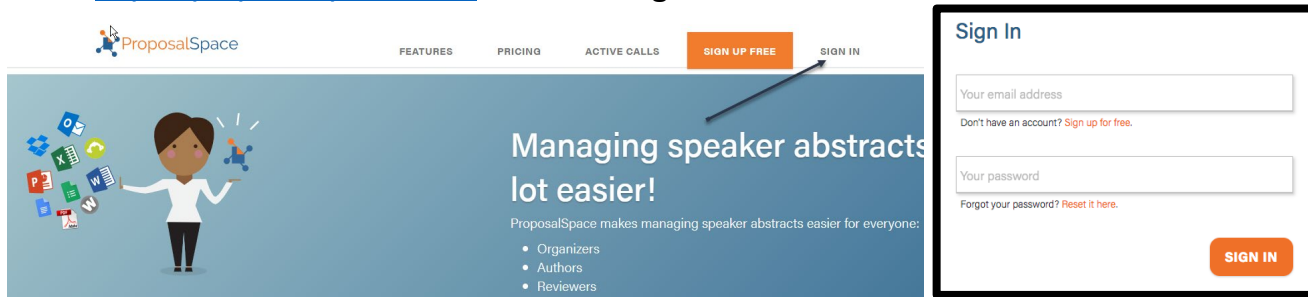


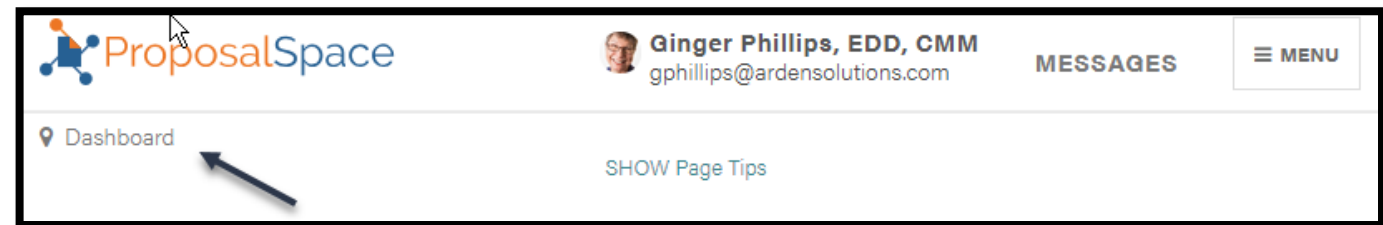
## How to Review in ProposalSpace

Go to <https://proposalspace.com/> and click **Sign In**.

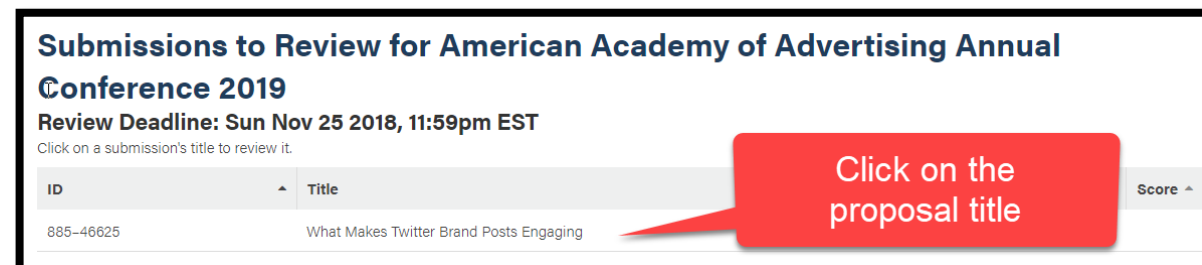
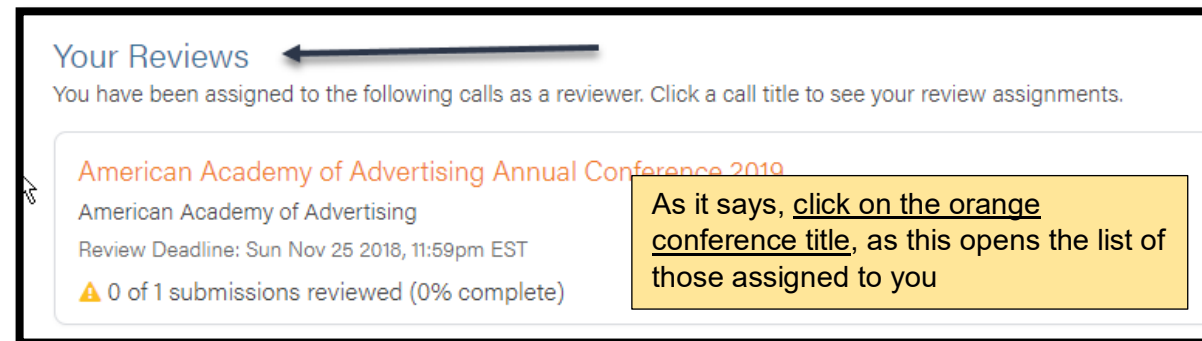


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ProposalSpace  
 American Academy of Advertising Annual Conference 2019 Review Assignments > Review Form

**American Academy of Advertising Annual Conference 2019  
 Proposal Review Form**

What Makes Twitter Brand Posts Engaging

Submission Type  
 Full Paper

The lead author is:  
 Faculty Member

Keywords: **Please select at least two and no more than four. Hold the CTRL key to select multiple**  
 Big Data Analysis  
 Content Analysis Research  
 Social Media  
 Viral Advertising

Abstract  
 Limit: 200 words | Word count: 145

Twitter is the second most used social media marketing site but overall spending has decreased recently as marketers struggle to find ways to reach their target audience. This research is a case study on what kind of brand Twitter posts drive reach and awareness through engagement to increase viral reach which is a sign of social media effectiveness. A content analysis of 1000 brand Twitter posts that found: (1) significant positive effects for content/likes/retweets and emoji posts on replies, (2) significant positive effects for content/likes/retweets posts on replies, (3) significant positive effects for emoji posts on favorites, (4) significant negative effects for content/likes/retweets posts on favorites, plus (5) significant negative effects for educational posts created on replies and replies. Connections to diffusion theory and viral definitions are explored. Managerial and theoretical implications are also discussed.

I agree to the Terms and Conditions above  
 Yes

Submission Upload in Word Only: Times New Roman 12 pt double spaced OR Arial 12 pt single spaced okay  
[whatmakesyourbrandpostsengaging-4-11-18.docx](#)

Permission to Save and Print Names  
 I give my and my co-authors permission

Persons  
**First & Corresponding Author**  
 Hidden

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Conflict (optional)  
 I have a conflict of interest that precludes me from scoring this submission.

Theoretical Framework  
 1  2  3  4  5  6  7  8  9  10

Methodology  
 1  2  3  4  5  6  7  8  9  10

Readability  
 1  2  3  4  5  6  7  8  9  10

Contribution to the Field  
 1  2  3  4  5  6  7  8  9  10

Overall Rating  
 1  2  3  4  5  6  7  8  9  10

TOTAL SCORE  
 -

Best Paper Consideration (required)  
 Should this submission be considered for a best paper award?  
 Select an answer: -

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Here you see the full submission

Here is where you score

Please recommend AND COMMENT

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Continue through your reviews until all are completed.  
 Thank you!  
 If you have questions about ProposalSpace, contact Dr. Ginger Phillips at 727-940-2658 x 1001 or [support@aaasite.org](mailto:support@aaasite.org)