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How to Improve Company's Electronic Reputation Through the Social Community Manager: Analytical Study of the Bimo Facebook Page

Abstract

This study delves into the pivotal role of social community managers in bolstering the e-reputation of business entities, with a specific focus on Bimo's Company Facebook Fanpage. Employing a mixed-methods approach, the research utilizes content analysis to scrutinize the posts on Bimo's Facebook Fanpage over a three-month period, aiming to discern thematic patterns and underlying purposes. Subsequently, an online survey is conducted to gauge the attitudes of Bimo's Facebook Fanpage followers towards the brand and the products promoted through the platform. By synthesizing these methodologies, the study illuminates the strategic significance of social community managers in shaping brand perception and fostering consumer engagement in the digital landscape.

Keywords: *e-reputation, community manager, Facebook fanpage, perception, brand*

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Sosial icma vasitəsilə şirkətin elektron reputasiyasını necə təkmilləşdirmək olar Menecer: Bimo Facebook səhifəsinin analitik araşdırması

Xülasə

Bu araşdırma Bimo şirkətinin Facebook Fanpage-ə xüsusi diqqət yetirməklə, biznes qurumlarının e-reputasiyasının gücləndirilməsində sosial icma menecerlərinin əsas rolunu araşdırır. Qarışıq metodlardan istifadə edərək, tədqiqat Bimo-nun Facebook Fanpage-də üç ay ərzində tematik nümunələri və əsas məqsədləri ayırd etmək məqsədi ilə yazıları yoxlamaq üçün məzmun təhlilindən istifadə edir. Daha sonra Bimo-nun Facebook Fanpage izləyicilərinin brendə və platforma vasitəsilə təbliğ olunan məhsullara münasibətini öyrənmək üçün onlayn sorğu keçirilir. Tədqiqat bu metodologiyaları sintez etməklə brend qavrayışının formalaşdırılmasında və rəqəmsal mənzərədə

istehlakçıların cəlb edilməsində sosial icma menecerlərinin strateji əhəmiyyətini işıqlandırır.

Açar sözlər: *e-reputasiya, icma meneceri, Facebook fanpage, qavrayış, brend*

Introduction

In a new environment of interactions in which business (companies/brands) and their audiences share space and conversations on an equal footing, a new professional profile emerged that of community managers as **actors who manage and develop these online relationships**, and the necessary players in digital communication on websites or social media.

Numerous corporations currently employ social media platforms, community management strategies, and the establishment of virtual communities for their operations. to improve the relationship, reputation, notoriety and engagement with their audience, their e-reputation and develop their sales on the web or respond to customer reviews.

The community manager is a new job that appeared in social media landscape, its skills are multiple and specific, which makes it one of the most popular jobs at the present time for maintaining an online presence and interacting with consumers. Our research problem tries to identify whether the Social Media community Manager of BIMO, that is an Algerian business company, requires the institutionalization of social media Since 2018, there has been a trend towards legitimizing certain roles within organizations, such as Chief Financial Officers (CFOs) and Chief Compliance Officers (CCOs), as professional functions, and on the other hand, how he manages BIMO's e-reputation on Facebook page.

The Group BIMO as a business company is the first manufactory created in 1981 in the Baba-Ali industrial zone south of Algiers, it was named the New Modern Biscuit Factory (Bimo for abbreviation). The company experienced a rapid development of its productive activities. A chocolate and veggie-manufacturing unit was created in 1986, which subsequently became the national leader in these products. In 1997, the company inaugurated the first cocoa bean processing unit in Algeria, which would supply its own factories as well as national industrial companies. This company has six subsidiaries. - Biscuit making Modified The SARL Biscuiterie Modern 'BIMO' situated in Baba-Ali has been transformed into SARL Biscuiterie du Maghreb "BM" chocolate factory: a chocolate unit in Baba-Ali - Cocoa processing Modified to SARL CACAO Bimo: a cocoa bean processing unit in Baba-Ali - Wafer unit Modified to SARL Gaufreterie Bimo: a wafer unit in Baba-Ali Confectionery Modified to SARL Confectionery Bulle d'Or, while the group BIMO decides to enter the digital marketing field since 2018 regularly with Numidex digital agency (Sahli Benyoucef, 2022).

For the research aims, the insights provided contribute to the understanding of how business organisations and BIMO company in particular are adopting social media especially Facebook page with the aim of increasing the positive relationship with their communities (real/ potential customers), thus acquiring "social approval assets" such as notoriety, legitimacy and reputation.

Research

Moreover, the research significance of this paper is motivated by the recent significant developments of social media and their widespread adoption by different types of organisations. We are interested in the way social media such as Facebook are affecting organisational strategies and generating new organisational tactics to acquire the sustainability and continuity in the market by augmenting the electronic reputation among various stakeholder groups.

Regarding the study sample, data were collected from the corpus of posts on BIMO's Facebook page **during the period between 1st March and 30th June 2022**. Indeed, because at that period, and because of the Corona virus, both of BIMO and other business sought rather to build links with their customers and to promote their products in order to solve their e-reputation and did their best to keep their customers by using social media platform to manage their customer relationship.

Concerning the Research methodology, we have to use online discourse analysis in the first stage according to Marie-Anne Paveau's methodology and Netnographics technique and analyse 20 BIMO brand posts, on Facebook page of "Group BIMO Algeria".

In the second stage we have to use an online survey with BIMO's Facebook community managers, and our questions were formed by adaptation of the report of Carlos Castillo & Francesco Fabbri & Diego Saez-Trumper (Castillo, Fabbri, Saez-Trumper, 2017, p. 9). The survey conducted focused on several key areas related to community management on BIMO's Facebook page. These areas included

proactive community management strategies employed by community managers to foster community growth, as well as reactive community management techniques used to address and engage with the community. Additionally, the survey examined the various activities and tools utilized by community managers to achieve e-reputation goals, including specific software tools and practices implemented for this purpose.

The research employed a single-case design, utilizing qualitative interviews with the Facebook community manager of BIMO. Moreover, we used a quantitative survey with BIMO's community in Facebook page among 32 Facebook users by using self-selection sample to measure their trends and attitude towards BIMO's brand through Facebook page of BIMO. This fact is done in order to understand the e-reputation level of BIMO's among their followers and how the community manager affect trust of the followers in the BIMO's brand to the level where converted them to be faithfulness/ambassador customers. The case study selected for analysis is BIMO, a prominent and respected brand in Algeria and beyond. BIMO has been consistently integrating digital and social media marketing strategies into its viral campaigns since 2018. Furthermore, the survey questionnaire used Likert scale form 3 points (agree-neutral-disagree) with 4 constructs and 14 items as measure instrument.

1. Conceptual framework

In this segment, we provide concise definitions of the key terms pertinent to this paper, specifically: social corporate e-reputation and social community manager.

1.1 Social corporate e-reputation

Social media plays a pivotal role in how other people perceive your business, as one of the major purveyors of your online reputation. The concept of e-reputation is multifaceted. According to Chun (2005), there are three components that make up the e-reputation mix: the digital persona of the company, or institution; digital identity by website design and performance; and how user interacts with and experiences a product, brand and company. First, we conduct an analysis of audience perception towards brands and firms, specifically focusing on reputation and image, as offline mechanisms and factors have the potential to impact e-reputation. Second, social media platforms, serving as digital communication tools, also play a significant role in shaping e-reputation (Castellano & Khelladi, 2016, p. 46).

As a consequence of adopting social media, numerous authors and researchers concur that companies should prioritize trustworthy dialogues with stakeholders on social media to enhance customer awareness and perception (Grützmacher, 2022, p. 33).

The company business e-reputation in social media is like a relationship. The business company should be conscious of what people think of it, reflect on their feedback to improve herself, observe what the others are doing, and be honest and reliable (Amahjour & El Khalkhali, 2024).

Therefore, online reputation should be managed by using a good ORM strategy. The management of e-reputation in organizations is centered on identifying and addressing the key factors that influence online perception. As outlined by Lukáš Vartiak (Lukáš, 2015, p. 272), these fundamental factors include:

- It is important for an organization to establish and enhance its online presence, which includes maintaining updated contact information on its website and social media profiles.
- Digital feedback: The organization must identify platforms where it is being evaluated, monitor these assessments, and track emerging trends.
- When it comes to online reviews, organizations must identify where they are being reviewed, monitor the feedback, and track any emerging trends.
- Surveying: The organization needs to deploy digital survey kiosks to gather input from customers.
- Analysis: The organization needs to monitor fresh data and generate routine reports.
- Benchmarking & Scoring: The organization is required to quantitatively assess the efficacy of competitors' online reputation management strategies to derive insights for enhancing its own online reputation.
- Location alignment: The organization needs to synchronize activities across its business sites and centralize data collection.

Online reputation management is the process of monitoring, addressing, and mitigating negative or unfavorable mentions on the internet (Portmann et al, 2014). According to Hung et al (2012), online reputation management involves the systematic analysis and oversight of the reputations of individuals and organizations as manifested through content across diverse online media platforms.” (Christian Holve, 2014, p. 3)

So, the management of positive online reputation will lead to gain new customers and reliance on a business entity.

1.2 Social Media Community Manager

The Social Media Community Manager is responsible for maintaining the brand's online presence across various social media platforms. Their duties encompass content creation, comment moderation, query resolution, and other tasks representative of the brand identity. Social media managers primarily engage with individuals familiar with or aware of the brand. Conversely, a community manager is tasked with promoting the brand across social networks. They cultivate a distinct online persona and actively engage within virtual communities to establish connections with prospective customers and promote brand advocacy. Community managers typically interact with audiences unfamiliar with the business they represent, thereby enhancing company visibility. (Jenna Jacobson, 2017, p. 16).

Currently, the primary responsibilities identified for the Social Media Manager (Moretti & Tuan, 2014) encompass:

- Social Scientist: Responsible for the continuous monitoring and analysis of the effectiveness of Social Media initiatives.
- Content Manager: Facilitates user engagement through consistently refreshing and dynamic content.
- Social Media Strategist: Develops universal frameworks adaptable to diverse social media platforms.
- Community Manager: Acts as the community's representative, fostering positive relationships between businesses and their communities.

According to AERCO, the profile of a community manager should encompass the following key attributes (Koldo Meso Ayerdi et al., 2014, p. 392):

- Marketing involves the process of identifying client interests and aligning them with the needs and strategies of the company.
- Communication Skills: Effectively transmitting messages in various directions.
- Innovation and Creativity: Developing novel applications to address emerging challenges.
- Team Management: Overseeing team operations that contribute to the community manager's responsibilities.
- Public Relations (Online and Offline): Establishing and maintaining necessary relationships for effective utilization.

2. Results

2.1 Types of Content in Posts

Table 2. Overview of the various types of content found in posts from 1st Mar to 30th Jun 2022.

Content types of posts	Frequency	Percentage
Informational post	20	27.02
Entertainment post	26	35.13
Remunerational post	08	10.81
social posts	20	27.02
Total	74	100

The analysis of content posts on the brand's Facebook fanpage revealed four distinct categories. The majority of posts, accounting for 35.13%, fell under the entertainment category, aimed at enhancing brand awareness and providing entertainment value to the audience. Following closely behind were posts that combined informational and social elements, making up 27.02% of the total content. The least common type of content posts were remuneration posts, comprising only 10.81% of the overall content.

Therefore, the BIMO's brand post in Facebook fan page Utilized entertainment-based posts to enhance brand recognition by increasing customer/follower engagement. Raney (2003) found that a greater degree of entertaining content correlates with a higher likelihood of users revisiting a brand page, as opposed to posts lacking entertainment elements. Then, BIMO used informational and social posts in the second level In order to encourage user engagement and increase the likelihood of subsequent purchases, Seoudi (2019) emphasizes the importance of fostering interaction with followers. This strategy aims to prompt brand followers to actively participate in surveys conducted by the brand, as highlighted by Cvijiki and Michahelles (2013). and to raise brand awareness by connecting like-minded users, who have similar interests, so that they can share and interact with their community about topics they find interesting and important. Based on the above, the brand awareness goal leads to build and increase the e-reputation of Business Company, which is the main objective of BIMO's Facebook page posts.

3.2 The maximum level of user engagement with the posts of this particular type.

Table 3. The peak level of user engagement with posts during the period spanning from March 1st to June 30th, 2022.

Type of user's engagement	Number	Date of post
Like and emojis	2903	April 11 th ,2022
Comment	2202	April 26 th , 2022
Share	427	April 11 th ,2022

Van Doorn et al (2010, as cited in To Ngoc My, 2020) define consumer engagement (CE) in social media as the behavioral performance of customers towards a brand or firm. Customer engagement serves as an effective means of disseminating a brand's message through word of mouth (WoM). Customers can engage with brands by liking, commenting, and sharing content. Additionally, Seoudi (2019) suggests that successful digital communication has the potential to transform a mere consumer into a loyal customer of a specific brand, with customer engagement representing a sequential psychological process that leads customers to become brand ambassadors. This underscores the significance of customer engagement as a key metric that brand fan page community managers prioritize in developing a more impactful Facebook marketing strategy. Essentially, customer engagement serves as a performance indicator for companies in the realm of social media.

3.3 The maximum quantity of emotive emojis and favorited posts

The post that had the highest “Love” emoji, highest “Like”, was the post in figure 1. This post was an announcement of a big event in April, which is Ramadan competition (fasting period for Muslims) that offered one of the biggest sale occasions of the year. Besides that, the content was interesting and remuneration (win awards) enough to get attraction from followers. The post impressed viewers by using “Dessert recipe video with chef besma sanahilwa” phrase, this is known

as a slogan of Besma chef cooking school. Therefore, it is easy to understand why the post get the highest number of like and interaction with “Like” and “Love” emojis.



Figure 1. Post with the highest likes, from Bimo Facebook fanpage on 11th Apr 2022

2.4 The maximum number of comments received on individual posts.

Based on the data presented in Figure 2 of the post with the highest number of comments, it can be observed that the post garnered significant engagement due to two primary factors. Firstly, the post utilized a contrasting technique between childhood and youth experiences, while maintaining the nostalgic moment of enjoying BIMO cake with milk while watching afternoon TV cartoon programs. Secondly, the post employed a marketing strategy by featuring two popular Japanese manga series, namely The Captain Tsubasa from the 1980s and Hunter x Hunter from the 21st century, targeting young male viewers.

The entertainment value of the post effectively captured the attention of followers, prompting them to engage with the brand's nostalgic content. Additionally, the post's title, "Something. Never Changes," served as a marketing tactic to maximize interaction within the entertainment sphere. Upon analyzing the comments from followers, three distinct categories emerged. The first category consisted of followers expressing admiration for BIMO's brand and products, such as cakes and cookies. The second category included followers who appreciated the nostalgic content presented in the post.



Figure 2. Post with highest comments from Bimo Facebook fanpage, on 26th May 2022

The post featuring a remuneration offer with a video as the media type, as indicated in Figures 1 and 3, garnered the highest number of shares. The primary reason for the post's popularity was the call to action urging followers to share the post in order to participate in the "Ramadan 2022" competition, with a deadline for submission of candidature. The announcement of the deadline was explicitly stated as, "We inform our dear followers that the deadline for participation for this week is: April 17th at 12:00 am." Furthermore, the incentive for participation included the opportunity to win valuable gifts through a lottery process offered by BIMO.

This type of promotional content utilized by the BIMO brand serves to enhance the brand's image and promote its products. Both the brand and its followers stand to benefit from the implementation of remuneration posts. By leveraging such content, BIMO can effectively boost sales through promotional activities, while followers and customers stand to gain specific rewards with financial value (Seoudi, 2019). Moreover, aligning the brand image with positive e-reputation, characterized by favorable perceptions from followers and customers, is crucial for businesses like BIMO. This alignment can lead to increased revenue and foster greater trust among stakeholders.



Figure3. Post with highest number of shares from Bimo Facebook fan page, on 11th Apr 2022

2.5 BIMO's Facebook community manager as e-reputation gatekeeper

▪ The main areas covered by our questionnaire destined to the community managers were the following:

Proactive community management: how community managers grow a community.

- Reactive community management: how community managers answer to the community.
- Tools: what specific software tools or specific practices they use.

2.5.1 Proactive Community Management

Be in a few social media platforms effectively instead of trying to be in all platforms. Only one community managers mentioned that it is important to be in few social media because there are some good criteria to follow before we choose social media platform for social management which are according to your: targets, activity, culture, objectives and content, this is delicate balancing act:

CM1: *"for 3 years my activities have been centred only on Facebook and Instagram"*

The generation of content is a primary task undertaken by the community managers who were surveyed. This activity was identified as particularly time-consuming by a number of respondents. The ideal content, as outlined by the interviewees, should be original, diverse, and engaging to the intended audience.

CM1 *"a creation of rich and varied content dealing with subjects that animate the target audience and above all troll highlights of the moment"*

It is advisable to publish high-quality content that is engaging or entertaining for followers and does not appear overtly promotional.

Posting frequency and interacting. This activity was regarded as paramount for community managers, particularly on Facebook accounts, as it aligns with user expectations. It is imperative that this activity be established and upheld consistently.

CM2 *"Build up a relationship of trust and respect with the community, interact with them, anticipate what they want to see in the page, manage complaints"*

Some of the interviewees reported posting around thrice per week, or more (on Facebook); in all cases they insisted in the importance of avoiding being seen as spam. One mentioned avoiding being repetitive with content as more important than frequency.

CM2 “Do « too much » and the post would consider as a fail, especially with news jacking ! There’s always a fine line *that we try to not rip*”

The interviewees did not identify the mentioned activities as proactive community management, despite their recognized significance. These activities include working with an annual strategy and plan, selecting an appropriate tone and personality tailored to the target audience, maintaining a balance between institutional image and adherence to platform norms, and refraining from incessantly soliciting clicks but instead offering value to the community.

2.5.2 Reactive Community Management

All respondents emphasized the importance of promptly responding to all inquiries and utilizing social media as a platform for customer service.

CM1 “*our common management activities is to answer to customer complaints due to dissatisfaction following the purchase of a product, reassuring customers following rumours launched about the company, compliments and encouragement from customers for their favourite brand*”

CM2 “*As stated before, have conversations with the community, listen carefully to their needs and wants, take in consideration what they suggest, deal with complaints, answer all of the messages and comments daily ...*”

It is *imperative* to acknowledge and utilize user feedback in order to enhance the quality of one's product or service, and it is advised to refrain from responding to individuals who may be intentionally disruptive or insincere, as one interviewer cautioned against engaging with such individuals.

CM2 “the common error is engaging with a toxic person, bad buzz, treating a complaint that could go wrong, *being too personal...*” • it means to acquire the skill of recognizing trolls who lack interest in engaging in constructive discourse.

The activities were not identified by interviewees as being integral to proactive community management, despite their perceived significance:

- It is recommended to maintain communication within the designated platform or continue discussions outside the platform as deemed suitable.
- The emotions of anger and frustration towards your brand are valid and should be acknowledged by identifying their underlying causes.

2.5.3 Tools and specific practices for achieving e-reputation

In addition to the conventional software interfaces provided by social media platforms, the supplementary *functionalities* frequently sought by community managers in our interviews included post scheduling, competitive monitoring, and advanced metrics analysis.

• Social media optimization and Hootsuite (<https://www.hootsuite.com/>) were spontaneously cited and utilized by multiple interviewees.

MC1 “*to see the page's KPIs and identify the strengths and weaknesses of certain products*”

However, some community managers prefer just using the standard software interfaces offered by social media platforms:

MC2 “I personally don’t like using too many apps and tools, I would rather centralize all the information in one app, even if each app has its function, I still would pass”

• **Paid advertising.** This was seen as unavoidable. While BIMO's Community manager preferred “organic” growth, i.e., having people spontaneously start following a brand.

• **Engaging with influential individuals.** Interviewees do not explicitly state that they reached out to trendsetters for assistance in promoting a brand.

2.5.4 The trends of BIMO's community on Facebook fanpage toward BIMO's brand

The unit of analysis for this study was individual who followed BIMO's Facebook page, the data were *collected* using an online survey questionnaire. The survey link was disseminated on Facebook for BIMO's brand. A filtering question was incorporated at the outset of the questionnaire, prompting respondents to specify the year in which they subscribed to BIMO's Facebook page. A total of 32 valid responses were obtained and utilized for empirical examination. The majority of respondents

identified as male (54.8%), with the predominant age group falling between 22 and 31 years (43.9%), followed by 32–41 years (37.5%). All respondents were of Algerian nationality (100%). (Table 3).

Table 3. Profile of respondents.

Variables	Categories	Frequency	Percentage (%)
Gender	Male	17	56,6%
	Female	14	45,52%
Age	22 - 31	16	50%
	32 – 41	12	37,5%
	42 – 51	4	12,5%
Race	Algeria	32	100%
	Other	00	00%

The objective of this research was to investigate the impact of BIMO's Facebook page reactions and followers' comments on the establishment of trust. Furthermore, the study posits that trust in the brand and its products plays a significant role in influencing purchase intention. Additionally, it was hypothesized that the appeal of alternative options would weaken the relationship between trust in the brand and purchase intention, as well as between trust in the products and purchase intention. A conceptual framework was constructed and tested using data gathered from individuals above the age of 18 who actively engage with and are fans of BIMO's Facebook page.

Table 4. Measurement model evaluation

Constructs	Items	WA	WATD
Responsiveness (RE)	BIMO's brand gives prompt response to its Facebook followers' requests.	2.56	2.42
	BIMO's brand is always willing to help its Facebook followers' requests.	2.48	
	BIMO's brand is never too busy to respond to its Facebook followers' requests.	2.22	
Trust in brand and product (TBP)	BIMO's brand takes my best interests into consideration and releases its promises.	2.53	2.74
	I believe in the information provided by BIMO's brand on its Facebook page	3	
	I believe that I will be able to use products like those demonstrated in Facebook page of BIMO's brand.	2.80	
	I trust that the products will be the same as those shown in the Facebook page of BIMO's brand.	2.64	
Purchase attention (PA)	I am very likely to buy the product from BIMO's brand.	3.12	2.79
	I would consider buying the product from BIMO's brand in the future.	2.64	
	I intend to buy the product from BIMO's brand.	2.61	
Attractiveness of Alternatives (AA)	If I need to change BIMO's brand, there are other good brands to choose from.	2.22	2.14
	I would probably be happy with the products of another brand.	1.70	
	Compared to BIMO's brand, there are other brands with which I would probably be equally or more satisfied.	2.38	
	Compared to BIMO's brand, there are not many other brands with which I could be satisfied.	2.29	
Overall WA		3.51	2.52

The findings of the study substantiated the impact of responsiveness on trust towards BIMO's brand and products. This discovery suggests that offering timely responses and demonstrating a readiness to address customer concerns serve as indicators to customers regarding the credibility of BIMO's brand and its products.

Moreover, the findings indicate that the information presented on BIMO's Facebook page has a significant impact on building trust in the brand and its products. This is attributed to the influence of word-of-mouth and positive feedback from other customers, which are perceived as more trustworthy sources of information. These factors play a crucial role in fostering trust among customers towards the products and services offered by BIMO (Hajli et al., 2014; Li et al., 2020). Our observations suggest that BIMO's brand strategy encourages customer engagement by facilitating the sharing of opinions and experiences related to their products.

The strong correlation between trust in a brand and trust in its products and the intention to purchase indicates that consumers are more inclined to buy products from a brand and exhibit repeat purchase intentions when they have trust in both the brand and its products. This observation aligns with the research conducted by Davoud Nikbin et al. (2021), suggesting that companies should focus on improving consumer trust in their brand and products to stimulate purchasing behavior.

The findings of the study by Nikbin et al. (2021) indicate that the attractiveness of alternatives has a negative moderating effect on the relationship between brand trust and purchase intention. Specifically, the positive impact of brand trust on purchase intention is significantly weakened in the presence of attractive competitor brands. Therefore, it is recommended that BIMO evaluates the perceived attractiveness of alternative firms among their customers and takes steps to mitigate this perception. Additionally, both BIMO and other companies should focus on building trust in their products rather than solely relying on trust in the brand, especially in competitive markets with many appealing alternatives.

3- Discussion

BIMO's Facebook content strategy between March and June 2022 was analyzed to assess the types of posts, user engagement, and the role of community management in shaping the brand's e-reputation. The study identified four main content categories: entertainment (35.13%), informational (27.02%), social (27.02%), and remuneration-based posts (10.81%). Entertainment content was the most frequent and effective in fostering engagement, aligning with previous research suggesting that fun and engaging posts encourage user interaction and brand loyalty. Informational and social content played a significant role in strengthening the brand community, while remuneration posts, such as contests and promotions, aimed to incentivize participation.

User engagement was measured based on the number of likes, comments, and shares, with peak interactions occurring in April 2022. The post with the highest engagement, featuring 2,903 reactions and 427 shares, was published on April 11th and promoted a nostalgic theme. Meanwhile, the most commented post, accumulating 2,202 responses on April 26th, combined cultural references with sentimental value, reinforcing the power of emotional marketing in digital communication. Among the most successful posts was a Ramadan competition announcement featuring a video with chef Besma Sanahilwa. The combination of a well-known personality, engaging visuals, and a promotional incentive resulted in significant interaction, showcasing the effectiveness of content that merges entertainment and marketing objectives.

Another notable engagement strategy was leveraging nostalgia by comparing past and present consumer experiences with BIMO products. A post referencing Japanese manga and childhood memories attracted substantial attention, as users responded by sharing their personal experiences. This demonstrates how cultural and emotional connections influence audience engagement. The comments on this post fell into three primary categories: admiration for BIMO's products, appreciation of nostalgic content, and the sharing of personal stories.

Community management played a crucial role in maintaining BIMO's e-reputation. The company adopted a proactive approach by carefully selecting content, monitoring engagement, and ensuring regular interaction with followers. Community managers emphasized the strategic use of platforms like Facebook and Instagram, chosen based on demographic preferences. By maintaining a balance

between promotional and interactive content, BIMO avoided overwhelming users with marketing messages.

Reactive community management was also a priority, focusing on customer service and reputation management. Community managers swiftly addressed inquiries and complaints, mitigating negative feedback and rumors. Their daily engagement efforts helped sustain brand trust while preventing conflicts with disruptive users. Moreover, analytics tools such as Hootsuite were used to optimize content and track performance, though organic engagement remained a preferred strategy over extensive paid advertising.

A demographic survey of BIMO's Facebook followers revealed that 56.6% were male, and the majority (50%) were aged between 22 and 31 years. Trust in the brand was identified as a key factor influencing purchase intention, with word-of-mouth recommendations and positive user feedback reinforcing consumer confidence. However, the presence of competitive alternatives was noted as a potential moderating factor.

In summary, BIMO's Facebook content strategy successfully enhanced brand awareness, engagement, and consumer trust. By leveraging entertainment, emotional connections, and proactive community management, the brand cultivated a loyal online community. Future strategies could further benefit from influencer partnerships and data-driven content optimization to maximize engagement and brand loyalty.

Conclusion

Nowadays, social media is useful tool to enhance the power of a reputational opportunity such as brand community due to sustain brand image. Therefore, the research question of this academic paper was "How the social community manager improves BIMO's e-reputation on the Facebook page then creates the customer engagement and in Which extent he has affected the perception of BIMO's corporate image of the followers/community?"

In order to answer this question, the authors collected several data by analysing some posts in BIMO's Facebook page then interviewing both of BIMO's community managers and some followers of Facebook page "Groupe Bimo Algérie". Results have shown that BIMO business company uses Facebook page to enhance his e-reputation among different customers especially followers' community/ consumers by using regular variety post in term of media and content in dialect language to win the customer engagement (Like& emojis, comment and share). In addition, BIMO's community managers are reactive, proactive and use software tools in significant degree to build the brand's e-reputation, which led to the positive trends among BIMO's community and customers subsequently.

Finally, we conclude our presentation with some key recommendations: maintaining strong customer relationships through the fan page, ensuring that community managers build trust-based and respectful interactions, and engaging with fans in an authentic manner that does not feel overly promotional.

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