Social media engagement in a tourism context:

The case of the Facebook page VisitCopenhagen

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Abstract

Social media has initiated a new digital disruption within the field of tourism. Tourists now have more trust in online communities for reviews and advice than in traditional tourism organisations. (Chung & Buhalis, 2008)Engagement is therefore a core metric in businesses marketing strategies. Motivations for using Facebook pages can differ between goods and services, because the nature of services relies heavily on "experiences".

This thesis seeks to investigate how tourists engage on social media, specifically on city branding Facebook pages, which are pages run by a city branding organization. The example used in this thesis is the VisitCopenhagen Facebook page, and the focus is on how users of the page respond to the content and the utilities of the platform. Through application of previous theories on social media engagement such as extended-self (Belk, 2013) and Uses and gratification theory (Tsai and Mens, 2013) and literature reviews on tourist social media use, six key variables are identified; (1) information, (2) entertainment, (3) self-expression, (4) social interaction, (5) sharing, (6) feeling of group identity.

After conducting semi-structured interviews with Facebook users that were following the VCFP, a thematic analysis was applied.
The findings of this thesis are within the scope of social media engagement level in relation and the motivations behind social media user behaviour. The sample had a consuming role on the VCFP, and were not likely to contribute. The engagement on the Facebook page was mainly motivated by information, entertainment, self-expression and feeling of group identity variables.

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1. Introduction

Digital evolution and especially social media has reshaped the way people connect with friends and strangers but also the relationship and communication with brands. The communication between brands and customers is now a two-way street as social media users can engage with the content provided by the company or even generate their own content. There are currently three different interactions in the online communication between brands and customers. Customer to brand, brand to customer and customer to customer. Nowadays customers are not just the receivers of the marketing strategy. They are becoming more and more tech-savvy, and can thus interact with the brands digitally. They are able to express their feelings and share their opinions about services and products.

As a result, a myriad of brands has now shifted their communication to social media pages such as Twitter or Facebook. In fact, the number of small and medium companies that has a Facebook page reached 50 million in December 2015 according to Forbes 50 2015 report (Forbes, December, 2015). The tourism industry is no exception to this transformation. A number of platforms have flourished on the web and they allow tourists to find information, and to discuss and share experiences with like-minded people. Social media is a growing platform that is used by travellers in order to search and share information, experiences and tips. In the case of Facebook, the engagement actions that are available to users are Shares, Likes, Comments or generation on content.

It is crucial that the brand's communication strategy meets a response from the customers, otherwise the communication is just one way. Companies can measure the scope of the interactions between brands and followers by examining the engagement. In fact, engagement is a customer behaviour variable that is getting more and more

attention from researchers. The mere act of consumption is no longer enough to analyse the success of a brand.

The customer engagement with the brand is also a predictor of loyalty. It represents a relationship of quality between the customer and the brand beyond the purchasing act and the customer service. (So, King, Sparks, & Wang, 2014)

Customer engagement can be a metric that is difficult to grasp. Hollebeek, (2016, p.559) argues that there needs to by a "two-way interactions between a specific subject (e.g. customer/consumer) and object" in order for one to conclude that there is in fact costumer engagement. In the case of social media that could therefore include the online interactions between users and a specific brand page.

Facebook is offering more options for companies to track and analyse different metrics linked to the efficiency of implemented campaigns. For example, one can measure the engagement rate, which is defined as "the percentage of people who saw a post that reacted to, shared, clicked or commented on it" by Facebook itself. (Facebook, 2016)

1.1. The case of the VisitCopenhagen Facebook page (VCFP)

VisitCopenhagen is an initiative from Wonderful Copenhagen, a company specialized in city branding for the region of Copenhagen and its surroundings (VisitCopenhagen.com, 2016).

Wonderful Copenhagen has many different projects directed at various stakeholders. For example, they seek to attract talents and companies to Denmark. VisitCopenhagen's main aim is to brand the city, in order to make it an attractive destination for tourists. In addition to having an official website, the organisation is active on different social media platforms such as Facebook, Twitter, Pinterest and Instagram.

Facebook is the most popular social media just before Youtube and Twitter, with more than 1 billion unique monthly visitors (EbizMBA rank, August 2016). According to the 2016 Tech Crunch report, the number of users on Facebook was 1.59 billion in January

2016. Among them, 1 billion are using "Groups" which means 64% of the users have the possibility to interact with people that are not necessarily their friend on Facebook.

There is no official figure of the number of brands which have Facebook pages, but small and medium businesses represent at least 50 million pages on the social media. (TechCrunch, 2016)

Various destinations including cities, regions or countries already have their own Facebook page as a mean to brand themselves on social media. For example, VisitLondon which already gathers about 900 435 followers or Visit NorthernNorway with 139 731 followers.

The VisitCopenhagen Facebook page (VCFP) has a bit less followers with an amount of 95 141 followers (Facebook, Feb 2016). However, the variety of the content posted (pictures, links and videos) and the constant growth of followers, makes it a good ground to analyse interactions between users and the city brand.

Given, the change in the tourism industry and the rise of social media as a main communication tool, this thesis will seek to analyse how tourists engage on social media using the case of VCFP.

Firstly, it is important to determine briefly what are the current interactions between VisitCopenhagen and the page users. This will then be the basis of the analysis of the underlying tourist motivations to engage with such pages.

1.2. Research objectives

Given, the change in the tourism industry and the rise of social media as a main communication tool, this thesis will seek to analyse how tourists engage on social media using the case of VCFP.

Firstly, it is important to determine briefly what are the current interactions between VisitCopenhagen and the page users. This will then be the basis of the analysis of the underlying tourist motivations to engage with such pages.

The objectives of this thesis

- General objective How do tourists engage on social media?

  The purpose of this question is to analyse the behaviour of tourists on a Facebook page and discover patterns using the case of VisitCopenhagen.

- What kind of actions do tourists take on a Facebook page?

  This subquestion will serve as a ground base to describe what are the current interactions between the brand and users and if it differs according to the type of content.

- Why do tourist engage on social media?

  This subquestion will serve as a main analysis of tourist behaviour on social media with the purpose to identify the underlying motivations for Facebook users to engage with a city branding page.

1.3. Delimitations

The choice of VisitCopenhagen as a case study stems from a previous project How social media is used for city branding: the case of VisitCopenhagen brand (Mokdad, Rokita, Win, 2015). The paper was oriented towards the e-business scope and its purpose was therefore to analyse the online marketing strategy of VisitCopenhagen through different social medium and identify the specificities and opportunities for the company to use digital media as a way to attract and retain customers.

However, as most of the marketing channels, social media permits a two-way communication, it is therefore crucial to see how potential customers respond to the strategy. Hence, the future research that will be done in the following paper is focused on the Facebook users side of the online marketing and is aimed at understanding the underlying motivations of online behaviour and specifically the engagement of tourists. The analysis of this paper will only be focused on the Facebook page as it represents the

major part of their activity on social media and it includes the largest variety of type of content. (SimplyMeasured, 2016)

Engagement is defined by any kind of interaction that the user has with the brand's page. In the case of Facebook the user can like, comment, share. Some facebook pages allow user to generate content on their feed. However, this functionality is not available on VisitCopenhagen' s page. The main units of the study are therefore interactions from users with the Brand's posts along with the underlying motivations for their behaviours.

1.4. Thesis structure

This paper is structured into seven chapters. The present chapter is introductory and serves to introduce the area of research and the case of VisitCopenhagen
The next chapter, presents the theoretical background though a literature review that will introduce the previous research done using similar contexts such as tourism, social media and engagement. The theoretical framework will then be discussed in relation with the case understudy. The fourth part of the thesis is focused on the methodology adopted and its relevancy. The findings from the research will then be exposed on the fifth chapter and discussed on the sixth chapter. This thesis will end with a conclusion about limitations, managerial implications and future research.

2. Theoretical background

In the previous chapter, the case of VisitCopenhagen and Facebook were introduced along with the stakes of customer engagement.
In this chapter, the concepts related to the case study will be further explained in order to get a comprehensive understanding of the existing research and discuss the theories that will be used in the deductive approach.

2.1. Literature review

While online communities in tourism are still a relatively new research topic, a few studies have been made targeting customer brand engagement on different medium and various aspects of the travel cycle process. Hence different concepts will be touched upon in this paper starting as follows.
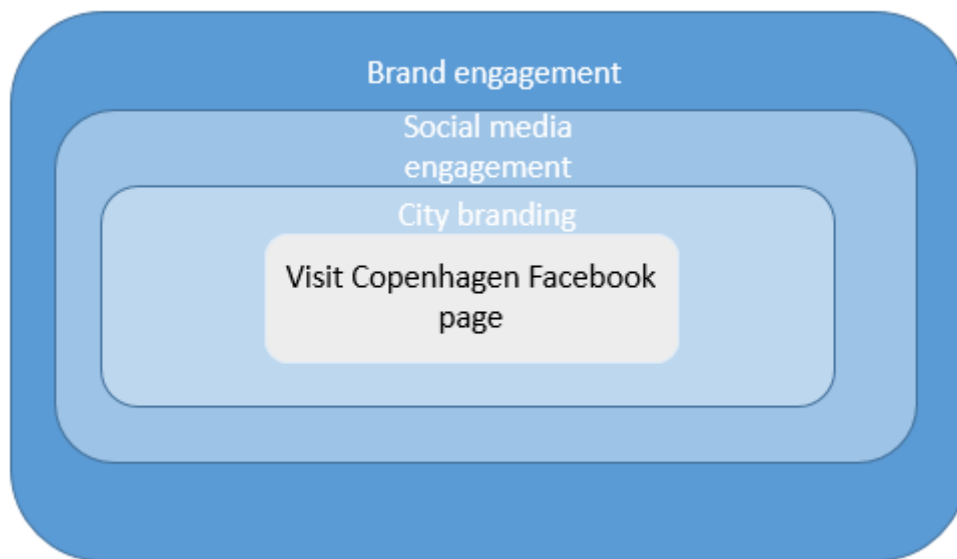
Fig 1: Concepts fitting the VCFP case study

2.1.1. Brand Engagement

Prior to the rise of social media on which interactions between brands and customers are more transparent, the consumer behaviour was predicted by using metrics such as customer satisfaction or perceived quality. (Hollebeek, 2016). Nonetheless, in a business context where preventing churn out is becoming more valuable than attracting new customers, engagement is a common metric in use to monitor retention.

As a result, most platforms used by company such as Google or Facebook provides tools for businesses to measure engagement. Engagement is seen by other customers on those platforms, they can easily see negative feedback or excitement about a new product by their peers. (Campbell, 2015)

As such, Campbell recognizes in his paper *Reconciling the Brand Engagement Construct: Developing a Grounded Definition and Conceptual Framework* (2015) that brand engagement provides customers with the possibility to signal affection to a brand and in the meantime be part of a community by either interacting with the brand or creating content on the brand's social media platform.

Based on this, social media is one of the most efficient way to interact with customers as it provides a context "where customers choose not only to consume but to engage with the media" (Dolan, Conduit, Fahy, & Goodman, 2015, p.13)

2.1.2. Social media

A study from Dhar and Jha, (2016): has highlighted two main advantages of the correct use of a brand on social media. They found out that "purchasing decision is highly affected by the advertisement of the company on social media sites" (p.796) and also that brand presence on social media can influence online customer purchasing behaviour.

There is therefore a clear relationship between the consumer behaviour and the social media presence of a brand.

In order to gain insights in customers' mind companies use the platforms to allow the users to "post their thoughts, share insights, provide information and knowledge regarding products and services, and act as emissaries of the brand" (Hodis, Sriramachandramurthy, & Hemant, 2016 ; p.1255)

Nonetheless, social media should not be a marketing strategy itself but instead should be implemented within the integrated marketing channel and therefore suggest the same values and mission as the other communication medium as well as the 4 Ps used by the company.

2.1.3. Travel cycle process and social media

Cities have embraced the use of social media as a mean to brand their image to potential tourists as the use of social media has been influencing decision making.

The study from Zeng & Gerritsen (2014) has recognized the growing role of social media in tourist information research and decision-making process. The study includes a broad range of online communities and websites that allow user-generated content such as "social networking sites, consumer reviews sites, content communities sites, wikis, Internet forums and location based social media" (p.28)

A study from Lopez et al., *Intentions to use social media in organizing and taking vacation trips* identified social media as a tool for tourists to find information before and during their trips and have found a correlation between the use of social media and the perceived benefits from it.(Taño, Gidumal, Armas, & López, 2013)

In addition, social media is also important for tourist post-trip as it is a way to relive the experiences that they had during their vacations. Some argue that Social Network Sites also influence the impressions tourists have of their previous trips. (Paris, 2007)

In their review about the existing research about social media and tourism, Zeng and Gerritsen have concluded that tourism and hospitality companies have the need to adapt their business processes to the new habits of tourists as social media is now the main platform to look up information. Furthermore, there is a growing trust in terms of information validity towards social media platforms which means that companies cannot avoid be present on those media. (Zeng & Gerritsen, 2014)

2.2. Theoretical Background

In this session, different theories on social media and city branding will be presented. Their relevancy to the context of VisitCopenhagen will be discussed in order to formulate problem statements and link it back to the theory.

2.2.1. The specificity of city branding

Before presenting the main theoretical framework in use, it is crucial to determine the specificity of the city branding context and spot the differences with other types of products.

According to "Branding of cities and corporations share similarities in terms of their complexity and wide range of stakeholders" p4 city branding book

Nonetheless, City branding cannot be handled like company branding as the "product" sold to the customer is intangible and consumed on the spot.

Another difference with is that the effectiveness of city branding is difficult to measure.

"However, there seem to be at least three basic characteristics: the service itself is physically intangible, it is an activity rather than a thing, and production and consumption are, at least to some extent, simultaneous activities."

(Grönroos, 1982; p.31)

Another specific characteristic of city branding is the different periods decision consumption and experience. As it can be affected by different variables. The number of days between the holidays booking and the travel depends from consumer to consumer, which means some travellers are still doing research between the moment they book their flight and the day they will actually travel. Furthermore, the experience is prolonged after coming back home by souvenirs, pictures and stories they will tell their entourage. (Fotis, Buhalis, & Rossides, 2008)

2.2.2. RACE theory

SmartInsights digital marketing have created a framework that allows to assess the volume, quality and the value of social media's strategies. RACE theory has been developed uniquely for allowing companies to develop marketing strategy that is adapted to the digital world. It constitutes a good starting point for any analysis of a Social media page (SmartInsights, 2015)

The method includes four different steps which are described below.

2.2.2.1. *Reach*

The first step, Reach, includes all the metrics that can measure the awareness of the brand among customers and contains specific measures such as unique visitors, value per visit and number of followers.

2.2.2.2. Act

The second step, Act, targets the buyer decision making process and includes metrics that could lead to sales generation such as time on site, lead conversion rate and shares, comment, likes.

2.2.2.3. Convert

The third stage, Convert, is purely directed at sales and the metrics are internal to the company and not available on their online pages. The key measures are sales, revenue and average order value.

2.2.2.4. Engage

The fourth and last stage, Engage, is used to measure loyalty and referral. Its KPI are Repeat purchase, Satisfaction and loyalty and advocacy.

As it can be seen the RACE strategy has been developed mainly for companies that sells products. However, it can still be used for services if the model is rearranged around services KPIs. Based on this statement, the theoretical framework of RACE marketing would have to be modified to fit with the service nature of tourism.

The Convert step does not apply in a case of city branding as there is close to no way to verify if the consumers have visited the city after consulting or contributing to the Facebook page.

In the case of city branding the convert part is highly difficult to measure as the number of people visiting a country cannot be linked specifically to online branding of a city and other variables come into the picture in decision making. In the case understudy the Convert part is not relevant as it would need a proper correlation showing that users that visit the page buy the flight ticket after visiting the page.

2.2.3. Uses and gratification theory

UGT is an approach to understanding why and how individuals actively seek out and use specific media to satisfy specific needs (Katz & Foulkes, 1962) It goes further than just analysing how people use media and can be used in this case to seek the underlying motivations for users to engage on social media.

Dolan has established that the gratifications of using social media were content related by identifying four types of content that creates interaction on a social media platform Based on this theory, Whiting, and Williams (2014) have updated the ideology by identifying seven different reasons that will gratify customer motivations to use social media that are the following:

The motivations have been delimited as following:

2.2.3.1. Social interaction

Social interaction would be defined as the ability to interact with peers on the social media. In a tourism context, it would mean interacting with the tourists that are also active on the social media platforms. Therefore, there is another dimension to this as it would mean that the users have the same interests.

2.2.3.2. Information seeking

Information seeking is an important factor of social media use in tourism. As seen before, the internet and social media have become the primary source for tourists for seeking information.

2.2.3.3. Pass time

This motivation cannot be closely related to tourism as if the users just want to pass time, they could be using any social media page or platform. However, it is slightly related to the next motivation as the will to pass time on a social media page will be higher if the content is entertaining. In the tourism context it would mean that the users have a high interest in travelling and not that they are preparing for a trip.

2.2.3.4. Entertainment

 "Entertainment refers to the relaxation, enjoyment, and emotional relief generated by temporarily escaping from mundane routines" (Tsai & Men, 2013). This motivation is closely related to the nature of the content posted on a brand Facebook page. It also influences the will of the user to come back to the same page on a regular basis.

2.2.3.5. Relaxation

Relaxation has been defined as "using social media to relieve day-to-day stress" Why people use social media: a uses and gratification approach (Whiting et al., 2014). It is not specific for tourism unless it can be proven that the users find in a city branding social media page "a way to escape".

2.2.3.6. Communicatory utility

This is the very goal of social media, providing a platform that facilitates communication. It is different from social interaction as it does not depend on finding people with similar interest but having a tool that allow an easy communication with other users.

2.2.3.7. Convenience utility

This factor depends on the opinion of the user. If they find the social media platform convenient and easy to use they will be more likely to be active on it and hence engage with the brand running the page.

2.2.4.   Extended self, social media and travel industry

Belk has adapted the principles of Extended-self created in 1998 in order to match our current digitalized society. There are five concepts in this modern theory and some of them can be used in order to analyse the motivations of engagement in Facebook. In the context of tourism, variables can be interpreted in the following way:

2.2.4.1. Dematerialization

Dematerialization is applicable for tourism as mentioned in the research, Extended Self in a Digital World (Belk, 2013), music, pictures are no longer physical and have been replaced by digital forms. Pictures are an important part of travelling as it is what is one of the contribution of travellers on social network sites. (Taño et al., 2013). Moreover, the dematerialization of tourist guide is also a phenomenon that has been increasing in the digital area as tourists turn to the internet to find guidance and information on destinations. (Fotis et al., 2008)

2.2.4.2. Sharing

Social media allow its users to upload statuses, pictures and videos quickly and easily. This would be the most valuable concept in the context of tourism. The number of travel communities across different platforms where travellers can share tips, information and a common space keeps increasing. The users can therefore choose to share with friends, network or strangers.

2.2.4.3. Co-construction of self

"Facebook is now a key part of self-presentation for one sixth of humanity" (Belk, 2013, p.484.) In this statement, it is understood that people use social media in order to present themselves to friends and strangers. Therefore, Facebook users can choose which part of their identity they want their Facebook profile to reflect. It can be argued that it goes the same way with travelling experience. Facebook users can choose how they want to present their past holidays.

2.2.4.4. Distributed memory

Travelling experience shared on social media is only choosing some key parts of the whole journey as the ones to remember and as how to present the experience to friends and family.

Feeling of group identity

Group identity can be a reason to join a Facebook page branding a city as the people have in common their love for the city, or a future experience there. Therefore, they can reminisce past trips or ask for tips for future travel plans to like-minded people. Online group identity has previously been described as "*feelings of community and aggregate sense of self even with others we would not recognize in person*" (Belk, 2013, **p. 486**).

2.3. The motivations relevant for the case of VisitCopenhagen

Based on the theoretical background and previous literature concerning social media engagement and tourism, the concepts relevant to the case of VisitCopenhagen will be discussed in the following section. The concepts fitting to the context of tourism and social media will then serve to create definition of the themes that will be evoked throughout the interviews.

Based on the three different level of engagement and using the UGT approach, Tsai and Mens found in their paper "" that the main motivating factors for users to visit or like Facebook pages were remuneration, entertainment and Information. Based on their study, there was little motivation on social interaction or empowerment and only few participants were keen on engaging with the brand for these type of gratification. Nonetheless, previous literature about tourism and social media have shown that "social media tools are used throughout the travel planning process and after holidays for experience sharing." *What do we know about socialmedia in tourism? A review* Benxiang Zeng ⬚, Rolf Gerritsen (2014). Another study from Wang, Y., & Fesenmaier, D. R. (2004b) found out that social benefits were prevalent in the choice of using online travel communities. Social interaction should therefore be taken into consideration when understanding the motivations for users to engage on Facebook in a context of city branding. The variable remuneration will be excluded from this study as it includes that the users expect to "gain some forms of economic incentives (e.g., discounts, free samples, and sweepstakes prizes) and even job-related benefits (e.g., in- formation for job applications)". VisitCopenhagen is a city branding page and will therefore not

participate in those incentives as they are not selling a product but improving a destination image.
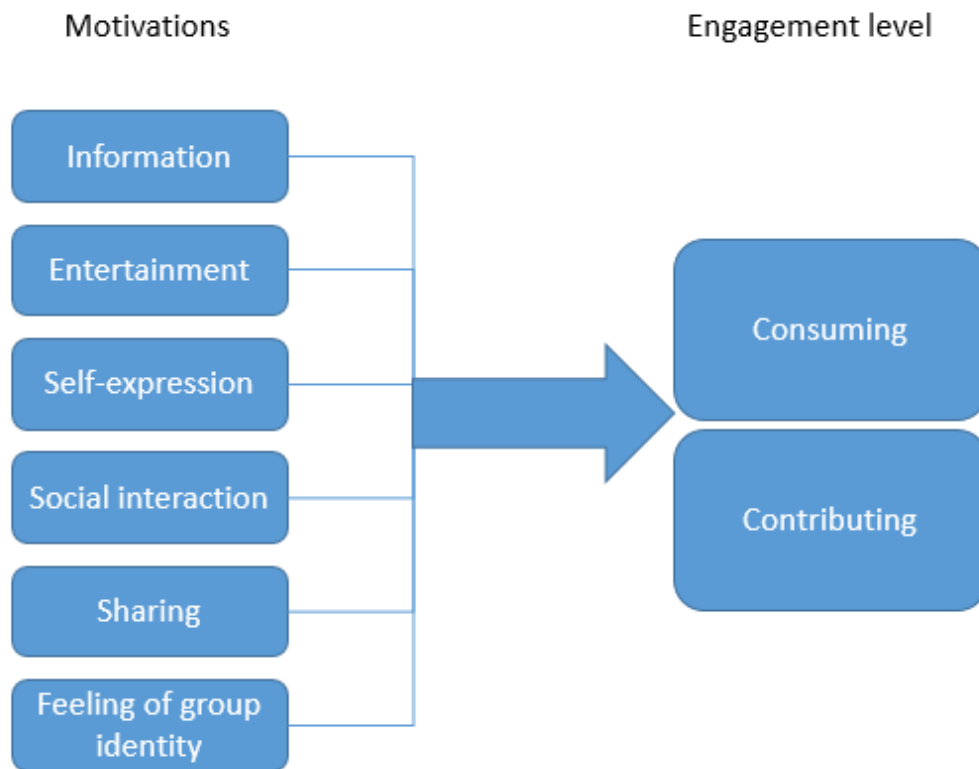
Fig 1 : Motivations for tourists to engage with a Facebook city branding page.

2.3.1. Level of engagement

According to Muntinga, Moorman, & Smit (2011)and their typology of Consumer online brand-related activities, there are three different levels of consumer's engagement with Social Network Sites brand; consuming, contributing and creating.

Consuming is the minimum level of engagement and interaction from the consumer with the online brand page. The interaction between the brand and the consumer is only one-way as the Facebook user has only a consulting role. This can be for example reading posts or comments from the Facebook page.

Contributing is the middle level of activity from the consumer on the Facebook page. It involves interacting with the content by commenting posts, forwarding post or participating in conversations

Creating is the highest level of engagement between a consumer and the brand. The user is actively generating brand-related content and publishing it.

In the case of VCFP there is no possibility to create content as all content is generated by VisitCopenhagen and users can only participate by liking, commenting or sharing content. The Creating level of engagement will therefore be ignored in this study as it has no relevance with the case.

2.3.2. Information

Digital-savvy users rely on social media for information more than ever before. As a matter of fact, information has been recognized as one of the main motivation to use social networks sites (Tsai & Men, 2013)Information is not limited to the content shared by the brand on their Facebook page but also includes opinions and advice from other users. (Kaye 2007; Park, Kee, and Valenzuela 2009).

Information search is also one of the initial steps in consumers decision-making process and as social media is taking a more important role in brand's marketing strategy, more and more companies provide information about their products and their values directly on their Facebook pages. (Dhar & Jha, 2016)

Likewise, in a tourism context, social media communities also have a dominant role in online research for information about future destinations (Xiang & Gretzel, 2010) Moreover, it has been shown that some travellers keep using online communities even during their trip to find complementary information (Fotis, Buhalis and Rossides, 2008).

2.3.3. Entertainment

Entertainment can be defined as "the relaxation, enjoyment, and emotional relief generated by temporarily escaping from mundane routines" (Tsai & Men, 2013)

Various studies using the Users and gratification theories have placed Entertainment as a key variable for customer motivations to use traditional media and to engage on social media. Moreover, users that found entertaining benefits in using a Facebook page were more likely to be satisfied and loyal to the brand. (Gummerus, Liljander, & Pihlstro, 2014)

The dimensions of enjoyment, relaxation and escaping the routine are essential in the case of destination image as the marketed product is intangible prior to consumption. Indeed, before visiting a place, the tourist only has perceptions and associations with the place image. (Zenker, Knubben, Beckman, 2010). The use of social media has been recognized "not simply devoted to trip planning but also for dreaming and fostering a desire for future travel while reading and interacting "(Gretzel, Fesenmaier, and O'Leary 2006). It can therefore be considered that on top of looking for information, tourists are seeking entertainment benefits from a Facebook city brand page as a way to escape their routine.

2.3.4. Self-expression

In a marketing context self-expression is the way "each consumer at an individual basis will try to reflect his or her own identity through choice" (Cătălin & Andreea, 2014)Self-expression stems from humans need for self-fulfilment and recognition from peers. Thus, individuals express themselves externally in order to represent their internal beliefs, values and feelings. In the digitalized world, self-expression can be seen as the way people chose to present themselves online and the communities they chose to be part of and interact with. Previous research has shown that Facebook users were more likely to like a page from a brand that they love and that fits their self-concept. (Wallace, Buil, & Chernatony, 2014). In the same way people consume and like brands or products that match their self-concept and self-presentation, tourists' choice of destination

reflects their identity and their desire of self-expression. (Gazley & Watling, 2015). Indeed, self-expression has been identified as one of the key element to identify and predict tourist behaviour. The tourists with higher need for self-expression are more "likely to be more conspicuous in their travel consumption, as a way to demonstrate their "travel-selves" to themselves and others". (Gazley & Watling, 2015) In the same way consumers "Like" brands page in a way to express a desired-self (Wallace et al., 2014)it can therefore be assumed that tourist follow a city page from a need to self-expression.

2.3.4. Social interaction

Facebook brand pages allow two types of interaction for the users. The brand and the interactions with peers. Users of social network sites therefore benefit from a platform that allow them to be active and engaged. (Dolan et al., 2015)

Tsai and Mens, (2013) identify "consumer interaction with brand SNS representatives as a key antecedent to consumer engagement." Social media allows a two-way communication between the users and the brand. Nonetheless, the study from Tsai and Mens showed little to no relationship between social interaction and motivations to engage on Social Networks sites.

On the contrary, a study conducted by Whiting and Williams (2013) showed that 88 percent of Facebook users stated using the platform for social interactions with people which according to their participants was the main reason for using Facebook. While most social interactions occur within between "friends", Gummerus et al. (2014) have stated the importance for the brands to create content that allows socialization within the Facebook brand community as it was found in their study *Customer engagement in a Facebook brand community* that social benefits were among key factors and it had the benefit of "enhancing satisfaction and loyalty to the brand".

In addition, other research focused on social media in a tourism context found similar results that highlighted the importance of community for tourists using online platforms. Along with information acquisition and hedonic factor, social factors that were defined as "seeking interaction" and "keeping relationship with members" were identified as a main reason for tourists to use online communities. (Chung & Buhalis, 2008)

While using social network sites such as Facebook, tourists are expecting to gain social benefits. Social interactions can therefore be defined as "exchanging with other participants and forming relationships with peer members (Fesenmaier & Life, 2000)

Fesenmaier and Wang (2004) point out the importance of trust in building communities and argue that the feeling of trust in online travel communities can be related to the common interests and experiences travellers share.

2.3.5. Sharing

Most of the social media platforms offers a "sharing" button in order for users to show their friends and peers something they find interesting. "A facebook share is when you click the share button to share a piece of content on Facebook" (RocketMarketing.fr). The safety of being online and not face to face with the followers encourage social media users to share various details through photos, videos and statuses (Belk, 2013)

Travels are no exception to this need of sharing daily moments with peers, friends and family. As a matter of fact, among tourists, social media is mostly used post-trip to share pictures and experiences with fellow travellers or friends ((Fotis et al., 2008) Additionnally to the share "button", in the context of tourism sharing is the act of "initiating messages about their experiences by texting, sending photographs/video by phone, using email and posting on Internet sites" (Munar and Jacobsen, 2014)

While sharing with friends occurs within the social media users own circle, online travel communities such as Facebook groups allow sharing experiences among peer travellers who have been to the same destination. Chung and Buhalis, in their paper: Web 2.0: A study of online travel community (2008) classify "sharing experience" as part of the information acquisition benefit of using social media for tourism. Nonetheless, sharing represents more than just consulting information as it requires a two-way communication. Previous research found out that sharing of knowledge and experience can also benefit the sense of community around a brand (Sloan, Bodey, & Gyrd-Jones, 2015)

2.3.6. Feeling of group identity

The feeling of group identity is tightly related to the desire of self-expression as it includes the need to be recognized from peers. According to Tardini & Cantoni (2005) the main aspects of communities are belonging, identity and interest. Gazling and Watling (2015) have applied the notion of self-congruence in the context of tourism. The choice of consumption from people depends on how they identify themselves as tourist and how they see themselves as traveller. They will therefore choose a destination that will match their self-identification.

Unlike physical products, services such as tourism are intangible, and cannot be shown around to feel part of a group. Social media engagement and sharing memories and experiences on Facebook can therefore be a way to relate with like-minded people. It has been recognized that tourists perceive that they will gain socio-psychological benefits while participating on online communities (Chung & Buhalis, 2008) "Seeking identity" and "seeking a sense of belonging" were two of the socio-psychological benefits identified by Chung and Buhalis. The group identity in travel online communities has been recognized to be strong.

It can be defined as a "sense of belonging' to a community where a sense of coherence exists between its members who feel they belong to the same group even if they have

never met" (Anderson, 1991: 6-7). Further research has been done using a social media context, about tourist sharing behaviour on social media websites conducted by Munar and Jacobsen which have highlighted the importance of "feelings of solidarity and identifying as part of a community" as a motivation to share experience on social media. Users share similar interests but above that they" share personal material associated with a travel destination, share a specific style of writing, share a specific code in regard to aesthetics of photos and aesthetics of design and feel they share with other members an association of ideas.(Kavoura & Stavrianea, 2015)

3. Problem statements

In the previous chapter, the theoretical framework that will be applied throughout this thesis has been defined and related to the context of the case of VisitCopenhagen.

In this chapter, the problem that will be solved through the research design will be stated.

The objective of this thesis is to explore tourist engagement behaviour on social media. General objective How do tourists engage on social media?

The purpose of this question is to analyse the behaviour of tourists on a Facebook page and discover patterns using the case of VisitCopenhagen.

R1: What kind of actions do tourists take on a Facebook page?

This subquestion will serve as a ground base to describe what are the current interactions between the brand and users and if it differs according to the type of content.

R2: Why do tourist engage on social media?

This sub question will serve as a main analysis of tourist behaviour on social media with the purpose to identify the underlying motivations for Facebook users to engage with a city branding page. Six motivations: 1) Information, 2) Entertainment, 3) Self-expression, 4) Social interaction, 5) Sharing, 6) Feeling of group identity have been assumed to influence the two types of engagement. (Consuming and Contributing)

Based on this, the following problem statements have been developed:

What kind of interactions do users have on the VCFP?
Do the six defined motivations influence the users to consume and contribute on the VCFP?

4. Methodology

In the previous chapter the theoretical framework was discussed in relation to the problems stated.
This section purpose is to discuss the choices made in regard of research methods.

4.1. Research approach

In this thesis the approach that will be taken is deductive. This means that the point of start is the theoretical framework, which will be applied to the collected data in order to test hypothesis about expected patterns in a social phenomenon. The choice of this approach relies on the fact that the focus of the study is to understand motivations. Whereas general theories on motivations to use social media, it has not been tested in all circumstances. Using deductive approach can help verify if the theories from previous researches are applicable within the specific case of city branding Facebook pages. This is interesting as the stakes are different because it is not a common relationship of brand and consumers where there are tangible products.
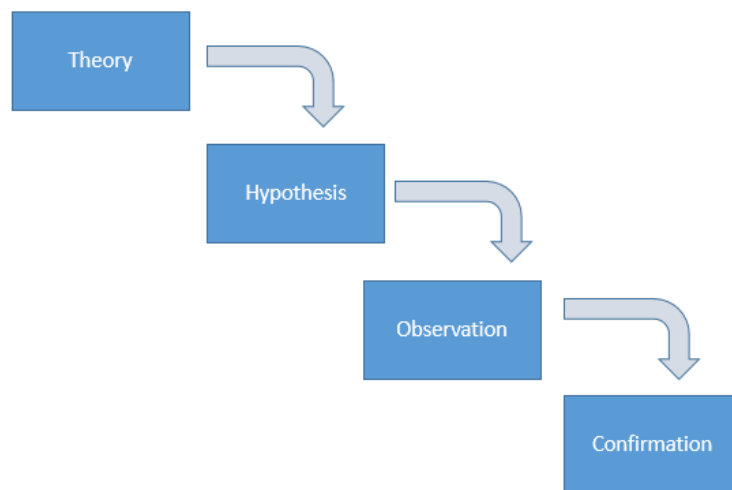
Fig 2: Deductive approach in research

The choice of this approach comes from the abundance of the literature about brand engagement and more recently social media engagement and the will to apply the theories to a specific case ie: social media engagement in tourism. Furthermore, this thesis seeks to understand patterns and explain a phenomenon through the use of theories to test hypothesis.

4.1.1. Philosophy of science

Ontology has been defined as "the science or study of being" (Blaikie, 1993). It is related to what the researcher believes is the nature of reality. The main two aspects of ontology are objectivism and subjectivism. While objectivism assumes that social phenomena can exists within a reality that is external to social actors, subjectivism "asserts that social phenomena and their meanings are continually being accomplished by social actors" (Bryman. A, 2012).

The ontological stance adopted for this research is therefore subjectivism mostly because of the in-depth interviews that will be conducted. In order to interpret those interviews it is believed in this paper that social actors reality and perceptions are the

main are the best insights to explore the underlying patterns of customer engagement. Epistemology is the "study of knowledge" (Blaikie, 1993).

As the sample in use in this paper will not be important enough to use statistics the main purpose of the research is to have thematic analysis which depends on the interpretation of the researcher and the point of views of the interviewees. The epistemological stance adopted in this paper is interpretivist as the nature of reality is believed to be "socially constructed and multiple" (Pizam and Mansfeld, 2009)

4.1.2. Qualitative research

The debate between the use of qualitative or quantitative methods is still ongoing among researchers. The main difference between the two types of methods is the way of collecting data. While quantitative studies are mainly focused on numbers, qualitative studies rely on observation and actors "meanings and interpretations" (Blaikie,1993). The use of qualitative research in this thesis can be justified by the desire to study a social phenomenon by "using social actors point of view", "describing thickly" and "adopting a flexible approach".

To study social media engagement and understand the underlying motivations of actor's behaviour, conducting in-depth interview seems to be a very relevant method as it allows participants to talk freely and to explore different aspects of the case understudy.

4.1.2   Case study

A case study has been defined by Yin (1984:23) as "as an empirical inquiry that investigates a contemporary phenomenon within its real-life context, when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used".

Among the various advantages of using case study, the ones which motivated the choice of this qualitative methods are the possibility for participants to discuss concrete

subjects and expose them to real-life situations. Through the case study of VCFP, different concepts can be touched upon and discussed with interviews participants.

4.2. Data collection

After the research has been designed, the data can be collected. This section explains what type of the data will be collected throughout the thesis in order to have an optimum testing of the theories.

4.2.1. Primary data

All data used for the analysis in this paper has been collected as primary which means it had been collected originally by the researcher. The first source of data will be the Facebook page of VisitCopenhagen. The data has not been analysed before, it is raw data concerning overall numbers of comments, likes and shares for the content posted on the page.

The software Facepager has been used to collect primary data. It is a program made by developers in order to extract the insights of Public Facebook pages. The tool requires entering a page ID; in this case VisitCopenhagen; and getting an access token allowing to fetch data. Anyone with a Facebook profile can get granted a token. As the tool does not permit to get all the data at once, three different requests were run separately.

The first one to extract all the posts published on Facebook by VisitCopenhagen since the creation of the page. This also provides the number of shares for each post. The second request had the purpose of extracting every comment of each posts already fetched. The last request gives the number of likes and the number of comments of each posts made by VIsitCopenhagen.

After exporting the data to excel, there were three different files that needed to be cleaned in order to only keep the info relevant for the analysis. The number of shares

and the type of content were incorporated to the file containing number of likes and comments in order to process everything.

4.2.2. Semi-structured interviews

The interview has been defined as a research method whose "purpose is to gather descriptions of the life-world of the interviewee with respect to interpretation of the meaning of the described phenomena" KVALE (1983, p.174). Semi-structured interviews will be conducted. A set of general introductory questions will be asked about VCFP and general Facebook use of the participants. The choice of semi-structured interview stems from a desire to let the interviewees discuss freely their social media behaviour with the possibility to redirect them to talk about different variables if needed. The main advantage of semi-structured interview for this case study is the flexibility it allows. Thus, even variables that have not been considered can be analysed if the participants chose to mention and discuss it.

4.2.3. Interview sampling

Convenience sampling was chosen to participate in the interviews because of their availability and ease of access. It was relevant to use this kind of sampling because the only requirement for the participants was to follow the VisitCopenhagen page. It was assumed that if participants liked the Facebook page, they had an interest in the city of Copenhagen and they use Facebook and Facebook pages. There was no will to choose heavy contributors to the page as it was judged interesting to study both people who contribute a lot and people who just have a consulting role. The purpose was for the participants to be able to talk freely and then be able to recognize patterns for different level of engagement with the page.

The participants were therefore all volunteers that were willing to discuss their habits with the VCFP. To avoid cultural bias, the participants came from different countries. The age range is from 22 years old to 31 years old.

The final sample was therefore composed of ten people that were following the VCFP and their profiles were as follows;

Participants	Age	Nationality
Alex	31	United States
Sara	27	Finland
Xavier	22	France
Melissa	24	Greece
Dai	27	Vietnam
Alicia	22	France
Andrea	25	Spain
Susan	26	Singapore
Jolanta	25	Poland

Fig 3: Interview participants

4.2.4. Conducting the interview

The interview was conducted in regard to an interview guide (cf. appendix 2) Each question was carefully formulated and related to a variable that was previously discussed. The interview guide is made of open questions that would allow the respondent to discuss the theme freely and according to his opinions and thoughts.

The interviews were conducted personally from September 2nd to face to face or through Skype for people who were not in Denmark. All interviews were recorded with previous consent from the participants. The choice of recording instead of only taking notes has been done in order to have a more accurate report of the interviews. (Opnedakker, 2006) The interviewees were asked some questions about their background and their general use of Facebook in order to make profiling and to ease them into the more in depth discussion about their engagement with the VCFP.

4.3. Data analysis

The choice of data analysis is very important in order to get the clearest understanding of the collected data. In this section, the analysis methods will be discussed

4.3.1. Thematic analysis:

As per Braun and Clarke definition thematic analysis is "A method for identifying, analyzing and reporting patterns within data." (p. 79). In the case of interviews answers, it implies classifying qualitative data into different common themes as a way of finding patterns within the interviewees sayings. The very nature of qualitative analysis makes thematic analysis a relevant method to recognize patterns in textual data.

Even though the interview questions were already organized among the different variables understudy, during semi-structured interviews allow the participants to talk freely and new concepts can emerge from the discussion.

After transcription (cf. appendix 3) the interview answers were analysed with the use of Nvivo software. The concepts that were identified within the interview answers have been classified as per appendix 4.

The patterns that were reported will therefore be discussed in relation with the theoretical framework and in terms of future implications for the city branding Facebook pages.

4.4. Quality of research and limitations

The quality of a research is subject to different factors. The main concerns are reliability and validity. Reliability is defined by the repeatability of the findings. Interviews are rather challenging in regard to reliability as each response is unique and depends on the interpretation of the interviewee and the researcher's epistemology.

Internal validity refers to the accuracy of the data. It means that extraneous factors should not interfere with the interpretation of the data. In qualitative studies and

specifically with the use of in-depth interviews, the main concern for internal validity is bias. In an attempt to avoid bias in data collection three measures have been taken: Standardized questions that were to be asked to each participant of the sample were prepared. Additionally, the participants were put at ease by being asked general questions. Finally, the interviews were conducted in quiet and private location so that the interviewees would be comfortable.

External validity refers to the possibility to generalize the findings "beyond the immediate case study"(Yin, 1984). In quantitative research generalization can be applied statistically. Regarding qualitative research, which will be applied in this thesis generalization is analytic. Thus the external validity depends on the transferability of the findings within a similar context and, in comparison to previously generated theory. In this thesis external validity is ensures by clearly defining the context of the case study and the theories under study. Once the data collected, analytic generalization will be made in relation to the theories explored in chapter two.

5. Findings

In the previous chapter the methodology for this thesis has been explained and discussed in relation to research quality and psychology of science.
In this chapter, the findings that resulted in the application of the research methods will be reported.

5.1. The interactions users have on the VCFP

Applying the RACE framework on the VisitCopenhagen Facebook will give a basic overview of the ongoing interactions between the brand and the followers.

Among the metrics specified before to measure the reach of online marketing, unique visitors and number of followers are applicable to a Facebook page. Value per visit is not relevant as for the specificity of city branding where no kind of transaction is made on the spot. Some general Key performance indicators can be obtained from the Facebook Page insights. Indeed, Facebook allows some public metrics to be accessed by any user. On the day of the page consultation, 23rd February 2016, Visit Copenhagen had the following reach.

7,756
People Talking About This
61,043
People Checked In Here
95,141
Total Page Likes
2.5%from last week
2,281
New Page Likes12.8%

Fig 4: Page insights from VisitCopenhagen (Facebook, 2016)

While most of the metrics speak for themselves, the "People Talking About This" can be confusing. According to Social Times, people talking about the page are the unique visitors that did one of the following action within the last 7 days.

like a page
post on the page wall
like a post
comment on a post
share a post
answer a question

RSVP to a page's event

mention the page in a post

tag the page in a photo

check in at a place

share a check-in deal

like a check-in deal

write a recommendation"

claim an offer

Fig 5: "People talking about this" defined, Social times, 2012

When analysing reach it is not important to know what kind of action the users took but it is interesting to notice that out of the 95 141 pages like only 8 percent were unique visitors within a 7 days period.

5.1.1. Engagement on the Facebook page

Due to the increasing interest by companies to their social media performance, there are various platforms that offer in depth analysis and a multitude of metrics that can be used for reporting and analysis of the social media strategy. Simplymesured is one of those. Using the public demo, the following numbers could be accessed for VisitCopenhagen's page.
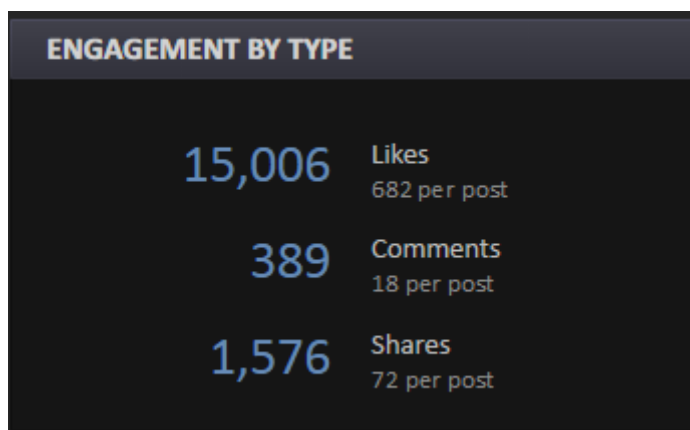
Fig 6: Engagement per type (Simplymeasured, 23/02/16)

Unsurprisingly, the most used type of engagement is Likes which is also the action that requires less effort. The second most used type of engagement is shares and is followed by comments. The use of a tool like Facepager can help go deeper with the content and interaction analysis of VCFP.

5.1.2. A brief analysis of the Facebook interactions

The top 100 was selected for the most shared, most liked and more commented posts in order to see how many and the type of posts were present in the three categories. Out of 100 selected posts 75 posts were at least in one or two different categories. This is relevant because it means that the type of posts that similar posts gets all types of engagements. However, there were still 25 percent of the content that was only in the top 100 comments or the top 100 shared posts or the top 100 liked posts.

53 percent of the posts were in all 3 categories and 23 percent in two of the categories.

They don't have the same weight in terms of efforts or reach for the Facebook page. (Socialbakers, 2016)

As a matter of fact, liking a post just requires clicking a button whereas commenting requires sharing one's opinion and sharing a post means that the user have seen the post but also want other people to see it. Sharing and Commenting has therefore more weight in the Facebook algorithm that generates the engagement level of a Facebook brand page.

5.1.3. Liking the page versus engaging with the page

On 23/02 the total number of likes for the Facebook page was 95 141 and the total number of engagement all types included were 16 974. Even assuming that each engagement was made by a different user ID would mean that only 17 per cent of the users actually engaged with the page. Now it would require a more advanced tools and analysis to see how many users engage on a regular basis and the users that only engage once. However, at first glance it can be concluded that most of the users of the page

have just a consulting role. The engagement on the page is not related to the type of content and most of the users have just a consulting role.

5.2. The influence of motivations on the engagement with the VCFP

Even though the interview questions were already organized among the different variables understudy, during semi-structured interviews allow the participants to talk freely and new concepts can emerge from the discussion.

5.2.1. Information

All interviewees reported using the VCFP as a source of information about the city of Copenhagen. Moreover, it was also recognized among the participants as the first source of information about the city. Therefore, the most important reason to follow the page and use it for information, was its reach. The users described it as being the "*most famous page about Copenhagen" (*Alicia, Interview 5*) or even "the first point of contact because that is what easily discoverable"(* Alex, Interview 4*)*

However, when actively looking for information, the page would not be the only source of information. Instead, it was a point of start to more comprehensive research on a place of interest.

"It would be the first place to go if I was looking for information. Then of course I would google the attractions myself to find more information and reviews"

*(*Susan, Interview 2*)*

The type of information that participants were looking for when using the page can be categorized in three main areas according to the emerging themes in the thematic analysis, and these will be presented below.

5.2.1.1. Information on places

The main information is clearly about places, such as restaurants, museums or must-see attractions. Before coming to Copenhagen or while in Copenhagen, the respondents were in need of *"relevant articles with tips"* (Dai, Interview 3) and information about *"activities and nice places to visit"* (Susan, Interview 2)

The page has been described as very *"relevant",* as the word came 13 times in all 10 interviews and in the context of information.

5.2.1.2. Information on culture and events

When visiting a city there are many intangible aspects of the place, for example culture and events, which reflects the atmosphere and the way of living in a city. There was a high interest for information on such aspects within the participants. The specificity of events is that it is limited through time as contrary to most famous attractions it occurs on a certain period and for a certain amount of time. Therefore, the participants expressed a desire to have up to date information about the city. Lisa, a Norwegian student specified that she *"particularly like "reminders" about events"* and Xavier also stated that he uses the page to educate himself on *"what is the hip upcoming event to go"* (Xavier, Interview 10)

As Lisa specified during her interview:

"I also value that they are up to date on what is hip now and not just the official stuff."

(Lisa, Interview 1)

Thus, one can argue that the participants use social media to self-educate and find relevant information that is also updated to the current events.

5.2.1.3. Information on original activities

Another relevant factor that emerged from the thematic analysis is the desire to see "unique" things or to experience the city "like a local". Indeed, among all the participants, there was a tendency to look for things that are not available in traditional guides about Copenhagen. In those cases, participants were not looking for specific information, but for things to do which they describe as "what is going on", "what is

cool" or "something new". This desire to experience non mainstream attributes of the city, will be explored further in this chapter.

When looking for information on the Facebook page, most of the participants reported that they were passive users that would consult the page only when the content was appearing in their newsfeeds.

Information was therefore the most important motivation for tourists to follow and consult the VCFP. However, looking for information limits them to passive observers as it mostly requires to consult the page and does not necessarily initiate comments or shares. Thus, further motivations need to be explore when it comes to reasons for contributing to the page.

5.2.2. Entertainment

While interviewees stated that they were consulting the page to find information, when being asked about enjoyment and relaxation provided by the page and its content they recognized that the page had entertaining characteristics to a certain extent. Xavier, a French student stated that he "*didn't want to consult it just for fun*" and in the same way Susan stated she would not call it *"an entertainment source"*.

5.2.2.1 *Visual enjoyment*

In the definition previously stated, the notion of "enjoyment" is a factor of entertainment (Tsai and Men, 2013). Most of the participants recognized enjoying the page visually, mostly through pictures and videos.

"I like the content as they use a lot of visual images and I really like photography. They
put a lot a pretty pictures. I enjoy that a lot."

(Dai, Interview 3)

Moreover, the participants were more likely to engage with content that had some kind of visual enjoyment. "*I like the posts when there are nice pictures*" (Sara, Interview 7)
"I am used to like every posts that I read or if I find the picture pretty."

5.2.2.1. Pass-time

Another aspect of entertainment benefits from a social media page is what have been described as a way to pass the time. Participants said that they were generally using Facebook as a pass-time. As for information, they would not click on the page to find entertainment but they would enjoy the content through their newsfeed.

> *"I would consult it because during my relaxation time I tend to be connected to Facebook anyway so it would happen naturally."* (Melissa, Interview 6)

> *"For me personally, it is not a page I actively and directly use as a source of anything. But I do appreciate seeing interesting posts on my wall when I am bored"*
>
> (Lisa, Interview 1)

Coming back to the definition of entertainment, the notion of pass-time can be related to some extent to participant answers. Indeed, for some of the participants, answers showed a will to "escape mundane routines" through the consultation of the Facebook page.

5.2.3. Self-expression

In order to determinate what part of the engagement could be linked to self-expression, interviewees were asked how they would compare the VCFP with their own identity and the kind of travellers they perceived themselves to be. Most of the participants were able to relate characteristics of the Facebook page to characteristics of their personal identity.

5.2.3.1. Personal identity

Interviewees recognized a match between their personal identity and the VCFP. The most recurring theme was their relationship with the city of Copenhagen. As has been

shown before when discussing information, they highly enjoy the fact that the page represents the city in a different way than the traditional touristy guidebooks. Sara, a Finnish entrepreneur, said that the page was reflecting her personal identity because she "*likes the city and I want to show it to other people*" (Sara, Interview 7)., Similarly, when asked about the specificity of the VisitCopenhagen page compared to other Facebook pages, Dai stated "*I engage a little bit more because it is something that is close to me*" (Dai, Interview 3)

5.2.3.2. Personal values

Among the participants' answers, there were various personality traits that were mentioned and that the user thought was in common between them and the Facebook page. The variety between the adjective used could be depending on the way users perceive themselves and the way they perceive the page. It is therefore a very subjective description of the brand identity of the page. For example, the page has been described as "fun", "aesthetic", "positive", "international" or "independent". Those were all qualities that the interviewees valued and could identify with.

5.2.3.3. Traveller profile

Another aspect of self-expression in the context of tourism social media would be a fit between the kind of traveller the user is perceiving him- or herself to be, and the travelling style the page is branding. As Alex mentioned, even though he perceived the page as being more targeted towards "luxury travelling" he can still see a fit with his own travelling style because the page is also "*independent traveller friendly*" to some extent. (Alex, Interview 4)

As has been expressed by the type of information participants were mostly looking for, most of the participants perceived themselves being as independent travellers. Thus, respondents reported enjoying "*original things to do while travelling*" (Sara, Interview 7) *and that were trying to "live as the inhabitants live"* (Alicia, Interview 5) during their stay in Copenhagen.

5.2.4. Social interaction

Based on the answers from the different interviews conducted, social interaction is not a key motivation to engage with the page. However, it appears that there is a difference in their behaviour between interacting with their friends than with interacting with strangers on the VCFP

5.2.4.1. Interacting with own network

As most of the participants stated, they value Facebook as a social interaction tool but only through their own circle. It is very unlikely that they would use the social media to connect with strangers.

"My social media usage is limited to my friends and family. I never interact with people I do not know on social media. "(Lisa, Interview 1)

Nonetheless, they use the content of the VCFP as a way to initiate interaction with their own network. When the content grabs the attention of the users, they are very keen on interacting about it with their friends. "*If I share content, then I will interact on that content through my own platforms."* (Alex, Interview 4)

5.2.4.2. Interacting with other users

Regarding social interaction with other users of the Facebook page, only one out of 10 people admitted that it was an action he would take on social media. Nonetheless, he did not consider social interaction as a habit and would only do it if he felt that it was necessary as can be seen in his statement

"Periodically you'll get articles about working in Denmark or articles about the Danes being antisocial or unfriendly which I think are misleading and lack context. In those sometimes I'll chime in but not that heavy commenting with other users."

(Alex, Interview 4)

All the other users said that they would not interact with strangers mostly because they were not used to doing that on Facebook in general or because they were not comfortable interacting with strangers in public spaces.

Communicatory utility

Even though most of the interviewees were not interested in interacting with other users of the page, some of them said that they still enjoy the opportunity to be able to do so. Regardless of their interactions with other users of the page, they appreciate the communicatory utility of the VisitCopenhagen page. Even though the participants stated that their engagement with the page would not be affected if they had no opportunity of interacting with the other users, 50% of the sample recognized that there were some benefits in having social interactions on the Facebook page. As Susan stated, she likes to read the comments from other users to know what people think about places.

"I do read the comments to see what other people say about it. If I agree with the visitor I might like the comment" (Susan, Interview 2)

Other users stated that with no social interactions on the page, the brand would not have an optimal use of social media as it should allow users to interact with the brand. *"Engaging is still taking the page to the next level because commenting allows to share and makes it more relevant […] Otherwise it is just a website and not a social media site."* (Dai, Interview 3)

While the interviewees enjoy reading comments and the communicatory utility of the VCFP, interacting with other users of the group is not a key factor for the participants to engage with the page.

5.2.5. Sharing

Sharing can imply two different things. Firstly, sharing the content posted by VisitCopenhagen on one's wall or through private message. Secondly, it refers to the sharing of experience and knowledge within the VCFP.

5.2.5.1. Sharing content

Sharing was not one of the main motivations for engaging with the Facebook page. Even people who reported sharing content from the page, were more eager to share within their own circle of friends than with other travellers. They would be more likely to share the content with their own friends because it is to some extent related to them. For example, if the post reminded them of a friend or if they think the content will be interesting for their own friends. As Sara explained she would be more likely to share a post if it relates to a "*place I want to see with one of my friends*" and Alicia stated that she would be willing to share the content if "*there is a bigger chance that the post could interest one of my friends.*" (Interview 5)

5.2.5.2. Sharing experience

Out of 10 interviewees, only three specified that they would be interested in sharing knowledge and experience about the city of Copenhagen on the Facebook page. The reasons that were given for not being willing to share, were mostly related to the general Facebook habits of the participants. They were typically "*not usually keen on writing comments*" (Susan, Interview 2) or "*would not just comment to show my experience*". (Sara, Interview 7)

While some respondents said that they will never share experience on a Facebook page, others stated that they would not do it instinctively, but that it "*would depend if there is a specific reason [..]to contribute*" (Alex, Interview 4). For example, some participants asserted that they would share experience if there was a specific request from other users.

"*I would be willing to share if some people were asking questions about the city.*"

The interviews showed that sharing experience and knowledge about the city of Copenhagen was not a key factor for using and engaging with the page.

5.2.5.3. *Level of confidence*

A theme that emerged from the discussion with the interviewees was the confidence in their own knowledge. Interviewees that were more confident that they had a strong knowledge about the city of Copenhagen, were more likely to share their experience on the page.

"I feel quite confident about my knowledge of the area. If other people ask on the page and I see it I'm just gonna comment quickly" (Dai, Interview 3)

On the other hand, some interviewees thought that their knowledge was not sufficient enough to comment on the VCFP. As Xavier stated "*I feel like I wouldn't be accurate enough".* (Interview 10)

The definition of sharing used by Munar Jacobsen highlights the desire to "initiate". In that way it can not be said that the VisitCopenhagen Facebook users' behaviour on social media is motivated by sharing.

5.2.6. Feeling of group identity

In order to assess the degree of feeling of group identity among the interviewees, they have been asked to describe the VCFP community and to what extent they felt related to that community.

5.2.6.1. *Community perception*

Most of the participants were able to recognize some common characteristics of the VCFP community. The participants all had similar descriptions of how they perceived the other users of the Facebook page.

Fig 7: Word cloud of interviewees perception of the VCFP

As can be seen in the word cloud generated by Nvivo, they described the page as a "community" of "tourists" and "expats". overall, they had a positive view of the other users that they identified as "nice", "relevant" and "tidy".

5.2.6.2.   *Sense of belonging*

The feeling of group identity has been defined as "a sense of belonging". The interviewees were therefore asked about the extent to which they felt related to the rest of the community. Nine out of 10 of the interviewees were able to identify what relates them to the other users of the VCFP. Even though the reasons for feeling related to the others were very different from participant to participant, it was, as explained below by Jolanta, grounded by common interests. *"I think we might have the same interest, that's why we like the same page."* (Interview 8)

The main reason mentioned was a desire to travel and discover things, especially the city of Copenhagen.

"I feel related to the other users because they have been or are going to the same city. Also I think people that comment are nice to share their experience". (Sara, Interview 7)

Another reason that has been mentioned is feeling a sense of belonging even with people you never met as per definition have been evoked by Melissa, the fourth interviewee; *"I like this sense of togetherness even though it is virtual".* (Interview 6)

5.3. Level of engagement

As was shown by the previous data extracted from Facebook, most of the interviewees have a consulting role and only look at the content when the page pops up in their newsfeed. Contribution was very limited and was depending on different factors such as degree of confidence. When asked what would make them contribute more to the page, the answers from the participants showed that the users expect external actors to initiate their contribution.

5.3.1. Emerging themes

Due to the nature of interviews that allows participants to speak freely and the thematic some themes emerged throughout the discussion with the sample and they are presented below.

5.3.1.1. *Remuneration*

Remuneration has been recognized in Tsai and Men's (2013) empirical studies on motivations to engage on social media. It has been excluded in this thesis due to the nature of city branding which is not a tangible product but mostly a branding of "experience". Nonetheless, when asked about their contribution to the VCFP, some users stated that they could be more keen to engage with the content and with the brand if there was some kind of incentive. As a matter of fact, 30% of the interviewees placed rewards as a motivation to engage more with the Facebook page. They mentioned competitions or contests as a way to motivate them to engage more.

"I think if there was some kind of incentive like freebies or competition. They could do a little bit more of those to get people more involved and somehow you get more than just information" (Dai, Interview 3)

5.3.1.2. *Engaging content*

Another theme that emerged from the thematic analysis, and that have not been taken into account in the variables, is the content theme. The type of content was shown not

to make any difference in engagement level. However, among the interviewees, a few of them asserted that the theme of the content was an important factor for their engagement.

Regardless of the information, entertainment or type of content, users expect the VisitCopenhagen brand to deliver more engaging content. As Andrea explained, she would be more willing to contribute and engage with the page if it was directly asking *"what we feel about a specific place".* (Interview 9)

For example, Alex, a travel blogger, said that he would be he would contribute more to the page if the content *"make me feel something"*. He concluded the interview stating:

"Copenhagen has a lot to offer that goes beyond that (the Little Mermaid) and they need to be more motivated and driven in shaping those stories into something that is communicable. (Alex, Interview 4)

6. Discussion

In the previous chapter results from the Facebook page RACE analysis along with the interviews thematic analysis.

In this chapter, the findings will be discussed further in relation with the theoretical framework in use.

6.1. What kind of interactions do users have on the VCFP?

The RACE analysis of the VCFP comparing specific social media metrics such as likes, shares and comments from users has revealed that after liking the page the most taken action is post like. Moreover, the same posts were generating the most shares, likes and comments regardless of content type. It can therefore be argued that engagement was more depending on the themes of the posts rather than if it was a picture, a video or a link.

While the VCFP is still growing in terms of followers, less than 10 percent of the followers were contributing on a regular basis. This confirms previous research from Tsai and Men (2013) in which Facebook users reported that their three main activities on a Facebook page were "liking/joining a brand's Facebook page", "reading brands' posts, user comments, or product reviews" and "viewing pictures on brands' Facebook pages". With the rise of smartphones, Facebook users can be connected all the time and it could be argued that most of the time spent on it is passive. When, following a Facebook brand page, the content appears on the users newsfeed without any necessary action from the user.

6.2. Do the six defined motivations influence the users to consume and contribute on the VCFP?

Confirming previous research about social media engagement motivations conducted by Tsai and Men's (2013), Information and Entertainment are the primary motivations for social media use.

Write about the other motivations as well and say you will discuss them all below.

6.2.1. Information

Results from the sample showed that the main motivation to use social media in a city branding context is information. 100% of the participants use the VCFP as a source of information. In the particular case of social media, travellers were also expecting the information to be relevant, up to date and original compared to traditional guidebooks. This is consistent with the findings of Whiting and Williams (2014) who found that 80 percent of the people using social media had information seeking purposes. Additionally, VFCP stake is to educate potential tourists about the city of Copenhagen in order to make them consider the city as a future destination. It can therefore be argued that the primary reason for Facebook users to follow the page is a need to self-educate about the attributes of Copenhagen.

6.2.2. Entertainment

The second motivation that emerged from the qualitative data collected is entertainment. Even though participants did not clearly specify that they use the page as a source of entertainment, they admitted enjoying their visual aspect of the content and the opportunity to pass time by scrolling through the page content. Those notions have been introduced previously by Belk (2013) in his research about extended self in the digital world. Tsai and Men's (2013) also report that escaping daily routines and experiencing aesthetic enjoyment is one of the main motivations to engage with brand pages on social media. It appears that VisitCopenhagen already adopts an entertaining approach in their choice of content. Indeed, when looking at the content of the page, most of the content are aesthetic pictures of Copenhagen with a limited amount of text.

6.2.3. Self-expression

The third motivation is self-expression. It concords with the affirmation that customers are more likely to like brands which they feel matches their identity, beliefs and values. (Hung and Tsai, 2014). Indeed, the sample from this thesis recognized that the VisitCopenhagen page were a fit to their perceived self on three points: 1) Identity 2) Personal values 3) Traveling style. they could also easily relate to the other users of the community because they had the same interest in travelling, particularly in the city of Copenhagen. This is in concordance with the research from Wallace and Chernatony (2014) that showed that Facebook users were more likely to follow a brand that fits their self-concept.

6.2.4. Social interaction

Another hypothesis that have been refuted after analysis of the qualitative data collected is that Social interaction was a key motivation to use the page. As a matter of fact, participants were not eager to "exchange with other participants and form relationships with peer members "(Wang, Fesenmaier, 2003). This confirms, Tsai and Men's previous findings in which social interactions were excluded of the motivating reasons to use social media.

Even though 88 percent of Facebook users are motivated by social interaction (Whiting and Williams, 2014) they are only interested in exchanging with people they already know.

Nonetheless, users reported appreciating the opportunity to read other users' comments. One can argue that reading comments still remains within the scope of information search as it comes from a desire to self-educate on a specific place or on people's opinion about that place.

6.2.5. Sharing

Contrarily to Contrarily to the hypothesis formulated in this thesis, sharing was not a key motivation for them to use the Facebook page. Even though some of the interviewees were likely to share the content of the page, sharing their knowledge and experience of the city would not be a habit or only if it came from a specific request of the brand or a user. Those results are in contrast with previous findings that social media is the main platform to share post-trip experience and pictures. (Fotis, Buhalis, Rossides, 2008). Throughout the discussion with the interviewees it was shown that there was no desire to ""*initiate messages about their experiences*" (Munar & Jacobsen, 2014), at least within the context of a Facebook public page. This could be explained by the fact that a Facebook brand page first aim is for the brand to share content with its followers. Indeed, on the VCFP there is no allocated space for user-generated content contrarily to review websites on which were solely created for travellers to share experience.

6.2.6. Feeling of group identity

Additionally, the users were also able to relate to the rest of the community using the same Facebook page. The participants had in common a desire to travel, explore original parts of the city of Copenhagen. Even though they considered the VCFP community as strangers with whom they do not want to interact it can be stated that there "*is a sense of coherence exists between its members who feel they belong to the same group even if they have never met*" (Anderson, 1991: 6-7) as per the definition of Feeling of group identity that was used in this thesis. It is also consistent with the findings from Kavoura

and Stavrianea, (2014) about travelling communities as further than the desire of travelling, the users shared a common sense of aesthetics and design.

6.3. Engage and consume, but not contribute

The results from the Facebook page analysis and the interviews analysis showed that most of Facebook users only engage with the page by consuming the content. This can be explained by the fact that the main motivations were entertainment and information which can does not require any active participation from the Facebook users.

Another main finding of this thesis is that users expect the brand to play a moderating role in the contribution by promoting engaging content, asking their opinion or giving rewards in order for them to participate more in the community.

It appears that the interviewees expect VisitCopenhagen to provide ground for more engagement, and provide a platform for a community is not enough to make them engage with the page at a higher level of engagement than a "consulting"role.

7. Conclusion

The purpose of this exploratory research was understanding the underlying motivations behind tourist engagement behaviour on social media. A comprehensive description of different social media, engagement and tourism concepts through previous theories and literature was presented.

The research question: how do tourist engage on social media has been answered using a basic Facebook metric analysis coupled with a more in-depth qualitative analysis.

The use of interviews within the case study allowed the participants to talk freely while still relating the questions to a specific case. The answers from the respondents partially confirmed the assumptions of the thesis while bringing some new themes and concepts that could be explored further.

Tourists engage on Facebook mostly at a "consuming" level to consult informative and entertaining content. They are more likely to follow a Facebook brand page that fit their personal identity and their travelling style. Moreover, they feel related to the traveller community without feeling the need to interact with them. They are eager to share the content from the city brand page with their friends. However, they need incentive to share their experience or to contribute more to page.

Findings from this paper confirm findings from previous empirical studies conducted by Tsai and Mens and Belk. In the context of the VCFP, social media engagement is mainly motivated by information and entertainment benefits. Moreover, this study's results showed that travellers also chose to engage with a city brand as a way of self-expression. This matches Belk's concept of extended-self in a digital world.

7.1. Managerial implications

Tourists associations need to be reachable on social media as the platforms constitutes the initial part of information search. While users may not always be looking actively for information on a particular destination when using tools like Facebook, they are constant receiver of information through their newsfeeds once they liked a specific Facebook page. Therefore, it is crucial for city brands to be able to attract the user attention in order to initiate further research about a specific place. Generating content on a regular basis that is up to date to current events or trends and that is relevant to the targeted audience. While cities may have a diversified audience, it seems that social media users are looking for information that they would not be able to find through traditional tourist associations. As social media allows very frequent posting, there is opportunity to present a wide range of themes that could show different stories of the same destination.

The choice of type of content is also quite important as users are also looking for entertainment benefits when using a Facebook page. Using pictures and videos can release visual enjoyment to the users along with making the content easier to understand.

As social media users choose to "like" brands that matches their identity and personal values, offering shareable content can allow the users to be city brand advocate within their own network and extend the reach of the branding strategy.

Nonetheless, in order to not limit the audience to the REACH stage, there is a need to provide engaging content that will make the users contribute more to the page and make it more interactive.

One way to do it is through content that calls for a response from users such as storytelling or questions about their opinions. Another way is through reward. Rewards does not necessary require financial investment. Partnering with local businesses to offer free goodies or organizing a picture contest in which the winner gets published also constitutes reward benefits.

As using a Facebook page requires very little financial investment, the brand is able to experiment and find out which themes or style of writing generates the most engagement by posting diversified content and analysing the level of engagement through various metrics such as number of comments, reach of the posts, or number of shares.

7.2. Limitations and future research

There are some limitations in this thesis that have to be taken into consideration. Firstly, the findings of this thesis cannot be generalized through the whole tourist online community as the case under study was specifically targeting the city brand of Copenhagen. The tourism industry is composed of various services such as hotels, attractions. It could be assumed that if the case was replicated to hotels and attractions for example, the results would be different.

Another limitation is the lack of consideration of the sample travelling habits. The interviewees were not asked about the frequency in which they were travelling or if their posting and sharing habits outside the context of the VisitCopenhagen Facebook page.

Furthermore, the brief analysis of the Facebook page content only took into consideration the type of different content such as Video. Picture or Link. In order to confirm completely that the engagement is not related to content further research should be done including the nature of the content such as themes or tone of the text and style of writing.

Nonetheless, this paper can serve as a ground for future research on tourists Facebook habits as the research on this subject are still scarce. Social media and tourism is still a recent research topic. While, the use of social media has been studied in regard of traveller decision making process and sharing of experience, engagement is a topic that would need further research.

This thesis can be ground for further research, concerning the remuneration motivation. Even if the variable was excluded from the thesis, a few interviewees mentioned it. Therefore, it is suggested that a replication of the research would be done including this variable in order to have a more in-depth discussion on the topic.

Another factor that can be explored further is the content. A suggested approach would be using language analysis software to find recurring topics in brand posts and compare it with the level of engagement of the posts. Language analysis can also be used in social media users as a way to find what topics they are more eager to discuss. The purpose of such research would be assessing if tourist engagement is higher depending on certain topics, style or tone of writing.

Finally, previous research on consumer engagement on Facebook brand pages is mainly focused on the "consuming" level of engagement. Conducting research with a sample entirely composed of "contributors" could deliver more insights on the motivations of engaging on a high level.

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Appendix 1 : Sample of data extracted from Facepager

objectid	type	likes.summary.total_count	comments.summary.total_count	shares.count
31324801518_10151217052426519	photo	1127	67	528
31324801518_10153187480046519	link	1257	55	527
31324801518_10152167071211519	video	857	31	433
31324801518_10152663200186519	photo	1161	38	342
31324801518_10152823199361519	video	1062	34	312
31324801518_10153326577421519	link	1139	29	249
31324801518_10152834293386519	link	875	43	249
31324801518_10152094278296519	video	633	17	236
31324801518_10153409091441519	link	680	56	224
31324801518_10152685259451519	video	739	31	212
31324801518_10152799950516519	link	1383	22	207
31324801518_10152226157326519	video	515	21	207
31324801518_10153383425371519	photo	2058	47	192
31324801518_10153392299466519	photo	2177	45	185
31324801518_10152771033241519	link	879	31	185
31324801518_10152710354001519	link	1602	42	184
31324801518_10153288478581519	photo	1188	41	183
31324801518_10153153476001519	link	595	21	179
31324801518_10153262255336519	link	952	57	177
31324801518_10152118752081519	photo	550	25	177
31324801518_10153229727991519	photo	1959	45	163

31324801518_10152751
656136519   video   453   16   162
31324801518_10153291
770281519   photo   1548   45   159

Appendix 2 : Interwiew guide

Background:

1. **Where are you from?**
2. **How old are you?**
3. **How would you describe your use of Facebook?**

Level of engagement

4. What kind of actions do you take on the VisitCopenhagen Facebook page? (Like, Comment, Share)

5. How is it different from the actions you take on other Facebook pages you are following?

Information

8.To what extent do you use the page to find information about Copenhagen?

9.Tell me about the type of information you are looking for on the page.

10.Why do you use this page for your information research?

Entertainment

11.To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?

12.How likely is it that you would consult the Facebook page during your relaxation time?

13. Why / Why not?

Self-expression

14. To what extent does the VisitCopenhagen FBO page mirror your identity?

15. To what extent does the VisitCopenhagen FBO page reflect your personal values?

16. To what extent does the VisitCopenhagen FBO page reflect the kind of traveller you are?

Social interaction

17.To what extent do you interact with other users of the page?

18. Why do you interact with other users of the page?

19.How much your engagement with the page would change if there were no possibility of interacting with other users?

Sharing

20.To what extent do you share the posts from VisitCopenhagen? (On your own wall or through private message to friends)

21.What makes you share the content?

22.How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?

Feeling of group identity

23.Could you describe the community of VisitCopenhagen page?

25.To what degree do you feel related to the other users of the page?

Future

26.What would make you contribute more to the page?

27.Is there anything you want to add about your engagement to the page?

Interview 1: Lisa

1. **Where are you from?**

I am from Norway?

2. **How old are you?**

27 years old.

3. **How would you describe your use of Facebook?**

Well, I would like to use it as little as possible actually. I mostly use it for communicating with my friends and family and for events. I use Messenger and I synchronize my events to my Google calendar.

4. **What kind of actions do you take on the page? (Like, Comment, Share)**

I do not take any action.

5. **How is it different from the actions you take on other Facebook pages you are following?**

I like only things that my friends write or share. I never like random posts.

I hardly never comment, only to close friends.

I have never shared anything.

6. **To what extent do you use the page to find information about Copenhagen?**

I would not use it directly to look for information. If I was looking for information I would go to the webpage, not the Facebook page. Because on the webpage there are sections where you can easily find information, the Facebook page is just random posts on a wall not in any order.

The information that I appreciate and use from the page is the posts that I find interesting, like "top 10 things to do in the winter time in Copenhagen". "Cool bars in Nørrebro and so on.

7. **Tell me about the type of information you are looking for on the page.**

I particularly like "reminders" about events happening, or information about "hidden gems" in the city. Because I am not a tourist, I am more interested in things that are not the typical sights and events that tourists would do.

8. **Why do you not use this page for your information research?**

Because the web page gives you much more of an overview. It has different sections. For example, if I am looking for a new restaurant to try, I would go to check out "eat and drink". This is not possible on the Facebook page.

9. **To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?**

For me personally, it is not a page I actively and directly use as a source of anything. But I do appreciate seeing interesting posts on my wall when I am bored.

10. **How likely is it that you would consult the Facebook page during your relaxation time?**

I would not directly consult the page, but if I was scrolling through my Facebook and saw an interesting post I would very likely click it.

11. **Why / Why not?**

Because I would use other sources if I was actively looking for entertainment. If I use Facebook, I will just scroll through my news feed because I am bored. If I find something interesting, I will click it. But if I am actively looking for entertainment I would rather use some of my favourite web pages.

12. **To what extent does the FBO page mirror your identity?**

I do like traveling and going for events, so anything that has to do with that is appealing to me. I also think of Copenhagen as my home now, so appreciate anything that is focused on giving the city a positive image to "the world".

13. **To what extent does the FBO page reflect your personal values?**

I'm not a social media fan, so I would say it goes a little bit against my values in general.

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I do like Visit Copenhagen in general because I value that they are fun even though they are official and they could choose to be more formal. I also value that they are up to date on what is hip now and not just the official stuff. For example, they would rather make a post about "the five hippest new burger joins" instead of "the top restaurants in Copenhagen" and then just mention the typical restaurants that we all know.

14. **To what extent does FBO page reflects the kind of traveller you are?**

To a high extend, because I value random sights and events, and "hidden gems" when I travel. I would like to see more than the typical sightseeing. I would like to experience the city more like a local.

15. To what extent do you interact with other users of the page?

I never do.

16. Why don't you interact with other users of the page?

My social media usage is limited to my friends and family. I never interact with people I do not know on social media.

17. How much your engagement with the page would change if there were no possibility of interacting with other users?

I don't think it would change.

18. To what extent do you share the posts from VisitCopenhagen? (On your own wall or through private message to friends)

I would never share posts on my wall. But if there was a post that I would like my friends to see, I would maybe share it in a private message.

19. What makes you share the content?

I do not share content

20. How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?

I would not do that ever.

21. Could you describe the community of VisitCopenhagen page?

Mostly expats or tourists I think. I seem that people who are commenting are doing it because they like to share experiences and help others.

22. To what degree do you feel related to the other users of the page?

Not related.

23. What would make you contribute more to the page?

Nothing.

24. Is there anything you want to add about your engagement to the page?

No not really. I just like the web page better than the Facebook page.

Interview 2: Susan

4. Where are you from?

I am from Singapore

5. How old are you?

26

6. How would you describe your use of Facebook?
I use it everyday and I mostly use it for Messenger

4. What kind of actions do you take on the VisitCopenhagen Facebook page? (Like, Comment, Share)
I took a range of actions. Firstly, I liked the page when I was going to visit Copenhagen and then I was looking for tips on places to go and recommendations. After that I was following the page not very actively just to see if there were new attractions or events happening. And if there was something interesting I would just read more about it

5. How is it different from the actions you take on other Facebook pages you are following?
I would say, VisitCopenhagen was more as two stages. The initial stage was when I really needed to find out more about Copenhagen and Denmark before I came. So I checked it a lot and I read a lot of articles that were of interest to me. After a while it became very passive, only if it popped up on my newsfeed then I would look at it. If I heard about events and I knew they would post it, then I would go and check for it.

6. To what extent do you use the page to find information about Copenhagen?

To quite a big extent, I was mostly using it to find attractions and activities and nice places to visit. And if I had friends to show around. I do not really share things, I just like the posts as a way to bookmark to myself that I want to see this. Or read the comments and read further on the website.

7. Tell me about the type of information you are looking for on the page.
I was mostly looking for places to go and things to do so any interesting events. Or places to eat and coffees to go because that is what I am interested in.

8. Why do you use this page for your information research?

I think it serves pretty accurate on the things to do in Copenhagen. It would be the first place to go if I was looking for information. Then of course I would google the attractions myself to find more information and reviews. But in a general overview, on interesting locations and events, if there is anything new, I would go there first to know what is happening and then after that I would go to the attraction own page to read more about it.

9. **To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?**

I wont say it is an entertainment source as I am a very passive consumer of the information. I just use it when I need to find something. I won't say it is a form of entertainment. Just mostly to find information.

10. **How likely is it that you would consult the Facebook page during your relaxation time?**

I won't actively look at it unless it is holidays or summer and I want to see what event is happening.

11. **Why / Why not?**

12. **To what extent does the VisitCopenhagen FBO page mirror your identity?**

I would say it does mirror in a sense that it does give recommendations on places of interest that are very close to me. Food places they do a very good job of sorting the places according to your interest. So it is not only "this is a list of places to go" but more "here is places to g o on this budget, etc. stuff like that. I have to make a selective decision on what I will look at but they do a good job on targeting different audiences. It helps to make it more informative. For example, if I just want to eat vegan food.

13. **To what extent does the VisitCopenhagen FBO page reflect your personal values ?**

Not to a big extent, I think it is just an information channel for me. So I won't say that I share any personal values but I think the page is pretty clean. People do not bombard it with nasty comment that would turn you off when you are reading it. It is mostly like people give active and helpful suggestions. So that is nice.

14. **To what extent does the VisitCopenhagen FBO page reflect the kind of traveller you are?**

Yeah I would say it does. As I mentioned earlier they are doing a pretty good job at tailoring articles. So if I want to travel on a budget or if I just want to visit museums. Then I just have to see the list I am interested in. I do not have to see the list of other restaurants which I am not going to go anyway.

15. **To what extent do you interact with other users of the page?**

I do not really interact much. But I would say sometimes if I read an article or suggestions, I do read the comments to see what other people say about it. If I agree with the visitor I might like the comment, but I do not comment myself.

16. Why do you interact with other users of the page?

I don't personally like to interact with other people on public spaces like that. But I prefer a more passive form. If I agree with a comment, I would just like it. I won't reply to it or start a conversation because even on my own Facebook wall I don't really do that.

***17.** How much your engagement with the page would change if there were no possibility of interacting with other users?*

I would say there isn't much difference. Mostly because as I said I don't really like to comment and reply to other people. But I think because of the fact that is an attraction I like having reviews. They do a pretty good job in writing articles in non advertised copyrighting way but I also want to hear what other people have to say. I find value in reading what other people have to say. I will not reply to them anyway but I still expect that there is this section to read.

18. To what extent do you share the posts from VisitCopenhagen? (On your own wall or through private message to friends)

I would say I probably shared less than 10 times. Mostly its like if there is a new restaurant I will share with my friends to say we should check it out another time. If there is a new event, I would share on my own wall.

19. What makes you share the content?

I think it is interesting for me to read it and if there is something I can do and I want to do it with that other person then I will share it so the person can read more about it rather than me having to tell about it. Just like pre-information.

***20.** How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?*

I don't intend to share anything because I am not usually keen on writing comments and stuff like that.

21. Could you describe the community of VisitCopenhagen page?

I would say it s a pretty tidy community and very relevant because people do not post ridiculous and non-constructive things. Usually they post things very related. For example, if the post is about a restaurant they would say, this restaurant is good or bad. I think all those are relevant whether it is positive or not. I like that it is tod

22. To what degree do you feel related to the other users of the page?

We all have a common standing point; we all want to visit something. I appreciate when they say this is nice, or you should also check out this. We are all on the same side, looking at attractions and making our own judgement on whether it is a worthy place to go or not. That is a characteristic I would share with the rest of the users.

23. What would make you contribute more to the page?

If they have competition that I could join, I would definitely share and like more.

24. Is there anything you want to add about your engagement to the page?

The bottom line is I think is a nice and tidy community that has the function it is supposed to serve and that makes it very useful.

Interview 3 : Dai

7. Where are you from?

Vietnam

8. How old are you?

27

9. How would you describe your use of Facebook?
I use it daily mainly to communicate with my family and friends because I have a wide range network of friends

4. What kind of actions do you take on the VisitCopenhagen Facebook page? (Like, Comment, Share)
Actually not too much, just screening what is new and what is going on in Copenhagen because I am also following other blogs and pages about Copenhagen. So mostly to get my information.

5. How is it different from the actions you take on other Facebook pages you are following?
I engage a little bit more because it is something that is close to me. Also because I like the content as they use a lot of visual images and I really like photography. They put a lot of pretty pictures. I enjoy that a lot to see the beautiful city I live in. In addition, they also have a lot of relevant articles with tips and what is going on in the city. That is also nice to know.

6. To what extent do you use the page to find information about Copenhagen?
I do not click on the page by itself but I am going throug the newsfeed. The good thing is that It is quite up to date and I think they have people maintaining daily and it it quite relevant. So whenever I wake up and I see things I know what is going in Copenhagen.

7. Tell me about the type of information you are looking for on the page.
Mostly visual images, picture and video I think its more engaging and interactive. Because sometimes when you scroll and you see an article you just think you are going to read it later and end up never reading it.

8. **To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?**

I think ill give a 7 out of 10. For me its more for getting information. For example, even if they post a picture or a video I will check the location or the comment about the special place. I will think "oh cool, I haven't checked It out yet. Therefore, I will go.

Because for me entertainment they would need to spend more time on it, I do not think there is much entertainment going on there.

9. **How likely is it that you would consult the Facebook page during your relaxation time?**

From a scale of 1 to 10 that would be a 6. I will not visit the page but I see the feeds coming up everyday and all people from my network that will like the same feed I will see it.

10. **Why / Why not?**

11. **To what extent does the VisitCopenhagen FBO page mirror your identity?**

I think they are very close to my identity because they post a lot of things that are relevant to me so I feel like it is very targeted and attract my interest.

12. **To what extent does the VisitCopenhagen FBO page reflect your personal values?**

Yeah I think more or less. I am sure the page has its own target group and its own image but yeah it is very relevant

13. **To what extent does the VisitCopenhagen FBO page reflect the kind of traveller you are?**

I think nowadays when people are travelling they don't read guidebooks anymore but they want to see alternative "local stuff" Even though I live here in Copenhagen it does not mean that is not relevant for me. It helps enrich my living experience in Copenhagen because I know more about the city I live in.

14. **To what extent do you interact with other users of the page?**

I mostly tag my friends, the one that are going to Copenhagen and the one that have been here. To say look you should see that. Tagging is the one I use the most in terms of engagement. I could send a private message but I do not think there is anything secret. So tagging I use

15. **. Why do you interact with other users of the page?**

16. **How much your engagement with the page would change if there were no possibility of interacting with other users?**

I think it is still about the same. However engaging is still taking the page to the next level because commenting allows to share and makes it more relevant. You can send to your friends but it is more complicated. Otherwise it is just a website and not a social media site.

17. What makes you share the content?

I think it is relevant to me and for my friends

18. How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?

From a scale of one to 10 I would say 8. I have shown a lot of people around Copenhagen. So I feel quite confident about my knowledge of the area. If other people ask on the page and I see it I just going to comment quickly because it is not going to take a long time for me. Even though they are strangers I would reply to them.

19. Could you describe the community of VisitCopenhagen page?

I think it is very diverse. Mostly they target tourists but also local people. I use is a lot to recommend to tell my friends to come visit Copenhagen.

20. To what degree do you feel related to the other users of the page?

I think I was in their position before and if I knew about the page at that time, It would have improve my experience with the city. It doesn't mean that I have a negative experience. But it could make people overloaded with information but as I said it is quite visual so easy to read. I like that they are also using other pages and websites content. Showing Copenhagen through different lenses. I think it is very relevant for people.

21. What would make you contribute more to the page?

I think if there was some kind of incentive like freebies or competition. They could o a little bit more of those to get people more involved and somehow you get more that just information. Nowadays you can find information anywhere. If they could partner up with local businesses and do more completion or interactive videos. For example, a scavenger hunt. It just need to be more interactive community. We are more passive observers.

For example, I follow Copenhagen Airport and they have much more competitions and freebies and I feel like their community is more engaged.

Is there anything you want to add about your engagement to the page ?

Interview 4: Alex

1. **Where are you from?**

United States

2. **How old are you?**

31

3. **How would you describe your use of Facebook?**

I am a heavy user. I've been a user since late 2004. So I used Facebook in all its different incarnations. I use it in 3 capacities. I use it as a digital consumer, I use it for work and then I use it through my blog, for promoting it and covering material that way.

4. **What kind of actions do you take on the VisitCopenhagen Facebook page? (Like, Comment, Share)**

Yeah so I follow the Facebook page but also secondary social media, twitter Instagram. I am using it I guess in 2 different capacities. One for education on events and things that are going on and then the other is on how it is branded. How Denmark is being branded, Copenhagen being branded. And actually a 3rd way, to keep an eye on who they are profiling and who they are choosing to engage with.

5. **How is it different from the actions you take on other Facebook pages you are following?**

I think one of the challenges is living in Copenhagen and following the page. It covers some education about Danish cultures, new hotspots, places. Some of that is information I would get through my own network and everything else. But it is also interesting to see what is being projected and branded externally, because that highlights in some capacity some of the things to see and do but also kind of the narrative Copenhagen and Denmark is putting forward globally.

6. **To what extent do you use the page to find information about Copenhagen?**

I don't click into it and then research on the page itself typically. So it's a matter of social exposure through the feed and through re-shares or when I come across content in my feed organically which is typically an article.

7. **Tell me about the type of information you are looking for on the page.**

I think, typically, it needs to be information that needs to be visual so it is very much about showcasing and highlighting whatever it is. It needs to grab my attention and

stand out. It needs to be information that has more utilitarian value so far too often a lot of the content is very boring and basic information which to a certain extent has use generally talking about Denmark and Copenhagen. There are plenty of tourists out there that do not know what Denmark is VS the Nordics Vs Sweden and everything else. So there is a certain amount of branding that needs to be there. I think they've gotten much better about it. The challenge is branding interesting and kind of unique things about Denmark that are not the same old stories about the little mermaid, Hans Christian Andersen, Noma or bicycles. So you know there is 5000 articles about bicycles that could be found on Wikipedia. So it would need to be information about Copenhagen that is not already on the Wikipedia page.

8. **Why do you use this page for your information research?**

Because presumably their jobs is to highlight local attractions to communicate what the city has to offer. So out of everybody that should be talking about Copenhagen. Being in a position to be local experts that are sourcing the big stories that need to be repeated over and over again but also smaller stories and the more local stories. Then kind of add an exciting depth to it to attract people to the city and then give them a richer more unique experience than if they would have picked up a tourism guide or something like that. Ideally they are doing a little much more than being another lonely planet so they are filling the gap in between those two. They should have enough community connection that they know who are the influential trend-makers, who the big restaurants are, all those kind of things and be able to communicate that. And then because I am an international living in Copenhagen, some of the Danish media like AOK that is doing that on a more local basis is less accessible to me because it is in Danish and also I do not have the time to go hunt through it and follow it all the time. In Facebook I kind of want something like oh here is a quick snapshot update almost like a spark note.

9. **To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?**

I think its entertainment within the capacity that visuals are very entertaining and kind of brightening the mood and brightening the day. To a lesser extent the videos. Sometimes they have very creative, really beautiful videos that kind of showcase Copenhagen. Its very entertaining to see creative stuff especially from the community when its not commissioned stuff that they have done but when they are actually engaging with local artists or local creative work and they are using that content and they are showcasing those artists and using their page as a platform for that. That's much more interesting than default interviews of "How long have you lived in Copenhagen?" "Isn't Copenhagen great blablabla which is your conventional video and is a waste of space.

10. **How likely is it that you would consult the Facebook page during your relaxation time?**

Mmh I consult it fairly regularly. Not only the Facebook page but the VisitCopenhagen resource guide that they have done recently. I think that was launched two and a half years ago. For the most part all of the top 10 lists that they have done have been really

useful and those can be great for sourcing Nordic, you know Nordic restaurants or things along those lines. Especially when people are visiting or if there is a guide or something that I am generating, I need to share or communicate. Then they serve as a nice gateway. Of course if they re-share those then it organically makes me aware of it instead of having to hunt for that information. I think that is when the Facebook page becomes the most useful.

11. To what extent does the VisitCopenhagen FBO page mirror your identity?
I think it does a reasonably decent job of showcasing elements of the charm of VisitCopenhagen or Copenhagen city life. Spending time in the city I think its I don't know. A lot of the material is not relevant for me because I'm not a huge café culture person or I am not interested in vintage Danish fashion shopping or that side of it. So from a demographic standpoint for me its much more visuals, its much more exciting cultural events or storytelling. Or pure resources to food or activities. So in those areas that matches so maybe 30% fit.

12. To what extent does the VisitCopenhagen FBO page reflect your personal values?
Ehm to a certain extent, but having interacted with them in other ways they have pivoted towards a more open and inclusive approach but they still have a long way to go. SO their engagement with visiting or travel bloggers, their engagement with local artists, their investment in the community. I think that has gotten much much better in the last 2 years but still has a significant way to go. And they are moving more into a pay forward mentality which is something that is kind of essential in my opinion. But its still far away from it. It is still much more of what kind you do for me instead of serving as a social facilitator.

13. To what extent does the VisitCopenhagen FBO page reflect the kind of traveller you are?
I think there is some element there. I think there is always an inclination on a page like VisitCopenhagen and especially for a city like Copenhagen that doesn't have a lot of outdoor events or other things to be more luxury focused. Being privately founded there is also a lot more incentive for them to highlight more high-end luxury side of things and to cater to luxury travellers. With Copenhagen in general that goes with the territory if you want to focus on Nordic food and things like that. And it is a relatively expensive city but I do think that there is a little bit under represented when it comes to visual travellers, photographic travellers more budget oriented travellers. But they are independent traveller friendly at the same time so it is kind of half and half.

14. To what extent do you interact with other users of the page?
Very little. If I share content, then I will interact on that content through my own platforms. But as far as comments, unless there is something particularly inaccurate or misleading. Periodically you'll get articles about working in Denmark or articles about the Danes being antisocial or unfriendly which I think are misleading and lack context. In those sometimes I'll chime in but not that heavy commenting with other users.

15. How much your engagement with the page would change if there were no possibility of interacting with other users?

It wouldn't change that much as long as I could still share the content. Because the way that I am using the content, I am consuming it and then sharing it externally but I think that there is also a huge detriment to eliminating that conversational component even though in general the comments tend to be not constructive. If you go back to the Zoo crisis, the only way to really make it worse is to have utterly inapt responses or to completely close down communication. Because everybody will communicate in other ways where you would have no control no awareness. But it does take a certain sensitivity or social awareness that of course VC has been discovering.

16. To what extent do you share the posts from VisitCopenhagen? (On your own wall or through private message to friends)

Maybe one post a month or every other month, depends

17. What makes you share the content?

Utility, it has to be valuable or unique.

18. How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?

Very much, I am socially involved, I have a travel blog and I do chime in whenever I want. I take the pay forward approach very seriously because I think that is highly valuable on social media. If I identify opportunities, then I will contribute.

19. Would you do it on that specific page ?

There are so many comments typically and the amount being read. That would depend if there is a specific reason for me to contribute if it fits my expertise and also there is little value that I can add commenting on another stupid bike post. So if there was a very creative bike post or something like that, sure but otherwise I am responding to trolls or I am responding to people that are already advocates.

20. Could you describe the community of VisitCopenhagen page?

It depends if you are talking about the regular community or the crisis based community. Anytime there is communication crisis the community completely changes, you get people that don't know what they are talking about, complaining about the Faroe Islands ext.

Then you have regular users some of them are danes which tend to be overly pessimistic or nationalistic. But again that is indicative of social media in general. And then you get some advocates. But its always hard to tell cause you always find out with content that if people automatically assume that if they give it a like or a share that is something that they approve or that's the positive feedback and it's only in negative instances that they offer feedback. When you look at the share volume of people and I think Copenhagen as a city has a very loyal population. A lot of followers and a lot of fans. The social media profile of VisitCopenhagen does a good job tapping into that but it much more rides the

coattails instead of showcasing all of that excitement and rewarding it and facilitating it.

21. To what degree do you feel related to the other users of the page?
Not so much the community but VisitCopenhagen in some way reflects the external perception of Copenhagen and of Denmark. So it very much reflects how I am perceived. I have my master's degree from here so my education, my time spent here which involves my career. People come and talk to me about Denmark based on what they have been exposed to because of VisitCopenhagen activities across the board. And they are also the first point of contact because that is what easily discoverable. And so the way they engage with community the way they respond and the way they highlight things that shapes what Copenhagen is known for. So that is very reflective that way.

22. What would make you contribute more to the page?
More community engagement, but community engagement of high quality content. Not some things like Win a trip if you are the 100th to like the posts. Not stuff like that but high quality content. Beautiful photos from local artists, featuring local stories, local narratives. Again giving value and also giving utility. Either make me feel something and then ill contribute.

23. Is there anything you want to add about your engagement to the page?
No I think it's the features or things like that that has been done on other platforms have been really good. And I think the platform has grown significantly in the last 2 years so its just about continuing on that path and then looking at telling a story that is more compelling than the little mermaid. Copenhagen has a lot to offer that goes beyond that and they need to be more motivated and driven in shaping those stories into something that is communicable. And a chore part of the message.

Interview 5: Alicia

1.   Where are you from?
I am from Paris, France.

2.   How old are you?
I am twenty-two years' old

3.   How would you describe your use of Facebook?
Mostly I use Facebook to communicate with my friends and my schoolmates because it's a great and easy way to share files and to create groups discussions. I also use it to share some information about me, especially when I go on a trip.

It also allows me to know what's going on in Paris, and in every city I want to travel or I have travel to. It's the best way to discover great places and great recipes.

Finally, I use it as an entertainment because I follow fun pages.

4. What kind of actions do you take on the page? (Like, Comment, Share)

I mostly like posts on the page. Probably because I am used to like every posts that I read or if I find the picture pretty.

I share when a posts makes me think of a discussion that I could have had with one of my friends. I never comment on a post to share my thoughts about it, or to add something to it.

I rarely share posts of VisitCopenhagen simply because most of my friends live in Paris and are then not really interested in the kind of posts that are on the page.

5. How is it different from the actions you take on other Facebook pages you are following?

On other pages that I'll follow I usely share a lot more just because there is a bigger chance that the post could interest one of my friend.

6. To what extent do you use the page to find information about Copenhagen?

I mostly use it to discover new great places to visit. I also use it as a way to inform myself of what's going on in Copenhagen.

7. Tell me about the type of information you are looking for on the page.

Mostly, I look for pretty pictures of Copenhagen and great new places to visit. I also like when they post study about Copenhagen and about the Danish lifestyle.

8. Why do you use this page for your information research?

I use this page because that is the more famous page about Copenhagen and because a friend recommended me this page.

I also like the way they write and they have great taste when it comes to capturing the essence of Copenhagen through words and pictures.

9. To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?

It's a source of entertainment because their posts are always coming with great pictures of Copenhagen. Also, the study they publish are really interesting and I really like to read studies.

10. How likely is it that you would consult the Facebook page during your relaxation time?

I rarely go to the Facebook page, usually I wait for a post to pop up in my news feeds. Sometimes I consult the page when I vaguely remember an old post and that I want to take a look at it again.

11. Why / Why not?

Simply because if I don't see a post of the page on my news feeds I will just think that they did not publish anything new.

12. To what extent the FBO page mirrors who your identity?

It mirrors my identity because I am the kind of person who likes to travel and to discover new places and new fun things to do.

But also because I am interested in understanding different cultures and be aware of what's going on in cities that I have visited.

Finally, because I can qualify myself as a really aesthetic person and I find the posts on the page really satisfying.

13. To what extent the FBO page reflect who your personal values?

It reflects my personal values because I am a really positive person and I find that the posts are always written in a positive way.

14. To what extent the FBO page reflects the kind of traveller you are?

It reflects the kind of traveller that I am simply because I don't travel just to see landscapes and to go on tourist sites. Indeed, when I go to a new city I try to live as the inhabitants live, I try to understand their customs and the way they think. Keeping track of this page helps me to understand more what it's like to live in Copenhagen and every time I go there I have a new list of things to do.

15. To what extent do you interact with other users of the page?

I never interact with other users of the page, mostly because I never interact with users that are not on my friend's list.

16. Why do you interact with other users of the page ?

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17. How much your engagement with the page would change if there were no possibility of interacting with other users?

It would not change because I only interact with people I know.

18. To what extent do you share the posts from VisitCopenhagen? (On your own wall or through private message to friends)

I share posts when I feel they can interest one of my friend. I never share posts on my wall because most of my friends don't know Copenhagen so tend to think that the posts won't interest them.

19. What makes you share the content?

When the posts make me think of one of my friend. Or because I find it funny or interesting.

20. How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?

Not much, mostly because I am not a really big user of the page. So my opinion won't really matter.

21. Could you describe the community of VisitCopenhagen page?

I do not feel able to describe it as I did not really pay attention to them

22. How do you think VisitCopenhagen page matches your identity?

It matches my identity because shows how much I like to travel and how much I like discovering Scandinavian Countries.

23. To what degree do you feel related to the other users of the page?

One of the only connection we have is that we've all been to Copenhagen and that we all want to know more about this city. I feel also related to them because most of them like to travel and are young.

24. What would make you contribute more to the page?

I rarely contribute on page I follow, indeed I only use Facebook to interact with my friend sand people I know and the page can do nothing to change that.

But maybe I would interact more if they organized contest and if they try to make us part of a study. Or if they start ask us what we feel about a specific place in Copenhagen.

25. Is there anything you want to add about your engagement to the page?

Let just say that I follow this page as a way to keep track on what's going on in Copenhagen. But clearly I am not a very active user and I could contribute more to the page. But I think it's the way I tend to use Facebook and it has nothing to do with the page. Maybe if I go more often to Copenhagen I would try to contribute more to the page.

Interview 6: Melissa

10. Where are you from?

I am from Greece and more specifically from Patras which is the third biggest city of Greece.

11. How old are you?

I am 24 years old.

12. How would you describe your use of Facebook?

I tend to like, comment on and share posts, videos and photos and I also believe that it is a good way to communicate and keep in touch with other people. I use Facebook a lot, on a daily basis. I mean there are days that I can be connected without being in front of the computer.

4. What kind of actions do you take on the page? (Like, Comment, Share)

Regarding the Facebook page of VisitCopenhagen, I mostly like the posts that I see, but if I need further information I will comment to ask the administrator of the page. In addition, if there is a post I really like for instance if it is a post about a very nice place in Copenhagen I will share it on my timeline, so that other people will see it and perhaps become motivated to go.

5. How is it different from the actions you take on other Facebook pages you are following?

To be honest I do not follow intensively a lot of Facebook pages, but I have to say that VisitCopenhagen is one of the view pages in which I actively participate than merely and carelessly observing.

6. To what extent do you use the page to find information about Copenhagen?

I use it quite often, mostly to find upcoming events that will take place in the city.

7. Tell me about the type of information you are looking for on the page.

I am really interested in finding nice areas in the city to explore, cultural heritage sites (like museums) to visit and events to attend.

8. Why do you use this page for your information research?

First, I want to say that one of my friends recommended this page for me. I think it was when I had first moved in Copenhagen. I believe that the reason I kept using it is because its posts are really interesting covering a wide range of things such as events etc and providing a variety of relevant information. I also like the design of the page, I think it is very playful and modern.

9. To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?

In my opinion, VisitCopenhagen Facebook page is indeed a source of entertainment to a great extent because you can find a lot of information related to leisure activities such events to attend, places to go and eat.

10. How likely is it that you would consult the Facebook page during your relaxation time?

Yes, sure.

11. Why / Why not?

I would consult it because during my relaxation time I tend to be connected to Facebook anyway so it would happen naturally.

12. To what extent the FBO page mirrors who your identity?

It mirrors my identity to a significant extent because I like exploring new things and I want to know what kind of activities, events etc. take place in the city I live in even if I am not going to participate in any of them

13. To what extent the FBO page reflect who your personal values?

I think it reflects my personal values to a satisfying degree

14. To what extent the FBO page reflects the kind of traveller you are?

It reflects to a large extent the traveller I would like to become but I am not yet.

15. To what extent do you interact with other users of the page?

I do not really interact with the other users of the page, but I do so with the page's administrator whenever I need more information.

16. Why do you interact with other users of the page?

17. How much your engagement with the page would change if there were no possibility of interacting with other users?

Even if I do not interact with other users, I think that if the possibility to interact was not available, I think my engagement would be affected negatively.

18. To what extent do you share the posts from VisitCopenhagen? (On your own wall or through private message to friends)

I do not really do it that often. I mean I see many posts but on most occasions I will just keep it in my mind if I see something interesting.

19. What makes you share the content?

On the few occasions that I have shared content, it was because VisitCopenhagen had posted events or suggested a cultural heritage site to visit. I have shared such posts to inform others about the existence of such events or places, but mostly to find people to go with.

20. How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?

I am open to share my knowledge and experience with other users, it is just that I would rather do it more easily with people that I know.

21. Could you describe the community of VisitCopenhagen page?

Well, it is an online community which enables users to interact, communicate, share and co-create content, experiences and value.

22. How do you think VisitCopenhagen page matches your identity?

It matches my identity in the sense that deep inside I want to explore new things in real life and VisitCopenhagen's information, content and posts always offers something different, new and unique.

23. To what degree do you feel related to the other users of the page?

I feel that I can relate to other users because we are all following the page driven by our common interest in travelling and exploration. However, I cannot really say that I feel any sort of bond or attachment as I rarely interact with them, but I do feel as part of the community and I like this sense of togetherness even though it is virtual.

24. What would make you contribute more to the page?

If there was some sort of contest with a nice prize.

25. Is there anything you want to add about your engagement to the page?

No, I believe that is all from me.

Interview 7: Sara

1. Where are you from?

Finland

2. How old are you?

27

3. How would you describe your use of Facebook?

I use it everyday to stay in contact with friends, to post pictures and statuses and to read my newsfeed.

4. How often do you consult VisitCopenhagen Facebook page?

Every time it appears in my new feed I have a look at the post

5. What kind of actions do you take on the page? (Like, Comment, Share)

I like the posts when there are nice pictures. Sometimes I comment but mostly to tag my friends so they can see the post. If there is something that I really like I would share.

6. How is it different from the actions you take on other Facebook pages you are following?

It is not very different, but maybe I share more stuff from VisitCopenhagen because I like the city and I want to show to other people.

7. To what extent do you use the page to find information about Copenhagen?

I do not specifically look for information but If I think there is a post that will give me more information about the city of Copenhagen I will read it.

8. Tell me about the type of information you are looking for on the page.

I am mostly interested in cultural events and discovering unknown places.

9. Why do you use this page for your information research?

I think that it is the best page to find things that I do not know about Copenhagen, and I do not need to search actively as it appears in my newsfeed.

10. To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?

I think VisitCopenhagen Facebook page is entertaining because they post pictures that makes me want to go visit new Copenhagen spots.

11. How likely is it that you would consult the Facebook page during your relaxation time?

It is very likely.

12. Why / Why not?

Because I like travelling so I like seeing things that reminds me of my experiences or make me dream about new cities.

13. To what extent the FBO page mirrors your identity?

Quite a lot, I think Copenhagen has a lifestyle that suits me and the page is a reminder of that.

14. To what extent the FBO page reflect your personal values?

I think they look like they care a lot to give potential tourists the best experience of the city. And that is something I admire in touristic organizations.

15. To what extent the FBO page reflects the kind of traveller you are?

I am a traveller that likes to explore new things. In that way VisitCopenhagen reflects the traveller that I am because they are always posting original things to do while travelling.

16. To what extent do you interact with other users of the page?

I do not interact with other users of the page but I like reading the comments to see what people think of a specific place or event.

17. Why don't you interact with other users of the page?

I do not interact because I do not have anything to add to what has been said there. Also I don't think that I will ever meet the people on the page so I do not want to make the effort to interact.

18. How much your engagement with the page would change if there were no possibility of interacting with other users?

I think it would lower my engagement because even thought I don't interact I like seeing other people comments and opinions.

19. To what extent do you share the posts from VisitCopenhagen? (On your own wall or through private message to friends)

I share it on my wall if it is about something very general about Copenhagen. Otherwise if there is a place I want to see with one of my friend I will just share it in a message.

20. What makes you share the content?

I had a really nice experience in Copenhagen and I like to show to other people that Copenhagen is a nice city.

21. How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?

I would be willing to share if some people were asking questions about the city. But I would not just comment to show my experience.

22. Could you describe the community of VisitCopenhagen page?

I think it is very lively, and people seem to have a lot of nice things to say about the place.

23. To what degree do you feel related to the other users of the page?

I feel related to the other users because they have been or are going to the same city. Also I think people who comment are nice to share their experiences.

24. What would make you contribute more to the page?

If VisitCopenhagen or other people were asking questions I would contribute more but I still like reading the posts on a regular basis.

25. Is there anything you want to add about your engagement to the page?

No.

Interview 8: Jola

1. **Where are you from?**

Poland.

2. **How old are you?**

25

3. **How would you describe your use of Facebook?**
Everyday, usually for communication and news.

4. **What kind of actions do you take on the VisitCopenhagen Facebook page? (Like, Comment, Share)**

I usually do not comment on Facebook. I mostly just follow VisitCopenhagen posts, sometimes like or share as a private message.

5. **How is it different from the actions you take on other Facebook pages you are following?**

There is not a big difference, mostly I do not share pages on Facebook. I use it to get some information/news etc.

6. **To what extent do you use the page to find information about Copenhagen?**

VisitCopenhagen shares many interesting articles that help me to change my point on view about the city. Some of them I find as inspiring and encouraging to experience the city in different way.

7. **Tell me about the type of information you are looking for on the page.**

Interesting facts, places events etc.

8. **Why do you use this page for your information research?**

In my opinion social media has a big power to share the information. In this case each shared information can be commented by various kind of people so I think the information can be more objective.

9. **To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?**

Entertainment is one of the info you can find there, not necessarily the main one thought. It updates the user with many events happening around Copenhagen that sometimes would be hard to know about them. In my opinion it is important to have various subjects so the page becomes even more interesting.

10. **How likely is it that you would consult the Facebook page during your relaxation time?**

I usually do that.

11. **Why / Why not?**

Facebook contains various kind of information that is personalized to the concrete user.

12. **To what extent does the VisitCopenhagen FBO page mirror your identity?**

I am a traveller so I can find a lot of information that could either describe my way of looking at the city as well as tips I would give for other travellers.

13. **To what extent does the VisitCopenhagen FBO page reflect your personal values ?**

Quite high extent.

14. **To what extent does the VisitCopenhagen FBO page reflect the kind of traveller you are?**

It covers many questions I have.

15. **To what extent do you interact with other users of the page?**

I do not really react with other users.

16. Why do you interact with other users of the page?

I mostly do not interact.

17. How much your engagement with the page would change if there were no possibility of interacting with other users?

It would not change that much.

18. To what extent do you share the posts from VisitCopenhagen? (On your own wall or through private message to friends)

I can find many interesting posts that I share only as a private message with my friends and family.

19. What makes you share the content?

The content of the post, pictures.

20. How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?

I love the city and I am trying to give to everyone as much as possible, I think it is a good site to get some inspiration, tips and descriptions about nice places or events around.

21. Could you describe the community of VisitCopenhagen page?

It is a group mostly travellers or locals.

22. To what degree do you feel related to the other users of the page?

I think I might have the same interest, that's why we like the same page.

23. What would make you contribute more to the page?

I think the concept of the page is already quite good. I m not a person that in general contribute much on Facebook.

24. Is there anything you want to add about your engagement to the page?

I Interview 9: Andrea

1. Where are you from?

Spain

2. How old are you?

25

3. How would you describe your use of Facebook?

I basically use it to talk with my friends and see some events or what people are posting.

4. How often do you consult VisitCopenhagen Facebook page:

Not very often, I go on it if there Is something interesting that I haven't seen before on the news feed.

5. What kind of actions do you take on the page? (Like, Comment, Share) Like & Share

I like and share the posts that I think are interesting.

6. How is it different from the actions you take on other Facebook pages you are following?

It is not different; I do the same actions on other pages I am following.

7. To what extent do you use the page to find information about Copenhagen?

I don't use it for searching, just if I see something new I will take a look at it.

8. **Tell me about the type of information you are looking for on the page:**

I like mostly content related to events, and new places I have not see before

9. To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?

I think its fun to see what is going on from a touristic perspective from my current home.

10. How likely is it that you would consult the Facebook page during your relaxation time?

Not so often

11. Why / Why not?

I normally use Facebook for communicating with others, and not so much for leisure.

12. To what extent the FBO page mirrors your identity?

I guess quite well, but I don't like to post too much personal things.

13. To what extent the FBO page reflect who your personal values?

I guess it does quite well, if you compare it to other Facebook pages you can see a difference, and also sometimes I like to post political& relevant things about what is going on.

14. To what extent the FBO page reflects the kind of traveller you are?

I guess very much, cause most of my friends in Facebook are international, which I have met on my stays abroad.

15. To what extent do you interact with other users of the page?

I do not interact with the other users.

16. Why do you interact with other users of the page?

Normally they are tourists who want to visit the city, so I don't feel like to do that.

17. How much your engagement with the page would change if there were no possibility of interacting with other users?

I wouldn't care but I think it will be strange, and it will make the service worse

18. To what extent do you share the posts from VisitCopenhagen? (On your own wall or through private message to friends)

On my wall, but not so often

19. What makes you share the content?

When I think is interesting and not very well known

20. How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?

No, I don't want to

21. Could you describe the community of VisitCopenhagen page?

It seems that it is a nice community from the comments I have seen sometimes

22. How do you think VisitCopenhagen page matches your identity?

I will say that in a way it does, because I am a curious person and I like to know new things.

23. To what degree do you feel related to the other users of the page?

I guess we are similar in a way, young and who likes to travel.

24. What would make you contribute more to the page?

If there were some events for people who actually live in Copenhagen

25. Is there anything you want to add about your engagement to the page?

If there were more advice on more original places and try to sell the page as a way to get to the real Copenhagen experience.

Interview 10: Xavier

1. Where are you from?

France but originally from New Caledonia.

2. How old are you?

22

3. How would you describe your use of Facebook?

Pretty basic. Mostly for Messenger and entertaining myself when i have nothing to do.

4. What kind of actions do you take on the page? (Like, Comment, Share)

Mostly none, but i do like some posts from time to times.

5. How is it different from the actions you take on other Facebook pages you are following?

It's mostly not different. I mostly like stuff on Facebook then/or send stuff to my friends on private messages. From time to times i'll tag someone on a post but that's not that often.

6. To what extent do you use the page to find information about Copenhagen?

Well, i wanted that page to give me things to do in CPH but not like the touristy stuff, the real stuff. So i went on and off on the page to see what i could find.

7. Tell me about the type of information you are looking for on the page.

As i said, i wanted the page to give me info about what's cool to do and what is the hip upcoming event to go or the place where i could have a great time.

8. Why do you use this page for your information research?

I thought this page was like official page of the town so it would be a nice and accurate way of finding out stuff to do.

9. To what extent would you describe VisitCopenhagen Facebook page as a source of Entertainment?

It could be sometimes source of entertainment from the posts they share but as i said that was not my point when liking the page. i wanted it to give more info about what to do.

10. How likely is it that you would consult the Facebook page during your relaxation time?

I probably wouldn't. Except if i were looking for something to do at that time. Otherwise as i said, since for me the page is more a matter of information than entertainment i didn't want to consult it just for fun.

11. Why / Why not?

12. To what extent the FBO page mirrors who your identity?

I think this page is made for wanderer and i'd like to believe that i am one.

13. To what extent the FBO page reflect who your personal values?

14. To what extent the FBO page reflects the kind of traveller you are?

When I travel i obviously want to see the touristy things to see but I want to experience the real part of the country so i'd like to think that the page shows how to in some way.

15. To what extent do you interact with other users of the page?

I mainly dont.

16. Why do you interact with other users of the page ?

I would if i really had something to say about a comment or a post but that very rarely happens.

17. How much your engagement with the page would change if there were no possibility of interacting with other users?

It wouldn't

18. To what extent do you share the posts from VisitCopenhagen? (On your own wall or through private message to friends)

I share something when i feel like people i'm gonna send it to are related to it in some way or at least that they would like it.

19. What makes you share the content?

As i said, i have to think that the content is related to something i have in common with someone or at least that it made me think about him/her.

20. How much are you willing to share your knowledge and experience of Copenhagen with other users of the page?

Not much. I feel like i wouldn't be accurate enough even though i have lived in Denmark for 5 month.

21. Could you describe the community of VisitCopenhagen page?

Nope. But i think it would be tourists or expats mainly.

22. How do you think VisitCopenhagen page matches your identity?

Well it was part of my life for almost half a year and i think your identity kinda change from a place to another. You always have your own values and habits but they change throughout the time spent in a new place. So obviously this page was matching who i was when i was in CPH cause i wanted to become a « true Copenhagener »

Appendix 4 : Thematic analysis

Information	
Places	new hotspots, places.
	discover great places and great recipes
	discover new great places to visit.
	related to events, and new places I have not seen before
	for tips on places to go and recommandations
	find attractions and activities and nice places to visit
	things to do in CPH
	top 10 lists that they have done have been really useful
	cultural heritage sites
	nice areas in the city to explore
Culture and events	education on events and things that are going on
	what is new and what is going on in Copenhagen
	relevant articles with tips and what is going on in the city.
	"reminders" about events
	new attractions or events happening.
	to find upcoming events that will take place in the city
	what's going on in Copenhagen.
	keep track on what's going on
Original places	related to events,and new places I have not see before
	events to attend.
	not very well known
	"hidden gems" in the city
	information about Copenhagen that is not already on the Wikipedia page
	interesting and kind of unique things about Denmark
	what's cool to do

Entertainment	
Visual enjoyment	needs to be visual
	grab my attention and stand out
	very creative, really beautiful videos
	entertaining to see creative stuff
	Beautiful photos from local artists
	pretty pictures of Copenhagen
	lot of visual images and I really like photography
	Mostly visual images, picture and video I think its more engaging and interactive
	quite visual so easy to read.
	Showing Copenhagen through different lenses.

	I like the posts when there are nice pictures.
	post pictures that makes me want to go visit
Pass time	like the design of the page, I think it is very playful and modern.
	brightening the mood and brightening the day
	scroll through my news feed because I am bored
	I wont say it is an entertainment source
	holidays or summer and I want to see what event is happening.
	make me dream about new cities.
	during my relaxation time I tend to be connected to facebook

Sharing	
Content	will share it on my timeline
	shared such posts to inform others about the existence of such events or places,
	mostly to find people to go with.
	content is related to something i have in common
	could still share the content
	I rarely share posts of VisitCopenhagen
	interest one of my friends
	tag my friends,
	share it in a private message
Experience	open to share my knowledge and experience with other users
	people were asking questions about the city
	show to other people that Copenhagen is a nice city.
	If I identify opportunities, then I will contribute.
Confidence	i wouldn't be accurate enough even
	I feel quite confident about my knowledge of the area
	specific reason for me to contribute if it fits my expertise
	do not have anything to add to what has been said there

Self-expression	
	reflects how I am perceived
	likes to travel and to discover new places
	interested in understanding different cultures
	really aesthetic person
	something that is close to me.
Identity	most of my friends in facebook are international
	I think they are very close to my identity
	traveling and going for events
	places of interest that are very close to me.
	has a lifestyle that suits me

Personal values	pay forward mentality they have pivoted towards a more open and inclusive approach It reflects my personal values written in a positive way fun even though they are official something I admire in touristic organizations
Travelling style	elements of the charm of VisitCopenhagen or Copenhagen city life more incentive for them to highlight more high-end luxury side of things independent traveller friendly alternative "local stuff traveller that likes to explore new things I try to live as the inhabitants live original things to do while travelling. the traveller I would like to become but I am not yet. made for wanderer cause i wanted to become a « true Copenhagener »

Social interaction	
Own network	interact on that content through my own platforms communicate with my friends and my schoolmates not that heavy commenting with other users. never interact with people I do not know I never interact with users that are not on my friend's list.
Other users	responding to trolls or I am responding to people that are already advocates. people were asking questions about the city I don't personally like to interact with other people on public spaces If I identify opportunities, then I will contribute.
Utility	detriment to eliminating that conversational component I think it will be strange do read the comments to see what other people say about it. If I agree with the visitor I might like the comment, I like having reviews just a website and not a social media site make it worse is to have utterly inapt responses or to completely close down communication

Feeling of group identity	
Perception of community	a very loyal population did not really pay attention to them nice community interactive community. We are more passive observers. Mostly expats or tourists people give active and helpful suggestions. tidy community and very relevant relevant whether it is positive or not tourists or expats mainly.
Sense of belonging	all been to Copenhagen like to travel and are young. a curious person and I like to know new things. we all want to visit something. We are all on the same side is a characteristic I would share they have been or are going to the same city driven by our common interest in travelling and exploration. do feel as part of the community I like this sense of togetherness even though it is virtual.

Engagement level	
Consuming	consult the page when I vaguely remember an old post I am going throug the newsfeed. I see the feeds coming up everyday popped up on my newsfeed passive consumer of the information not need to search actively as it appears in my newsfeed. I mostly like the posts
Contributing	Either make me feel something and then ill contribute. I never comment

Emerging themes	
Remuneration	incentive like freebies or competition If they have competition contest with a nice prize
Content	but community engagement of high quality content