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## The Role of Owned Social Media in Brand Strategy

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## THE ROLE OF OWNED SOCIAL MEDIA IN BRAND STRATEGY

Many brands have established an active social media presence that allows them to interact directly with consumers. Initially without a clear strategy, brands now employ sophisticated techniques for branding and use their posts for example to address important societal topics. This dissertation aims to better understand the role of owned social media for strategic branding decisions. More specifically, to provide managers with clear guidelines on how to use their social media communication to affect important business outcomes along the purchase funnel from social media engagement, earned social media, brand associations, and sales. The aim is to develop generalizable insights into the use and impact of owned social media across different brands, industries, platforms, or countries in all three essays. The research highlights which content proves more effective in driving results, with special attention given to content focusing on societal topics such as sustainability, community, and diversity. This dissertation also explores social media positioning challenges, highlighting not only the dangers of washing practices (e.g., greenwashing, diversity washing), but also the even higher risks associated with hushing communication approaches.

### ABOUT THE AUTHOR

Georgia Liadeli conducted her PhD studies at the Vrije Universiteit Amsterdam. She holds a MSc in Marketing (cum laude) from the Vrije Universiteit Amsterdam and a BSc in International Business Administration from the University of Tübingen. Her main research interests focus on marketing strategy, branding, marketing with purpose, and social media.

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