

Riding the Emotional Wave: How Content Emotions and Emotional Context Drive Brand Engagement on Social Media

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Abstract

Understanding what drives engagement with brand-generated content is crucial. This study explores the intricate relationship between the emotions conveyed in content and the collective emotional state of consumers on social platforms. Analyzing a vast dataset of over 100,000 tweets from numerous consumer packaged goods brands, the research reveals that both content emotions and emotional context significantly influence engagement. Content with lower valence, higher arousal, and moderate levels of dominance generates more engagement. Moreover, when consumers collectively trend towards higher valence and arousal states with moderate dominance, engagement levels increase further. However, the research cautions against trying to match content emotions directly to shifts in collective mood, as this strategy proves counterproductive. For brand managers, the key to optimizing engagement lies in crafting posts that carefully balance emotional elements against the prevailing emotional context.

Track: Digital Marketing & Social Media