Examining Twitter Follower Engagement Using Implicit Motives

Cristiano Ronaldo

A social media influencer

Implicit Motives

Non-conscious drivers of behavior
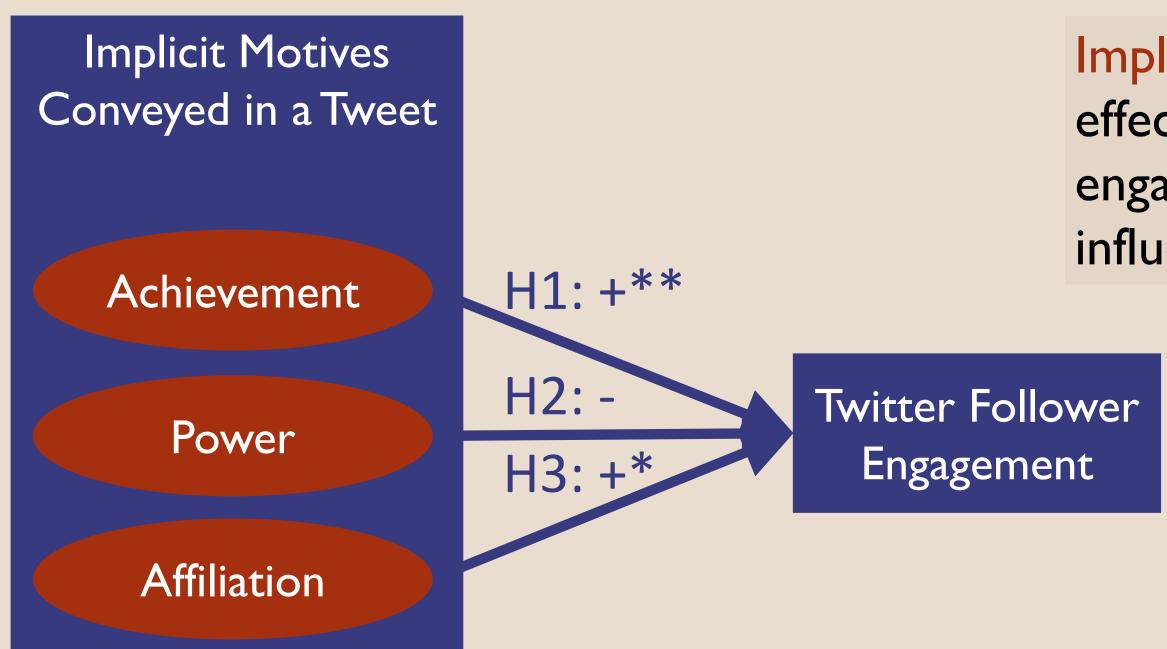
Achievement
Mastery and excellence

Power
Impact, control, or influence on others

Affiliation
Forming and maintaining relationships

Engagement Reveals The Deep Mind of an Influencer's Twitter Audience

Research Model

Implicit Motives Conveyed in a Tweet

Achievement — H1: +** →
Power — H2: - →
Affiliation — H3: +* →

Twitter Follower Engagement

Conclusion

Implicit achievement tweets are the most effective in generating Twitter follower engagement for sports social media influencers.
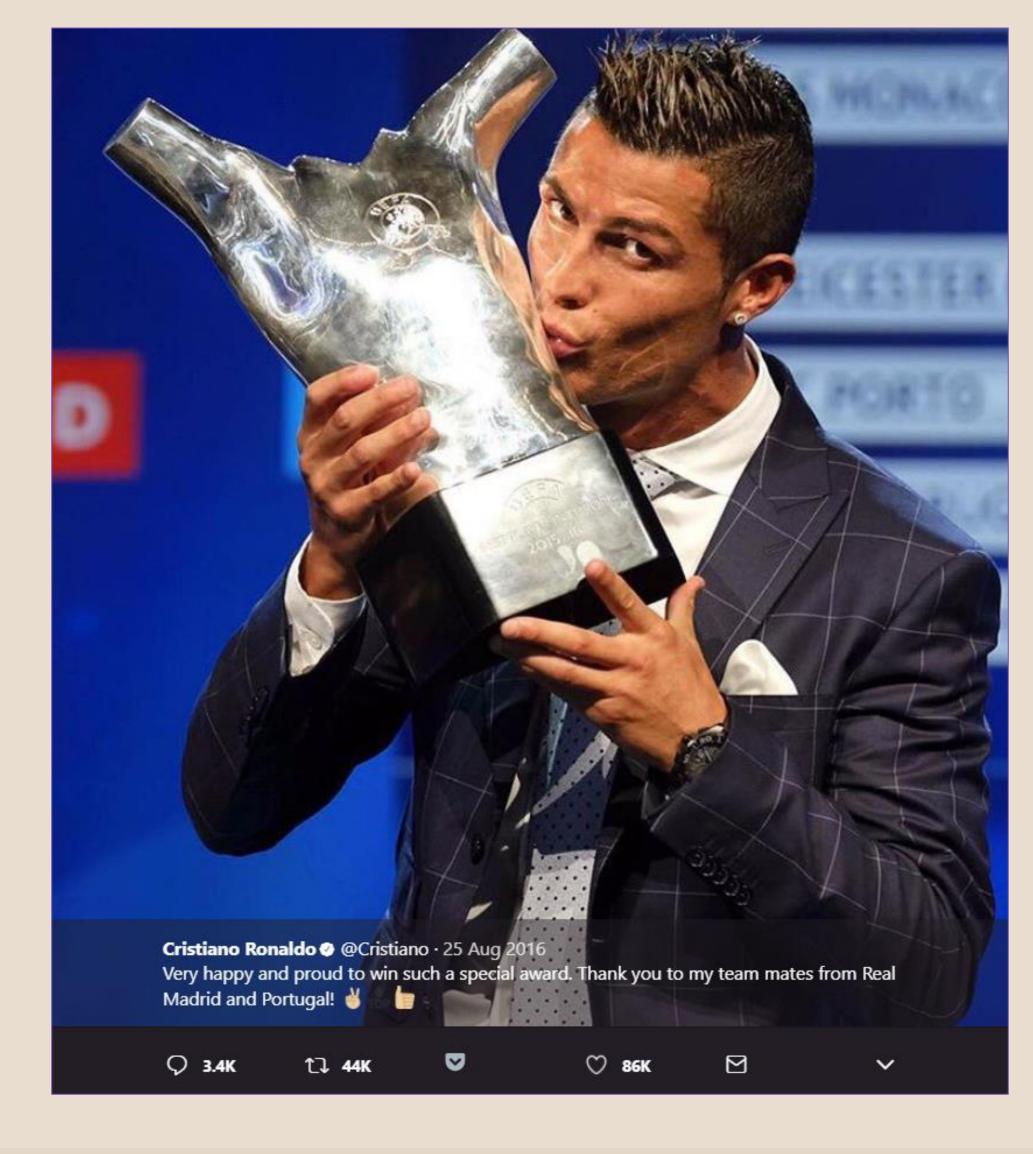
Example

Very happy and proud (ach & pow) to win (ach & pow) such a special award (ach). Thank you to my team (aff & ach) mates (aff) from Real Madrid and Portugal!

86 k favorite
44 k re-tweets

Methodology

- 834 tweets
- 30 July 2013 to 11 September 2017
- Twitter follower engagement measured via tweet favorite count and re-tweet count.
- Implicit motive measurement of achievement, power and affiliation generated based on computerized content coding of tweet text.

Applied Contribution

To create stronger Twitter follower engagement use achievement and affiliation language when tweeting to an audience of a social media influencer who is a sports celebrity.

Authors

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Cristiano Ronaldo @ @Cristiano · 25 Aug 2016
Very happy and proud to win a special award. Thank you to my team mates from Real Madrid and Portugal! 🏆🔴
3.4K   44K   86K