

How social media platform affordances influence digital brand personality: a cross-platform comparison of user-generated content

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Abstract

The aim of this research is to explore digital brand personality as projected through user-generated content across different social media platforms. The qualitative study adopts a multi-site netnography design to collect user-generated content from Facebook, Twitter, Instagram, TikTok, and YouTube. Through a thematic and visual analysis of 250 social media posts regarding two major sports brands, the study finds that different dimensions and facets of a brand's digital personality emerge at each social media site. Preliminary findings indicate how the distinct structural affordances and socio-cultural practices of a social media platform lend themselves to the emergence of specific digital brand personality attributes. Thus, this research contributes to digital branding research by highlighting the role of digital platforms and user-generated content in shaping digital brand personality.

Subject Areas: *Branding, Consumer Behaviour*

Track: Digital Marketing & Social Media