

An Analysis of the Social Network Users Posting Frequency in the Context of Online Brand-related Activities and their Motives: An Empirical Study*

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Abstract

The issue of social networks and the laws of brand success on these platforms are hotly debated topics these days. The paper focuses on and examines the frequency of content publishing on three social networks - Facebook, Instagram and YouTube. The aim of the research is to assess the frequency of publishing content on the analyzed platforms in the context of motives to do so and consumer online activities associated with the brand on these platforms. The research identified a number of statistically significant differences that upheld the importance of this metric. To assess them, the Kruskal-Wallis H test was used to test a dataset consisting of opinions of 401 respondents (a standardized survey questionnaire). In all cases significant differences in the frequency of content publishing were identified, while median values were almost exclusively in favor of more frequent content publishing.

Keywords: social network, engagement, posting frequency, analysis