

Buddy System Zlin: A Social Media Marketing Analysis

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Bachelor's Thesis
2015/2016



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně
Fakulta humanitních studií
Ústav moderních jazyků a literatur
akademický rok: 2015/2016

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení: **Mária Antalová**
Osobní číslo: **H13347**
Studijní program: **B7310 Filologie**
Studijní obor: **Anglický jazyk pro manažerskou praxi**
Forma studia: **prezenční**

Téma práce: **Buddy System Zlín: Marketingová analýza sociálních médií**

Zásady pro vypracování:

Spracujte teoretické východiská na tému práce.
Definujte cíl práce a metodický postup.
Analyzujte efektivitu využívání sociálních médií vo zvolenej organizácii.
Prevedte kvalitatívny marketingový prieskum u zvolenej cieľovej skupiny.
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vysokej školy.

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

Alsbury, Alison, and Ros Jay. 2002. *Marketing: To nejlepší z praxe*. Translated by Jana Svobodová. Praha: Computer Press.

Crha, Ivan, and Zdeněk Křížek. 1998. *Jak psát reklamní text*. Praha: Grada.

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Kerpen, Dave. 2015. *Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More*. New York: McGraw-Hill.

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Ústav marketingových komunikací

Datum zadání bakalářské práce:

13. listopadu 2015

Termín odevzdání bakalářské práce:

6. května 2016

Ve Zlíně dne 15. ledna 2016


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ABSTRAKT

Práca sa zaoberá využívaním marketingu v sociálnych médiách v organizácii, ktorá pomáha prichádzajúcim zahraničným študentom Univerzity Tomáše Bati ve Zlíně, Buddy System Zlín. Za účelom zistenia, či sú techniky komunikácie na sociálnych médiách dostatočné, bol realizovaný prieskum, ktorého výsledok bol analyzovaný. Práca má dve časti. Prvá časť sa venuje vysvetleniu teoretických poznatkov, ktoré pomôžu čitateľovi k lepšiemu pochopeniu spôsobu a výberu metód pre prieskum, ktorý je zanalyzovaný v praktickej časti. Praktická časť popisuje organizáciu, jej marketingový mix, ciele výskumu a zobrazuje SWOT analýzu, ktorá je založená na názoroch zahraničných študentov. Práca končí zhrnutím a odporúčaniami.

Kľúčové slová: marketingový výskum, marketingová analýza, sociálne média, marketingový mix, SWOT analýza, cieľová skupina

ABSTRACT

This thesis deals with the use of social media marketing in an organization called Buddy System Zlin, which helps the incoming international students at Tomas Bata University in Zlin. To find out if the communication techniques via social media are sufficiently performed, the research was conducted and the results were analyzed. The thesis has two parts; firstly, the theoretical part provides the explanation of necessary theoretical findings, which lead the reader to a better understanding of the approach and choice of methods for conducting the research, which is done in the practical part. The practical part describes the organization, its marketing mix, objectives of the research and shows the SWOT analysis based on the opinions of the international students. The thesis concludes with the final summarization and recommendations.

Keywords: marketing research, marketing analysis, social media, marketing mix, SWOT analysis, target group

ACKNOWLEDGEMENTS

I would like to thank my supervisor doc. Mgr. Ing. Olga Jurášková, Ph.D. for her support, motivation, kindness and valuable advices she gave me. It was nice experience to have her as a supervisor. Then, thanks to those people who helped me with my research and with collecting the information.

I am truly grateful that I had the opportunity to spend these last three years of my studies at Tomas Bata University in Zlin.

And last but not least, I want to express my gratitude to my family and friends who have supported me during my studies. I do appreciate it.

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INTRODUCTION

Social media plays an important role in today's society. For companies and organizations it appears to be an appropriate tool for promotion. Therefore, they should know how to use the tools that social media offer. This thesis deals with the effectiveness of social media marketing in the organization that helps incoming international students at Tomas Bata University in Zlin, Buddy System Zlin. It consists of two parts; the theoretical part describes the terminology, analyses the social media marketing and describes the concrete social media. The most attention is devoted to Facebook since the chosen organization uses this social media tool for communication. It continues with definition of terms such as *marketing mix*, *SWOT analysis* and a description of the methodical approach. Moreover, the qualitative and quantitative research is specified. The distinction is shown and applied in later stages in the practical part, which firstly defines the organization and its marketing mix. Secondly, the analysis is done thanks to statistical information collected through the analytic tool that Facebook has. The use of social media marketing in the organization is divided into three categories. These are communication with international students, with students of Tomas Bata University in Zlin and lastly between members of the organization. For each category the research question stayed the same but the techniques of collecting data changed. On the principle of qualitative analysis the group of international students was chosen and interviewed. The quantitative analysis by distributing questionnaires was focused on the students of the university in order to find out how they perceive the presence of Buddy System Zlin on social media. The analysis was done inside the organization as well by distributing questionnaires between members. In the end, the answers were summarized and final recommendations were suggested. The aim of this bachelor's thesis is to show if the communication on social media meets the expectations of the incoming international students, other students of Tomas Bata University and members of the organization.

I. THEORY

1 DEFINING THE TERM MARKETING

“Is marketing an art or a science?” (Angelmar and Pinson 1975, 208) This question may arise when defining the term *marketing*. Many experts, such as Kotler and Levy claim that all organizations use marketing, whether they know about it or not. (Dolnicar and Lazarevski 2009, 5) However, the definitions vary from one author to another. For example, in Philip Kotler’s perception it is the process of discovering and supporting customers or buyers for the company’s output, paying attention to the customers’ changing needs and the improvement of products or services in order to satisfy their needs. (Kotler and Levy 1969, 10) In addition to this, the American Marketing Association for instance, sees marketing as the set of business activities that regulate the flow from producers to consumers. (Hunt 1976, 17) Other authors define marketing as a science, which studies how transactions are formed, supported, eased and valued. (Angelmar and Pinson 1975, 211) Nonetheless, this may create a clash. As previously mentioned, marketing concerns every company and does not need to be connected only with the firms whose main activity is to cumulate profit (profit organizations) but also with organizations, where profit is secondary (non-profit organizations). Furthermore, every business that plans for the future, the products or services use ‘*product planning*’ (Luck 1969, 53), which is the part of the marketing task.

Taking into consideration these facts, marketing can be seen in nonbusiness organizations as an efficient management tool, in accordance with the audience and public. (Kotler 1982, abstract, 528) Based on these formulations, one of the best definitions of marketing may be formed as the struggle to win the support of the rest through giving value. (Angelmar and Pinson 1975, 210) This applies to both profit and non-profit organizations because no matter if they want to sell something or just promote themselves, they have to be aware of their common goal and the way how to achieve it.

1.1 Defining the non-profit sector

Organizations can be divided from the financial perspective, into profit and non-profit sectors. In the Czech Republic, the non-profit sector is then subdivided into the public sector, private sector and household sector. The non-profit organizations were not established for business purposes, on the contrary, they are set up for people whom they can help and serve as a utility, usually in the form of public service, whereas making a profit is in second place. (Sanitřáková 2015, 24) This profit must be invested back into the

organization for the future aims and development. The non-profit public sector is financed from the public finance. It is under public control and its aim is to provide public services. The non-profit private sector, so called tertiary sector, on the other hand, is financed from private finances, but may be financed from public finances as well, and the aim is the direct utility. The distinction is that non-profit organizations in the public sector are normally responsible just for the realization of public administration, whilst non-profit organizations in the private sector are not within reach of public administration. (Kusendová 2010, 13-14)

Non-profit organizations may provide changes in the community or individuals. They have a mission and must consider possible opportunities in society. (Drucker 2011, 3) Moreover, non-profit organizations provide mainly services and have non-financial objectives. (Brace-Govan et al. 2011, 4) The use of marketing is then used differently in non-profit organizations because their interest is mostly in the people's satisfaction.

1.2 Marketing in non-profit organizations and event marketing

Marketing is important for every organization and company. If an organization's success is determined by the overall customers' satisfaction, because the customer is the one who makes the purchase (Varey 2002, 5), then their marketing should be integrated on each level and the values should be shared. Firstly, the organization has to know who the customers are in order to satisfy them. Secondly, it has to be aware of the fact that every department contributes to the final satisfaction. Thirdly, it is essential to have knowledge before it starts to satisfy the needs. And lastly, it has to take into consideration how influential the innovation will be. This is the so-called '*holistic approach*' (Marajo 1996, 13-19), which describes the way to satisfy customers, whereas these four categories have to be interconnected.

Next, event marketing can be defined as the marketing process where the term *event* means organizing an important occasion to ensure a unique experience with an emotional overtone that is arranged for people to remember it. This way, the organization tries to make relationship with its clients or partners. It can be in the form of trips, conferences, meetings and similar. (Kusendová 2010, 31)

1.2.1 Marketing communication and marketing mix

Marketing communication is the way the organization communicates with its customers and consumers. The receiver of the marketing message has to decode the content in the same way the encoder intended. (Varey 2002, 22) The balanced relationship between the organization and the consumers is the ground for the prosperity for each other. (Varey 2002, 5) Marketing communication is connected to the elements of the marketing mix, which carry the communicative elements. (Varey 2002, 22)

Targeting the consumer is tightly connected to the non-profit organization. (Brace-Govan et al. 2011, 4) Focus on the consumer is supported by knowledge of the characteristics of the product offered in the right place, for the appropriate price and in the right way. This is defined as the marketing mix or 4P – Product, Price, Place and Promotion. The product is something that the organization offers, in the case of a non-profit organization; these might be services for others' satisfaction. The price is what customers have to sacrifice in order to get the product. This can be not only money but also time, physical effort or similar. The place is where the product is being sold. It is connected with the distribution process and with the product's availability. Then, promotion is focused on informing the public about the product itself. (Sanitřáková 2015, 13-14) This promotion should be precisely done because it might be one of the key features of the whole selling process.

2 SOCIAL MEDIA MARKETING

According to Tuten and Solomon, research shows that 90 % of people from 18 countries aged 18 to 30 uses their smartphone first thing in the morning. It may be for using the Internet; this includes checking what is new, scrolling their wall on Facebook, Twitter, Instagram or checking how many likes or tweets they got over night. Social media is available 24 hours a day, 7 days a week. (Tuten and Solomon 2014, 4-92) Therefore, social media marketing is an important part of marketing communication. It is the use of methods of online interaction between people who contribute, share, and exchange information through the Internet. It is the process of sharing information either to start a conversation with others or in terms of the business world, for promotion. The term *media* describes advertising and the interaction of people while exchanging their thoughts or information via social channels. The term *social* refers to the communication between a person inside a community or a group. In that case, social media is a platform, where the individuals or the communities interact. (Sisira 2011, 1-3) Jorgensen, for example, describes it as a process of socialization on a social media. (Jorgensen 2013, 17) Social media is found in different versions, as weblogs, videos, pictures, forums and others. Providing thoughts and information to huge masses of people is done thanks to ‘*web-based technology*’. (Sisira 2011, 1-3) For better social media strategy, an organization should use the ‘*social media optimization*’ (Evans 2010, 8), that means making sure that posted content relates to the target group or that the organization’s profile uses the right keywords, such as brand name and related.

Taking into consideration these facts, an attempt to convince a person that the organization and its products or services are worthy while using online social networks or communities is social media marketing. The main point is to leave an impact on consumers or readers, thus establishing a brand and reputation of an organization. (Sisira 2011, 1-13) This shows that the organization should use social media to come closer to its customers.

2.1 Social Media Layers

Since the meaning of *media* has a broader spectrum which ranges from personal media, which is the communication of a person to a person (emails, face-to-face communication or phone calls) to mass media, which is the communication to a large number of people (print, broadcast), the term *social media* is something in between. It allows someone to go behind the boundaries of mass media and personal media, therefore allowing them to interact with

one or more people but also with hundreds or thousands. Four layers of social media exist. These are '*social community*', '*social publishing*', '*social entertainment*' and '*social commerce*'. (Tuten and Solomon 2014, 4-92)

- '***Social community***' (Tuten and Solomon 2014, 4-92) – the word *community* stands for enhancing relationships through online interaction. There are the media that target the exchange of ideas between participants, share content or contribution of the individual, create profiles on social networks and forums that provide communication and interaction among participants (asking questions, giving opinions). This thesis deals mainly with this layer.
- '***Social Publishing***' (Tuten and Solomon 2014, 4-92) – this is the spread of the ideas to the audience as for example through blogs, which are sites where the blog creator puts information in a field she is interested in, which includes photos, text, videos and similar. For hosting and creating a blog, services like Blogger, WordPress and others exist. Then, microblogging sites (or microsharing sites) are comparable to blogs, but there is a content limitation. The most famous microblogging site is Twitter, which allows only up to 140 characters (with videos or links). Another form is media sharing sites, which are also similar to blogs but contain audio or video and photos or documents instead of texts. According to Tuten and Solomon, the most famous media for sharing videos is Youtube or Vimeo, for photo sharing Flickr or Instagram, for music it is SoundCloud or Audiofarm and for presentations it is SlideShare or Scribd. This thesis deals with this layer as well.
- '***Social Entertainment***' (Tuten and Solomon 2014, 4-92) – these are media for online entertainment, such as gaming sites or communities like Spotify, but also communities that group the musicians and bands, for example MySpace.
- '***Social Commerce***' (Tuten and Solomon 2014, 4-92) – this media serves as a utility for online purchasing or selling a product.

2.1.1 Facebook

Facebook provides different types of interactions; one where a person gets an immediate response, and another which does not require people to reply immediately, which is comparable to an e-mail interaction. Similarly, it allows contributors to share content of pictures, videos, music and so on. (Tuten and Solomon 2014, 4-92) In addition to that,

users can access Facebook through their smartphones via the Facebook application, which is already adapted to responsive design of the website to allow friendlier access.

Every user of Facebook has his own wall, where he can write whatever he wants and share thoughts with others, as do companies and organizations. The so-called Timeline is a chronologically organized frame of the user's content, where all of their latest posts are accessible for their friends or the public, depending on the setting of the user. Friends are those individuals with whom a person connects and can see the posted content. (Ray 2013, 5) Each user can add a status, which means sharing ideas or thoughts by writing them on a Timeline. With this way, the posts from all the friends are displayed and the open conversation may arise if the users add comments under this status.

2.1.2 Using Facebook for organization

However, many companies use Facebook to sell products or services because it is a platform with more than 1 billion monthly active users (October 2012), 584 million daily active users (September 2012) and it is available in more than 70 languages. Therefore, for organizations it is essential to design an efficient Facebook Page. (Ray 2013, 6) If an organization creates a Facebook Page, then it can invite other users and get so-called likes each day, which means that a person is interested in the shared content, which will be shown to the people who liked it. In this way, the organization can reach a higher number of followers that means people to whom the posts are displayed. The organizations can then share content, potentially create an Event and promote it. If anybody wants to directly ask anything, they can write a private message, which is a direct message to the recipient. This applies to the company's or organization's Page too.

A Facebook Page created by an organization or a company may serve as a better interactive platform than the official website, since it allows change of content and posting the latest updates at any time. On the other hand, it does not offer creative control as a usual website does. But on Facebook, the visitors can see information in a context they are accustomed to, allowing a company to see a wide range of development throughout the years, thanks to the Timeline. (Ray 2013, 9-11) Facebook is still developing, but the most important components of Facebook Timeline exist. These are:

- **Cover photo** – creates an image of a company and should be in high resolution.
- **Profile picture** – this is usually a logo or something which is associated with the company.

- **Pinned post** – which is the content seen on the top of the Page so the user does not need to scroll down the Timeline. (Ray 2013, 10-26)

To create a Facebook Page, the organization needs to create a private profile, and only after that can they create a fan Page. Subsequently, all the details (including name, start date, contact information, website, phone number, address, description or awards) should be entered. Similarly, in Admin Panel the rights for other people can be given (Ray 2013, 15-26) so that other people from the organization have access to modify the Page.

Another feature is creating groups, which are more private and engage only people who wish to interact within a particular group. Depending on settings these can be closed, secret or public and the content is only visible to the members of the group. These members must be approved by the administrator of the group or other members. Everybody within the group then receives a notification when anybody posts anything. The members can interact by sharing photos or a status. Creating groups appears to be a good solution because using polls may be applied to find out others' opinions. Using dashboard is another benefit because it monitors the progress and customers' interest. Equally, organizations need to consider the occasion when it is suitable to post the content. It should not be very often so the followers are not annoyed and at the same time the content should not be repeated. (Ray 2013, 52-62) If using other social media, the posted content should acquaint the users with the same information. The frequency may be determined thanks to the analytics tool (Facebook Insights), which shows the performance of the Page and the marketing success. These are available only to the administrator or administrators of the Page. The success is measured by how many likes the Page has, how many users are active or what posts are viewed. At the same time, it helps to identify the target audience. If necessary, a phone call can be made through the Facebook fan Page. (Ray 2013, 72-78)

Creating an Event on Facebook is necessary for an organization whose main goal is to schedule activities or performances. To do so, the information about the Event (details, location, date and time and guest list) should be entered to specify it. (Ray 2013, 131-135) Obviously, Facebook offers a huge scale of tools and therefore organizations should use it for their own benefit.

2.1.3 Twitter

'Tell your stories here' (Twitter for Companies 2016) shows the official website of this social media network. There are 320 million active users per month, 80 percent mobile

users and the space to share whatever the individual or the business wants. Contrary to Facebook, there are no likes, but tweets instead, and no private messages, but direct messages only. (Twitter for Companies 2016) Business tools, such as tracking the number of followers are present too. A company can track the growth of followers and recognize their interests and demographics. (Twitter Analytics 2016)

2.1.4 LinkedIn

The aim of this social media is to join professionals all over the world, and thereby accessing not only individuals with a new job offer, but also companies. LinkedIn was launched in 2003, and since then, many companies and individuals seeking job opportunities have joined this community. (LinkedIn 2016) New users can reach LinkedIn by registering through their email address and then creating a profile with their contact information, work experience, education and qualities. This social network is used by professionals and companies whose main goal is to find a new employee.

2.1.5 Instagram

The community of more than 300 million people who share their memories and photographs is called Instagram. (Instagram 2016) This social media is in Facebook's domain. It is used by regular users as well as celebrities because users can create a kind of virtual album. It allows them to change their photos with filters, and subsequently share them. Other users can comment on them and like the photos, follow them or possibly put a hashtag symbol (#) and description, which then connects all the photos with the same name and hashtag on it.

2.1.6 Youtube

Youtube is another way of communication and sharing content. It has become a very famous media worldwide. Anybody can share content by uploading a video, like or comment or share it on other social media. Speaking of organizations, it serves as a mean of promotion, where content can be created, such as a promotional video, and shared on YouTube, where the audience can reach it.

2.1.7 Google+ and Google Analytics

Google provides people with social communication too. By registering into Gmail and making an account, a Google+ profile can be created. It is possible to connect with friends through Google+. The user can add people, they know, make phone calls, and see friends

or family and their posts, create groups according to interest, follow celebrities or see what is new all around the world.

Next, Google offers Google Analytics, which is a tool that allows businesses to measure the performance of their websites or their social media fan page and is a way to attract visitors to come back to the website again. Many facts may be discovered when using this tool. The number and the location of visitors can be seen as well as the Page they are browsing. It helps to determine if new content or promotion is successful and the immediate effect can be discovered. By using Google Analytics a business sees what leads a customer to buy or not to buy a product or why she leaves the shopping process. It is possible to see the flow of the customers and the order of segments she chooses when browsing the website. (Google Analytics 2016)

2.1.8 Other social media

Many other social media exist. Yahoo!, which offers connecting people from different parts of the world, or Flickr, which is the storage for the thousands of photos that are shared or edited from any device and the user can be logged in through the Yahoo account. (Flickr 2016) For example, Russian VKontakte has huge popularity and is used by more than 100 million active users. (Vk 2016) The person can connect the account with the Facebook one. But for the purpose of this work, only the most relevant types of social media are mentioned.

3 MARKETING RESEARCH

Marketing research is the process of collecting information, its implementation and subsequently analyzing its results and impacts. It helps to define the possible improvements while connecting the user, customer and public with the marketer. It can change, develop or add value to the marketing strategy of an organization. The data should help in the decision-making process and better understanding of the target customers. *Target customer* means people on whom attention is concentrated while developing a product. The sources of information should be relevant and precisely identified, and the process of collecting data should be evaluated to suit the target group. (Birks and Malhotra 2006, 29-30)

3.1 Conducting marketing research

Marketing research has couple of stages. Some of them can be modified. The most important are:

1. **Definition and formulation of a problem** – defining a problem that currently occurs and finding a possible solution is the first act in planning research. Then, the research objectives must be specified, which means the identification of the aims and the goal of concrete research. Later on, the identification of the environment that would affect the research should be debated, as well as the issues which influence the research and the research's consequences. (Albaum and Smith 2012, 5-8)
2. **Developing a research strategy** – the appropriate people must be asked the appropriate questions – this is important for all research. Only people who are influenced and interested in the issue should be interviewed, whereas the right questions should be formed, asked the right way and ordered clearly. Then, it is necessary to develop the way of speaking and presenting, which must be understandable and should evoke an action to respond. A hypothesis or a statement should be formulated from the research question and then investigated. (Albaum and Smith 2012, 6-10)
3. **Creating a sample** – it is necessary to focus attention on a concrete group of people and not the whole mass of users or customers. Two methods of choosing a sample appear. Probability sampling, which includes a random sampling of anybody in the larger group and non-probability sampling, which is grounded on the investigation and judgement of the researcher. (Albaum and Smith 2012, 11) It

is not necessary to interview many people to get useful feedback. More important is to find the real representative sample for the research. (Alsbury and Jay 2002, 21)

4. **Collection of data** – in this stage the communication with the respondents comes into question. Many possibilities of collecting data exist but the most appropriate are interviews and observation. Interviews, such as face-to-face, by email or telephone, or via Internet (so-called survey research) deliver responses immediately. Another method, collecting by observation of a person's behavior can be helpful and predict the future marketing planning. To ensure a precise result, all respondents' answers can be recorded. (Albaum and Smith 2012, 10-11)
5. **Analyzing and preparing data** – many analyzing techniques exist. These have to be defined in order to maintain the right analyzing result. The techniques differ for qualitative and quantitative research, which is mentioned later. (Albaum and Smith 2012, 12)
6. **Analyzing the final result** – it has to contain all information about the research strategy, conclusion and recommendation. The information should give advice to the people in charge of decision-making. It needs to be understood not only by the people inside the organization but also by the audience. (Albaum and Smith 2012, 12-13)

3.2 Qualitative research versus quantitative research analysis

Quantitative research is aimed at a wider group of people and their opinions, the types of questions are close-ended or scale responses and the approach to collecting information is not face-to-face because it would be time-consuming. The aim is to get the highest number of respondents. On the other side, in qualitative research, the attention is concentrated on a smaller number of people or the so-called sample group. The formulation of the questions is different, usually open-ended questions, and the attention is focused on target customers. Apart from that, the research techniques are more narrowed and survey methods implement. In both qualitative and quantitative research the answers must be analyzed and provided with the final recommendation.

3.2.1 Qualitative research

Qualitative research uses an unstructured research approach in comparison with the quantitative, and is more flexible. Because it includes a small sample of selected people, the researcher gets deep insight into issues. (Wilson 2006, 105-107) Qualitative research is mainly used in these three areas:

‘Exploratory research’ (Wilson 2006, 105-107) – it is applied when an organization wants to better understand the behavior of its consumers. This approach is suitable and helps to get information about the customer’s attitude to the product and customers’ segmentation, aspects that contrast two or more brands, the customer’s decision-making process, improvements for a product or service, usage of a product and similar things. It helps the organization decide whether to continue with more research, and determines targets as well.

‘New product development’ (Wilson 2006, 105-107) – it helps to gain feedback to new concepts by showing the customer the new innovation. By watching peoples’ reaction the researcher can classify the weak points and benefits of the product, enthusiasm in the product, improvements or developments that can be made, and define the target market. This research might be useful afterwards in the product development to estimate reactions to the prototype and packaging of the new product.

‘Creative development research’ (Wilson 2006, 105-107) – in this case, qualitative research aids in the advertising activity and in the measurement of whether the communication objectives are accomplished. In this process the encoding of the message is important, which means translating the message via words, non-verbal signs or symbols into a symbolic form. This research provides an idea of consumers’ perception and the language used when encoding the message, the association of the product with other brands and the value on each part of the product during brand choice. This type of research is used in the stage before the advertising material is released in a form of mock-testing in order to maintain the effectiveness.

3.2.2 Getting information from the respondents

Many ways of how to get information from respondents exist. The most usual are interviews or discussions. Then, it is up to the researcher which method to choose, if face-to-face or via telephone. (Wilson 2006, 107-111) The discussions can be done individually or in a group of people. Each method has its own advantages and disadvantages.

1. **The individual interview** – means interviews that are focused on an individual personality and are performed face-to-face. They are aimed at a detailed examination of a consumer's behavior and reasons for decision-making. It is gained via consumer's responses, and the questions are asked by the interviewer. The questions may change and adjust when the answers lead the researcher to another topic which appears to be important for the research. These interviews should take a longer time, but alternatively in the case of a mini-depth interview, it can be shorter. However, they can then be accompanied by additional tests or questionnaires. Anyway, they can be tape recorded, which allows the fluent flow of the dialogue. The researcher should prepare a list of topics to be discussed. (Wilson 2006, 107-111)
2. **Group discussions** – discussions are oriented on the conversation between respondents, whereas one respondent can stimulate the other to express their opinion, and the conversation can evolve and bring new ideas into the discussion. The interaction is crucial for successful acquiring of information. An interview conducted with a pair or a couple is beneficial because people interact and feel better in a familiar environment. (Wilson 2006, 107-111)
3. **Differences between an individual interview and a group discussion** – in in-depth interviews the concentration is more focused on the respondent than in the group discussion. The respondent has more time to express and develop their thoughts and cannot hide behind others' opinions. Nevertheless, the individual in-depth interview takes more time. On the other hand, there is no pressure or fear, and the real ideas of the respondent can be expressed rather than adapting to the whole opinion of the group. The respondents are more open to talk about sensitive issues. Moreover, a group interview may be hard to arrange since the respondents might be dispersed or not have time at the same hour. However, a group discussion might bring a new topic or new questions, and so create a dynamic discussion. (Wilson 2006, 129) It is up to the researcher what approach to choose and how the discussed topic fits it.

3.2.3 The moderator and the techniques for examination

The moderator of the group is crucial for the discussion and has to connect all the respondents who do not know each other. It is his role to ensure that the conversation is

kept in a supportive way and that when somebody is speaking the other respondents want to listen to what is being said. Everybody needs to feel understood, included in the debate and be sure that every opinion matters. (Wilson 2006, 117) There should be no arguments, and the discussion should be kept in calm manner instead.

The techniques for deeper examination of a respondent's opinion are called '*projective techniques*'. (Wilson 2006, 119) They might be used during a discussion to allow the respondents to express their thinking in a situation which is problematic for them. The most common are:

- '**Projective questioning**' (Wilson 2006, 119) – this technique puts the respondent into somebody else's position that leads to answering the question without feeling embarrassed.
- '**Word association tests**' (Wilson 2006, 119) – the respondents are asked questions and must say what comes first to their minds. This approach might be appropriate when starting a conversation to create a good mood within the group.
- '**Brand personalities**' (Wilson 2006, 119) – this method involves the respondents thinking about the brand and embodying it. They should think about the look, lifestyle, appearance and similar which can create good feedback on the words associated with it.
- '**Photo sorts**' (Wilson 2006, 119) – photo sorts benefit from working with photographs. The respondent should then connect or associate something with the particular photo and comment on it.
- '**Sentence completion**' (Wilson 2006, 119) – an incomplete sentence is given to the respondent and they should complete it by adding some words. With this method, their point of view is brought to the surface.
- '**Cartoon completion**' (Wilson 2006, 119) – this technique includes a cartoon with an empty balloon to be filled with their own ideas and thoughts.
- '**Role playing**' (Wilson 2006, 119) – this strategy is used to make respondents imagine situations and play another's role and so the researcher gets information without asking in a direct way.

3.2.4 An analysis of qualitative data

The first step in analysing data is to make a transcript, so it is easier to get oriented within it. (Wilson 2006, 124-127) Then the data must be analysed. Many types of analysis of qualitative data exist. These are some of them:

- ***'The tabular method'*** (Wilson 2006, 124-127) – is based on a table or a chart, either on a piece of paper or in the computer, which contains the main characteristics of the consumer. Then the information is divided and rewritten into boxes and then it is contrasted.
- ***'The cut and paste method'*** (Wilson 2006, 124-127) – is similar to the tabular method with one distinction – the sections in the table are divided, based on the topic. This can be done by cutting and printing the transcript or by using the computer.
- ***'Spider-type diagrams'*** (Wilson 2006, 124-127) – The diagram is useful for ordering the importance of the information. In the centre, key information is placed. Then the web or the links are drawn to connect the data, which may help to understand the problem better.
- ***'The annotation method'*** (Wilson 2006, 124-127) – the researcher writes comments or signs next to the transcript and then make a conclusion based on its interpretation.

3.2.5 Quantitative research

Quantitative research, in comparison with qualitative research, has a structured form. A larger number of respondents is asked, and the data is analyzed according to the whole group, not to individuals. This information is statistical but the respondents should be people who are connected to the topic. (Wilson 2006, 135-141) Methods of quantitative research are:

- ***'Survey methods'*** (Wilson 2006, 135-141) – which involves the respondent either completing the questionnaire on his own or with the assistance of the interviewer. This can be done at work, on the street, at home and similar places. It can be in the form of a paper questionnaire or electronic form.
- ***'Face-to-face survey'*** (Wilson 2006, 135-141) – two types of this survey exist. These are face-to-face communication with the respondent while using the electronic or paper questionnaire or in some form of telephone calls or online

delivery. The delivery is done either personally (on the doorstep, on the street) or through another medium.

- **‘Computer-assisted interviewing’** (Wilson 2006, 135-141) – this method is used to avoid paper questionnaires. The interviewer assists with filling out the questionnaires via computer. It is faster than the paper form because it does not require the respondent to search for the question and in later stages the researcher to rewrite and order the answers.

3.2.6 The structure of the questionnaire and analyzing data

The information should be generated, analyzed, developed and applied. (Wilson 2006, 3-4) This information may have a *‘descriptive’*, *‘comparative’*, *‘diagnostic’* or *‘predictive role’*. (Wilson 2006, 9-10) Questions such as *what*, *where* or *when* concern the descriptive approach and describe the issue. *How* questions have a comparative role and measure performance. The diagnostic approach is focused on *why* questions and helps with explanations, whereas the predictive approach offers the question *what would happen* and asks about a situation that can appear in the future. (Wilson 2006, 9-10) Open-ended questions are questions with no structure, and respondents express themselves by providing their own answer, which can be either brief or longer. Sometimes respondents might be asked to elaborate on their answer more in-depth. These types of questions help the organization understand the respondent’s opinion. The respondent can express an idea and does not need to strictly keep with the answers provided. On the other hand, closed-ended questions are those that ask the respondent to choose from the answers provided. *‘Dichotomous’* and *‘multiple-choice’* (Wilson 2006, 166-170) questions belong in this category. Dichotomous are with two possibilities, while sometimes *do not know* answer or *other* might be provided, when the questions do not show much information and the answers may be polarized, which is why the respondents might find it hard to decide. Multiple-choice questions offer the respondent the possibility of choosing one or more responses.

Next, *‘scaling questions’* (Wilson 2006, 170-176) includes a scale for respondent to choose from. The number then allows the researcher to better calculate and summarise the results. *‘Comparative questions’* (Wilson 2006, 170-176) compare and offer the option in relation to the frame whereas in *‘non-comparative questions’* (Wilson 2006, 170-176) are ones, where the individuals can make their own scale. *‘Labelling and pictorial*

representation' (Wilson 2006, 170-176) are accompanied with pictures, such as a smiling, neutral or sad emoticon. Lastly, '*constant sum scales*' (Wilson 2006, 170-176) ask the individual to divide a special amount of numbers between items or statements.

Since the data is automatically monitored in the case of online surveys, the analysis is easier. Analysing of data can have different forms. Making a graph is an effective approach of how to analyze it. It is important to choose the graph that will show the information in an understandable way. (Clow and James 2014, 380) The answers should be compared, summarized and the final recommendation should be provided.

3.3 SWOT analysis

The marketing strategy, which is the plan for obtaining the objectives, should be well-planned to suit the organization and maintain its competitive character. It has to accompany the internal and external features. One of the tools of strategic planning is conducting a SWOT analysis, which is the process of collecting information about a company or organization so that it is known what to focus on. Each letter of SWOT represents the characteristics – Strengths, Weaknesses, Opportunities and Threats – of an organization or a company. These four elements can be defined either from external sources (customers, users) or by another company and can help the organization in strategic planning. Strengths (internal features) define the potential that should be highlighted and these are the capabilities that allow the organization to perform well. Weaknesses (internal features) slow the organization from moving forward. These should be removed. Opportunities (external features) are the possibilities that can bring a new idea or innovation and Threats (external features), on the other hand, are those that the organization cannot influence because they come from outside so the organizations must adapt to it. (Pahl and Richter 2007, 1-7)

4 THE AIM AND METHODOLOGY OF THE THESIS

The next process described in this thesis is about collecting answers and arguments to support the hypothesis. The hypothesis supposes that the organization does not use social media marketing techniques sufficiently. Therefore, the communication on social media could be improved. The gained information should serve as a set of suggestions and recommendations to the decision-makers involved in this organization. This can be crucial in the organization's future development.

The chosen methods of collecting data are by getting opinions via face-to-face interviews or via discussions with a sample of the target group, then by collecting answers from people that are not connected to the organization as such, and can evaluate possible improvements the organization can undergo and lastly by asking members of the organization if they are satisfied with the results, which should help to analyse and create a mirror image. Moreover, the data is collected, thanks to Facebook Insight tools, which help to track the visits to the Facebook Page. The internal method of analysing collected data is done by defining the organization's marketing mix and by analysing the qualitative results and questionnaires distributed to the members. The analysis of external and internal factors was performed thanks to SWOT analysis and finally the external factors were analysed, thanks to quantitative analysis. In general, *'the cut and paste method'* (Wilson 2006, 124-127) or *'the annotation method'* (Wilson 2006, 124-127) were applied. To sum it up, the second part reveals if the social media communication of a chosen organization is sufficiently performed.

5 THE SUMMARY OF THE THEORETICAL PART

The theoretical part was devoted to defining the basic terms this work concerns, such as what social media is, how the organization can have a well-planned social media marketing strategy and what social media can be used for with the target audience. Deeper attention was given to Facebook because the organization uses mostly Facebook for social media communication. Then, the theoretical part continued with defining marketing research and its division between qualitative and quantitative, as well as how to analyse the gained data. These techniques are used later on when conducting marketing research. In the end, the SWOT analysis is defined and applied in the practical part. This part should align the reader to make the reading of the practical part easier while having knowledge about the important terms and connections to the second part.

II. ANALYSIS

6 BUDDY SYSTEM ZLIN

Buddy System Zlin (BSZ) is the student organization under the auspices of the International Office of Tomas Bata University (TBU) in Zlin. Members are students and workers of TBU, so-called buddies, who help incoming international short-term as well as long-term students (Sanitráková 2015, 39) to adapt in a foreign country, help them with police procedures, visas, pick them up at the train or bus station and make check-in procedures in the dormitories. During the semester, buddies organize different events or trips to make the lives of Erasmus and international students better and more memorable. Erasmus+ is a program for university students who want to study at another university abroad. It fosters the intercultural exchange while the person has the opportunity to spend one semester or one year in a different country.

Buddy System Zlin is based on the principles of a non-profit organization, which means that all the members do their work voluntarily and are not paid. On the other hand, they get benefits in the form of new friendships, they have the opportunity to improve their language skills and recognize new cultures. Moreover, BSZ motivates the students of TBU to participate in Erasmus or to study or work during their studies abroad. Therefore, BSZ takes part in the universities' events, for example in the International Festival or on the job festivals. (Sanitráková 2015, 39) However, BSZ is part of Erasmus Student Network (ESN), which is the huge organization above the smaller international sections.

6.1 Erasmus Student Network

BSZ was created in January 2011 and since that time has helped many incoming students from different countries all around the world. Furthermore, it is associated with the international organization, Erasmus Student Network, which is the biggest international student association which started on 16th October 1989. (Esn 2016) BSZ has been a part of it since May 2012. (Sanitráková 2015, 40) ESN gathers together sections from 37 countries and more than 480 institutions under this name. Moreover, around 14 500 members are active and offer help to circa 190 000 students each year. Three levels of ESN exist. These are local, national and international. This association not only helps incomers but motivates local students to study abroad. The students often join this community after their own experience abroad, and so reintegrate into their home country, having the knowledge of better understanding of being a foreigner. (Esn 2016) BSZ is a part of the national platform, ESN Czech Republic. This platform cooperates with the local ones, informs

them, organizes national meetings and helps them if necessary. Each section has its own logo and name, but the BSZ's is the logo below.



Figure 1: The logo of Buddy System Zlin

Source: <http://buddysystem.utb.cz/>

6.2 Roles in the Buddy system Zlin

All in all, in the summer semester of 2016, BSZ has approximately 45 members. Like other organizations, BSZ has its own board, consisting of people who control everything inside. These are the President of BSZ, who is the head of the organization, the Activities (AC) Manager, who is responsible for creating and organizing events and trips, the Public Relations (PR) Manager, who promotes and creates the outside image of the BSZ, the Human Resource (HR) Manager, who is responsible for finding new members and taking care of them, the Fundraiser (FR), who finds sponsors and partners. Then, the Local Representative (LR), who represents the organization on the national and international meetings and platforms, the Information Technology (IT) Manager, who is responsible for the running of websites (figure 2) and IT side of the organization, and last but not least the Meeting Coordinator, who organizes the meetings, where the students make future plans and decisions.

Buddy System Zlín

ABOUT BSZ FOR BUDDIES FOR INCOMING STUDENTS ACTIVITIES PARTNERS

- 1.- 3.4. SOUTHERN BOHEMIA - ČESKÝ KRUMLOV
- 15.-17.4. TATRA MOUNTAINS
- 29.4.-1.5. SOUTHERN MORAVIA AND WINE CELLARS

SMALL TRIPS

- 19.3. MACOCHA CAVE AND ČERNÁ HORA BREWERY
- 23.4. KROMĚŘÍŽ
- 7.5. LUHAČOVICE - SPA TOWN

EVENTS FOR SUMMER SEMESTER 2016 ARE RELEASED!

Posts Tags Albums Videos

April 2016

M	T	W	T	F	S	S
					2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

UPCOMING EVENTS

01/04/2016 - 08:00
Trip to South Bohemia

PAST EVENTS

23/03/2016 - 15:30
T-Shirt full of memories

Another trip, another photoreport for you. :)

23 1

Figure 2: The website of the Buddy System Zlín

Source: <http://buddysystem.utb.cz/>

To maintain the smooth running of the social media so that the communication with the public is ensured, a public relations team is created. This is a team of members, who contribute to the everyday progress through social media, presenting BSZ and its products to the students, offering promotional materials, such as official BSZ T-shirts, badges or stickers. Undoubtedly, one of the most important issues is the communication with the public, foreign students or potential new members. It is done thanks to social media platforms. For this purpose, BSZ uses Facebook, where it has its own Facebook Page and Instagram, which was created in February 2016. Previously, only Facebook techniques were used to promote the trips, events and the organization itself.

7 MARKETING MIX FOR BUDDY SYSTEM ZLIN

As previously mentioned, the marketing mix is a group of 4Ps – Product, Place, Price and Promotion. Marketing mix can be applied to BSZ too. The 4Ps are focused mainly on the international students because they are the target group, but also on the TBU students.

7.1 Product

The first part of the marketing mix is product of BSZ. It is service for the international students but also for the students of TBU. For the international students these include:

- Searching for the train or bus connections before their arrival
- Pick-up service and helping with administrative procedures
- Welcome Week
- ESN card and BSZ partners
- Organizing trips and events
- Events in Zlín

7.1.1 Searching for the train or bus connections before their arrival

Usually buddies get in touch with the foreign students in advance before their arrival, thanks to the International Office of TBU. Every incoming international student receives an email from the International Office of TBU, about where to find information on how to get a buddy. For this purpose, on the official website of the organization, the registration form is available for every international student. They can register in order to get a buddy or pick-up assistance by filling out the online registration form with their contact details, and subsequently each BSZ student will choose one or more and take care of them before and after their arrival. Then the students are contacted by their buddies, who help them to find an appropriate bus or train connection.

7.1.2 Pick-up service

After their arrival the buddies pick them up at the station and make the necessary procedures at the student dormitories. They assist them with the administrative procedures or visas. However, they also help show them the city and how to adapt in a foreign environment.

7.1.3 Welcome Week

The first week of every semester is planned for the international students in a way that they can get acquainted with the new city and can get to know each other. This period is called Welcome Week. During this time, different ice-breaking activities are prepared for them every day, such as the Orientation Walk, where they are shown some of the most important places in the city (a hospital or university buildings), then bowling, walking dogs from the shelter, visiting the ZOO or something similar. Incoming students can buy a Welcome package, which contains a ticket for all of the events of Welcome Week, a simcard, ESN card and promotional materials.

7.1.4 ESN card and BSZ partners

Apart from the Welcome package, every international student can buy a simcard or ESN card separately. By buying the ESN card, they get different discounts at certain restaurants, gyms and also for the trips. BSZ has partners, mostly in Zlín (restaurants, hairdressers, shops). The number of partners of BSZ is growing each semester, which means that more companies or organizations are open to cooperate with BSZ. In a way it is a promotion of both sides, where BSZ promotes their partners among international students, mainly through Facebook.

7.1.5 Organizing trips and events

Many one-day activities as well as weekend trips are organized throughout the semester. These are usually very popular among students. From smaller events, such as an international dinner, language projects, country presentations, film nights or parties to more complex ones, such as 3-day trip to the High Tatras, a weekend spent in South Moravia, a 3-day trip to Prague or many others. The trips are promoted through the BSZ Facebook Page and group; however, they need the well-promoted content and the description, which must be seen by a large number of students so that the capacity is reached. They must be created at least 14 days before the trips and always updated.

7.1.6 Events in Zlín

In addition, events in Zlín are organized too. These are, for example, Movie night, Karaoke night or a Christmas party. These are normally short evening or one-day events.

The product for TBU students:

- A membership in the organization

7.1.7 A membership in BSZ

Every student of TBU can become a member of BSZ. All the information is on the official website or on the Facebook Page. Potential members can get to know about the organization from the festivals organized by TBU, where the BSZ present itself, from promotional materials or from their friends by word of mouth (recommendations, sharing information). The International Office offers this membership to TBU students after their arrival from the international exchange, usually by email. Again, the students can fill out the registration form, which is available on the official website of BSZ. The biggest recruiting is at the beginning of each semester, through the website or promotional materials but the applications are accepted also throughout the whole semester.



Here are couple short video reports made by Neon TV which is cooperating with us.



Would you like to practise foreign languages?
Get new friends from all over the world?
Get to know their culture, customs, and traditions?
Participate in organizing trips and social events?

In that case, the Buddy system Zlín is here for you. We are voluntary student's organization, which helps Erasmus students, who arrived in Zlín. Our main task is helping them in their first days. We arrange for international students trips and social events so we really appreciate any kind of help. It's up to you how much will you devote to your buddy and to Buddy system. But don't worry it's not just about duties, we all want to enjoy a fun and get to know new faces, with who you can make a lifelong friendship.



If you want to join us, then just click on the link below

Be in, be buddy in Zlín

Figure 3: How to become a member of the organization

Source: <http://buddysystem.utb.cz/>

Then, an interview is organized with the BSZ's Human Resource Manager. The TBU students can improve their language skills and get soft skills or organization skills while being a buddy. Membership in BSZ is recognized by some faculties of TBU as a compulsory internship. (Sanitráková 2015, 48-51) It seems that the students have the

opportunity to experience some kind of mock Erasmus in their home country. Moreover, for those coming from their own Erasmus, the post-Erasmus depression can be meliorated after becoming a member of this organization because the students experience the international environment in their home university. The roles of buddies are based on the bylaws of BSZ.

7.2 Price

BSZ is an organization based on the voluntary help of students to students. However, the international students, in order to participate in the events organized by BSZ, have to pay a specific amount of money (depending on the trip). Nevertheless, huge help is provided by the International Office (Sanitráková 2015, 48-51), which supports the BSZ by offering them financial help or arranging the necessary issues.

7.3 Place

The international students get news about BSZ's products and stay updated via communication channels, such as emails sent from BSZ itself and from the International Office of TBU, mainly before their arrival. During the semester they are informed about the latest events through the Facebook Page and group. After registering by filling out the online registration form, they get an informative email with all the instructions. Afterwards, they are asked to pay the price of the trip at the place given by the organization, usually the money is collected on the university premises. However, if the capacity is not reached or the number of interested persons in a trip is low, the trip has to be cancelled. This happens sometimes and the reasons might be diverse, such as not appropriate dates, having other plans, being overwhelmed by too many trips in a row but also not sufficient promotion of the trip.

Regarding the students of TBU, they do not have the opportunity to join the trip or event because these are usually only for the international students. Apart from that, they are informed through the promotional materials about how to be a buddy, which are placed inside the university buildings, during the universities' events, from the websites or by word of mouth. (Sanitráková 2015, 48-51) However, wider spread providing of information through social media is lacking.

7.4 Promotion

The process of promotion of the latest information is based on the concrete event and on weekly reports. The way BSZ promotes itself is based on the work of the PR team. Events and promotion are done through the Facebook BSZ Page and the group for international students. Other promotional materials include BSZ T-shirts, badges or stickers. BSZ has its own website, where the events are published (and is connected with Facebook Events) and sometimes reports from them can be found there too. Also, cooperation with Neon TV, which is the Internet television created and maintained by TBU students in Zlín, is present in some events, such as the International Dinner.

8 USING SOCIAL MEDIA MARKETING FOR COMMUNICATION

As previously mentioned, BSZ uses Facebook and Instagram accounts as a social media tool for communication. However, the communication is maintained not only with the international students, but within the members of the organization, as well as with the public and TBU students (potential newbies). Three groups can be classified when talking about social media use:

8.1 Social media communication towards international students

The official Facebook Page Buddy System Zlín serves in communication with the international students. It is public and open to everyone. Anybody can write a private message to the BSZ Page and ask anything.



Figure 4: The Facebook Page of Buddy System Zlín
Source: Buddy System Zlín - Facebook Page, April 2016

It contains all the necessary information (figure 5), including the information about the official website and the upcoming, as well as past, events and trips. It is regularly updated also by posting interesting facts or news. However, the posts on the official Facebook Page are written mostly in English, so other people who do not understand English might not know what is going to happen.

PAGE INFO	
Category	Companies & Organisations: Non-profit Organisation
Name	Buddy System Zlín
Subcategories	Community organisation
Facebook web address	www.facebook.com/BuddySystemZlin
Address	Náměstí T.G.M. 5 555, 760 01 Zlín
Start date	Founded in 2011
Short description	The Buddy System Zlín is a community of local students who help incoming students from abroad and make their everyday life at TBU in Zlín more enjoyable.
Impressum	Input Impressum for your Page
Company Overview	+ Enter company overview
Long description	The Buddy System Zlín is a community of local students who help incoming students from abroad to survive the first days in a new environment as well as try to make their everyday life at Tomas Bata University in Zlín more enjoyable.
General Information	+ Enter general information
Mission	The main goal of the Buddy System Zlín is to help Erasmus students with possible problems occurring before, during or after their arrival to Zlín. Another part of the job is to organize various trips over the Czech Republic, throw parties or come up with some funny and interesting activities in order to entertain them and make their time more pleasant.

Figure 5: The description of the organization on the Facebook fan Page

Source: Buddy System Zlin - Facebook Page, April 2016

Next, it is Erasmus Life in the Zlin group 2015/2016 (the academic year changes every year), where anybody inside the group can contribute and share the content. It gathers together the international students coming to Zlin. The group (figure 6) is set for communication and promotion of the latest BSZ news, but also for contributions from the students. They can share their ideas, ask questions or post anything they want. The events are published through the official Facebook Page Buddy System Zlin. Afterwards they are posted to the Erasmus Life in Zlin group where all students within the group have access to it.



Figure 6: The Facebook group for international students
 Source: Facebook, April 2016

During the semester, each trip or event is separately published in the form of a Facebook Event. The students are invited to take part. Moreover, the plan of all activities and trips organized by BSZ (figure 7) is published on the Facebook BSZ Page at the beginning of each semester. This way, the students are aware of all the trips in advance.

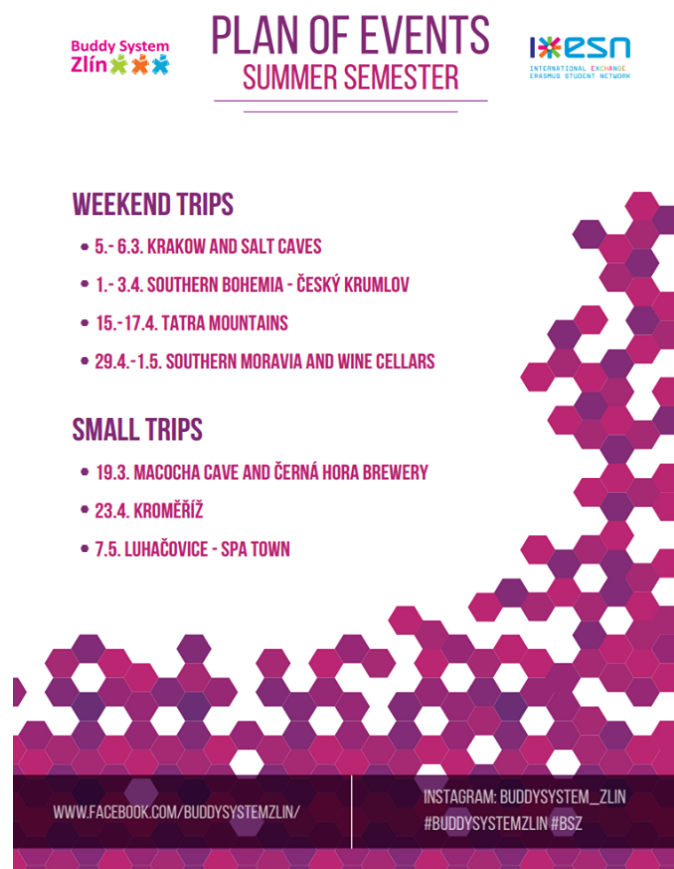
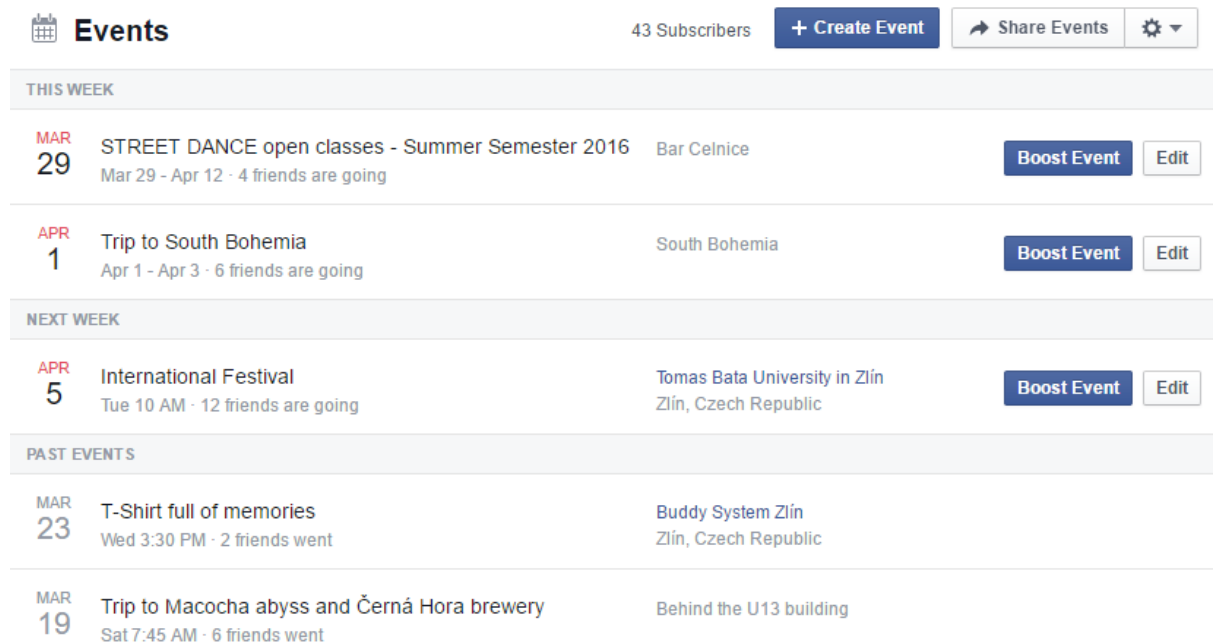


Figure 7: The graphic design of the plan of events for the summer semester 2016
 Source: Buddy System Zlin - Facebook Page, April 2016

After creating a Facebook Event (figure 8), the students are invited. They can register by filling out the registration form (through Google formulary). They can see the description in the Facebook Event (figure 9) and sometimes the photos from the previous semester. It is important to create a good Facebook Event so the capacity is reached.



The screenshot shows the Facebook Events page for 'Buddy System Zlín'. At the top, there is a header with a calendar icon, the word 'Events', '43 Subscribers', a '+ Create Event' button, a 'Share Events' button, and a settings gear icon. Below the header, the events are categorized into 'THIS WEEK', 'NEXT WEEK', and 'PAST EVENTS'. Each event entry includes the date, event title, location, and a 'Boost Event' or 'Edit' button.

Category	Date	Event Title	Location	Details	Actions
THIS WEEK	MAR 29	STREET DANCE open classes - Summer Semester 2016	Bar Celnice	Mar 29 - Apr 12 · 4 friends are going	Boost Event, Edit
	APR 1	Trip to South Bohemia	South Bohemia	Apr 1 - Apr 3 · 6 friends are going	Boost Event, Edit
NEXT WEEK	APR 5	International Festival	Tomas Bata University in Zlín Zlín, Czech Republic	Tue 10 AM · 12 friends are going	Boost Event, Edit
PAST EVENTS	MAR 23	T-Shirt full of memories	Buddy System Zlín Zlín, Czech Republic	Wed 3:30 PM · 2 friends went	
	MAR 19	Trip to Macocha abyss and Černá Hora brewery	Behind the U13 building	Sat 7:45 AM · 6 friends went	

Figure 8: Some Facebook Events for international students by Buddy System Zlín

Source: Buddy System Zlín - Facebook Page, April 2016

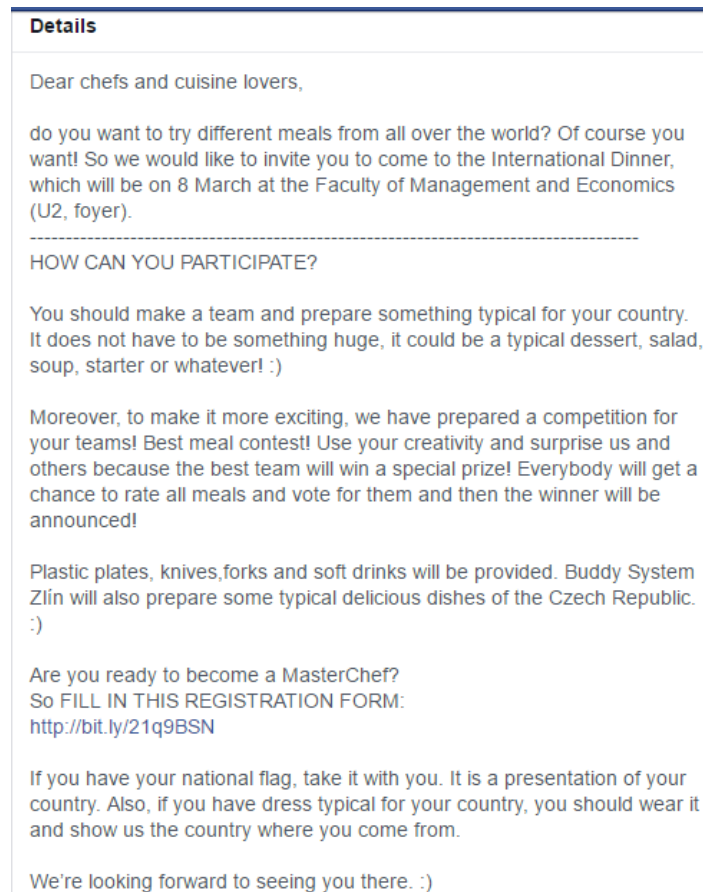


Figure 9: The description of the Event on Facebook
Source: Buddy System Zlín - Facebook Page, 2016

After registering and payment, the organizational instructions are then sent to each participant's email address. When the event or trip finishes, the photos from it are shared on the Facebook fan Page and the group. That way, it is ensured that the students will remember their experiences thanks to these photos.

8.2 Social media communication towards public and TBU students

BSZ does not have a Facebook group for newbies with all the important information, so they might be confused at first. Public communication on social media with students of TBU is lacking, so the BSZ might seem like a closed community, and newbies may be afraid to become a part of BSZ. As previously mentioned, information about membership is communicated through the website or thanks to university's events. Another recruiting strategy would be recruiting through Facebook. The public can get information about the BSZ from the website, Facebook or some articles published in the local newspaper.

8.3 Social media communication between members of BSZ

The members communicate through the Facebook group Buddy System Zlín, which is closed and only members can share the content and see the posts. Every new member must be approved by the administrator. The meetings or team buildings are created thanks to the Facebook Events.



Figure 10: The Facebook group for members of the organization

Source: Facebook, April 2016

Another form of communication is through sharing the content via Google drive, which is storage for the documents that can be shared to others. So-called cookbooks are prepared for the new students in this online storage as well. These are the guidelines of how to create a concrete trip or the event and what is necessary to organize.

Trello (figure 11) offers a way of communication for better organizing and managing plans and creating events. Every member should be registered there and connected via email address. The planning of the trips or events is easier because the members can write what is necessary to complete, add people to the card or comment on it.

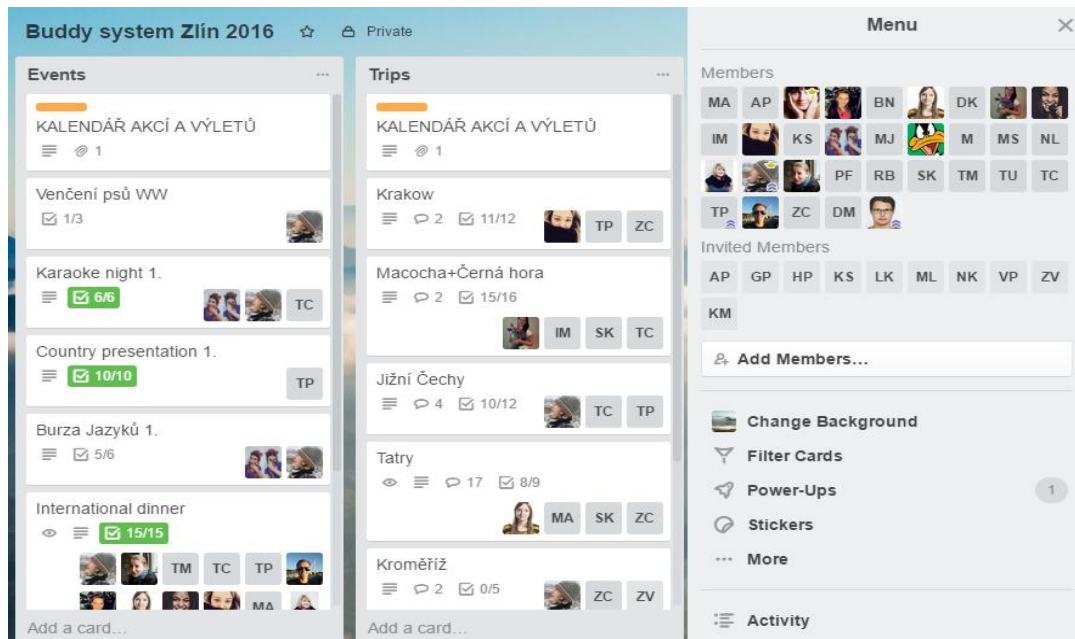


Figure 11: Trello – a managing tool used in the organization

Source: Buddy System Zlin - Trello, April 2016

For each event or trip, the responsible people are added to the card and the process of arranging everything important can be discussed there. What is more, other members have access to see it and have an overview of the planning actions. This appears to be a good way of communication.

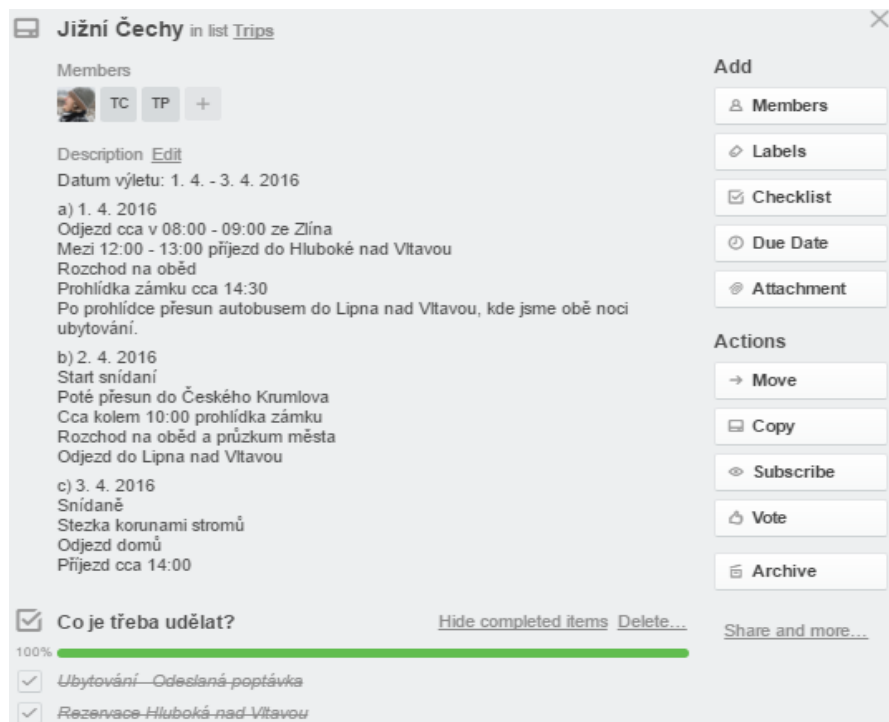


Figure 12: Trello – description of the trip schedule

Source: Buddy System Zlin - Trello, April 2016

Then, MySection (figure 13) is a place where incoming students register at the beginning of each semester and subsequently they are seen by buddies who contact them. Each buddy should register in order to get an international student and have the opportunity to help with pick-up service. This platform followed after the previous one, SectionBox, which worked on a similar principle.

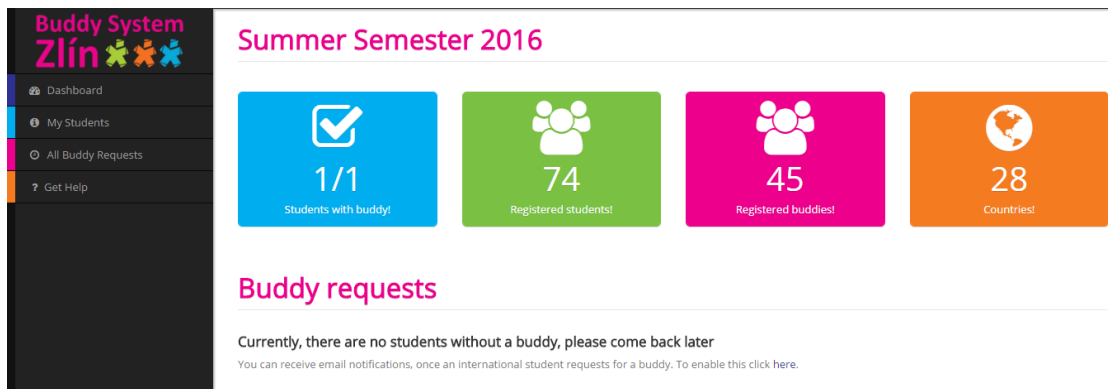


Figure 13: MySection – a tool for registration of international students

Source: Buddy System Zlin - MySection, April 2016

8.4 Instagram

For sharing pictures and promoting BSZ, the organization has its own profile on Instagram (figure 14). The profile was created in February 2016 to ensure wider spreading of BSZ and to be closer to the people who use Instagram. This way they can follow BSZ and see the latest photos there. However, the organizations should put more effort into keeping it active and up-to-date because it does not contain many photos.



Figure 14: Instagram of Buddy System Zlin

Source: Instagram, April 2016

9 THE STATISTICS OF THE FACEBOOK PAGE AND THE GROUP

The Facebook group Erasmus Life in Zlín has, in the months of conducting research (March-April 2016), 563 members and two administrators. Nonetheless, some of them are students from previous semesters. Administrators have the right to confirm or decline new members or delete some of them, and also delete the content inside the group.

The Facebook fan Page Buddy System Zlín, on the other hand, has more than 1300 likes and is on an upward trend (figure 15). However, this information is changing every day (Facebook Insights 2016) and has only an indicative character. But it is good to have an overview about the fan-base before starting the research itself. This data is for April 2016.



Figure 15: The upward trend of the Buddy System Zlin Page shown
Source: Buddy System Zlin - Facebook Insights, April 2016

It has three administrators, those who are responsible for the running of the Page, who can contribute and change settings anytime, and four redactors, who can post content. The time until a message is answered is approximately 22 minutes. The organization's Facebook Page contains more than 100 albums with photos from almost all events, 9 videos and more than 100 published Events. However, these numbers are increasing since many new Events are being created and published. Anyway, 57 % of all the people who put like are women (and out of these, 36 % are women between 18-24 years and 19 % are between 25-34 years), whereas the rest is formed by men (21 % with the age between 18-24 and 18 % between 25-34 years). (Facebook Insights 2016)

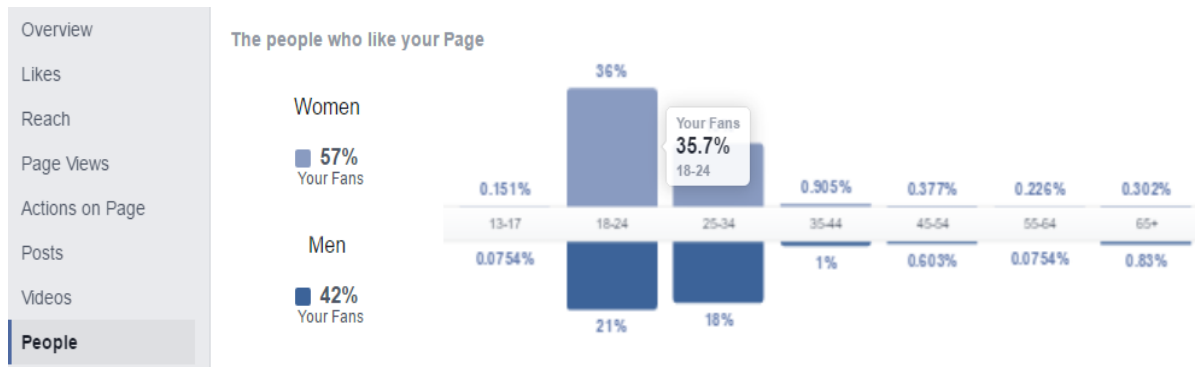


Figure 16: The proportion of visitors according to gender
 Source: Buddy System Zlin - Facebook Insights, April 2016

The highest number of fans (meaning people who like the Page) is from the Czech Republic (658), Turkey (83), Slovakia (56), Portugal (48), France (38), Russia (33) and then countries such as Poland, Taiwan or Spain. The language of the users' Facebook is mainly Czech (406 people), English (441 people), Turkish (82 people) and others. (Facebook Insights 2016)

Country	Your Fans	City	Your Fans	Language	Your Fans
Czech Republic	685	Zlín, Zlín Region	353	Czech	406
Turkey	83	Prague, Prague	78	English (US)	249
Slovakia	56	Brno, South Moravian ...	45	English (UK)	192
Portugal	48	Istanbul, Istanbul Provi...	23	Turkish	82
France	38	Izmir, İzmir Province	23	Slovak	72
Russia	33	Bratislava, Bratislava R...	20	Russian	66
Poland	26	Yekaterinburg, Sverdlo...	18	French (France)	48
Lithuania	24	Olomouc, Olomouc Re...	14	Portuguese (Portugal)	35
Spain	23	Lahore, Punjab	13	Polish	21
Pakistan	22	Otrokovice, Zlín Region	13	Spanish (Spain)	21

Figure 17: The country of origin of the Buddy System Zlin Facebook Page's fans
 Source: Buddy System Zlin - Facebook Insights, April 2016

Most people use a computer to visit this website. From the graph (figure 18) it is obvious that the highest number of visitors of this fan Page is in the evening at 8:00 p.m. (Facebook Insights 2016) That is why the posts on Facebook should be at this time.

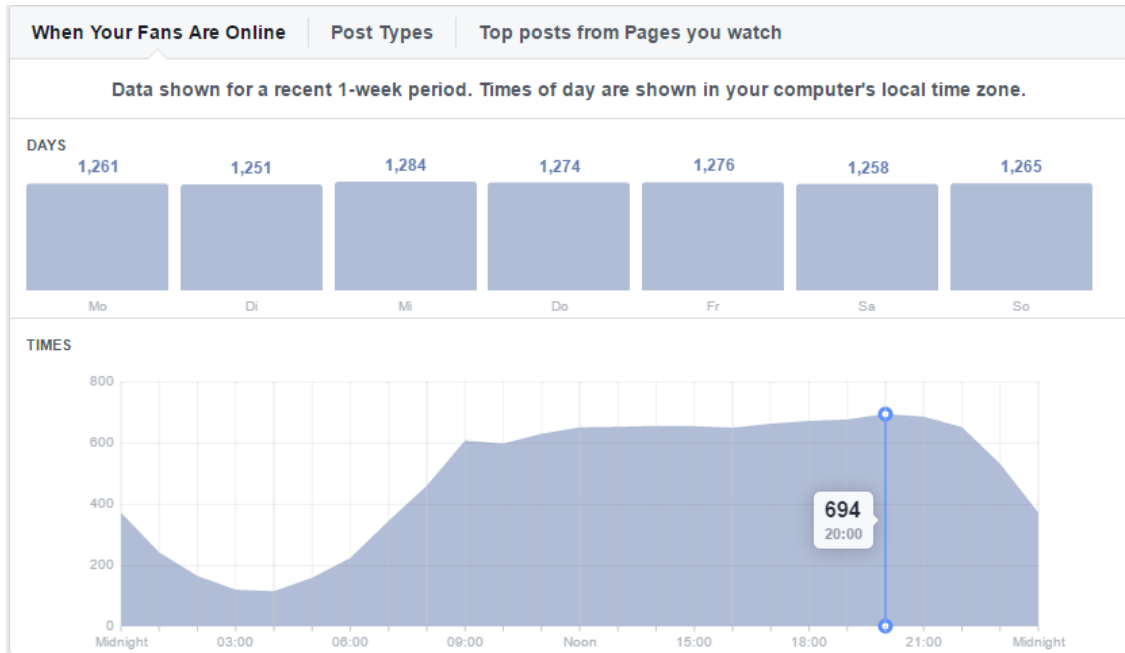


Figure 18: The highest number of visitors on the Facebook Page
 Source: Buddy System Zlin - Facebook Insights, April 2016

The next graph shows the proportion of the visiting sections, such as Timeline, Events, Photos (figure 20) in comparison with total views (figure 19). The most visited is the organization’s Facebook Timeline (turquoise) and one of the least is the section with information about the organization. Other sections can be seen in the figure. (Facebook Insights 2016)

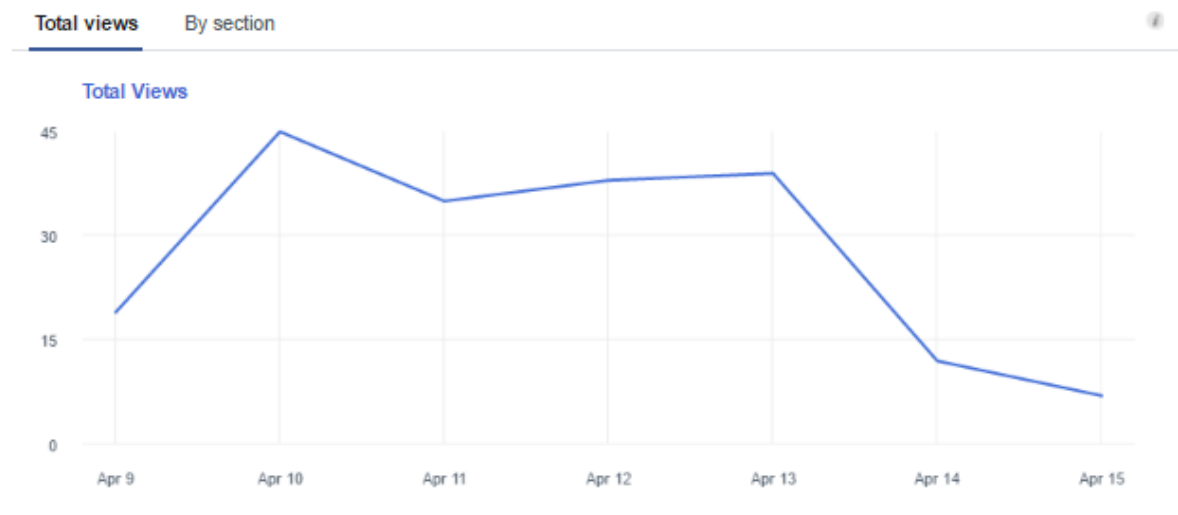


Figure 19: Total views of Facebook Page
 Source: Buddy System Zlin - Facebook Insights, April 2016

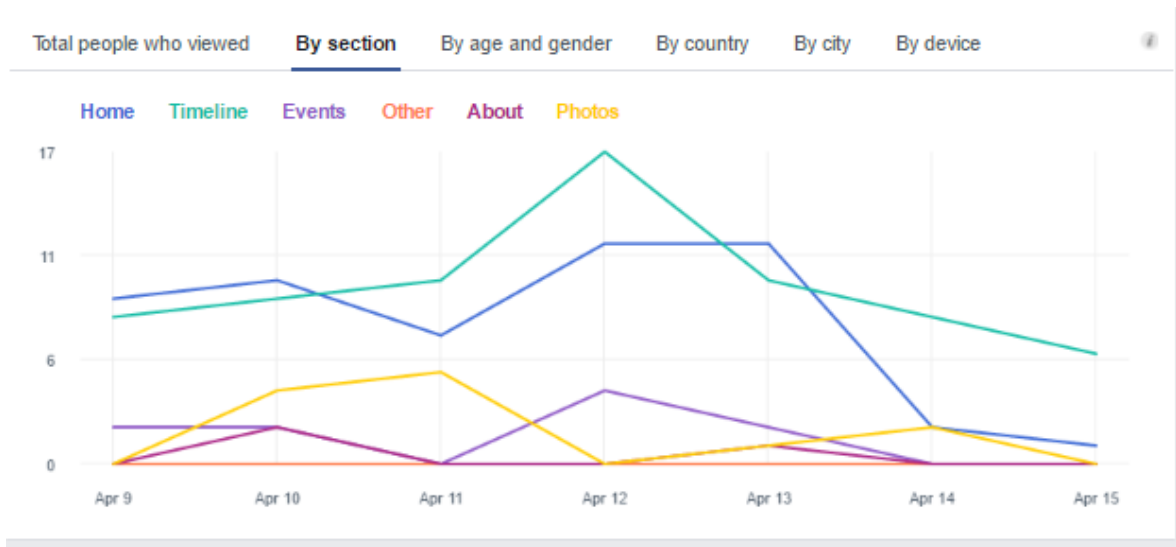


Figure 20: Views of Facebook Page (by section)

Source: Buddy System Zlin - Facebook Insights, April 2016

10 QUALITATIVE MARKETING RESEARCH AND ITS AIM

The aim of this marketing analysis is to conduct qualitative marketing research based on face-to-face dialogues, individual as well as group interviews, with the international students who came to study at TBU. This reveals if the social media marketing practices of BSZ are successfully met with the target group of people (in this case international students). It shows if the chosen strategy is well-performed and what changes are suggested from the students' point of view. Six students were asked questions – and from them, one Erasmus student who prolonged her studies from the winter to summer semester, three Erasmus students for the summer semester and two students that are studying for their Master or PhD. degree. They were chosen according to their length of stay and the country of origin.

This research is similar to '*creative development research*' (Wilson 2006, 105-107), which was mentioned earlier. The '*word association tests*' (Wilson 2006, 119) were applied in some cases, when the respondents were asked questions and had to say what came to their minds when speaking about Buddy System. The answers were analysed thanks to '*the cut and paste method*' (Wilson 2006, 124-127), while transcribing; the sections (such as SWOT analysis) were done to contrast the answers of the respondents. Then the information was ordered and put in the final format which is presented in this work. '*The annotation method*' (Wilson 2006, 124-127) was applied as well, since comments are written next to the answers, which allowed for better comparisons and then a conclusion based on its interpretation. The next steps show how the research was carried out and what the main aim was before the research was conducted.

- 1. Definition and formulation of a problem** (Albaum and Smith 2012, 5-8) – the research aimed to show if the techniques used by BSZ are well-performed and if there is any need of improvement. The result can influence the marketing strategy and planning as well as the 4Ps of BSZ. The environment of this research was an academic institution, which provides international exchanges.
- 2. Developing a research strategy and research design** (Albaum and Smith 2012, 6-10) – the respondents were chosen from the Facebook group. The discussion was about using social media for communication and getting new information about trips and BSZ activities, while the process was transcribed and commented for better orientation. The respondents had to be interested in the topic. The hypothesis that the social media marketing is not sufficiently developed was set. Defining how

social media strategy should be improved and what lacks or is not sufficient in terms of using social media by BSZ. The set of topics for the respondents were written down, such as the average time spent online per day, making SWOT analysis for the organization, satisfaction with the information given by BSZ or if there is something to be improved.

3. **Data collection techniques and creating a sample** (Albaum and Smith 2012, 10-12) – arranging the interviews through contacting the chosen respondents via Facebook. Face-to-face interviews were conducted with candidates. They were chosen according to the length of stay and to maintain the wider scale of countries.
4. **Collection and analyzing of data** (Albaum and Smith 2012, 11-13) – the realization process itself took part. Then, the results were contrasted and commented on, and SWOT analysis was made from the answers. In the end, recommendations in terms of social media marketing were suggested.

10.1 Analysis and the suggested improvements based on the in-depth interviews

The individual and group interviews were conducted on 23rd March and on 31st March 2016. The place of the research was the university building. Firstly, a debate was carried out between a Ukrainian student, Andrija and an Armenian student, Vostan. The interview took approximately 30 minutes. Vostan is in his second year at Tomas Bata University, so he could compare the improvement and development of BSZ. Andrija, on the other hand, is in Zlín his first semester.

Afterwards, the discussion was carried out with a Slovak student, Iveta, and a Cyprian student, Haris. The Slovak student is doing her Erasmus in Zlín for the second semester because she decided to prolong her studies since she likes studying in Zlín. The Cyprian student is in his first semester at TBU, but he previously did his first Erasmus in Denmark.

Another interviewed person was a Gambian student, Mosses, who is in Europe for the first time and it is also his first international exchange. The last in-depth interview was conducted with a student, who is earning his doctorate degree at the Faculty of Technology. He comes from Iran and he brought new topics into the discussion. He suggested some improvements too.

To summarize, the interviews showed general satisfaction with the work of the student organization Buddy System Zlín. Despite that, some improvements and ideas were recommended. These included:

- Better prepared descriptions of the trips on Facebook, with videos or photos and with the regular updates.
- The trips should be nominated online through the Facebook Page and the group in advance so the international students can vote for the place they want to visit. In this case it is disputable if all the incoming students would be in the group and would know about the BSZ.
- The promotion of the Instagram account should be improved, since some students who have an account do not know about the BSZ one.
- Other promotional techniques for the students who do not use Facebook very often should be developed.
- Introducing new social media for faster communication, Telegram, a messaging application, which would connect all the students via their phones.
- Introducing a similar event to Welcome Week for the students who are in the city for a longer period so they get to know other students without participating in these activities.
- Improvements of some events, for example the Movie Night – the movies should be chosen from the students' countries of origin, and each student could nominate the movie to the Facebook Event, whereas others would vote.
- Bringing together the international students with the TBU students, creating events for the public or promotion of the events on social media to the Czech students so they have a chance to get to know them too.

Moreover, the SWOT analysis was discussed during all in-depth interviews. It shows the summary of the interviews and what was agreed between the respondents. Thanks to this analysis the organization can see the feedback and the suggestions from the sample of the international students. The below information was advised.

Table 1: SWOT analysis of Buddy System Zlin

Source: own research

Strengths	Weaknesses
the atmosphere created by the organization, friendliness	need of more particular information in the description of the trips
opportunity to meet new people on the Welcome Week and trips	trips and events organized only for international students
information in the Facebook group, Facebook communication	similarity of the trips and not appropriate timing
well-organized structure	weak promotion on the Instagram profile
Opportunities	Threats
wider spread not only in Zlin	section from other cities
the nominated list of places for trips before the semester starts (on Facebook)	not filling the capacity for the trips
organizing regular meetings in the bar or in restaurants	not developing on other social media
more events with the TBU students	

11 QUANTITATIVE MARKETING RESEARCH AND ITS AIM

In order to analyze what influence the use of social media has on TBU students and if the communication on social media is effective towards them, a questionnaire was distributed online via Google forms to the groups of TBU students through Facebook and during the university's event, the International Festival. In this analysis, the respondents are regular students of TBU and the questionnaire contained 12 questions (out of those, five were open-ended), which were focused on getting information about their satisfaction with the organization's activities on social media. The respondents were from all the faculties.

11.1 Analysis of the questionnaires

The questionnaire aimed at TBU students was transmitted to altogether 103 respondents from different faculties of TBU. The highest percentage of respondents (figure 21) was from the Faculty of Humanities (41 %) and the Faculty of Management and Economics (26 %). Then there was the Faculty of Technology (14 %) and the Faculty of Informatics (13 %). Other faculties have the smaller proportion of respondents.

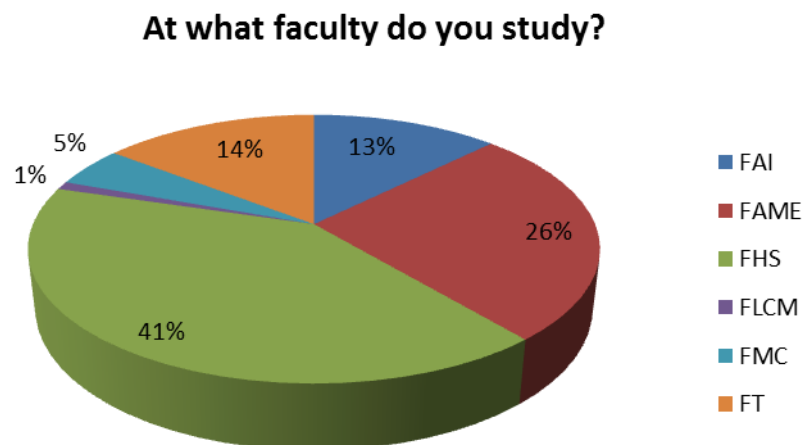


Figure 21: The proportion according to faculty of TBU

Source: own research

Next, the highest number of respondents (figure 22) was from the third year (37 %). Then, there is the first (21 %) and the second-year students (21 %) of bachelor's degree. Other respondents were from the first year (9 %) and second year (12 %) of the master's degree.

At what year are you?

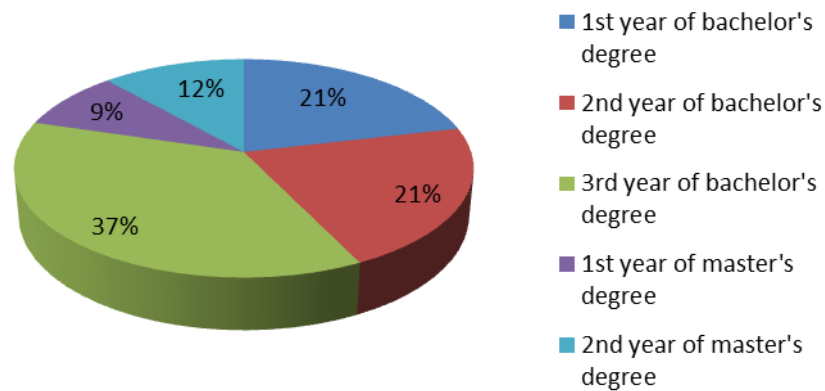


Figure 22: The year of study at TBU

Source: own research

The first question concerning the organization itself was if the respondent knows about BSZ (figure 23). What is surprising is that 27 % of them do not know what the BSZ is. The rest, 73 %, know about the organization mainly from their friends (30 %) or from talking to other students (20 %). Only 17% of respondents know this organization from Facebook.

Have you ever heard of the Buddy System Zlin?

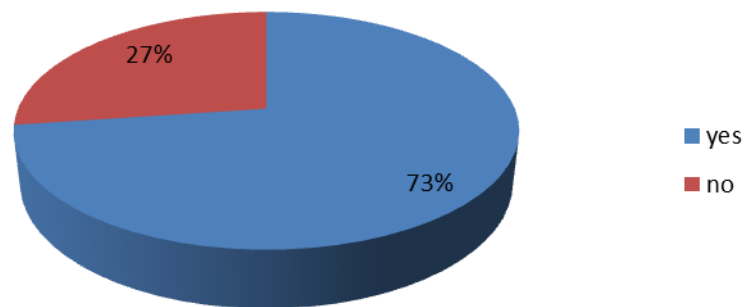


Figure 23: Knowledge about Buddy System Zlin

Source: own research

This might signalize that the promotion on Facebook is not sufficient. It might be good to target not only international students (even though the organization is created mainly for them), but in order to keep the balance and continue in the future, it is necessary to target also potential new members and the public and thus connect the students of TBU with the

international students. Moreover, according to the opinion of the respondents, 74 % agree, that BSZ should promote itself on social media more intensively. What they suggest is promotion via Facebook (Facebook students group) or Instagram. Some of the respondents mentioned YouTube or Twitter, or more created Events on Facebook.

Should be the Buddy System Zlin promoted on the social media more?

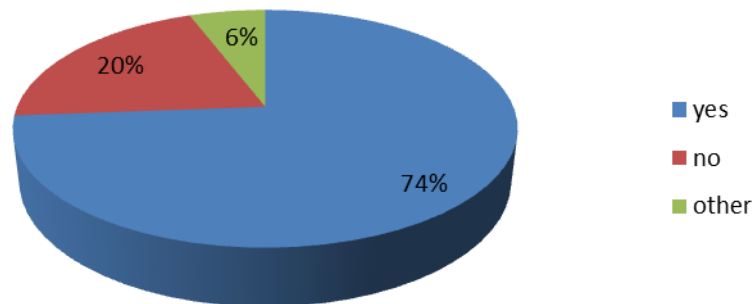


Figure 24: The organization's promotion on social media

Source: own research

BSZ may look like a closed organization, which is separated from the other students and aims only at the international students. But BSZ could play a role in connecting these two groups and make the students of TBU want to study abroad. That way, they would improve their level of English, which might be another reason they are afraid to communicate with international students, or go abroad, since more than 70 % of the respondents are not in touch with any international students who study at TBU. (figure 25)

Are you in touch with an international student at TBU?

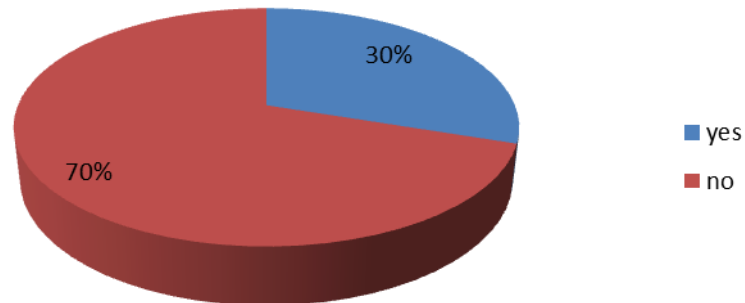


Figure 25: A friendship with an international student

Source: own research

The reasons stated for this are having no time, not knowing anybody, not knowing a foreign language or not knowing how to contact these people. The rest who know some international students take advantage of it and improve their English or expand their horizons by meeting new people. However, 60 % of the respondents would like to have some form of help from the BSZ before going abroad.

Would you like to get a help from Buddy System Zlin for the students of TBU, who are only planning their exchange?

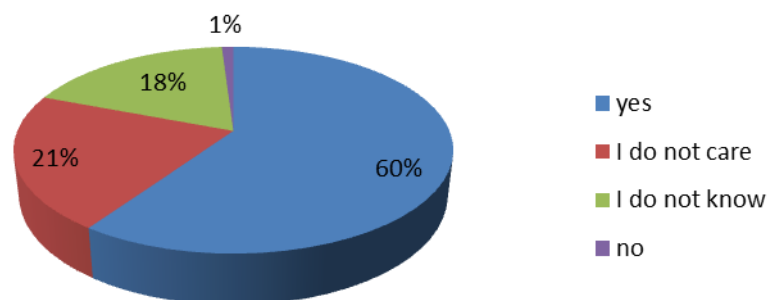


Figure 26: Getting help before exchange

Source: own research

Most of the students think that the Facebook page BSZ contains enough information about the organization. Some of them suggest that it should be shown more clearly how to

become a buddy. Some of them have never seen this Page and do not know about it. Concerning the recruiting process, 19 % wanted to become a part of BSZ but did not know how (figure 27). This means that the information about how to become a member should be more promoted so the students have a chance to recognize this organization and become a member.

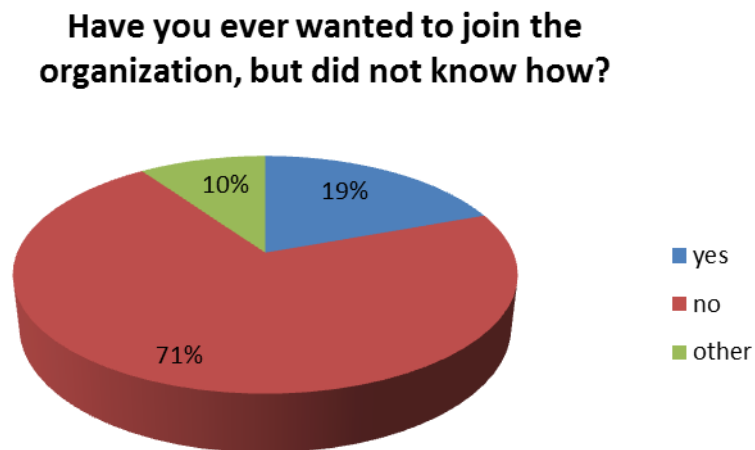


Figure 27: Thinking about becoming a member

Source: own research

The last question was about giving suggestions and improvements. It seems that students of TBU would appreciate if the events were public and not only for international students. Many people advise more promotion in terms of recruitment of the students and also to the first-year students, who can be a source of new ideas for the organization. This may then bring some benefits to the organization. Suggestions, such as organizing the meeting for people who are preparing for their own experience abroad with those who have already participated in the exchange were proposed.

To sum it up, it is obvious from the gained answers, that promotion on the social media of the BSZ toward the students of TBU should be improved. This would include the recruiting of new members and informing not only international students but also TBU students about the activities so the organization does not appear to be a closed one. The posting on Instagram should be more frequent and the use of other social media such as YouTube seems to be good options. It may be in the form of new videos published and subsequently promoted on Facebook.

Here the clash appears when comparing it with the international students' answers, who agreed that the cooperation and the promotion is sufficient. This means that even

though these students are satisfied with the social media promotion and overall work of the BSZ, the students of TBU see some place for development in terms of bringing these two different groups together and in lack of communication on the social media towards them. This shows that BSZ should pay more attention to the TBU students, which can be done through opening the events to these students, for example making a Movie Night accessible to them, inviting the Czech students to the International Dinner or simply by inviting the TBU students to join them while going to the ZOO or somewhere else. Furthermore, it could be done also when a trip does not reach capacity, which means that some places are not occupied by the international students (which happens when there are many events in a month), and offering these places to the students of TBU.

12 THE ANALYSIS INSIDE THE ORGANIZATION

In order to find out how social media communication is perceived within members of BSZ, another questionnaire was distributed via Facebook and face-to-face. The online form was created through Google forms. The questionnaire contained 12 questions and most of them were open-ended so the members could explain their ideas and opinions in their own words. The aim in this case was to find out the point of view from the inside perspective of the organization, and subsequently to compare and contrast it with the public notion. The period for conducting this research was from March to April 2016.

The organization has approximately 45 active members, however the questionnaire was filled out by only 16 of them. The first questions were focused on the length of participation in the organization. The answers were different – the longest period was one year and a half and the shortest period was one semester. Then, these members were asked to define if the online communication on social media had been developed during the time they were involved in the organization. Most of respondents think that the communication has been developed, mainly towards the international students, from the period when the new board was elected (since February 2016). The members are glad that the Instagram account exists, but what should be improved is better promotion there and using hashtag symbols of BSZ. Other improvements that have been noticed include better overview and managing thanks to Trello, which has been in use since February 2016. Then, other improvements have been higher activity on the Facebook fan Page, reports from meetings that are shared with other members through Facebook, or sharing experiences with other members at the meeting. Almost 63 % of the respondents think that the communication within the Facebook group for the members is sufficient. The rest think that some things should be improved. These are reducing the number of members in the group, because many students are not active, and do not reply if there is something needed. Even though the Facebook group for members has 130 members, the number should be reduced since only some of them are active.

Trello is, in most of their opinions, a good tool for managing the events and they think that it works well. On the other hand, some answers were negative, for example that the members do not use it because it is not efficient and it is complicated. Another suggestion was to connect Trello with Facebook. Other tools for communication are not necessary; some recommendations included creating a group only for the active core of the organization. The Facebook group and Page is perceived in the eyes of members positively,

contain enough information and are kept up-to-date. However, the Events could be posted earlier, and the promotion should be improved because many students in Zlín do not know about BSZ at all. The promotion of BSZ on Facebook and Instagram lack some things. For example, the communication with the international students is appropriate, whereas the communication towards TBU students is not appropriate. Another opinion was that the UTB students are separated from the international students and that BSZ should be promoted at each faculty.

The integration of newbies is, according to 63 % of respondents, not adequate. The reasons are that some of the newbies do not have the courage to participate, or they are not informed enough. The first contact with BSZ should be more organized and not chaotic so they do not lose enthusiasm. The recruiting should be done through the promotional materials on the university premises as well as online or through social media. It is better to get the newbies at the beginning of each semester rather than during it. Even though the integration process of the newbies is not sufficient, six respondents do not think that there should be a separate Facebook group for the new members, whereas only four think that there should be something like this. The rest do not state exactly. However, getting new members is important for every organization. The members of this organization are sometimes workers of TBU, and it may seem that BSZ lacks diversity of members from different faculties.

Other suggestions include more frequent contribution on Facebook or faster answering of questions asked by the international students on the Facebook Page. The promotion does not reach enough people, and the events are only for the Erasmus and international students, while it should again be changed by connecting them together. This can be done through social media. Another thing suggested was the system for evaluating the work of buddies. Lastly, one person who would be responsible for the running of the Facebook group and Page and one for Instagram should be specified.

13 RECOMMENDATIONS AND SUGGESTED IMPROVEMENTS BASED ON THE RESEARCHED INFORMATION

From the interviews, it is obvious that among international students, BSZ is perceived as a well-performing student organization. However, some suggested improvements in terms of social media communication have been discovered, and these are in three fields. The next pages are devoted to the present state and the suggested developments of the running of BSZ on social media. BSZ should improve and develop their marketing strategy in three spheres.

13.1.1 Communication towards international students

The recommendations in this section are based on the interviews with the international students, as well as from the statistic information from the Facebook group and Page, thanks to Facebook Insights. Some of them were noticed from observation. The recommendations and improvements would include:

- The Facebook group may be renamed something that would include not only Erasmus students but also international ones (for example International students in Zlín instead of Erasmus Life in Zlín) and should be created every year so that the students from previous semester do not get notifications.
- The frame of the marketing strategy, that means when to post what, should be made and archived for the people who come to BSZ, in order to know how to guide the social network communication.
- Since the highest number of followers is active in the evening at 8:00 p.m., the most important content should be posted mainly at that time.
- It would be a good solution to apply Google analytics to see a deeper examination of the life on the Facebook Page and target people according to it.
- Moreover, a video about the BSZ could be made so that incomers, as well as future members and the public, know what the BSZ does. The video could be uploaded onto YouTube. Potentially, a YouTube channel for BSZ could be created. This should be shown also on the Facebook Page, group and the website.
- On some events, cooperation with other student organizations, for example with Neon TV, should be maintained in order to have the video footage for the students and for later Events as a form of inspiration.

- The pictures from the events and trips should be immediately posted on the Instagram account, and the organization should connect with students by following them on Instagram. The organization should put more effort into keeping it active and up-to-date.
- Better and earlier promotion of trips so that they are not cancelled if the capacity is not reached.
- Events should aim at connecting international students with the TBU students.
- Introducing a new way of social communication, (so-called Telegram) for quicker interaction between international students and the organization.
- More online competitions for the students should be created to get their interest in the running of the BSZ (i.e. The best photo from the trip).
- More frequently asking about the students' opinions, i.e. posting polls into the Facebook Events, group or Page so the students can vote. Furthermore, the use of humour could be used to catch attention (Crha and Křížek 1998, 30-31); this means that the description of the trips could be entertaining.
- More of organization's own graphics should be created and posted on Facebook, such as online promotional materials.
- The online feedback form could be distributed via Facebook to international students at the end of each semester so that the organization knows what should be improved.
- Apart from that, the BSZ's partners could be promoted more on the social media so that the students know where they can get discounts.

Above all, probably the best promotion is word of mouth marketing, which can be made by people involved in the organization (Kerpen, 2015, 180) or by people who have had experience with the product and are not somehow connected to the running of the organization. They give recommendations to their friends or write references based on their own experience and out of passion.

13.1.2 Communication towards the students of TBU and potential members

Even though the target group is international students, BSZ should not forget about the TBU students either. Therefore, it should improve the social media communication with them, especially in terms of recruiting, so that the students have the information on how to

become a buddy. For TBU students, the promotion is mainly in the form of physical promotional materials at TBU festivals, during the career days or something similar. The recruiting could be done on Facebook too. Facebook includes many groups of TBU faculties, where the organization can share content. In addition to that, it should always post the information before the semester starts about how to become a buddy because the newbies have to know it immediately when they come to the university. Afterwards, it might be difficult to adapt to the running of the organization. The posts on Facebook could be written in both, English and Czech. Then, the seminars or meeting with the international students or with people who have already participated in the exchange such as Erasmus+, could be organized, thus bringing these two groups together. This is one way the international exchanges of students of TBU may be stimulated. The events that take place in Zlín, such as the Language Bazar (teaching languages on the base, students to students), Country Presentations or Visiting the ZOO can be public and promoted on social media so the international students can be in touch with the Czech students and are better acquainted with the academic grounds, and can overcome being homesick, which this exchange can bring. Czech students would also benefit from getting to know new people.

13.1.3 Communication inside the members

The members of BSZ communicate together online thanks to the closed Facebook group Buddy system Zlín, which is a private group of all members. Then, it is thanks to the managing tool, Trello. Again, it may be better to create a closed group for the newbies to teach them about how to organize trips and events or how to become an HR Manager or a PR Manager. The Facebook group for members should contain only active buddies. Otherwise, the communication through Facebook is smooth. According to the questionnaire, the integration of newbies should be developed, as well as the system of evaluation of the work of buddies or some kind of feedback, which should be introduced. There should be a person responsible for the Facebook group and Page and one for the Instagram profile. There is probably no need to make a social media profile for communication but the organization could take into account the use of Telegram, which could become a faster way of communication. The cookbooks should be stored for the next members as it is.

14 TESTING THE INITIAL HYPOTHESIS

Based on previous findings, the hypothesis that the organization should use social media for its promotion better is partially confirmed. Communication towards international students appears to be sufficient. However, the perception of other students of TBU is rather different. More or less, the suggestions were formulated at the end of this part and it is up to the members of BSZ (especially on the PR team) if they want to rethink their approach to target more TBU students or if they will concentrate mainly on international students. However, they can take into consideration the suggested changes.

CONCLUSION

This thesis describes the social media marketing analysis of the chosen organization, Buddy System Zlin, which helps short-term and long-term incoming international students of Tomas Bata University in Zlin to adapt in the Czech Republic by helping them before and during their arrival, with administrative or visa procedures and by creating trips and activities to make their stay in Zlin memorable. The members, on the other hand, get benefits in the form of new friendships, improving their language skills or getting to know a new culture.

Therefore, the aim of this thesis was to conduct marketing research in order to analyze if the social media marketing strategy presented by Buddy System Zlin meets the expectations of the international students, and other students of Tomas Bata University as well. Firstly, the theoretical part explained what social media marketing is, what social media exists, and defined the marketing mix, which was then applied to the organization itself in the practical part. Later, the methods of conducting research were described and the most suitable approach was chosen in order to conduct high quality research. The qualitative research was based on face-to-face discussion with international students. To find out how the organization is perceived among students of Tomas Bata University, more research was done; qualitative research by distributing questionnaires to the students from different faculties. Lastly, the questionnaire was filled out between some members of the organization.

To sum it up, the analysis showed that even though the social media marketing is, according to the international students, well-maintained, the students of Tomas Bata University think that the organization is not sufficiently promoted on social media. Buddy System Zlin should pay more attention to communication with this group. It is because they are a kind of next generation, which would then continue with running the organization, since fluctuation of members exists, after they graduate or go for exchange. Moreover, getting new members is crucial in order to maintain the smooth running of the organization. For this, the techniques of social media marketing seem to be appropriate. However, some suggestions were proposed from the international students as well. As a result, the final recommendations in terms of social media marketing were summarized at the end of the practical part.

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LIST OF ABBREVIATIONS

AC	Activities (Manager)
BSZ	Buddy System Zlin
ESN	Erasmus Student Network
FAI	Faculty of Applied Informatics
FAME	Faculty of Management and Economics
FHS	Faculty of Humanities
FLCM	Faculty of Logistics and Crisis Management
FMC	Faculty of Multimedia Communications
FT	Faculty of Technology
FR	Fundraiser
HR	Human Resource
IT	Information Technology
LR	Local Representative
PR	Public Relations
TBU	Tomas Bata University in Zlin

APPENDICES

P I: QUESTIONNAIRE FOR TBU STUDENTS

P II: QUESTIONNAIRE FOR MEMBERS

P III: QUALITATIVE RESEARCH – TRANSCRIPTION OF THE FIRST RESEARCHED INFORMATION

P IV: QUALITATIVE RESEARCH – TRANSCRIPTION OF THE SECOND RESEARCHED INFORMATION

P V: QUALITATIVE RESEARCH – TRANSCRIPTION OF THE THIRD RESEARCHED INFORMATION

P VI: QUALITATIVE RESEARCH – TRANSCRIPTION OF THE FOURTH RESEARCHED INFORMATION

APPENDIX P I: QUESTIONNAIRE FOR TBU STUDENTS

Buddy System Zlín (BSZ) – the questionnaire for the TBU students

1. Na akej fakulte študuješ?

- FHS
- FMK
- FAME
- FAI
- FT
- FLKR
- Iné

2. V ktorom ročníku si?

3. Už si niekedy počul/a o Buddy System Zlín?

- Áno
- Nie

4. Ak áno, odkiaľ o ňom vieš?

- od kamarátov
- z internetu – webpages
- z Facebooku
- z letáčikov
- z počutia
- iné

5. Mal by sa podľa teba Buddy System Zlín propagovať na sociálnych sieťach viac?

- Áno
- Nie
- Iné

6. Ako/Kde?

7. Chcel/a si sa už niekedy do Buddy System Zlin zapojiť, no nevedel/a si ako?

- Áno
- Nie

8. Si v kontakte s nejakým zahraničným študentom na UTB?

- Áno
- Nie

9. Prečo áno/nie?

10. Privítal/a by si pomoc od Buddy System Zlin aj pre študentov UTB, ktorí sa na zahraničný pobyt ešte len chystajú?

- Áno
- Nie
- Je mi to jedno
- Neviem

11. Myslíš si, že Facebook stránka Buddy System Zlin obsahuje všetky potrebné informácie?

12. Čo by malo byť celkovo vylepšené na Buddy System Zlin?

APPENDIX P II: QUESTIONNAIRE FOR MEMBERS

Buddy System Zlín (BSZ) – the questionnaire for members of the organization

1. Ako dlho si už v BSZ?
2. Vidiš za tú dobu pokrok v komunikácii BSZ na sociálnych mediách? Ak áno, v čom konkrétne?
3. Je podľa teba komunikácia medzi buddíkmi vo Facebook skupine dostatočná?
4. Ak nie, čo by sa malo zlepšiť?
5. Čo si myslíš o Trelle?
6. Mal by tu byť ešte nejaký iný nástroj komunikácie medzi členmi?
7. Myslíš, že Facebook stránka Buddy System Zlín a skupina Erasmus Life in Zlín obsahujú dostatok informácií a sú dostatočne aktualizované? Zdôvodni prosím svoj názor.
8. Myslíš, že je propagácia BSZ na Facebooku/Instagrame dostatočná? Uveď prosím konkrétne.
9. Je podľa teba začlenenie nováčikov dostatočné?
10. V čom áno/nie?
11. Chcel by si napríklad, aby bola vytvorená osobitá Facebook skupina pre nováčikov, kde by boli pre začiatok všetky potrebné informácie?
12. Čo by sa malo celkovo vylepšiť? (hlavne v komunikácii na sociálnych médiách)

APPENDIX P III: QUALITATIVE RESEARCH – TRANSCRIPTION OF THE FIRST RESEARCHED INFORMATION

Andrija and Vostan mainly use Facebook as their contact social network, but Russian social media VKontakte too. Andrija registered on Facebook only because of his Erasmus stay, so he can receive information and be updated. Vostan has an Instagram account but does not use it very often. He follows BSZ but is not very active there. They think that for BSZ, being on Facebook is sufficient and it does not require any other network for promotion since almost everybody, in their opinion, has a Facebook account. Vostan was firstly an Erasmus exchange student for one year and then he decided to study at TBU as a regular student, so he applied for the Master's degree. The main reason was that he likes Zlin and thinks that the people are nice. In his opinion, BSZ is changing very quickly because of the fluctuation of the members and changing their position. On the other side, he does not see any improvements in the communication; he adds that only the winter semester 2014 was not very well-organized.

Andrija thinks that everything important about the trips or latest news is in the Event organized by BSZ, so the students know what to expect. The frequency of the trips (every week, one trip and sometimes one event) is sufficient and everybody can choose where to go. The time before the photos are uploaded (up to 3 days) into group is also fine for him. Vostan did not need any help with accommodation, since his friend from Armenia, who was studying in Zlin, helped him during his arrival. He sometimes goes on the trips (depending on where and when) but thinks that the promotion of the trips is often not appropriate because there are too few pictures, videos and interaction but also informative content should be included as well as more updates. Furthermore, the plan of events and trips should be, in Vostan's opinion, discussed with the international students in advance or before their arrival through the Facebook group. His idea is that BSZ should nominate some places and the international students would then vote and choose the places they want to visit.

Concerning the Facebook group Erasmus Life in Zlin, they are satisfied overall since it helps them in solving problems. Neither of them expected so much help before their arrival in Zlin. They found out information about BSZ from the email sent by the International Office. They think that even if somebody does not have a Facebook account, the most important information is sent via emails.

To sum it up, the respondents Andrija and Vostan were very open and reacted promptly. They were interested in the discussion and there were no silent moments, because each time somebody suggested something, the discussion was equal. That means that each of them had sufficient time to express his thoughts. Generally, they see the organization in a positive light.

APPENDIX P IV: QUALITATIVE RESEARCH – TRANSCRIPTION OF THE SECOND RESEARCHED INFORMATION

Haris is an example of a person who has an account on social network but does not use it often. The maximum time spent on Facebook in his case is 20 minutes a day. Iveta has a Facebook account but uses it more often. However, they have both been registered there for a long time. Iveta uses Facebook mostly on her tablet or phone. They think the BSZ Facebook communication is well-organized so they can get all the information they need. On the other hand, they did not know about the Facebook Page and group for the international students before they came here. But they also got an email from the International Office informing them about how to get a buddy. Therefore, in their opinion, for those who do not have a Facebook account or do not use it, it is good to stay informed through email.

According to them, the description of the trips is sufficient. They suggest that another form of social media could be used for communication with other people outside BSZ as a form of promotion. Iveta thinks that the communication in the second semester has improved compared to the first one. If there was a chance for the international students to decide where to go, they think it would be a conflict of interest. Haris did his Erasmus in Denmark, where he did not experience so much help from buddies, only during the Welcome Week. There were no trips or events organized. On the other hand, there were only approximately 20 people doing their international exchange. Iveta mentioned that she is sometimes confused what to use and where to find what, if on the Facebook group or Page. She added that last semester it was not so well-promoted, however the trips were better because they were not only inside the Czech Republic, but outside the country. She suggested there should be more trips abroad, since the Czech Republic is situated in the middle of Europe. Both agreed that the their section, which takes care of international students is worse organized in the city they live.

Iveta and Haris talked in a relaxed way and they expressed themselves based on their experience with the BSZ and contrasted it to the organizations at their home university or in Haris' case, from his previous Erasmus experience. It seemed that they do not want to say anything negative about the organization. All in all, the opinions were interchanged and in the end they agreed on the same thing.

APPENDIX P V: QUALITATIVE RESEARCH – TRANSCRIPTION OF THE THIRD RESEARCHED INFORMATION

Mosses uses mostly Facebook for social interaction, where he spends a lot of time per day. He used to use other social media but he does not want to keep in mind all his passwords so he decided to focus only on Facebook. On the other hand, he did not know about the Instagram profile of BSZ. Although he has never gone on one of the BSZ trips, he went to some of the BSZ events organized for international students, such as the International Dinner or the Movie Night. Nevertheless, he thinks that the promotional techniques used by BSZ on Facebook are sufficient. He has never experienced anything similar to BSZ in his home country. He would also like to prolong his studies, if possible. He stated that all the necessary information for international students can be found in the Facebook group Erasmus Life in Zlin. In general, he is satisfied in Zlin, which can be attributed to the fact that he has many Gambian friends who study with him.

In this case, the student spoke positively about the city and BSZ. He appeared to be interested in the topic. The questions were more frequent because his answers were often shorter. He did not suggest any improvement for the organization and he is satisfied overall.

APPENDIX P VI: QUALITATIVE RESEARCH – TRANSCRIPTION OF THE FOURTH RESEARCHED INFORMATION

Yasin has been studying at TBU for one year and a half but he wants to stay in Zlin for two more years. He chose Zlin because it was his only choice and he wanted to be in Europe and in the Czech Republic. He is studying for his doctoral degree at the Faculty of Technology.

Like the other interviewed people, he uses mainly Facebook but also LinkedIn and Instagram. However, he did not know about BSZ Instagram, which may signalize that the promotion there is not sufficient. He does not think that the organization should create a LinkedIn or Twitter profile. In his opinion, the Facebook BSZ Page and the trips are sufficiently described, and he thinks that having the group Erasmus life in Zlin is a big advantage for incoming international students. In Iran, they do not have these types of exchanges, but they have some exchanges to Singapore and Asia. Before he came to Zlin he did not know about BSZ but he got to know about it afterwards from the activities organized by their members. This is probably caused by the fact that he came later so he did not have the opportunity to be present during the Welcome Week activities. Nevertheless, the International office of TBU informed him about BSZ. His friend from Prague helped him during his arrival so he did not need the pick-up service from the organization.

Yasin has been on some trips of BSZ and liked them. According to him, the organization is described as a group of friends who are helping other students. He adds that if he had not had Facebook, he would not have known about the BSZ.

He suggested the use of Telegram, which is an application for mobile phones where people can easily communicate. Since it is a messaging application, interaction is much quicker. He thinks that a group for the international students should be created there, and this would assure faster communication. Firstly, the group needs to be created and people added there. Everybody would then get notifications, could share ideas or photos, or could access different websites via links posted to the group. In his opinion, many people use it in the Middle East and anybody can register by putting in a user name or by filling in a number. The members can also be hidden, so nobody would know who is there. It is very good to interact, send photos, or just decide where to spend the evening. Everybody can create group there but only the moderator (the creator) can remove or add people. This type

of social media would be suitable also for Russian people who use V Kontakte. The advantages are that everybody can download it into their mobile phone; everybody gets notifications when somebody sends a message, whereas these notifications can be muted.

Next, he mentioned that he spends too much time being online, just messaging, or on Facebook. He thinks that it is good to know about BSZ because then the students get to know many people and some Czech students as well. It is a good choice especially if somebody does not have courses every day and cannot meet other international students.

The fact, that the trips are released two weeks in advance is fine for him. However, there should be some different trips, where they would not otherwise have a chance to go, for example to the mountains or somewhere similar. He took part in the Welcome Week once but for him it was not so interesting since he knew the city already. It would be a good solution to create something similar for other students who are in Zlin for a longer time, so they meet new incoming students and are not bored during this first week. The provided information is good for the students coming from countries who do not know the culture, and this helps them acclimate to certain things such as police procedures. He suggests that there could be a deal with the police, so the documents for arranging a visa or international issues would be prepared in advance so it would not take such a long time to get ready. Yasin thinks that some events should be changed, for example the Movie Night should include international movies from the countries where the international students come from, or that they could nominate the movies when the Facebook Event is created.

Then he thinks that it would be good to connect the international students with the Czech students and make trips or events for them too. He has experienced that the Czech students are afraid of speaking English. Going on the trips with them would be a good way to get to know each other.

In general, Yasin expressed his opinion with enthusiasm and brought new ideas to the discussion. It was obvious that he is interested in the discussed topic. He could point out the development of the organization throughout the years while he has been in Zlin. He reacted very quickly and gave different suggestions either for the improvements of the trips or of the social media communication.