

APPENDIX 3

Questionnaire: Versions

Doctoral Thesis

Author: Cristina Aced Toledano

September 2015

49 variables and 24 sub-variables:

PRESENCE

>> Digital presence

Corporate blog

Facebook page

Twitter profile

Language options on blog

More than one language is used on Facebook updates

More than one language is used on Twitter updates

>> Ease of interface

Categories on blog

Search engine on blog

Menu links on blog

CONTENT

>> Sort of content

Content format shared on blog:

Text

Audio

Video

Graphic

Topics covered on blog:

Corporate information

Product / services

Activities

Industry's news

Content formats shared on Facebook:

Text

Audio

Video

Graphic

Topics covered on Facebook:

Corporate information

Product / services

Activities

Industry's news

Content format shared on Twitter:

Text

Audio

Video

Graphic

Topics covered on Twitter:

Corporate information

Product / services

Activities

Industry's news

Links to external websites (to add value) on blog

>> Usefulness of information

Updated information (to be defined) on blog

Downloadable media files on blog

"About me" section on blog

News stories posted on blog

Contact information on blog

Calendar of events on blog

Downloadable publications on blog

Posts archive on blog

Presence of updated information (to be defined) on Facebook

Company's information on Facebook

News stories posted on Facebook

Contact information on Facebook

Calendar of events on Facebook

Presence of updated information (to be defined) on Twitter

Company's information on Twitter

News stories posted on Twitter

INTERACTIVITY

>> Ways of interaction

Response to comments received on blog

Direct links to social networks profiles on blog

Opportunities to "like" items on blog
Opportunities to share blog posts on social media
Response to comments received on Facebook
Response to mentions received on Twitter

>> Dialogic loop

Opportunity to comment on blog
Opportunity to vote the blog posts
Fill out survey instruments on blog
Contact data: phone, e-mail or request form on blog
RSS subscription to the blog
E-mail subscription to the blog

>> Conservation of visitors

Date of blog's last update
Accessibility of important information on homepage blog (i.e. most commented posts)

>> Return visits

Calls to Action (CTA) on blog posts
CTA on Facebook posts
CTA on tweets

December 2015

45 variables and 12 sub-variables

PRESENCE

>> Digital presence

P1 Corporate blog

P2 Facebook page

P3 Twitter profile

P4 Language options on blog

P5 More than one language is used on Facebook updates

P6 More than one language is used on Twitter updates

>> Ease of interface

P7 Categories on blog

P8 Search engine on blog

P9 Menu links on blog

CONTENT

>> Sort of content

Content format shared on blog:

C1 Text

C2 Audio

C3 Video

C4 Graphic

Content formats shared on Facebook:

C5 Text

C6 Audio

C7 Video

C8 Graphic

Content format shared on Twitter:

C9 Text

C10 Audio

C11 Video

C12 Graphic

C13 Links to external websites (to add value) on blog posts

C14 Links to external websites (to add value) on Facebook posts

C15 Links to external websites (to add value) on tweets

>> Usefulness of information

C16 Updated information on blog (published during last week)

C17 "About me" section on blog

C18 Contact information on blog

C19 Downloadable content on blog

C20 Posts archive on blog

C21 Presence of updated information on Facebook (last 3 days)

C22 Company's data on Facebook information section

C23 Contact information on Facebook

C24 Calendar of events on Facebook

C25 Presence of updated information on Twitter last 24 hours

C26 Company's information on Twitter bio

C27 Use of hashtags on Twitter

C28 Different content published on Twitter, Facebook and blog (at least on 2 of these platforms)

INTERACTIVITY

>> Ways of interaction

I1 Response to comments received on blog

I2 Answers to blog comments are tailored

I3 Direct links to social networks profiles on blog

I4 Facilities to share blog posts on social media

I5 Response to comments received on Facebook

I6 Answers to Facebook comments are tailored

I7 Response to mentions received on Twitter

I8 Answers to Twitter mentions are tailored

I9 RT are published

>> Dialogic loop

I10 Opportunity to comment on blog

I11 Contact data: phone, e-mail or request form on blog

I12 RSS subscription to the blog

I13 E-mail subscription to the blog

>> Conservation of visitors

I14 Featured content on homepage blog (i.e. most commented posts, most read posts, etc.)

>> Return visits

I15 Call to Action (CTA) on blog posts

I16 CTA on Facebook posts

I17 CTA on tweets

January 2016

45 variables and 12 sub-variables

PRESENCE

>> Digital presence

P1 Corporate blog

P2 Facebook page

P3 Twitter profile

P4 Language options on blog

P5 More than one language is used on Facebook updates

P6 More than one language is used on Twitter updates

>> Ease of interface

P7 Categories on blog

P8 Search engine on blog

P9 Menu links on blog

CONTENT

>> Sort of content

Content format shared on blog:

C1 Text

C2 Audio

C3 Video

C4 Graphic

Content formats shared on Facebook:

C5 Text

C6 Audio

C7 Video

C8 Graphic

Content format shared on Twitter:

C9 Text

C10 Audio

C11 Video

C12 Graphic

C13 Links to external websites (to add value) on blog posts

C14 Links to external websites (to add value) on Facebook posts

C15 Links to external websites (to add value) on tweets

>> Usefulness of information

C16 Updated information on blog (published during last week)

C17 "About me" section on blog

C18 Contact information on blog

C19 Downloadable content on blog

C20 Posts archive on blog

C21 Presence of updated information on Facebook (last 3 days)

C22 Company's data on Facebook information section

C23 Contact information on Facebook

C24 Calendar of events on Facebook

C25 Presence of updated information on Twitter last 24 hours

C26 Company's information on Twitter bio

C27 Use of hashtags on Twitter

C28 Different content published on Twitter, Facebook and blog (at least on 2 of these platforms)

INTERACTIVITY

>> Ways of interaction

I1 Response to comments received on blog

I2 Answers to blog comments are tailored

I3 Direct links to social networks profiles on blog

I4 Facilities to share blog posts on social media

I5 Response to comments received on Facebook

I6 Answers to Facebook comments are tailored

I7 Response to mentions received on Twitter

I8 Answers to Twitter mentions are tailored

I9 RT are published

>> Dialogic loop

I10 Opportunity to comment on blog

I11 Contact data: phone, e-mail or request form on blog

I12 RSS subscription to the blog

I13 E-mail subscription to the blog

>> Conservation of visitors

I14 Featured content on homepage blog (i.e. most commented posts, most read posts, etc.)

>> Return visits

I15 Call to Action (CTA) on blog posts

I16 CTA on Facebook posts

I17 CTA on tweets

May 2016

61 variables and 39 sub-variables

PRESENCE

P1 Corporate blog

P2 Facebook page

P3 Twitter profile

Blog

P4 Language options on blog

P5 Categories on blog

P6 Search engine on blog

P7 Menu on blog

P8 Posts archive on blog

P9 Featured content on homepage blog (i.e. most commented posts, most read posts, etc.)

P10 Tagcloud on blog

Facebook

P11 More than one language is used on Facebook updates

P12 Custom tabs on Facebook page

P13 Custom page's profile picture on Facebook

P14 Custom cover photo on Facebook

Twitter

P15 More than one language is used on Twitter updates

P16 Custom profile picture on Twitter

P17 Custom header photo on Twitter

CONTENT

Blog

Content format shared on blog:

C1 Text

C2 Audio

C3 Video

C4 Photo

C5 Infographic

C6 Updated information on blog:

- published during last week (0-7 days)
- published during last two weeks (8-14 days)
- published during last month (15-30 days)
- the blog has not been updated more than a month

C7 "About me" section on blog

C8 Contact information on blog (e-mail, phone, ...)

C9 Downloadable content on blog

C10 Guest posts are published on blog

C11 Author is identified on blog posts (with any of this data: name, initials, position, etc.)

C12 Links to external websites (to add value) on blog posts

Facebook

Content formats shared on Facebook:

C13 Text

C14 Audio

C15 Video

C16 Photo

C17 Infographic

C18 Presence of updated information on Facebook:

- published during last 3 days (0-3 days)
- published during last week (4-7 days)
- published during last two weeks (8-14 days)
- the Facebook page has not been updated more than two weeks

C19 Company's data on Facebook information section

C20 Contact information on Facebook (e-mail, phone, ...)

C21 Use of hashtags on Facebook

C22 Author is identified on Facebook (with any of this data: name, initials, position, etc.)

C23 Links to external websites (to add value) on Facebook posts

Twitter

Content format shared on Twitter:

C24 Text
C25 Audio
C26 Video
C27 Photo
C28 Infographic

C29 Presence of updated information on Twitter:

- published during last 24 hours
- published during last 3 days (0-3 days)
- published during last week (4-7 days)
- the Twitter profile has not been updated more than a week

C30 Company's information on Twitter bio

C31 Author is identified on Twitter (with any of this data: name, initials, position, etc.)

C32 Use of hashtags on tweets

C33 Links to external websites (to add value) on tweets

INTERACTIVITY

Blog

I1 Comments received on blog are answered:

- in hours
- in less than a week
- in more than a week
- comments are not answered

I2 Answers to blog comments are tailored

I3 Direct links to social networks profiles on blog

I4 Facilities to share blog posts on social media

I5 Opportunity to comment on blog

I6 Contact data: phone, e-mail or request form on blog

I7 Call to Action (CTA) on blog posts

Facebook

I8 The firm allows users to write in its fanpage wall

I9 Comments received on Facebook are answered:

- in hours

- in less than a week
- in more than a week
- comments are not answered

I10 Answers to Facebook comments are tailored

I11 Facebook posts are liked

I12 Facebook posts are shared

I13 CTA on Facebook posts

I14 People is tagged on Facebook content

Twitter

I15 Mentions received on Twitter are answered:

- in hours
- in less than a week
- in more than a week
- mentions are not answered

I16 Answers to Twitter mentions are tailored

I17 RT are published

I18 Tweets are RT

I19 Tweets are liked

I20 CTA on tweets

I21 People is tagged on tweets

C34 Different content published on Twitter, Facebook and blog (at least on 2 of these platforms)

C35 Similar content published on Twitter, Facebook and blog (at least on 2 of these platforms) (i.e. same topic is covered but using different words in any social media)

September 2016

61 variables and 39 sub-variables

Visit the blog, Facebook page and Twitter account of the company under study.

- On the blog, check 3 posts published during last month.
- On the Facebook page, check the updates published during last two weeks.
- On the Twitter account, check the tweets published during last week.

Then, answer these questions:

PRESENCE

P1 Corporate blog

P2 Facebook page

P3 Twitter profile

Blog

P4 Language options on blog

P5 Categories on blog

P6 Search engine on blog

P7 Menu on blog

P8 Posts archive on blog

P9 Tagcloud on blog

Facebook

P10 More than one language is used on Facebook updates (at least 2 posts are written in a different language)

P11 Custom tabs on Facebook page

P12 Custom page's profile picture on Facebook

P13 Custom cover photo on Facebook

Twitter

P14 More than one language is used on Twitter updates (at least 2 tweets are written in a different language)

P15 Custom profile picture on Twitter

P16 Custom header photo on Twitter

CONTENT

Blog

Content format shared on blog (at least in 1 post):

C1 Text

C2 Audio

C3 Video

C4 Photo

C5 Infographic

C6 Updated information on blog:

- published during last week (0-7 days)
- published during last two weeks (8-14 days)
- published during last month (15-30 days)
- the blog has not been updated more than a month

C7 "About me" section on blog

C8 Contact information on blog (e-mail, phone, ...)

C9 Downloadable content on blog

C10 Guest posts are published on blog (at least one post is written by a guest author)

C11 Author is identified on blog posts (with any of this data: name, initials, position, etc.)

C12 Links to external websites (to add value) on blog posts (at least in 2 posts)

C13 Featured content on homepage blog (i.e. most commented posts, most read posts, etc.)

Facebook

Content formats shared on Facebook: (at least in 1 post):

C14 Text

C15 Audio

C16 Video

C17 Photo

C18 Infographic

C19 Presence of updated information on Facebook:

- published during last 3 days (0-3 days)
- published during last week (4-7 days)
- published during last two weeks (8-14 days)

- the Facebook page has not been updated more than two weeks

C20 Company's data on Facebook information section

C21 Contact information on Facebook (e-mail, phone, ...)

C22 Use of hashtags on Facebook (at least in 2 posts)

C23 Author is identified on Facebook (with any of this data: name, initials, position, etc.)

C24 Links to external websites (to add value) on Facebook posts (at least in 2 posts)

C25 People is tagged on Facebook content (at least in 2 posts)

Twitter

Content format shared on Twitter (at least in 1 tweet):

C26 Text

C27 Audio

C28 Video

C29 Photo

C30 Infographic

C31 Presence of updated information on Twitter:

- published during last 24 hours
- published during last 3 days (0-3 days)
- published during last week (4-7 days)
- the Twitter profile has not been updated more than a week

C32 Company's information on Twitter bio

C33 Author is identified on Twitter (with any of this data: name, initials, position, etc.)

C34 Use of hashtags on tweets (at least in 2 tweets)

C35 Links to external websites (to add value) on tweets (at least in 2 tweets)

C36 People is tagged on tweets (at least in 2 tweets)

C37 Different content published on Twitter, Facebook and blog (at least on 2 of these platforms, content is not the same or at least it has been substantially adapted)

C38 Similar content published on Twitter, Facebook and blog (at least on 2 of these platforms, content published is identical or hardly adapted, i.e. same topic is covered using the same or very similar words)

INTERACTIVITY

Blog

I1 Comments received on blog are answered:

- in hours
- in less than a week
- in more than a week
- comments are not answered

I2 Answers to blog comments are tailored (at least in 2 comments)

I3 Direct links to social networks profiles on blog

I4 Facilities to share blog posts on social media

I5 Opportunity to comment on blog

I6 Contact data: phone, e-mail or request form on blog

I7 Call to Action (CTA) on blog posts (at least on 1 post)

Facebook

I8 The firm allows users to write in its fanpage wall

I9 Comments received on Facebook are answered:

- in hours
- in less than a week
- in more than a week
- comments are not answered

I10 Answers to Facebook comments are tailored (at least in 2 comments)

I11 Facebook posts are liked (at least on 2 posts have obtained one like)

I12 Facebook posts are shared (at least on 2 posts have been shared)

I13 CTA on Facebook posts (at least on 1 post)

Twitter

I14 Mentions received on Twitter are answered:

- in hours
- in less than a week
- in more than a week
- mentions are not answered

I15 Answers to Twitter mentions are tailored (at least in 2 comments)

I16 RT are published (at least on 2 tweets are RT)

I17 Tweets are RT (at least on 2 tweets have been RT)

I18 Tweets are liked (at least on 2 tweets have obtained one like)

I19 CTA on tweets (at least on 1 tweet)