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## The Impact of Social Media on Brand Image: A Study of Higher Education Industry in Sri Lanka

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**Keywords: Social Media, Higher Education Industry, Brand Image, User Generated Content, Social Media Communication**

The basic purpose of this research is to find out the impact of successful Social web on brand image. Even though Companies monitor changes of the brand image, they neglect the rapid spread of social media and the rising number of social media users. Therefore the analysis of social media and the effectiveness of social media platforms on organizations brand image provides helpful insights for companies [1-3].

Several objectives were developed through the research gap that was identified by the researchers. Based on a sample of 200 respondents drawn from students of higher education institutes in Colombo, the study measured the relationship between social media and brand image following the quantitative methodology of conducting research. Researchers utilized the questionnaire method as the primary data collection. Correlation and regression were used as the main inferential statistics to verify the relationship.

It was observed that with the use of social media, higher education institutes can create and enhance its brand image and subsequently lead to attract customers [4, 5]. However, marketers must keep in mind that the Social media is a great tool that influences brand image as social media is two way communication method. While the viral marketing information is seem to be trusted by users, marketers should prioritize and implement them in their advertising strategy.

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## The Impact of Social Media on Consumer Buying Intention

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**Keywords:** social media, online buying process, purchase decisions, branding in social media, consumer behavior

Companies throughout the world are constantly seeking new ways to reach consumers. Just a few decades ago, television and print advertising were the fundamental components of marketing strategies. In the current era, these traditional marketing streams are just a small segment of the varied approaches used to market and brand products. The increasing focus on social media shaped state of the art advertising and shifted the way companies interact with their target groups. As a result, the effective use of social media has become an essential part of creating and maintaining competitive advantage. Subsequently, companies now place a considerable value on the way in which social media can be used to shape consumer brand perception and influence their buying intention. Companies integrating a strategic approach to the use of social media will have advantages over those that do not. In assessing the impacts of social media on branding and marketing approaches, an exploration of the existing literature on social medial use and brand perception can help identify emerging and successful strategies for improving consumer engagement through social media.

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## The Impact of Instagram on Marketing : Instagram and Saudi Brands

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**Keywords:** Instagram, Social Network Marketing, Marketing tool.

With the hype of social media, the marketing have been promoted to a higher level of efficiency. Especially a media that contain both textual and visual representation that will catch customer's eyes. Accordingly, Instagram is considered as a perfect place to commercialize, still, this is just a derivation. Therefore, this paper attempts to study the impact of Instagram on Saudi brands. Through analyzing band's comments and likes based on qualitative and quantitative methodologies. The result of the study indicates Instagram improved brand's popularity. Also, we discover that there is a very high similarity in comments in the same brand and across brands.

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## e-Commerce on SMES in Jakarta

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**Keywords: Information System, E-commerce, Performance**

This is a quantitative research that contribute an idea about the role of effective and efficient e-commerce on SMEs in Jakarta, to prepare for globalization era and Indonesian demographic bonus 2030. Jakarta has the most comprehensive infrastructure regarding to the business cycle, payment service, shipping service and authorization process in implementing e-commerce in Indonesia. The purpose of this research is to examine the information system usage on business performance. 100 respondents gained to support this research, examine by using partial least square method, with period of data gathering and analysis from January 2016 to January 2017. The research finding are e-commerce usage influence on business performance is supported, efficient and effective information system on business performance is not supported, efficient and effective information system by using e-commerce usage is supported.

Predictor that has been dismissed is about the efficient information system that is no longer timely manner. This is because of the assumption that by following the formal mechanism or procedures that incorporated with information system SMEs cannot operate the business as fast as before they have the system. Even though, it saver in term of money and effort spent. Respondent agree that effective information system will fulfil customer expectation, variation in offered product and service, be able to map the consumers demand, and consistently distribute the promoted product and service. Respondents assume that e-commerce usage is not necessarily about the platform used such as the installed application, program, payment service, or distribution service. As long as it is accessible and easily to access, it is improving the willingness to use e-commerce. In business performance, fulfilling sales target and after sales service are eliminated as indicators. Here, respondent require a good relation and loyalty from customer and distributor as well as positive feedback.

Research has found that an effective and efficient information system can lead to an improvement in business performance with the support of e-commerce usage in SMEs in Jakarta in 2016. Unlike efficient and effective information system, business player confident enough that e-commerce usage itself can improve business performance.

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## User Engagement of Social Media: A Cross Country Analysis

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**Keywords:** User engagement, Antecedents, Social Media.

Social media has become a mainstream media platform that connects one-third of the world's population (Nelson-Field & Taylor, 2012). People can escape from their daily routines whereby, through social media, users use other people's lives to escape from their own (Lee, 2010). The interactivity of social media has transformed consumers from passive to active participants, with social media platforms serving as an ideal forum for product and brand-related advocacy (Chu & Kim, 2011), customer-led content generation (Vivek et al., 2012) and customer-created product innovations (Hoyer et al., 2010).

This research studies determinants of user engagement on social media from a cross country perspective. User engagement is depicted by the continued use of social media and is expected to occur when customers have a positive attitude toward social media. This research seeks to explore factors that affect customers' attitude toward social media, which in turn is expected to result in engagement. It seeks to study user engagement from a cross country perspective by focusing on two contexts being the U.S. and Egypt. To achieve the research objectives, this study proposes an extended technology acceptance model to study user engagement determinants.

The model is tested based on the results of empirical work in the form of a large scale survey conducted on a random sample of both U.S. and Egypt general population. Data collection resulted in 801 usable questionnaires. Multi group analysis and Structural equation modelling are used to analyze data. Results provide support to the research objectives. Two of the three proposed factors extending TAM namely; perceived connectedness, enjoyment were found to have a significant impact on attitude toward social media use. Attitude toward social media use was found to have a significant effect on level of use and level of use was found to have a significant effect on continuation intention. Additionally, satisfaction was found to have a significant direct effect on continuation intention. Social media image was not found to have a significant effect on attitude toward social media. Findings of this research provide useful insights about what managers need to focus on when designing their social media strategies.

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## Pattern of Social Media Usage in Disseminating Health Message for Youth: A Systematic Review

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**Keywords:** Health communication, youths, social media, systematic review

Health communication is currently one of the most discussed topic in as the country witnessed the surge of sexual related crime and social problem among youths. The paper discussed the current researches related to health information in social media that aims at youth from three online journals; PubMed, Science Direct and Emerald Insight. The research primarily based on systematic review through relevant communication and public health sites which offer journals on past and current research. The study is significant as it furnishes a landscape on how current information on health is disseminated in the social media and how social media bandwagon assist in reaching out to youths. This paper also testified that various stakeholders need to acknowledge the importance of health communication and how proper dissemination of information through social media marketing mix could shape positive youths' development which contribute to nation building.

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## How e-WOM in Instagram affect Hong Kong Millennials' Purchase Intention ?

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**Keywords: e-WOM, Instagram, Millennials, Purchase Intention, Uses and Gratification Theory**

The purpose of this study is to examine the impact of electronic word-of-mouth (e-WOM) on Hong Kong Millennials' purchase intention by applying the uses and gratification (U&G) theory. By using qualitative approach, a total of 12 Hong Kong Millennials from diverse background were invited to attend an in-depth interview. Result shows that there are 7 gratifications that contribute to favorable attitude towards Instagram usage. The favorable attitude will make users perceive e-WOM in Instagram positively and increase their purchase intention. The effect of e-WOM on purchase intention varied across different sources and product features/types and is greater than that of Instagram Adverts. The findings of this study contribute to the extension of U&G theory application to Instagram usage in Hong Kong and the finding can guide Hong Kong digital marketers to leverage e-WOM power on Instagram.

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## The Forces of Leadership in The Era of Social Media

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**Keywords: Confidence, Leadership, Management, Social Media.**

How changed the well known forces of leadership in the modern times of social media? Since many years the level of available information increased step by step. Today a high level manager is no more able to work alone. The manager must have confidence to its team, to spread the workload to different shoulders and to work fast and most effective with the outcome on the next level. To do so the manager has to create a confidence level to its team.

In eyes of the author, confidence is not only a part which modern managers have to take into account when they try to manage their employees. From author's point of view, it's one of the basic forces of leadership, which is needed on every kind of management level, a force which stands for its own, and which is more important than all the others. Confidence seems to be the missing force of leadership, especially in times of social media and nearly total transparency. So that's the reason why French & Ravens well known "Forces of Leadership" will be researched into the direction of confidence and its own position of between the old factors.

The first evidence, that confidence is the most important force of leadership will be shown here with the results out of a pre-test.

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## What Motives Make People Write Online Review – Case Study of Serbia

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**Keywords:** social media, online review, motives, tripadvisor, influence

Travelling to new destinations might require long number of hours spent whilst searching for information to support consumer's decision-making process. Pushing information through online marketing channels for destinations could play a remarkably influential role in that process [1]. One of the most powerful elements of such marketing is the reviews by individuals who are eager to share their own experiences and expertise [2]. These reviews are an important repository for those making decisions. The act of writing reviews of a destination is solely voluntary act because of post-purchase behaviour and it certainly needs motivation behind [3]. We have inquired these motives for the case of online reviews for destinations around Serbia. The present research uncovers the motivation by analysing questionnaire previously distributed to foreign travellers that have been visiting Serbia at some point. The preliminary results show the several reasons behind the reviews and different motivation triggers. In the current process of further data analysis, we expect to see clearly the inner and outer influences on motives. As a result, and implication, this will serve as a guideline to Serbian country branding and marketing initiatives in shaping the offers that will empower customer engagement.

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## DiffTrack: Pinpointing Key-Posts of Influence Within Discussion Topics in Social Media

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**Keywords:** social media players, influencers, key players.

This article presents DiffTrack, a new analytical framework to pinpoint influential posts, so called key-posts of influence, across social media comprised of a corpus of posts. The framework employs the Latent Dirichlet Allocation algorithm (LDA) to associate posts with topics and applies a standard information retrieval technique in order to pinpoint the most influential topic-related posts. The framework was evaluated on real published social media posts which played a role in launching a social media storm. Our results showed that the method provides an effective means of identifying social media influencers in their early stages, and because of this, the use of this method can improve the ability to manage such events. Future research should be conducted in order to extend the model outputs by including additional relevant social media influencers, including topic-related authors and storm boosters. The results can then be analyzed for sentiments.

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## Leveraging Social Media Concepts and Marketing in Attracting the European Youth to STEM Education and Careers

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**Keywords: Education, Europe, E-Learning, Social Media, STEM, Technologies.**

The use of social networking sites and social media tools is on the rise, as the most common activity of today's youth. Thus, leveraging social media concepts in learning can make education more relatable to the youth in this digital era. In this study, key current social media concepts, such as user profiles, activity streams, and status updates, among others, are identified based on the significant role they can play in promoting and supporting learning [1]. The research strategy model is also presented as a methodology for social media marketing strategy that can be adopted beyond the education industry [2]. The study serves as an introduction to research on the integration of social media concepts in a hybrid educational environment, called Science, Technology, Innovation, Mathematics, Engineering for the Young (STIMEY) [2]. The STIMEY environment will combine social media components, robotic artefacts, and radio, and connect students, educators, parents and organisations, based on a well-researched pedagogical framework, to increase the European youth's interest and engagement in Science, Technology, Engineering and Mathematics (STEM) education and careers.

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## Social Media Impact on Students' Choice of University

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**Keywords:** social media, university, choice, student

As competition increases in the higher education institution sectors, public and private universities increasingly view students as consumers and try to market their institution intensively. An understanding of the student market requires university to gain knowledge regarding the institution-selection process as well as the source of information used. The emergence of social media allows universities the ability to communicate in a voice that is familiar to the millennial generation. Hence, there is a call for the development of new marketing approaches [1].

This research provides an analysis and evaluation of Indonesian students' perceptions regarding the impact of social media on their choice of university. Semi-structured and focus-groups interviews were carried out with the same cohort of first-year undergraduate students in five Indonesian public universities. The findings indicate the use of social media amongst students is growing in importance, especially for university search and selection. The reason for the popularity of these media because they can supply information from three different sources: direct information from the university, trusted information from social networking or reference groups (friends, peers, current/former students, alumni), and real time, on-line information from university websites. The importance of this media for promotion and marketing by universities becomes evident along with the technological habits of preteens and teens who will be of college-going age in the near future [2] [3]. Overall, this paper contributes to the understanding on university decision making amongst students using social media. It also provides ideas for universities to formulate strategies for social media participation and students' recruitment.

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## Analysis of B-2-C Social Media Communication in Germany

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**Keywords:** Social Media Marketing, Social Media Analysis, Context Analysis, Social Media Pattern

In this research social media marketing activities of social media accounts from German business are analysed for the social networks Facebook, Twitter, Instagram, Xing and LinkedIn [1]. As research objects were the context of the interaction, the used and targeted social network functionalities and the behaviour of the companies selected. The analysis followed the of the analysis of social media interaction pattern [2, 3]. The selection of social media accounts for the research included companies which are currently member from the stock market indices DAX [4] and MDAX, additional online and offline retail businesses [5, 6], successful German sport clubs, celebrities and others businesses. In addition and to be sure to evaluate high class social media marketing, the German social media award winners from 2015-2017 were analysed [7].

Out of the results of those two analyses the main results were derivate. The results displays different usage approaches between the researched networks and the different business fields. As final result of the research, several context approaches for social media posts could be defined. The results contain suggestions for the standardisation of those contexts and the different approaches how functions from social networks can be used for user interactions. That includes the approaches of targeted reactions and standardized reactions of user interactions.

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## Analysis of Socio-Spatial Differences in Germany for the Definition of Online Milieus

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**Keywords:** Online milieus, Customer Relationship Management, Lifeworlds, Social Structure Germany

This research is part of a research project which analyses the influence of socioeconomic variables on the usage of online social networks to provide quality ensured social media supported business transactions. The research in this paper contains the analysing of the online milieu groups from the Responsibility-Driven Individuals and the Digital Vanguard which were defined in 2012 as milieu groups for online users in Germany [1]. Both target groups are part of the in Germany well established approach of lifeworlds and milieus for the differentiation of groups in the society [2, 3]. With such a distinguishing of customer groups, the communication with agents in social media communication will be more efficient due to a more standardized targeting.

To increase the information fundament about the two mentioned lifeworlds and to be able to select those mentioned areas on more valid preferences, an analysis of past lifeworlds definitions and lifeworld analyses were conducted. The analysis in this research covers the lifeworlds definitions for milieus in Germany since the mid 1980th [4, 5, 6, 7, 8]. In the analysing of the former definitions of lifeworlds the area of the mentioned online milieu groups is set as requirement for the analyses to find more information about those fields in the German society. The research closes with an overview about the (qualitative) influence factors which might be preset for customer selection from the mentioned lifeworlds and contains suggestions and questions for additional research in the research project.

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## Factors Influencing Online Shopping Intentions in Pakistan: A differential and Categorical Analysis of Age

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**Keywords:** Online shopping, Perceived ease of use, Perceived Risk, Perceived usefulness.

The rapid increase in Internet usage along with the progress of Information Technology has altered the means of buying and selling. This has resulted in an enormous increase in the number of online buyers. However, due to the varying characteristics of buyers, there has been a huge difference in the behaviour of consumers with respect to online shopping. The objective of this study is to analyze the relationship between perceived ease of use, perceived usefulness, perceived risk and age with its categories with the online shopping intention. For this cross-sectional study, data is collected through self-administered questionnaires from both the online consumers and those have not yet started online shopping. A sample of 165 respondents was taken including professionals and university students; the proposed model is evaluated by applying Pearson's moment quotient and regression analysis. A significant relationship is observed among the variables. It was found that only Perceived Usefulness had an influence on online purchasing intention. Interestingly, categories of age did not have an influence on online purchasing intention. Future indications and limitation are also discussed.

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## Means End Chain Analysis within Explorative Research

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**Keywords: Connected Remote Services, Loyalty, Means-End Chain analysis, Conceptualization**

After years of focusing on cost reduction and optimization of process flows, design and successful marketing of service innovation come into focus, aiming on the provision of additional services to customers and therefore to increase market share and profitability for the vendor. In saturated markets like Germany, competition becomes more and more intense since globalization leads to increased price sensitivity among customers. Companies as well as economists consider service innovation as a lever to new sources of profit as well as new possibilities to keep their customers loyal. [1] The above-mentioned intensification of the competitive pressure affects not only large companies like vehicle manufacturers, it also affects small and medium size companies, such as car dealers and car service providers. [2]

One challenge to systematic service innovation is to combine technology, business, social, and customer needs in the creation process of service innovation. [3] This paper is concerned with the contribution of Connected Remote Services (CRS) to customer loyalty. It uses the automotive aftersales business as an example to evaluate if the introduction of innovation such as Connected Remote Services creates loyalty. In this paper customer loyalty is regarded as future repurchase intentions of existing customers. Yet, no conceptualization exists, that fully captures the connectivity-related specifics of CRS. The goal of this academic contribution is the conceptualization of CRS by using an explorative approach. For this purpose, the method of Means-End Chain (MEC) analysis [4] as a qualitative research approach is used to identify relevant dimensions of CRS. In the first step, the theoretical foundations of Means-End Chain analyses are described. Next, the process of research is designed and conducted.

The main finding of the paper is the identification of relevant construct dimensions. The results support the assumption that Connected Remote Service is a multidimensional construct consisting of the five dimensions Convenience, Connectedness, Safety, Comfort and Reliability. The method of Means-End Chain analysis is regarded as suitable for the identification of construct dimensions and the methodological procedure described in the literature is applicable within the context of research of this paper. The identified dimension Connectedness captures the particularity of Connected Remote Services, which goes beyond the previous understanding of existing research within the field of service innovation. Based on the results, the concept of CRS can be designed and included into a comprehensive causal model, which will be empirically evaluated in the future. Results will help car manufacturers and their dealer-networks to fine tune their approach of Connected Remote Services and to improve the service offering.

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## Why Social Media Marketing didn't Work? (Palestine Standard Institution Case Study)

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**Keywords:** social media marketing, Palestine standard institute PSI, Facebook, similarweb

How important is the social media in our life? How easy is it to move in the Virtual social media world? And how much we believe in the social media? Palestine still under occupation but social media is not occupied as the land; nowadays social media could be the easiest, fastest and the most spread way of communication. The importance of social media content is relevant to the user's need or want and to the extent of what he or she interested in. In public sector social media marketing is a contemporary aspect in the world of marketing, the question about what could be marketed in the governmental public sector. And how can social media play a significant role in marketing for both the public institute such as Palestinian standard institute (PSI) as one of the marketing mix techniques and the consumer (the citizens) for their own benefits as Palestinian citizens or for their commercial interest such as export, import and international trade. This paper represents a small exploration study about social media marketing use in Palestine standard institute as a case study. Based on quantitative method and randomly selected sample the paper tried to address the reasons of failure and weak interaction depending on social media marketing in this case, furthermore the paper presents a comparison using similarweb analysis between similar standard bodies randomly selected from international and regional areas (ISO,BSI group, DIN,EOS,ESMA and JSMO).

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## The Influence of Marketing Strategy on Market Share

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**Keywords:** Marketing Mix, Marketing Strategy, Market Share

The business performance and economic profit of the firm may be summarized in market share. One in all the foremost necessary aims of companies is to boost market share to realize larger scale in its operations and improve profitableness. Because of this, managers forever need to expand their market share. Market share responds to components promoting of selling strategy and one in all the vital things that have an effect on market share is components of the marketing combine. The most purpose of this analysis is to review the selling combine influences on market share of compound sheets manufactures corporations in Iran. The results of this study all over that product strategy, promotion strategy, valuation strategy and place strategy are necessary components to extend the market share. Thus, the sub-elements of every of the methods like product selection, product quality, after-sale service and products specification (referring to paint or size) that underneath product strategy; valuation, amount of payment, provide of discounts, that are underneath the valuation strategy; attending in trade honest, active marketing, hiring expertise and educated sale employees, that return underneath promotion strategy; having safety stock, on-time delivery, and inserting of the storage room in situ methods that underneath the place strategy is very important sub-elements to be ascertained in increasing the share market.

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## Investigating Marketing Managers' Social Media Challenges in Pakistan

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**Keywords: Social Media, Managers, Challenges**

Social media marketing is one of the important marketing tools in 21<sup>st</sup> century. Almost every new and old business venture is using social media in order to interact with the stakeholders.<sup>1</sup> Growth of social media provides an opportunity to multinational firms and SMEs to generate good revenue. But, at the same time, it is challenging to make the right use of social media for profit maximization. This article intends to investigate seven social media challenges faced by marketing managers in Pakistan's context. Findings of the study demonstrate that reaching the right target audience, managing customers' engagement, liquification of the economy<sup>2</sup>, brand loyalty and customers satisfaction, managing broadcast media and below the line advertising along with social media, paid followers and attractive social media campaigns and social media marketing mix are the major social media challenges in Pakistan that should be addressed. Active and creative role of marketing managers is required to address these issues.

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## Relationship Between Social Media and Factors Affecting Customer Satisfaction in Restaurant Management

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**Keywords:** Customer Satisfaction, Social Media, Service Quality, Restaurant, Kyrenia, Tourists.

The most effective way in which customer's satisfaction can be measure in order to create quality services have been separated into five components which are the Tangibles, responsiveness, Assurance and Empathy. Although based on the survey of National Restaurant Association (NRA) food service executives classified restaurant service quality factor into 26 service categories also separated into sectors like personal, food, physical and machinery.

This research examined the customers satisfaction based on these service quality factors of restaurants in Kyrenia districts of Northern Cyprus. The factors which were considered were machinery, such as social media and Wifi services; physical factors such as business locations and environments; Personnel factors such as employee appearance. The customers were subdivide into two categories, international students and Leisure tourist as they make up for the majority of travelers to the Turkish Republic of Northern Cyprus (TRNC). Also the type of restaurant were also analyzed to find out which restaurant is more suitable for visitors who are not locals.

Data collected were analyzed using the SPSS software. The study showed that there are significant differences between business tourists and international students in terms of service quality factors; also analysis showed that there are significant differences between traditional cuisines and worldwide cuisines in terms of service quality factors. These findings can help restaurant owners improve on the quality of services in order to meet customer's demand thereby creating marketing strategy in many aspects to increase profits.

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## Case Study of Lazada (Malaysia): Facebook

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**Keywords:** social media, Facebook, marketing strategy, customer engagement,

The growth of social media around the world has created a new place of interaction and communication among people. Social media is most important for communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. This represents the social media phenomenon, which can now significantly impact an organization's customer engagement, reputation, sales, and even survival. Yet, many businesses in Malaysia ignores this form of media because they do not understand what it is, the various forms it can take, and how to engage with it and how to utilise their valuable social media information. Social media can be incredibly important to any business. But if the business is not analysing the data behind the platform, they are practically missing out on important insights that can inform important data driven decisions and help them in decision making in marketing strategy. Recently, the study of social media in business has expanded rapidly in the Western and European country. However, within existing literature, the business adopting of social media in Malaysia is still very much in its infancy. Many of these companies now use various type of social media, but little know how they should make good use of their social media content for enhancing business value in their marketing strategy.

The case study is based on Lazada Malaysia which is part of Lazada Group operating site for online shopping destination for people who want a secure, reliable and effortless shopping experience. With the intention to established Amazon.com business model in Southeast Asia, Lazada Group was founded in 2012 by Rocket Internet in Singapore. Lazada Group operated sites involving Malaysia, Indonesia, Philippines, Singapore, Thailand and Vietnam. Lazada Group is a number one online shopping platform in Southeast Asia.

This study adopted social media strategy from Coursaris et al.(2013) they have list out seven categories of social media marketing strategy of Brand Awareness, Corporate Social Responsibility, Customer Service, Engagement, Product awareness, Promotional, and Seasonal. This strategy helps business to understand the range of marketing strategy available so that they could trigger the most positive engagement among consumer. NVivo Pro 11 was used to capture and code the data into seven themes of marketing strategy: Brand Awareness, Corporate Social Responsibility, Customer Service, Engagement, Product awareness, Promotional, and Seasonal. The findings show that there are not all sevens marketing strategy apply to gain customer engagement. There is the difference between most frequently used marketing messaging typology with popularity and consumer commitment towards those messages where number of total likes and total comment are used to determine the popularity of message and consumer commitment while frequently used marketing messaging typology are created based on an event that occurs during that time.

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## The Impacts of Social Media and Employees towards the Organisation's Reputation Risk

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**Keywords: Reputation Risk, Social Media Risk, Human Risk, Transparency, Employees.**

The growth of social media has disrupted how organisations run their businesses<sup>1</sup>; thus, their reputation can easily be affected<sup>2</sup>. Due to this, the reputation risk has become one of the key business activities that all organisations need to deal with and it is an increasingly important area of concern in today's business world<sup>2</sup>. It has been expanded and become more dynamic<sup>3</sup>. The most important players or stakeholders in this scenario would be the employees because they will directly affect the organisation's performance, and can become storytellers in the social media about the organisation<sup>3</sup>. Previous research has shown that most profitable organisations do not focus only on the financial performance in their values but rather on other values that are important<sup>3</sup>. Therefore, transparency has been chosen because it is a key driver to reputation management<sup>4</sup>, and the transparency provided by social media has made branding/image/corporate reputation tremendously vital to the organisation's financial performance. In addition, human risks were recognised as one of the major information security threats that organisations could face in social media which include blurring boundaries, psychological harm, abusing authority, unproductive use of time, unclear responsibility, and ethical risks<sup>5</sup>. The aim of this conceptual paper is to discuss the core value of transparency with regards to the reputation risk in the organisation amongst its employees. The relationship, predictably, is mediated by the human risks of social media as one of the variables.

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