

# Brand Engagement in the Light of Post Content Type on the Facebook Platform in the Selected Industry

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## ABSTRACT

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The importance of social media for business and e-commerce is growing at a rapid pace. More and more people are joining these platforms. Their effective and regular use thus becomes an important aspect for businesses and their activities. In addition, we do not assume that this trend would disappear in the near future. On the contrary, the extent to which these are expected to penetrate various spheres of lives is projected to grow. With such a forecast, the need to use the right channels of social media is inevitable - not because it is “in” or easy, but because the target audience of companies spend their time there, engaging with their favorite brands and connecting with them at multiple levels. In this environment, it is important to emphasize those indicators that show the success of branding activities on Facebook. The most basic ones we discuss in this study include Likes, Comments, and Shares. It is these indicators that tend to have different values for different types of content. That is precisely why we have decided to explore this area. These indicators also affect engagement, which we also represent as a share of the sum of Comments, Likes, and Shares over the post reach. It is logical that if we can influence any of these factors, we can also influence the resulting engagement on Facebook to a certain extent.

**Keywords:** engagement, content type, Facebook, airlines