

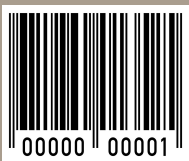
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# ARTICLE REVIEW

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01



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SURIANI JACK

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# MANAGEMENT OF BUSINESS RECORDS (IMR 652)

*presents*

# ARTICLE REVIEW

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# Editor's Note

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before.

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.



***MS SURIANI JACK***  
Chief Editor

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

# TABLE OF CONTENTS

<b>0</b>	<b>EDITOR'S NOTE</b>
<b>1-6</b>	<b>CHAPTER 1</b> <i>By Tasha Ak Peter</i>
<b>7-12</b>	<b>CHAPTER 2</b> <i>By Tasha Ak Peter</i>
<b>13-19</b>	<b>CHAPTER 3</b> <i>By Nur Khaleeda Bt Mahamad Halid</i>
<b>20-26</b>	<b>CHAPTER 4</b> <i>By Nur Khaleeda Bt Mahamad Halid</i>
<b>27-34</b>	<b>CHAPTER 5</b> <i>By Viviana Awing Epoi</i>
<b>35-40</b>	<b>CHAPTER 6</b> <i>By Viviana Awing Epoi</i>
<b>41-48</b>	<b>CHAPTER 7</b> <i>By Muhammad Khairul Adli Bin Ahmadie</i>
<b>49-56</b>	<b>CHAPTER 8</b> <i>By Muhammad Khairul Adli Bin Ahmadie</i>
<b>57-65</b>	<b>CHAPTER 9</b> <i>By Harry Ray Ak Usah</i>
<b>66-73</b>	<b>CHAPTER 10</b> <i>By Harry Ray Ak Usah</i>
<b>74-81</b>	<b>CHAPTER 11</b> <i>By Aery Garney Ak Francis</i>
<b>82-88</b>	<b>CHAPTER 12</b> <i>By Aery Garney Ak Francis</i>

# THE OBSTACLES IN SOCIAL MEDIA ENGAGEMENT: THE NEED FOR AN OVERARCHING MANAGEMENT PROCESS

## INTRODUCTION

Using social media as a source of owned, paid, or earned media has become standard in today's commercial world. As social media grew in popularity in marketing, senior management begins to assess its social media marketing performance from a variety of perspectives, including the number of fans, the rate at which fans interact with the platform, and the impact on sales revenue. They recognize the benefit of comparing their own and competitors' social media performance statistics and merging their numerous social media brand pages into a single dashboard for easier decision-making, monitoring, managing, and implementing associated business strategies.

The term "performance" is used in this study to refer to customer or user engagement rather than financial or product/service quality. It's about how a customer appreciates, perceives, and rates a company's social media brand page's behaviour and management. This performance is measured by the number of fans and followers, the number of shares, the fan engagement rate, the number of people talking about it, the number of impressions, and the reach. Performance is largely concerned with the question of fan involvement in this study. The term "performance" as employed in this paper does not refer to financial or product/service quality, but rather to customer or user engagement.

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## OBJECTIVE

To build up their brand image, have a closer fan relationship and make friends with the fans to get the building social media brand pages around the world.

## STATEMENT OF PROBLEMS

The article has many problems regarding the lack of in-depth understanding of obstacles in social media engagement. The business retail industry is selling a variety of consumer products to meet the various needs of consumers in general. This industry usually receives a wide range of products information from its suppliers, and then it distributes that information to its end-users. Although many managers find that this approach makes their pages look messy and lack focus, they have limited freedom to decide which products, topics, or content to show up on their brand pages. Among the various social media management problems and obstacles mentioned above, fan-related problems are their (the case companies') main priority and focus because fan engagement is a critical metric, perceived highly as an important indicator of page performance,

they cannot change the problem related the nature of their industry; thus, instead of focusing on the page content, they shift to building a closer relationship with their fans, and the use of social media for marketing is seen as a necessary tool rather than an entirely ROI-driven choice.



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## LITERATURE REVIEW

This research paper uses sources of references from the year 2011 until 2017. From the research paper, references that we used were journal articles. The researcher from this journal article gives a different from what we used are journal articles. Different post contents can stimulate fans differently, which result in different effects in the mind of the fans such as being curious, visually impressed, auditory sense impressed, inspired and emotional; these effects are perceived as the drivers of fan engagement (Smith 2013). The authors focus on the success of fan engagement in social media. More research is therefore needed to effectively manage fan engagement and grow the existing fan base (virtual community) on any brand pages, an overarching adaptable standard process, encompassing all the required best practices is necessary. The author also discussed the fundamental problems faced by businesses in managing social media brand pages. There are many factors affecting fan engagement, examples are the post presentation type (such as photo, video, status, link), post purpose (e.g., for product announcement, advertisement, designed question, polling, competition, stating an opinion) and posting day (Cvijikj and Michahelles 2011).

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## **METHODOLOGY**

The suitable method to be used for research is qualitative. To fulfil this research, several methods be used:

i) Data analysis: seven case companies from a retail group were conducted to understand practitioners' difficulties in managing their social media campaigns. This study finds that, besides ROI and fan engagement, the nature of an industry, lack of well-defined standard procedures, and insufficient financial resources present the fundamental obstacles in brand page engagement management.

ii) Data collection: This research method provides the researcher the flexibility to choose the specific type of company, with specific characteristics of interest, to study. In addition, this approach also allows the researcher to study the contemporary phenomenon in a greater depth and collect data from various sources in the real business operating environment.



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## **DISCUSSION AND FINDINGS**

Based on the best practices from the case companies and together with trade and professional literature, the researcher proposes a social media (fan engagement) management process, which consists of six-sub-processes:

1. Define social media strategy
2. Identify and determine the fan segment(s)
3. Build brand awareness and attract fans
4. Encourage brand-fan engagement
5. Create brand attachment and stickiness
6. Create economic value from SM: sales

This study highlights several aspects, such as return on investment, top management supports, fan engagement issues and the nature of an industry, being the fundamental problems faced by businesses in managing social media brand pages.



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## **SUGGESTION OF IMPROVEMENT**

This research paper aims to highlight several aspects, such as return on investment, top management support, fan engagement issues, and the nature of an industry, being the fundamental problems faced by businesses in managing social media brand pages. Although benefit realization from social media is still a big challenge for most businesses, many find it a necessary tool to access and get closer to consumers. One of the deputy managers we interviewed expressed that “we are having difficulties justifying the value of our brand pages. However, we cannot afford to give up our social media campaigns on our brand pages. Everyone is using it. It is a trend now.

In this era, a good records management system can help a company save money on storage while also increasing efficiency. Before it's too late, create a good records management strategy. Companies can protect institutional memory and maintain evidence of activities, transactions, and decisions by keeping good records. Understand the fundamentals of a solid organization, how to implement one, why it should be a part of any business, and who should be engaged in the process in this article. A study was done along the process, comprising seven case companies from a retail group, to better understand how practitioners manage their social media efforts. According to this study, besides ROI and fan engagement, the nature of a business, a lack of well-defined standard practices, and insufficient financial resources are the major roadblocks to brand page engagement management. It also maintains a good record of fans' interaction and generates more engagement

# THE OBSTACLES IN SOCIAL MEDIA ENGAGEMENT: THE NEED FOR AN OVERARCHING MANAGEMENT PROCESS

## **CONTRIBUTION TO BUSINESS RECORD MANAGEMENT** NUR KHALEEDA BT MAHAMAD HALID

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**NUR KHALEEDA BINTI MAHAMAD HALID**

## **CONCLUSION**

This study highlights several aspects, such as return on investment, top management support, fan engagement issues, and the nature of an industry, being the fundamental problems faced by businesses in managing social media brand pages. Although benefit realization from social media is still a big challenge for most businesses, many find it a necessary tool to access and get closer to consumers. One of the deputy managers we interviewed expressed that “we are having difficulties justifying the value of our brand pages. However, we cannot afford to give up our social media campaigns on our brand pages. Everyone is using it. It is a trend now.