

Contents

	Page
Chapter 1	9
Introduction	
Chapter 2	29
How corporate communication adapted to an emerging social media landscape: The rise of interactivity and emoticon use in the tourism industry 2011-2016	
Chapter 3	67
A stage to engage: Social media use and corporate reputation	
Chapter 4	99
Online conversation and corporate reputation: A two-wave longitudinal study on the effects of exposure to the social media activities of a highly interactive company	
Chapter 5	125
Retaining affective commitment through webcare: The role of a conversational human voice	
Chapter 6	161
General discussion	
Summary	193
Summary in Dutch (Nederlandse samenvatting)	199
Acknowledgements	205
About the author	209