Communicating CSR and Brand Personality through Social Media

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ABSTRACT

In the competitive atmosphere of today's business world, corporate social responsibility (CSR) has become yet another factor organizations use to distinguish themselves and make their values apparent to their audiences. Social media have helped organizations communicate these characteristics with their audiences by enabling timely and cost-effective communication between individuals and organizations. While many studies have explored the role of social media in communicating CSR messages, few studies have focused on the social transformational cues that visual elements of these tools offer organizations in terms of communicating their socially responsible activity. Through a content analysis of social media posts by both the Reputation Institute's 20 most responsible companies and the institute's top 20 Fortune 500 companies, this study explored the ways in which organizations communicate their CSR activities over a three-month period. The analysis examined companies' CSR initiatives through their text and image posts on Instagram and Twitter, as well as how socially responsible companies express brand personality using these social media sites. Furthermore, this study compared organizations' use of image, text, and text-only based social media posts, as well as their use of image-power strategies. This study also contributed to existing work on CSR in social media by examining trends in the social media strategies of the most responsible and highest earning organizations in terms of how they communicate cues related to CSR.

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Introduction

Corporations are increasingly concerned with communicating corporate social responsibility (CSR) to their consumers (Kent, 2010). In recent years, CSR has become immensely important to organizational success due to increasing demands for social involvement from stakeholders (Curley & Noormohamed, 2014). Consequently, CSR has become yet another factor organizations use to distinguish themselves and make their values apparent in the competitive atmosphere of today's business world. It is no longer enough for an organization to simply meet the financial expectations of its stakeholders; consumers are now pushing organizations to play a larger role in the well being of society (Carroll, 1991). From promoting healthy diets to protecting our national forests, companies are committing themselves to pro-social causes.

A study conducted by Twitter revealed that 80 percent of the 12,000 people surveyed had mentioned a brand in their Tweets at least once during a five-month period (Midha, 2014). Many companies are trying to tap into the intricate world of social media; far more are trying to figure out how to use these tools to boost their online presence. In exploring the marketing potential social media have to offer, companies are becoming increasingly aware of how important it is to create a strong online presence and convey a clear, cohesive personality. Social media have transformed the way organizations communicate these features with their audiences (Gupta, 2011) by enabling timely and cost-effective two-way communication between individuals and large organizations.

While there are various means of communicating socially responsible practices, organizations are able reach more niche audiences than ever before through the promotional functions of social media sites. Modern social media platforms have facilitated

relationships between consumers and organizations, and have the potential to connect the two around a common cause. Although there have been several studies on how companies' informational CSR messages are aided by social media (Curley & Noormohamed, 2014; Fieseler, Fleck, & Meckel, 2010; Smith & Alexander, 2013), few studies have focused on the social transformational cues that visual elements of these tools offer organizations in terms of communicating their socially responsible activity. The visual aspects of social media hold so much potential for companies as they can influence audiences on a level that words alone cannot (Nelson, Reed, & Walling, 1976). Images have been around for countless centuries (Pettersson, 2007), and have a communicative function that warrants further research as we develop newer tools for sharing images. To that end, brand personality is especially important as well, as it actively engages consumers and establishes a point of differentiation for a company. Through further exploration into CSR's contribution to building a brand's appeal, companies can better understand the value of creating a socially responsible image (Freling , Crosno, & Henard, 2011).

Through a content analysis of social media posts by both the Reputation Institute's 20 most responsible companies and 20 Fortune 500 companies, this study explored the ways in which organizations communicate their CSR activities over a weeklong period. The researcher examined companies' CSR initiatives through their text and image posts on Instagram and Twitter, as well as how socially responsible companies express brand personality using these social media sites. Furthermore, this study compared organizations' use of social media posts with both images and text to posts with text only, as well as their use of image-power strategies. This study also contributed to existing work on CSR in social media by examining trends in the social media strategies of the most

responsible and highest earning organizations in terms of how they communicate cues related to CSR via social media.

Literature Review

Organizations' Use of Social Media

Social media are tools for social interaction that employ readily available and comprehensible communication techniques (Gupta, 2011). A survey of Fortune 500 companies revealed that 83 percent of the companies were on Twitter, 80 percent were on Facebook, and 20 percent were on Instagram— nearly double the amount from the previous year (Barnes & Lescault, 2014). There are various differentiating characteristics of social media sites such as Twitter and Instagram, including the potential for real-time interaction, reduced anonymity, a sense of proximity to others, short response times, and the ability to use these media whenever it may be convenient for an individual member (Kent, 2010).

Organizations' use of social media is an increasingly popular research topic that demands more attention (Khang, Ki, & Ye, 2012). A study by Khang et al. (2012) investigated trends in social media research over the past 14 years and across four disciplines: advertising, marketing, communication, and public relations. They found an increase in social media articles coinciding with the increasing significance of social networking sites like Facebook and Twitter.

Social media have altered the dynamics of many relationships, especially the organization-public relationship, redefining what it takes for an organization to form a relationship with its publics (Reitz, 2012). Since social media allow for the addition of user-generated content, organizations are employing these sites to improve their social network

visibility, encourage users to learn about their organization, and forge relationships with online publics (Men & Tsai, 2012). Social media sites can give organizations human characteristics through various means; for instance, users have the ability to "friend" or "like" an organization on a social networking site (Men & Tsai, 2012).

Men & Tsai (2012) also analyzed organizations' messages and their publics to determine how organizations use social media to engage with their online publics. The results revealed that companies in China and the United States commonly use tactics such as disclosure, information dissemination, and interactivity to reach online publics. A significant part of corporate posts involved their products, promotion, and corporate activities. Similarly, the publics' posts were principally associated with information seeking. These findings suggest organizations' social media sites primarily serve as tools for dissemination of organizational information. Another study by Lovejoy and Saxton (2012) surveyed common Twitter practices among the largest non-profit organizations in the U.S. The study revealed three primary functions of microblogging updates—disseminating information, community engagement, and getting followers to take action for the organization. Similarly, McNely (2012) developed a qualitative coding schema for image-power strategies commonly employed by organizations to shape their organizational image online. This study identified Instagram as new tool for communication between organizations and publics, and identified strategies organizations used to communicate their corporate image through Instagram. The strategies included orienting, or displaying artifacts related to organizational image; placemaking, or depictions of the organization in specific material locations; showcasing, or displays of merchandise; and crowdsourcing, or broad solicitation of audience feedback/participation.

While limited in scope, the study revealed that retail organizations in the sample made use of showcasing and crowdsourcing strategies, whereas the non-profit organizations employed orienting and placemaking strategies. Due to the social media site's brief history, McNely (2012) recognizes a need for further research into Instagram's role in shaping organizational image.

Social media offer organizations and publics several unique opportunities to get involved in charitable or community-centered causes (Gupta, 2011). Organizations frequently turn to social media sites as a way of endorsing causes (Gupta, 2011). With nearly two-thirds of global consumers using social media to engage with companies around CSR related issues, organizations have the potential to reach a wide audience (Cone, 2013). Likewise, audiences can use social media to let organizations know which issues are most relevant to them or, by extension, the communities in which these organizations operate. By closely monitoring their social media sites, organizations can figure out which causes motivate their target audiences (Kerwin, 2010). However, organizations risk losing the opportunity to have their messages heard and to learn from their audiences when audience voices are ignored. Gupta (2011) asserts, "social media has shifted control of the corporate message away from the organization and towards consumers and other stakeholders, and running away and hiding is no longer safe" (p. 5).

Corporate Social Responsibility and Social Media

CSR is a business theory that emerged as a response to Milton Friedman's theory of economics, which placed financial responsibility above all else (Baron, 2007; Friedman, 1970). Companies in that approach had very narrow perceptions of social responsibility, and did their part by exclusively donating funds and supporting education. While

stakeholders demanded that corporations play a larger role in the betterment of society, many organizations were still hesitant to embrace CSR. Opposition toward CSR diminished once companies recognized that CSR initiatives were not a threat to financial performance, and could ultimately benefit their organizations (Carroll, 2015). Since then, CSR has grown into an immensely vital, global organizational concept. Although CSR is a term commonly used in discussions of organizational communication strategies, it has been defined in several different ways. Bowd, Harris and Cornelissen (2003) provide a comprehensive definition of CSR, describing it as "corporations being held accountable by explicit or inferred social contract with internal and external stakeholders, obeying the laws and regulations of government and operating in an ethical manner which exceeds statutory requirements" (p. 19). Similarly, Curley & Noormohamed (2014) define CSR as "a trend in corporate policy which serves as a self-regulatory guide to socially and environmentally responsible business practices" (p. 2). According to Carroll (1991), an early view of commercial organizations' duties was that an organization's only responsibility was to generate the maximum financial return to shareholders. Since then, however, it has become abundantly clear that financial gain cannot be the only for which thing an organization is accountable (Carroll, 1991).

Carroll (1991) identifies four kinds of social responsibilities that make up CSR as a whole— economic, legal, ethical, and philanthropic— and depicts them as a pyramid, with each of the four aforementioned responsibilities ranked by importance. The CSR pyramid begins with economic responsibility at the base of the pyramid, indicating it should be considered a less important responsibility. Legal responsibility is above economic, since the law serves as society's way of classifying acceptable and unacceptable behavior. After

legal comes ethical responsibility, which involves an organization's commitment to doing what is right, and to avoid or minimize harm to all organizational stakeholders. Finally, philanthropic responsibility is placed at the very top of the pyramid, indicating it is the most important of the four responsibilities. Organizations are principally expected to be good corporate citizens, specifically by contributing both financial and human resources to the community, as well as through efforts to improve overall quality of life. Organizations should attempt to meet all of these obligations, but must also understand that some are in higher demand than others.

While there is undoubtedly a greater push for organizations to contribute to the betterment of society, the real challenge is to spread the message to a large audience in a timely manner (Curley & Noormohamed, 2014). If stakeholders are unaware of an organization's CSR practices, then the company is not properly communicating a critical component of its identity. Social media sites can be used to confront this challenge, as these sites have the capacity to connect consumers and organizations around a cause.

A study by Smith and Alexander (2013) identified common CSR headings on Fortune 500 company websites. The authors found two main headings, "*Community*" and "*Environment*," displayed on approximately 80 percent of the Fortune 500 company websites. Subheadings were also employed on over half these websites to classify components of CSR and make the sites easier to navigate. These subheadings included *Health and Wellness, Sustainability, Diversity, and Ethics*.

Fieseler, Fleck, and Meckel (2010) suggest that socially and economically responsible corporations develop and maintain stronger relationships with their audiences, reducing the threat of regulatory interventions or clashes with opposing groups.

CSR activities contribute to the perceived integrity and authenticity of a firm's brand (Fiseler et al., 2010). A case study by the aforementioned authors profiled McDonald's, the organization with the most prominent CSR blog during the time the study was conducted. The blog was written by McDonald's Vice President of Corporate Social Responsibility, and focused mainly on informing the public about the five key issues pertinent to the organization: balanced active lifestyles, responsible purchasing, people, the environment, and the community. The results of Fieseler et al.'s (2010) study revealed that McDonald's CSR blog did not have a significant impact on a large public sphere. Instead, micro-dialogues were created between the McDonald's corporation and highly involved audiences. However, the blog could indirectly reach the larger sphere through opinion leaders spreading the blog's content throughout their expansive social networks. The researchers posit that blogs like the McDonald's blog reach a "very active and well-informed clientele" (p. 609), a crucial group for marketers, as they are usually early adopters and influencers.

Many organizations remain unsure of how to incorporate social media into their strategies (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011), including their communication of CSR. A report featured in the trade publication *Business and the Environment* (2012) lists ten tips for promoting CSR through social media. The list emphasizes basic strategies such as creating profiles on appropriate social networking sites and assigning specific people to take charge of these accounts. Moreover, the careful monitoring of hashtags to track relevant CSR content (ex: #sustainability) could aid the organization in finding issues and causes in which to get involved.

Since consumers expect the companies they interact with to practice sustainability, make connections with community, and serve society, companies must find new ways to communicate their CSR practices and policies (Curley & Noormohamed, 2014). As previously mentioned, social media can help consumers monitor the impact of a company's involvement in a cause. While they are useful tools, social media require organizations to practice two-way communication— asking and answering questions— to reach both potential clientele and devoted consumers. The public favors CSR collaborations when they are directly related to stakeholders' interests.

Brand Personality Cues in Strategic Communication

In addition to overt statements of CSR initiatives, social media have the potential to transmit broader social cues, such as brand personality. Brand personality refers to the group of human characteristics that are associated with a brand (Aaker, 1997). The dimensions of brand personality— sincerity, excitement, competence, sophistication, and ruggedness—were based on research on the "Big Five" human personality structure to develop a similar brand framework and a generalizable scale to measure these dimensions (Aaker, 1997). Brand personality is particularly important as it may be used to appeal to consumers as well as set the brand apart from competitors. Consequently, more and more companies are employing brand personality as a marketing tool (Freling et al., 2011). Much research on brand personality tends to focus on expanding the body of work on its functions. For example, a study by Johar, Sengupta, and Aaker (2005) sought to understand the condition under which personality inferences about a company could be modified and why. Results of the study suggested that individual's responses to new information about a brand's personality differ on the basis of whether a personality trait is accessible in the

consumer's mind in the first place. These findings have clear implications for organizations attempting to develop a brand personality, and emphasize the dynamic makeup of brand perceptions (Johar et al, 2005). Similarly, Sung and Kim (2010) found that brand personality increases levels of consumers' brand trust and produces brand affect, which in turn bolster consumers' loyalty to a brand. When companies understand the appeal of their brands' personalities, they will be able to see how it plays a role in influencing purchase intention and behavior (Freling et al., 2011).

CSR activities also make a significant contribution to the apparent integrity and authenticity of a brand's personality. Blombäck & Scandelius (2013) explored the role of corporate heritage in creating favorable perceptions of a brand's image. Results of the study suggested that references to corporate heritage on their own did not influence positive consumer perception on responsibility, except when directly tied to CSR communication. Nan and Heo (2007) took a different approach and studied the role of brand-cause fit in marketing CSR initiatives. This study demonstrated that ads that featured CSR-related messages prompted more favorable consumer perceptions of a brand than those without. Consumer attitudes toward a brand were also found to be more positive when the CSR-related message incorporated high brand/cause fit as opposed to those with causes unrelated to the brand (Nan & Heo, 2007). Similarly, Madrigal and Boush (2008) examined the extent to which consumers are willing to reward brands for their socially responsible behavior. The authors assert that when a brand indicates its commitment to social responsibility, consumers who believe that action involves an important personal goal or value will feel obligated to give something back to the brand in

return for its efforts. Socially responsible activities that align with consumers' values are likely to strengthen the relationship between the consumer and the brand participating in these activities (Madrigal & Boush, 2008).

Current studies are exploring methods for effectively communicating a brand's identity using online communication tools (Kim & Ko, 2012; Okazaki, 2006). Okazaki (2006) investigated which dimensions of brand personality multinational corporations frequently employed to communicate their identities to online consumers using Aaker's (1997) scale. Excitement, competence, and sophistication were identified as the most recurring dimensions. Another study examined the effects of companies' social media marketing on consumer brand perceptions and consumer purchase intention (Kim & Ko, 2012). The study's findings revealed that companies' social media platforms established a means through which consumers could participate in friendly interactions with the brand as well as other users. This outcome demonstrated that an organization's use of social media sites had the potential to foster relationships with consumers, and positively influence consumer perceptions of that company's brand.

Communicating Corporate Visual Identity

Just as with brand personality, visual elements of social media have the power to communicate unique cues about CSR. In recent years, research has moved past imagery's role in shaping audience perception and is more recently concerned with visual elements as complex as the linguistic aspects of media (McQuarrie & Mick, 1999). Messaris (1994) argues that visual communication is significant for two main reasons: first, the relationship between images and the meanings that stem from these images are mostly based on pre-

existing principles of visual perception, whereas symbols are particularly subjective with verbal language. Second, because visual customs are principally based on real-world perceptual processes, the persuasive function of visuals may be harder to discern than verbal persuasion. This comparison of syntactic and visual elements creates the concept of visual literacy. Avgerinou (2000) provides a current definition of visual literacy: "In the context of human, intentional visual communication, visual literacy refers to a group of largely acquired abilities, i.e. the abilities to understand (read), and use (write) images, as well as to think and learn in terms of images" (p. 43). El Rafaie (2009) adds to this definition by describing visual literacy as the ability to identify images and analyze them according to the manner in which they explain the world.

Visual literacy is a critical tool for assessing perceptions of an organization's online presence. An existing body of research suggests that organizations take this into account while creating and maintaining their online communication strategies (McQuarrie & Mick, 1999). Visual content is crucial for driving traffic to organizations' social media sites. Visual content that drives traffic not only results in higher engagement, but also results in increased subscriptions and customers, and may even help retain existing customers (Moritz, 2015). Furthermore, the presence of visual content in a post can increase the likelihood that a user will share the post among his or her network. A study on Facebook user engagement found that posts containing photos accounted for 85 percent of shared posts from users worldwide (Redsicker, 2014). Thus, presenting identity through images becomes a focal point for organizations' social media strategy. Examining the communicative functions of images in social media lays the groundwork for establishing effective organizational tactics for developing persuasive messages.

Communicating CSR presents many challenges, one being that words alone may not have the descriptive power necessary to inform audiences of complex CSR activity. Current research suggests the role of imagery and visual literacy may help bridge that gap, as images facilitate the communication of CSR practices and policies in a way words cannot (Hoellerer, Jancsary, Meyer, & Vettori, 2013). Visuals offer universally understood cues, and provide audiences with a concrete reference for a concept that resonates with them. Hoellerer et al. (2013) point out a lack of comparative studies as a limitation of their research, indicating a need for further exploration into the role of imagery in communicating a concept as complex as CSR. Based on the aforementioned literature, the following research questions are proposed:

RQ1a: How prevalent are CSR-related terms in organizations' Twitter and Instagram posts?

RQ1b: Does the prevalence of CSR-related terms differ between companies identified as highly responsible and companies identified as highest earners?

RQ1c: Does the prevalence of CSR-related terms differ between posts with images and text and posts with text only?

RQ1d: Does the prevalence of CSR-related terms differ between posts from Twitter and posts from Instagram?

RQ2a: How prevalent are personality cues in organizations' Twitter and Instagram posts?

RQ2b: Does the prevalence of personality cues differ between companies identified as highly responsible and companies identified as highest earners?

RQ2c: Does the prevalence of personality cues differ between posts with images and text and posts with text only?

RQ2d: Does the prevalence of personality cues differ between posts from Twitter and posts from Instagram?

RQ3a: How prevalent are image-power strategies in organizations' Twitter and Instagram posts?

RQ3b: Does the prevalence of image-power strategies differ between companies identified as highly responsible and companies identified as highest earners?

RQ3c: Does the prevalence of image-power strategies differ between posts with images and text and posts with text only?

RQ3d: Does the prevalence of image-power strategies differ between posts from Twitter and posts from Instagram?

Method

Sample

A content analysis of posts on Instagram and Twitter over a seven-day "constructed week" period (see Hester & Dougall, 2007; Luke, Caburnay, & Cohen, 2011; Riffe, Aust, & Lacy, 1993) from 20 companies identified as highly responsible and 20 companies identified as top-earning companies was conducted to determine how organizations use social media sites to communicate their CSR activity. The social media sites were chosen to ensure that the sample included substantial amounts of both posts with images and text and posts with text alone. Instagram was chosen because of its showcasing of images in posts (McNely, 2012), while Twitter was selected for its more text-heavy functionality as well as its large audience (Busch & Shepherd, 2014). While the sites are somewhat complementary in that one is primarily text-based and the other primarily image-based, it is important to note that both platforms display text and images, and both aspects were coded in this study.

To provide a sample from both companies identified as highly reputable and a comparison group of top-earning companies, the sample was stratified using existing independent company rankings related to corporate social responsibility and earnings. One sample was drawn from top-ranking organizations from Reputation Institute's 2013 CSR RepTrak® 100 Study (Table 1) (Reputation Institute, 2013). To find which companies have the very best reputations, the consulting firm asked more than 55,000 consumers to participate in a study that would rank the world's 100 most reputable companies. Each company earned a "RepTrak Pulse" score, which represents an average measure of people's feelings for the company. Reputation Institute analyzed the "seven dimensions of corporate reputation," comprised of workplace, governance, citizenship, financial performance,

leadership, products and services, and innovation. Of these seven, citizenship, governance, and workplace fall under CSR. Based on the finding that 41 percent of how consumers feel about a company is based on their perceptions of the company's CSR activity, the Reputation Institute separately ranked the companies with the best CSR reputations.

Table 1. RepTrak's Most Responsible Companies.

Organization Name (RepTrak rank order)	Instagram Handle	Number of Instagram Posts Collected (n= 125)	Twitter Handle	Number of Twitter Posts Collected (n= 367)
1. Disney	@disney	5	@disney	31
2. Google	@google	2	@google	24
3. BMW	@bmw	20	@BMWUSA	10
4. Sony	@sony	4	@Sony	13
5. Intel	@intel	5	@intel	20
6. Volkwagen	@vw	11	@VW	19
7. Lego	@lego	5	@Lego	0
8. Canon	@canonusa	7	@CanonUSA	21
9. Kellogg	@kelloggsus	0	@KelloggsUS	2
10. IBM	@ibm	4	@ibm	22
11. Honda	@honda	8	@Honda	27
12. Toyota	@toyotausa	10	@Toyota	20
13. Adidas	@adidas	7	@adidas	19
14. Michelin	@michelinusa	5	@MichelinUSA	7
15. L'Oreal	@lorealparisusa	19	@LOrealParisUSA	35
16. Hewlett Packard	@hp	2	@HP	31
17. Samsung	@samsungusa	2	@Samsungtweets	12
18. Coca-Cola	@cocacola	3	@CocaColaCo	28
19. Amazon	@amazon	5	@amazon	19
20. Procter & Gamble	@proctergamble	1	@ProcterGamble	7

Of the 100 companies ranked by Reputation Institute, the sample was drawn from a list of top 20 companies with both Instagram and Twitter accounts. The Reputation Institute's top 20 included companies like Rolex, Johnson & Johnson, and Colgate; these companies used Twitter and other social media sites, but had no official Instagram account during the time of this study and were therefore omitted from the sample. In addition, certain companies had multiple accounts on the same social media site. For these cases, the researcher defaulted to the companies' U.S. accounts, which were identified by aspects of the account handle or description, such as "@canonusa" or "The official site for Canon USA."

For comparison with the companies identified as highly responsible, a second sample was drawn from the 2013 list of Fortune 500 companies (Table 2). The Fortune 500 is an annual list assembled by *Fortune* magazine, ranking the top 500 private and public U.S. corporations according to their gross revenue. Just as with the RepTrak companies, the top 20 companies with both Instagram and Twitter accounts were selected for this study. The original *Fortune* top 20 included companies like Exxon Mobil, Phillips 66, and General Motors that were omitted as they had no official Instagram accounts.

Table 2. 2013 Fortune 500 Companies.

Organization Name (Fortune 500 rank order)	Instagram Handle	Number of Instagram Posts Collected (n= 83)	Twitter Handle	Number of Twitter Posts Collected (n= 444)
1. Walmart	@walmart	4	@Walmart	32
2. Chevron	@chevron	0	@Chevron	7
3. General Electric	@generalelectric	5	@generalelectric	22
4. Ford	@ford	10	@Ford	14
5. AT&T	@att	6	@ATT	31
6. McKesson Corp.	@mckessoncorporation	3	@McKesson	13
7. Hewlett Packard	@hp	2	@HP	30
8. Verizon	@verizon	1	@Verizon	0
9. IBM	@ibm	2	@IBM	16
10. Kroger	@krogerco	6	@kroger	14
11. Citigroup	@citi	0	@Citi	15
12. Procter & Gamble	@proctergamble	1	@ProcterGamble	5
13. Home Depot	@homedepot	7	@HomeDepot	25
14. Target	@target	10	@Target	24
15. Pepsi	@pepsi	0	@PepsiCo	8
16. State Farm	@statefarm	1	@StateFarm	45
17. Amazon	@amazon	3	@amazon	38
18. Dell	@dell	8	@Dell	17
19. UPS	@ups	1	@UPS	27
20. Intel	@intel	13	@intel	61

For each company, a constructed week sample was drawn of posts from seven days between November 1, 2014, and January 31, 2015 (three previous complete months before the sample was created on March 2, 2015) by selecting a random Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday from the three-month sampling frame for each company. This process was conducted separately for each company to ameliorate the likelihood of a large portion of the sample being affected by random selection of a day that might have unusual social media activity, such as a major holiday.

Some organizations did not publish any content on certain days within their designated sample period. Similarly, some organizations were assigned dates that fell beyond the 3,200 tweets that Twitter makes accessible to users, rendering these posts unobtainable. This occurred for a total of two companies on Twitter and three on Instagram. Because the samples were drawn to represent general content of posts from highly responsible and top earning companies rather than content from specific companies (and because descriptive analyses and comparisons were not conducted at the company level), the absence of posts from a company for one social media platform or another did not pose problems for the sample. Also, the sampling procedure was conducted separately for the highly responsible company post sample and the top earning company posts sample, so companies featured on both lists (Hewlett Packard, IBM, Procter & Gamble, Amazon, and Intel) were sampled separately for both the highly responsible and top earning groups, and posts from those companies were included in both groups in comparisons. The final sample included a total of 811 tweets and 208 Instagram posts.

Coded Variables

CSR terms. For CSR related content in posts, each of Lee and Carroll's (2011) dimensions of corporate social responsibility, which includes items such as economic, legal, ethical, and philanthropic responsibility, were coded as separate variables. Economic responsibility included content about a focal organization's book value or profit. Legal responsibility was adapted from Lee and Carroll's original definition to focus less on lawsuits and more on performance in a manner consistent with expectations of government and law. Ethical responsibility was also adapted to focus on performance consistent with expectations of societal morals and ethical norms. Finally, philanthropic responsibility included citizenship, philanthropy, social performance, and environmental performance. In addition to the four dimensions of CSR, 10 of Smith and Alexander's (2013) common CSR headings were coded as separate variables to examine how CSR was expressed in each company's posts. Headings included CSR-related terms such as Community, Corporate Responsibility, Diversity, Environment, and Ethics. Rather than limiting the investigation to headings, however, the coders identified the presence of these terms anywhere in the post.

Brand personality. Aaker's (1997) dimensions of brand personality scale was adapted for content analysis to determine which aspects of brand personality are most apparent in the chosen posts. Items in this scale include sincerity, or displays of a company being honest, wholesome, or cheerful; excitement, or displays of a company being daring, spirited, imaginative, or up-to-date; sophistication, or being elegant, upper-class and charming; competence, or displays of reliability, intelligence, or success; and ruggedness, or a company displaying outdoorsy or tough aspects of its personality.

Image-power strategies. In addition, McNely's (2012) coding schema for organizational image-power strategies was used to explore how organizations use social media to communicate their organizational image. Items for this measure include orienting, or landmarks and artifacts related to organizational image; placemaking, or depictions of the organization in specific material locations; showcasing, or displays of a product; and crowdsourcing, or broad solicitation of audience feedback/participation.

Other Variables

Aside from coded variables, data for sampled posts were also recorded for additional variables including organization type and whether posts contained images and text or text only. Descriptions of these variables are shown in the codebook in the Appendix. See Figures 1 and 2 for examples of coding decisions for Instagram and Twitter.

Figure 1. Example of coding decisions for Instagram.

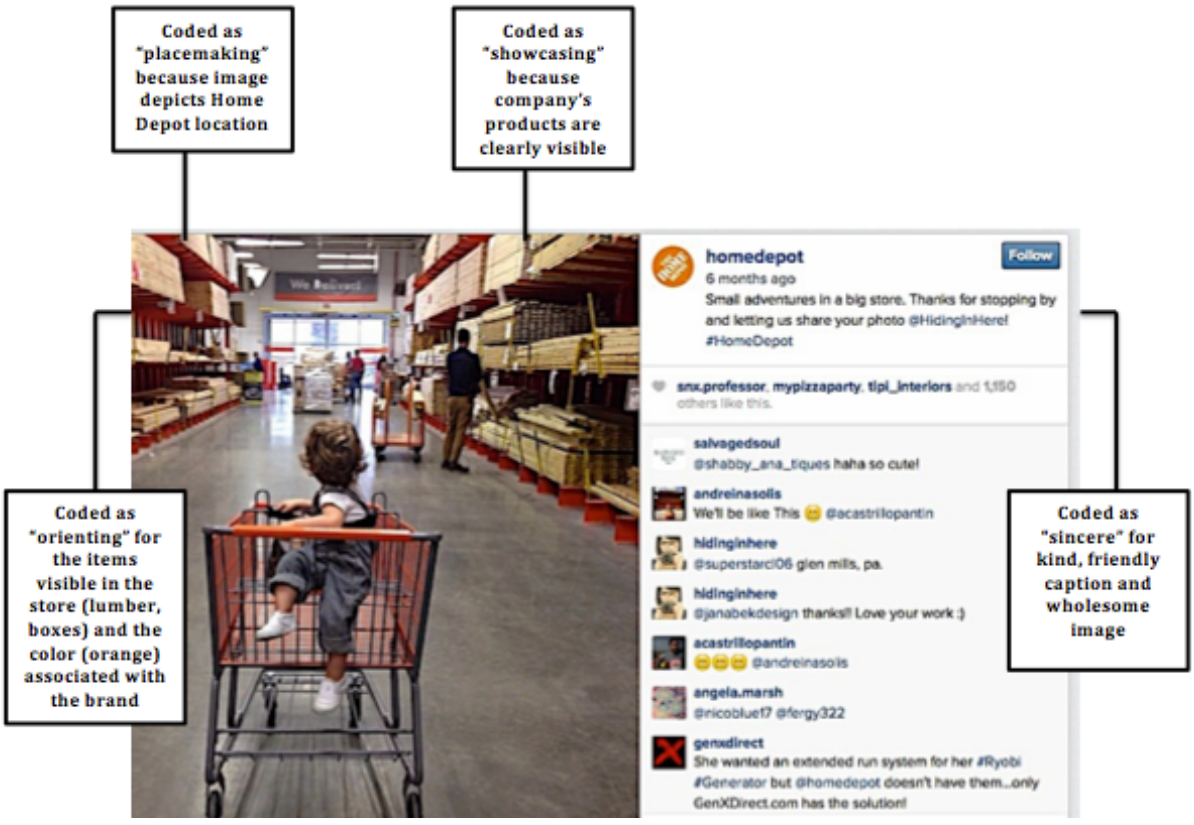

Figure 2. Example of coding decisions for Twitter.

Coding and Reliability

All posts were collected for coding using the posts' URLs. This study's author and an additional independent coder, a communication graduate student, then coded the collected data. The author coded the entire sample as the primary coder between March 16 and March 22, 2015, and a second coder used the same codebook to code a randomly selected sample of 15 percent of the posts used in the original sample. Each post was coded for items pertaining to the aforementioned scales. A copy of the complete codebook that was used for this study can be found in the Appendix.

Scholars have observed that measures of intercoder reliability that attempt to account for likelihood of chance agreement can be overly strict in cases where some coded

categories have very low prevalence (see Artstein & Poesio, 2008; Di Eugenio & Glass, 2004). Such was the case in this study, with agreement rates as high as 99.3% producing reliability coefficients of zero or lower using popular measures that attempt to account for chance agreement. Therefore, given the low category prevalence for some variable categories in this study, the more lenient Holsti's (1969) coefficient measure was used to assess reliability. Average agreement was 93.05% across variables, with individual variables' reliability scores ranging from 77.05% to 100%.

Results

Frequencies of coded variable categories in posts were examined to address research questions about the prevalence of CSR-related terms, brand personality cues, and image-power strategies in all organizations' posts. In addition, a series of chi-square tests were performed to compare prevalence of all coded variable categories between posts with text and images and posts with text only, posts from Twitter and Instagram, and posts from the most responsible or top earning companies.

CSR Terms

Overall prevalence of CSR terms. RQ1a asked how prevalent CSR terms were in the sampled organizations' Twitter and Instagram posts (Table 3). "Corporate responsibility" was mentioned the most, appearing in 20.33% (n = 207) of the posts. "Philanthropic responsibility" and "community" followed, appearing in 7.07% (n = 72) and 5.99% (n = 61) of the posts respectively. All other CSR terms appeared in fewer than 5% of all posts. Ethical responsibility appeared in 3.93% (n = 40) of posts, followed by citizenship, which appeared in 2.06% (n = 21) of posts. Environment appeared in 1.97% (n = 20) of posts, and sustainability appeared in 1.38% (n = 41) of posts. Economic responsibility, legal

responsibility, ethics, and green appeared in 0.3% (*n* = 3) of posts each. Diversity and employee compensation appeared the least often, in 0.2% (*n* = 2) of posts.

Prevalence of CSR terms in posts by most responsible companies vs. top earning companies. RQ1b asked whether the prevalence of CSR terms differs between companies identified as highly responsible and companies identified as highest earners (Table 4). For ethical responsibility, posts from the most responsible companies were significantly more likely to refer to ethical responsibility (6.10%, *n* = 30) than posts from the top earning companies (1.90%, *n* = 10), χ 2 (1, *N* = 1,018) = 11.86, *p*= 0.0006. For philanthropic responsibility, posts from the most responsible companies were significantly more likely to refer to philanthropic responsibility (9.76%, *n* = 48) than posts from the top earning companies (4.56%, *n* = 24), χ 2 (1, *N* = 1,018) = 10.43, *p*= 0.0012. For community, posts from the most responsible companies were significantly more likely to refer to community (8.33%, *n* = 41) than posts from the top earning companies (3.80%, *n* = 20), χ 2 (1, *N* = 1,018) = 9.27, *p*= 0.0023. For citizenship, posts from the most responsible companies were significantly more likely to refer to citizenship (3.66%, *n* = 18) than posts from the top earning companies (0.57%, *n* = 3), χ 2 (1, *N* = 1,018) = 12.00, *p*= 0.0005. For corporate responsibility, posts from the most responsible companies were significantly more likely to refer to corporate responsibility (23.17%, *n* = 114) than posts from the top earning companies (17.68%, *n* = 93), χ 2 (1, *N* = 1,018) = 4.73, *p*= 0.03. The difference between posts from the top earning companies and posts from the most responsible companies was not significant for any other coded CSR term variables (*ps* > .05).

Prevalence of CSR terms in posts with text and images vs. text only. RQ1c asked if the prevalence of personality cues differs between posts with images and text and posts with text only (Table 5). For ethical responsibility, posts with only text were significantly more likely to include references to ethical responsibility (5.88%, *n* = 19) than posts with text and images (3.02%, *n* = 21), χ2 (1, *N* = 1,018) = 4.78, *p*= 0.03. For philanthropic responsibility, posts with only text were significantly more likely to include references to philanthropic responsibility (9.91%, *n* = 32) than posts with text and image (5.76%, *n* = 40) χ2 (1, *N* = 1,018) = 5.78, *p*= 0.02. For community, posts with text only were significantly more likely to include references to community (8.63%, *n* = 27) than posts with text and image (4.89%, *n* = 34), χ2 (1, *N* = 1,018) = 4.71, p = 0.03. For corporate responsibility, posts with text only were significantly more likely to include references to corporate responsibility (30.65%, *n* = 99) than posts with text and image (15.54%, *n* = 108), χ2 (1, *N* = 1,018) = 31.08, *p*= <.0001. For diversity, posts with text only were significantly more likely to include references to diversity (0.62%, *n* = 2) than posts with text and image (0.00%, *n* = 0), χ2 (1, *N* = 1,018) = 4.31, *p*= 0.04. For green, posts with text only were significantly more likely to include references to green (0.93%, *n* = 3) than posts with text and image (0.00%, *n* = 0), χ2 (1, *N* = 1,018) = 6.47, *p*= 0.01. The difference between posts with text and images and posts with text only was not significant for any other coded CSR term variables (*ps* > .05).

Prevalence of CSR terms in posts on Twitter vs. Instagram. RQ1d asked if the prevalence of image-power strategies differs between posts from Twitter and posts from Instagram (Table 6). For ethical responsibility, posts from Twitter were significantly more likely to include references to ethical responsibility (4.81%, *n* = 39) than posts from

Instagram (0.48%, *n* = 1), χ2 (1, *N* = 1,018) = 8.18, *p*= 0.0042. For philanthropic responsibility, posts from Twitter were significantly more likely to include references to philanthropic responsibility (8.51%, *n* = 69) than posts from Instagram (1.45%, *n* = 3), χ2 (1, *N* = 1,018) = 12.50, *p*= 0.0004. For community, posts from Twitter were significantly more likely to include references to community (20.33%, *n* = 58) than posts from Instagram (1.45%, *n* = 3), χ2 (1, *N* = 1,018) = 9.52, *p*= 0.002. For citizenship, posts from Twitter were significantly more likely to include references to citizenship (2.59%, *n* = 21) than posts from Instagram (0.00%, *n* = 0), χ2 (1, *N* = 1,018) = 5.47, *p*= 0.0193. For corporate responsibility, posts from Twitter were significantly more likely to include references to corporate responsibility (8.51%, *n* = 189) than posts from Instagram (8.70%, *n* = 18), χ2 (1, *N* = 1,018) = 21.73, *p*= <.0001. The difference between posts on Twitter and posts on Instagram was not significant for any other coded CSR term variables (*ps* > .05).

Table 3. Prevalence of CSR terms.

Variable	Absent			Present		
	%	*n*	95% C.I.	%	*n*	95% C.I.
CSR Dimensions (Lee & Carroll, 2011)						
Economic Responsibility	99.71%	1015	99.14%-99.90%	0.30%	3	0.10%-0.86%
Legal Responsibility	99.71%	1015	99.14%-99.90%	0.30%	3	0.10%-0.86%
Ethical Responsibility	96.07%	978	94.69%-97.10%	3.93%	40	2.90%-5.31%
Philanthropic Responsibility	92.93%	946	91.19%-94.35%	7.07%	72	5.65%-8.81%
Common CSR Terms (Smith & Alexander, 2013)						
Community	94.01%	957	92.38%-95.31%	5.99%	61	4.69%-7.62%
Citizenship	97.94%	997	96.87%-98.65%	2.06%	21	1.35%-3.13%
Corporate Responsibility	79.67%	811	77.08%-82.02%	20.33%	207	17.98%-22.92%
Diversity	99.80%	1016	99.29%-99.95%	0.20%	2	0.05%-0.71%
Employee Compensation	99.80%	1016	99.29%-99.95%	0.20%	2	0.05%-0.71%
Environment	98.04%	998	96.98%-98.72%	1.97%	20	1.28%-3.02%
Ethics	99.71%	1015	99.14%-99.90%	0.30%	3	0.10%-0.86%
Green	99.71%	1015	99.14%-99.90%	0.30%	3	0.10%-0.86%
Health & Wellness	99.80%	1016	99.29%-99.95%	0.20%	2	0.05%-0.71%
Sustainability	98.63%	1004	97.70%-99.18%	1.38%	14	0.82%-2.30%

Table 4. Comparison of CSR-related terms in posts by highly responsible companies and top earning companies.

Coded Variable	Most Responsible				Top Earning				Chi-Squared Comparison			
	Absent		Present		Absent		Present		Likelihood Ratio		Pearson's	
	%	n	%	n	%	n	%	n	χ^2	p	χ^2	p
CSR Dimensions (Lee & Carroll, 2011)												
Economic Responsibility	99.39%	498	0.61%	3	100.00%	526	0.00%	0	4.372	0.0365*	3.217	0.0729
Legal Responsibility	99.59%	490	0.41%	2	99.81%	525	0.19%	1	0.41	0.52	0.41	0.52
Ethical Responsibility	93.90%	426	6.10%	30	98.10%	516	1.90%	10	12.312	0.0004	11.859	0.0006
Philanthropic Responsibility	90.24%	444	9.76%	48	95.44%	502	4.56%	24	10.578	0.0011	10.432	0.0012
Common CSR Terms (Smith & Alexander, 2013)												
Community	91.67%	451	8.33%	41	96.20%	506	3.80%	20	9.406	0.0022	9.265	0.0023
Citizenship	96.34%	474	3.66%	18	99.43%	523	0.57%	3	13.161	0.0003	12	0.0005
Corporate Responsibility	76.83%	378	23.17%	114	82.32%	433	17.68%	93	4.731	0.0296	4.73	0.0296
Diversity	99.80%	491	0.20%	1	99.81%	525	0.19%	1	0.002	0.96	0.002	0.96
Employee Compensation	100.00%	492	0.00%	0	99.62%	524	0.38%	2	2.65	0.1	1.87	0.17
Environment	97.97%	482	2.03%	10	98.10%	516	1.90%	10	0.02	0.88	0.02	0.88
Ethics	99.39%	489	0.61%	3	100.00%	526	0.00%	0	4.372	0.0365*	3.217	0.0729
Green	99.39%	489	0.61%	3	100.00%	526	0.00%	0	4.372	0.0365*	3.217	0.0729
Health & Wellness	99.59%	490	0.41%	2	100.00%	526	0.00%	0	2.91	0.09	2.14	0.14
Sustainability	99.19%	488	0.81%	4	98.10%	516	1.90%	10	2.3	0.13	2.22	0.14

Table 5. Comparison of CSR-related terms in posts with image and text or text only.

Coded Variable	Text only				Image and Text				Chi-Squared Comparison			
	Absent		Present		Absent		Present		Likelihood Ratio		Pearson's	
	%	n	%	n	%	n	%	n	χ^2	p	χ^2	p
CSR Dimensions (Lee & Carroll, 2011)												
Economic Responsibility	100.00%	323	0.00%	0	99.57%	692	0.43%	3	2.29	0.13	1.4	0.24
Legal Responsibility	99.38%	321	0.62%	2	88.86%	694	0.29%	1	1.54	0.21	1.7	0.19
Ethical Responsibility	94.12%	304	5.88%	19	96.98%	674	3.02%	21	4.489	0.0341	4.781	0.0288
Philanthropic Responsibility	90.09%	291	9.91%	32	94.24%	655	5.76%	40	5.492	0.0191	5.783	0.0162
Common CSR Terms (Smith & Alexander, 2013)												
Community	91.64%	296	8.36%	27	95.11%	661	4.89%	34	4.468	0.0345	4.706	0.0301
Citizenship	97.21%	314	2.79%	19	98.27%	683	1.73%	12	1.17	0.28	1.12	0.27
Corporate Responsibility	69.35%	224	30.65%	99	84.46%	587	15.54%	108	29.645	<.0001	31.082	<.0001
Diversity	99.38%	321	0.62%	2	100.00%	695	0.00%	0	4.6	0.032	4.312	0.0378
Employee Compensation	100.00%	323	0.00%	0	99.71%	693	0.29%	2	1.53	0.22	0.93	0.33
Environment	97.52%	315	2.48%	8	98.27%	683	1.96%	12	0.62	0.43	0.64	0.42
Ethics	99.38%	321	0.62%	2	99.89%	694	0.14%	1	1.54	0.21	1.7	0.19
Green	99.07%	320	0.93%	3	100.00%	695	0.00%	0	6.907	0.0086	6.474	0.0109
Health & Wellness	99.69%	322	0.31%	1	99.89%	694	0.14%	1	0.28	0.59	0.31	0.58
Sustainability	98.14%	317	1.86%	6	98.85%	687	1.15%	8	0.77	0.38	0.81	0.37

Table 6. Comparsion of CSR-related terms in posts from Twitter and Instagram.

Coded Variable	Instagram				Twitter				Chi-Squared Comparison			
	Absent		Present		Absent		Present		Likelihood Ratio		Pearson's	
	%	n	%	n	%	n	%	n	χ^2	p	χ^2	p
CSR Dimensions (Lee & Carroll, 2011)												
Economic Responsibility	99.52%	206	0.48%	1	99.75%	809	0.25%	2	0.28	0.6	0.31	0.58
Legal Responsibility	99.52%	206	0.48%	1	99.75%	809	0.25%	2	0.28	0.6	0.31	0.58
Ethical Responsibility	99.52%	206	0.48%	1	95.19%	772	4.81%	39	11.883	0.0006	8.175	0.0042
Philanthropic Responsibility	98.55%	204	1.45%	3	91.49%	742	8.51%	69	16.858	<.0001	12.502	0.0004
Common CSR Terms (Smith & Alexander, 2013)												
Community	98.55%	204	1.45%	3	92.85%	753	7.15%	58	12.567	0.0004	9.519	0.002
Citizenship	100.00%	207	0.00%	0	97.41%	790	2.59%	21	9.66	0.0019	5.473	0.0193
Corporate Responsibility	91.30%	189	8.70%	18	76.67%	622	20.33%	189	25.231	<.0001	21.726	<.0001
Diversity	100.00%	207	0.00%	0	99.75%	809	0.25%	2	0.91	0.34	0.51	0.47
Employee Compensation	100.00%	207	0.00%	0	99.75%	809	0.25%	2	0.91	0.34	0.51	0.47
Environment	99.03%	205	0.97%	2	97.78%	793	1.96%	18	1.58	0.21	1.35	0.25
Ethics	100.00%	207	0.00%	0	99.63%	808	0.37%	3	1.37	0.24	0.77	0.38
Green	100.00%	207	0.00%	0	99.63%	808	0.37%	3	1.37	0.24	0.77	0.38
Health & Wellness	100.00%	207	0.00%	0	99.75%	809	0.25%	2	0.91	0.34	0.51	0.47
Sustainability	100.00%	207	0.00%	0	98.27%	797	1.73%	14	6.415	.0113*	3.62	0.06

Brand Personality Cues

Overall prevalence of brand personality cues. RQ2a asked about the prevalence of brand personality cues in organizations' Twitter and Instagram posts (Table 7). Competence and sincerity were the most common cues, appearing in 60.61% (*n* = 617) and 56.97% (*n* = 580) of posts respectively. All other cues appeared in fewer than 50% of the posts. Excitement was present in 35.95% (*n* = 366) of posts, followed by sophistication in 15.03% (*n* = 153) of posts. Ruggedness appeared the least, in 7.17% (*n* = 73) of posts.

Prevalence of brand personality cues in posts by most responsible companies vs. top earning companies. RQ2b asked whether the prevalence of brand personality cues differs between companies identified as highly responsible and companies identified as highest earners (Table 8). For sincerity, posts from the top earning companies were significantly more likely to include elements of sincerity (60.08%, *n* = 316) than posts from the most responsible companies (53.66%, *n* = 264), $\chi 2$ (1, *N* = 1,018) = 4.27, *p*= 0.04. For excitement, posts from the most responsible companies were significantly more likely to include elements of excitement (44.11%, *n* = 217) than posts from the top earning companies (28.33%, *n* = 149), $\chi 2$ (1, *N* = 1,018) = 27.49, *p*= <.0001. For sophistication, posts from the most responsible companies were significantly more likely to include elements of sophistication (7.60%, *n* = 113) than posts from the top earning companies (28.33%, *n* = 40), $\chi 2$ (1, *N* = 1,018) = 46.98, *p*= <.0001. For ruggedness, posts from the most responsible companies were significantly more likely to include elements of ruggedness (12.20%, *n* = 60) than posts from the top earning companies (2.47%, *n* = 13), $\chi 2$ (1, *N* = 1,018) = 36.11, *p*= <.0001. The difference between posts from the top earning companies and most

responsible companies was not significant for any other coded personality cue variables (*ps* > .05).

Prevalence of personality cues in posts with text and images vs. text only. RQ2c asked if the prevalence of personality cues differs between posts with images and text and posts with text only (Table 9). For excitement, posts with text and image were significantly more likely to include elements of excitement (40.43%, *n* = 281) than posts with text only (26.32%, *n* = 85), χ2 (1, *N* = 1,018) = 19.08, *p*= <.0001. For sophistication, posts with text and image were significantly more likely to include elements of sophistication (19.42%, *n* = 135) than posts with text only (5.57%, *n* = 18), χ2 (1, *N* = 1,018) = 33.13, *p*= <.0001. For ruggedness, posts with text and image were significantly more likely to include elements of ruggedness (9.21%, *n* = 64) than posts with text only (2.79%, *n* = 9), χ2 (1, *N* = 1,018) = 13.66, *p*= 0.0002. The difference between posts with text and images and text only was not significant for any other coded personality cue variables (*ps* > .05).

Prevalence of personality cues in posts on Twitter vs. Instagram. RQ2d asked if the prevalence of personality cues differs between posts on Twitter and posts on Instagram (Table 10). For sincerity, posts from Instagram were significantly more likely to include elements of sincerity (67.15%, *n* = 139) than posts from Twitter (56.97%, *n* = 441), χ2 (1, *N* = 1,018) = 10.98, *p*= 0.0009. For competence, posts from Twitter were significantly more likely to include elements of competence (63.26%, *n* = 513) than posts from Instagram (50.24%, *n* = 103), χ2 (1, *N* = 1,018) = 11.70, *p*= 0.0006. For sophistication, posts from Instagram were significantly more likely to include elements of sophistication (23.19%, *n* = 48) than posts from Twitter (12.95%, *n* = 105), χ2 (1, *N* = 1,018) = 13.54, *p*= 0.0002. The

difference between posts Twitter and from Instagram was not significant for any other coded personality cue variables (*ps* > .05).

Table 7. Prevalence of brand personality cues.

Variable	Absent			Present		
	%	*n*	95% C.I.	%	*n*	95% C.I.
Dimensions of Brand Personality (Aaker, 1997)						
Sincerity	43.03%	438	40.02%-46.09%	56.97%	580	53.91%-59.98%
Excitement	64.05%	652	61.05%-66.94%	35.95%	366	33.06%-38.95%
Competence	39.39%	401	36.43%-42.43%	60.61%	617	57.57%-63.57%
Sophistication	84.97%	865	82.64%-87.03%	15.03%	153	12.97%-17.36%
Ruggedness	92.83%	945	91.08%-94.26%	7.17%	73	5.74%-8.92%

Table 8. Comparison of personality cues in posts by highly responsible companies and top earning companies.

Coded Variable	Most Responsible				Top Earning				Chi-Squared Comparison			
	Absent		Present		Absent		Present		Likelihood Ratio		Pearson's	
	%	n	%	n	%	n	%	n	χ^2	p	χ^2	p
Dimensions of Brand Personality (Aaker, 1997)												
Sincerity	46.34%	288	53.66%	264	39.92%	210	60.08%	316	4.272	0.0387	4.271	0.0388
Excitement	55.89%	275	44.11%	217	71.67%	377	28.33%	149	27.595	<.0001	27.486	<.0001
Compentence	41.06%	202	58.94%	290	37.83%	199	62.17%	327	1.11	0.29	1.11	0.29
Sophistication	77.03%	379	22.97%	113	92.40%	486	7.60%	40	48.423	<.0001	46.983	<.0001
Ruggedness	87.80%	432	12.20%	60	97.53%	513	2.47%	13	38.618	<.0001	36.108	<.0001

Table 9. Comparison of personality cues in posts with image and text or text only.

Coded Variable	Text only				Image and Text				Chi-Squared Comparison			
	Absent		Present		Absent		Present		Likelihood Ratio		Pearson's	
	%	n	%	n	%	n	%	n	χ^2	p	χ^2	p
Dimensions of Brand Personality (Aaker, 1997)												
Sincerity	43.96%	142	56.04%	181	42.59%	296	57.41%	399	0.17	0.68	0.17	0.68
Excitement	73.68%	238	26.32%	85	59.57%	414	40.43%	281	19.629	<.0001	19.082	<.0001
Compentence	38.39%	124	61.61%	199	39.86%	277	60.61%	418	0.2	0.66	0.2	0.66
Sophistication	94.43%	305	5.57%	18	80.58%	560	19.42%	135	38.432	<.0001	33.131	<.0001
Ruggedness	97.21%	314	2.79%	9	90.79%	631	9.21%	64	15.97	<.0001	13.663	0.0002

Table 10. Comparsion of personality cues in posts from Twitter and Instagram.

Coded Variable	Instagram				Twitter				Chi-Squared Comparison			
	Absent		Present		Absent		Present		Likelihood Ratio		Pearson's	
	%	n	%	n	%	n	%	n	χ^2	p	χ^2	p
Dimensions of Brand Personality (Aaker, 1997)												
Sincerity	32.85%	68	67.15%	139	43.03%	370	56.97%	441	11.206	0.0008	10.975	0.0009
Excitement	67.15%	139	32.85%	86	63.26%	513	36.74%	298	1.1	0.29	1.09	0.3
Compentence	49.76%	103	50.24%	104	36.74%	298	63.26%	513	11.508	0.0007	11.698	0.0006
Sophistication	76.81%	159	23.19%	48	87.05%	706	12.95%	105	12.395	0.0004	13.544	0.0002
Ruggedness	89.86%	186	10.14%	21	93.59%	759	6.41%	52	3.19	0.07	3.45	0.06

Image-Power Strategies

Overall prevalence of image-power strategies. RQ3a asked how prevalent image-power strategies were in the organizations' Twitter and Instagram posts (Table 11). While orienting was the most common strategy, appearing in 36.25% (*n* = 369) of the posts, all the strategies in this category appeared in fewer than 50% of the posts. Showcasing occurred in 28.29% (*n* = 288) of posts, followed by placemaking in 21.22% (*n* = 216) of posts. Crowdsourcing occurred the least, in 4.81% (*n* = 49) of posts.

Prevalence of image-power strategies in posts by most responsible companies vs. top earning companies. RQ3b asked whether the prevalence of image-power strategies differs between companies identified as highly responsible and companies identified as highest earners (Table 12). For orienting, posts from the most responsible companies were significantly more likely to incorporate orienting (40.24%, *n* = 198) than posts from the top earning companies (32.51%, *n* = 171), $\chi 2$ (1, *N* = 1,018) = 6.58, *p*= 0.01. For placemaking, posts from the most responsible companies were significantly more likely to incorporate placemaking (26.02%, *n* = 128) than posts from the top earning companies (16.73%, *n* = 88), $\chi 2$ (1, *N* = 1,018) = 13.11, *p*= 0.0003. For showcasing, posts from the most responsible companies were significantly more likely to incorporate showcasing (35.57%, *n* = 175) than posts from the top earning companies (21.48%, *n* = 113), $\chi 2$ (1, *N* = 1,018) = 24.86, *p*= <.0001. The difference between posts from the top earning companies and most responsible companies was not significant for any other coded image-power strategy variables (*ps* > .05).

Prevalence of image-power strategies in posts with text and images vs. text only. RQ3c asked if the prevalence of image-power strategies differs between posts with

images and text and posts with text only (Table 13). For orienting, posts with text and image were significantly more likely to incorporate orienting (52.52%, *n* = 365) than posts with text only (1.24%, *n* = 4), χ2 (1, *N* = 1,018) = 250.93, *p*= <.0001. For placemaking, posts with text and image were significantly more likely to incorporate placemaking (30.50%, *n* = 212) than posts with text only (1.24%, *n* = 4), χ2 (1, *N* = 1,018) = 112.98, *p*= <.0001. For showcasing, posts with text and image were significantly more likely to incorporate showcasing (41.15%, *n* = 286) than posts with text only (0.62%, *n* = 2), χ2 (1, *N* = 1,018) = 178.53, *p*= <.0001. For crowdsourcing, posts with text and image were significantly more likely to incorporate crowdsourcing (6.19%, *n* = 43) than posts with text only (1.86%, *n* = 6), χ2 (1, *N* = 1,018) = 9.02, *p*= .0027.

Prevalence of image-power strategies in posts on Twitter vs. Instagram. RQ3d asked if the prevalence of image-power strategies differs between posts on Twitter and posts on Instagram (Table 14). For orienting, posts from Instagram were significantly more likely to incorporate orienting (60.87%, *n* = 126) than posts from Twitter (29.96%, *n* = 243), χ 2 (1, *N* = 1,018) = 68.17, *p*= <.0001. For placemaking, posts from Instagram were significantly more likely to include elements of placemaking (32.37%, *n* = 67) than posts from Twitter (18.37%, *n* = 149), χ 2 (1, *N* = 1,018) = 19.32, *p*= <.0001. For showcasing, posts from Instagram were significantly more likely to incorporate showcasing (44.93%, *n* = 93) than posts from Twitter (24.04%, *n* = 195), χ 2 (1, *N* = 1,018) = 35.45, *p*= <.0001. The difference between posts Twitter and from Instagram was not significant for any other coded image-power strategy variables (*ps* > .05).

Table 11. Prevalence of image-power strategies.

Variable	Absent			Present		
	%	*n*	95% C.I.	%	*n*	95% C.I.
Image-power Strategies (McNely, 2012)						
Orienting	63.75%	649	60.75%-66.65%	36.25%	369	33.35%-39.25%
Placemaking	78.78%	802	76.16%-81.18%	21.22%	216	18.82%-23.84%
Showcasing	71.71%	730	68.86%-74.39%	28.29%	288	25.61%-31.14%
Crowdsourcing	95.19%	969	93.69%-96.34%	4.81%	49	3.66%-6.31%

Table 12. Comparison of image-power strategies in posts by highly responsible companies and top earning companies.

Coded Variable	Most Responsible				Top Earning				Chi-Squared Comparison			
	Absent		Present		Absent		Present		Likelihood Ratio		Pearson's	
	%	n	%	n	%	n	%	n	χ^2	p	χ^2	p
Image-power Strategies (McNely, 2012)												
Orienting	59.76%	294	40.24%	198	67.49%	355	32.51%	171	6.584	0.0103	6.581	0.0103
Placemaking	73.98%	364	26.02%	128	83.27%	438	16.73%	88	13.152	0.0003	13.114	0.0003
Showcasing	64.43%	317	35.57%	175	78.52%	413	21.48%	113	24.978	<.0001	24.864	<.0001
Crowdsourcing	95.33%	469	4.67%	23	95.06%	500	4.81%	26	0.04	0.8416	0.04	0.8417

Table 13. Comparison of image-power strategies in posts with image and text or text only.

	Text only				Image and Text				Chi-Squared Comparison			
Coded Variable	Absent		Present		Absent		Present		Likelihood Ratio		Pearson's	
	%	n	%	n	%	n	%	n	χ^2	p	χ^2	p
Image-power Strategies (McNely, 2012)												
Orienting	98.76%	319	1.24%	4	47.48%	330	52.52%	365	328.44	<.0001	250.93	<.0001
Placemaking	98.76%	319	1.24%	4	69.50%	483	30.50%	212	154.239	<.0001	112.98	<.0001
Showcasing	99.38%	321	0.62%	2	58.85%	409	41.15%	286	246.885	<.0001	178.53	<.0001
Crowdsourcing	98.14%	317	1.86%	6	93.81%	652	6.19%	43	10.598	0.0011	9.022	0.0027

Table 14. Comparsion of image-power strategies in posts from Twitter and Instagram.

Coded Variable	Instagram				Twitter				Chi-Squared Comparison			
	Absent		Present		Absent		Present		Likelihood Ratio		Pearson's	
	%	n	%	n	%	n	%	n	χ^2	p	χ^2	p
Image-power Strategies (McNely, 2012)												
Orienting	39.13%	81	60.87%	126	70.04%	568	29.96%	243	65.187	<.0001	68.166	<.0001
Placemaking	67.63%	140	32.37%	67	81.63%	662	18.37%	149	17.929	<.0001	19.322	<.0001
Showcasing	55.07%	114	44.93%	93	75.96%	616	24.04%	195	33.292	<.0001	35.45	<.0001
Crowdsourcing	95.65%	198	4.35%	9	95.07%	771	4.93%	40	0.13	0.72	0.12	0.73

Discussion

Summary of Findings

Previous studies have examined CSR, brand personality, and visual identity, but have not examined how they function harmoniously on organizations' social media sites. Therefore, the present research attempted to expand on this body of knowledge by examining how the most responsible and highest earning organizations communicate CSR and brand personality cues on social media. This study provides evidence that CSR is not the focal point of many organizations' social media sites, even those known to be highly responsible, but is still referenced at times and may be more subtly alluded to in the way a company's brand personality is communicated.

RQ1a asked about the prevalence of CSR terms in organizations' posts. CSR posts varied in message. Common elements of a CSR-related post included references to philanthropic responsibility, community, citizenship, the environment, and sustainability. While these examples do not capture all CSR posts, they were among the more frequently used in this category. Findings for RQ1a revealed that corporate responsibility was mentioned the most out of all CSR terms, though still relatedly rarely. Smith and Alexander (2013) define corporate responsibility as "the equivalent of corporate social responsibility" (p.161), a concept that encompasses a variety of related acts and initiatives. It may be that this term commonly occurred more frequently than others because it is the broadest term in its category, and could be applied in a variety of contexts. Findings for RQ1b demonstrated that the most responsible companies were more likely to use CSR terms in their posts than the top-earning companies. This was to be expected, as these companies had established reputations for being exceptional corporate citizens. Findings for RQ1c

established that posts with text only were more likely to include references to CSR than posts with text and images. CSR is a complex concept that represents many ideas, and can be hard to explain (Busque, 2013). While images are useful in that they're open to interpretation (Messaris, 1994), text may be necessary to concretely describe CSR initiatives. Findings for RQ1d revealed that CSR terms appeared more on posts from Twitter than those from Instagram. This could be linked to findings from RQ1c—posts with text only were more likely to include references to CSR. Given Instagram's largely image-based function, Twitter may be a more appropriate platform for text, explaining why CSR terms appeared on Twitter more than Instagram.

Findings for RQ2a demonstrated competence and sincerity were the most prevalent brand personality cues. Examples of competence in posts include praising the hard work of employees, referencing a company award or achievement, or releasing an innovative product unique to the organization. Examples of sincerity in posts include pictures of families engaging in a wholesome activity involving a company's product, or captions with a friendly, relatable message. Seeing as these cues relate to the perceived reliability and friendliness of a company (Aaker, 1997), an explanation for their prevalence could be that they speak to the organization's core values. Additionally, these cues are generally applicable whereas excitement, sophistication, and ruggedness may appeal to more segmented audiences. RQ2b asked how the prevalence of personality cues differed between high earning and highly responsible companies. Surprisingly, the top earning companies were more likely to include elements of sincerity in their posts, whereas responsible companies made use of excitement, sophistication, and ruggedness. A possible explanation for this could be that top earning companies avoid the "evil corporate giant"

stereotype by presenting themselves as kind and approachable. Conversely, the most responsible companies may already be associated with sincerity, and may stress their more distinctive aspects, like sophistication, instead. RQ2c revealed that brand personality cues were mostly found in posts with text and image, which could be because the cues we obtain from visuals are more accessible than those we obtain from verbal language (Messaris, 1994). A second explanation could be that feelings about a company are easier to derive from images than text. A study by Holmes et al. (2008) supports this explanation; participants in this study had emotional responses to images more frequently than to text. RQ2d demonstrated that, sincerity and sophistication were found more on Instagram than they were on Twitter; however, competence was found on Twitter more than Instagram. It can be speculated that this occurred due to the structure of the websites and the nature of the content associated with each personality cue. While Instagram is a "funny, quirky way to share your life" (Instagram, 2015), Twitter is a place to "create and share ideas and information instantly" (Twitter, 2015). Therefore, organizations may use Twitter to express their proficiency and success due to its more serious nature.

Findings for RQ3a showed that while all image-power strategies appeared in less than half the posts, orienting occurred the most often. Examples of posts with orienting cues include a person engaged in an activity related to the organization's identity—such as a person playing soccer in a post by Adidas. A possible explanation for the prevalence of orienting cues could be that a number of artifacts in a post can familiarize users with a brand's identity. RQ3b asked how the prevalence of image-power strategies differed between high earning and highly responsible companies. Overall, the most responsible companies were more likely to use image-power strategies. Just as with brand personality,

this could be because these companies attempt to further distinguish their identities. Findings for RQ3c demonstrated that image-power strategies were found in posts with text and image more than posts with text only. This could also be because cues obtained from visuals are more accessible than those from text. For RQ3d, image-power strategies were found more on Instagram, which could be due once again to the largely visual function of the site.

Implications

The results of this research provide useful implications for organizations seeking to effectively communicate their CSR strategy and organizational identity online, at least in terms of mirroring highly responsible and top-earning companies, as well as for researchers seeking to investigate the effectiveness of these practices.

In terms of theoretical implications, this study expands CSR literature to include suggestions for more nuanced ways of communicating this concept. Scholars have pointed out that latent cues may be more effective in describing organizations' CSR initiatives (Hoellerer et al., 2013). Although this study was exploratory in nature, it potentially paves the way for further research on the effective communication of CSR initiatives. Furthermore, this study adds to the limited body of research on newer, image-intensive social media platforms like Instagram. Though several platforms share similar functions and features, it is still beneficial to distinguish their unique qualities in order to establish the best applications of these sites.

Organizations may tend to employ Twitter to communicate their CSR initiatives, and use text across social media platforms to do so to consistently explain their efforts. Organizations can also consider post pictures regularly to communicate certain aspects of

their brand's personality. Including images in posts can give users a better sense of what an organization is all about and potentially create a connection between the two. Furthermore, organizations can use images as tools for orienting new users with the organization. Including visible artifacts related to the organization in image-based posts provides users with fundamental information about the organization, such as their services, products, or target demographic.

In creating messages for social media, organizations appear to align the nature of the medium with the content of the message before disseminating the message. While enhancing amusing or friendly aspects of a brand's personality may be suitable on Instagram, communicating something serious like a product recall or a company achievement may be more appropriate for Twitter.

Organizations may also consider habitually employing CSR terms in their social media posts. While less than 25 percent of all sampled posts contained CSR-related content, it is still important to include it, as publics want to engage with companies around CSR initiatives (Cone, 2013). Finally, companies can also use brand personality cues and image power strategies to reinforce their brands and communicate lesser-known aspects of their identities.

While the strategies identified here may represent typical practice in highly responsible and top earning companies, this study cannot identify if these practices are effective. Surveys and experiments can link the content trends identified here to data identifying which strategies are effective and when changes in the prevalence of CSR-related content might be more effective.

Limitations and Future Research

While this study provided several interesting findings, there are still certain limitations to consider. First, the sample was created from posts from a three-month period and only extended as far as the most recent 3,200 posts on Twitter for each company. This sample was chosen because it yielded a constructed week's worth of posts for all companies, and allowed for greater representation of all posts. However, future studies could collect posts for an extended period of time—six months to a year—to account for changes across fiscal quarters.

Secondly, this study only examined differences between the top-earning and most responsible companies, as well as general prevalence trends across both. While this created a basis for comparison, there are several other company types that could be used in comparisons. Future studies could include other samples of companies and base comparisons on other dimensions, like size or profit margins.

Furthermore, this study only looked at organizations' posts on Instagram and Twitter. These are also just two of the many social media platforms organizations use to communicate with audiences. Business experts list sites such as Tumblr and Pinterest, as useful tools for organizations as well (DeMers, 2014; Helmrich, 2015).

Intercoder reliability was another limitation of this study. The reliability for some variables was not particularly strong by strict standards associated with measures that take into account likelihood of chance agreement because those measures are somewhat unforgiving for variables were prevalence of one or more categories is proportionally low. Given that agreement rates for some variables were high as 99.3% but still produced reliability coefficients of zero or lower using such measures, Holsti's (1969) coefficient

measure was used here instead. However, future studies could explore whether a highly refined coding protocol could reach a more perfect coding agreement, or whether a different category structure producing different prevalence across categories might be feasible (though if some terms and cues related to CSR are as proportionally rare as observed here, low prevalence may always be a concern with content analysis research on this topic).

This study was beneficial in that it provided several practical, descriptive findings. Future studies could expand on this research by investigating if companies with strong CSR foundations also demonstrate strong brand personalities in an experimental setting.

Conclusion

CSR and brand personality are critical components of organizational success. Although many studies have focused on the applications of these concepts, this study attempted to contribute to the existing body of research by looking at how different organizations employ these strategies through social media. In addition, this study has several implications for organizations, as it yields insight on commonly used strategies, where they are used, and who is using them. While this study was purely descriptive in nature in its focus on documenting the prevalence of these strategies, its findings may pave the way for future research in related areas. Such future research can not only confirm whether the prevalence of strategies observed here is consistent with other samples across time, company types, and media platforms, but also explore the origins and effects of these strategies.

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Appendix: Codebook

Lee & Carroll's (2011) Dimensions of CSR

Process Category	Description/Definition	Include if...	Do NOT include if...
Economic Responsibility	Related to revenue, profit, market share, profitability, or prospects. If there is any mention of the company's standing in the market, i.e., market performance, this would be considered economic responsibility	Post explicitly references something related to the company's financial performance (i.e., company posts about having most profitable quarter in its history)	Post references deals or sales, or any reference to helping consumers saving money
Legal Responsibility	Related to laws, regulations, fulfilling legal obligations, lawsuits, courts, cases, or settlements	Post explicitly references any of the terms under description (i.e., company posts about settling a suit out of court)	Post references legal cases/issues NOT pertaining to the company itself (i.e., Disney posting about Bill Cosby lawsuits)
Ethical Responsibility	Related to moral or ethical standards or issues pertinent to the company	Post explicitly references judgments about what is done right or wrong in the company; what should be done or what shouldn't be done (i.e., Here at Toyota we don't believe in texting and driving)	Post references ethical standards/ issues that aren't directly related to the company (i.e., company passes judgment on a celebrity/ public figure/

			other company)
Philanthropic Responsibility	Related to citizenship, philanthropic activities or initiatives, social performance, and environmental performance	Post explicitly references the company's donation or granting of money to a charitable cause, volunteer efforts, or involvement in the communities in which it operates	Post refers to philanthropic activity that the company is NOT directly involved in (i.e., praises an outside organization for their philanthropic contributions)

Smith & Alexander's (2013) Common CSR Terms

Process Category	Description/Definition	Include if…	Do NOT include if…
Community	Refers to a company recruiting, purchasing, and investing in society in order to build a prosperous community; includes helping disadvantaged members of society improve their quality of life	Post explicitly mentions something relating to helping the community (i.e., Walmart announces they're donating to Habitat for Humanity)	Post simply provides information about a community activity (i.e., Walmart posts a link to an animal shelter website)
Citizenship	Refers to a company as a member of society, which participates in the governance of society and has social, environmental, and political responsibilities	Post explicitly mentions participation in community event (i.e., voting)	Post relates to charitable donations or other elements of community (see above)
Corporate Responsibility	Equivalent of corporate social responsibility, which is defined as businesses having responsibilities to society that extend	Post explicitly mentions act associated with corporate social responsibility	Post mentions responsibility to shareholders/ stockholders

	beyond their obligations to the stockholders of the firm		
Diversity	With regard to CSR, diversity issues most commonly center on employees. Workplace diversity is the protection, respect, and inclusion of the individual attributes that each employee brings to the job	Post explicitly mentions diversity among employees (i.e., gender, race, sexual orientation, religion, etc.)	Post relates to diverse consumer base
Employee Compensation	The salary and wages paid to employees for the work they do	Post explicitly mentions employee compensation; can be nonfinancial forms of compensation too (benefits, rewards, etc.)	Relates to employee discounts offered through other companies (i.e., Bank of America employees receive 10% off at Gap)
Environment	With regard to CSR, environmental issues include waste management, pollution, ecological degradation, energy management, plus conservation and sustainable management of natural resources	Post explicitly references involvement in the environment (i.e., offsetting waste, recycling, upcycling, etc.)	Post describes an environmental concern but makes no link to company sponsored initiatives
Ethics	Ethics pertain to situations, activities, and decisions in which moral issues of right and wrong are addressed. While CSR addresses tangible business practices, business ethics involves the values driving the decisions	Post explicitly references company ethics (i.e., post about ending product testing on animals because of ethical concerns)	Post makes judgment about another company's ethics
Green	Green refers to having positive environmental	Post explicitly uses the term "green"	Post relates to the environment but

	attributes or objectives. Green marketing is an effort by companies to develop products and services that either help or at least do not hurt the sustainability of the natural environment	(i.e., introducing new line of "green" products, "green: marketing, etc.)	does not use the term "green"
Health and Wellness	Refers to a combination of educational, organizational, and environmental activities designed to support behavior conducive to the health of employees and their families.	Post mentions stress management, exercise, dieting, illness prevention; safeguarding against accidents and injury in the workplace, etc.	Post is related to health and wellness of people other than company employees (i.e., consumers)
Sustainability	Development that meets the needs of present generations without compromising the ability of future generations to meet their needs	Post relates to company's sustainable practices or products	Post references sustainability/ sustainable practices not executed by the company

Aaker's (1997) Brand Personality Scale

Process Category	Description/Definition	Include if...	Do NOT include if...
Sincerity	Company is down to earth, honest, wholesome, original, sentimental, friendly, genuine, or trustworthy	Post mentions/ depicts something of a family oriented, honest, wholesome, genuine or trustworthy nature related to the company (i.e., Nestle showing family making cookies together)	Post references company's insincere behavior (i.e., an apology for lying about product information)
Excitement	Company is daring, spirited, trendy, young, unique, independent, contemporary, or up-to-	Post mentions/ depicts something exciting related to the company (i.e.,	Post announces that the company is excited about a common

	date	Nike introducing new shoes that sync to iPod, Apple revealing Apple Watch, Samsung's "The Next Big Thing" campaign; skateboard company at the Dew tour)	occurrence or event (i.e., Bank of America is opening a new branch)
Competence	Company is reliable, hard working, secure, confident, intelligent, or successful	Post mentions/ depicts company as competent, or references the hard work/competence of employees (i.e., GE praises employee of the month, Birds Eye posting image of a farm employee hard at work)	Post refers to company's incompetence (i.e., company under fire for creating faulty products)
Sophistication	Company is glamorous, good looking, upper class or charming	Post mentions/ depicts sophistication associated with company (i.e. people/objects in the post appear extravagant or exaggeratedly glamorous; post mentions special debut of a product; car company posts about special/luxury features of their vehicles)	Post refers to company as average, attainable, or standard (i.e., AT&T posts about new low cost phone plan "for everyone")
Ruggedness	Company is outdoorsy or tough	Post mentions/ depicts ruggedness associated with company (i.e., Samsung posts	Outdoors is in the background of the image/not a focal point of the image; with text, outdoors

		about phone that can get wet or get dropped)	is not the focal point of the text (i.e., company posts picture of a family posing in front of their home, accompanying text states "The Smiths in their front lawn")

McNely's (2012) coding schema for Instagram use in organizations

Process Category	Description/Definition	Include if...	Do NOT include if...
Orienting	Post provides audiences with a recognizable artifact that acts as a pivot related to organizational image; also includes tagging practices	Post shows something clearly related to the organization's brand identity - i.e. a person engaged in sports for Nike, a fashion show for Forever 21, etc. Includes things that are not directly a company product/office/etc. but are clearly related	Post is just one of the organization's products (i.e. a pair of Nike shoes for Nike and nothing else; Disney posts a picture of the Cinderella anniversary edition DVD case)
Placemaking	Post involves an organization "placing" their identity within specific material locations as a way of reinforcing the organization's core image	A specific identifiable location is visible. (e.g. skateboard company at the beach/skate park, or red bull in space, etc.); Includes all readily identifiable landmarks (i.e. Empire State Building, Eiffel Tower); also includes geotagging	Background is generic (i.e. plain white, a blank floor or wall) or can't be identified
Showcasing	Post involves the direct display of consumer	One of the company's products is shown in	Posts where it's not possible to

	products or goods for sale	the post. If it's not obvious, coder should also look at the caption.	infer whether or not the company's product is actually pictured
Crowdsourcing	Post includes the broad solicitation of feedback, participation, or other engagement with the organization through Instagram/Twitter or another organization property	Examples include asking followers to share, like, or comment; Giveaways are included	Do not include anything besides the original post and the original caption - subsequent comments by the organization should not be included.

Additional coding for posts

Process Category	Description
Organization number	This is the number given to each organization.
Instagram/ Twitter account name	Organization's Instagram/Twitter account name
Organization type	Thomson Reuters Business Classification 1= Energy (Coal; oil/gas; renewable energy) 2= Basic Materials (chemicals; metals; steel, aluminum, specialty mining; construction materials; paper & forest products; containers & packaging) 3= Industrials (aerospace & defense; machinery, equipment; engineering; airline, marine, transportation services) 4= Cyclical Consumer Goods and Services (automobiles & auto parts; textiles & apparel; household goods; leisure products; hotels & entertainment services; media & publishing; retailers) 5= Non-Cyclical Consumer Goods and Services (beverages; food & tobacco; personal & household products/services; food & drug retailing) 6= Financials (banking & investment; insurance; real estate; investment trusts)

	7= Healthcare (equipment, supplies, providers, & services; pharmaceuticals; medical research) 8= Technology (equipment, software, & IT services) 9= Telecommunications Services (telecommunications, wireless telecommunications) 10= Utilities (electric, natural gas, & water utilities)
Total number of followers	Exact number of followers on Instagram/Twitter at the time of coding
Total number of posts	Exact number of organization's total posts on Instagram/Twitter at the time of coding
Presence of text	There is text on the picture or video that is posted. This includes text added after the fact as well as any text that's part of the original post, like signs and sayings on shirts. It does not include company names/logos - i.e. if the picture is of an Adidas shirt, the word "Adidas" does not count. 1 for yes, 0 for no
Presence of image	The post includes an image. For Twitter, this includes images that have been attached from other social media sites (Instagram, Facebook, etc.). This does not include emoticons or links to images when the image itself is not overtly visible.
Image link	Link to the image being coded