informs us about what resonates with our audience but also confirms whether our brainstormed strategies are working. This data-driven approach empowers us to refine our tactics continuously, helping us ensure that we are responsive to our community's evolving needs and preferences.

After our in-person community events last March 2024, I advised our Facebook moderator to consistently monitor the health of our Facebook page, as we have noticed that engagement often drops after events in the past. Beforehand, our announcements build excitement, but afterward, that energy tends to drop.

I recommended keeping our audience engaged with interactive posts like raffles and teaser games to sustain the momentum. Through the help of social monitoring, we can effectively plan our next steps to keep the community's interest and engagement.

I conducted a community health check and shared the top engaging posts with the team. This monitoring provides us with a reference for determining the types of content we should continue producing. As stated in the message above, congratulatory posts celebrating community members or winners, our television feature highlights, relatable moment marketing posts, and reels presented by real individuals have proven effective. As a result, we have focused on creating more of this type of content to enhance our engagement with the community.

Our Founder also engages in social monitoring by reading the comments from our audience on our Facebook page. We have been encouraged to create content based on the feedback of the audience, their heartbeat and the current happenings in the

community to ensure relevance and relatability in terms of the content we produce and post.

Social monitoring involves the organized collection, analysis, and presentation of pertinent data from social media platforms (Hadi & Fleshler, 2016; Manzira & Bankole, 2018; Orlandi, Zardini, and Rossignoli, 2020, as cited in Zachlod & Peter, 2021). The results of social monitoring guide organizations in terms of business decisions (Manzira & Bankole, 2018; Orlandi et al., 2020, as cited in Zachlod & Peter, 2021). Furthermore, it was also noted that organizations can maximize social monitoring to understand public sentiment about the organization, its products, and services. Customer service, product optimization, reputation management and crisis prevention are areas where social monitoring can also play a crucial role (Dalla Vecchia, Vogel and Sachlod, 2020). But the most notable role of social monitoring that is really helpful to organizations is that it can help organizations assess and enhance their activities as social monitoring offers them feedback.

Increase Community Awareness

Reach Expansion

Figure 50.

Suggestion to increase Facebook reach

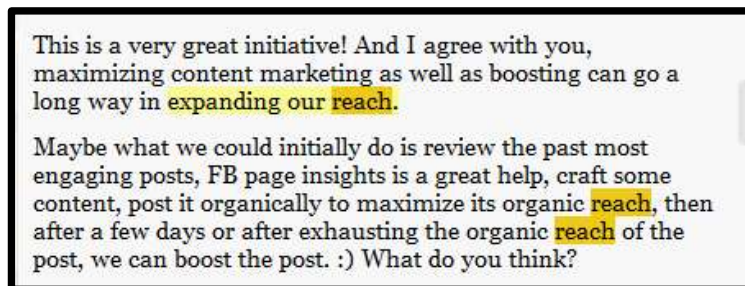
- Get the audience engaged by asking them questions and have them comment on their answer. This will increase the Facebook reach and audience traction. Questions such as who's excited? How many drawings should you do, etc.

During Facebook live sessions, the host asks the members questions in order to have them engaged. Aside from that, it also helps us buy time in order to increase

the viewership of Facebook Live. While the host engages the audience, the host also asks the audience to share the Facebook Live. Doing this encourages more viewers to tune in our Facebook Live session.

More people who are tuned in is necessary as it helps bring awareness about our community, activities and projects which in turn increases engagement and participation in our activities.

Figure 51.
Role of content marketing in reach expansion



We believe that effective content marketing can help us increase our organic reach. With this, I suggested to the U.S. Support Team that we can study the posts that were seen to have the most engagement, craft a content tailored to that, post it and see the organic reach. After a while, we can boost the post if it is proven to be engaging or effective. The U.S. Support Team has agreed to my suggestion. But per our experience, we really haven't experienced boosting a post as our Founder still preferred the engagement route.

Upon reflection, I suddenly remember the advice of the Co-Founder of our organization. He said that you can increase your audience or reach in three ways: (1) work for it through content marketing; (2) buy it through the use of advertisements; (3) borrow from others by establishing partnerships.

As part of our content creation process, we constantly review insights to improve our reach and engagement. One notable trend we have observed is our audience's preference for non-branded posts. After carefully observing successfully content from other social media pages, we noticed that viral posts often feature small or even no visible brand logos.

As our Co-Founder often reminds us, "People don't like to feel sold to." This resonates with my own experiences, as non-branded content consistently attains more engagement than overtly branded or promotional posts.

Additionally, reels that center around positivity and offer practical tips tend to achieve impressive reach, presenting their value to our audience. These insights shape our content creation process, as we aim to balance brand identity with content that feels authentic and useful.

The U.S. Support Team tasked us with reviewing our Facebook Page insights to determine which posts generated the most reach and to use those insights to guide future content. This experience reminded me that content creation is really about observation, learning how to go about trial and error, and learning from the data to understand what resonates to the audience and what does not. The data truly speaks for itself, guiding us on which types of content are worth continuing and improving.

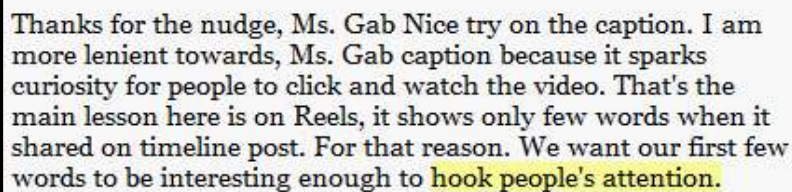
Our Founder recommended that we share content from relevant social media pages that align with our mission because by sharing impactful content from trusted sources, we can amplify our reach and attract viewers who already value similar content.

Ideally, these engaged viewers will start following our page as they see our commitment to delivering valuable, aligned content, building a community of followers who are interested in and whose values are aligned to what we stand for. This strategy highlights an important aspect of content creation, sometimes one of the best ways to grow is by connecting and sharing rather than crafting everything from scratch.

Attention

Figure 52.

Goal to hook people's attention



Thanks for the nudge, Ms. Gab Nice try on the caption. I am more lenient towards, Ms. Gab caption because it sparks curiosity for people to click and watch the video. That's the main lesson here is on Reels, it shows only few words when it shared on timeline post. For that reason. We want our first few words to be interesting enough to hook people's attention.

Our Facebook Moderator and I collaborated on a caption for a Facebook reel. When we shared our work with the Founder, she preferred my version, stating that it will spark more curiosity and will motivate viewers to watch the video. She emphasized that the first few words are critical for capturing attention — just like how a writer crafts an engaging book introduction or how a journalist writes a compelling lead.

This shows that whether it is a book, an article, or a social media caption, opening lines play a crucial role in capturing people's attention and if you are a content creator, it is vital to keep that in mind always.

Below is the caption preferred by our Founder:

“Jinudge, inapakan, kinutya ng maraming tao, pero bumangon at patuloy pa ring tumayo, lumaban, at umasenso. Iba ka, Ms. @!”

English translation:

“Judged, stepped on, mocked by many, yet stood up, kept standing, fought, and succeeded. You’re one of a kind, Ms. @!”

The audience’s pain points, especially those likely to resonate with the featured celebrity’s story, were included in the beginning of the caption, a choice our Founder preferred. In marketing, connecting with the audience means speaking their language, which starts by understanding their pains and challenges and translating those into a message that feels personal and relevant.

Online visibility

Figure 53.

Strategy to gain more viewers

- Have a conversation with your audience for a good 10 minutes before the raffle starts, so that you can gain more viewers first and track more audience.

The message above reiterates the U.S. Support Team’s advice to prioritize audience engagement during the initial moments of Facebook Live sessions to improve online visibility. When the host interacts with viewers in the first few minutes, we encourage more people to join and ensure they are aligned with the information and announcements we share. This maximizes our reach and impact during Facebook live sessions.

Figure 54.

Strategy to increase online visibility

This strategy is to help increase our online visibility, to enhance the overall experience of members, and most importantly, to offset predictability, we need to make sure that we give our audience something fresh! - Ms.

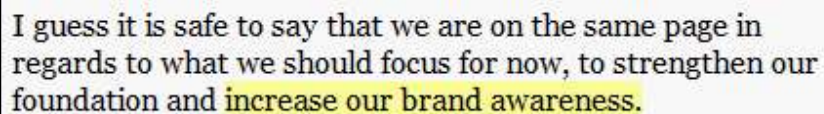
The Founder recommended that we regularly deliver content that feels new and fresh to our audience. This strategy is essential for increasing our online visibility as when people encounter fresh posts that resonate with them, they are more likely to follow our Facebook page.

I can compare this to the launch of new products for a brand. While introducing new products helps sustain the interest of existing or old customers, it also attracts new ones, encouraging them to consider switching to the brand. Giving out fresh and relevant content can help us cultivate a broader audience.

Awareness

Figure 55.

Aim to increase brand awareness



I guess it is safe to say that we are on the same page in regards to what we should focus for now, to strengthen our foundation and increase our brand awareness.

Our community's primary focus is to build and increase brand awareness. In Marketing Communications, we follow the AIDA model as our guide: first, we establish brand awareness, followed by creating interest and desire for a product or service, and finally mobilizing action, whether that's a purchase or availment of our offering.

For our community, this means we must start with awareness, produce content to introduce our community, then develop engaging content that piques our audience's interest and fosters a desire to be part of our community. This is followed by strong calls to action, encouraging those who are not yet members to join us or

participate in our advocacy efforts and activities (Lewis, 1898, as cited in Heintz, 2021).

Non-profit organizations utilize and maximize social media tools to establish brand awareness, engage with their public, share vital information and collect feedback (Kamboj, Sarma, Gupta, and Dwivedi, 2018; Mhamdi, Al-Emran, and Salloum, 2018; Wang, Wang and Abdullat, 2021, as cited in Albanna et.al., 2022). It was also noted that social media can help non-profit organizations make their activities public to attract more donors as well as reach more target supporters (Foronda-Robles & Galindo-Pérez-de-Azpillaga, 2021, as cited in Albanna, et. al., 2022). The role of social media and content creation in spreading awareness aligns closely with Diffusion of Innovations Theory, which asserts that innovations spread gradually across a certain population through five adopter categories: innovators, early adopters, early majority, late majority, and laggards and that the rate of adoption is impacted by factors such as perceived benefits, the innovation's compatibility with existing values, its complexity and visibility (Rogers, 1962).

Awareness is crucial in non-profits. As McDougale & Lam (2014) emphasized, the most significant predictor of confidence in the performance of nonprofits is awareness of the sector. Public confidence is believed to be a crucial indicator of legitimacy.

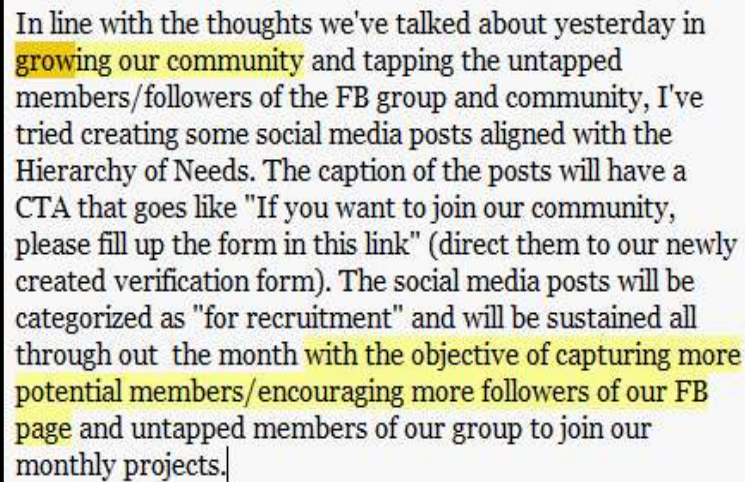
Meanwhile, Independent Sector (2020) revealed that familiarity is an important element in building trust in a nonprofit organization.

Community Growth

Growth

Figure 56.

Objective of growing the community



In line with the thoughts we've talked about yesterday in growing our community and tapping the untapped members/followers of the FB group and community, I've tried creating some social media posts aligned with the Hierarchy of Needs. The caption of the posts will have a CTA that goes like "If you want to join our community, please fill up the form in this link" (direct them to our newly created verification form). The social media posts will be categorized as "for recruitment" and will be sustained all through out the month with the objective of capturing more potential members/encouraging more followers of our FB page and untapped members of our group to join our monthly projects.

One of the community's primary goals is growth. If our community is not growing, it risks stagnation and decline. To prevent this, we make sure that our content is designed to attract more members and followers.

I've drawn on the Hierarchy of Needs as a framework for my social media content aimed at recruitment, as it reflects fundamental human needs: physiological, safety, love and belonging, esteem, and self-actualization (Maslow, 1943, as cited in McLeod, 2024). By addressing these needs in our messaging, we can effectively engage potential members and hopefully build a thriving community.

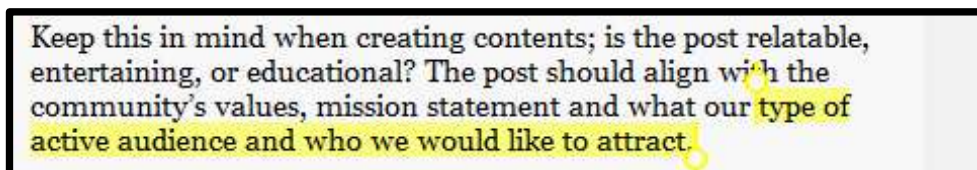
With the growth of the community as one of our primary aims, we continually explore strategies to expand it further. One suggestion given by the U.S. Support Team has been to maximize the potential of our Facebook group to aid in overall

community growth.

I proposed using the Facebook Group Rooms feature to facilitate more interactive discussions and activities. Additionally, continuation of running engagement games within the group and creation of tailored recruitment posts aimed at attracting non-members to join our community are parts of my suggestion in order to ensure an open and welcoming environment that encourages participation and promotes growth.

Our community's relatable content is crafted to attract new followers who align with our values. Engaging with individuals who resonate with our values benefits our community, as it makes growth easier and more organic. When we connect with like-minded people, it helps promote a sense of belonging and shared purpose, which strengthens our community.

Figure 57.
Attracting the right type of audience



Keep this in mind when creating contents; is the post relatable, entertaining, or educational? The post should align with the community's values, mission statement and what our type of active audience and who we would like to attract.

This reiterates the earlier advice to create posts that align with our values, purpose and the audience we want to attract. It highlights how content can serve as a filter for our community. By producing content that resonates with our target audience, we can increase the likelihood of attracting the right people. When our messaging reflects our core values, it naturally attracts those who share similar beliefs and interests.

Our community hosts Facebook Live sessions to attract more people into our virtual space. When our target audience sees our members enjoying themselves in

our community, it can inspire them to join in on the fun. Additionally, we enhance the excitement of these sessions by providing prizes and running games, which further increases the appeal and encourages participation. In my experience and observation, when we show the positive and light atmosphere of our community, we attract new members who want to experience the same enjoyment

Community growth is necessary for advancing its mission. As De Vita & Twombly (2001) noted, the more people are aware of a community and its cause, the easier it is to attract key stakeholders such as board members, staff, volunteers, clients, and supporters, which helps a community drive progress toward its goals.

Broad support also enhances the legitimacy of an advocacy effort. For example, in May 2000, the Million Mom March was held in Washington, D.C. which has gained extensive media coverage. The large turnout was partly the reason why the march received a wide media coverage. The legitimacy of the coalition effort was also validated by the coalition of organizations, including medical associations, housing groups, law enforcement agencies, teachers' unions, and mayoral associations (De Vita & Twombly, 2001).

Furthermore, as Delahaye (2020) emphasizes, volunteers are crucial to the mission, goals, and vision of non-profit organizations. Volunteers are often regarded as the foundation of nonprofit organizations, making it important for the human resources department to support their performance, engagement, and commitment (Alfes, Antunes and Shantz, 2017, as cited in Delahaye, 2020). Aligned with this, a primary goal of our community is to create engaging content that fosters growth and helps strengthen our community.

Trust and Credibility Building

Trust

Figure 58.
Capture the trust

Also, to solve the barrier on trust, I'm also thinking of getting our members' testimonials (What they love about community) and translate them into social media posts. This might be a nice addition to our postings on recognitions/payouts since this could capture the trust of those who are hesitant to join our community since testimonials directly come from our members.

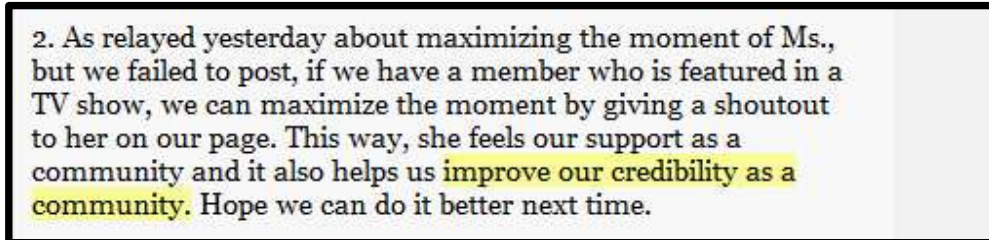
The suggestion above is my idea to produce testimonials that can help break the trust barrier on social media. When our members validate our community and share their experiences, it can build and strengthen the trust of non-members or non-followers.

In my personal experience, when searching for great restaurants on social media, I always check customer reviews to determine whether a place is worth visiting. On another hand, as a business owner, I encourage my customers to share their feedback on our Facebook page. Positive reviews can undeniably attract potential customers, as they often look for reassurance by reading testimonials from others who have tried our offerings. This approach never fails to help us capture our potential customers' trust.

Credibility

Figure 59.

Improve the credibility



2. As relayed yesterday about maximizing the moment of Ms., but we failed to post, if we have a member who is featured in a TV show, we can maximize the moment by giving a shoutout to her on our page. This way, she feels our support as a community and it also helps us improve our credibility as a community. Hope we can do it better next time.

The advice above refers to a member of our community who was featured on a well-known television show. I recommended that our Facebook Moderator share this news on our page to build or improve our credibility as a community because by highlighting the fact that one of our members was part of a known television channel game segment, we can leverage that credibility to build our own.

Our nonprofit virtual community is focused on building trust and establishing credibility. As Mezgár (2009) observed, trust forms the foundation of all human interactions which is particularly true for virtual communities.

Meanwhile, independent Sector (2020) similarly emphasized that public trust is the “currency” of the nonprofit sector. Considering our dual identity as both a nonprofit and a virtual community, earning trust requires a conscious effort, which we support through strategic content creation, such as sharing member testimonials and reviews.

In terms of credibility, Jamal and Abu Bakar (2017) highlighted that organizational credibility, the perception of an organization as a trustworthy and reliable source, plays a critical role in an organization’s longevity. This concept is relevant to our not-for-

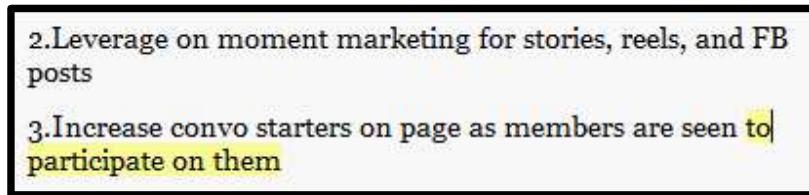
profit virtual community, as the perceived credibility of our messages and content has the potential to either build or damage our reputation.

Encourage Member Participation

Participation

Figure 60.

Insight on member participation



Conversation starters are formulated to encourage responses from our members, emphasizing the importance of participation. We want our members to share their opinions or ideas on specific posts, as this engagement helps them feel heard, seen, and valued.

Facilitating this dialogue is critical for boosting our members' morale and self-esteem. As an open and welcoming community, we strive for two-way communication, seeing to it that it is not just our voice being heard through our posts, but also allowing and motivating our audience to express their thoughts and feelings.

Figure 61.

Strategy to make the members participate

In line with the thoughts we've talked about yesterday in growing our community and tapping the untapped members/followers of the FB group and community, I've tried creating some social media posts aligned with the Hierarchy of Needs. The caption of the posts will have a CTA that goes like "If you want to join our community, please fill up the form in this link" (direct them to our newly created verification form). The social media posts will be categorized as "for recruitment" and will be sustained all through out the month with the objective of capturing more potential members/encouraging more followers of our FB page and untapped members of our group to join our monthly projects.

The recruitment posts, founded from Abraham Maslow's Hierarchy of Needs and featuring strong calls to action, are created not only to attract new followers but also to engage inactive members in our community projects and activities. When we address our members' needs at various levels, we aim to inspire participation and promote a sense of belonging among our members.

Figure 62.

Make the members feel included

Also, let's reach out to our ambassadors, let us make them feel included in some of our process. We should have a meeting with them to discuss ideas etc.

The suggestion above was from our Founder, highlighting the significance of involving our community ambassadors in discussions and activities. When we include our ambassadors, we not only gain essential insights from their ideas but also make them feel valued and significant within the community. Furthermore, this engagement helps us mobilize them more effectively, encouraging further their contributions and strengthening our collective efforts.

Wellens & Jegers (2011) emphasized that it is important for non-profit organizations beneficiaries be included or involved in organization's activities such as policy-making and governance because whatever activities the non-profit organizations have, these affect their lives (Robson, Begum and Locke, 2003, as cited in Wellens & Jegers, 2011).

Moreso, the government emphasis on organizations staying "close to the customer", ensuring that their needs and preferences are met as well as the public is ensured is crucial (Robson, Begum and Locke, 2003; Carr, 2004, as cited in Wellens & Jegers, 2011).

Meanwhile, it was stated that the quality of nonprofit organization governance improves when the perspectives of stakeholders are incorporated into effective measurements (Brown, 2005, as cited in Wellens & Jegers, 2011).

Furthermore, when expectations of stakeholders for good governance are attained, non-profit organizations are considered to be more effective (Herman & Renz, 2008; Balser and McClusky, 2005, as cited in Wellens & Jegers, 2011).

Navigating Challenges and Refining Processes Through the Learnings Gained in Facebook Content Creation

Reflecting on my journey as a content creator for our community's Facebook page presents a process of transformation shaped by challenges and opportunities. While the current content creation process appears seamless, it was far from perfect in its early stages.

When we launched our community's Facebook page, one of the most pressing challenges was determining the content that resonated with our audience. At that time, we lacked substantive social media metrics, such as engagement rates and reach, to serve as our reference and guide our decisions. This absence of data, coupled with the limited literature on Facebook content creation, has been challenging.

But the said challenge did not stop us, our team was inspired to find ways to understand our audience by conducting surveys, engaging in social listening to gather the audience's feedback on specific posts, and holding brainstorming sessions led by the Founder to collect community insights. Additionally, regular team dialogues and reviews of social media analytics became crucial to our process. The said efforts helped us establish a content strategy that fulfills both audience needs and organizational goals.

Another significant challenge was building and strengthening credibility to attract influencers, collaborators, and partners in our early days. As a new community, we had to work hard to build trust - given the dual nature of our community - a not-for-profit in a virtual space. This motivated us to feature content that showcased testimonials, ongoing activities, and the community's impact. By showing our authenticity and mission through our Facebook content, we were able to win over partners and collaborators who are aligned with our values and mission.

Further, despite understanding our audience, there were times when certain posts failed to achieve substantial or ideal engagement. In response to the said challenge, we practiced and embraced a culture of experimentation. We diversified content themes and formats, trial-tested posting times, and refined our approach and

content strategies based on social media analytics. For example, we identified optimal posting times to maximize engagement and ensured variations to break monotony in our content as we have found that predictability weakens audience interest.

Moreso, to bring order to our content creation process, we developed a monthly content calendar and a storage bank for content ideas. These tools ensured organized and seamless content creation and content management system. This practice has been proven greatly helpful when we were starting the not-for-profit virtual community as the content creation team's ideas are sometimes scattered. The content creation and management system saved the content creation team's time, effort and energy.

After two years of running the community, there also came a point when we have observed that some of our postings are not aligned with our branding, community's goal, mission and purpose as well as lacking consistency. This observation led us to creating a Standard Design Guide containing necessary information and elements to ensure clarity in our messaging, mission-alignment, understanding of our target audience as well as guarantee content that consistently adheres to our branding guidelines.

Upon my reflection and writing of this Autoethnography, I could proudly say that every challenge we faced led us to a stronger and a more effective Facebook content creation process. As our Founder often reminds us, it is in the challenges we face and deal with that we obtain incomparable learnings.

Facebook Content Creation Process as a Project Manager of a For-Profit versus as a Community Manager of a Not-For-Profit

In my biographical sketch, I shared that I am both a Project Manager and a
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Community Manager and in reflecting on my dual roles as a Project Manager for a for-profit organization and a Community Manager for a not-for-profit community, I have gained a unique perspective on the process of Facebook content creation.

These roles present contrasts in the communication goals, tone, tools, and approaches that shape the content we create. In the for-profit space, the primary communication goals center around building brand awareness, generating leads, and boosting sales. The content produced is often crafted with a professional and promotional tone aimed at achieving the said business objectives. On the other hand, content for the not-for-profit community is mission-driven, with the main focus on building and strengthening relationships and engaging the community on a more personal and intimate level. The tone is more heartfelt, authentic and conversational, with the aim to build closer relationships and trust with the audience.

The tools and strategies we use also differ. In the for-profit organization, AI tools like ChatGPT are utilized to streamline content creation, enhancing efficiency and scalability. These tools help create content quickly and at scale, optimizing for business growth. Conversely, in the not-for-profit context, content is direct and personalized. The close relationship with the community allows our content creation team tailor messaging that highlights human connection over automation. Our proximity to the audience or close relationship with them helps us craft messages that resonate on a personal level, making AI tools less necessary.

Moreso, surveys provide another point of contrast. In the for-profit sector, surveys are used to collect data, but they often lack a personal connection to the respondents.

The data collected may inform our decisions, but it lacks the depth of insight that comes from a direct relationship with the audience. In the not-for-profit community, surveys are further strengthened by dialogue. We have a deeper understanding of the individuals responding, often supplementing survey data with insights gathered during brainstorming sessions and through the Founder's Facebook Live sessions. These live sessions, in particular, are vital to our community engagement and content creation strategy as they provide a platform for direct feedback, ideas, and suggestions, promoting a sense of collaboration and connection.

It is through these different roles; I have come to see and realize the distinct dynamics of Facebook content creation in each space. While the for-profit sector aims for efficiency and scalability, the not-for-profit community thrives on personal connection, relationships and direct engagement, both of which play critical roles in shaping the content we create and our processes.

Synthesis of Themes and Sub-Themes

The first theme that emerged from the data analysis for research question number one is, **Diverse Content Formats and Themes**, which presents the community's broad range of content types presented in various formats, which are tailored to various objectives such as engagement, timeliness, entertainment, authenticity, mission alignment, and education. This variety in content ensures that the community fulfills the diverse reasons users engage with social media, ranging from learning and entertainment to community connection. Moreover, the variety in content also helps guarantee that the organization achieves its communication and organizational aims.

The sub-themes that emerged from the theme Diverse Content Formats and Themes, are as follows:

The virtual not-for-profit community's approach to Facebook content creation is characterized by a diverse and multi-faceted strategy, featuring *various content types and formats* targeted at achieving a broad range of objectives.

Emphasis on *relatable* content that utilizes everyday language and experiences aims to promote authentic connections with the audience as this approach is proven to encourage engagement and helps build a more conversational, interactive space. Similarly, the community incorporates *entertainment* through memes, GIFs, and humorous posts, which help to humanize the interaction and bring a casual, engaging and an approachable tone to the content.

Further, *engaging content* fosters dialogue, strengthening the community and encouraging participation not only in content creation but in bigger community activities and initiatives.

Moreso, the virtual not-for-profit community strategically publishes *timely content*, aligning posts with current events and moments to increase relevance and impact. *Mission-aligned content* helps our community communicate more authentically, and more strongly, ensuring that social media posts reflect our core values and purpose. The integration of *educational content* is also practiced, providing valuable insights into topics like career and business development to the community members and audience which not only engage the audience but also builds a community of learners committed to personal and professional growth.

The community values and promotes *authenticity* by producing content that is raw and genuine, which strengthens connections and promotes trust. This is further supported by the utilization of *testimonials*, which enhance credibility and build trust with the audience, specifically in the online space where trust is often a barrier to engagement.

The second theme, **Collaborative Engagement**, emphasizes our community's focus on encouraging participation from our members. By encouraging contributions and building partnerships in content creation, our community enhances the sense of collective ownership and involvement, enriching the content and solidifying members' connection bonds.

The community promotes and strengthens engagement through *member contributions*, *partnerships*, and *members active involvement*. By encouraging members' contribution on content, they feel heard and valued while generating content that resonates. *Partnerships* with trainers and content creators are practiced by the community as it is beneficial to both parties in terms of increasing visibility and brand awareness as well as providing value to the community members. *Members' involvement* in content decisions helps ensure that the community's interests and needs guide content creation, making the process collaborative and responsive.

The third theme, **Strategic Content Creation and Management**, highlights the community's systematic and strategic approach to content production and management which includes the development of a standard design guide, a monthly social media

calendar, and a content storage bank. The said tools streamline the content creation and content management processes, guaranteeing consistency and alignment with the community's mission and goals.

The *standard design guide* ensures consistency in branding and improves efficiency by laying out clear guidelines for content creation. The *monthly social media calendar* helps the team be organized and aligned, tracking content status and ensuring everyone is on the same page in terms of content creation process. Meanwhile, the *content storage bank* helps guarantee efficient performance assessment, providing valuable insights on which content resonates with the audience and guiding future content decisions.

The fourth theme, **Data-Driven Audience Insights**, showcases the community's commitment to understanding its audience through surveys and social media analytics and how this data-informed approach allows the community to adjust its content strategy to better resonate with the audience's preferences and behaviors, making sure that posts are relevant and impactful.

Social media insights and *surveys* play a vital role in shaping the community's content creation strategy. Regularly analyzing post-performance helps the community identify what resonates with the audience, which guides future content decisions. Additionally, insights from surveys provide valuable data that helps tailor content to better meet members' needs, inform strategies and ensure that decisions are based on solid feedback.

Finally, the theme of **Optimized Posting Schedule and Frequency Strategy** presents the importance of timing in content creation as through strategically scheduling

posts at optimal times, the community maximizes engagement and ensures that its content reaches the audience at the best time.

An effective social media strategy involves both a *strategic posting schedule and frequency* and *unpredictability*. Consistent posting is important for maintaining a strong presence and to be always on the mind of the target audience, but unpredictability is key to keeping the audience engaged. Balancing consistency with flexibility in content posting ensures content remains fresh and continues to engage the audience effectively.

Meanwhile, the first theme that emerged from research question number two data analysis is **Building Meaningful Connections**. To develop community advocates, it's essential to create opportunities for members to connect, build relationships, and share their thoughts on the organization's mission, highlighting the role of content in creating value for members.

The key to building meaningful connections is by creating engaging content that promotes connections with the audience. By crafting *engaging content*, such as thought-provoking questions during Facebook Live sessions, we not only engage viewers but also boost visibility. Meanwhile, *entertaining content* in the form of memes and video clips was found to capture attention and enhance connection. Additionally, creating *relatable content* that resonates emotionally with the audience helps establish a personal connection, encouraging members to interact and engage with the community.

The second theme, **Social Monitoring for Online Community Improvement and Guide for Content Creation**, highlights the importance of social monitoring to refine the community's content creation strategies.

Social monitoring, through observing audience behavior such as engagement and comments on specific posts, provides valuable awareness for effective content which our community replicates while avoiding less impactful or less effective ones.

Meanwhile, the third theme, **Increasing Community Awareness**, emphasizes establishing awareness for our community, ensuring that content captures the attention of both the target audience and potential partners.

Effective content marketing plays a crucial role in *reach expansion*. By analyzing posts with the highest engagement or performance, our community can craft tailored content to achieve the same success. These posts can also be later boosted to maximize visibility.

Capturing attention starts with compelling opening lines. Strong opening lines are important across all content types of our virtual community, from social media captions to articles. Engaging introductions can spark curiosity and motivate further interaction, highlighting their role in effective communication.

Meanwhile, regularly delivering fresh, relevant content sustains interest, captures new audiences and helps in *online visibility*. Like launching new products, this approach helps strengthen relationships with existing followers while broadening our community's reach.

Following the AIDA model (Awareness, Interest, Desire, Action), our community focuses on creating engaging content that *builds awareness* of our community, captures interest, and drives participation through clear calls to action.

The fourth theme stresses the need for **community growth** to guarantee its long-term sustainability.

Highlighting the positive energy, activities and camaraderie within our community through our content has proven to be an effective way to connect with our audience and ensure *community growth*.

The fifth theme is centered around **Establishing Trust and Credibility**, which are critical in overcoming trust barriers on social media for not-for-profit organizations.

To *build trust* within our not-for-profit virtual community, we utilize member testimonials and reviews in our postings. When members share positive experiences, it reassures potential followers and addresses the trust barrier on social media. Meanwhile, our community enhances *credibility* by highlighting achievements within our community, such as featuring a member who appeared on a well-known television show. Sharing such milestones presents our reputation as a reliable and noteworthy organization.

The last theme, **Encouraging Member Participation** is necessary, as active engagement is crucial to achieving the community's goals.

Our community ambassadors' *participation* in discussions and activities not only offers valuable insights but also makes them feel respected and valued. This engagement boosts their contributions, mobilizes them more effectively, and strengthens our community's collective efforts.

Chapter VI

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The comprehensive research executed across multiple databases revealed that many non-profit organizations are not fully using and maximizing social media, largely due to a lack of knowledge and skills in optimizing these platforms. Moreover, the researcher identified a significant gap in the literature, a lack of studies showing how Facebook page content creation is done by not-for-profit and non-profit organizations both globally and locally. This gap provided the foundation for the present study, aimed at contributing to this understudied area.

Additionally, the researcher, with a passion for supporting not-for-profit organizations and practical experiences in community management and content creation, was inspired to share the knowledge and insights gained from her practical experiences in the phenomenon of Facebook content creation.

This study addressed the following research questions using Autoethnography as the research method, a method providing sociological insights through personal experience (Wall, 2008), and Grounded Theory Building, as the research framework, which aims to generate theory from collected data (Miller, 2015):

1. How is Facebook page content creation conducted by a not-for-profit virtual community in the Philippines as viewed from the perspective of a Filipino Online Community Manager?

2. What is the meaning behind how Facebook page content creation is conducted by a not-for-profit virtual community in the Philippines as viewed from the perspective of a Filipino Online Community Manager?

Textual artifacts, such as emails, actual conversations, meeting notes, and other pertinent documents from 2021 to 2024, relevant to the study's focus on Facebook content creation, were systematically collected from August to September 2024 during the researcher's data gathering phase. The excerpts from the textual artifacts were then compiled into a Word document and imported into MAXQDA, a qualitative data analysis software, for efficient and structured in vivo and axial coding.

Using MAXQDA, the researcher highlighted relevant text segments and assigned axial codes to categorize the data. The coding process involved iterative reviews of the textual artifacts to ensure comprehensive and accurate data capture. The researcher revisited the conversations, meeting notes, documents, and emails to guarantee that all significant and relevant information was thoroughly analyzed.

Moreover, the axial codes were further analyzed and synthesized to identify recurring patterns and relationships. The researcher created a table in Microsoft Word with the following headers: In Vivo codes, Axial codes, and Themes, which served as the researcher's guide in the whole analysis.

The coding process was guided by the steps outlined by Castleberry & Nolen (2018) to ensure a structured thematic analysis which are the following: "compiling, disassembling, reassembling, interpreting, and concluding."

Given the breadth of data from various sources, the researcher tested for data

saturation by rechecking if the data had been completely analyzed and no new information emerged through comparative analysis.

Finally, a thematic map was developed to visually illustrate the relationship between the axial codes and the overarching themes that came out from the study. The thematic map offered a clearer representation of the patterns and connections within the data, providing a deeper understanding of the findings.

In terms of findings, the study reveals several key practices in the not-for-profit community's Facebook content creation strategy. Utilization of a *diverse content strategy* incorporating diverse themes such as engaging, relatable, educational, and mission-aligned content, including testimonials, to connect with the audience and support community goals, are revealed to be done by the community, as well as the use of diverse content formats such as videos, texts, stories, reels and blogs. *Collaborative engagement* encourages members and partners' contributions, participation and feedback, enhancing content resonance and inclusivity, as everyone has a voice and takes part in the content creation process, guaranteeing diverse perspectives are reflected.

Strategic content creation and management is emphasized through tools like social media calendars, standard guide and content storage banks to ensure consistency and efficiency. *Data-driven audience insights* are utilized to refine content strategies and improve engagement through social monitoring and surveys. The community also implements an *optimized posting schedule*, balancing timing, frequency, and unpredictability to increase reach and engagement.

Motivations behind these practices include *building meaningful connections*, *online community improvement and guide for content creation*, increasing *community awareness*, promoting *community growth*, and promoting *trust and credibility*. The community also strives to encourage *member participation* to establish and strengthen collective efforts and enhance organizational effectiveness.

Conclusions

Findings revealed that the not-for-profit community involved in the study utilizes a multifaceted approach to content creation, characterized by several key practices. First, a diverse content strategy is central, involving a mix of content types, messaging, and formats that are engaging, timely, entertaining, relatable, authentic, and mission-aligned. This content strategy also includes educational posts and testimonials to further connect with the audience. This is done to ensure that the content effectively cuts through the noise of social media and constantly engages or resonates with the target audience. Diverse content strategy also helps ensure that the diverse needs of community members are supported and met while achieving the various goals of the not-for-profit virtual community.

Second, the process emphasizes collaborative engagement, encouraging contributions from members, partnerships, and active community involvement. It was revealed that when members' contributions are sought, they are empowered to contribute more not only in terms of content, but also towards advancing the goal of the community. It was also observed that content coming from members resonate more with the community and

seeking feedback on preferred social media content ensures alignment with community interests – an approach that makes content creation more inclusive and responsive.

Third, strategic content creation and management is a process practiced by the not-for-profit community that is crucial for ensuring efficiency and consistency within the not-for-profit community. This process involves formulating and utilizing monthly social media calendars, maintaining a content storage bank, and following a standardized design guide. Strategic Content Creation and Management is vital for guaranteeing that social media content creation follows a structured process that supports the marketing communication goals of a community or organization, aligning with the principles of Integrated Marketing Communications.

Fourth, the community leverages data-driven audience insights through tools like social media analytics, social monitoring, and surveys to better understand and respond to its audience. These insights are found to be crucial in guiding the not-for-profit community's actions and shaping its strategies in Facebook content creation and even in managing the community in general. The insights extend beyond mere information as they play a key role in directing the community's efforts and identifying the best course of action. Gathering insights and listening to the members help the not-for-profit community make sure that its communication strategies are grounded in solid data, increasing their likelihood of success.

Finally, the not-for-profit community's Facebook content creation process is also marked by an optimized posting schedule that balances strategic timing, frequency, and unpredictability to boost engagement and reach. This approach ensures that the

community stays on top of the mind of the audience while adding an element of excitement through unexpected posting patterns. Additionally, leveraging moment marketing helps the community resonate with its target audience, further enhancing engagement and increasing reach.

Meanwhile, in terms of the meaning behind how Facebook content creation is conducted by the not-for-profit virtual community involved in the study, the motivations are the following:

Primarily, the practices involved in Facebook content creation of the not-for-profit community aim to establish meaningful member connections, promoting impactful relationships through content that is engaging, relatable, and entertaining. Building connections is vital for establishing any community, and this holds true for online communities, where creating strong, authentic connections through content and interactions serve as a key motivation.

Social monitoring for online community improvement is another motivation that enables the not-for-profit community to evaluate the effectiveness of its content and refine future strategies. Through social monitoring, the community gains crucial insights into which posts generate high engagement and reach, and which do not. These insights provide the content creation team and community manager with a sound understanding of audience preferences and behaviors. Through the help of insights, the content creation team can identify successful content types and themes, allowing them to replicate and build upon what resonates most with the audience.

The not-for-profit community's Facebook content creation practices also aim to increase community awareness. Establishing awareness is essential for any product, service, or organization, as it makes attracting target members easier. For a community to grow, it must expand its membership, which highlights the importance of this motivation. As it was noted, non-profit organizations use social media to establish brand awareness, engage their audience, share information, and gather feedback.

Promoting community growth is a crucial driver for the not-for-profit community's Facebook content creation practices, which is also linked to the importance of building awareness. Sustained growth is important for the long-term viability of the community and the advancement of its mission.

Through its Facebook content creation practices, the community aims to build trust and credibility which are considered to be major challenges in the online environment. As Independent Sector (2020) stated, public trust is the "currency" of the nonprofit sector. Given our dual identity as both a nonprofit and a virtual community, earning trust requires a conscious effort, which we foster through strategic content such as sharing member testimonials and reviews.

Lastly, the Facebook content creation practices are also done to encourage member participation within the not-for-profit community. Involving our ambassadors not only helps us gain valuable insights from their ideas but also make them feel valued, heard and significant within the community. This engagement helps mobilize them effectively, encouraging contributions and strengthening our collective efforts.

Overall, the findings from this study have a potential contribution to communication studies by revealing how a not-for-profit organization leverages social media, particularly Facebook, to attain its communication and organizational goals which can be beneficial and applicable in the areas of Advertising and Marketing Communications. The study's findings also emphasize the importance of collaborative engagement, demonstrating how digital platforms can promote two-way communication, which is an important component of community building. Additionally, the research also underscores the significance of participatory communication, showing how involving members in decision-making can improve organizational effectiveness and encourage community growth which can provide further guidance in the areas of corporate social responsibility communication and organizational communication.

Furthermore, the study highlights the importance of strategic content creation and management, showing how organizations use tools like social media content calendars to ensure consistency of messaging with the organizational goals - a thrust of Integrated Marketing Communications. Guidance on preparing social media content calendars as well as practicing optimized posting schedule and frequency can also be connected to strategic processes in communication planning.

Providing insights on content strategies that can help promote authenticity and build trust and credibility, such as testimonials and reviews, can contribute to the field of Public Relations by enhancing brand reputation and strengthening stakeholder relationships.

Finally, the use of data-driven audience insights to monitor content performance shows how information moves and spreads within digital spaces, a key focus in

information studies, which can potentially help organizations and online communities make sound and informed decisions based on data, and adjust their content strategies to better align with the audience needs and preferences.

Recommendations

Based on the study's findings, the possible recommendations on conducting the process of Facebook content creation are as follows:

For Social Media Content Creators of Non-Profit Online Communities and General Online Community Spaces

- **Utilize Diverse Content Formats and Themes:** A content strategy is suggested to include a diverse content themes and content formats. Through offering diverse content, content creators can potentially be able to meet the diverse needs of the audience, thus making it more possible to capture and sustain the audience interest and engagement. Moreover, experimenting with different types of content can also provide insight into audience preferences, allowing content creators to adapt based on solid data. Social media analytics can serve as an essential tool to measure audience engagement and identify effective content themes and formats.
- **Conduct Regular Social Monitoring:** Social monitoring is essential for evaluating the effectiveness of content. With the help of data-driven metrics, content creators can better understand what resonates with their audience, helping adjust or improve future content. Audience feedback is a critical

element, providing insights into content that meets or fails to meet the community's needs and preferences.

- **Encourage Members and Partners Contributions and Involvement:** Inviting community members to contribute content can make content more relatable to the members and can potentially help create an open space for them to feel seen, heard and valued – which can help strengthen the sense of community. Consistently collecting feedback and incorporating community input can possibly lead to more impactful and engaging content.

Forming partnerships with like-minded organizations or other content creators, particularly with collaborators and partners who share the community's mission, values, and purpose can also be beneficial for the community.

- **Organize and Create Content with a Strategic Management System:** Developing a strategic management system such as formulating a monthly social media calendar, establishing a content storage bank and content storage monitoring file as well as a standard brand guide can help in having an organized and strategic content creation process. A calendar can help content creators to map out the community's pain points, interests, and psychographics, and provide an overview of messaging and formats to help ensure a diverse content strategy.

Meanwhile, maintaining a storage bank as well as content storage monitoring files such as a Google Sheets file, can help track and organize past posts efficiently. This reference tool can help the content creation team to optimize

resources by easily repurposing effective content, reducing the need for new content creation.

The storage bank monitoring file can include essential components such as the following: (1) description of each social media content piece, (2) asset type (e.g., video, artwork, story), (3) category (e.g., engagement, recognition, or timely moments), (4) publish date, (5) publication format (e.g., Facebook story or post), (6) assigned artist, editor, and scheduler, (7) status indicating quality control completion, and (8) a direct link to the actual post.

Moreover, establishing a brand guide with standardized visual and messaging elements ensures consistency. The guide can include brand descriptions, audience demographics, typefaces, color schemes, and visual examples. This standardization is advantageous in creating cohesive content which can be passed on to future members of the content creation team.

- **Utilize Data-Driven Content Insights:** Conducting regular surveys and analyzing social media insights can provide essential data on content that resonates with the audience. These insights can help guide the creation of content that aligns with audience interests and potentially improve engagement.
- **Optimize Posting Schedule, Frequency and Timing:** Posting content at strategically chosen times and frequencies can help increase reach and engagement. Additionally, adding variation and unpredictability to the posting schedule can possibly help sustain audience interest.

The researcher, guided by the results of the findings of the study and being aware of the lack of studies showing how Facebook page content creation is done by not-for-profit and non-profit organizations both locally and globally, was inspired to come up with an assessment guide. The assessment guide, providing a structured approach, is created for social media content creators, specifically Facebook content creators, and online community managers which can be potentially used as a reference in the conduct of their Facebook content creation process.

Moreso, this guide can serve as a vital tool for organizations looking to optimize their Facebook content creation strategies, seeing to it that content aligns with their mission, resonates with their audience, and drives engagement both from the target audience and potential partners. It can also be used to monitor performance and refine future content strategies. In the long term, the guide has the potential to support the overall communication and organizational goals of online communities.

Below is the assessment guide:

Table 2.
Assessment Guide for Facebook Content Creation in Online Communities

Assessment Guide for Facebook Content Creation in Online Communities	Criteria	Yes	No
Diversification of Content Formats and Themes	Does the content strategy include a variety of content themes and formats?		
	Does the content include various themes such as engaging, timely, entertaining, relatable, authentic, mission-aligned, educational content and testimonials?		

Conduct of Regular Social Monitoring	Is social monitoring conducted regularly to assess content effectiveness?		
	Does the community listen and respond to feedback and adjust content based on audience preferences?		
Encouragement of Members and Partners Participation	Are community members invited to contribute content ideas, feedback and outputs?		
	Does the content and content creation process reflect member involvement?		
	Are partnerships formed with like-minded organizations and content creators for content creation who are aligned with the community's mission?		
Utilization of Monthly Social Media Calendar	Is a monthly social media calendar developed and utilized to organize content planning?		
	Does the calendar outline the community's pain points, and interests of the target audience?		
	Does the social media calendar help ensure a diverse content strategy?		
Establishment of a Content Storage Bank and Monitoring File	Is a content storage bank maintained to ensure organized management of content?		
	Is a content monitoring file used to document content performances to help in repurposing content?		
	Is a brand guide created with visual and messaging standards?		

Standardization of Social Media Content	Are standardized visuals and messaging used across posts consistently?		
Utilization of Data-Driven Insights	Are surveys and social media insights regularly analyzed to understand audience content needs, interests and preferences?		
	Are data insights leveraged to guide content creation and improve engagement?		
Optimization of Posting Schedule, Frequency and Timing	Is content posted or published at strategic times and frequencies?		
	Is variation added to the schedule to sustain audience interest?		

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Appendices

APPENDIX A: CONDUCT OF FACEBOOK CONTENT CREATION (CODING)

In vivo	Axial	Theme
<p>We will be helping to schedule posts in the next couple of weeks, until we exhaust the contents from the previous entries. This will help you work on other tasks rather than social media. These are the type of cycle we use when scheduling posts;</p> <ul style="list-style-type: none"> ● Text ● Photo ● Gifs ● Blog content from our website only ● Our YouTube content ● First Paycheck / Recognition / Awards ● Happenings in the Community (videos or behind the scenes) ● Announcement (if any) 	<p>Varied content formats & types</p>	<p>Diverse content formats & themes</p>
<p>“Let us maximize the usage of the scheduled post in the Group. “Out of sight, out of mind.” We need an activity posted there, every single day. Whether it’s an announcement, welcoming members, engaging posts etc.”</p>	<p>Varied content format & types</p>	<p>Diverse content formats & themes</p>

<p>“After the FB Live session - make a graphic post of the raffle winners, make sure to add their names. This will make our members feel special.</p> <p>Website Update Post - make a post each time we update our website.</p> <p>Monthly Birthday Post - Ms. likes the birthday post for September, she would like to include the lists of the names of members who have birthdays for the current month. It's ok to have multiple graphic posts/pages in a single post in the timeline.</p> <p>Rotate/Scheduled Posting - such as graphics, texts, GIFs, Engagement Post, videos on YouTube, recognition post, Blog from our website with the link on the caption.</p> <p>Depending on the relevancy.</p> <p>Growth Update - Numbers of followers on Facebook and Numbers of YouTube Subscribers with call to action on the caption and the link provided.”</p>	<p>Varied content formats & types</p>	<p>Diverse content formats & themes</p>
<p>“We may be posting different things but we became too predictable when it comes to posting the reviews, the “hugot”, the first pay and</p>		

<p>so on, the same day of the week”</p>	<p>Varied content formats & types</p>	<p>Diverse content formats & themes</p>
<p>“We can also throw random live events for birthday greetings, challenge announcements, games and other announcements. The recorded videos are for backups on the days we are too busy to do so. We can keep a 15-to-20-minute FB live. To help increase our algorithm. Some postings could be in text format (like how I did that winner announcement recently). Anything, relatable lines will definitely help.”</p>		
<p>“A simple, congratulatory post helps as well. We can also try posting a convo starter and make a game out of it. Example: whoever posts the funniest, most amazing comment etc. wins to build on engagement.”</p>		
<p>“Social media strategy: focus on what is happening in the community, what we did in the past, member of the week, combination to other celebrities”</p>		
<p>“Quotes/Hugot they are the same, we can name</p>		

<p>that folder Quote. Same thing with, Recognition folder; anything recognition related such as awards, promotion, raffle winners, comma club and even birthday posts we can just store it all in there.”</p>	<p>Varied content formats & types</p>	<p>Diverse content formats & themes</p>
<p>“Just a few tips, when working on our monthly calendar contents. Let us make sure that we are doing a mixture of stagnant, moving and engaging posts. We need posts that not just members can relate, we need to post something that most people can relate to, not just the members. We have to add more video clips, memes that are more entertaining and something with value. Speak to your members on Convo starter. It doesn't have to be English or pure Tagalog. Be yourself!</p>		



- Member Review Post - once a month
- Birthday post - once a month - first week of the month
- YouTube link video - once a week - every Thursday
- Blog - once a week. - Tuesday
- First Pay Recognition - 2x a month
- Blog post / long form post - Founder
- Hugot Post - replacement to Monday Hugot
- Engagement Post
- Reels (15 to 30 seconds)
- YouTube clips - educational

Varied content formats & types

Diverse content formats & themes

<ul style="list-style-type: none"> ● Educational clips - related to what we do <p>Team working behind the scenes - something relatable</p> <ul style="list-style-type: none"> ● Story ● Teaser <p>Announcement - activities, upcoming events, etc.</p> <p>Keep the way we do our stories with strong CTA for every post, either to follow us to gain new followers or to engage with us.</p> <ul style="list-style-type: none"> ● GIFs - relatable, entertaining, educational. ● Short form video - from YouTube guest or Founder-educational (60 seconds) ● Project Raffle Winners announcement ● Facebook Live event ● Community event/trainings if any ● Sharing viral post from other social media platform <p>Facebook Group</p> <ul style="list-style-type: none"> ● Website Update - once a month. ● Birthday Greetings - once a month. ● Project updates - weekly, switch up 	<p>Varied content formats & types</p>	<p>Diverse content formats & themes</p>
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<p>between video and graphic post</p> <ul style="list-style-type: none"> ● Raffle Winner announcement ● Facebook Live Game winner announcement ● Top Fan / Top Sharer ● It's Brag Time - once a month ● Random post from group member - per approval 	<p>Varied content formats & types</p>	<p>Diverse content formats & themes</p>
<p>"We need to add more value aligned with our community's purpose and communicate it clearly and consistently in our communications."</p>	<p>Mission-alignment</p>	
<p>"The post should align with the community's values, mission statement and what our type of active audience and who we would like to attract."</p>		
<p>"Just find a shareable link from someone on Facebook, that is aligned to what we stand for and share it to the Page. Let's say if you see a post from Note - that is aligned to what we do and what we believe then feel free to share one a week at least."</p>		
<p>"If we are a community that helps empower</p>		

<p>Pinays by developing their creativity and entrepreneurial skills through virtual training, it would be helpful if we communicate that aim and connect it to our social media postings, challenges, Zoom trainings, outputs both tangible and intangible.”</p>	<p>Mission-alignment</p>	<p>Diverse content formats & themes</p>
<p>“I suggest for us to be more intentional with our approach. For instance, in Reels let us focus more on the Women Empowerment kind of post.”</p>		
<p>“The post should align with the community’s values, mission statement and what our type of active audience and who we would like to attract.”</p>		
<p>“By the way, what you can do to enhance our reach is to find relevant posts that are aligned to what we do, could be motivation, inspirational, funny and so on, then you can share them on our page.”</p>		
<p>“With this, we can infer that the audience loves educational post with the said topic/alike theme.”</p>	<p>Educational</p>	<p>Diverse content formats & themes</p>

<p>“After reviewing the recently posted FB reels, I saw that How to Style Your Sweaters reel gained the highest total no. of views.”</p>	<p>Educational</p>	<p>Diverse content formats & themes</p>
<p>“Reels on How Tos gain top views”</p>		
<p>“We are open for the PH team to contribute for the future. Example: financial story, it's inspiring, motivational and educational.”</p>		
<p>“Keep this in mind when creating content; is the post relatable, entertaining, or educational?”</p>		
<p>“Type how you speak to someone in person, so your conversation sounds that they are coming from someone's heart and not from an auto-bot.”coming from someone's heart and not from an auto-bot.”</p>	<p>Authentic</p>	<p>Diverse content formats & themes</p>
<p>“Speak to your members on Convo starter. It doesn't have to be English or pure Tagalog. Be yourself!”</p> <p>“Post as if you speak to them. Don't worry about the grammar too much, making the post too</p>		

<p>perfect, makes the post so rigid in some instances.”</p>		
<p>“May we suggest adding more entertainment aspects to the posts? Such as memes, GIFs and convo text starters that members can relate to?”</p>	<p>Relatable</p>	<p>Diverse content formats & themes</p>
<p>“For example/Scenario:</p> <ul style="list-style-type: none"> ● How it's like to be a mom with kids and being a member of the community ● How's it like to be a student doing school projects and doing projects? ● Feeling when someone received their first comma check. ● Feeling when someone received their first payout. ● Feeling when someone is cashing out weekly. ● Someone trying to find the time to do their projects. ● What it's like when you are filming and too 		

<p>much noise in the background.</p> <ul style="list-style-type: none"> ● What it's like when they are filming their videos (anything relatable). ● Preparation before the Founder's FB live. ● Expectation vs Reality ● Feeling when you get recognized in the Page. ● Feeling when the Founder mentioned your name during Live. ● When you want to put your kids to sleep so you can do projects but they are cooperating. ● Your husband's reaction when you burned the food while cooking because you are too busy doing the projects. ● Zombie mode because of projects. ● Confidence level then and now (and other then and now relatable posts)" 	<p>Relatable</p>	<p>Diverse content formats & themes</p>
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<p>“We suggest doing more posts in your language or TagLish. We found it more entertaining and more engaging when the members can relate to the conversation posts”</p>	<p>Relatable</p>	<p>Diverse content formats & themes</p>
<p>“We need posts that not just members can relate, we need to post something that most people can relate to, not just the members.”</p>		
<p>“So, we have to think of an engaging post that is also relatable not just to members.”</p>		
<p>Fruit juices to prepare this Summer Season, something relatable to the audience, also gain potential views From the top posts, here are some insights: 1. Funny, relatable memes still do not fail to gain traction/engagement from our members</p>	<p>Relatable</p>	<p>Diverse Content Themes & Formats</p>
<ol style="list-style-type: none"> 1. Ano ang feeling noong first time mong nakapagpayout? 2. Ano ang pakiramdam mo kapag may nagpapayout weekly? 3. Sis, ano ang pakiramdam mo 	<p>Relatable</p>	<p>Diverse Content Themes & Formats</p>

<p>“If you are going to wear a gown for example, talk about it. Make it more entertaining!”</p>	<p>Entertaining</p>	<p>Diverse content formats & themes</p>
<p>“Keep this in mind when creating contents; is the post entertaining”</p>		
<p>“We found it more entertaining and more engaging when the members can relate to the conversation posts Ms. wrote last month.”</p>		
<p>“Also, for the games what the Founder did during Easter Sunday was so fun.”</p>		
<p>“Lastly leave no room for air time. Meaning, when the host lagged what happened to Ms. Gab Whoever is in charge with the raffle of mystery box should come up and do the raffle games</p>		

<p>“We would like to let you know that we appreciate you for creating the hype and the games inside the community. Continue to work on different random games and ideas you can think of to post on random times of the week especially for any upcoming events online or offline, including Facebook and YouTube live.”</p>	<p>Entertaining</p>	<p>Diverse content formats & themes</p>
<p>“We have to add more video clips, memes that are more entertaining”</p>		
<p>“Also, to solve the barrier on trust, I'm also thinking of getting our members' testimonials (What they love about community) and translate them into social media posts.”</p>	<p>Testimonials</p>	<p>Diverse content formats & themes</p>
<p>“This might be a nice addition to our postings on recognitions/payouts since this could capture the trust of those who are hesitant to join our community since testimonials directly come from our members.”</p>		

<p>“Founder read the comments on FB page and a lot liked the workshop, community’s content creation should start focusing based on the comments and heartbeat of the audience and what’s happening in the community”</p>	<p>Timely</p>	<p>Diverse content formats & themes</p>
<p>“Title: 'Tis the Season with the subtitle LOVE.PEACE.JOY”</p>		
<p>“Social media strategy: focus on what is happening in the community”</p>		
<p>“Ms. shared a trend right now – the Of Course FB posts.”</p>		
<p>“Leverage on moment marketing for stories, reels, and FB posts”</p>		
<p>“I suggest creating a post to congratulate Carlos Yulo, Philippine pride. :)”</p>		
<p>“I saw this trend. Let's do this and post ASAP. Thanks!”</p>		
<p>“As relayed yesterday about maximizing the moment of Ms., but we failed to post, if we have a member who is featured in a TV show, we can maximize the moment by giving a</p>		

<p>shoutout to her on our page.”</p>	<p>Timely</p>	<p>Diverse content formats & themes</p>
<p>“Leave 1 more room for whatever announcements we need to make depending on what is happening.”</p>		
<p>“Moment Marketing posts that are relatable (i.e., Labor Day, Sagala Convo Starter”</p> <p>“Happenings in the Community (videos or behind the scenes)”</p>	<p>Timely</p>	<p>Diverse content formats & themes</p>
<p>“Keep on doing reel videos as it engages and attracts the members and potential partners when their empowering stories are featured.”</p>	<p>Engaging</p>	<p>Diverse content formats & themes</p>
<p>TOP 10 Posts:</p>		

<p>1. Pagandahan ng sagot: Nagmahal, nasaktan, nag_____.</p> <p>2. The pinned post: Ano ang ipinagpapasalamat mo sa communitiy? Pagkatapos mo sagutin, tag mo ang susunod na tao na gusto mo sumagot."</p> <p>3. Ano hula niyo? Comment your answers below at tingnan natin kung sino ang tama!</p> <p>4. Tips please! Paano mahalin ang sarili?</p> <p>5. Ano ang feeling noong first time mong nakapag payout?</p> <p>6. Ano ang pakiramdam mo kapag nakikita mong may nagpapayout weekly?</p> <p>7. Comment mo na sa comment section ang sagot mo, sis!</p> <p>8. "Fill in the blank: I feel loved when _____"</p> <p>9. In one sentence, ano ang greatest advice na maibibigay mo sa mga kababaihan?</p> <p>10. Sis, ano ang pakiramdam kapag mine-mention ni Founder ang pangalan mo kapag FB Live?</p>	<p>Engaging</p>	<p>Diverse content formats & themes</p>
<p>"We posted a convo starter: "What are the members grateful for? Tag the person they wanted to answer the same question after they answered", on our</p>		

<p>Facebook page, gladly the members are engaging and are active. We will use their responses in the comments section for our review materials/postings”</p>	<p>Engaging</p>	<p>Diverse content formats & themes</p>
<p>“So, we have to think of an engaging post...”</p>		
<p>“Thank you for consistently engaging with our members online.”</p>		
<p>“I would suggest we go the route of Engagement Post.”</p>		
<p>“ON PAGE ENGAGEMENT 1.Consistent group postings 2.Leverage on moment marketing for stories, reels, and FB posts 3.Increase convo starters on page as members are seen to participate on them 4.More unpredictable and loose flow of postings”</p>		
<p>“We will boost the most engaging post.”</p>		
<p>“We found it more entertaining and more engaging when the members can relate to the conversation posts Ms. wrote last month.”</p>		

<p>“Have a conversation with your audience for a good 10 minutes before the raffle starts, so that you can gain more viewers first and track more audience”</p>	<p>Engaging</p>	<p>Diverse content formats & themes</p>		
<p>“Increase convo starters on page as members are seen to participate on them.”</p>				
<p>“Get the audience engaged by asking them questions and have them comment on their answer.”</p>				
<p>“FACEBOOK TOP posts based on engagement 1. Congratulatory posts to members/winners 2. TV feature post (Wish Ko Lang) 3. Moment Marketing posts that are relatable (i.e., Labor Day, Sagala Convo Starter** ***Reels gain higher engagement if delivered by an actual person and not texts***”</p>				
<p>“Example: whoever posts the funniest, most amazing comment etc. wins to build on engagement.”</p>			<p>Engaging</p>	<p>Diverse content formats & themes</p>
<p>"We found it more entertaining and more engaging when the members can relate to the conversation posts Ms. wrote last month.”</p>				

<p>“Members are allowed to post to inspire, to motivate and to ask questions regarding the projects and the community.”</p>	<p>Members’ Contribution</p>	<p>Collaborative Engagement</p>
<p>“I’m also thinking of getting our members’ testimonials (What they love about community) and translate them into social media posts.”</p>		
<p>“Proofread “Hugot” posts from members”</p>		
<p>“Create Social Media Posts about:</p> <ul style="list-style-type: none"> ● Women empowerment ● Entrepreneurship ● Teamwork ● Self-care” 		
<p>“Keep on doing reel videos as it engages and attracts the members and potential partners when their empowering stories are featured.”</p>		
<p>“Moderators - start capturing comments from the audience and saying or statements from the host that you might think will be good enough to create a content.”</p>		
<p>“We posted a convo starter: “What are the members grateful for? Tag the person they wanted to answer the</p>		

<p>them to discuss ideas etc.”</p>	<p>Members’ involvement</p>	<p>Collaborative Engagement</p>
<p>“As for the ambassadors, maybe it's time for them to shine, they can do some video announcements or birthday announcements as well.”</p>		
<p>“We started the outline of the April 2022 calendar so we can input in the storage bank - reviewed and edited some.”</p>	<p>Monthly social media content calendar</p>	<p>Strategic Content Creation & Management</p>
<p>“Kindly see attached social media content calendar for December, for your review.”</p>		
<p>“Please see link to the January 2022 social media calendar”</p>		
<p>“I see that there are some "Story" scheduled in the November calendar. You may continue doing so. No need to create a separate file.”</p>		
<p>“Just a few tips, when working on our monthly calendar contents. Let us make sure that we are doing a mixture of stagnant, moving and engaging posts.”</p>		
<p>“I have relayed to Ms. and Ms. the</p>		

January 2022 calendar for artwork creation and reference for scheduling of posts.”	Monthly social media content calendar	Strategic Content Creation & Management
“Re: the December calendar for the community, we are just finalizing it. Will send it to you tomorrow.”		
“January 2022 Content Calendar. Hello Team, Great job on keeping on track and for staying ahead. We truly appreciate it.”		
“Here’s the link to October calendar”		
“Will input the content in the storage bank, once approved/aligned with everyone.”	Content storage bank	Strategic Content Creation & Management
“No actual format, just fill out the calendar with the SEM process taught by Ms. when creating a storage bank and mix it up.”		
“Storage bank: Top 10 Most Engaged Post Storage Bank		
Kindly see attached storage bank for November and link to the Drive for the folders, for your review/comments: Added additional columns in the storage bank such as person-in-		

<p>charge, if proofread, link to the post for easier tracking/monitoring of results. Added a summary sheet as well for easier view/reference.”</p>	<p>Content storage bank</p>	<p>Strategic Content Creation & Management</p>
<p>“While I was doing the storage bank, just realized that the calendar is kind of FB posts-centered. For the FB stories, shall we create a "story version" of the posts we've prepared based on the calendar or shall we just keep the FB stories formulation as is --- for engagement purposes? (i.e., questions, quotes etc.) Would appreciate your advice.”</p>		
<p>“We need to improve our design for the community. I am rejecting all of them. Too many colors and shapes going on, the choice of color combos are no longer aligned with our brand. It's creative but it's missing the sophistication and class.”</p>	<p>Standard Design</p>	<p>Strategic Content Creation & Management</p>
<p>Starting July, we are going to start a fresh new start on design and content strategy for the community's FB Page, just like we did for the company.</p>		

<p>“Standard Design Guide Hello, please see below standard guide for the community’s artworks and reels. Description: The community is the first virtual community that provides a free learning platform and uses a hybrid approach to help Filipina women to become career driven and financially independent in the comfort of their home. Target audience: Pinays who want to empower themselves through education and confidence building activities- aspiring VAs or professional VAs who want to learn more- Pinays and OFWs who want to start, grow and scale their business Artworks Font: Poppins and Montserrat Classic Color code Primary (60%): Pink: #ffa0a3 Secondary (30%): Sky blue: #5CE1E6 Tertiary (10%): Gray: #666769/White Reels/CapCut Font - TheBoldFont – Bold Colors and codes: Primary (60%): Fuchsia pink - f21f9f Secondary Yellow (30%) - f4c70f Tertiary (10%) Gray: #666769/White</p>	<p>Standard Design</p>	<p>Strategic Content Creation & Management</p>
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<p>Visual samples/pegs: Artwork: Stories: Reel: Social media and website: Facebook: YouTube:</p>		
<p>“We'll keep eye on the monthly insights and share them with you, for your reference.”</p>	<p>Social media insights</p>	<p>Data-Driven Audience Understanding</p>
<p>“We do not have the time to check the current stats on our views yet but we will take a look at it. You may work with the Team to see what you see fit.”</p>		
<p>TOP 10 Posts: 1. Pagandahan ng sagot: Nagmahal, nasaktan, nag_____. 2. The pinned post: Ano ang ipinagpapasalamat mo sa communtiy? Pagkatapos mo sagutin, tag mo ang susunod na tao na gusto mo sumagot 3. Ano hula niyo? Comment your answers below at tingnan natin kung sino ang tama 4. Tips please! Paano mahalín ang sarili 5. Ano ang feeling noong first time mong nakapag payout 6. Ano ang pakiramdam mo kapag nakikita mong may nagpapayout weekly</p>		

<p>7. Comment mo na sa comment section ang sagot mo, sis!</p> <p>8. "Fill in the blank: I feel loved when _____"</p> <p>9. In one sentence, ano ang greatest advice na maibibigay mo sa mga kababaihan?</p> <p>10. Sis, ano ang pakiramdam kapag mine-mention ni Founder ang pangalan mo kapag FB Live?</p>	<p>Social media insights</p>	<p>Data-Driven Audience Understanding</p>
<p>"Take the time to study the Page. You'll see which posts did well and do more of that."</p>		
<p>"Some more interesting insights:</p> <ol style="list-style-type: none"> 1. 25 - 34 years old age range are the top viewers of our FB page (millennials) 2. More than 70% are women, 30% are men who view our FB page 3. Bocaue, PH where most of our members reside is the top city our followers are from" 		
<p>"Social media – engagement is high when we feature members and highlight our activities (trainings and workshops)"</p>	<p>Social media insights</p>	<p>Data-Driven Audience Understanding</p>
<p>"Sharing with you our Facebook Page insights, so you can</p>		

<p>think of how we can improve it more. See which post gets the most engagement and reach. Let's do more of that."</p>	<p>Social media insights</p>	<p>Data-Driven Audience Understanding</p>
<p>"We can review the analytics by next month, to see what are the best times to post based on the engagements we get from our members and audience."</p>		
<p>"Reviewed the community's Facebook page insights today and I find it great for us to take a look at the results as a team for the past 28 days and collaborate on ideas to make our performance, strategies even better."</p>		
<p>"Maybe what we could initially do is review the past most engaging posts, FB page insights is a great help, craft some content, post it organically to maximize its organic reach, then after a few days or after exhausting the organic reach of the post, we can boost the post."</p>	<p>Social media insights</p>	<p>Data-Driven Audience Understanding</p>
<p>"Quick Assessment on Facebook Page (Response Rate/Time and Reels) Dear Team, Great job on our team effort for the community,</p>	<p>Social media insights</p>	<p>Data-driven audience understanding</p>

<p>especially on handling Facebook page. Per checking yesterday, our response rate on our page is at 90%, thank you for consistently engaging with our members online. Please know that this means a lot to our members and to the community.”</p>	<p>Social media insights</p>	<p>Data-Driven Audience Understanding</p>
<p>“Also, per review, the Facebook Reels of ours that get a big number of views are on - positivity posts (i.e., replace Fear with Faith, Pain with Purpose) and helpful tips (makeup tips, gifting tips) which we wanted to maximize/create similar types of posts”</p>		
<p>“Now that the events are done, let us continuously monitor the health of our Facebook page as engagement might go down.”</p>		
<p>“Based on social media responses. Our audience likes to feel special, delighted with surprises, and they want to feel significant. I’d like for us to run our community in response to these findings.”</p>		
<p>“Hello Team! I hope all of you are doing well. Here is my evaluation of where we currently</p>		

<p>stand now as a community.</p> <ol style="list-style-type: none"> 1. Majority of our audience fall into these categories; student, plain housewife or career woman. 2. The common interest niche of our audience is personal improvement despite their status and age. 3. Based on a one-year tracker. We covered the four aspects of personal growth - financial, emotional, mental and physical. 4. Our members excel more during fun and interactive types of activities. 	<p>Social media insights</p>	<p>Data-Driven Audience Understanding</p>
<p>“From the top posts, here are some insights:</p> <ol style="list-style-type: none"> 1. Funny, relatable memes still do not fail to gain traction/engagement from our members 2. A simple, congratulatory post helps as well. We can also try posting a convo starter and make a game out of it. Example: whoever posts the funniest, most amazing comment etc. wins to build on engagement.” 	<p>Social media insights</p>	<p>Data-Driven Audience Understanding</p>

<p>“After reviewing the recently posted FB reels, I saw that How to Style Your Sweaters reel gained the highest total no. of views.”</p>		<p style="text-align: center;">Data-Driven Audience Understanding</p>
<p>“Good day Ms. Gab! Reviewed the survey form. Love it! I think it will be very helpful. In addition to the steps that you are about to take regarding the survey, we will have the team send this link to their email as well, to reach more active members and have them participate.”</p>	<p>Survey</p>	
<p>“Conduct a survey on how the members became aware of the community, what they love about the community, their suggestions on how we can better improve the community (the survey will serve as a backbone for us on how to increase awareness, the pain points of our members and how we can turn them to their gain points, their love language (to better love them)”</p>		
<p>“Conduct a quick survey via Google Form on members media usage (to be used as our</p>		

reference/basis on scheduling our posts, doing classes/live sessions)”	<p data-bbox="604 613 900 651">Social media insights</p> <p data-bbox="580 1010 924 1081">Strategic Posting Schedule and Frequency</p>	<p data-bbox="1003 439 1339 544">Optimized Posting Schedule & Frequency Strategy</p> <p data-bbox="1003 1294 1339 1400">Optimized Posting Schedule & Frequency Strategy</p>
“We can review the analytics by next month, to see what are the best times to post based on the engagements we get from our members and audience.”		
“This time, the posts with certain days of the week are the only predictable, the rest we would like for it to be scattered.”		
“There should be two separate posts, at least 2 weeks apart.”		
“Regarding the time to schedule the posts, you don't have to follow the same time we post. Schedule the calendar, based on the time you think is best on your end. We are only asking for you to double check the time of our posting schedule to make sure that the times are not too close to each other. Give it at least 5 hours' space.”		
“Rotate/Scheduled Posting - such as graphics, texts, GIFs, Engagement Post, videos on YouTube, recognition post, Blog from our website with		

<p>Founder- educational (60 seconds) Project Raffle Winners announcement Facebook Live event Community event/trainings if any Sharing viral post from other social media platform Facebook Group Website Update - once a month. Birthday Greetings - once a month. Project updates - weekly, switch up between video and graphic post Raffle Winner announcement Facebook Live Game winner announcement Top Fan / Top Sharer It's Brag Time - once a month Random post from group member - per approval"</p>	<p style="text-align: center;">Strategic Posting Schedule and Frequency</p>	<p style="text-align: center;">Optimized Posting Schedule & Frequency Strategy</p>
<p>"I would suggest having at least 2 posts a day combined effort for story and posts. Leave 1 more room for whatever announcements we need to make depending on what is happening."</p>		
<p>"By the way, what you can do to enhance our reach is to find relevant posts that are aligned to what we do, could be motivation, inspirational,</p>		

<p>funny and so on, then you can share them on our page. You can do this once or twice a week.”</p>	<p>Strategic Posting Schedule and Frequency</p>	<p>Optimized Posting Schedule & Frequency Strategy</p>
<p>“P.S - Activity Suggestion pertaining to Boss. is more ideal when we do it on her birth month to make it more relevant. We will add one inside the project and the other in the timeline.”</p>		
<p>“More unpredictable and loose flow of postings”</p>	<p>Unpredictable posting schedule</p>	
<p>“We became too predictable when it comes to posting the reviews, the hugot, the first pay and so on, the same day of the week.”</p> <p>“...prevent predictability...”</p>		

APPENDIX B: MEANING BEHIND FACEBOOK CONTENT CREATION (CODING)

IN VIVO	AXIAL	THEME
<p>“We posted a convo starter: "What are the members grateful for? Tag the person they wanted to answer the same question after they answered", on our Facebook page, gladly the members are engaging and are active.”</p>	Engage	<p>Building Meaningful Member Connection</p>
<p>“To avoid the said scenario while we plan the next activities, let's keep on posting engaging posts (games, raffle, YT teaser game) and continuously engage with the members through comments/messages.”</p>		
<p>“See which post gets the most engagement and reach. Let's do more of that.”</p>		
<p>“If we are going to do anything with Ads related, I would suggest we go the route of Engagement Post.”</p>		
<p>“Keep on doing reel videos as it engages and attracts the members and potential partners when their empowering stories are featured.”</p>		
<p>“Most of the videos that are getting lots of traction are either asking the audience to take actions by speaking it, typing it or adding CTA to the caption or the speaker is talking to the audience directly.”</p>		
<p>“For the FB stories, shall we create a "story version" of the posts we've prepared based on the calendar or shall we just keep the FB stories formulation as is --- for engagement purposes? (i.e., questions, quotes etc.)”</p>	Engage	<p>Building Meaningful Member Connection</p>

<p>“A simple, congratulatory post helps as well. We can also try posting a convo starter and make a game out of it. Example: whoever posts the funniest, most amazing comment etc. wins to build on engagement.”</p>	<p>Engage</p>	<p>Building Meaningful Member connection</p>
<p>“Even if it isn't our assigned moderating day, we can work as a team, help out each other to ensure that we are consistently and promptly engaging with the audience.”</p>		
<p>“Funny, relatable memes still do not fail to gain traction/engagement from our members.”</p>		
<p>“Get the audience engaged by asking them questions and have them comment on their answer. This will increase the Facebook reach and audience traction. Questions such as who's excited? How many drawings should you do, etc.”</p>		
<p>We need posts that not just members can relate to, we need to post something that most people can relate to, not just the members.</p>	<p>Relate</p>	
<p>For our Facebook reels, it would be great if we can see personal reels, actual voice over used, actual people speaking over the texts because the ones with actual people resonate more with our audience.</p>		
<p>Everything looks good, may we suggest adding more entertainment aspects to the posts? Such as memes, GIFs and convo text starters that members can relate to.</p>		
<p>“Other relatable meme/GIF samples may be found in our old posts. We realized that this is something members enjoyed the most because</p>		

<p>they can relate and it's entertaining at the same time. Feel free to have these posts in English/TagLish or Tagalog. Same applies for the convo starter. We want the post to sound like we are talking to them normally.”</p>	<p>Relate</p>	<p>Building Meaningful Member connection</p>
<p>“We would like to let you know that we appreciate you for creating the hype and the games inside the community. Continue to work on different random games and ideas you can think of to post on random times of the week especially for any upcoming events online or offline, including Facebook and YouTube live.”</p>	<p>Entertain</p>	
<p>“If you are going to wear a gown for example, talk about it. Make it more entertaining! Ms. Gab will help you...”</p>		
<p>“We have to add more video clips, memes that are more entertaining and something with value.”</p>		
<p>“We found it more entertaining and more engaging when the members can relate to the conversation posts.”</p>		
<p>“Don't be afraid to throw some randomness into the mix to keep the excitement going.”</p>		
<p>“Reviewed the community’s Facebook page insights today and I find it great for us to take a look at the results as a team for the past 28 days and collaborate on ideas to make our performance, strategies even better.”</p>		<p>Social monitoring</p>
<p>“Sharing with you our Facebook Page insights, so you can think of how we can improve it more.”</p>		
<p>“Perhaps, you can go back to our previous posts on the page including</p>		

<p>the one you made. Take the time to study the Page. You'll see which posts did well and do more of that."</p>	<p>Social monitoring</p>	<p>Social Monitoring for Online Community Improvement</p>
<p>Community Health Check</p>		
<p>"Now that the events are done, let us continuously monitor the health of our Facebook page as engagement might go down."</p>		
<p>"Founder read the comments on FB page and a lot liked the workshop, community's content creation should start focusing based on the comments and heartbeat of the audience and what's happening in the community"</p>		
<p>"This is a very great initiative! And I agree with you, maximizing content marketing as well as boosting can go a long way in expanding our reach."</p>	<p>Reach expansion</p>	<p>Increasing Community Awareness</p>
<p>"Per our observation on other social media pages whose content gets shareable, we observed that their name/logo is small, we are experimenting on our social media posts targeting the general public by making the logo smaller to see if the posts get shareable - to reach a wider audience without boosting."</p>		
<p>"Get the audience engaged by asking them questions and have them comment on their answer. This will increase the Facebook reach and audience traction"</p>		
<p>"I've checked and reviewed the October timeline posts and stories. All good. Great job on keeping the clean artworks. By the way, what you can</p>		

do to enhance our reach is to find relevant post that is aligned to what we do, could be motivation, inspirational, funny and so on, then you can share them into our page.”	Reach expansion	Increasing Community Awareness
“Also, per review, the Facebook Reels of ours that get a big number of views are on - positivity posts (i.e., replace Fear with Faith, Pain with Purpose) and helpful tips (makeup tips, gifting tips) which we wanted to maximize/create similar types of posts.”		
“See which post gets the most engagement and reach. Let's do more of that.”		
“We want our first few words to be interesting enough to hook people's attention.”	Attention	
“I guess it is safe to say that we are on the same page in regards to what we should focus for now, to strengthen our foundation and increase our brand awareness.”	Awareness	
“This strategy is to help increase our online visibility...”	Online visibility	
“Looking forward to boosting some posts to attract more people.”	Growth	Promoting Community Growth
“Conduct more live sessions for the training so we can attract people in the FB community.”		
“In line with the thoughts we've talked about yesterday in growing our community and tapping the untapped members/followers of the FB group and community, I've tried creating some social media posts aligned with		

<p>the Hierarchy of Needs. The caption of the posts will have a CTA that goes like "If you want to join our community, please fill up the form in this link" (direct them to our newly created verification form). The social media posts will be categorized as "for recruitment" and will be sustained all throughout the month with the objective of capturing more potential members/encouraging more followers of our FB page and untapped members of our group to join our monthly projects."</p>	<p>Growth</p>	<p>Promoting Community Growth</p>
<p>"We need help to maximize the usage of other group features to help the overall growth of the community."</p>		
<p>"Keep this in mind when creating contents; is the post relatable, entertaining, or educational? The post should align with the community's values, mission statement and what our type of active audience and who we would like to attract."</p>		
<p>"We want short and relatable posts that are more generalized to attract more followers with the same value we hold."</p>		
<p>"Also, to solve the barrier on trust, I'm also thinking of getting our members' testimonials (What they love about community) and translate them into social media posts."</p>	<p>Trust</p>	<p>Trust and credibility building</p>
<p>"This might be a nice addition to our postings on recognitions/payouts since this could capture the trust of those who are hesitant to join our community since testimonials directly come from our members."</p>		
<p>"As relayed yesterday about maximizing the moment of Ms., but</p>		

<p>we failed to post, if we have a member who is featured in a TV show, we can maximize the moment by giving a shoutout to her on our page. This way, she feels our support as a community and it also helps us improve our credibility as a community.”</p>	<p>Credibility</p>	<p>Trust and credibility building</p>
<p>“The social media posts will be categorized as "for recruitment" and will be sustained all throughout the month with the objective of capturing more potential members/encouraging more followers of our FB page and untapped members of our group to join our monthly projects.”</p>	<p>Participation</p>	<p>Encouraging member participation</p>
<p>“Increase convo starters on page as members are seen to participate on them.”</p>		
<p>“Also, let's reach out to our ambassadors, let us make them feel included in some of our processes. We should have a meeting with them to discuss ideas etc.”</p>	<p>Participation</p>	<p>Encouraging member participation</p>

APPENDIX C: SAMPLE MAXQDA CODING SCREENSHOTS

MAXQDA Reader (24.1.0) Thematic Analysis - Research Question 1

Home Variables Analysis Reports

Save Project As
 Save Anonymized Project As
 Project from Activated Documents
 External Archive Files Data

Documents: 236
 2021: 80
 2022: 90
 2023: 40
 2024: 26
 Sets: 0

Codes:
 Ensure content on moment marketing or current... 12
 Maintain social media presence 2
 Social Listening Insights and Analytics Review 28
 PR approach 5
 Leverage on engagement posts 23
 Conduct of Survey 4
 Combination of different types of social media p... 31
 Create Social Media Posts (Members' Contribut... 7
 Sets: 0
 How do we conduct Facebook Community Man... 0

2021 (215 Paragraphs)
 Conduct of Survey
 99 Unless, there are major announcements that need to be made, such as when Ms. has to go Live and other things that need to be posted.
 99 Welcoming Members on FB Group - we believe you have that access already. You will need your computer to do so (it won't work, if you use your smartphone). On the group tab where you see - discussion, guides, announcements etc. You'll find MORE, in there, click that, on the drop down menu, click MEMBERS and it will show you the new members for that week. When you click the WRITE WELCOME POST it will automatically tag all the new members. You can add photos, gifs or videos on your welcome note. Try it today! We have members to welcome. :)
 100 Hi Gab!
 101 New Instructions:
 102 On Facebook - minimum of at least 1 post and story a day, Maximum of 3 posts to up to 3 stories a day - combined.
 103 Social Media - plan way ahead.
 104 Let us maximize the usage of the scheduled post in the Group. "Out of sight, out of mind." We need an activity posted there, every single day. Whether it's an

MAXQDA Reader (24.1.0) Thematic Analysis - Research Question 2

Home Variables Analysis Reports

Save Project As
 Save Anonymized Project As
 Project from Activated Documents
 External Archive Files Data

Documents: 81
 2021: 33
 2022: 20
 2023: 18
 2024: 10
 Sets: 0

Codes:
 YELLOW 81
 To grow the community 1
 To check the health of the online community 2
 To increase our reach 7
 To make relatable/relevant posts 4
 To attract audience attention 3
 To understand the audience 1
 To communicate the community's mission and va... 3
 To build credibility 1
 To let the members feel supported 1

2021 (215 Paragraphs)
 YELLOW
 80 Good day Ms. Gab! Reviewed the survey form. Love it! I think it will be very helpful.
 81 In addition to the steps that you are about to take regarding the survey, we will have the team send this link to their email as well, to reach more active members and have them participate.
 82 Let us know when are you planning to post this, so we can have it ready to send out on the same day.
 83 Hi, Ms. Gab!
 84 Good day to you!
 85 I guess it is safe to say that we are on the same page in regards to what we should focus for now, to strengthen our foundation and increase our brand awareness.
 86 In response to your proposed plan...
 87 MARKETING COMMUNICATION
 88 I'd like for us to refrain from using Ads or boosting any post as of yet, because it seems like the current strategy that the Team is implementing as far as the marketing side has been it'd rather use

Retrieved Segments

APPENDIX D: CLUSTERED SCREENSHOTS OF DATA SOURCES FOR THE NARRATIVES ADDRESSING RESEARCH QUESTION#2

Theme: Diversifying content themes and formats

We can also throw random live for birthday greetings, challenge announcements, games and other announcements. The recorded videos are for back ups on the days we are too busy to do so. We can keep a 15 to 20 minute FB live. To help increase our algorithm. Some postings could be in text format (like how I did that winner announcement recently). Anything, relatable lines will definitely help.

Let us maximize the usage of the scheduled post in the Group. "Out of sight, out of mind." We need an activity posted there, every single day. Whether it's an announcement, welcoming members, engaging posts etc.

1. Funny, relatable memes still do not fail to gain traction/engagement from our members
2. A simple, congratulatory post helps as well. We can also try posting a convo starter and make a game out of it. Example: whoever posts the funniest, most amazing comment etc. wins to build on engagement. Let me know your thoughts. Thank you.
3. Encouraging and motivational posts are always helpful

Sub-theme: Relatable

4. We started the outline of the April 2022 calendar so we can input in the storage bank - reviewed and edited some. We needed to add more entertainment in our posts, something that would make people laugh, smile and forget about the reality of life for a split second without going off topic. We suggest doing more posts in your language or taglish. We found it more entertaining and more engaging when the members can relate to the conversation posts Ms. wrote last month. -This is helpful, Team. Appreciate the advice. We will take note of this.

3. Fruit juices to prepare this Summer Season, something relatable to the audience, also gain potential views

From the top posts, here are some insights:

1. Funny, relatable memes still do not fail to gain traction/engagement from our members

We can also throw random live for birthday greetings, challenge announcements, games and other announcements. The recorded videos are for back ups on the days we are too busy to do so. We can keep a 15 to 20 minute FB live. To help increase our algorithm. Some postings could be in text format (like how I did that winner announcement recently). Anything, relatable lines will definitely help.

On every post, not just the Reels. Check the following to get the right caption and hashtags:

- 1) Concept - the message of the post
- 2) What's on the visual - literally
- 3) post relevancy to the target audience

Sub-theme: Entertaining

- If you are going to wear a gown for example, talk about it. Make it more entertaining! Ms. Gab will help you. We heard she's a good director. :)

Keep this in mind when creating contents; is the post relatable, entertaining or educational? The posts should align with the community's values, mission statement and what our type of active audience and who we would like to attract.

- 4 Lastly, leave no room for air time. Meaning, when the host lagged what happened to Ms. Gab. Whoever is in charge with the raffle of mystery box should come up and do the raffle or games until the host is ready to get back up. If there are no planned games. Someone has to come up to do small talks to fill in the time. This is why it is important that there should be another person on the backend screen and ready to hop on the screen anytime to cover.

Our members excel more during fun and interactive types of activities

We have to add more video clips, memes that are more entertaining and something with value

1. Funny, relatable memes still do not fail to gain traction/engagement from our members

As for the ambassadors, maybe its time for them to shine, they can do some video announcement or birthday announcement as well. Also for the games what the Founder did during Easter Sunday was so fun. Then maybe we can create a game something like that for upcoming Mother's Day. (suggestion: sweet moment together, picture of member and her mother)

We would like to let you know that we appreciate you for creating the hype and the games inside the community. Continue to work on different random games and ideas you can think of to post on random times of the week especially for any upcoming events online or offline, including Facebook and YouTube live.

Sub-theme: Engaging

73 - Have a conversation with your audience for a good 10 minutes before the raffle starts, so that you can gain more viewers first and track more audience

members.
9 If we are going to do anything with Ads related, I would suggest we go on the route of Engagement Post. - It's cost effective and the conversion rate is higher on community stand point

ON PAGE ENGAGEMENT

1. Consistent group postings
2. Leverage on moment marketing for stories, reels, and FB posts
3. Increase convo starters on page as members are seen to participate on them
4. More unpredictable and loose flow of posting

4. We started the outline of the April 2022 calendar so we can input in the storage bank - reviewed and edited some. We needed to add more entertainment in our posts, something that would make people laugh, smile and forget about the reality of life for a split second without going off topic. We suggest doing more posts in your language or taglish. We found it more entertaining and more engaging when the members can relate to the conversation posts Ms. wrote last month. -This is helpful, Team. Appreciate the advice. We will take note of this.

6. We posted a convo starter: "What are the members grateful for? Tag the person they wanted to answer the same question after they answered", on our Facebook page, gladly the members are engaging and are active. We will use their responses in the comments section for our review materials/postings - Saw it and we love the idea! Great job! That's the kind of posts we are looking for. -Thanks, Team. It's a team effort/idea.

2. A simple, congratulatory post helps as well. We can also try posting a convo starter and make a game out of it. Example: whoever posts the funniest, most amazing comment etc. wins to build on engagement. Let me know your thoughts. Thank you.

FACEBOOK TOP posts based on engagement

1. Congratulatory posts to members/winners
2. TV feature post (Wish Ko Lang)
3. Moment Marketing posts that are relatable (i.e., Labor Day, Sagala Convo Starter**

Reels gain higher engagement if delivered by an actual person and not texts

Now that the events are done, let us continuously monitor the health of our Facebook page as engagement might go down. To avoid the said scenario while we plan the next activities, let's keep on posting engaging posts (games, raffle, YT teaser game) and continuously engage with the members through comments/messages.

73 Keep on doing reel videos as it engages and attracts the members and potential partners when their empowering stories are featured.

Sub-theme: Timely

We are looking to create the FB event tomorrow for December Facebook live. Please, help us by creating the cover photo;

Title: 'Tis the Season with the subtitle LOVE.PEACE.JOY

2. Leverage on moment marketing for stories, reels, and FB posts

2. As relayed yesterday about maximizing the moment of Ms., but we failed to post, if we have a member who is featured in a TV show, we can maximize the moment by giving a shoutout to her on our page. This way, she feels our support as a community and it also helps us improve our credibility as a community. Hope we can do it better next time.

I saw this trend. Let's do this and post ASAP. Thanks!

I suggest to create a post to congratulate Carlos Yulo, Philippine pride. :)

Ms. shared a trend right now – the Of Course FB posts.

Here's the sample:

<https://www.facebook.com/share/dKNZWMVyBxTDKVFL/?mibextid=WC7FNe>

Drafted this below copy so we can hop on the trend. Let me know what you think. Thank you.

Social media strategy: focus on what is happening in the community, what we did in the past, member of the week, combination to other celebrities – this is a strategy to borrow audience from the celebrities

17. Founder read the comments on FB page and a lot liked the workshop, community's content creator should start focusing based on the comments and heartbeat of the audience and what's happening in the community

Sub-theme: Mission-alignment

I've checked and reviewed the October timeline posts and stories. All good. Great job on keeping the clean artworks. By the way, what you can do to enhance our reach is to find relevant post that is aligned to what we do, could be motivation, inspirational funny and so on, then you can share them into our page. You can do this once or twice a week.

Just find a shareable link from someone on Facebook, that is aligned to what we stand for and share it to the Page. Let say if you see a post from Note - that is aligned to what we do and what we believe then feel free to share one a week at least. But get from other source too, not just from one.

If we are a community that helps empower Pinays by developing their creativity and entrepreneurial skills through virtual training, it would be helpful if we communicate that aim and connect it on our social media postings, challenges, Zoom trainings, outputs both tangible and intangible.

PROPOSED SUGGESTIONS

Personal Opinion: We need to add more value aligned with our community's purpose and communicate it clearly and consistently in our communications.

Sub-theme: Educational

Keep this in mind when creating contents; is the post relatable, entertaining, or educational? The post should align with the community's values, mission statement and what our type of active audience and who we would like to attract.

Theme: Collaborative Engagement

Sub-theme: Members' Contribution

Members are allowed to;

- Invite (per our approval)
- Post to inspire, to motivate and to ask questions regarding the projects and the community.

Moderators - start capturing comments from the audience and saying or statement from the host that you might think will be good enough to create a content.

5. Proofread "Hugot" posts from members - Thank you.

6. We posted a convo starter: "What are the members grateful for? Tag the person they wanted to answer the same question after they answered", on our Facebook page, gladly the members are engaging and are active. We will use their responses in the comments section for our review materials/postings - Saw it and we love the idea! Great job! That's the kind of posts we are looking for. -Thanks, Team. It's a team effort/idea.

Sub-theme: Members' Involvement

Keep on doing reel videos as it engages and attracts the members and potential partners when their empowering stories are featured.

Theme: Strategic Content Creation and Management

Sub-theme: Monthly social media calendar

I see that there are some "Story" scheduled in November calendar. You may continue doing so. No need to create a separate file.

9 Re: the December calendar for the community, we are just finalizing it. Will send it to you tomorrow.

0 Thank you.

Hi, Team!

Thanks again!

I have relayed to Ms. and Ms. the January 2022 calendar for artwork creation and reference for scheduling of posts.

4. We started the outline of the April 2022 calendar so we can input in the storage bank - reviewed and edited some. We needed to add more entertainment in our posts, something that would make people laugh, smile and forget about the reality of life for a split second without going off topic. We suggest doing more posts in your language or taglish. We found it more entertaining and more engaging when the members can relate to the conversation posts Ms. wrote last month. -This is helpful, Team. Appreciate the advice. We will take note of this.

Stats	Type of Content	Visual and Caption
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Sub-theme: Content Storage Bank

Added additional columns in the storage bank such as person-in-charge, if proofread, link to the post for easier tracking/monitoring of results. Added a summary sheet as well for easier view/reference.

Hi, Ms.

Kindly see attached November storage bank and link to the drive for the folders for your reference/uniformity purposes:

<https://drive.google.com/drive/folders/13trGOj1zlmmCpDh5sir1RmtZFPBzaRt?usp=sharing>

Thank you!

Kindly see attached social media content calendar for December, for your review.

Will input the content in the storage bank once approved/aligned with everyone.

Thank you!

4. We started the outline of the April 2022 calendar so we can input in the storage bank - reviewed and edited some. We needed to add more entertainment in our posts, something that would make people laugh, smile and forget about the reality of life for a split second without going off topic. We suggest doing more posts in your language or taglish. We found it more entertaining and more engaging when the members can relate to the conversation posts Ms. wrote last month. -This is helpful, Team. Appreciate the advice. We will take note of this.

Theme: Data-driven audience understanding

Sub-Theme: Social media insights/analytics

After reviewing the recently posted FB reels, I saw that How to Style Your Sweaters reel gained the highest total no. of views. Thank you for this, Ms. and Ms. Great job! With this, we can infer that the audience loves educational post with the said topic/alike theme. Also resurfacing here the FB reel post to give us an idea more:

Perhaps, you can go back to our previous posts on the page including the one you made. Take the time to study the Page. You'll see which posts did well and do more of that.

Facebook Insights Dec. 24th to Jan. 20th PST

Hi, Ms. Gab

Sharing with you our Facebook Page insights, so you can think of how we can improve it more.

See which post gets the most engagement and reach. Let's do more of that.

That is helpful, Team. Appreciate it! Also studied how we are extracting the Facebook insights to be of help in the future.

Facebook Live Observation

Moderators - start capturing comments from the audience and saying or statement from the host that you might think will be good enough to create a content.

Stars - we must pin, highlight and give a shoutout to those who send us stars during the Facebook live. We missed to recognized Ms. during live.

Host - If you are going on screen, ignore negative comments and conflict during live. If there is conflict, mentioned that the Team will review the live and we will take care of it later and move on to the next topic. Remind the audience about stars each time you get on or get back on screen. Don't forget to give shoutout and thank those who send stars. If the event is timed, stay on time.

Lastly, leave no room for air time. Meaning, when the host lagged what happened to Ms. Gab. Whoever is in charge with the raffle of mystery box should come up and do the raffle or games until the host is ready to get back up. If there are no planned games. Someone has to come up to do small talks to fill in the time. This is why it is important that there should be another person on the backend screen and ready to hop on the screen anytime to cover.

Other than these, all of you did an amazing job during live despite the technical difficulties.

Community Health Check

FACEBOOK TOP posts based on engagement

1. Congratulatory posts to members/winners
2. TV feature post (Wish Ko Lang)
3. Moment Marketing posts that are relatable (i.e., Labor Day, Sagala Convo Starter**

Reels gain higher engagement if delivered by an actual person and not texts

17. Founder read the comments on FB page and a lot liked the workshop, community's content creation should start focusing based on the comments and heartbeat of the audience and what's happening in the community

Sub-theme: Survey

Good day Ms. Gab! Reviewed the survey form. Love it! I think it will be very helpful.

In addition to the steps that you are about to take regarding the survey, we will have the team send this link to their email as well, to reach more active members and have them participate.

Let us know when are you planning to post this, so we can have it ready to send out on the same day.

Summary of Results

1. More than half of our respondents are millennials.
2. 35.6% of our respondents are students; 31.1% are unemployed; 24.4% are employees; 15.6% are freelancers; 8.9% are working students and 6.7% are business owners
3. More than half of our respondents have a monthly family income of less than P11,690 per month/ belong to Class E in PH
4. The top 3 social media accounts our members have are Facebook, Email, and YouTube. 100% of our respondents have Facebook account.
5. The commonly utilized social media account of our respondents is Facebook

Summary of Results

6. Almost half of our respondents (48.7%) are online on social media between 1 p.m. to 6 p.m. PH time
7. Majority of our respondents want to watch the Facebook Live of [REDACTED] during the weekend
8. The top 3 video content selected by the respondents are the following: personal development, career and business and skin care tips
9. Video is the top preferred social media ad format by the respondents

Summary of Results

10. A high majority (86.7%) of the respondents follow social media influencers
11. Almost all respondents (93.3%) prefer both Filipino and English languages for social media posts
12. Almost all respondents (93.3%) have known about the community because of a friend/referrer
13. The top 3 most liked impact of the community are (1) *"natututo ako maging creative at natutulungan ako sa negosyo/career ko"*; (2) *"kumikita ako ng extra income sa spare time ko"*; (3) *"may community ako na kinabibilangan"*

Summary of Results

14. 51.1% of the respondents have already referred someone to the community; 48.9% have not yet referred anyone to the community which is nice to tap
15. A high majority of the respondents referred someone to the community due to their desire to help
16. The top 3 reasons why the non-referrers have not yet referred are the following: (1) *"busy pa ako"*; (2) *"wala akong gaanong kakilala"*; (3) *"ayaw ng mga nirerefer ko, hindi sila nagtitiwala"* ; *"hindi ko alam na may referral bonus"*
17. 100% of the respondents consider [REDACTED] community as their long-term/lifetime community

RECOMMENDATIONS

1. Content on personal development, career/ business and skin care must also be highlighted in social media postings
2. Utilization of both Filipino and English languages in social media postings is suggested
3. Live sessions, workshops are recommended to be conducted on weekends, anytime between 1 to 6 p.m. PH time
4. In the future, partnerships with social media influencers is seen helpful
5. Creation of more video ads is also deemed important.
6. As the community thrive through referral, the referral system must be strengthened. Recognizing top referrers for the month and incentivizing them like the way top fans and sharers are incentivized is seen helpful
7. Trainings and educational materials on how to refer someone to the community is seen advantageous
8. Consistent guidance, communication, support and motivation to the members is seen to go a long way as they uphold a lifetime commitment to the community

INSIGHTS

1. The millennial age group can be seen as a promising potential driver of the community. The millennial group can be compared to the community - young but driven; young but when mobilized effectively can create the desired change not only for the community, but for the world.
2. A high majority of members come from the lowest class, but when asked why they chose to refer their friend/someone they know, the top answer is they wanted to help. The community is promising as its members have a heart that can sustain the community and grow it further.
3. The community is a sustainable one as it is composed of members who has a lifetime commitment to the community.

Theme: Optimized Posting Schedule and Frequency Strategy

Sub-theme: Strategic posting schedule and frequency

I would suggest having at least 2 posts a day combined effort for story and posts. Leave 1 more room for whatever announcements we need to make depending on what is happening.

Regarding the time to schedule the posts, you don't have to follow the same time we post. Schedule the calendar, based on the time you think is best on your end. We are only asking for you to double check the time of our posting schedule to make sure that the times are not too close to each other. Give it at least 5 hours' space.

Rotate/Scheduled Posting - such as graphics, texts, GIF's, Engagement Post, videos on Youtube, recognition post, Blog from our website with the link on the caption. Depending on the relevancy.

Growth Update - Numbers of followers on Facebook and Numbers of Youtube Subscribers with call to action on the caption and the link provided. There should be two separate posts, at least 2 weeks apart.

P.S - Activity Suggestion pertaining to Boss. is more ideal when we do it on her birth month to make it more relevant. We will add one inside the project and the other in the timeline.

I've checked and reviewed the October timeline posts and stories. All good. Great job on keeping the clean artworks. By the way, what you can do to enhance our reach is to find relevant post that is aligned to what we do, could be motivation, inspirational funny and so on, then you can share them into our page. You can do this once or twice a week.

Sub-theme: Unpredictability

Lastly, scheduling the calendar helps to lighten the load but relying on it so much can make the SocMed management so rigid. Don't be afraid to throw some randomness into the mix to keep the excitement going.

APPENDIX E: CLUSTERED SCREENSHOTS OF DATA SOURCES FOR THE NARRATIVES ADDRESSING RESEARCH QUESTION#2

Theme: Building Meaningful Member Connection

Sub-theme: Engage

We can review the analytics by next month, to see what are the best times to post based on the engagements we get from our members and audience.

- Get the audience engaged by asking them questions and have them comment on their answer. This will increase the Facebook reach and audience traction. Questions such as who's excited? How many drawings should you do, etc.
- Tease them...if you have more than 100 viewers you'll do 10 raffle drawings.

But I believe in us, we can make 90% response rate better by ensuring to comment back/engage promptly (when a post is up) to at least 3 to 5 commenters to avoid spamming the page. After which, we can come back on a later time and respond to the unattended comments. Even if it isn't our assigned moderating day, we can work as a team, help out each other to ensure that we are consistently and promptly engaging with the audience.

You may also check Tiktok. Something that we noticed. Most of the videos that are getting lots of traction are either asking the audience to take actions by speaking it, typing it or adding CTA to the caption or the speaker is talking to the audience directly. You may also check some of the Founder's previous reels and study them when she talks. It is very specific to her target audience. When she doesn't talk she uses audio that talks directly to the audience. |

4. We started the outline of the April 2022 calendar so we can input in the storage bank - reviewed and edited some. We needed to add more entertainment in our posts, something that would make people laugh, smile and forget about the reality of life for a split second without going off topic. We suggest doing more posts in your language or taglish. We found it more entertaining and more engaging when the members can relate to the conversation posts Ms. wrote last month. -This is helpful, Team. Appreciate the advice. We will take note of this.

Social media – engagement is high when we feature members and highlight our activities (trainings and workshops)

Keep on doing reel videos as it engages and attracts the members and potential partners when their empowering stories are featured.

Sub-theme: Entertain

- If you are going to wear a gown for example, talk about it. Make it more entertaining! Ms. Gab will help you. We heard she's a good director. :)

Sub-theme: Relate

We need posts that not just members can relate, we need to post something that most people can relate to, not just the members.

1. For our Facebook reels, it would be great if we can see personal reels, actual voice over used, actual people speaking over the texts because the ones with actual people resonate more with our audience - as suggested by the Founder last time.

If we can make a relatable artwork like this for the community Ms. that would be great. Thank you

Theme: Online Community Monitoring for Improvement and Guide for Content Creation

Sub-theme: Social Monitoring

Sharing with you our Facebook Page insights, so you can think of how we can improve it more.

See which post gets the most engagement and reach. Let's do more of that.

Now that the events are done, let us continuously monitor the health of our Facebook page as engagement might go down. To avoid the said scenario while we plan the next activities, let's keep on posting engaging posts (games, raffle, YT teaser game) and continuously engage with the members through comments/messages.

Community Health Check

FACEBOOK TOP posts based on engagement

1. Congratulatory posts to members/winners
2. TV feature post (Wish Ko Lang)
3. Moment Marketing posts that are relatable (i.e., Labor Day, Sagala Convo Starter**

Reels gain higher engagement if delivered by an actual person and not texts

17. Founder read the comments on FB page and a lot liked the workshop, community's content creation should start focusing based on the comments and heartbeat of the audience and what's happening in the community

Theme: Increase Community Awareness

Sub-theme: Reach Expansion

Per our observation on other social media pages whose content gets shareable, we observed that their name/logo is small, we are experimenting on our social media posts targeting the general public by making the logo smaller to see if the posts get shareable - to reach a wider audience without boosting.

Also, per review, the Facebook Reels of ours that get a big number of views are on - positivity posts (i.e., replace Fear with Faith, Pain with Purpose) and helpful tips (makeup tips, gifting tips) which we wanted to maximize/create similar types of posts.

Sharing with you our Facebook Page insights, so you can think of how we can improve it more.

See which post gets the most engagement and reach. Let's do more of that.

I've checked and reviewed the October timeline posts and stories. All good. Great job on keeping the clean artworks. By the way, what you can do to enhance our reach is to find relevant post that is aligned to what we do, could be motivation, inspirational funny and so on, then you can share them into our page. You can do this once or twice a week.

Theme: Community Growth

Sub-theme: Growth

We need help to maximize the usage of other group features to help the overall growth of the community. If you have an idea regarding how we can use these features let us know or talk to brainstorm.

1.) Sample post from page - "Walang Impossible sa taong matiyaga." We want short and relatable posts that are more generalized to attract more followers with the same value we hold.

15. Conduct more live session for the trainings so we can attract people in the FB community

16. Reviews, testimonials for the FB page

17. Founder read the comments on FB page and a lot liked the workshop, community's content creation should start focusing based on the comments and heartbeat of the audience and what's happening in the community