

# Love the Customer

## Principles of Interpersonal Relationships Applied to Social Media

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Master Thesis

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**Purpose:** Examine what aspects of fast-food tweets seem to draw in the most positive reception.

. Q1: What tweet style seems to have the best reception?

. Q2: Do combined styles influence a better reception with customers?

### Hypotheses

- H1-1. Unique brand personality will lead to more retweets, likes, or responses from followers.
  - H1-2. The responses to those tweets will be mostly positive.
- H2-1. Maintenance strategies on social media will lead to more retweets, likes, or responses.
  - H2-2. The responses to those tweets will be mostly positive.
- H3-1. Using lingo, trends, and memes that appeal to their target audience will lead to more retweets, likes, or responses from followers.
  - H3-2. The responses to those tweets will be mostly positive.
- H4-1. Overlapping strategies will lead to more retweets, likes, or responses from followers.
  - H4-2. The responses to those tweets will be mostly positive.

A collection of 250 Tweets, 50 from each company

. Arby's  
. Wendy's  
. Burger King  
. McDonald's  
. KFC

Tweets were categorized by traits outlined in the theoretical framework.

□ Brand Personality – Witty, funny, smart, nerdy, etc.

□ Maintenance – Catering to customers, offering advice, sending links to entertainment, calls to action, posts to brag, socially and environmental awareness

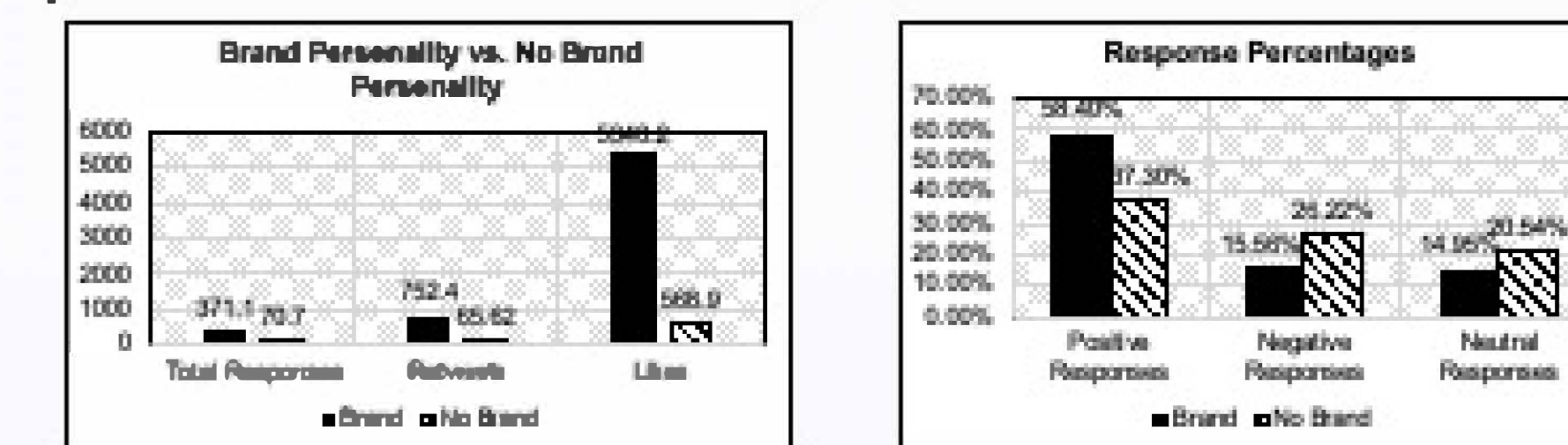
□ Targeting – Posting memes

Total responses, likes, and retweets of each post were also recorded

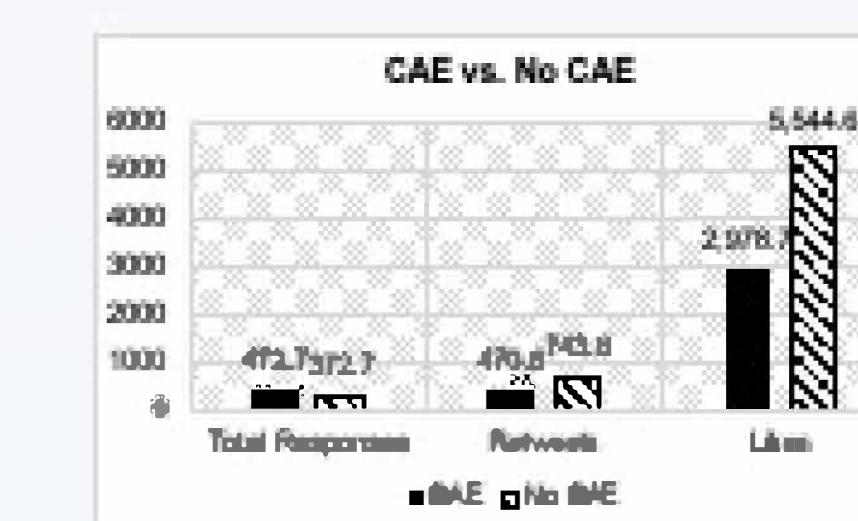
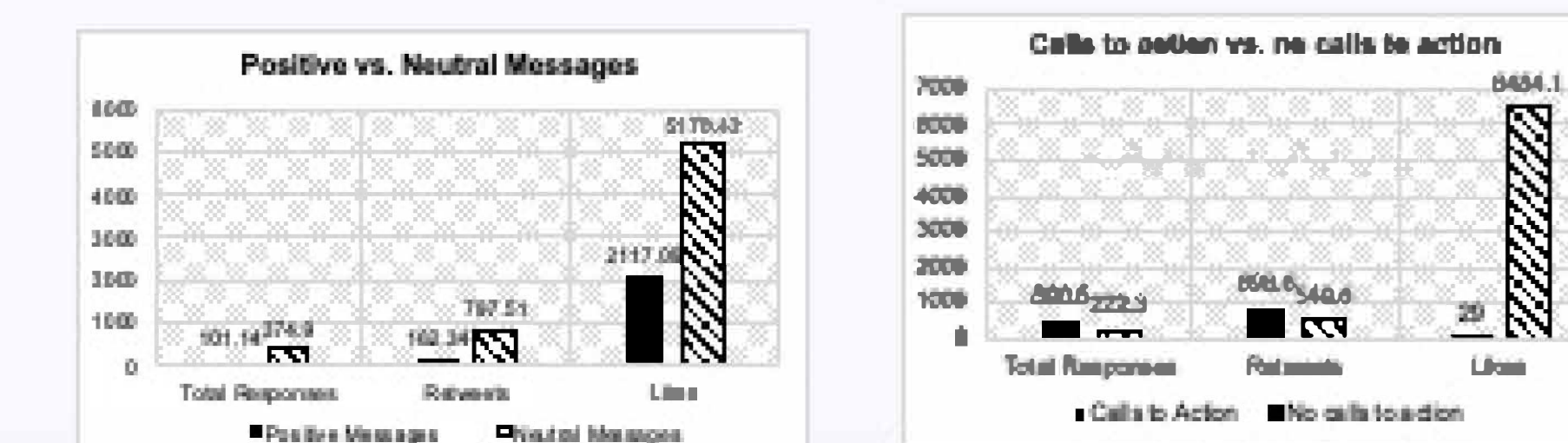
Up to 20 of the most recent comments on each were collected.

- Positive - Comments which express agreeance and admiration of the company
- Negative - Comments which express displeasure with the company
- Neutral - Off topic or hard to distinguish comments

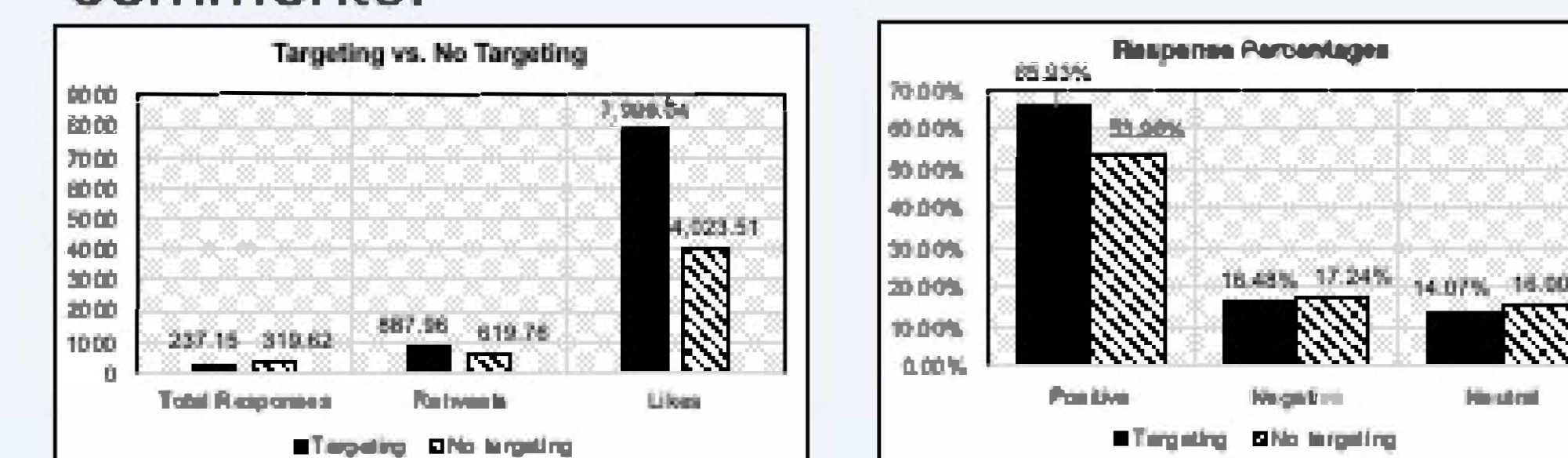
Brand personality receives more likes and more positive comments.



Bragging posts, calls to action, and catering/entertainment aren't preferred as much.



Memes received more likes and positive comments.



Combining traits demonstrates maintenance strategies may be the least effective strategy.



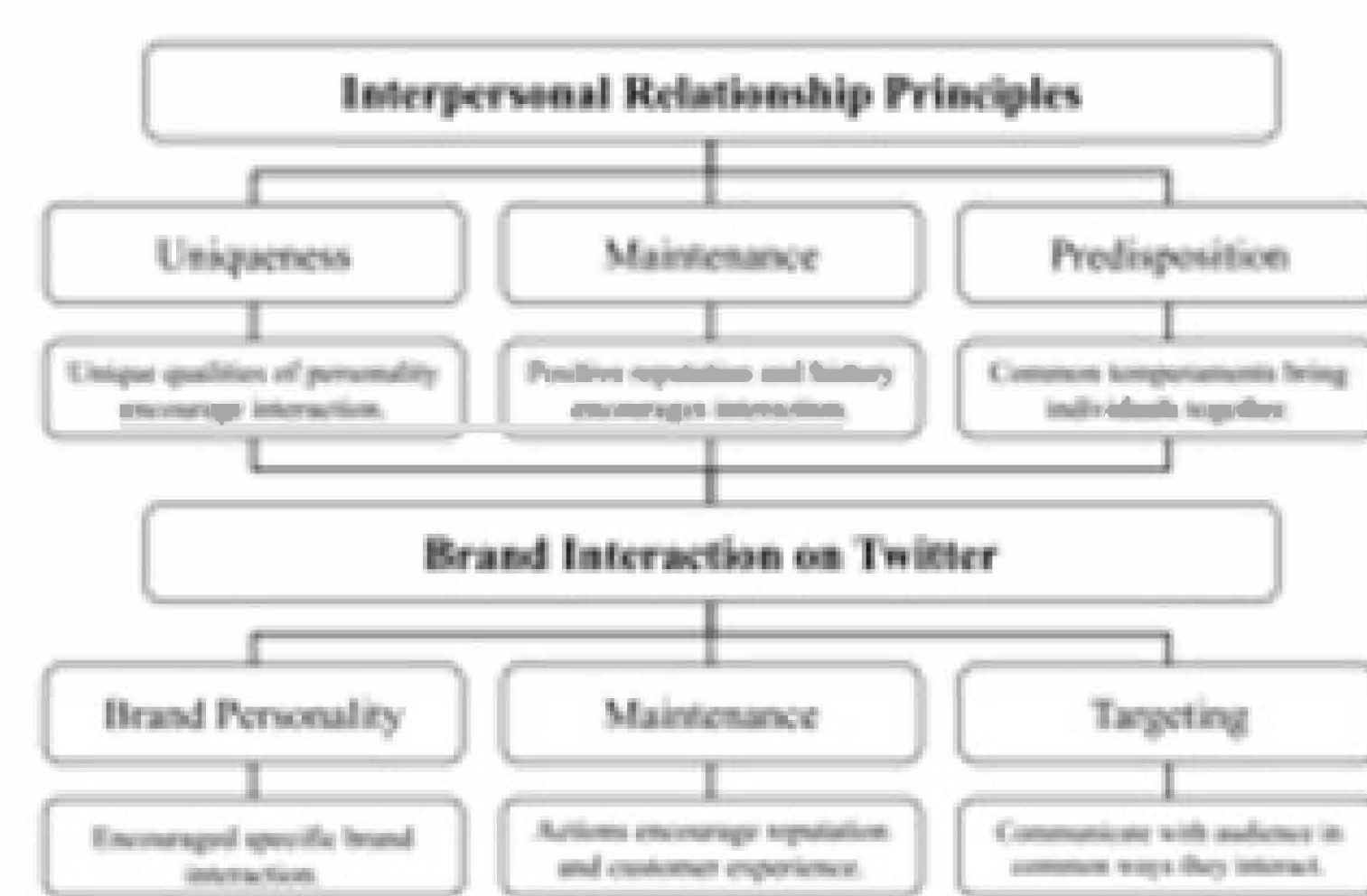
## Conclusion

Brands exhibiting a personality and speaking like their audiences may be effective.

Calling customers to action or trying to merely entertain them doesn't appear to be as effective.

### Framework

### Data Collection



Brands have **personalities** which make them **unique** and special to us.

Brands perform actions to **maintain** good relationships with customers.

Brands adjust their communication to **target** the **predispositions** of their demographic.