THE SUCCESS OF MANCHESTER UNITED'S HIGH ENGAGEMENT IN USING OF SOCIAL MEDIA

Hafiyyan Rasyid and Budi Permadi Iskandar
School of Business and Management
Institut Teknologi Bandung, Indonesia
hafiyyan.rasyid@sbm.itb.ac.id

Abstract

Engagement is one of important things for a brand. Engagement is formed because there is a relationship between brand and its customers through a two-way communication process. This communication can be carried out by using social media especially Instagram. The brand gives information which is designed to attract its customers. If the customers are interested, they will give feedback through likes, comments or shares. Social media manager has to be able to deliver attractive contents and has a strategy to share the contents. The aim of this study is to formulate the role of social media manager especially in football. The first step is to determine clubs which will be chosen as a research object based on the number of followers. The next step is to categorize kinds of contents which are shared by each club. The last step is to measure engagement and to analyze a strategy from each club in sharing each its content. The result of this study is Manchester United shares all kinds of contents, has higher engagement than other clubs, results player's contract content as the most interested content and has a strategy in sharing contents that is not like other clubs.

Keywords: *social media, instagram, engagemet, manchester united*

Introduction

The process of selling is indeed important for a brand. However, there is one important thing to pay attention by marketers that is the relationship with customers. One of the steps can be carried out by one brand in making and taking care of the relationship with customers is to deliver information which is hoped can attract customers' attention. Good relationship between brand and customers is by using a two-way communication. Not only does it deliver information but the brand also receives feedback from its customers. The relationship between brand and customers is called engagement. Engagement is formed because of good interaction between one brand and people who feel interested (Falls, 2012). Customer engagement is an emotional relationship between a brand and customers (Carter, 2015). In a simple way in engagement is communication between one brand and its customers. In this matter, customers pay attention to the given information. From engagement between brand and customers, customers do not only have loyalty but also give feedback to the brand. That is to make engagement is very important for one brand.

One of the platforms which is able to be used by one brand to communicate with its customers to make build engagement is social media. Social media is digital media or website connecting people to people and also sharing information one another (Weeks, 2013). Social media refers to activities carried out by people through online to share information, knowledge or opinion (Thackeray, 2012). After seeing some terminologies of social media, the understanding can be taken that social media is media used by online which functions to share information. The role of social media manager is very important to manage social media of one brand. Social media manager tries to make series of

activities to deliver information by using social media which is expected to be able to be accepted and attracts its customers' attention. Social media manager has to be skillful in managing and sharing contents. One of social media which can be used by one brand to make build engagement with its customers is Instagram. Instagram can attract people's attention because it shows visual image in the form of photo or video. Visual images are much better to engage than features showing text only (Abbott *et.al* 2013). The other important thing to deliver information through social media is the existence of followers. The number of followers will influence the spreading of information.

The use of social media as communication tool is also used in sports, one of which is football. Football club traditionally has the emotional relationship with the fans. The football club will strive on how to maintain the relationship and give the best for them. The essence is to give the best result on the field. However, off-field matter is also another thing to consider. Harnessing of social media is the activity that the football clubs usually do off-field. This activity is the way on how the football club engages the relationship with the fans. Every club has its own way in using social media especially Instagram. When football club gives information, the fans will give some feedback. This can be a depiction of engagement between football club and its fans. The way from each club in using Instagram to build engagement with their fans is by delivering many type of contents and having strategy in managing every content which are expected to make the fans are interested.

That is the background of this study. The relationship between football club and its fans becomes very important to build engagement. Fans are also able to contribute in asking people to pay attention the club. Therefore, social media manager of a football club tries to manage social media especially Instagram to build engagement with its fans by sharing various kinds of content which is related to the condition in and out of the field and has a strategy in managing each content. Because a good content will be able to attract the intention from its fans and good strategy in managing every content will affect the increase of followers which influences to fasten the spreading of information.

Research Objective
The objective of this study is measuring the results of social media strategy especially Instagram from Manchester United. It is carried out by

- Knowing what kinds of content which is shared by categorizing every post.
- Determining how high the result of engagement and what valuable content are by measuring engagement through the number of likes and comments from each content.
- Analyzing how each kind of shared content from the result of categorization process is managed.

Methods
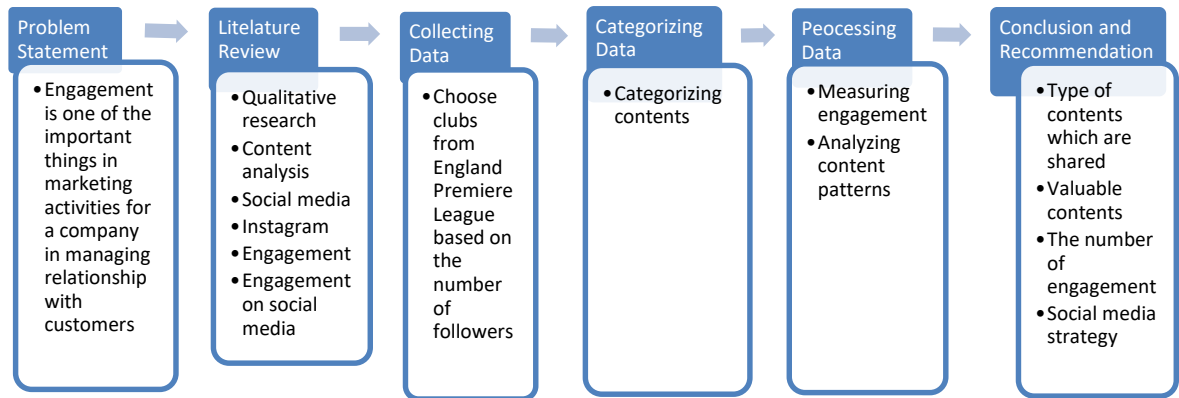
This research design describes how the step of the study is carried out. The study at first is from problem statement and then to literature review. In literature review it needs theories and explanations which support the study. After literature review is collected, the study goes into data analysis. In data analysis there are three processes they are collecting data, categorizing data and processing data. After analysis process, the next step is to give conclusion and recommendation.

Results and Discussion

This section consists of the results of validity and reliability tests and analysis of the results. Furthermore this section discusses the results of the current study and how they relate to the hypothesis presented. The discussion section also explains possible reasons for why a certain hypothesis is rejected or accepted and how they relate to previous research. Furthermore, the author should show how the current result supports or contradicts previous studies, limitation of the study, and implication of the study (both managerial and scientific implications). This section also discusses the recommendation(s) for future research based on the limitation of the study.

4.1 Selecting Club

The explanation about the important role of followers has been shared in previous chapters. The first step is to choose clubs on top, middle and bottom position to be analyzed. The reason is to know how the clubs manage their Instagram based on the number of followers from each club. This data is taken on December 1st, 2016.

Table 4 1 Instagram Follower from England Premier League Clubs

NO	CLUB	FOLLOWERS
1	**MANCHESTER UNITED**	**15,4 M**
2	ARSENAL	8,6 M
3	CHELSEA	8.2 M
4	MANCHESTER CITY	4.2 M
5	LIVERPOOL	3.7 M
6	LEICESTER CITY	1.4 M
7	TOTTENHAM HOTSPUR	985 K
8	EVERTON	340 K
9	WEST HAM UNITED	338 K

10	**SOUTHAMPTON**	**258 K**
11	STOKE CITY	221 K
12	CRYSTAL PALACE	162 K
13	SWANSEA CITY	144 K
14	SUNDERLAND	134 K
15	WATFORD	119 K
16	AFC BOURNEMOUTH	117 K
17	WEST BROMWICH ALBION	114 K
18	BURNLEY	79,8K
19	HULL CITY	62 K
20	**MIDDLESBROUGH**	**54.3 K**

According to the result, the chosen clubs are Manchester United, Southampton and Middlesbrough as objects of the study. The data which will be analyzed from August 1st, 2016 to October 1st, 2016. In that period, the clubs are on off-season, on-season and transfer window.

4.2 Categorizing Content

The second step is categorizing type of contents from each club in chosen period. This step helps to know what content that loved by people. The categorizing content considers their schedule, visual image which is shared and the caption which is used.

Table 4 2 Categorizing Content

NO	TYPE OF CONTENT	MANCHESTER UNITED	SOUTHAMPTON	MIDDLES BROUGH
1	MATCH ANNOUNCEMENT	✓	✓	✓
2	PRE MATCH	✓	✓	✓
3	STARTING LINE-UP	✓		✓
4	MATCH	✓	✓	✓
5	MATCH RESULT	✓	✓	✓
6	POST-MATCH	✓	✓	✓
7	PLAYER'S CONTRACT	✓	✓	✓
8	EXERCISE	✓	✓	✓
9	ACCOMPLISHMENT	✓		
10	ACHIEVEMENT	✓	✓	✓
11	STATEMENT	✓	✓	✓
12	CLUB ACTIVITY	✓	✓	✓
13	FLASHBACK HISTORIC MOMENT	✓		✓
14	PHOTO OF PLAYER OR MANAGER	✓	✓	✓
15	BIRTHDAY GREETINGS	✓		
16	CLUB PROGRAM	✓		
17	ADVERTISING	✓	✓	
18	QUIZ	✓		
19	INFO	✓	✓	✓
20	STADION ATMOSPHERE	✓		
21	SUPPORTER	✓		
22	STADIUM PICTURE	✓	✓	
23	INTERNATIONAL BREAK	✓	✓	
24	WORLD IMPORTANT MOMENT	✓		
25	BALL TRICKS	✓	✓	

The table shows pattern of content shared by each club. Manchester United did it well by sharing complete contents.

4.3 Measuring Engagement

Measuring engagement from each contents shared by the clubs is carried out to determine what valuable content is. The valuable content has high number of engagement. Measuring engagement based on the number of likes and comment from all contents shared.

Table 4 3 Total Number of Post and Average Number Post per Day

NO	CLUB	TOTAL POST	AVERAGE POST PER DAY
1	MANCHESTER UNITED	336	5.42
2	SOUTHAMPTON	148	2.39
3	MIDDLESBROUGH	134	2.16

This table shows how often the clubs post their content per day. The different between Manchester United, Southampton, and Middlesbrough is clearly seen. Manchester United shared the content more often than Southampton or Middlesbrough. From all post which shared by the clubs, measuring engagement carried out by seen total number of likes and comments.

Table 4 4 The Number of Engagement

NO	CLUB	TOTAL OF LIKES	TOTAL OF COMMENTS
1	MANCHESTER UNITED	78,829,835	451,292
2	SOUTHAMPTON	535,253	4586
3	MIDDLESBROUGH	191,665	3336

Table 4 5 Average Number of Engagement from each Club per Post

NO	CLUB	AVERAGE OF LIKES	AVERAGE OF COMMENTS
1	MANCHESTER UNITED	234,612.60	1,343.13
2	SOUTHAMPTON	3616.57	30.99
3	MIDDLESBROUGH	1419.74	24.71

By using the table, the average number of engagement per post given by each club are able to be seen. Manchester United has the huge number of this condition. Southampton and Middlesbrough have result which is not far different. The results from measuring engagement per content aligned with the results of the number of followers. The result of measuring engagement from shared content is showed on table below. The result helps to determine what content which make people place their attention is.

Table 4 6 Average Engagement of Main Activity

NO	TYPE OF CONTENT	MANCHESTER UNITED		SOUTHAMPTON		MIDDLESBROUGH	
		LIKE	COMMENT	LIKE	COMMENT	LIKE	COMMENT
1	MATCH ANNOUNCEMENT	188656.63	959.13	4255.20	50.80	1527.50	25.00
2	PRE MATCH	188492.68	746.54	3242.96	23.76	1439.75	20.43
3	STARTING LINE-UP	210454.18	1234.00			1286.10	70.00
4	MATCH	255318.70	1392.25	3691.78	22.00	1385.64	14.41
5	MATCH RESULT	204999.00	2631.69	3634.56	46.93	890.00	25.83
6	POST-MATCH	290127.21	1308.67	4197.42	28.42	1548.00	25.54
7	PLAYER'S CONTRACT	356690.20	6734.70	4899.80	69.20	2310.57	50.14

Table 4 7 Average Engagement of Additional Activity

NO	TYPE OF CONTENT	MANCHESTER UNITED		SOUTHAMPTON		MIDDLESBROUGH	
		LIKE	COMMENT	LIKE	COMMENT	LIKE	COMMENT
1	EXERCISE	260095.77	889.92	3320.27	23.10	1061.00	19.00
2	ACCOMPLISHMENT	207464.50	747.00				
3	ACHIEVEMENT	249896.00	950.50	4261.00	19.00	2282.50	29.00
4	STATEMENT	296470.18	1074.76	3389.00	104.00	1304.55	10.67
5	CLUB ACTIVITY	179323.60	1585.40	3184.00	25.50	1333.00	24.80
6	FLASHBACK HISTORIC MOMENT	216546.81	1308.19			1407.00	12.00
7	PHOTO OF PLAYER OR MANAGER	310376.31	1112.15	3298.40	32.10	1271.83	8.17
8	BIRTHDAY GREETINGS	256450.80	1108.20				
9	CLUB PROGRAM	176351.12	833.41				
10	ADVERTISING	189809.45	974.77	3145.66	20.66		
11	QUIZ	168561.67	1843.00				
12	INFO	184310.06	1464.29	3638.00	53.00	1375.29	18.14
13	STADIUM ATMOSPHERE	250869.00	1056.00				
14	SUPPORTER	149389.00	705.00				
15	STADIUM PICTURE	234223.31	822.31	3722.50	28.50		
16	INTERNATIONAL BREAK	282985.33	932.67	5149.00	29.00		
17	WORLD IMPORTANT MOMENT	206350.00	2701.00				
18	BALL TRICKS	191737.50	1306.50	3052.00	55.00		

The result of the table divided into two main categories that is main activity involving anything about the match and player's contract and additional activity involving except about the match and player's contract. After divided into two main categories, the next step is finding the best engagement result from the number of like and comment. This step is carried out to find the most interesting content in attracting intention as valuable content. The numbers which are marked by yellow is the result for main activity and green for additional activity.

The discussion starts from Manchester United. The content getting the most intention of main activity is about player's contract. The result is clearly seen from the number of likes and comments which the most if it is compared to others contents. This result happened because supporters of Manchester United are enthusiastic to new player or player who deal with extension contract. For others content which get the most number of like is post-match and match result. For the result of additional activity, the content getting the most number of like is photo of player or manager and statement content. This thing happened because the shown visual image is very interesting to attract attention of people. Based on the number of comment, the world important moment content and quiz content as the best. Many people give comments to world important moment content because they take respect to club that aware about it.

The result of Southampton for main activity, the content getting the most attention based on like is player's contract. The result same as Manchester United. Other content getting most like is post-match. If it is seen based on the obtained result, certainly the result same as Manchester United getting. For the best content based on comment is player's contract and starting line-up. Similarity with Manchester United is player's contract. The reason is supporters are excited for the new thing. The additional activity getting the best like is statement and ball tricks.

The results for the main activity of the Middlesbrough based on the number of like remains same as the results of previous paragraph that is player's contract and match. This result indicates the people will prefer to like player's contract and post-match content. While based on the number of comments is player's contract and the match result content. For the results of additional activity, displays achievement and flashback historic moment content based on the number of like. As for results based on the number of comments, shows achievement and club activity content.

The result shows that in the main activity, people will prefer to like content of player's contract and post-match. Many people will put their comments on player's contract, post-match and announcement content. As for the results of additional activity based on the number of like shows achievement, statement, flashback historic moment, photo of the player or manager and the international break as the most desirable content. Many people will put their comments on a quiz, world important moment, ball tricks, statement, achievement and club activity content.

4.4 Analyzing Content
Categorizing content and measuring engagement create a pattern. Analyzing content is very important to be carried out to determine how strategy from each club by sharing each content done.
4.4.1 Match Results
This content provides information about the score of the match of each club.
- Manchester United

This club provides content about their match results very well. They provide a visual image in the form of photo consistently. In the photo, there are shades of red as the identity of their club. Also, there is some information of the match results in half time or full time, the name of the club which compete and each score and the tournament that followed, moreover, there are pictures of Manchester United's players. While the caption explains a little bit about the match results. The club is definitely given the full-time results information. But they do not always give the half time results information. The club will provide the half-time result of the match if the club are won. Half time results design is not same as full-time results in design in their content.
The club shows pictures of the players with a caption that contains scores and explanation of the goal scores. For example, in August 14th, 2016 as against Bournemouth with the caption "HT: Bournemouth 0 #MUFC 1. @juanmatagarcia gives us the lead." The result of the game not only for the main team but also for the youth team. Manchester United is giving the information to their supporters about the youth team. Youth team is the one of an important element in the progress of a football club. Manchester United realized it. Many players from the youth team are success. For example, the results of a youth team match on September 20th, 2016. The reserves team of Manchester United win against Manchester City. The format design of photo reserves team match result is different from the main team. This team only gives the players photos and added the information during the game. The caption on that date was "It was a night to remember at Old Trafford for Scott McTominay as he scored twice for the Reserves in a 3-2 win over Derby".

Figure 4 1 Manchester United's match result, August 14th 2016

- Southampton

This club does not share a structured concept for the match result content. Southampton is sometimes like Manchester United which does not always give the result of half-time. The match result is informed with a post of photo from the player or the manager like on August 13th, 2016. The caption wrote "Claude Puel's first game in charge of #SaintsFC ends in a 1-1 draw against #WatfordFC". The worst thing is the full-time match result which is not sometimes given like on September 10th, 2016 when the club was against Arsenal. By carrying out this, supporters were difficult to know the match result.

- Middlesbrough

The content of the match result is good. This club has particular design for the match result. The visual image shows the information of scores from each club, with the logo of each club and the competition. The very interesting thing is in selecting color for background in its visual image. If red was used, Middlesbrough took a part as the host, but if blue was used, it means, the club became the guest. The match result could be half-time or full-time. But this was not given consistently as on August 31st, 2016 which only showed full-time result and August 21st 2016 which only inform half-time result. However, sometimes both half-time and full-time results were given completely as on September 10th, 2016.

4.4.2 Post-Match

This content is provided by each club after the match ended.

- Manchester United

If the earlier discussion about the content of the game that the content explains the situation during the match, then the post-match content type might same as during the match content. The club will provide content based on the game content results. When a club gets a win, draw or lose, the content will be different. In the specified period in this study did not find a draw for Manchester United. If the data results they have many wins results, the club will give more content because the supporters are feeling excited and happy because Manchester United win.

Not only after the game, the club discussing their victory of days afterward. For examples, on August 28th, 2016 when Manchester United against Hull City. When Manchester United won 1-0. They're victorious obtained at the last time of the game. This glorious feeling makes their fans feeling glad to their favorites club.

Moreover, Manchester United is a club that identic with the victory gained in the near of the end of the game that sometimes people called it as *Fergie's time*. This name is born because the previous coach Alex Ferguson often get a win in the final match. On the same date, the club provides six contents. This post-match content shows the moment of scoring, describing the thrill of the stadium atmosphere and the victory ambiance of supporters after the match. Later on September 29th, 2016 pre-match content still provided for supporters who feel victorious euphoria. In contrast, if the club loses, the club will give a less content than in a moment of victory, even could not give any post-match content. For example, on September 10th 2016 when the club was defeated by Manchester City with a score of 1-2. The club did not give a post-match content because the supporters are feeling upset, angry and disappointed about the bad results obtained.

- Southampton

For this type of content, Southampton are less dependent on the result of the match. If Manchester United wins the match, they will give quite a lot of contents due to supporter's excitement. In contrast with Southampton, even when they won on August 16th 2016 after getting a 3-0 victory over his opponent, the club did not share any content until the date of August 18th 2016

- Middlesbrough

Middlesbrough performs deficient in this type of content because they do not consider about the match result. When the club wins, they should provide more contents instead of when they get lose, for example the content on August 21th 2016. The reason is when the club wins, supporter will feel the excitement, but when the club loses, the supporter will feel disappointed. In this situation, the club should not give a lot of contents, for example on September 24th, 2016, the club shared three posts when they got bad result.

4.4.3 Player's Contract

A football club have an agreement contract with the player of the club, the player and the club tied in that contract. This type of content gives information about player transfer and the contract extension. The primary requirement to categorize this type of content is depend on the caption of the content that emphasize that kind of information.

- Manchester United

In this season, Manchester United has pretty aggressive movement in the transfer window. They contracted four new players such as Paul Pogba. He is the most expensive player that purchased by Manchester United. This thing certainly makes the supporters of Manchester United feel so excited due to Pogba has world class ability. Actually Paul Pogba is ex-Manchester United player that already transferred to Juventus but this season Paul Pogba transferred back to Manchester United. Because player transfer process is very important for Manchester United, so the club gives a special treatment to player transfer content. Manchester United made a campaign in welcoming Paul Pogba. The campaign titled with #Pogback which means Pogba is back. Not only attached common visual image in the form of photo or video, the club made some interesting teaser video about Paul Pogba's transfer activity and the club are coordinated with the sponsors to make all of this player transfer activity. There are eight contents which distributed on August 9th 2016 and all of contents special just to inform about the transfer of Paul Pogba. Not only enthusiastic supporters, the players were very enthusiast too, the club showed a repost from Lingard's Instagram account of the arrival of Paul Pogba. Besides did a repost from the players, the club also did a repost from official partner. Not stopping at that day, the content that discussed player transfer of Paul Pogba continue until the next few days to even offend other types of content such as exercise content. But unfortunately in this research period there are no content that discuss about player's contract extension.

Figure 4 2 Manchester United's player contract, August 9th 2016

- Southampton

There are player transfer activity and contract extension activity in this type of content. Example of player transfer activity was on August 2nd 2016. However, there is deficient treatment from management club in utilizing player transfer activity to give interesting content. There is only one content which featuring new players with the caption "Welcome to #SaintsFC, Jeremy Pied! #SaintJeremy ". For every purchase of new players, the club puts a hashtag that wrote #Saintnameofplayers format. The club gives a lot of this type of contents because the club did a lot of player transfer activity and contract extension activity. The example of contract extension content was on August 26, 2016. The club provided two kinds of content for a contract extension activities undertaken by Cedric. One content featured a picture of players who are signed on a new contract and another one was holding the jersey. Caption for players who are signed on a new contract is "Four more years! #saintsfc ". And for another photo has a caption "@ cedricsoares41 all smiles after signing a new deal until 2020 at #SaintsFC!" Overall, the club should improve the development of this type of content.

- Middlesbrough

Middlesbrough has complete player's contract activity from transfer player activities in the form of sell and buy the player to player contract extension. These activities are packed well by the club. For example of player who left the club is on the post on August 31st, 2016. In the post showed photo from player who left the club and the explanation in the caption "We wish the best of luck to Albert Adomah #DeadlineDay following his move to Aston Villa. Head to mfc.co.uk for the full story". Information that delivered by the club is good enough by mentioning the name of player and the next club. In the activity of buying players, the club makes a special content. The content showed a picture of players who was bought with the coach added with special design of content. A special design showed a red background typical Middlesbrough with club logo and also displayed the name of players who are

bought. The example was on August 31st, 2016. The caption wrote "Boro are delighted to confirm the signing of Adama Traore! Head to mfc.co.uk for the full story. #UTB #DeadlineDay ".

The example of contract extension content was on August 13th 2016. The content showed a picture of the player who carried out contract extension added with a special design of content. The design has red color with the logo of club and statement from player related to the contract with the caption "George Friend has signed a contract extension with #Boro! Head over to mfc.co.uk for the full story".

Conclusions

The number of Instagram followers of England Premier League placed Manchester United as the club with the highest number of followers of 15.4 million. The data was taken on December 1st, 2016. In categorizing content, the club shares all kinds of content that exists. Manchester United shared all types of content. The content which are shared by Manchester United are match announcement, pre-match, starting line-up, match, match result, post-match, player's contract, exercise, accomplishment, achievement, statement, club activity, flashback historical moment, photo of player or manager, birthday greetings, club program, advertising, quiz, info, stadium atmosphere, supporter, stadium picture, international break, world important moment and ball tricks. Other findings obtained about the activities carried out by Manchester United is the club getting a very high engagement with the average number of likes per post is 234,612.60 and the average number of comments per post is 1,343.13. The way to measure this engagement is count the number of likes and comments per post dispensed from the date August 1st, 2016 to October 1st, 2016. On this date, each club past the off-season, on-season and transfer of players. When compared with Southampton and Middlesbrough apart from those only reached an average of 3616.57 and 1419.74 likes per post. And for the average number of comments only reached 30.99 and 24.71 per post.

After categorizing and measuring the contents, the next stage is to determine the valuable content based on the number of two highest engagement in Manchester United. The types of content divided into two category that are main activity and additional activity. Main activity involves all about match and player's contract. Additional activity involves except about the match and player's contract. The result of the stage is contents of player's contract and post-match are the best based on the average number of likes for main activity with 356690.20 and 290127.21 numbers of likes. Player's contract and match result are the best based on the average number of comments with 6734.70 and 2631.69 per post. For the result of additional activity, content of photo of player or manager and statement are the best based on the average number of likes with 310376.31 and 296470.18 per post. Based on the average number of comments, content of world important moment and quiz are the best with 2701.00 'and 1843.00 per post.

The next step is analyze content which shared by Manchester United. Manchester United as the club with the highest number of followers is able to present a complete content for its supporter. From the categorization process, it is clear that many differences between the club with Southampton and Middlesbrough. Besides providing complete content, Manchester United delivers a lot of post than Southampton and Middlesbrough and Manchester United gives it content constantly. The club's success in getting a very high engagement numbers cannot be separated from the strategies undertaken in controlling its Instagram. This club is very cautious in sharing the post for the supporters. For example, when the club is doing the match. Detailed information from the beginning before kickoff is given by the club. Information in the form of the announcement moment of the match, pre-match, line-up, match, match results and after the match. There are unique what the club carry out. In sharing the post about the match, the club of the outcome of the game. Manchester United will give fewer post if they were defeated because the club realized supporters are disappointed and angry. The aim is that supporters will give their response directed only at a little post. Meanwhile, if the club wins, the club will share the post more because the supporters are happy.

Another interesting thing is when they process the content of the player's contract. At that time the club bought Paul Pogba from Juventus. Not only share the main information about the transfer of the player, but the club created content attractively to provide some teaser about the player. Not only there, the club make the campaign about the player. As the most interesting content, player's contract are fully utilized by the club to attract the attention of its supporter.

The club is not only aware about main activity involving the game and the player's contract there is content that can be maximized to attract the supporter. They provide content about club activities when the club does not have match schedule. The examples are some club activities involving the supporter in it like a jersey design, some programs club and vote for the best player. As one of the clubs that have supporters around the world, the club tried to embrace supporters scattered in different countries by appreciating the important moment as the New Year Islamic world and make a program I Love United. I Love United is a program that the club visits some country to hold some activities such as talk show, games, education of football and watching the match together.

The main of all activities carried out by Manchester United is to increase engagement with its supporter. The advantage gained by Manchester United when what they carry out make very benefit value for the club. The advantage is the presence of supporters who keep the values of the information provided by the club. Its supporter also tried to engage other supporters to keep giving support to the team. An example came from match announcement November 6th, 2016.

Figure 5 1 Comment on Manchester United Instagram Account on November 6th, 2016

Figure 5 2 Comment on Manchester United Instagram Account on November 6th, 2016

References

Carter, Brandon. (2015, 4 22). *What Is Definition Of Customer Engagement?.* Retrieved 23 11, 2016, from www.blog.accessdevelopment.com: http:// blog.accessdevelopment.com/what-is-the-definition-of-customer-engagement

Chenail, Ronald (2009). *Introduction to Qualitative Research Design*. Retrieved 23 11, 2016, from www.nova.edu: http://familymed.uthscsa.edu/research08/pcrmsc/22nd_2010/presentations/24IntroQualitativeResearchDesign-Chenail.pdf

Eldin, Amira. 2016*. Instagram Role In Influencing Youth Opinion In 2015 Election Campaign In Bahrain.* European Scientific Journal January 2016 edition vol.12, No.2 ISSN: 1857 – 7881

Falls, Jason. (2012, 4 25). *Defining Engagement, Is It Capturing Attention Or More.* Retrieved 23 11, 2016, from www.socialmeediaexplorer.com: https://www.socialmediaexplorer.com/content-sections/news-and-noise/defining-engagement/

Guidry, Jeanine D. Author Information; Messner, MarcusAuthor Information; Jin, Yan; Medina-Messner, VivianAuthor Information. 2015. *From #mcdonaldsfail to #dominossucks*: *An analysis of Instagram images about the 10 largest fast food companies*. Corporate Communications 20.3 (2015): 344-359

He, Wu Author Information; Tian, Xin Author Information; Chen, Yong; Chong, Dazhi. 2016. *Actionable social media competitive analytics for understanding customer experience.* The Journal of Computer Information Systems 56.2 (Winter 2016): 145-155. ARTICLE Open Access

Hockenson, Lauren. (2013, 5 1*). Engagement: The Big Word That Means Very Little.* Retrieved 23 11, 2016, from www.mashable.com: http://mashable.com/2013/05/01/engagement-buzzword/#x4233R3jGkq7

Hsiu-Fang Hsieh Sarah E. Shannon, 2005. *Three Approaches to Qualitative Content Analysis.*

http://www.expertsystem.com/, 2016, 4 29*. The definition of text mining, it only seems simple but the real activity is not.* Retrieved 23 11, 2016, from http://www.expertsystem: http://www.expertsystem.com/definition-of-text-mining/

Kally A. Lavoie. *Instagram and Branding: A Case Study of Dunkin' Donuts*. Strategic Communications Elon University

Kaninya, John (2016, 9 12). *Qualitative Research Methods*. Retrieved 23 11, 2016 from www.linkedin.com: https://www.linkedin.com/pulse/qualitative-research-methods-john-kaninya

KOHLBACHE, Florian (2005). *The Use of Qualitative Content Analysis in Case Study Research.* Retrieved 23 11, 2016, from www.qualitative-research.net: http://www.qualitative-research.net/index.php/fqs/article/view/75/153

Kwon, OjoungAuthor Information; Min, DaihwanAuthor Information; Geringer, SusanAuthor Information; Lim, Sang-Kyu. 2013. *Student Perception of Qualifications For Successful Social Media Coordinator.* Academy of Marketing Studies Journal; Arden 17.1 (2013): 109-128.

MCGURK, STACEY. (2014, 11 6). *What is Social Media Engagement and Why it Matters for your business.* Retrieved 23 11, 2016, from www.blog.fusionfarm.com: http:/blog.fusionfarm.com/what-is-social-media-engagement-and-why-it-matters-for-your-business/

Patton, Michael Quin. 2002. *Qualitative Research and Evaluation Method*. Sage Publication, Inc.

R. Sudrajat, M.Si. 1 , Rudi Rosadi, S.Si., M.Kom.2 , and Harits Muhammad. 2016. *Implementation of Data Mining in Analyzing Social Media Users Personality with Naïve Bayes Classifier: A Case Study of Instagram Social Media.* IJCSI International Journal of Computer Science Issues, Volume 13, Issue 4, July 2016

Rossof, Matt. (2016, 6 22*). Instagram's growth is astounding, if you ignore the US*. Retrieved 23 11, 2016, from BUSINEESS INSIDER INDONESIA: http://www.businessinsider.co.id/instagram-user-growth-2016-6

Rouse, Margaret. (2011, 3). *Social Media Marketing*. Retrieved 23 11, 2016, from Walts.com : http://whatis.techtarget.com/definition/social-media-marketing-SMM

Scales, B Jane. 2013. *Qualitative analysis of student assignments: a practical look at ATLAS.ti*. Reference Services Review; Bradford 41.1 (2013): 134-147.

Stambor, Z. 2005, June. *Emotionally loaded topic may impair speech. Monitor on Psychology*, 36, 15.

Thackeray, Rosemary Author Information; Neiger, Brad LAuthor Information; Smith, Amanda K; Van Wagenen, Sarah B. 2012. *Adoption and use of social media among public health departments.* BMC Public Health; London 12 (2012): 242.

Ting, Hiram; de Run, Ernest CyrilAuthor Information; Liew, Siew Ling.2016. *Intention to Use Instagram by Generaion Cohorts: The Perspective of Developing Markets.* Global Business and Management Research 8.1): 43-55.

Weeks, Brian E Author Information; Holbert, R LanceAuthor Information. 2013. *Predicting Dissemination of News Content in Social Media: A Focus on Reception, Friending, and Partisanship.* Journalism and Mass Communication Quarterly; Columbia 90.2 (Jun 2013): 212-232.