

# Not in it (just) for the money: social media discourses on value dimensions

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## **Abstract**

This paper explores and identifies multiple dimensions of (co-)created value on social media. Using a systematic literature review, the paper identifies five dimensions of value from previous research: economic (direct and indirect), informational, societal, personal, and social. A discourse analysis is used to analyse the case of constructing discourse on the multiple forms of value on social media and give some empirical examples. Four organisations' Instagram posts are analysed to identify how the organisations construct their value discourses, connect them to societal-level discourses and legitimise their position as value (co-)creators. The paper contributes to the understanding of value by investigating and identifying different dimensions of value.

**Subject Areas:** *Electronic Commerce and Internet Marketing, Marketing Planning and Implementation*

**Track:** Digital Marketing & Social Media