

You've Got It! Pronouns Increase Self-Referencing and Engagement on Facebook: An Abstract

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Abstract Producing engaging brand-to-fan communications is critical when marketing on social networking sites such as Facebook. This research conducts a textual analysis of brand-to-fan interactions on Facebook and finds that consumer engagement is enhanced when second-person pronouns (e.g., “you”) are included in brand posts. A behavioral experiment confirms this relationship and identifies consumer self-referencing as a mediator. These results offer managers a subtle approach for increasing consumer engagement with brand communications on popular social networking sites such as Facebook.

References Available Upon Request

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