



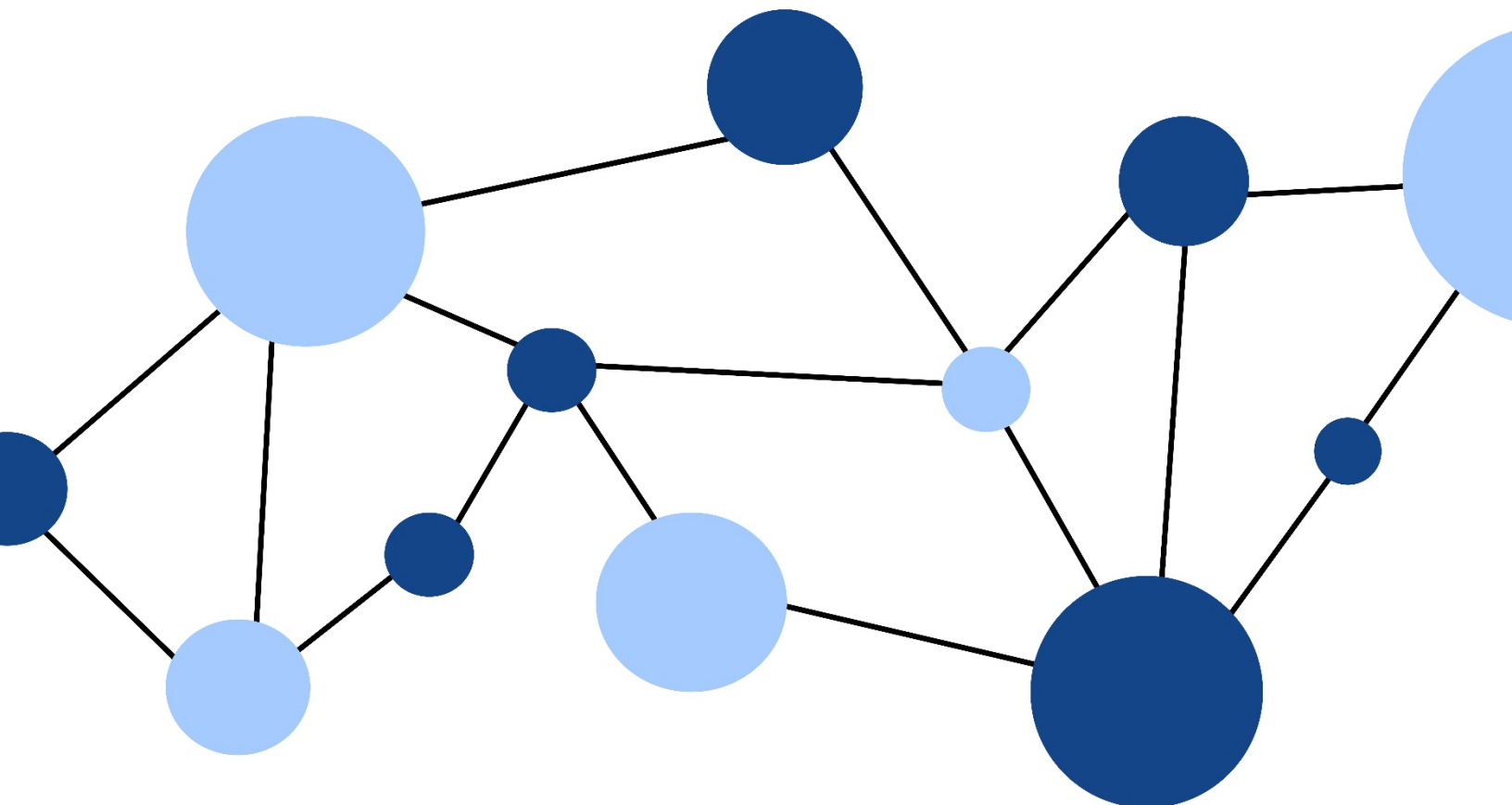
**cemarking.net**

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## **Harnessing the power of influence: Becoming an influencer**

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## Executive Summary

*Influence* means “the power to affect the way someone or something develops, behaves, or thinks without using direct force or order”. An influencer is somebody with the power to urge others into behaving or thinking in a certain way. Harnessing the power of word-of-mouth and trust that consumers have in their thought leaders can lead to immeasurable marketing power. Influencer marketing in the consumer good business has seen success multiple times through campaigns by: Verizon, Tyson Foods and Brand Influencers. However, little records were found on the success of influencer marketing campaign in the CE marking consulting business. Additionally, it was initially thought that influencers in this business were conservative lawyers, engineers, who were not online and were not willing to pass on information.

This research paper explores the idea of influencer marketing in the CE marking consulting business. The main research question is: “How to become an influencer in the field of CE compliance service?”. To answer this question, different case studies have been conducted. They utilized both qualitative and quantitative data collection tools, leveraging subjective methods through surveys, interviews and in-depth online activities analysis to assemble substantive and relevant information.

Firstly, characteristic benchmarks were drawn up based on theories provided by marketing professionals. These characteristic benchmarks, in cooperation with social media tools such as Hootsuite, Twitter search bar and LinkedIn group search, served to identify four online influencers in the field of CE compliance service. Secondly, after four subjects were selected, their content generated was watched, recorded and accessed based on the STEPPS (Social currency, Triggers, Emotion, Public, Practical value, Stories) criteria to see which STEPPS criterion was used and proven to work in the field of CE compliance service. In addition, surveys and interview were used in parallel with this process to assess the experts in a more in-depth way.

It was concluded that in order to become an influencer in the field of CE compliance service, Alura Group needs to identify influencers who fit the characteristic benchmark provided in the study. Those who fit this characteristic are likely to be online, not adamant and are willing to pass on information from other experts. Alura Group should gain their trust and create a network of these natural salesmen through the constant production of good content that matches the STEPP criteria.

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# 1. Introduction

## 1.1 Introduction

Social media is becoming vitally important in today's world. Big corporates and small companies both make use of it as part of their online marketing strategy (Ramachandran, 2014). It is a cheap, easy and it is a fast way to connect with customers, create dialogue and reach the mass. Consulting companies receive around 200 euros in marketing budget per year, according to Doug, an online influencer (Nix, 2014). Therefore, they usually take advantage of any marketing tool that is cheap, fast and can reach customers directly as well as the mass.

This new form of marketing communication possesses many advantages but mastering it in a more conservative field, such as CE marking compliance service can be rather difficult. This field is not as colorful and snazzy as the consumer goods'. A better comparison would be tantamount to marketing law vs. marketing Coca-Cola soft drink. How to receive a return on investment in this field? Create a return of influence. Influence means the ability to push others to act and think in a certain way. If one is able to capture ROI by having influence over customers, the person will have success; in other words, they will be able to capture a return on influence.

According to Schaefer, the key to success in online marketing is the ability to create excellent content that urges online consumers to consume and share virally throughout their network (Schaefer, 2012). Most people do not share content out of the blue, let alone share it virally within their network. However, they can be influenced into doing so. Back to the key to success, which is "the ability to create excellent content that urges online consumer to share, consume and share virally throughout their network" (Schaefer, 2012). The key lies in excellent content and network. In order to become an influencer, one needs to have excellent content with a network of people that spreads the content.

This research paper will explore how to become an influencer within the CE marking compliance service field. The researcher will identify four influencers in the designated field using characteristic traits compiled from the two-step flow of information module. Then, she will analyze their online activities according to the STEPPS analysis (Social currency, Triggers, Emotions, Public, Practical values, and Stories), a theory accumulated through decades of research by Jonah Berger, to see if this theory works in this field (Berger, n.d). This will determine who the influencers in the CE marking compliance service sector are (the network) and what kind of content they are using that ultimately determines their success (excellent

content). Through the understanding of the network and the content, the researcher will give advice on how to use the above to benefit cemarking.net; to become an online influencer in a conservative field of CE compliance service.

## 1.2 Problem Definition

The key to success in online marketing is the ability to create excellent content that urges consumers to consume and share virally throughout their network. This sounds easy, but in reality, excellent content alone does not resonate without a royal audience-base and having a large number of followers does not guarantee big online social influence. This statement is backed by Christopher S. Penn., a college educator who believed that online marketing strategy consists of content strategy and network strategy. Content strategy is the information that is important to consumers of the content. Network strategy is what tools readily accessible to share the content (Schaefer, 2012).

Cemarking.net believes it possesses the remedy for efficacy, which is: content. "Content marketing works", according to Han Zuyderwijk, the CEO of Alura Group. There are many examples in the marketing industry that prove content marketing works; SEARS with FitStudio, Colgate with Oral and Dental Health Resource Center, Coca-Cola and their *Content 2020 advertising strategy* etc. (Watts, 2012). However, these successes were measured solely within the more conventional consumer goods services. The CE compliance service is rather dry and more conservative when it comes to online interactions between industry actors. Therefore, the problem at hand is how to become an influencer in such a conservative field.

## 1.3 Research Question and sub-questions

**Research question:** How to become an influencer in the field of CE compliance service?

**Sub-questions:**

1. What is content marketing?
2. What is an influencer?
3. What makes them influential?
4. What makes content go viral?
5. Would STEPPS work in the CE marking compliance service?
6. How to use online social media measurement tools to identify online influencers?
7. How can cemarking.net become an influencer themselves?

#### 1.4 Research methodology and limitations

This project utilized both qualitative and quantitative data collection tools, leveraging subjective methods through surveys to assemble substantive and relevant information. It used primary data such as Google analytics and Hootsuite social media tool to find targeted influencers in the online world. Secondary data on the studies of influencers in the past and online social media tools were seen as vital benchmarks to identify influencers in the field of CE compliance service and as well, in the recommendation of how cemarking.net can become an influencer themselves.

To identify influencers and answer the main research question, quantitative research method was chosen. Characteristic benchmarks were drawn up based on theories provided by marketing professionals. These characteristic benchmarks, in cooperation with social media tools such as Hootsuite, Twitter search bar and LinkedIn group search, served to identify four online influencers in the field of CE compliance service. Criteria were set based on how many online followers they have and how many reactions they received, for example. In other words, the four influencers found online are *influencers* based on the characteristic benchmarks provided.

After four subjects were selected, their generated content were watched, recorded and accessed based on the STEPPS (Social currency, Triggers, Emotion, Public, Practical value, Stories) criteria to see which STEPPS criterion were used and proven to work in the field of CE compliance service. These STEPPS criteria and the approach found through analysing online activities of the influencers were used to provide recommendations to cemarking.net on how to become an influencer in the field of CE compliance service. Additionally, one of the four influencers was interviewed to measure offline personality vs. online personality, to see if he really was an influencer and whether the characteristic benchmark did fit.

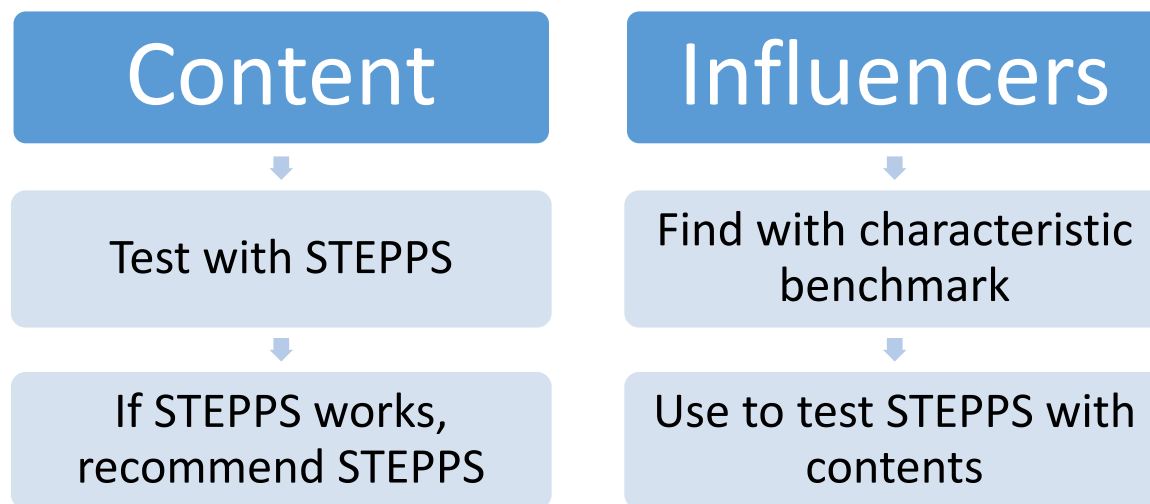
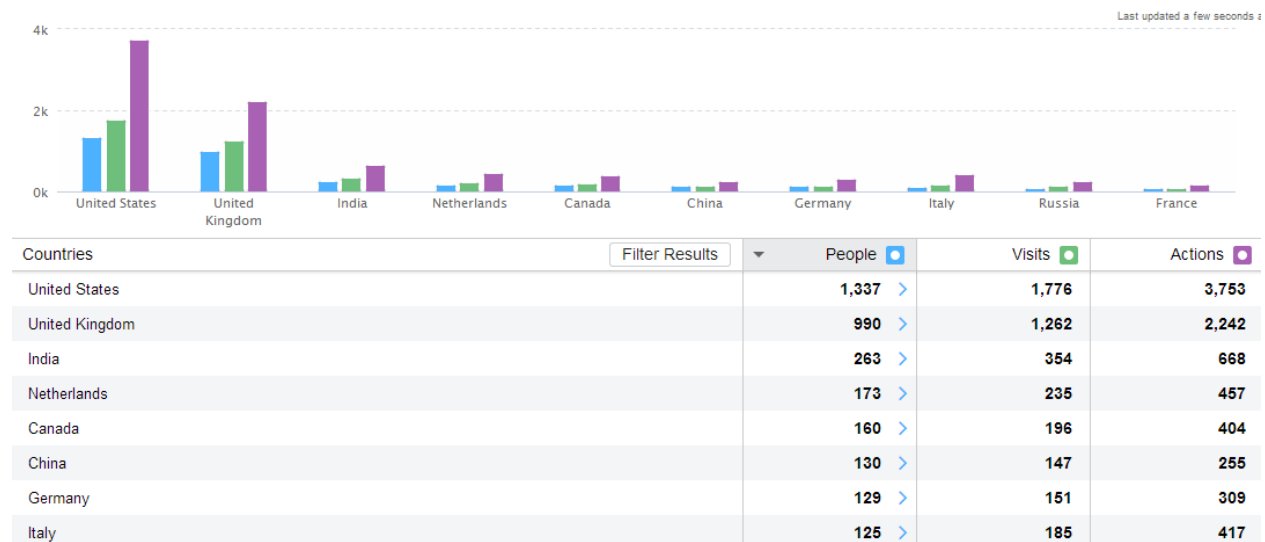


Figure 1 – Methodology visualization

Influencers were identified according to the provided characteristic benchmarks. Then, their content was categorized according to STEPPS, to test which STEPPS criteria were actually used and had worked. Those STEPPS criteria that match influencers' content would be recommended to cemarking.net.

English speaking countries and two online marketing channels were selected as the scope of analysis for this final project. This project zoomed in on the influencers in North America and The United Kingdom through the marketing mediums of cemarking.net's official website, its owner's Twitter account and official LinkedIn account. North America and The United Kingdom were chosen as the geographical scope of the research because most traffic coming to cemarking.net comes from this region (Google, 2014). CE compliance service is a small sector. CE marking.net has around 5000 unique visitors, in which almost 50 per cent are from North America and The United Kingdom.





(Woopra, 2014)

Figure 2 – Overview of traffic to cemarking.net from Woopra

Cemarking.net official website, Twitter and LinkedIn were chosen due to the large amount of twitters and bloggers consuming and/or posting information on their personal accounts (Google, 2014).

To collect, analyze and apply the findings, multiple case studies were explored. According to Yin (2003), a case study can be inquired when:

- The focus of the study is to answer 'how' and 'why' questions and tries to determine causalities.
- The researcher cannot manipulate the behavior of those involved in the study.
- The researcher tries to cover the contextual conditions, as they are relevant to the phenomenon under study.
- The boundaries are not clearly drawn between the phenomenon and the context.

As the main question indicates a 'how' question, multiple case studies which break down the research into sub-topics, was a plausible approach to take. Furthermore, comparable to what Yin suggested, the researcher of this project could not manipulate the behaviour of those involved simply because of the project's small social scope. There would not be an added-value to recreate the behaviour of professionals from North America and The United Kingdom. What was important was to find who they were, where their conversations took place, their online behaviours and their content marketing trends.

Some limitations arose as the pool of online actors in the CE compliance service was rather small. CEmarking.net has around 2000 website visitors coming from North America and The United Kingdom. Fifteen survey respondents were chosen because of the small number of experts available in cemarking.net's database. Additionally, according to many experts, for qualitative research, five to twenty participants are sufficient to study in details (Stetter, 2012). In this case, four people were chosen and the fifth was Han Zuyderwijk himself. His online profile were compared with the other four to see similarities and differences. Furthermore, it was not an easy task to look through all different marketing channels and find specifically who the influencers in different channels, study them and come up with one recommendation to cemarking.net on how to become an influencer themselves.

### 1.5 Report Structure

This report is divided into nine parts. The first part is the introduction where an overview of the research is given. The overview of the research consists of problem definition, research questions, and methodology and research structure. The second part of the research describes some general information about cemarking.net and the company behind this service. The third chapter explains STEPPS, which is the content analysis benchmark as explained within the methodology chapter. The fifth chapter defines the followers, or the audience of cemarking.net. The sixth chapter is about case study, in which the audience of cemarking.net will be explored in greater details. The seventh segment of the research is Case study II which explains step-by-step how to identify influencers and their characteristic benchmarking. Case study III demonstrates how STEPPS fits into the content generated by the influencers and how STEPPS can work in the CE marking regulatory service. Last but not least, the final chapter, chapter 9 presents the recommendations for cemarking.net and conclusion for the whole research paper.

## 2. General information

### 2.1 Company profile

This chapter outlines the profile of cemarking.net. Starting with its history, then transpires to its founding father – Han Zuyderwijk. Next, a business summary and mission are given.

#### a) History

Alura Group is a regulatory compliance consulting company. It was established in 1998 by Han Zuyderwijk, a European professional with a legal background from Leiden University. Within more than 15 years of existence, it has been able to support manufacturers from a myriad of sectors. From “medical device manufacturers to machinery, electrical equipment manufacturers and construction products manufacturers” (Zuyderwijk, 2014). Alura Group was created base on the commitment of decoding the complexity of CE registration and certification process.

One year after Alura Group, cemarking.net was born from that cradle with the same ideology at the heart of its mission. Today, cemarking.net has grown to be an information platform that is consistently ranked number one on Google search engine. It was Han’s and cemarking.net’s ambition “to be the single best source of CE marking intelligence” (Zuyderwijk, 2014). To achieve this, the platform provides tips & tricks, reviews from experts in the field, update news, templates and checklists for its viewers. Most importantly, all these services are free of charge, available to anyone and are written in the most simplified way, according to cemarking.net website. Please note that this paper focuses on cemarking.net website as a platform for the sharing of information and not Alura Group website.

#### b) Leadership biography

Han Zuyderwijk, the father of Alura Group and cemarking.net started out his legal career as the Advisor Technical Regulation and Standardization at SWBC International in 1995. Throughout his professional life, he has been the CE Marking Consultant to more than 2000 companies and has been assisting in writing laws and regulations in Russia, Turkey, Albania, Bosnia Herzegovina, Croatia, Bulgaria, Lebanon and Morocco (Zuyderwijk, 2014). He is author of two books and many written articles on CE Marking. Cemarking.net is a platform that reflects not only other professionals’ in the field of CE compliance service but also Han’s own expertise on the subject. As he is a very experienced consultant who has helped numerous people. He possesses the expertise, and the ability to generate content needed to generate viewers.

### c) Business summary

This research paper focuses on cemarking.net. However, it is important to understand the business summary or the business structure of Alura Group because Alura Group is the company that sells the services. Cemarking.net solely serves the purpose to generate traffic, increase awareness and brand loyalty to raise sales of Alura Group's services.

According to its website, Alura Group provides services in:

- "QMS (quality management system) Implementation, Alura Group assists clients to set up and maintain a quality management system (QMS) in accordance with international standards, such as the International standard organization (ISO) 13485 and ISO 9001.
- Consulting via a pool of experts.
- Provide authorized representative to retain technical documentation of customers, and operate as their single point of contact for regulatory inquiries from authorities.
- Training and empowering customers to take control of compliance through the transfer of knowledge is one of the core values of Alura Group. They have a training that fits every customer's needs."

(Zuyderwijk, 2014)

A big part of their service and marketing strategy is the cemarking.net platform.

- "It serves as a platform to help SME companies understand CE marking and empowers them to take control of CE compliance and benefit from market access.
- For this platform, they ask experts in the field of compliance service to write informative articles in the form of a blog, conduct online interviews and webcasts to create contents. These types of contents cover a wide range of topics within the regulatory services. For example: "Importing from China? Don't neglect the certification requirements" is one of the topics they cover.
- In summary, cemarking.net serves as a platform where experts can share their ideas and viewers can consume and apply these content to their real life problems or situations. Furthermore, as the writers are experts, they have credibility which raises cemarking.net social proof to be a trustworthy source of information."

(Zuyderwijk, 2014)

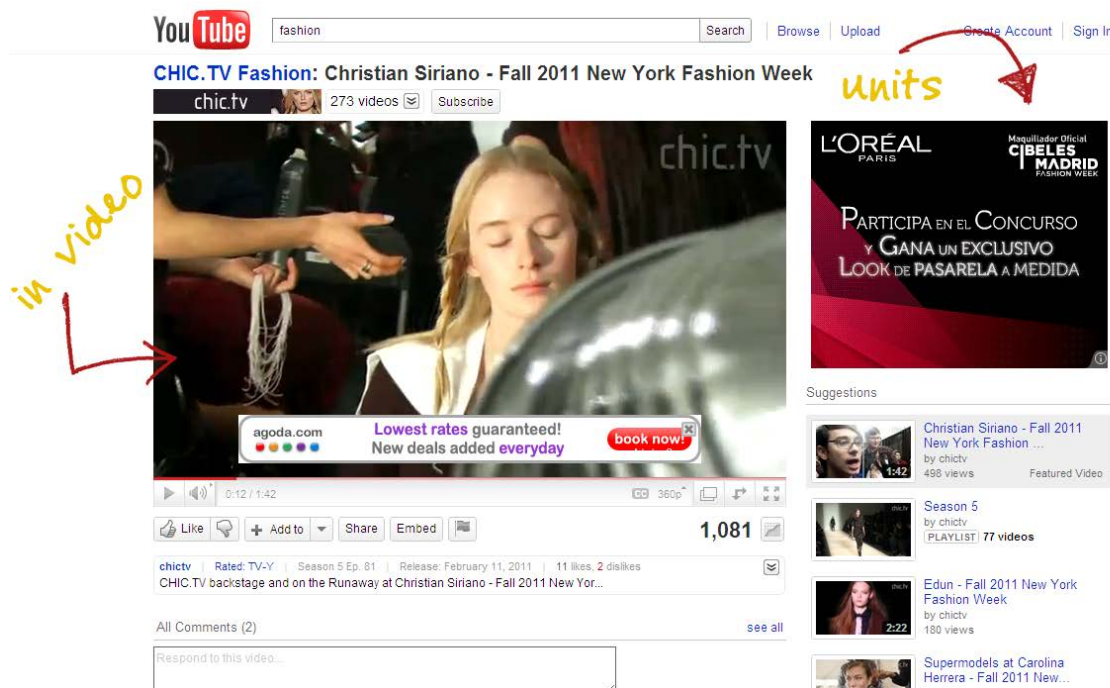
#### d) Vision

As mentioned, cemarking.net was founded more than 15 years ago to help demystify CE marking and empower individuals to take control of CE compliance into their own hands. This will not only reduce time spent on preparation before entering a new market but also cut down the cost of a third party from CE certification.

Cemarking.net aims to become “the single best source of CE marking intelligence. They want to share with their community the news, tips, expert views, templates and checklists that help to reach and demonstrate compliance in a more efficient and effective way” (Zuyderwijk, 2014).

## 2.2 Content marketing

As customers are becoming more adept at finding out information about products and services that are relevant to them, most traditional types marketing strategies are hitting a wall. Take Youtube advertisement banners, for example. Within the Youtube website, one used to be bombarded with banners and buttons at the top of the page, on the right hand side and sometimes, within the Youtube videos. However, now, viewers can download applications from Google Chrome (for example) to block all advertisements of this sort. The same goes for pop-up advertisement on different websites.



(Google Image Bank, 2014)

#### a) Definition of content marketing

When traditional marketing are being shut off and kicked out by consumers, a new type of marketing emerges. It is known as content marketing. Content marketing is the epitome of today online marketing strategy. One definition of content marketing is:

“Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.”

(Content Marketing Institute, 2014)

In other words, content marketing is the art of communicating with customers, engaging with them without brazenly selling to them. It is a continuous process. If a business continuously delivers consistent information, it will capture customers’ attention, money and loyalty in return (Content Marketing Institute, 2014). Even though content marketing is a recent phenomenon, it has already been adopted by big names such as P&G, Microsoft and Cisco Systems just to name a few, according to the Content Marketing Institute (Content Marketing Institute, 2014). It works because instead of trying to bombard consumers with irrelevant products and information, content marketing makes consumers seek them and come to them. Make them “stop, read, think and behave differently”, confirmed by the Content Marketing Institute (2014).

#### b) Types of content

According to Schaefer, there are six types of content, as stated below. These types of content are fairly easy to produce and the only mandatory tool needed is a computer with internet. Within each types of content, specific sub-types are stated. For example, text-oriented content can take the form of blog posts – one of the most popular sub-types of content. Text-oriented content can also be case studies, white papers, e-books and e-mail-based newsletters (Connell, 2013).

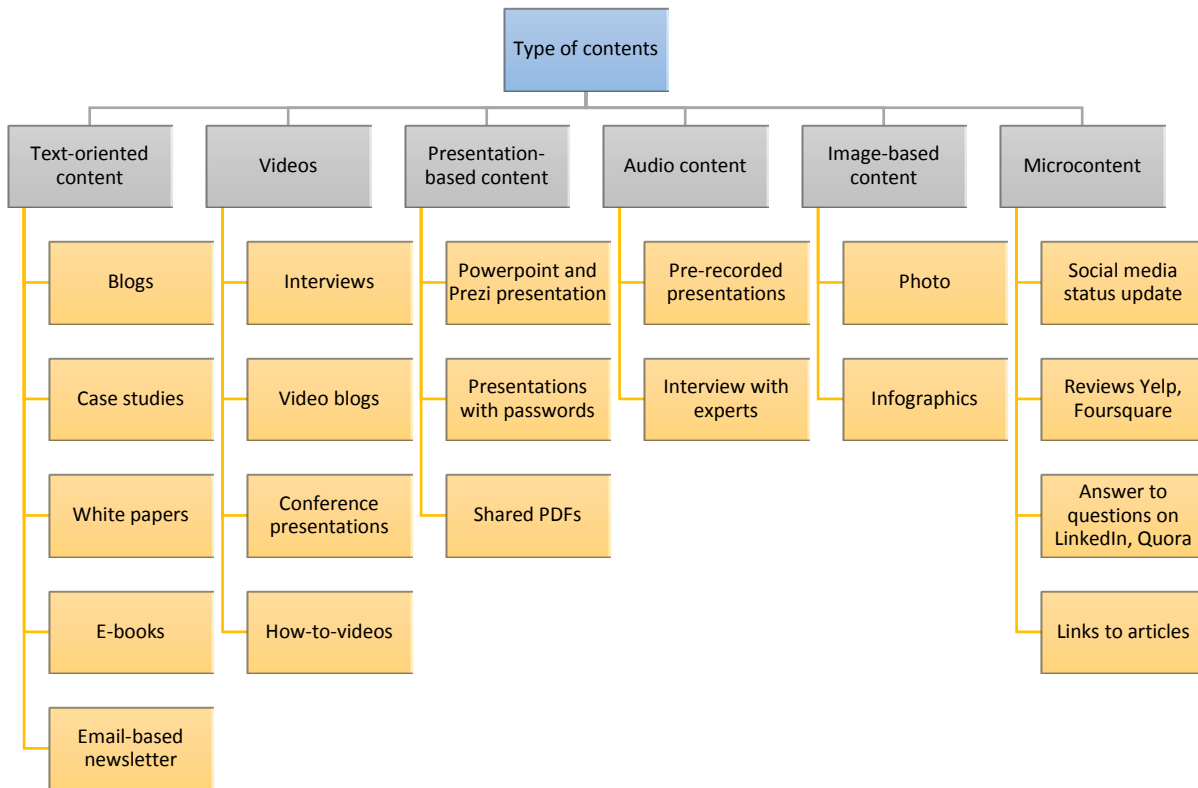


Figure 3 – types of content (Schaefer, 2012)

Cemarking.net made use of all types of content. It produces content consistently, around four to five times a month. From text-based-content to micro-content.

Cemarking.net has:

- Blogs
- Interviews
- Video blogs
- White papers
- How-to-videos
- Links to articles
- Interview with experts
- Social media status updates
- Answers to questions on LinkedIn

c) Example of content marketing: Naffa

In order to understand content more fully, an example of how content marketing was applied in real world situation is provided below.

Imad Naffa was a civil engineer and an entrepreneur with his own business known as the Naffa International, Inc. Naffa International serves to help architects and engineers with technical training, complicated codes building and regulations deciphering; some of which are: Life-Safety, Fire, Structural, M-P-E, Energy Conservation etc. Naffa International website, it is a “multi-discipline consulting firm of architects, engineers, ICC certified (Plan Examiners, Inspectors) professionals and building code resource developers specializing in providing building code and engineering review services to local governments and their applicants worldwide” (International, 2014).

Beyond his consulting business, he possessed a passion for people. From his passion for technology and web integration, he constructed online forums to enable 24000 professionals worldwide to acquire regulatory information and have their building plans looked over by industry experts (Schaefer, 2012). Being a people person and a big fan of social media, especially Twitter. He was the second most influential construction industry personal on Twitter (Rubin, Meisel , & Judy, 2011). According to Engineering News-Record, as of 2014, he has 47.7 thousand followers (Rubin, Meisel , & Judy, 2011). (He died in 2011).

In the early stage of Twitter adoption, engineers were laggards when it came to social media. When Naffa first started with Twitter, he experimented with a small number of tweets about his business. After some time, he managed to identify a small group of audiences who were enthusiastic about engineering topics. He would start following people in his industry; people such as engineers, construction workers and architects. His trick was to provide exceptional contents in his forum and genuinely answer questions on building codes if he happened to come across any. Additionally, he would also provide a link to his forum where people can find more information on the topic.

What happened was that he started to see a large amount of traffic to the forum from Twitter. As an engineer by profession, he began to make use of dashboard tracking web traffic and customers activities to track these changes. He then realized the more diverse the content posted on his Twitter, the more followers he got. He then shared information about a myriad of topics; not just engineering. The results were phenomenon with more than 30 percent increase in traffic to his paid website and sales of paid subscription (Schaefer, 2012). Even though Naffa passed away in 2011, he is always remembered as a social media networking phenomenon. An influencer worldwide.

#### d) Example of cemarking.net content creator



As mentioned earlier, Han Zuyderwijk is a lawyer and an entrepreneur with his own business, the cemarking.net platform. Cemarking.net's main objective is to support experts and non-experts to demystify the CE marking certification and empower companies to do CE self-certification. According to cemarking.net, it is "passionate about demystifying the CE marking certification, and empowering companies to do CE self-certification. We try to do this by explaining the rules in plain language. And by providing easy to use tools that enable you to 'Cut the 3rd Party from CE Certification'" (Zuyderwijk, 2014).

Cemarking.net is a curator of content. It has a blog with consistent content with five articles published every month. These articles take many forms. From user manuals, to interviews with experts, to harmonization standard update and last but not least, how-to articles. According to Schaffaer, "a high degree of consistency is associated with intellectual strength, logic, rationality and honestly" (Schaefer, 2012). Cemarking.net produces consistent content and, therefore, can be associated with the above characteristics.

According to Mitch Joel, consistency "is not so much about sticking to the same train of thought as much as it is about constantly putting your critical thinking out there for the world to discuss and debate" (Schaefer, 2012). This is exactly what cemarking.net does. It constantly posts articles online with a comment box at the end of every articles to encourage dialogue. Furthermore, users can ask questions in the comment and Han, the founder of cemarking.net would personally answer their questions or concerns. By personally answering questions and replying to concerns, Han gained ikability from his viewers. With this likeability, he was also able to invite more experts to write for his blog and conduct interviews with them face-to-face or through Google hangout.

However, when considering Han's popularity on Twitter, as compared to Naffa's, Han does not have as many Twitter followers. Han has consistent content on Twitter, he posts around 20 times a month. His contents largely surround the topic of compliance and CE marking, unlike Naffa who posted about many topic of his interest. A visualization is provided below about the discrepancies between the two contents provided by Han and Naffa on Twitter.

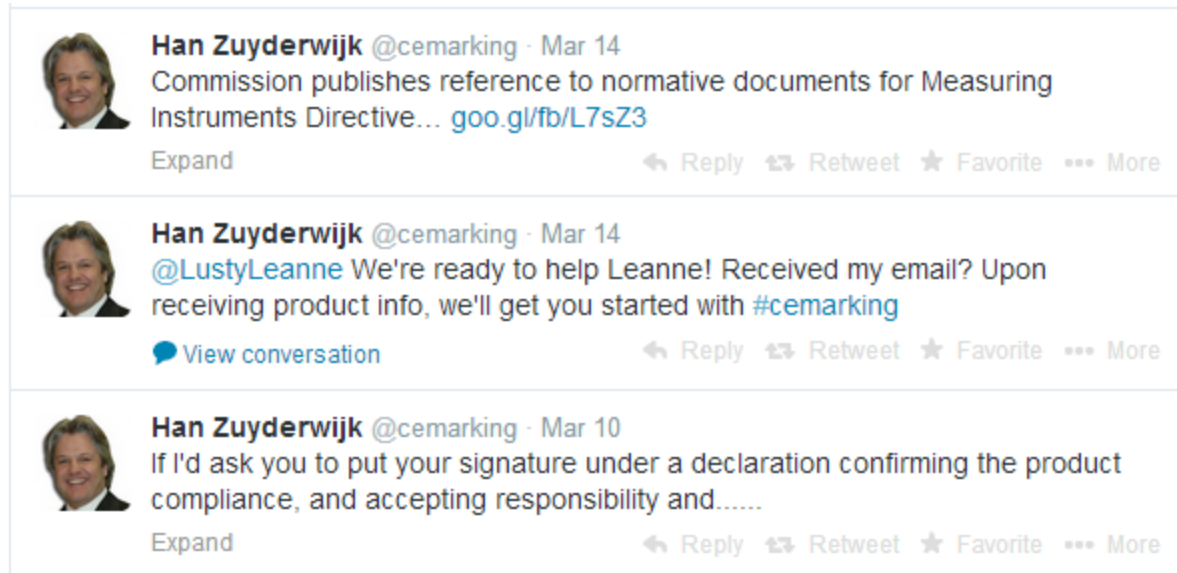


Figure 4 - Example of Han Zuyderwijk's Twitter posts



Figure 5 - Example of Imad Naffa's Twitter posts

Nevertheless, cemarking.net does provide consistent and compelling content, which not only attracts viewers but also clients (non-experts in the compliance service field) who seek their supports and Han's Twitter account still has many more followers than others in the field of CE compliance survey.

### 3. Defining STEPPS

Part of this research puts much emphasis on finding the right people or influencers who would start an epidemic for a piece of content to go viral. It is true according to the two-step-flow of information approach (Signitzer, 2009). If one were able to find a person with big influence on a topic, get that person to share; these mavens/connectors/natural-salesmen would make one's product turn to gold. Nevertheless, even though these people can be great at selling, they cannot sell worthless services or products. Finding the right people to spread the message is only half the work. The other half lies heavily on the message itself.

When considering the nature of the message, some subjects are just naturally more interesting than others. Hollywood stars are more interesting than tax return, Justin Bieber is talked about more than a blender. That is the conventional idea; there is also exception to popular belief. Tom Dickson invented the Blendtec blende and as this blender can blend everything into fine dust, he decided to shoot a series of video called *Will it Blend?* showing footages of the blender blending everything, from a Nintendo Wii, to an iPhone and Justin Bieber CDs. This video series ended up receiving 300 million YouTube views. Within two years, the campaign created a 700 percent increase in blender sales (Schaefer, 2012).

A boring product like a blender, if put into the right marketing context, can generate word-of-mouth. According to Berger, through years of research, he has figured out the recipe for how to make things go viral (Berger, n.d). This recipe is embedded in the STEPPS approach. "Products or ideas that contain *Social Currency* and are *Triggered, Emotional, Public, Practically Valuable*, and wrapped into *Stories*" are the six principles guiding ideas to get talked about.

#### 3.1 Abbreviations

<b>Social Currency</b>	- We share things that make us look good
<b>Triggers</b>	- Top of mind, tip of tongue
<b>Emotion</b>	- When we care, we share
<b>Public</b>	- Built to show, built to grow
<b>Practical Value</b>	- News you can use
<b>Stories</b>	- Information travels under the guise of idle chatter

(Berger, n.d)

#### 3.2 Definitions

- a) **Social Currency** - We share things that make us look good to others.

According to Berger's theory, one of the criteria that makes content go viral is *Social Currency* (Berger, n.d). This section of the research paper explains what *Social Currency* is and how it can be used as a benchmark to test contents produced by experts. The idea is to look at the contents that were passed on by others (in terms of a tweet got re-tweeted or favorited, a LinkedIn post that received likes), benchmarks them against *Social Currency*. If these contents match the description of *Social Currency* provided below, *Social Currency* will be proven correct in the field of CE regulatory affairs and will be recommended to cemarking.net. If, in the case that none of the contents match *social currency* description, it will be marked as false. Nevertheless, taking into consideration the scope of the project, this research only applies to CE regulatory affairs and is by no means proving the theory does not work in other sectors.

“*Social Currency* is a common term that can be understood as the entirety of actual and potential resources which arise from the presence in social networks and communities, may they be digital or offline” (Partners, 2010).

This type of resource is stemmed from word-of-mouth either via the social web or offline. The reason people pass on information is to gain social currency, according to Berger (n.d). In his book, he states that studies by Jason Mitchell and Diana Tamir at Harvard University showed that reveling information about one's self can deem to be rewarding. Forty percent of information among groups of people surrounds the topic of self-experience or personal relationships. Half the tweets on Twitter emphasizes the “I” – what I am doing, and what happened to me (Berger, n.d).

People love themselves and what they do to show that love is express their self-worth externally. What a person talks about can affect the way others view them. For example, a person who tells funny stories at parties tends to be viewed as a funny person by others. Someone who talks a lot about CE marking can be seen as a CE marking expert. Berger explained that people would like to share information that make themselves seem “entertaining rather than boring, clever rather than dumb and hip rather than dull” (Berger, n.d). Therefore, in order to benchmark the STEPPS criteria against the contents, the researcher looks at which STEPPS criteria were used by influencers. In other words, whether “entertaining rather than boring, clever rather than dumb and hip rather than dull” (Berger, n.d), matches the content the influencers already used.

Things that are worthy of notice and mention are remarkable. They make those who talk about them seem remarkable as well. Everyone wants to be liked, it is a fundamental human

motivation. To test the STEPPS, we need to see whether the contents that they shared made others feel smart about sharing the content. Made people feel like they were let in on a secret, for example.

More specifically, within the posts shared by experts, what needed to be accessed are:

1. The content is remarkable
2. The content is different
3. The content is useful
4. The content provides facts in an interesting way
5. The content lets other in on a secret that maybe only experts would know
6. The content makes experts who share the content seems smart
7. The content is surprising

b) Triggers - Top of mind, tip of tongue

*Triggers* is another of Berger's theory. As stated in *The Longman Online Dictionary*, *triggers* means "to make something happen very quickly" (Longman, 2014). Triggers mentioned by Berger is the stimuli in the surrounding environment that mediate humans' thoughts. Walking around the street, if one were to see a billboard featuring the newest movie, the person might remember he needs to renew his Pathe card. If he smells Pizza, he might begin to feel like ordering lunch. "Sights, smells, and sounds can trigger related thoughts and ideas, making them more top of mind", wrote Berger. One example is of the Mars bar in 1997. In this year, through market research, marketers of Mars chocolate bar noticed an increase in sales of their Mars bar. Strangely, they had not marketed it any differently nor had they done any special promotions. As it turned out, during that time, NASA had successfully collected samples of the atmosphere from Mars, which took the world by storm; all the news outlets were featuring their victory. The result was in Mars bar's favor. The world was talking about Mars, the planet, this triggered the craving for Mars the candy bar.

Another example given by Berger was a research conducted by himself. This research aimed at using triggers to promote healthy eating habits. The subjects of the research were students. Each were paid twenty dollars to provide details of their everyday meals in the dining hall. Half-way through the study, they were asked to provide feedbacks on a public-health slogan, which was shown to them twenty times per day in different colors and fonts. The students were divided into two groups for the purpose of the research. One group were exposed to the slogan "Live

the healthy way, eat five fruits and veggies a day” and the other “each and every dining-hall tray needs five fruits and veggies a day”. Both of these slogans were similar because they encouraged the students to eat five fruits and veggies a day. However, the discrepancies between the two was that one contained a trigger word – dining hall tray.

Interestingly, the students self-reported that the second slogan (with the trigger word) was very corny, not attractive and could not influence their action to eat more fruits and vegetables. What was staggeringly amazing was that their actual behavior were the opposite of their self-reporting. In reality, students exposed to the trigger word experienced a significant change in their eating behavior. Because they ate in the dining hall, used trays all the time, the tray subconsciously reminded them of the slogan and hence, they ate 25 percent more fruits and vegetables.

Through this second criterion in STEPPS, it was decided what needed to be accessed in experts’ posts are:

1. (A) trigger word(s) reminding the reader of the everyday objects
2. There is a context wrapped around the conversation
3. The stimulus occurs frequently
4. There is a link between trigger words and the city, country the viewer live in
5. The time of the day the message, holiday, day of the week
6. Take advantage of existing triggers
7. Create new link to triggers

c) **Emotion** - When we care, we share

Humans experience all kinds of emotions. Awe, excitement, love, calm, sadness, loss, anger, disgust etc. Emotions fill our lives. As mentioned on *Social Currency*, people are keen on sharing perspective and information with others. It is this tendency to share information, may it be gossip or just plainly sharing news, which contributes greatly to how relationships with those around humans are formed. The social web has understood this notion and so *Share buttons* were formed. Within LinkedIn, just by liking a post, the post will show up in one’s newsfeed. On Twitter, one can favorite or re-tweet to pass on information. Additionally, steps have been taken to make sure these actions are documented. In blog, for example, one can see meters that show how many times a post has been re-tweeted, shared on Facebook and sometimes even viewed. According to Berger, people often use these meters to filter out abundant information

(Berger, n.d). There is too much information on the social web to possibly read everything. These social meters are used as shortcuts to choose which article is good, which is not.

Nevertheless, what is the deeper reason why people pass on these information? Beside these social meters, there is a deeper dimension to why people share. The answer to this question is embedded in the word “awe”. Awe is “the sense of wonder and amazement that occurs when someone is inspired by great knowledge, beauty, sublimity, or might. Awe is a complex emotion and frequently involves a sense of surprise, unexpectedness, or mystery” (Berger, n.d). Sharing *awe* helps humans connect. Inspiring TED talk, Susan Boyle’s performance was both shared millions of time because it was an awe-inspiring video. One would share this video because one would like his acquaintances to be inspired as well because it deepens their social connection.

Contents that can stir up high positive or negative arousal can become viral. Positive high arousal can be awe, excitement, humor, hope, joy etc. Negative high arousal can be anger, anxiety and disgust (Berger, n.d).

	HIGH AROUSAL	LOW AROUSAL
+	AWE EXCITEMENT HUMOR HOPE INSPIRATION JOY LOVE GIDDYNESS	CONTENTMENT RELAXED CALM
-	ANGER ANXIETY DISGUST	SADNESS LOSS PITY

(Berger, n.d)

1. Content is awe: surprising, unexpected, mystery
2. If share, content can bring social connection and bonds
3. Content can inspire negative and positive emotions
4. Positive high arousal: awe, inspiration, joy, love
5. Negative high arousal: anger, anxiety, disgust

e) **Public** - Built to show, built to grow

Humans are creatures of imitation, according to Berger (Berger, n.d). Since birth, through imitation, we learn to talk and to walk. Growing up, we dress similarly to our friends, eat at restaurants referred by others and smoke socially. Humans tend to conform to what others are doing simply because it is in our nature. On the same note, humans seek assistance in situations of uncertainty. While in an unknown city, a person tends to go to the restaurant with the most customers in it because it provides proof that the restaurant is good.

This proof is something psychologists label as “social proof”. Interestingly enough, stories were told that bartenders put their own money into the tip jar so that customers would be tricked to tip more. According to Berger, “if the tip jar is empty, their customers may assume that other people aren’t really tipping and decide to not tip much themselves either. But if the tip jar is already brimming with money, they assume that everyone must be tipping, and thus they should tip as well” (Berger, n.d).

One criterion to making something viral is public visibility. If a post has many likes and shared often enough, it will gain social proof and will be shared more likely by others.

1. Contents have many likes or favorite
2. Contents show proof of others backing it up

f) **Practical Value** - News you can use

According to Berger, people like to pass along useful information. The reason is that by passing along these practical guides, humans strengthen their social bonds (Berger, n.d). If one friend is into knitting, we can send her a knitting guide. We feel good for helping her and she feels good because she knows we care. *Social Currency* is about making the information senders feel good, *Practical Value* is about making the information receivers feel good.

Not all useful content is shared. Some are shared because the author makes it easier to be shared. Berger noted that some contents are shared because of the way they are packaged. The contents have to be succinct and easy to understand. A four page email will not be sent because it is too long. Just by looking at the email, people would be discouraged to even read it, let alone share it with their friends. Many viral articles are short and are divided into sections. “Five ways to lose weight”, “Ten tips for the New Year” for examples.

Additionally, content with a narrow audience scope are more likely to be shared. Narrow content gets shared because they remind readers of one specific person because of it, they are more like



to be passed on. Food is a big topic, it might not get shared because everyone can relate to food. However, not everyone can relate to knitting. If one's good friend is into knitting, the article will get sent to that one good friend.

1. Content is succinct
2. Content is about practical tips

g) **Stories** - Information travels under the guise of idle chatter

Stories are important. It is a form of entertainment. Any presentation, if it can capture the audience from the beginning, it can propel them to stay until the end. A good story can make the listener hang on to every word. Advertisement is something people tend to detest. In other words, they do not listen to advertisement. However, if the advertisement is wrapped up in a good story, people will listen.

A couple of years ago, Jared Fogle lost 245 pounds from eating solely Subway sandwiches. Back in university, Jared was so big that he would pick his courses based on the seat size than the actual material taught in class. After realizing his health was turning for the worse, he decided to start a "Subway diet" in which he would eat a foot-long veggie sub for lunch and dinner every day. Amazingly, after three months, he lost 100 pounds. Another three months after, he lost 245 pounds.

His story went viral. People talked about the Subway sandwich all the time. This was so because Subway was embedded in the story. People could not NOT talk about Subway sandwich when they talk about Jared. Listeners learnt information about Subway even though they had been told about Jared.

One example that tried out a story but fail is of Evian's famous "Roller Babies". Evian spent a large amount of money showing diaper babies performing tricks on roller skates. These videos were remarkable and received more than 50 million views and even received the Guinness World Records of the most viewed online advertisement in history. One might think after receiving all these attention, the Evian brand would receive large return on investment in the form of sales. However, that same year, Evian lost market share and sales dropped 25 percent. The problem at hand was that roller-skating babies are cute but they have nothing to do with Evian. People shared the clips because of the babies, but when they share the story, they leave

out the brand. In other words, they can talk about the remarkable babies without mentioning the brand because Evian is not woven deep into the narrative.

1. Content is entertaining
2. Content has the brand embedded deep into the conversation
3. One cannot not talk about the brand when shared the content

### 3.3 Benchmark theory

#### a) Social Currency - We share things that make us look good

1. The content is remarkable
2. The content is different
3. The content is useful
4. The content provides facts in an interesting way
5. The content let other in on a secret that maybe only experts would know
6. The content make experts who share the content seems smart
7. The content is surprising

#### b) Triggers - Top of mind, tip of tongue

1. trigger word(s) reminding the reader of the everyday objects
2. There is a context wrapped around the conversation
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4. Link between trigger words and the city, country the viewer live in
5. The time of the day the message, holiday, day of the week
6. Take advantage of existing triggers
7. Create new link to triggers

#### c) Emotion - When we care, we share

1. Content is awe: surprising, unexpected, mystery
2. If share, content can bring social connection and bonds
3. Content can inspire negative and positive emotions
4. Positive high arousal: awe, inspiration, joy, love
5. Negative high arousal: anger, anxiety, disgust

#### d) Public - Built to show, built to grow

1. Content has many likes or favorite

2. Content shows proof of others backing it up

**e) Practical Value - News you can use**

1. Content is succinct
2. Content is about practical tips

**f) Stories - Information travels under the guise of idle chatter**

1. Content is entertaining
2. Content has the brand embedded deep into the conversation
3. One cannot not talk about the brand when shared the content

## 4. Defining influencers

According to the Longman Online Dictionary, *influence* means “the power to affect the way someone or something develops, behaves, or thinks without using direct force or orders” (“Influence”, 2014). Dr. Robert B. Cialdini, in his book called *Influence: The Psychology of*

*Persuasion*, argued that it is wired into human's system to automatically perceive authority figures (Schenker, 2013). An example of this is Twitter – one of the most prominent social platforms, named users' connection term as “followers” (Schaefer, 2012). Studies conducted by Cialdini showed that the popularity and social status of members from a social network is measurable by the amount of followers who set up links to their accounts to automatically acquire information these people generate (Schenker, 2013). This idea of the perceived authority figure among humans is used widely within marketing and marketing communication to reach users and customers. The two-step flow of information model is one of those theories that adopted Cialdini's sociological study to form a communication theory.

#### 4.1 Two-step flow of information model: The two stages of communication

The theory states that information reaches the public indirectly through opinion leaders. Opinion leaders are people who consume the most media output, discuss themes among themselves. These people participate most in the conversation and know more about certain topics than their counterparts within the society. They can be considered experts for others, creating information themselves or filtering out information they find online and translate them for the public (Signitzer, 2009). Needless to say, the information coming from these experts have to

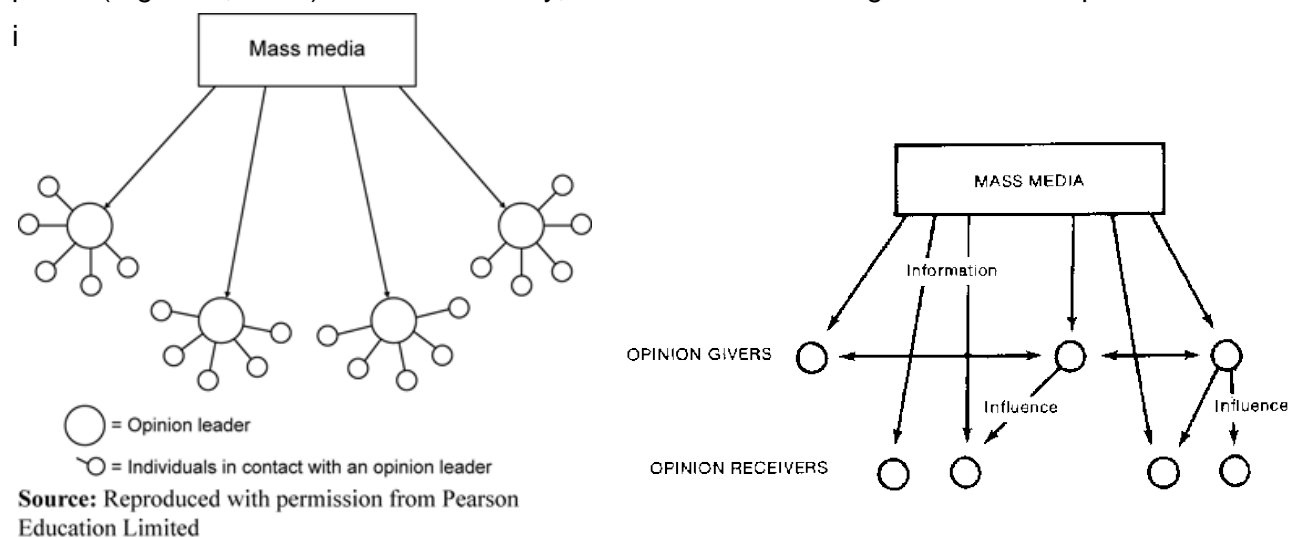


Figure 6 & 7 – Visualization of the two-step flow of information

Figure six and seven show the visualization of the two-step flow of information. Rather than communicating their message to all individuals, mass media communicates messages to opinion leaders, who then communicate to individuals who they come in contact with. Figure six and seven show a more precise version. Mass media communicates information to opinion

givers, who then talk among themselves and at the same time, communicate or influence (the opinion they gained from talking among themselves) opinion receivers. In other words, opinion leaders filter information from the mass media and it was because of their discussions with other influential people - the elites that really form the way citizens form opinions and decisions.

According to Paul Lazarsfeld and Elihu Katz, these opinion leaders possess the below characteristics:

- "Personification of values (who one is)
- Competence (what one knows)
- Strategic social location (whom one knows)"

(Signitzer, 2009)

Within the new world of content marketing, these opinion leaders connect with their followers online. Therefore, their characteristics have to shine through their online persona. What other way to make their online persona shine than through the content and online activities that they show.

#### 4.2 Possible setback of the theory

Although the two-step flow of information is adopted by marketers, public health advocate, political practitioners (Schaefer, 2012), it does have its flaws. According to Signitzer, some of which are:

- "Not all information relayed ends up influencing the receiver.
- There are more than two types of individuals. Followers are not always passive and leaders are not always active.
- The opinion follower must be motivated to seek information from the opinion leader and the opinion leader must find it worthwhile to inform others about the issue they receive."

(Signitzer, 2009)

The first one is that not all information sent out can influence the receiver. There are some instances in which it does not. An individual can send out a maximum of 1000 tweets per day but there is not a 100 percent guarantees that all those tweets are important and even 30 percent of them will get retweeted (Tweeter help center, 2014). The second flaw suggests that there are more types of individuals within the influencer's sphere. This is true; followers are not

always passive and influencers are not always active. However, more information to clarify this notion will be provided later on in this section under the topic: “followers”. The third statement is true, however, it is worthy to point out that it is in marketer’s best interest to target those who would be interested in their product.

#### 4.3 The three revolutions and changes in influencers

As mentioned earlier, even though there are some setbacks to the theory, the two-step-flow of information is adopted and embraced by marketers, political practitioners, public health advocates and the likes (Schaefer, 2012). Throughout the years, changes have occurred in the marketing communication landscape, new actors, encounters and tools have come into play. These are categorized within the three revolutions according to Schaefer (2012).

The first revolution started with the rise of the Internet in the 50s. With the introduction of the internet, citizen influencers and broadcasters extended the number of media centers. These media centers were the source to distribute commercial information, health and medical material, political advocacy, hobbyist, do-it-yourself primers, lifestyle pointers, etc. (Schaefer, 2012). These influences are ranked by SEO on the Google’s PageRank today.

The second revolution stemmed from the introduction of mobile devices and mobile connections. Statistics show that 84 percent of American adults have cellphones. Of these adults, 63 percent of their cellphone has access to the internet. This constant connectivity has increased the mobility of on-the-spot information exchange and updates. Never before has there been a quicker way to share information, news and opinions (Schaefer, 2012).

The third revolution was the most recent and came to existence with the birth of social networking sites such as Facebook, Twitter, LinkedIn, etc. With Facebook, Twitter and LinkedIn, information is shared in such different ways than before. Information is feed into the network multiple times a day in short messages to catch viewers’ attention (Schaefer, 2012).

Taking all three revolutions into consideration, information can travel to the receivers in so many ways it can be an arduous task to filter them out. Therefore, most people, instead of filtering them out, chose to either not listen to them at all or just listen to the sources they trust. Both of which, they have become adept at (Schaefer, 2012).

#### 4.4 The influencers network

According to the two-step flow of information module, the elites or influencers communicate among themselves to set the agenda for the public. Once information has been consulted, or

during the time information was being consulted, influencers would communicate their messages to followers. Within the case of Twitter, influencers would post information in the form of a tweet and their followers or those who see the tweet, deem it as relevant would repost the tweet. That way, information is exchanged in the network. Within the case of LinkedIn, an influencer would write an article on Pulse, readers or followers would consume the piece of article and by liking it or commenting on it, the article would be passed on to the viewer's wall for others to see. With that, information is exchanged in the network. This might sound easy. However, people do not generally like everything they see online.

A network of influencer is a communication network of interpersonal linkages created by information exchange in the interpersonal communication structure (Signitzer, 2009). It is important to think of influencers in term of network. One example to back up this statement is of a communication campaign about polio vaccination. It was expected that people who have been vaccinated would tell people within their network about this. However, information was not fed into the network according to analysis. This was due to a lack of support in the network.

The same implication can be used for online network. One cannot post information online and expect others to like it. One has to think in terms of network. This network includes influencers and followers. As this part of the research paper emphasizes the influencer, only the network of influencers in details will be provided. Those pertaining to followers will follow in the later section.

There are two types of influencers within a network. Passive influencers and active influencers. Passive influencers are those who have many followers by posting information that other influencers pass on to them. These least passive people in a network can be very useful in terms of viral marketing. They have influence but they are willing to pass on information. The later, active influencers are active in terms of producing information. They are usually successful and strong minded people within their community. However, it is not very easy to influence these people and urge them to pass on information because they are keener on promoting their own content instead of someone else's (Schaefer, 2012).

This notion was the heart of a research done by the University of Pennsylvania, The Wharton School, marketing professors: Raghuram Iyengar and Christophe van den Bulte (Berger, n.d). Their study showed that the spread of products online depends on "weak links". These are the people who are more likely to disseminate information (Iyengar, Van den Bulte, Eichert, West, & Valente, 2011).

The research was done based on the monitoring of the behavior of physicians in three cities in North America: San Francisco, Los Angeles and New York. The aim was to see how quickly these physicians prescribe a new drug to treat potential lethal diseases. During the course of the study, they conducted a survey to identify influencers and found a group of so-called “self-reported opinion leaders”. Doctors who saw themselves as being well-connected and influential members of the social community. Furthermore, they also found a second group which they labeled: “social metric leaders”. Those most influential and well-respected, not based on what they thought of themselves but based on the opinions of their peers’.

The study showed that those self-proclaimed influencers were not the best sellers of their products. However, the key igniter was someone who was not the most outgoing person, not a high-profile doctor whose name usually pops up often on research papers. He was a kind person who was widely known in the local community as someone who listened and helped his colleagues. The conclusion was doctors who are self-reported opinion leaders are less interested in what others are doing and therefore would not pass the drug information. Social metric opinion leaders is more effective because they are well-known by people around them and are more willingly to pass on information.

## 5. Defining followers

Having influence online is a concept that is intriguing. Mainly because influence can be associated with authority. A person who is popular online has the authority and credibility to



make his followers pass on his posts without even reading the post. In his book, Schaefer told the tale of Danny Brown, an IT professional who was very meticulous about his blog. He would spend hours every day “tweaking and improving” his blog more than anybody Schaefer knew. This online relationship worked for him as he would consume all of Brown’s blog posts, sometimes pass on the information and was able to eliminate the need to hire an IT person to keep himself on top of the latest technology (Schaefer, 2012). In this aspect, Danny Brown had influence over Schaefer and thus, was considered an influencer within Schaefer’s online circle.

The idea of an influencer is intriguing. Anyone can post almost anything online and everyone can read, follow and repost content according to their preferences. Theoretically, no one has the authority to make people view or pass on contents. As a matter of fact, any attempt to impose hierarchy online will be resisted (Schaefer, 2012). In theory, the internet gives everyone an equal stand on all grounds. However, Danny Brown has influence over Schaefer because human beings crave authority figures in their lives. Danny Brown was able to provide Schaefer with superior information that he can consume constantly. Due to this, Schaefer looked to Danny as an authority figure in the IT industry and was influenced by him in areas relating to IT. Schaefer can be seen as a follower.

Similar to influencers, followers consist of two types. Active and passive. Active followers actively search for information. They would actively browse the internet for what they need. In the case of cemarking.net, it was said that clients would search on Google with key word “CE Marking” before they stumble upon cemarking.net (Zuyderwijk, 2014). There, they would spend some time to find the information that they need. Passive followers, on the other hand, are not looking for CE marking information, in particular. However, as they were passively browsing the internet, they happen to find cemarking.net website and begin to read.

In the online world, influencers are also followers.

### The adoption process

Diffusion is a communication process in which an innovation or information content is “communicated through certain channels over a period of time among the members of a social system” (Signitzer, 2009). The adoption process is a part within the diffusion process. The adoption process is a process that shows how an individual or (a) group(s) of individuals confront and react to an innovation, or a piece of content.

The adoption process suggests that the collaboration between mass and interpersonal communication is crucial during this process.

There are five stages of the adoption process. It is of paramount importance to understand these stages because with them, the marketer can identify when to target the customer with information. These stages are: knowledge, persuasion, decision, and conformation.

a) The knowledge stage:

The acquisition of knowledge arises when an individual or a group of individuals is exposed to the contents and their function. This stage can include the passive and the active follower. A person can actively pursue a solution to an issue by using many sources, may it be mass media or opinion leaders. A person passively or not particularly seeking a solution may come across it anyway.

In reaction to those actively and passively seeking the content, information must be supplied to media, institutions and people they are likely to contact (Signitzer, 2009). In the case of online marketing, it would be an idea to always have good contents ready on website, information on social media and high SEO ranking. Something cemarking.net has been doing already.

b) The persuasion stage

In the persuasion stage, people form opinion about a content or the source of content. This can be either positive or negative. At this stage, it is important to supply opinion leaders with good content constantly. They need to see the website as a good source of information. Additionally, if possible, free high quality content can be offered to opinion leaders (remember, opinion leaders are also followers in the online world). At this stage, personal content in the form of special treatment can be paramount to success. If opinion leaders think positively about a brand, they will be more willing to talk about that brand and pass on information from that brand.

c) The decision stage

In this stage, the user can either adopt the content, like it, pass it on or reject it and never think about it again.

d) The confirmation stage

It is popular among social psychological theory that people “often seek reinforcing information after they have made a decision” (Signitzer, 2009). “Negative post-implementation information

from other sources about an innovation may cause frustration and discontinuation of the innovation. It is wise to assure the adopter they were right in adopting the innovation.” (Signitzer, 2009). Within this stage, information about positive experience from past users should be displayed.

## 6. Case study I: Audience of cemarketing.net

Cemarketing.net audiences include experts and non-experts. Their online strategy, such as content marketing, targets non-experts. However, it is the experts in collaboration with Han Zuyderwijk that generate contents for cemarketing.net. Within this case study, the audience of

CEmarking.net is explored. Through the two-step flow of information, the characteristic benchmark for influencers is drawn out.

### 6.1 Audience: Experts and non-experts

#### a) Experts

Professionals in the field of compliance service. They are mostly law professionals and consultants and their aim is to help non-experts export their product into the European market by obtaining the CE mark.

An example of an expert is Han Zuyderwijk himself. He has extensive knowledge about the CE mark. He is a law professional and he is online to provide help to non-experts.

#### b) Non-experts

Ordinary people who do not know or know very little about the CE mark. They need help deciphering how to obtain the CE mark. These people can range from stay at home mom, who would like to sell their home-made bracelets within the European market, to an employee from a company whose products need to obtain the CE mark to enter the EU.

This paper is aimed at creating a network of experts who:

1. Have extensive knowledge about CE marking.
2. These people are the audiences for CEmarking.net because they tune into the webcasts from other experts.
3. They generally are active in social media.

### 6.2 Experts characteristic benchmarking

Two step flow of information states that opinion leaders consume the most media output, discuss themes among themselves, filter out information to the public and affect the way the public make decisions. These information are talked and shared through passive opinion leaders, or the social metric leaders. The below characteristic benchmarks have been drawn up based on theories provided by marketing professionals and the results of a survey answered by fifteen respondents in the field of CE compliance service.

1. Active on social media

As mentioned within the section, *Defining influencers*, the *two-step flow of information model* states that opinion leaders are people who consume the most media output, discuss themes

among themselves then communicate to individual who they come in contact with. Within content marketing, these opinion leaders connect with their followers online through their online persona (Signitzer, 2009). Therefore, in order to reach out to their followers all over the world, they are most often active on social media.

Antwoordkeuzes	Reacties
I post my own content	46,67% 7
I re-post others content	6,67% 1
Both of the above	40,00% 6
I consume content but do not post them on my online account	33,33% 5
Totale aantal respondenten: 15	

Graph A – How often experts talk about CE regulatory compliance

Graph B – Posting activities

Graph A shows how often experts talk to others about CE compliance service. The majority of the respondents answered they talk about CE compliance service very often with a staggering percentage of 71.43 percent offline and 57.14 percent online. More than 50 percent of experts talk about CE marking online. Of these experts, 46.67 percent reported they post their own content and 6.67 percent said they repost others' content and 40.00 percent believe they post their own content as well as others. Therefore, it can be concluded that there are experts online and of these experts, almost half of them are posting information.

## 2. Post own content and most importantly post others content

Stated within the section *the influencers network*, there are two types of influencers within a network, passive and active. Passive influencers have followers through posting information that other influencers pass along to them. These people have influence but are willing to pass on information. Experts of this sort are also known as “social metric leaders”, according to marketing professors Iyengar and van den Bulte from the The Wharton School (Iyengar, Van den Bulte, Eichert, West, & Valente, 2011). Therefore, it is important to benchmark influencers in the study with this criterion.

### 3. Posting content for others to see make them feel rewarded

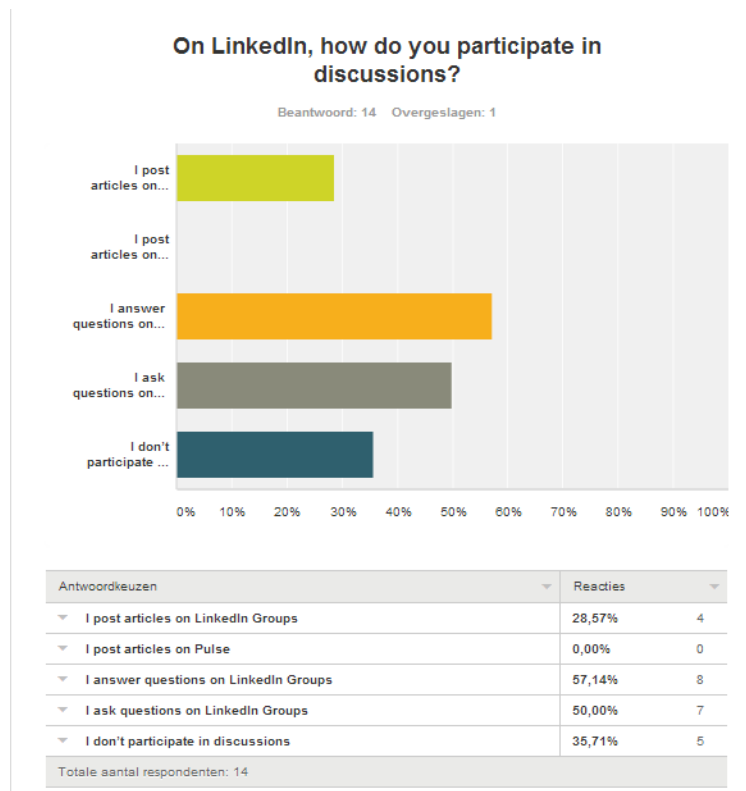
The STEPPS theory by Berger emphasized that *Social currency* and *Practical value* help explain why people share. *Social currency* explains that the content of one's post has a direct effect on their online status. If experts share helpful and credible information, they are viewed as helpful and credible. *Practical value* sheds lights on why people share information because when people share information, it benefits the receivers. The receivers will feel good because they receive a good piece of useful information. At the same time, it benefits the senders as well because such action strengthens a bond between the senders and the receivers (Berger, n.d).

### 4. Talk about CE regulatory compliance online and offline

Experts, in order to be known as an experts have to deliver information to prove that they are experts. Within the CE regulatory compliance field, experts have to provide information on the CE marking.

### 5. Participate in discussions on LinkedIn

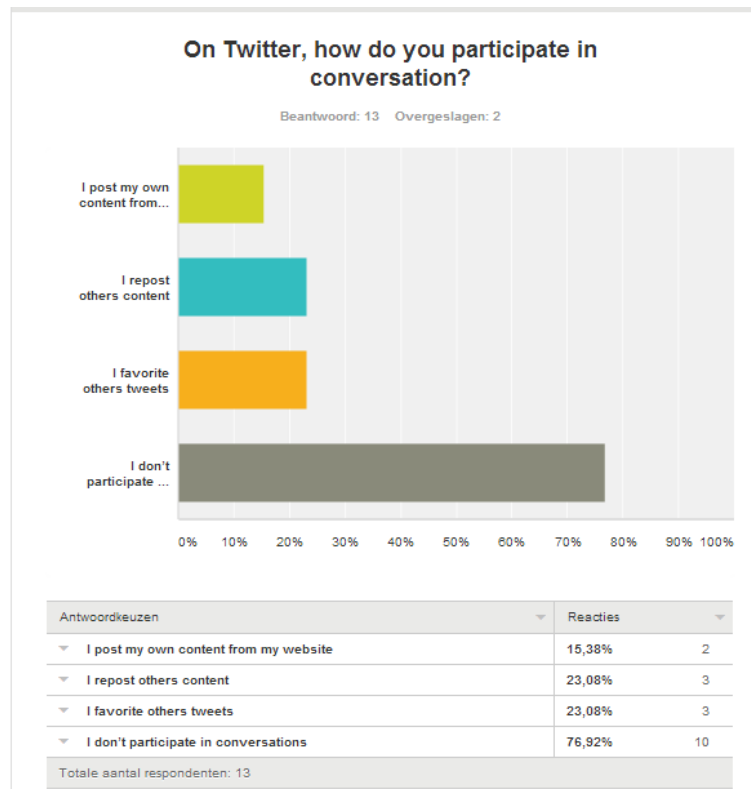
By participating in discussions on LinkedIn they can show proof that they know what they are talking about. Through answering questions on LinkedIn, they give proof that they are truly experts in the field. Additionally, it gives them more exposure and put their names on the map. People will be more likely to contact them for help if they believe these people can truly help them. As shown in graph C, more than half the experts reported they answer questions on LinkedIn (57.14%). Half of those post their own contents on LinkedIn groups at 28.57 percent.



Graph C - On LinkedIn, how do you participate in discussions?

## 6. Tweet own content on Twitter

Similarly, experts need to put their names on the map and make use of all customer touch points. By tweeting, they can experience *Social currency* and *Practical value*. Of the participants, 15.38 percent said they post contents from their website to Twitter. What is important is that 23.08 percent said they repost others content and like others content. Interestingly, the majority of the respondents said they do not participate in conversation on Twitter. This might be because of the characters limitation on Twitter.



Graph D – On Twitter, do you participate in conversation?

## 7. Re-tweet and favorite content on Twitter

This goes back to the *Two-step flow of information* theory. Retweeting content shows these people are willing to pass on information. They are not just posting their own content, which makes them more likely to disseminate information posted by cemarking.net. Additionally, of the experts who answered the survey, 23.08 percent said they do repost others' posts.

## 8. Have many followers

This goes back to the *Two-step flow of information* theory. Without followers, experts cannot broadcast their contents to any audiences, making them redundant to have a social media account.



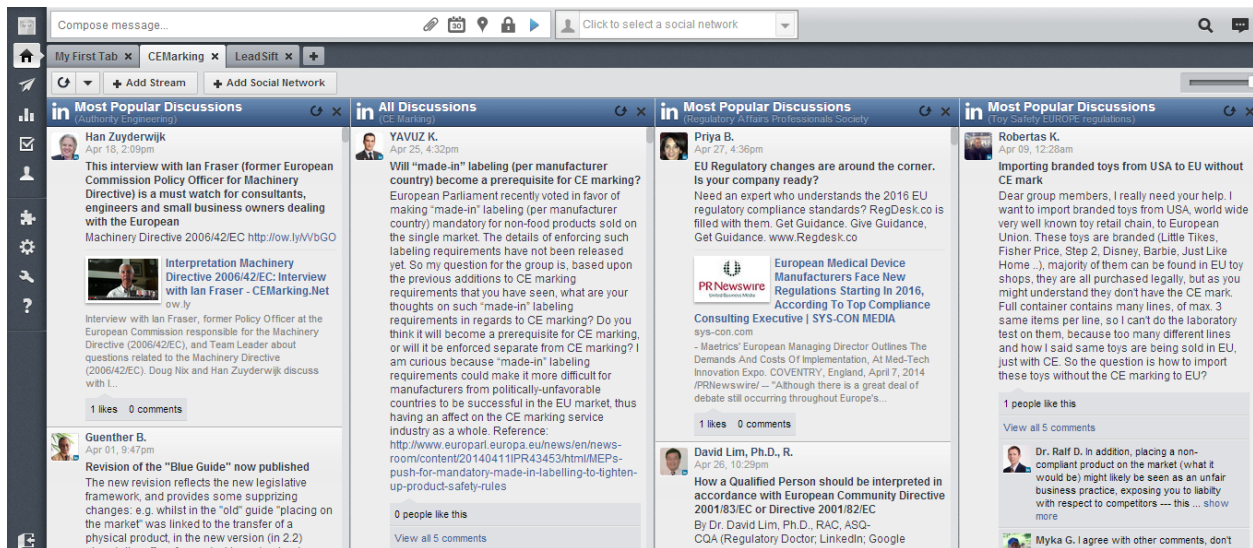
## 7. Case study II: Influencers or experts watching

This case study looks into the influencers and how to identify them using online software such as Hootsuite. Four of the influencers were identified using the software and Han Zuyderwijk was chosen for the purpose of comparison. Each of their online activities will be recorded in this chapter.

### 7.1 Hootsuite: Influencer or experts identifying software

This segment of the research paper displays how theories are translated into action. To identify influencers using social media software like Hootsuite, Twitter search bar and LinkedIn group search.

#### 1. Hootsuite



(Hootsuite, 2014)

Figure 8 - Dashboard to keep track of conversation on LinkedIn.

Within this dashboard, the researcher can find the most popular conversation on LinkedIn and who is the most active on LinkedIn.

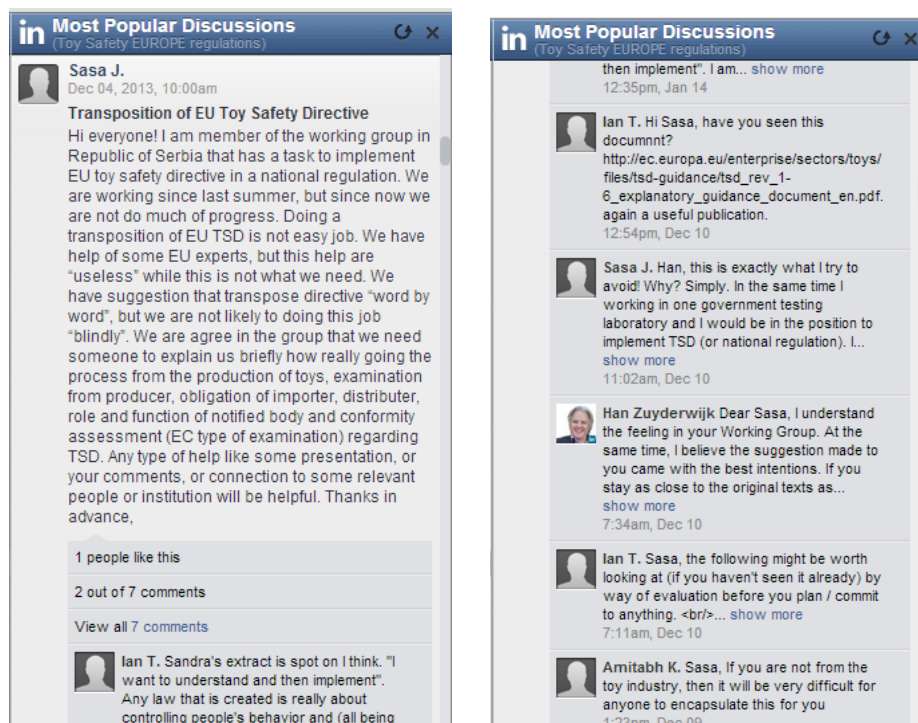
Within LinkedIn, the research looked into four different groups. They were:

1. Authority Engineering
2. CE marking
3. Regulatory Affairs Professional Society
4. Toy safety Europe Regulation

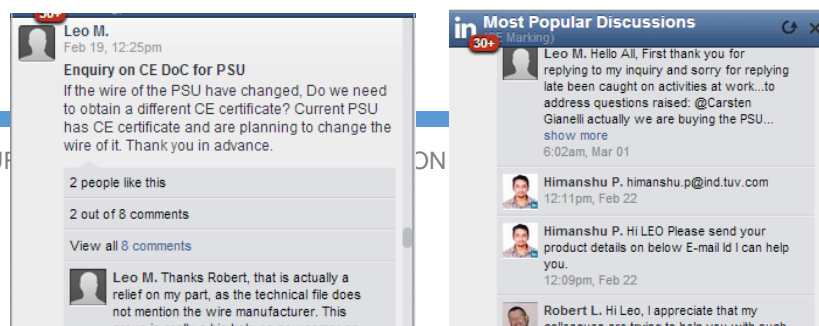
These four groups were shown because they were four of the most popular groups with the most members on LinkedIn. There were conversations taken place in these groups in the form of questions and answers (Q&As). The non-experts would go on these forums to ask questions and experts would answer these questions in the form of comments. Furthermore, they were the groups that Han Zuyderwijk participates in.

Within these groups, influencers were selected according to the following criteria (which are inspired by the characteristic theories provided):

### 1. Availability to answer questions

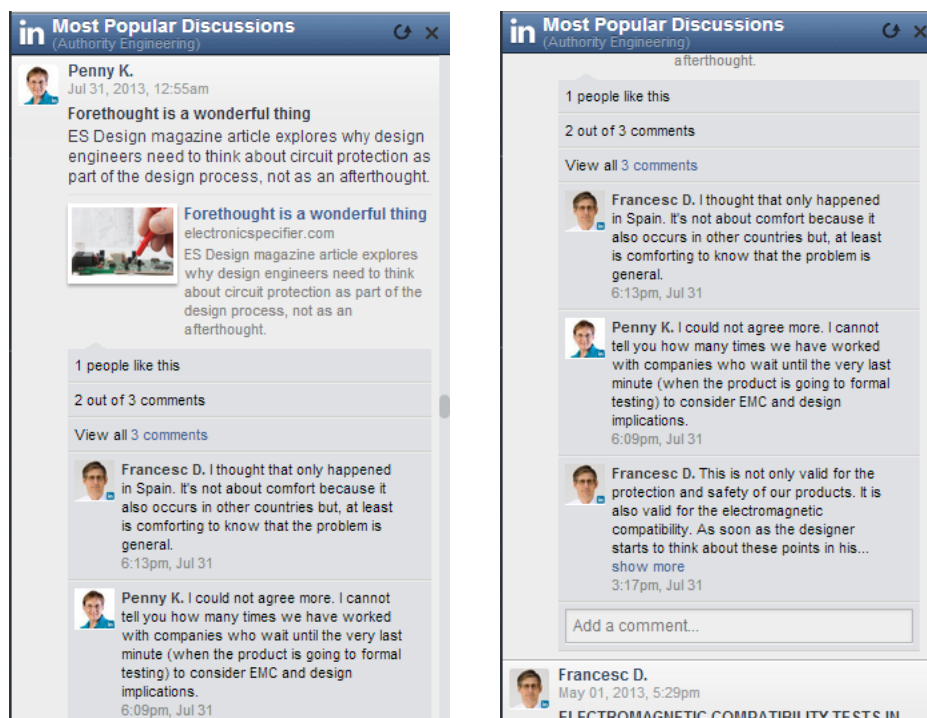


The above figure is an example of Q&As on LinkedIn. Sasa J. would post a question. Then, Ian T., Han Zuyderwijk and Amitabh K. would offer some advises. People like Ian, Han and Amitabh have influence because their advises have effects on Sasa's action. Some people might have the same question as Sasa and after seeing the answers provided, they might act accordingly. It was not hard to see who was very active and who was not and who was an expert and who was not because if somebody were to provide a false answer to a question, another expert would correct that person right away, like the figure below.



## 2. Information posted on the group

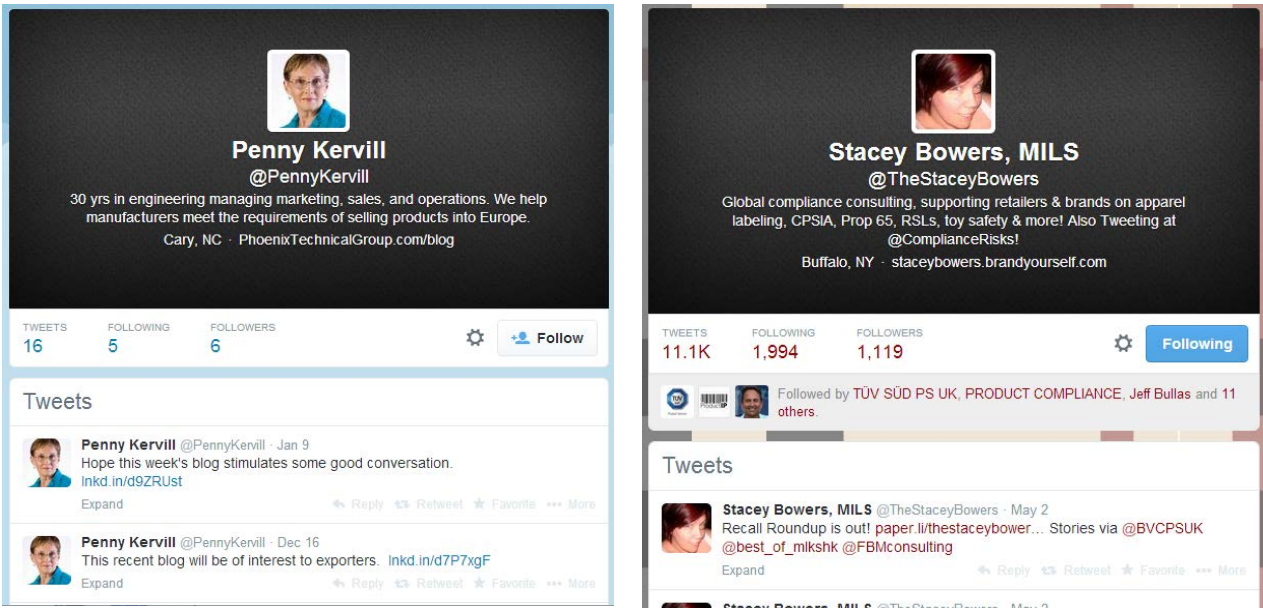
After some observations, it was concluded that experts usually post information on LinkedIn forum to pass on their own information. In the example provided, Penny K. posted an article about why design engineers need to think about circuit protection as part of the design process. Francesc D. commented on her post to show his opinion.



Through looking at Hootsuite, four influencers were found who post their own content and comment on others' contents.

### 3. Twitter profile

These influencers have to be on twitter as well.



These influencers are also on Twitter. They were found through looking at Han Zuyderwijk's list of follows and followers. Those with the most followers, most reactions received were chosen.

## 7.2 Experts watching: Benchmark with influencer or experts characteristic

Profile	Name	Twitter Followers	Twitter Following	Twitter Tweets	LinkedIn	Discussion posted
1	Stacey Bowers	1122	1994	11.1K	Member of Toys Safety	10
2	Doug Nix	217	623	2345	CE Marking	1
					Regulatory Affairs Professionals Society (RAPS)	2
3	Alexander Gaffney	1852	636	12.3K	Regulatory Affairs Professionals Society (RAPS)	Last posted 8 months ago. 10 posts
4	Shawn Watson	4831	4397	8025	No Group	None
5	Han Zuyderwijk	252	147	600	Authority Engineering	3 and 17 days ago
					CE Marking	9 and 17 days ago
					Toys Safety	2 and 24 days ago
					Regulatory Affairs Professionals Society (RAPS)	None

Figure 9 – List of influencers to be studied

Four influencers were chosen for the scope of this research. They are: Stacey Bowers, Doug Nix, Alexander Gaffney, and Shawn Watson. The fifth name on the list was Han Zuyderwijk for the purpose of comparison.

### 1. Stacy Bowers

Stacey was chosen because she has 1122 Twitter followers which is a large number in the field of regulatory affairs. Additionally, she posts her own content, reposts others' content about CE

mark. She participates in discussions on LinkedIn, posts on LinkedIn. Most importantly, she receives reactions to her posted content.

Platform	Date	Category 1	Number of posts	Type of content according to STEPPS
Twitter	11/5/2013	Retweets	42	Content Make Experts Who Share The Content Seems Smart
		Self-post	1	Content offer practical tips
	11/6/2013	Retweets	0	
		Self-post	1	Content Make Experts Who Share The Content Seems Smart
	11/7/2014 - 06/05/2014	Retweets	0	0
LinkedIn	Oct, 2013- May, 2014	Self-post	>100	Content offer practical tips
		Repost	100%	Content is useful
	Oct, 2013- May, 2014	Repost		Content is succinct
		Repost		Content offer practical tips

Themes of post	STEPPS	Reaction from audience	Note	Summary
Toy Safety, Rate of online shopping	Social Currency	3 retweets and 1 favorite		90% of her posts are reposted from other people's content and she tags them all in her posts via "@"
Product safety	Practical Value	2 retweets and 1 favorite		
EU consumer	Social Currency	1 retweet	Others mentioned in the post	
Toy Safety	Social Currency	0-2 retweets	Others mentioned in the post	On LinkedIn, information posted tend to be more
Toy Safety	Social Currency	0		
Toy Safety	Practical Value	0		
Toy Safety	Practical Value	3		

Figure 10 – Recording of Stacey Bowers's online activities

Figure 10 presents Stacey's activities on Twitter and LinkedIn from October 2013 to May 2014. On 11/05/2013, she posted 1 post generating her own content. However, on that same day, she reposted or retweeted 42 tweets from others. This showed that she was active on social media and was more than willing to pass on information. However, on 11/06/2013, her online activity changed. She stopped retweeting posts and posted content from another website 100 percent of the time. Besides reposting others' content, she also tagged people on the contents that she posted. Most of her posts were about toy safety, product safety. On LinkedIn, she reposted information 100 percent of the time as well and received 3 reactions from the audience.

According to the two-step flow of communication, she is a "social metric leader". She has 1122 followers and is very willing to post information from other people. As mentioned on page 22, a study by Cialdini showed that the popularity and social status of members from a social network is measurable by the amount of followers who set up links to their accounts to automatically acquire information these people generate (Schenker, 2013). Therefore, this makes Stacey an influencer who cemarking.net should connect with. She can, not only act is a hub to filter



information then translate them to her public but also is willing to pass on information by those who influence her.

On LinkedIn, Stacey is a member of the Toys Safety group. The Toys Safety group can be considered a network of influencers. She reposted posts on LinkedIn and received 5 likes, so far. Of these reactions, all of them were experts and consultancies in the CE toy safety field.

## 2. Doug Nix

Doug was chosen because he has 217 Twitter followers which is still considered a large number in the field of regulatory affairs. Some experts have a maximum of 10 followers and most are not even online. Like Stacy, he posts his own content and reposts others' content about CE mark. He participates in discussions on LinkedIn, posts on LinkedIn. Most importantly, he receives reactions to his posted contents.

Platform	Date	Category 1	Number of posts	Themes of post	Reaction from audience	Note	Summary
Twitter	3/1/2014	Retweets	1	Canadian Problem	460 retweets and 370 favorites	A cartoon picture	Some very good content but most are irrelevant to CE marking or regulatory affairs. If able to create contents with STEPPS elements but about regulatory affairs, maybe would receive more likes for individual posts. Nevertheless, receive many followers because of the content posted.
	3/18/2014	Retweets	2	Condolence of somebody	6 retweets and 1 favorite		
				10 best apps today	No reaction		
	4/5/2014	Retweets	1	Toronto Maple Leafs	292 retweets and 299 favorites	Patriotic	Communication of regulatory affairs, maybe would receive more likes for individual posts. Nevertheless, receive many followers because of the content posted.
	4/13/2014	Self-post	1	Election in Canada	No reaction		
				Election in Canada	No reaction		
	4/16/2014	Self-post	2	Q&A about directives	No reaction	Communication of	
		Self-post	1	Family wish, daughters	No reaction	Very mild emotion	
		Retweets	2	Music and party	3 retweets and 6 favorites		
				Pass on information to win	4.7k retweets and 1.6k favorites		
	4/18/2014	Self-post	1	Q&A about directives	No reaction		
	4/19/2014	Self-post	1	Q&A about directives	No reaction		
				Weather	No reaction	Used "@" to tag sc	
	4/24/2014	Retweets	5	McDonald CEO, bullshit	35 retweets		
				Family struggle of a famou	8 retweets		
				Canada	32 retweets and 49 favorites		
	4/27/2014	Retweets	2	Ukraine conflict	44 retweets and 13 favorites		
	4/28/2014	Retweets	11	National day mourning	Average 6 retweets and 1 favorites		
	5/1/2014	Retweets	1	Drunk driving	4.6k retweets and 3.3k favorites	Very popular post	
LinkedIn	6/9/2009	Self-post	1	Product safety	No reaction	Regulatory Affairs	On LinkedIn, information posted tend to be more topic
	2/28/2011	Self-post	1	Product Compliance Engine	No reaction	Regulatory Affairs	
	4 months ago	Self-post	1	Product Compliance Engine	3 likes	CE Marking Linked	

Figure 11 – Recording of Doug Nix's online activities

The table represents Doug's activities on LinkedIn and Twitter from January 2014 to May 2014. The reason this time frame was chosen depended on the variety of content he posted. Unlike Stacey who retweeted the same type of content throughout October, 2013 until May 2014, Doug posted a variety of content. Within this time frame, Doug retweeted around 1 post per day and

retweeted around the same number of tweets. However, on the 24 of April, 2014, he retweeted 5 tweets and 28 of April, 2014, 11 retweets.

His posts diverse. From Canadian problems to drunk driving, Ukraine conflict to product safety and compliance. His retweets had many reactions but his posts did not receive reactions, sometimes not at all. However, his content seemed to vary more than Stacey. However, he did not receive many reactions to his posts. Within this account, Doug did not post about regulatory affairs too often. Out of 22 posts, he had 3 posts about regulatory affairs. After speaking to him via a Skype interview, it was revealed that he has another account which he posts more often about regulatory affairs. Within his personal account, his character shined through his twitter page. He loves Canada and post a variety of posts about Canada. He also posted about his daughter. When compared to his professional Twitter account, his personal account has many more followers and reactions. This can suggest that the more personal a page is, the more followers it will have.

The influencer network might play a part in his Twitter post because he participated in cemaking.net blog. Since both Doug and Han are experts, they talk to each other and cooperate to interpret EU machinery directive 2006/42/EC, for example (post on April 19). Doug is active on social media, posts his own content and also passes on others contents. He talks about CE compliance service and his posts receive reactions from others.

### 3. Alexander Gaffney

Alexander was chosen because he has 1852 Twitter followers. Like Stacy, he posts his own content and reposts others' content about CE mark. He participates in discussions on LinkedIn, posts on LinkedIn. Most importantly, he receives reactions to his posted contents.

Platform	Date	Category 1	Number of posts	Themes of post
Twitter	4/27/2014	Self-post	1	Baseball in America
				Baseball in America
	4/28/2014	Self-post	4	Regulatory news
				Regulatory news
	4/29/2014	Self-post	6	Regulatory news
		Retweet	1	BBC news, lethal drug cocktail
	4/30/2014	Self-post	4	Medical devices
	5/1/2014	Self-post	5	Judge case about Drug
		Retweet	2	Medical news
	5/2/2014	Self-post	9	Criminal case
				Criminal case

Reaction from audience	Note	Summary
1 favorite		Profile shows personality and characteristic. A mixture of positive personal experience and negative personal experience. A variety of contents. Usage of hashtag is consistent. Post usually receive reaction.
	The person who favorited the post said she was jealous	
1 retweet	Uses many "#"	
Average 3 retweets and 1 favorite	Self-promotion by posting article from self-blog	
	Shows character: "A note to Focus readers: We're getting	
637 retweets and 151 favorites	Seemingly about the news but is related to field of spec	
No reaction		
3 retweets		
1 retweet and 2 favorites		
No reaction	Self-post on twitter but the article is taken from anothe	
4 retweets		
3 favorites	"And here I was thinking that I might make it through a v	
3 retweets and 2 favorites		
2 favorites	Get personal. Share hobby	
2 retweets		
2 retweets	The use of hash tag is coherent. Everytime after "Regula	
2 retweets and 1 favorite		
No reaction		
1 like	New about the a country, Brazil	

Figure 12 – Recording of Alexander Gaffney's online activities

The table indicates Alexander's activities from April 27, 2014 to May 6, 2014. Alexander posted about a variety of topics; from his own personal experiences to criminal case and to regulatory affairs. However, most of his tweets and retweets were about regulatory affairs. The frequency of his post varied, from one post a day to nine posts a day. Nevertheless, he never posted more than nine posts per day. Most of the time he would post his own content. Other times he would



pass on information in the form of retweets; around 1 retweet a day. Alexander received an innumerable number of reactions compared to other experts in his field. He would receive around 2 retweets per self-post. Most people would not receive any reaction at all. As for LinkedIn, he only posted information in groups about regulatory affairs; but his posts received reaction as well.

His posts reflected his personality. There was a mixture of positive and negative personal experience. There was a consistence usage of hashtag. Furthermore, it did not matter what he post, all his posts were about medicines and regulatory affairs. This shows that Alexander is active in social media. He posts his own content and sometimes would pass on information. All of his posts are about regulatory affairs and medicines. He does not participate in discussion on LinkedIn. Nonetheless, he has a large number of followers and in cooperation with the reactions he gets from his followers, he was chosen as an influencer to be studied. Alexander can be seen as an influencer. He has 1852 people who receive his blog post frequently and he does not only post his own content but also is willing to post others' content.

#### 4. Shawn Watson

Shawn Watson has 4831 followers on Twitter, which is a large number compared to other experts. He posts his own content as well as others' contents.

Platform	Date	Category	Number of posts	Themes of post	Reaction from audience	Note	Summary
Twitter	4/27/2014	Self-post	7	New website launch	No reaction	Only state new website	A mixture of quotes and news. However, no personality, only to report news. Maybe that was why he does not have many reactions to his posts. However, very consistent in terms of the number of post. Around 17 self-post and 8 retweets per day.
	4/28/2014	Self-post	23	Quote about life	1 favorite		
				Facts about medicine	No reaction		
				Facts about breastcancer	No reaction		
		Retweet	8	Vaccine	6 tweets and 2 favorites	From the NY Times	
				Vaccine news	No reaction		
	4/29/2014	Self-post	14	Information about a disease that effects mu	No reaction	Discription is too short. No or	
				Information about vaccines	Average 1 reaction		
				Quote about life	No reaction		
		Retweet	8	Facts about medicine	No reaction		
	4/30/2014	Self-post	17	Quote about life	No reaction		
				Facts about breastcancer	No reaction	Always tag "@" another twitt	
		Retweet	8	Facts about medicine, breast cancer and dia	No reaction		
	5/1/2014	Self-post	15	Quote about life	No reaction		
				Facts about breastcancer	No reaction	Always tag "@" another twitt	
		Retweet	6	Logistic but presented in a different way	3 reactions and 1 favorite		
				Information about vaccines	No reaction		
				Solve Your Toughest Contract Manufacturing	No reaction		
	5/3/2014	Self-post	8	Facts about breastcancer and quote on life	No reaction		
		Retweet	4	Information about vaccines	No reaction		
	5/4/2014	Self-post	6	Facts about breastcancer and quote on life	No reaction		
		Retweet	2	Information about vaccines	No reaction		
	5/5/2014	Self-post	15	Facts about breastcancer and quote on life	No reaction		
		Retweet	6	Information about vaccines	No reaction		
	5/6/2014	Self-post	19	Facts about breastcancer and quote on life	No reaction		
		Retweet	6	Information about vaccines	No reaction		
	5/7/2014	Self-post	11	Facts about breastcancer and quote on life	No reaction		
		Retweet	8	Information about vaccines	No reaction		
LinkedIn	No group						

Figure 13 – Recording of Shawn Watson's online activities

Shawn has a variety of content posted on his Twitter account. Due to this fact, similar to Alexander, his starting date was 27/04/2014. However, what was interesting about Shawn was that his posts were very consistent. Within one week, he would post quotes about life, information about vaccines, medicines and breast cancer. He would post an amount of 15 self-post a day and 8 retweets from other accounts. His self-posts were sometimes from his company but other time from different authors. Even though he had a large group of followers, his posts rarely received any reaction. His content lacked personality because there were no personal posts as well as a combination of pictures and videos.

Shawn is an influencer. He is an expert in his field. He post quotes about life, breast cancer and medicines. He does repost but his reposts are very concentrated; only from three other websites. He showed no personality online and had almost no reaction to his blog posts. He seems to be a “self-reported opinion leader” who are prominent in their field and are not willing to pass on information easily. He does not participate in discussions on LinkedIn.

## 5. Han Zuyderwijk

Han has 252 followers. Han is included in this list because it is of paramount importance to compare his online activities with others' to see similarities and differences. From there, the researcher can see what he could improve for the purpose of recommendation.

Platform	Date	Category 1	Number of posts	Themes of post	Reaction from audience	Note	Summary
Twitter	8-Jan	Self-post	3	News about EU product safety Product safety	2 retweets		
	12-Jan	Self-post	1	Introduction of new flipboard n	No reaction		
	15-Jan	Self-post	1	News about REACH	No reaction		
	1/16/2014 - 1/28/2014	Self-post	8	News about product safety, reg	No reaction		
	4-Feb	Self-post	1	Youtube video about concentra	1 retweet and 1 favorite	People don't retweet news but retweet concentration music	
	9-Feb	Self-post	9	News	No reaction		
	19-Feb	Self-post	1	Radio interview that provide in	2 retweets		
	24-Feb	Self-post	4	News and in-depth analysis	No reaction	Short title but does not sum up what people want to know.	
		Retweet	1	News	5 retweets and 2 favorites	First retweet	
	2/25/2014 and 2/26/2014	Self-post	4	News	No reaction		
		Retweet	1	News, life streaming, live semi	13 retweets and 3 favorites	The tool of the content is different, a video.	
	27-Feb	Self-post	2	EMC directive	No reaction	Posts in form of question and focus on a target audience.	
	3-Mar	Self-post	1	News about EU standard	1 favorite		
	5-Mar	Self-post	2	News	1 retweet	Post not in form of title but in form of summary.	
	6-Mar	Self-post	2	Free webinar	1 retweet		
	8-Mar	Self-post	1				
	10-Mar	Self-post	1	Question	No reaction		

	3/14/2014 - 3/17/2014	Self-post	3	News about CE marking	No reaction		
	21-Mar	Self-post	1	Practical tips about CE marking	1 retweet and 1 favorite		
	24-Mar	Self-post	1	Practical tips about CE marking	1 retweet		
	29-Mar	Self-post	1	News about CE product but the	No reaction		
	3/30/2014 - 3/31/2014	Self-post	3	New reference number	No reaction		
	3-Apr	Self-post	1	Video editing	No reaction		
	9-Apr	Self-post	1	Machinery directive	No reaction		
	18-Apr	Self-post	1	Machinery directive	1 retweet		
	19-Apr	Retweet	1	CE marking	2 retweets and 1 favorite		
	22-Apr	Retweet	4	Construction site	3 retweets		
				Health and cherry tomato	1 retweet		
				Russia and Ukraine	1 retweet		
				Electric Leaf Blowers	3 retweets and 1 favorite		
	4-May	Self-post	1	Machinery directive	No reaction		
	5-May	Self-post	2	Machinery directive	No reaction		
		Retweet	1	Machinery directive	3 retweets		
	6-May	Self-post	2	CE marking is everywhere	1 retweet	Can be trigger if maybe choose a picture that is more related to	

	1-Nov-11	Self-post	1 Video	1 like and 6 comments	CE Marking
	20-Nov-11	Self-post	1 News in the form of a video	No reaction	CE Marking
	11-Apr-12	Self-post	1 EMC directive	3 likes	CE Marking
	5-Jun-12	Self-post	1 Machinery directive	No reaction	CE Marking
	22-Jun-12	Self-post	1 Law case	4 comments	CE Marking
	December	Self-post	1 Declaration of conformity	6 likes and 11 comments	CE Marking
		Self-post	1 EMC directive	No reaction	CE Marking
	17/04/2014	Self-post	1 EMC directive	1 like and 1 comment	CE Marking

Figure 14– Recording of Han Zuyderwijk's online activities

Within Twitter, Han posted news about CE marking throughout the entire time. From January 2014 until May 2014. His posts were not too consistent ranging from 1 to 4, sometimes 9 posts per day and all about CE marking news. This was probably due to the fact that social media was not cemarking.net number one promotional tool. Even though Han's posts were all about CE marking news, their form of content varied. From blogs, to videos and webinars. As for reactions, the posts that received the most reactions were live stream and practical tips about CE marking.

As for LinkedIn, the content of Han's posts were the same as Twitter's. However, generally on LinkedIn, he received more reactions than in Twitter. Within the CE Marking group, out of nine posts, six of them received reactions in terms of comments and likes.

## 8. Case study III: Content benchmark comparison

Case study III will compare and analyze the online activities of each influencers with STEPPS criteria. Then, this case study will provide an answer of whether STEPPS works in the CE compliance service sector.

## 8.1. Benchmark contents with STEPPS

### 1) Stacey Bowers

Platform	Date	Category 1	Type of content according to STEPPS
Twitter	11/5/2013	Retweets	Content Make Experts Who Share The Content Seems Smart
		Self-post	Content offer practical tips
	11/6/2013	Retweets	
		Self-post	Content Make Experts Who Share The Content Seems Smart
	11/7/2014 - 06/05/2014	Retweets	0
		Self-post	Content offer practical tips
LinkedIn	Oct, 2013- May, 2014	Repost	Content is useful
	Oct, 2013- May, 2014	Repost	Content is succinct
	Oct, 2013- May, 2014	Repost	Content offer practical tips

Themes of post	STEPPS	Reaction from audience	Note	Summary
Toy Safety, Rate of online shopping	Social Currency	3 retweets and 1 favorite		90% of her posts are reposted from other people's content and she tags them all in her posts via "@"
Product safety	Practical Value	2 retweets and 1 favorite		
EU consumer	Social Currency	1 retweet	Others mentioned in the post	
Toy Safety	Social Currency	0-2 retweets	Others mentioned in the post	On LinkedIn, information posted tend to be more
Toy Safety	Social Currency		0	
Toy Safety	Practical Value		0	
Toy Safety	Practical Value		3	

On Twitter, Stacey posted about a number of topics. They range from toy safety, rate of online shopping, ISO certification, cartoon, and European Union affairs to health and world news. Stacey passed on information in terms of retweets. On 11/05/2013, she retweeted 42 retweets and one self-post. Her contents made experts who share them seem smart when they retweet them because they offer practical tips, are useful and succinct.

Stacey shared toy safety news to because she is an expert in the field of toy safety. She would like to promote herself through promoting her contents. According to Berger, people love themselves and they express that love externally (Berger, n.d). They want to share helpful, interesting and entertaining information because they feel rewarded. By doing to, Stacey's contents offered practical tips. By posting practical information, she was able to practically help consumers of her contents and help herself gain credibility in their minds. The next time they have doubts about toy safety, they would go to her.

Berger wrote in his book that people like to pass on information. It strengthens their social bonds. Her passing on information strengthened her social bonds with her customers. Her popularity was shown through the number of followers and reactions to her tweets. In her self-posts, she received an average of two retweets and one favourite per post. Her followers

reached 1122 people. These were the people who set up links to her account to receive her information every day. It could be considered a success and according to STEPPS, her success on Twitter was the synthesis of reposting and using content pertaining to Social Currency and Practical Value.

Within LinkedIn, Stacey reposts information 100 percent of the time. Her posts offer good information. For example, in April, she posted about the *US Senate considers expanded phthalate restrictions under CPSIA* and received five reactions. This piece of news could change the company's strategy on a project. Being a consultant, one need to be on top of all news relating to their expertise area. People's time are limited. If one person could get all the credible news from one source, they would follow that source. All those people who interacted with her contents were experts in different fields. Stacey is an influencer because her posts have Practical Value that raise her Social Currency.

#### Discussions Stacey Bowers, MILS's Started



##### **US Senate considers expanded phthalate restrictions under CPSIA**

Stacey Bowers, MILS

<http://www.complianceandrisk.com/us-senate-considers-expanded-phthalate-restrictions/>



[US Senate considers expanded phthalate restrictions](#) complianceandrisk.com  
The United States (US) Senate is considering a bill, S.2120, To expand the prohibition on the manufacture, distribution, and importation of children's products that contain phthalates, and for other purposes. The bill, introduced by Senator Kirsten...

Like (5) • Comment • Unfollow • 1 month ago

👍 James Troiano, Max Willem Schnabel and 3 others like this

Add a Comment...



##### **California DTSC to announce draft Priority Products this Thursday**

Stacey Bowers, MILS



[California DTSC to announce draft Priority Products](#) complianceandrisk.com  
California's Department of Toxic Substances Control (DTSC) will announce its first draft Priority Products under the Safer Consumer Products Regulations on 13 March 2014 at 10 AM PDT. The draft Priority Products are consumer goods sold in...

Like • Comment • Unfollow • 2 months ago

## 2. Doug Nix

## Harnessing the power of influence: Becoming an influencer

Minh Nhat Vu

Platform	Date	Category 1	Number of posts	Type of content according to STEPPS	Themes of post	STEPPS	Reaction from audience	Note
Twitter	3/1/2014	Retweets		1 Content is Different, Content takes advantage of the existing trigger	Canadian Problem	Social currency	460 retweets and 370 favorites	A cartoon picture
	3/18/2014	Retweets		2 Mild - Negative high arousal: sadness	Condolence of somebody	Emotion	6 retweets and 1 favorite	
				Content offer practical tips	10 best apps today		No reaction	
	4/5/2014	Retweets		1 Link between trigger words and the city, content is useful and offer practical tips and	Toronto Maple Leafs	Trigger, Emotions	292 retweets and 299 favorites	Patriotic
	4/13/2014	Self-post		1 If share, content can bring social connection	Election in Canada	Emotion	No reaction	
				Negative high arousal: anger, anxiety, disgust	Election in Canada	Emotion	No reaction	
	4/16/2014	Self-post		2 Practical Value	Q&A about directives	Practical Value	No reaction	Communication of
		Self-post		1 If share, content can bring social connection	Family wish, daughters	Emotion	No reaction	Very mild emotion
		Retweets		2 If share, content can bring social connection	Music and party	Emotion	3 retweets and 6 favorites	
				Content is useful	Pass on information to win	Practical Value	4.7k retweets and 1.6k favorites	
	4/18/2014	Self-post		1 Content is useful and offer practical tips and	Q&A about directives	Practical Value and Social Cu	No reaction	
	4/19/2014	Self-post		1 Content is useful and offer practical tips and	Q&A about directives	Practical Value and Social Cu	No reaction	
				Content takes advantage of the existing trigger	Weather	Triggers	No reaction	Used "@" to tag sc
	4/24/2014	Retweets		5 Content is surprising	McDonald CEO, bullshit	Social currency	35 retweets	
				Negative high arousal: anger, anxiety, disgust	Family struggle of a famous	Emotion	8 retweets	
				If share, content can bring social connection	Canada	Emotion	32 retweets and 49 favorites	
	4/27/2014	Retweets		2 Content make experts who share the content	Ukraine conflict	Emotion, Social Currency	44 retweets and 13 favorites	
	4/28/2014	Retweets		11 If share, content can bring social connection	National day mourning	Emotion, Trigger	Average 6 retweets and 1 favorites	
LinkedIn	5/1/2014	Retweets		1 Content is remarkable, Content is awe, content is useful, and make the one who share the content	Drunk driving	Emotion, trigger, Social currency	4.6k retweets and 3.3k favorites	Very popular post
	6/9/2009	Self-post		1 Content is useful, and make the one who share the content	Product safety	Social currency	No reaction	Regulatory Affairs
	2/28/2011	Self-post		1 Content is useful, and make the one who share the content	Product Compliance Engineering	Social currency	No reaction	Regulatory Affairs
	4 months ago	Self-post		1 Content is useful, and make the one who share the content	Product Compliance Engineering	Social currency	3 likes	CE Marking Linked

On Twitter, Doug used many types of content pertaining to STEPPS. He made use of Social currency, Emotion, Trigger and Practical value. His content range from Canadian problem to the condolence of a person, 10 best mobile applications of today, election in Canada, questions and answers about directives, music, world news and the weather.

One type of content was about Canada, his country. Due to this, he was able to make his content unique and take advantage of the triggers. *Triggers* means to make something happen very quickly. Berger's triggers means sights, smells, and sounds that relate thoughts, ideas and make them more top of mind (Berger, n.d). Doug reposted about the Toronto maple leaf. It is on the flag and in sport clubs. Canadian citizen can identify with this symbol. Hence, would repost this post from him if they were to see it. However, it is important to note that, whereas this trigger was indeed a trigger, it had nothing to do with product safety. Therefore, it might not contribute to the promotion of his profile as an expert in product safety.

Doug's contents also offered practical tips. Two examples of this are his posts about 10 best apps today and questions and answers about directives. Doug shared information that made him feel rewarded, according to this interview. Additionally, he also suggested that when it comes to business, experts tend to live in silos. His expertise is industrial machines and he does not step into medical devices. However, he knows people who are experts in medical devices but not in machines. Sometimes they influence each other and make decisions in projects based on the information Doug shared.

On LinkedIn, he posted about product safety and product compliance engineering. In this platform, he participated in discussions because it does not have a word limitation, unlike Twitter. Experts in LinkedIn looked to his post for advice just like the example Schaefer gave, as mentioned in *Defining followers* in this research paper. Schaefer claimed that even though he is



an expert, he is only an expert in marketing. When he wants to find out information about IT, he would look at Danny Brown's blog who he believes to be the expert in this field. Schaefer trust Danny just like others who are staunch believers of Doug's content (Nix, personal interview, May, 2014).

### 3. Alexander Gaffney

Platform	Date	Category 1	Number of posts	Type of content according to STEPPS	Themes of post	STEPPS
Twitter	4/27/2014	Self-post		1 Content is remarkable	Baseball in America	Social Currency
				If share, content can bring social connection	Baseball in America	Emotion
	4/28/2014	Self-post		4 Content offer practical tips and information	Regulatory news	Practical value
				Content is useful	Regulatory news	Social Currency
	4/29/2014	Self-post		6 Content is useful, Content offer practical tips	Regulatory news	Social Currency and Practical value
				1 Content make experts who share the content	BBC news, lethal drug cocktail	Social Currency and Practical value
	4/30/2014	Self-post		4 Content make experts who share the content	Medical devices	Social Currency and Practical value
				5 Content is succinct and provides facts	Judge case about Drug	Social Currency and Practical value
	5/1/2014	Self-post		2 Content is succinct and provides facts	Medical news	Social Currency and Practical value
				9 Content is succinct and provides facts,	Criminal case	Social Currency and Practical value
	5/2/2014	Self-post		Content provides facts in an interesting way	Criminal case	Social Currency and Practical value
				Content provides facts in an interesting way	Snowstorm Cost a Medical Device Company a	Social Currency and Practical value, Stories
				Content is personal and bring social connection	Painkiller	Emotion
				1 Content is succinct and provides facts	Medicine	Practical value
	5/3/2014	Self-post		1 Positive high arousal: inspiration and joy	Baseball in America	Social currency
	5/5/2014	Self-post		1 Content is succinct and provides facts	Medicine	Practical value
				1 If share, content can bring social connection	Personal health problem	Emotion
	5/6/2014	Self-post		3 Content is succinct and provides facts	Medicine	Practical value
				2 Content is succinct and provides facts	Therapy	Practical value
LinkedIn	10 months ago	Self-post		5 Content is succinct and provides facts	Regulatory news	Practical value
	8 months ago	Self-post		5 Content is succinct and provides facts, trigger	Regulatory news	Practical value

STEPPS	Reaction from audience	Note	Summary
Social Currency	1 favorite		Profile shows personality and characteristic. A mixture of positive personal experience and negative personal experience. A variety of contents. Usage of hashtag is consistent. Post usually receive reaction.
Emotion		The person who favorited the post said she was jealous	
Practical value	1 retweet	Uses many "#"	
Social Currency	Average 3 retweets and 1 favorite	Self-promotion by posting article from self-blog	
Social Currency and Practical value		Shows character: "A note to Focus readers: We're getting contents. Usage of hashtag is	
Social Currency and Practical value	637 retweets and 151 favorites	Seemingly about the news but is related to field of special	
Social Currency and Practical value	No reaction		
Social Currency and Practical value	3 retweets		
Social Currency and Practical value	1 retweet and 2 favorites		
Social Currency and Practical value	No reaction	Self-post on twitter but the article is taken from another	
Social Currency and Practical value	4 retweets		
Social Currency and Practical value, Stories			
Emotion	3 favorites	"And here I was thinking that I might make it through a v	
Practical value	3 retweets and 2 favorites		
Social currency	2 favorites	Get personal. Share hobby	
Practical value	2 retweets		
Emotion			
Practical value	2 retweets	The use of hash tag is coherent. Everytime after "Regula	
Practical value	2 retweets and 1 favorite		
Practical value	No reaction		
Practical value	1 like	New about the a country, Brazil	

On Twitter, Alexander posted mostly about medicine and regulatory news. He would sometimes posts about personal experience by sharing his baseball game experience. His content were deemed remarkable and could bring upon social connection among baseball fans. He uses emotion for personal health program and received reaction to all his posts, which is significant compared to all other experts.

Besides emotion, he also made use of social currency and practical value by sharing medical news, law case about drug and therapy. His content fits the STEPPS's Social Currency because they are useful and provide facts in interesting ways. He was very consistence in his tags and, therefore, made it easy for others to understand the topics of his posts. His content seemed to vary, he posted about personal hobby, going to the dentist and drug trial. However, all of them were linked to medicines.

Even though Twitter was limited in word numbers, he was still able to wrap his content in a small story to relate to his audience. Similar to the example about the Subway diet. Jared was so big that he would pick his university courses based on seat size. After he found subway, he lost 245 pounds. Alexander is an expert in regulatory affairs. Sometimes, instead of talking about regulatory affairs, he would say he was going to the doctor. His acquaintances favorite this post and when they talk about him offline, they would talk about medicines as well.

Alexander posted many articles on LinkedIn. All of which were about regulatory affairs and all of them received at least 2 likes.

#### 4. Shawn Watson

Platform	Date	Category	Number of posts	Type of content according to STEPPS	Themes of post	STEPPS	Reaction from audience
Twitter	4/27/2014	Self-post	7	Not STEPPS, only pass on information	New website launch	N/A	No reaction
				Content can inspire positive emotions	Quote about life	Emotion	1 favorite
	4/28/2014	Self-post	23	Content can inspire positive emotions	Quote about life	Emotion	No reaction
				Content Is Useful	Facts about medicine	Social Currency and Practical value	No reaction
				Content Is Useful	Facts about breastcancer	Social Currency and Practical value	No reaction
		Retweet	8	Content Make Experts Who Share The Content Seems Smart	Vaccine	Social Currency and Practical value	6 tweets and 2 favorites
				Content Make Experts Who Share The Content Seems Smart	Vaccine news	Social Currency and Practical value	No reaction
				Content make Experts Who Share The Content Seems Smart, Content is awe:			
	4/29/2014	Self-post	14	surprising, unexpected, mystery,	Information about a disease that effects muscles, which might even lead to dea		No reaction
				Content Make Experts Who Share The Content Seems Smart	Information about vaccines	Social Currency and Practical value	Average 1 reaction
				Content can inspire positive emotions	Quote about life	Emotion	No reaction
		Retweet	8	Content Is Useful	Facts about medicine	Social Currency and Practical value	No reaction
	4/30/2014	Self-post	17	Content can inspire positive emotions	Quote about life	Emotion	No reaction
				Content Make Experts Who Share The Content Seems Smart	Facts about breastcancer	Social Currency and Practical value	No reaction
		Retweet	8	Content Is Useful	Facts about medicine, breast cancer and d	Social Currency and Practical value	No reaction
	5/1/2014	Self-post	15	Content can inspire positive emotions	Quote about life	Emotion	No reaction
				Content Make Experts Who Share The Content Seems Smart	Facts about breastcancer	Social Currency and Practical value	No reaction
		Retweet	6	Content Provides Facts In An Interesting Way	Logistic but presented in a different way	Social Currency and Practical value	3 reactions and 1 favorite
				Content Make Experts Who Share The Content Seems Smart	Information about vaccines	Social Currency and Practical value	No reaction
				Content offer practical tips	Solve Your Toughest Contract Manufacturin	Practical value	No reaction
	5/2/2014	Self-post	14	Content can inspire positive emotions	Quote about life	Emotion	No reaction
				Content Make Experts Who Share The Content Seems Smart	Facts about breastcancer	Social Currency and Practical value	No reaction
		Retweet	8	Content Make Experts Who Share The Content Seems Smart	Information about vaccines	Social Currency and Practical value	No reaction
				Content offer practical tips	Solve Your Toughest Contract Manufacturin	Practical value	No reaction
	5/3/2014	Self-post	8	Same as all the above			
		Retweet	4				
	5/4/2014	Self-post	6				
		Retweet	2				
	5/5/2014	Self-post	15				
		Retweet	6				
	5/6/2014	Self-post	19				
		Retweet	6				
	5/7/2014	Self-post	11				
		Retweet	8				
LinkedIn	No group						

Quote about life fitted the emotional aspect of STEPPS. According to Berger, this belonged in the awe category. People feel inspired after reading the quotes, identified with them and therefore, they share. However, it depends on the quote because not all quote can inspire and it



depends on the person's mood for that quote to be inspiring. In reality, when looking at Shawn's profile, he barely received any reactions. Out of six Emotions posts (STEPPS), he received 1 favorite.

This can be explained by Berger's theory. Through data analysis, Berger concluded that contents at the end of the spectrum receive high arousal or like an extremely funny video ("David after Dentist or the classic "Charlie Bit My Finger") which are so funny and so relatable that they went viral. A quote on life, if not used correctly cannot produce extreme arousal, may it be high or low arousal.

Besides emotion, he also posted content that fitted into Practical Value. "How to solve your toughest contract manufacturing challenges", for example, can be seen as a practical tip. As mentioned earlier, practical tips make the receiver feel good. This type of content has a narrow audience scope, therefore, people are more willing to pass it on to a specific person that comes to their mind.

Facts about medicines/breast cancer/diabetes fell into the categories of social currency and practical value. Social currency means "the entity of actual and potential resources, which arise from the presence in social networks and communities, may they be online or offline (Berger, n.d). By providing these news on such subjects, Shawn was able to acquire social currency. The reason was similar to what Doug said in his interview; experts in other fields tend to seek information from those they view as proficient in sectors they lack knowledge in.

In summary, Shawn presented a mixture of quotes and news. His contents fell into the Social Currency, Emotion, and Practical Value criteria of STEPPS. However, even though he made use of STEPPS and had a multiplicity of followers, his posts still received no reaction. He did not participate in any LinkedIn group chosen for this research paper.

## 5. Han Zuyderwijk

Platform	Date	Category 1	Nu	Type of content according to STEPPS	Themes of post	STEPPS	Reaction from audience
Twitter	8-Jan	Self-post	3	Content Is Useful	News about EU product safety	Social Currency	2 retweets
				Content Provides Facts In An Interesting Way	Product safety	Social Currency	
				Content takes advantage of existing triggers		Triggers	No reaction
	12-Jan	Self-post	1	Content Is Different	Introduction of new flipboard n	Social Currency	No reaction
	15-Jan	Self-post	1	Content Is Useful	News about REACH	Social Currency	No reaction
	1/16/2014 - 1/28/	Self-post	8	Content Is Useful and practical	News about product safety, reg	Social Currency and Practical Value	No reaction
	4-Feb	Self-post	1	Content is useful, Positive high arousal: awe, i	Youtube video about concentra	Social Currency and Emotions	1 retweet and 1 favorite
	9-Feb	Self-post	9	Content Is Useful	News	Social Currency	No reaction
	19-Feb	Self-post	1	Content Is Useful	Radio interview that provide in	Social Currency	2 retweets
	24-Feb	Self-post	4	Content Is Useful	News and in-depth analysis	Social Currency	No reaction
		Retweet	1	Content Is Useful	News	Social Currency	5 retweets and 2 favorites
	2/25/2014 and 2/	Self-post	4	Content Is Useful	News	Social Currency	No reaction
		Retweet	1	Content Is Useful, Content is different	News, life streaming, live semi	Social Currency	13 retweets and 3 favorites
	27-Feb	Self-post	2	Content is Useful	EMC directive	Social Currency	No reaction

	29-Mar	Self-post	1 Content is Useful	News about CE product but the	Practical Value	No reaction	
	3/30/2014 - 3/31/	Self-post	3 Content is Useful	New reference number	Social Currency and Practical Value	No reaction	
	3-Apr	Self-post	1 Content is Useful	Video editing	Social Currency and Practical Value	No reaction	
	9-Apr	Self-post	1 Content is Useful	Machinery directive	Practical Value	No reaction	
	18-Apr	Self-post	1 Content is Useful	Machinery directive	Practical Value	1 retweet	
	19-Apr	Retweet	1 Content is Useful	CE marking	Practical Value	2 retweets and 1 favorite	
	22-Apr	Retweet	4 Content is Useful	Construction site	Social Currency	3 retweets	
			Content is Useful, Content is different	Health and cherry tomato	Social Currency and Practical Value	1 retweet	
			Content is Useful and Content Make Experts W	Russia and Ukraine	Social Currency	1 retweet	
			Content is Useful and Content Make Experts W	Electric Leaf Blowers	Social Currency	3 retweets and 1 favorite	
	4-May	Self-post	1 Content is Useful	Machinery directive	Social Currency	No reaction	
	5-May	Self-post	2 Content is Useful	Machinery directive	Social Currency	No reaction	
		Retweet	1 Content is Useful	Machinery directive	Social Currency	3 retweets	
	6-May	Self-post	2 Content Is Surprising	CE marking is everywhere	Social Currency	1 retweet	Can be trigger if r
LinkedIn	16-Apr	Self-post	1 Content is Useful	Interview with an expert	Social Currency	No reaction	Authority Engine
	11-Apr-12	Self-post	1 Content is Useful	New list of harmonized standar	Social Currency	2 likes	Authority Engine
	December	Self-post	1 Content is Useful	EMC directive	Social Currency	No reaction	Authority Engine
	10/14/2011	Self-post	1 Positive high arousal: awe, inspiration, joy, lov	World Standards Day	Emotions	1 like	CE Marking
	1-Nov-11	Self-post	1 Content is Useful	Video	Social Currency	1 like and 6 comments	CE Marking
	20-Nov-11	Self-post	1 Content is Useful	News in the form of a video	Social Currency	No reaction	CE Marking
	11-Apr-12	Self-post	1 Content is Useful and Practical Value	EMC directive	Social Currency and Practical Value	3 likes	CE Marking
	5-Jun-12	Self-post	1 Content is Useful and Practical Value	Machinery directive	Social Currency and Practical Value	No reaction	CE Marking
	22-Jun-12	Self-post	1 Content is Useful and make the person who pc	Law case	Social Currency	4 comments	CE Marking
	December	Self-post	1 Content is Useful and Practical Value	Declaration of conformity	Social Currency and Practical Value	6 likes and 11 comments	CE Marking
		Self-post	1 Content is Useful and Practical Value	EMC directive	Social Currency and Practical Value	No reaction	CE Marking
	17/04/2014	Self-post	1 Content is Useful and Content Provides Facts In	EMC directive	Social Currency	1 like and 1 comment	CE Marking

On Twitter, most of Han's contents fall into the social currency category. He provides news, free webinars, and practical tips. All of his content is useful.

Like Shawn, Han's content provides news. News provide other experts and non-experts with quality information. This not only make Han feel good about himself, but it also make him very knowledgeable and those who repost his posts seem knowledgeable as well. His twitters did not receive many reactions because he did not retweet much of others' posts. All other experts in this study regularly retweet tweets that might be the reason for them receiving so many followers. Take Stacey, for instance, she retweeted 24 tweets in one day.

Han's post does not reveal much personalities. Within STEPPS, his content mostly fall under the categories of social currency and practical value. Nevertheless, it must be mentioned that

his contents provide many tips in different forms. Ranging from written news, webinars and interviews. He has great content, however, he has not been focusing much on Twitter.

On LinkedIn, like other experts chosen in this research, his content are useful and have practical value. His posts receive many reactions on LinkedIn. In December 2013, he received 11 comments and 6 likes when he posted news about Declaration of conformity. It seems that on LinkedIn, there are more conversations taking place because of unlimited space allowed per post and comments.

## 8.2. Analyze to see if STEPPS works in the CE compliance service

Berger claimed that the recipe for how to make things go viral is embedded in the STEPPS approach. “Product or idea that contain social currency, and are triggered, emotional, public, practical valuable and wrapped in stories” are six principles guiding ideas to get talked about. In order to see whether STEPPS work in the field of CE compliance service, it is important to look at how STEPPS fit into the five influencers’ contents and find out the correlation between followers’ reactions and the STEPPS content shown. After assessments have been made, it was concluded that some criteria of STEPPS do work but some are easier to implement within the CE compliance service sector.

### 1. Social currency

Social currency works because it is used by all the influencers. Within the table showing which STEPPS criteria are used by which influencers on page 61, social currency is one of two STEPPS criteria that all influencers use. Social currency is when content is useful. All these influencers use this aspect to provide useful news in their area of expertise. They became popular in social media because of the number of people who set up links to their profile by following them on Twitter to automatically receive news that they generate. This is one of the definitions of popularity provided by Schaefer (Schaefer, 2012).

The content that some of these influencers use are remarkable. One of Doug’s retweets was about drunk driving. It shows two pictures of two cans of beers, as can be seen below. One of them has a picture of a kid printed on it. The other one showed an opened beer can and the kid is gone. This is powerful because it figuratively shows how drunk driving can take lives. The person who shares the post shared it because he wanted to spread the message.



Besides this, he also wants to look good sharing it as well. By sharing this pictures, it showed that the person cares about this issue. This shape how people perceive him, as a person who is against drunk driving, in other words, a good and genuinely kind person.

Back to the CE compliance service; in Dough's case, if he has shared a picture of something similar but in the case of machinery safety, it would have been more beneficial. One can show a picture of a person using a machine. Another picture shows his wife and children crying next to the machine and there is a message saying "working safety. Make sure your machinery is checked according to EU standard". This can be remarkable.

## 2. Triggers

Triggers can work, however, when looking at the influencers' profiles, no one but Doug made use of this trigger on his Twitter account. No one on LinkedIn used it either. Taking only Twitter into consideration, Doug posted about Canada and retweeted about Canada as well. The retweet about the Toronto maple leaf had many reactions in terms of retweets and favorites. Maybe it was this that triggered a sense of belonging and patriotic in the viewers, that was why it received so many reactions. However, due to the scope of this research, the researcher could not measure if this is so because it is impossible to send out a survey to all those who reacted to this post and get credible statistics to answer this question.

However, *triggers* can be incorporated into the contents. *Triggers* is top of mind, tip of tongue. Similar to the example provided in Trigger definition, the students were coerced into eating vegetable because they saw the cafeteria tray as a trigger. It can be an idea to show picture of objects with the CE mark (something CE marking has been doing on Facebook). However, on

Twitter. With this, viewers will see the CE marking as part of everyday ordinary object. Most importantly, they will see that the CE mark is within the object showed. If the CE mark is showed enough time, they will become subconsciously embedded in the mind of the viewers and they will see CE mark in every single everyday objects in real life as well. This is when content takes advantage of existing triggers and link the trigger object to the CE mark, to the cemarking.net brand.

### 3. Emotions

Of the five influencers, four out of five have this aspect within their contents. Doug, Alexander, Shawn and Han. Emotions work because just like the example provided in this section about social currency, it can drive people to share. The importance about sharing, though, is that people share what is pertinent to the brand. Just because people share, does not mean there is a return in profit.

Alexander sometimes shares about his experiences going to the doctor, which interestingly received favorites from his followers. This type of content can bring social connections and bonds. It created an image of a typical, down to earth person even though most people might not have met him in real life. Needless to say, going to the doctor does not have anything to do with regulatory affairs.

### 4. Public

Public is the base of social media platform. It is the reason why the number of followers and likes are linked to website. It is there to show social proof. Public is proof that others back up content and popularity. Humans are creatures of imitation, the more followers, the more reactions to someone's post, the more of a catalyst to push others into liking or reposting the posts on LinkedIn and Twitter.

Shawn is somebody with many followers. This can give him proof that he is big on social media. However, if looked into his contents, they did not receive much reactions, hardly any. He made time to repost information from other people, but most of his posts are from a limited source, those of his own company. Public within STEPPS works because it is the base of all social media platform. If the influencer has this tool in hand, his posts will reach more followers and followers will be more willing to pass on his information.

### 5. Practical Value

Practical Value is something that is used by all influencers, therefore it works. Practical value helped Han receive the most reactions out of all of his posts. He always receives twice as much favorites on Twitter and likes on LinkedIn when he shares practical value. This is the same with all the other influencers, such as Alexander who always has more than two likes for his practical value posts, Doug, Stacey and Shawn as well. All these influencers posts contents that offer practical value. Like what Doug said in his interview, practical value give viewers a taste of the service experts are offering so that they would come back for more (Nix, personal interview, May, 2014). Practical value that is succinct and offers practical tips is one of the STEPPS that is used most often by influencers, therefore, it must work.

## 6. Stories

Stories is one of the hardest to achieve on Twitter because of the 140 word limitation and on LinkedIn, most influencers post news and practical tips. Nevertheless, Alexander was able to create content that made use of this STEPPS criterion. As mentioned earlier, he was able to put a context in his content by saying he was going to the doctor. When his acquaintances saw this post, they liked it and might talk about him going to the doctor. Nevertheless, this was not 100 percent apparent like the subway story that went viral because stories like Alexander going to the doctor will not receive a million retweets, only two.

### 8.3. Connect two step-flow with STEPPS

Two step flow of information states that opinion leaders consume the most media output, discuss themes among themselves, filter out information to the public and affect the way the public make decisions. STEPPS explains why we share and why things go viral. Through years of research, Berger was able to blend together what he thought was the recipe for success in

viral marketing. His idea is “products or ideas that contain social currency and are triggered, emotions, public, practical value, and wrapped into stories are six principles to guild viral ideas.

Two step flow approach in correlation with STEPPS is the perfect mixture of how to become an influencer online. As mentioned earlier in the methodology, two steps-flow were used to create the influencers characteristic which guide the identification of influencers. STEPPS where used to access their contents for the purpose of understanding what they did that made them popular online. The two sets of criteria blend together creates a framework for the recommendations in the next chapter.

## 9.Recommendations and conclusion

Within this chapter, the conclusion from case study I, II and III is given as well as the recommendations for cemarking.net.

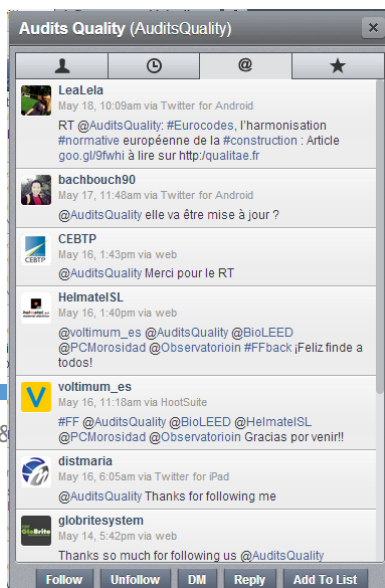
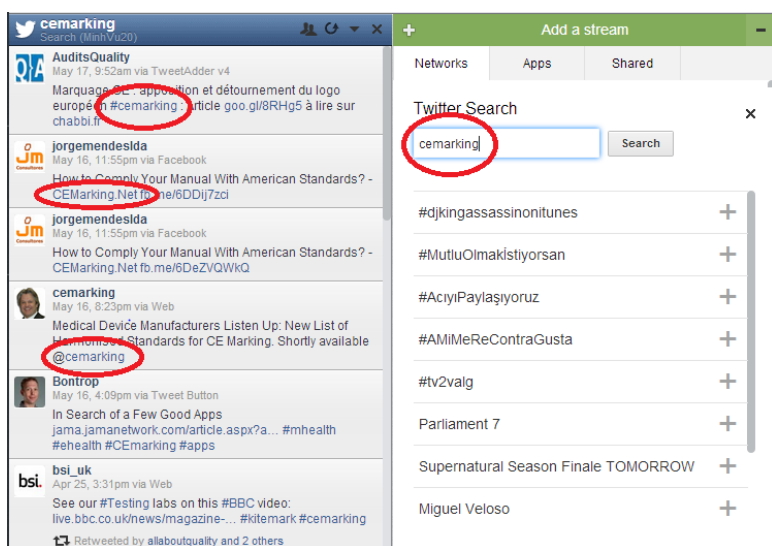
### 9.1. Conclusion from case study I, II and III

Through research, it was concluded that in order to be successful in becoming an influencer in the CE compliance service, cemarking.net should create a content strategy in line with a



network strategy. Content strategy would include all the information deemed important to the consumer (Schaefer, 2012). This content strategy will be guided by STEPPS because, as seen through the usage of STEPPS among the four influencers, STEPPS work. The network strategy are the tools readily accessible to share the content (Schaefer, 2012). This will be guided by the characteristic benchmark created by the influencers network theory.

Case study I emphasized the experts as the subject of study. Case study I drew out the experts' characteristic benchmark, which was used to find experts in case study II. It can be concluded that there are experts in the field of CE compliance service who fit the characteristic benchmark criteria and case study II showed how that can be done. Hootsuite is a free tool. To watch the conversation, one can search within Hootsuite for the keywords such as cemarking or compliance service etc. There, one can find out who has been posting about this topic. When clicked on the person's name, a window will pop up showing how many followers he/she has, his timeline, his mentions and who he favourite.



This is how social media tools can support to identify influencers and what they are talking about. Through using Hootsuite, the researcher can find those with many followers, check out their online interactions and base on the influencer profile below, find the influencers.

In order to capture their attention, retweet their posts if their posts are interesting, follow them. What is most important though, is that cemarking.net is able to create excellent content. This can be guided with STEPPS which is incorporated in the next section. Profile of the influencer.

## 9.2. Profile of the influencer and STEPPS

**This profile of the influencer will help to understand the big picture of what the influencers chosen in the study did correctly. As well, it will provide a framework to choose which influencer to work with to advance the transformation of content. Additionally, it provides recommendation on how to post information on Twitter.**

### 1. Active on social media

Stacey Bowers, Doug Nix, Alexander Gaffney, Shawn Watson and Han Zuyderwijk are all active on social media. According to Doug, his marketing budget as a consultant is small. This situation applies to most consultants in this field, therefore, they use social media to promote their service and to reach all customer touch point.

### 2. Post his own content and repost other people's content on Twitter

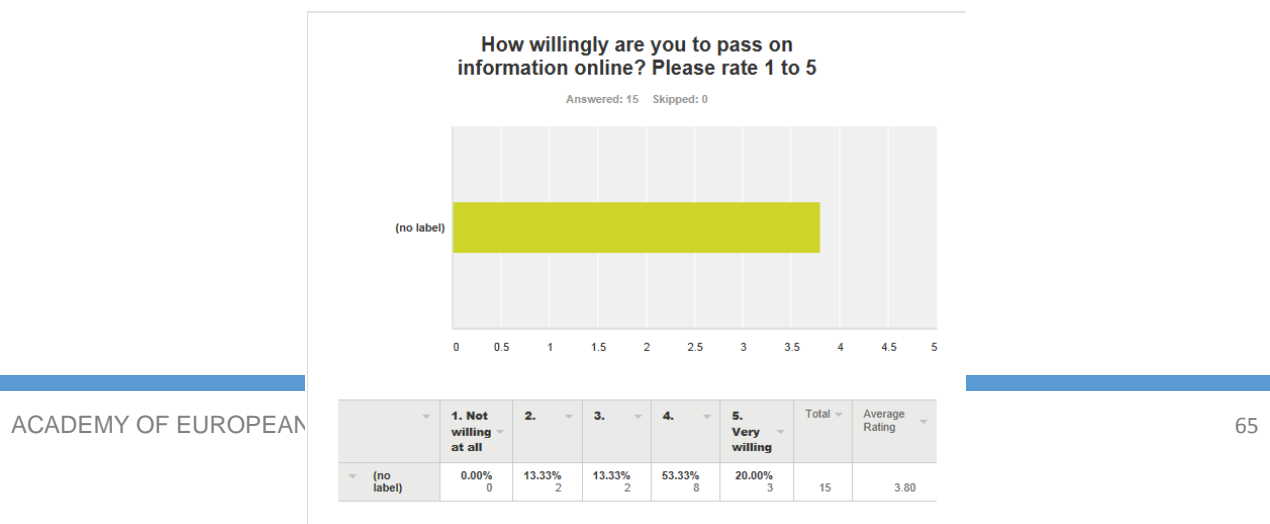


Table E – How willingly are the influencers to pass on information

All the influencers in this study post their own contents and repost others content. Table D shows how willingly the influencers are to pass on information and it can be concluded that most of those who answered the surveys are willing to pass on information. More than 50 percent of the respondents rated a 4 out of 5 with 5 being very willing.

The only differences between them are the number of post and repost they produce and sustain every day. From looking at the five influencers, the researcher can see that 42 retweets a day can be too much. Of all the influencers, only Stacey posted 42 tweets per day. Although she received many followers, her 42 retweets did not drive much reactions to her own posts and it can be viewed as spamming to be constantly receiving many posts from one person.

From assessing the influencers, it was concluded that around 10 self-posts on Twitter per day is average. This number was taken from Alexander and Shawn's account as they were the two with the most constant posts. Alexander posts around 7 self-posts per day and Shawn posts around 15 self-posts per day. As for retweets, they were also the two most constant people of the influencers with Alexander retweeting 2 times a day and Shawn 8 times a day. Therefore, the researcher believes the number of 5 retweets per day is appropriate.

Alexander is someone who is very consistent in the usage of Hashtag. Within posts about medicine, he makes sure to tag three things every single time: #FDA #Biotech #MedDevice. It can be seen that almost all posts with these tags receive reactions in terms of retweets and favorites. Therefore, cemarking.net, when posting information on Twitter, should make consistent use of hashtag.

### 3. Regularly talk about CE regulatory compliance online and offline

Through the interview with Doug Nix and contacts with Han Zuyderwijk, it was concluded that influencers talk about CE regulatory compliance many times a day. They are passionate teachers and would like to spread knowledge and teach others. It is not all about selling. Ultimately, of course, everyone would have to make a living but these two are the same because they care and it makes them feel rewarded to share information that help others. Their job is enjoyable because they can work and help people at the same time.

Through studies done by the University of Pennsylvania, “social metric leaders”, or key igniters are kind people who are widely known in the local community as people who listen and help their colleagues. Translate this to the online world, influencers or, in this case, social metric leaders are those who show that they care about their audiences and customers. This notion can be shown through providing feedbacks, comments, and advices. It is worth connecting with people who show they care online because social metric leaders, according to the study, are more willing to share contents from others. Similarly, Doug mentioned in his interview that he would be willing to share contents from others. Doug and Han also worked with each other to create excellent content and help each other promote them. Network strategy should be made containing those like Han and Doug who are willing to work with each other towards a common goal.

Needless to say, there are communities on LinkedIn where groups are made up by experts and non-experts. However, not all these experts collaborate with each other. In order to assess who should be contacted, it is worth it to look if they fit the characteristic benchmark.

#### 4. Receive reaction from other experts on LinkedIn and Twitter

All the influencers in the study post contents on LinkedIn and Twitter. All of them receive some form of reaction to their posts. These might be likes, comments, retweets, favorites. Stacey, Doug, Alexander, Shawn, and Han all received both likes and comments from other experts in their LinkedIn posts. Doug shed lights on why experts read other experts’ posts during his interview. He said that within the business, experts tend to live in silos. His area is industrial machines and he does not step into medical devices. However, he knows those who are. They sometimes influence each other through reading each other’s articles (Nix, 2014).

**STEPPS were chosen to evaluate influencers’ online contents. Again, STEPPS is social currency, triggers, emotion, public, practical value and stories. Through studying the five influencers, it was concluded that STEPPS works but some criteria are easier to implement than others. Therefore, in this section, STEPPS will be used for the recommendation of what type of content to post on Twitter and LinkedIn and how to post them.**

#### 1. Social currency

Stacey, Doug, Alexander, Shawn and Han all used social currency. Stacey posted about a number of topic ranging from ISO certification, to cartoon, to online shopping and toy safety. Doug posted about Canadian problems and news about directives. Alexander posted many news about medicines and his trip to the baseball match. Shawn posted about news and facts. Han posted about news and facts as well. Since these tips work, cemarking.net should continue to make use of social currency. Social currency makes the senders feel good.

The content that can go in this section can be:

- Regular news about CE regulatory affairs with consistent hashtags.
- Remarkable advertisements, such as the drunk driving ads provided by Doug:  
It is of paramount importance to post interesting information. But information pertaining to the area of CE marking because it has to fit in with the stories.  
Therefore, the drunk driving picture can be mounted into a picture of a person using machines. The second shows his wife and children crying next to the machine with a message "Safe work environment. Make sure our machinery is checked according to EU standards".
- Facts can be posted using infographics.
- Sometimes, retweeting other information that the influencer care about is fine as well. Stacey posted about shopping, Alexander posted about baseball and Doug posted about Canada and his daughters. These type of information give characteristic to the profile. It makes the twitter profile seems like it was run by a person, not a machine and therefore would receive more follows (Schaefer, 2012).
- Post things that make the senders, or the people who would be passing on your post feel good, feel smart, rewarded.

## 2. Triggers

Triggers were only used by Doug. He reposted a number of posts about Canada. These posts of the Canadian maple leaf triggered patriotism within Canadian citizen, especially during the ice hockey season, which led to emotion and social currency for the person who posted it. Additionally, public also played a part in the popularity of the post because it received so many likes.

Triggers can be incorporated into the content. Triggers is top of mind, tip of tongue. Similar to the example provided in Triggers definition, the students were coerced into eating vegetable

because they saw the cafeteria tray as a trigger. It can be an idea to show picture of objects with the CE mark (something CE marking has been doing). With this, viewers will see the CE marking as part of everyday ordinary object. Most importantly, they will see that the CE mark is within the object showed. If the CE mark is showed enough time and with a message like the example Berger did, they will become subconsciously embedded in the mind of the viewers and they will see CE mark in everyday objects in real life as well. It is great that Han posted a message with CE marking is everywhere because when people see the object, they will think about cemaking which is almost the same as cemarking.net. This is when content takes advantage of existing triggers and link the trigger object to the CE mark, to the cemarking.net brand.

The content that can go in this section can be:

- Posts with trigger words. These words should relate to things the viewers would see in his everyday life.
- Link certain posts with triggers in everyday life. For example, link CE mark with everyday objects. Or link these objects to everyday people who use them: workers, moms, babies, doctors. CE mark is everywhere and everyone uses them. They help to create a safe environment for everyone to live in.
- If best, these triggers can be in the form of pictures to tell stories and conjure emotions.

### 3. Emotions

Emotions were used by Doug, Alexander, Shawn and Han. Doug posted about his family, the condolence of somebody. Alexander posted about baseball and personal health problem. Shawn made use of quotes and Han posted about World Standard Day. These stirred up emotion because posting about his family made people think about their family and this stirs up emotion. This is positive emotion but not high positive emotion. Alexander, Shawn and Han's contents are all emotions but not awe, not high arousal or low arousal. However, as seen through their Twitter reaction, Alexander received the most reaction for his emotional self-posts. It would be advised to use emotion however, in the context of CE marking.

The content that can go in this section can be:

- Contents that stir up either really high arousal or really low arousal. Not in between.
- For example:



- This picture has 4.6 thousand retweets and 3.4 thousand likes. Why? Because it infuses people with emotions. Low arousal because people feel extremely saddened and angry because the child on the bike got killed by a drunk driver. Similarly, to evoke emotions, one can show a picture of a person using a machine. Another picture show his wife and children crying next to the machine and there is a message saying “working safety. Make sure your machinery is checked according to EU standard”. This type of post can evoke low arousal. And because it is about CE safety standard, it fits into a story line therefore, when people share, they would have to fit CE regulatory standard into the story as well.
- Make sure that it tells a story. When people look at this content, they can relate it to something as well.

#### 4. Public

Public is the reason why social media platforms are incorporated into marketing strategy of many firms. It is to give social proof. Humans are creatures of imitation, the more followers, the more reactions to someone’s post, the more of a catalyst to push others into liking or reposting posts on LinkedIn and Twitter. All the influencers used this aspects to their advantage. Han has already incorporated a social media Facebook button on his website. However, as his twitter followers are growing to 258, cemarking.net should put a Twitter button on their website as well.



Within LinkedIn, the aspect of public also matters. However, as all the influencers only post their own information on LinkedIn and leave comments, it is advisable to post articles on LinkedIn and leave comments there as well.

The content that can go in this section can be:

- Number that shows the content has people back this up by using @. For example: Stacey did this when she posted information in her account. She would include a @person's name. This shows that the person is backing her content up. Similar to Stacey, Shawn would sometimes do this as well. In the case of cemarking.net, it is worth it to try to @name of the person who help write the content, or @name of the person who is in the video. This shows other experts are involved and provide social proof to others who are receiving the contents.
- Sometimes, retweet other's tweet. This is called reciprocity. If person A likes or retweet person B's posts enough time, person B will notice and will feel bad if he does not do the same thing. This reciprocity theory was studied and repeated many times in marketing according to Schaefer (Schaefer, 2012). Remember, the more followers, reactions, the more social proof one will receive.
- Post feedbacks from past-customers. This way, new customers will receive proof that the service really does help.

## 5. Practical value

Like social currency, practical value is used by all influencers. Practical value helped Han receive reactions for his posts. Han always receives twice as much reactions on Twitter and LinkedIn when he shares practical values. Alike Alexander who always receives more than two reactions for his practical posts. Therefore, practical value is something that works and should be used to become an influencer in the CE compliance service.

The content that can go in this section can be:

- Practical value that is succinct and offer practical tips
- It should give a taste of the services experts are offering, according to Doug's interview
- It can be in written form as well as in a video form

## 6. Stories



Stories is something used by Alexander. He used stories to express his contents. Stories are context. He posted his content in a context by saying he was going to the doctor. This is something that was personal to him. He had to go for a check-up. In a way, this is talking about doctor which makes us think about medicine. Doug also had stories in his posts. This was the post about drunk driving. The stories was about a little boy who had been killed by a drunk driver. This evoked low arousal: anger from people. Some say picture speaks a thousand words. On LinkedIn and Twitter, the researcher would recommend posting a picture or a video to tell the stories. The story has to be remarkable and people have to talk about the cemarking.net brand.

For example, one can post up a video of a toy with CE mark vs. a toy without CE mark. The toy with CE mark does not fade out any color whereas the toy without the CE mark fade out color. If a child plays with it, and put it in his mouth, it would be dangerous. This story is not only viral but also valuable to know. It evokes emotions because it can harm a child due to the chemical.

The content that can go in this section can be:

- Remarkable stories that is linked to the brand itself.  
For example: a story from a past user who was able to get the CE marking, enter the EU market and it changed her life. Because it is about the CE mark, cemarking.net is embedded within the brand. It has the emotion aspect because it is motivational, it changed a life.
- Personal stories that evokes emotions like Alexander's
- A picture that tells story like Doug's

### 9.3. Conclusion

Viral marketing is not an easy phenomenon to grasp and master. Excellent content alone does not resonate without a royal audience base and having a large number of followers does not guarantee big online social influence. Nevertheless, by mastering both the content and the network, success can be reached. As seen throughout the course of the study, some influencers in the field of CE compliance service are online. Of these people, those who fit the description provided by the characteristic benchmark, will most likely be willing to share information. This is most likely because they fit the social metric leader profile. They are the most influential people according to what others think of them. They are also genuinely nice people and this shows through their online profile, online activities as well as in personal interactions. Additionally, through meticulous observation, it can be concluded that if an expert

do not share information in the form of retweet, they will not get so much reactions from others in the form of reciprocity (definition of page. 63) and their online content will not be diverse, which can lead to a lack of online characteristic and mundane information.

Besides connecting with these influencers, content is also important in becoming an influencer. Even more so when cemarking.net's marketing strategy equates to content marketing. Having completed the research, it can be concluded that STEPPS criteria does work within Twitter. Within LinkedIn, the author would advise cemarking.net to continue posting consistent information, comment on posts and post information according to STEPPS as well. It can be observed that:

1. If a content has a trigger word, can stir up emotions, has social proof that others like the content, and is wrapped up in a good context, it can and will make others who share the content feel good and therefore share the content.
2. If a content is useful and has succinct practical value, has social proof that others like the content and can make both the sender and the receiver of the content feel good about being able to help and be helped, it can and will be shared.

Success can be achieved through harnessing the power of influencers. Han Zuyderwijk is already an influencer in his field. He fits the description. In order to have more influence, STEPPS can help him to achieve more reactions on Twitter and LinkedIn. If this is consistent, his follower base will grow and so will his influence and social proof; which will, in turn, lead to a return of influence.

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## Appendices

### 1. Abbreviations

CE	Conformité Européenne – a conformity marking for different products sold within the European Economic Area.
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QMS	Quality management system
ROI	Return on investment
STEPPS	Social currency, triggers, emotions, public, practical values, stories

## 2. Doug's Interview

1. Do you consider yourself an expert in the field of CE compliance service?

I think I have become one. It has taken a long time. I have been doing this work since 1996 and I have spending the first year doing nothing but taking courses and reading standards and reading legislation and just try to make sense of everything I was looking at. And at that point there was no guidance. So try to understand how everything fits together was really difficult. And so one of the thing that I think I bring to my client is the ability to see the bigger picture. I understand how the entire landscape fit together and so I can explain to them how machinery directive interact with EMC or with pressure directive. And that is something that takes a long time to develop. I think that's how I become an expert.

2. Do you study this in university?

I am a certified electrical technologist. That's a 3 year diploma and I've been in the industrial automation field since 1991.

3. Do you post your content or repost others content on the platforms provided?

I use everything. I don't use Facebook much. LinkedIn I use a lot and Twitter I use a lot. The most successful thing I do is blogging. I know I have reader from all over the world.

4. You have a website and the blog is linked to the website.

Website is like a corporate brochure. What drives traffic mostly is the blog.

5. Do people go on your Twitter account then go into your website?

I have not seen a lot of cross over from Twitter to the other account. I would link Twitter to LinkedIn sometimes. I would see people from LinkedIn turning directly into a lead or people from the blog turning directly into a lead. What I find is that the people who come to the blog don't comment there directly because sometimes they have a specific question about a type of machine or their factory and they don't want anybody to know about that. What I find is that they will contact me by email and say hey I have this question. Can you explain that to me? And sometime I would see that it is a really good question and I would turn that into an article.

6. Do you have a service where you can consult your customer?

Yes we do. The issue with being in a consultancy company is that our budget is tiny. It is literally less than a few hundred dollars per year. So in order to become known. The only

real effective way to do it is through social media. It takes time but it is not direct cost. So that has been our main way of advertisement and main way to drive traffic and so the idea behind what I post on the blog is that they are technical and they are often for free so you get a free taste of the kind of consulting business you might get. But they are not personalized. If you want a specific answer to your question than you need to talk to me directly.

7. What do you feel when you post or reposting good content? Do you feel good about yourself? Do you feel rewarding?

Yes. I wrote the blog because I love to write. That makes me unusual as an engineer. That is one of the thing that makes me really unique. When you consult you write a lot of reports. The advantage to a blog is that it gives you a creative outlet.

8. In general, how often do you talk to others about CE regulatory compliance? Who do you talk to?

At least daily. Sometimes more than that.

9. On LinkedIn, how do you participate in discussions?

I do post links to my article and I post link to articles which I think people might get benefits from. And I participate in quite a few discussions. The big groups that I participate in would be the product and safety engineering system. There is one for the machinery directives and there is another one on functional safety. Those are the main ones that I contribute to. So often time, what happens is someone, one of the regulars in the group or someone would post and then we end up discussing. So I often participate in those.

10. On Twitter, how do you participate in conversation?

I would do more of that if I see that there are more conversations starting that way. What I find is that there are a fairly small group, sort of cross post with each other. There is someone in Italy and a couple of others like that and we tend to post each other's articles. There's quite a few people, users in Australia and we tend to share information. But I really have not have the experience of having the conversation through Twitter. You know we will share information but it is missing this ongoing conversation which is sometime I actually expected but has not really. Also the topic that we discuss are often complicated and it is often difficult to have a complicated conversation within a verse of 140 characters.

11. Do you have a Twitter and LinkedIn social calendar where you plan out all your post?

I think that would be a great idea. Although I have never taken the time to do it. I usually spend the first hour of my day looking into these various social media outlet that I use and responding to anything that I see. So if I see anything that are interesting. Things that I would really want to pass on. It will usually be a direct respond thing. I do use Hootsuite and when we have a training event or something like that planned then I'd normally schedule a series of tweets and put them in Hootsuite. In that way it happens automatically.

12. How willingly are you to pass on information online?

Oh yes. Definitely.

13. Have you ever just pass on information without reading it first?

No I will not retweet unless I read the associate materials. I am really aware and so I make sure that everything I retweet I make sure they are good.

14. Do you every feel like you an influence people in doing or thinking a certain way?

And how do you know that?

Yes I have seen indications from people that shows they make decisions or choice in their projects based on the information that I share.

15. Those people are experts in the field or those people are non-experts?

I would say both. What I tend to find within our business is that we tend to live in silos. My area of expertise is industrial machines. I don't step into medical devices but I know people who are experts in medical devices but they don't know anything about machines so sometimes we influence across those silos.

Linked listen to the interview:

<https://www.dropbox.com/s/j796yeh5gx0y97v/Interview%20with%20Doug.m4a>

### 3. Online survey of 15 influencers

## **General information**

Target audience: experts in the field of CE compliance service

Aim: To find socio metric leaders' character traits and online activities.

1. Who is more willing to pass on information, self-reported opinion leaders and socio metric leaders?
2. Test the characteristic traits of a socio metric leaders in the online world; to ultimately build their online profile
3. Find out which online platform do these experts use. If they are online at all.

Plan: Use a tool like survey monkey to send out survey to 100 people.

## **Email**

Subject: Determining online social influence. I need your help. Thank you.

Dear Mr. Zuyderwijk,

I am an undergraduate student at The Hague University of Applied Sciences (THU) in The Netherlands.

For my final project at THU, I am researching how to become an influencer in the field of CE compliance service and whether normal marketing tactics used in the consumer goods and services sector can be applied to this yet conservative field.

Please [click here](#) to fill out the survey.

It will only take less than four minutes to complete the survey. Your data will be kept strictly confidential (used only for the purpose of research for this project).

If you have any questions or concerns, please contact me at: [mvuas10@gmail.com](mailto:mvuas10@gmail.com).

Thank you very much for your participation.

Best regards,

**Minh Nhat Vu**

Student at The Hague University  
Academy of European Studies

## Survey

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In an effort to understand how to become an influencer in the field of CE compliance service, this survey was conducted. It will only take less than four minutes to finish this survey. Your data will be kept strictly confidential (used only for the purpose of research for this project).

If you have any questions or concerns, please contact me at: [mvuas10@gmail.com](mailto:mvuas10@gmail.com)

Thank you for your participation.

### Survey questions

1. Do you consider yourself an expert in the field of CE compliance service?  
Yes  
No
2. Do you post your content or repost others content on platforms provided?  
I post my own content  
I re-post others content  
Both of the above  
I consume content but do not post them on my online account
3. Does reposting good content on your own account make you feel helpful and rewarding?  
Yes  
No  
I don't know
4. In general, how often do you talk to others about CE regulatory compliance?  
Online      Very often      Sometimes      Never



Offline      Very often      Sometimes      Never

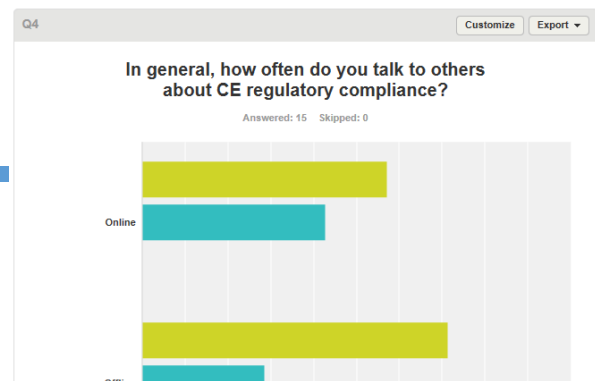
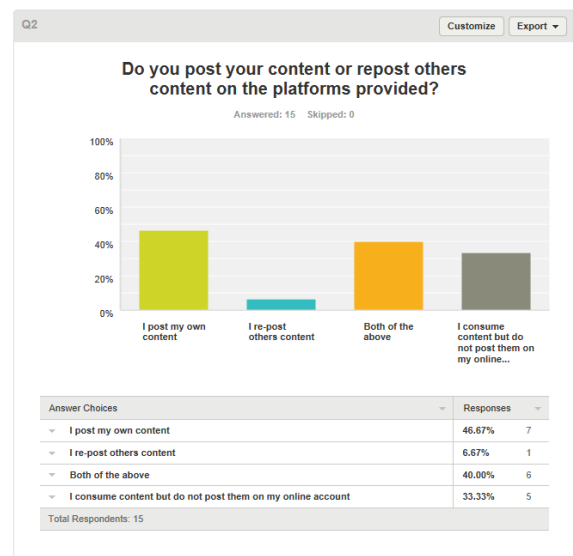
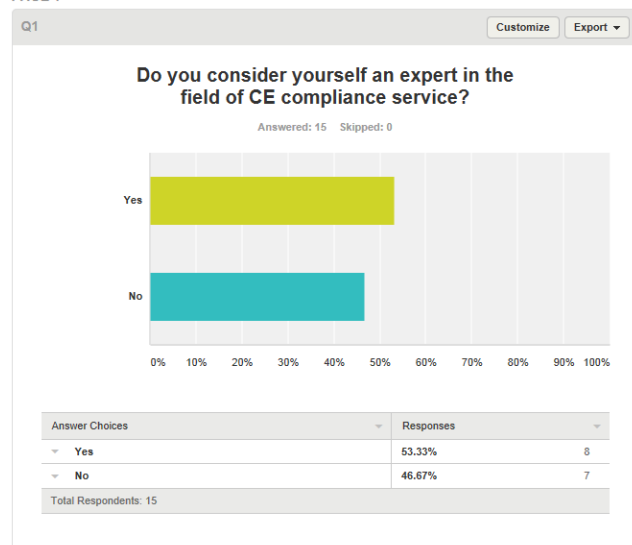
5. On LinkedIn, how do you participate in discussions?
  - I post articles on LinkedIn groups
  - I post articles on Pulse
  - I answer questions on LinkedIn groups
  - I ask questions on LinkedIn groups
  - I don't participate in discussions
6. On Twitter, how do you participate in conversation?
  - I post my own content from my website
  - I repost others content
  - I favorite others tweets
  - I don't participate in conversations
7. Do your posts often get reposted or commented on from others?
 

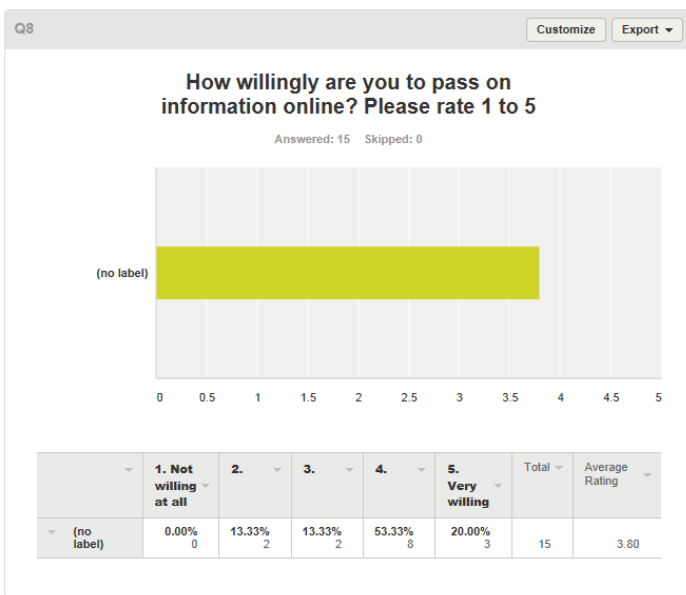
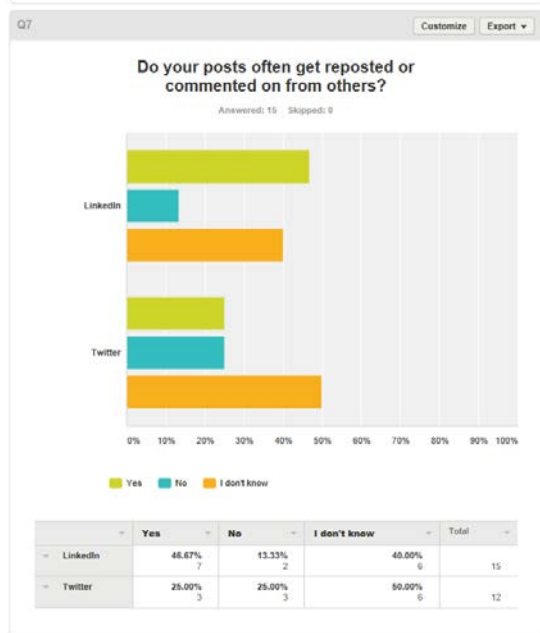
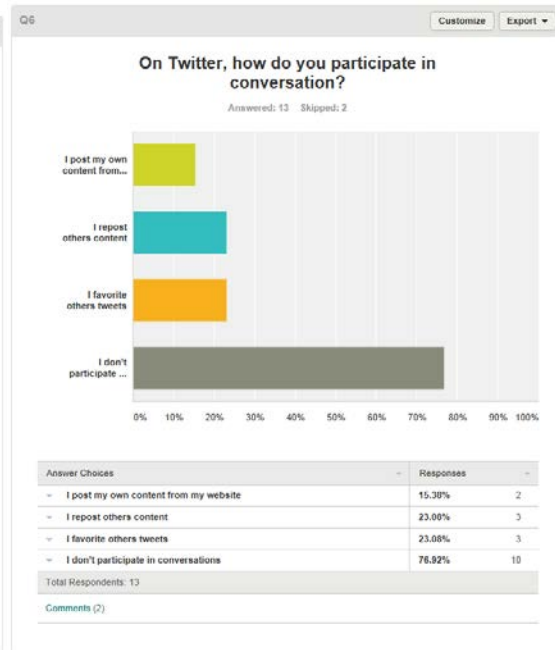
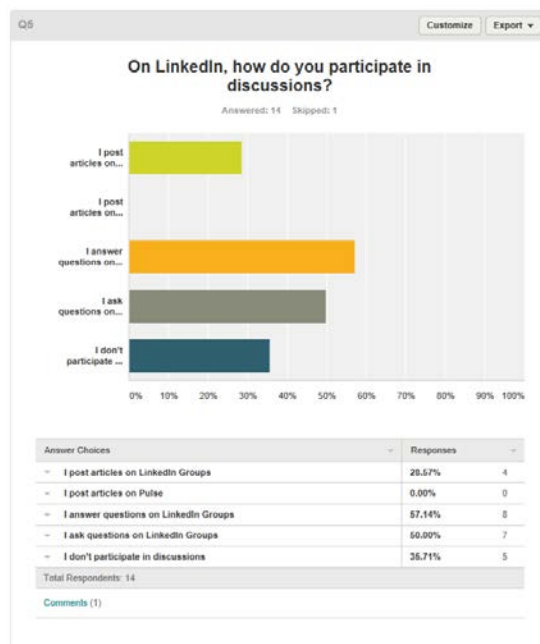
LinkedIn	Yes	No	I don't know
Twitter	Yes	No	I don't know
8. How willingly are you to pass on information online? Please rate 1 to 5
 

1	2	3	4	5
1: Not willing at all			5: Very willing	

#### 4. Online survey of 15 influencers results

PAGE 1





## 5. Excel files

### 1. Influencers' profiles

Profile	Name	Twitter Followers	Twitter Following	Twitter Tweets	LinkedIn	Discussion posted
1	Stacey Bowers	1122	1994	11.1K	Member of Toys Safety	10
2	Doug Nix	217	623	2345	CE Marking	1
					Regulatory Affairs Professionals Society (RAPS)	2
3	Alexander Gaffney	1852	636	12.3K	Regulatory Affairs Professionals Society (RAPS)	Last posted 8 months ago. 10 posts
4	Shawn Watson	4831	4397	8025	No Group	None
5	Han Zuyderwijk	252	147	600	Authority Engineering	3 and 17 days ago
					CE Marking	9 and 17 days ago
					Toys Safety	2 and 24 days ago
					Regulatory Affairs Professionals Society (RAPS)	None

### 2. Stacey Bowers's online activities

Platform	Date	Category 1	Number of posts	Type of content according to STEPPS
Twitter	11/5/2013	Retweets	42	Content Make Experts Who Share The Content Seems Smart
		Self-post	1	Content offer practical tips
	11/6/2013	Retweets	0	
		Self-post	1	Content Make Experts Who Share The Content Seems Smart
	11/7/2014 - 06/05/2014	Retweets	0	
		Self-post	>100	Content offer practical tips
LinkedIn	Oct, 2013- May, 2014	Repost	100%	Content is useful
	Oct, 2013- May, 2014	Repost		Content is succinct
	Oct, 2013- May, 2014	Repost		Content offer practical tips

Themes of post	STEPPS	Reaction from audience	Note	Summary
Toy Safety, Rate of online shopping	Social Currency	3 retweets and 1 favorite		90% of her posts are reposted from other people's content and she tags them all in her posts via "@"
Product safety	Practical Value	2 retweets and 1 favorite		
EU consumer	Social Currency	1 retweet	Others mentioned in the post	On LinkedIn, information posted tend to be more
Toy Safety	Social Currency	0-2 retweets	Others mentioned in the post	
Toy Safety	Social Currency		0	
Toy Safety	Practical Value		0	
Toy Safety	Practical Value		3	

Platform	Date	Category 1	Type of content according to STEPPS
Twitter	11/5/2013	Retweets	Content Make Experts Who Share The Content Seems Smart
		Self-post	Content offer practical tips
	11/6/2013	Retweets	
		Self-post	Content Make Experts Who Share The Content Seems Smart
	11/7/2014 - 06/05/2014	Retweets	
		Self-post	Content offer practical tips
LinkedIn	Oct, 2013- May, 2014	Repost	Content is useful
	Oct, 2013- May, 2014	Repost	Content is succinct
	Oct, 2013- May, 2014	Repost	Content offer practical tips

Themes of post	STEPPS	Reaction from audience	Note	Summary
Toy Safety, Rate of online shopping	Social Currency	3 retweets and 1 favorite		90% of her posts are reposted from other people's content and she tags them all in her posts via "@"
Product safety	Practical Value	2 retweets and 1 favorite		
EU consumer	Social Currency	1 retweet	Others mentioned in the post	
Toy Safety	Social Currency	0-2 retweets	Others mentioned in the post	On LinkedIn, information posted tend to be more
Toy Safety	Social Currency	0		
Toy Safety	Practical Value	0		
Toy Safety	Practical Value	3		

## 3. Doug Nix's online activities

Platform	Date	Category 1	Number of posts	Themes of post	Reaction from audience	Note	Summary
Twitter	3/1/2014	Retweets	1	Canadian Problem	460 retweets and 370 favorites	A cartoon picture	Some very good content but most are irrelevant to CE marking or regulatory affairs. If able to create contents with STEPPS elements but about regulatory affairs, maybe would receive more likes for individual posts. Nevertheless, receive many followers because of the content posted.
	3/18/2014	Retweets	2	Condolence of somebody	6 retweets and 1 favorite		
				10 best apps today	No reaction		
	4/5/2014	Retweets	1	Toronto Maple Leafs	292 retweets and 299 favorites	Patriotic	
	4/13/2014	Self-post	1	Election in Canada	No reaction		
				Election in Canada	No reaction		
	4/16/2014	Self-post	2	Q&A about directives	No reaction	Communication of	
		Self-post	1	Family wish, daughters	No reaction	Very mild emotion	
		Retweets	2	Music and party	3 retweets and 6 favorites		
				Pass on information to win	4.7k retweets and 1.6k favorites		
	4/18/2014	Self-post	1	Q&A about directives	No reaction		
	4/19/2014	Self-post	1	Q&A about directives	No reaction		
				Weather	No reaction	Used "@" to tag sc	
	4/24/2014	Retweets	5	McDonald CEO, bullshit	35 retweets		
				Family struggle of a famous	8 retweets		
LinkedIn				Canada	32 retweets and 49 favorites		On LinkedIn, information posted tend to be more topic
	4/27/2014	Retweets	2	Ukraine conflict	44 retweets and 13 favorites		
	4/28/2014	Retweets	11	National day mourning	Average 6 retweets and 1 favorites		
	5/1/2014	Retweets	1	Drunk driving	4.6k retweets and 3.3k favorites	Very popular post	
	6/9/2009	Self-post	1	Product safety	No reaction	Regulatory Affairs	
	2/28/2011	Self-post	1	Product Compliance Engine	No reaction	Regulatory Affairs	
	4 months ago	Self-post	1	Product Compliance Engine	3 likes	CE Marking Linked	

Platform	Date	Category 1	Number of posts	Type of content according to STEPPS	Themes of post	STEPPS	Reaction from audience	Note
Twitter	3/1/2014	Retweets	1	Content is Different, Content takes advantage	Canadian Problem	Social currency	460 retweets and 370 favorites	A cartoon picture
	3/18/2014	Retweets	2	Mild - Negative high arousal: sadness	Condolence of somebody	Emotion	6 retweets and 1 favorite	
				Content offer practical tips	10 best apps today		No reaction	
	4/5/2014	Retweets	1	Link between trigger words and the city, co	Toronto Maple Leafs	Trigger, Emotions	292 retweets and 299 favorites	Patriotic
	4/13/2014	Self-post	1	If share, content can bring social connection	Election in Canada	Emotion	No reaction	
				Negative high arousal: anger, anxiety, disg	Election in Canada	Emotion	No reaction	
	4/16/2014	Self-post	2	Practical Value	Q&A about directives	Practical Value	No reaction	Communication of
		Self-post	1	If share, content can bring social connection	Family wish, daughters	Emotion	No reaction	Very mild emotion
		Retweets	2	If share, content can bring social connection	Music and party	Emotion	3 retweets and 6 favorites	
				Content is useful	Pass on information to win	Practical Value	4.7k retweets and 1.6k favorites	
	4/18/2014	Self-post	1	Content is useful and offer practical tips and	Q&A about directives	Practical Value and Social Cu	No reaction	
	4/19/2014	Self-post	1	Content is useful and offer practical tips and	Q&A about directives	Practical Value and Social Cu	No reaction	
				Content takes advantage of the existing trig	Weather	Triggers	No reaction	Used "@" to tag sc
	4/24/2014	Retweets	5	Content is surprising	McDonald CEO, bullshit	Social currency	35 retweets	
				Negative high arousal: anger, anxiety, disg	Family struggle of a famous	Emotion	8 retweets	
LinkedIn				If share, content can bring social connection	Canada	Emotion	32 retweets and 49 favorites	
	4/27/2014	Retweets	2	Content make experts who share the conte	Ukraine conflict	Emotion, Social Currency	44 retweets and 13 favorites	
	4/28/2014	Retweets	11	If share, content can bring social connection	National day mourning	Emotion, Trigger	Average 6 retweets and 1 favorites	
	5/1/2014	Retweets	1	Content is remarkable, Content is awe, cont	Drunk driving	Emotion, trigger, Social cur	4.6k retweets and 3.3k favorites	Very popular post
	6/9/2009	Self-post	1	Content is useful, and make the one who sh	Product safety	Social currency	No reaction	Regulatory Affairs
	2/28/2011	Self-post	1	Content is useful, and make the one who sh	Product Compliance Engine	Social currency	No reaction	Regulatory Affairs
	4 months ago	Self-post	1	Content is useful, and make the one who sh	Product Compliance Engine	Social currency	3 likes	CE Marking Linked

## 4. Alexander Gaffney's online activities

Platform	Date	Category 1	Number of posts	Themes of post
Twitter	4/27/2014	Self-post	1	Baseball in America
				Baseball in America
	4/28/2014	Self-post	4	Regulatory news
				Regulatory news
	4/29/2014	Self-post	6	Regulatory news
		Retweet	1	BBC news, lethal drug cocktail
	4/30/2014	Self-post	4	Medical devices
	5/1/2014	Self-post	5	Judge case about Drug
		Retweet	2	Medical news
	5/2/2014	Self-post	9	Criminal case
				Criminal case
				Snowstorm Cost a Medical Device Company a Million Dollars
				Painkiller
		Retweet	1	Medicine
	5/3/2014	Self-post	1	Baseball in America
	5/5/2014	Self-post	1	Medicine
			1	Personal health problem
	5/6/2014	Self-post	3	Medicine
		Retweet	2	Therapy
LinkedIn	10 months ago	Self-post	5	Regulatory news
	8 months ago	Self-post	5	Regulatory news

Reaction from audience	Note	Summary
1 favorite		Profile shows personality and characteristic. A mixture of positive personal experience and negative personal experience. A variety of contents. Usage of hashtag is consistent. Post usually receive reaction.
1 retweet	Uses many "#"	
Average 3 retweets and 1 favorite	Self-promotion by posting article from self-blog	
637 retweets and 151 favorites	Shows character: "A note to Focus readers: We're getting"	
No reaction	Seemingly about the news but is related to field of sports	
3 retweets		
1 retweet and 2 favorites		
No reaction	Self-post on twitter but the article is taken from another source	
4 retweets		
3 favorites	"And here I was thinking that I might make it through a year"	
3 retweets and 2 favorites		
2 favorites	Get personal. Share hobby	
2 retweets		
2 retweets		
2 retweets	The use of hash tag is coherent. Everytime after "Regulatory news"	
2 retweets and 1 favorite		
No reaction		
1 like	New about the a country, Brazil	





	5/3/2014	Self-post	8	Facts about breastcancer and quote on life	No reaction	
		Retweet	4	Information about vaccines	No reaction	
	5/4/2014	Self-post	6	Facts about breastcancer and quote on life	No reaction	
		Retweet	2	Information about vaccines	No reaction	
	5/5/2014	Self-post	15	Facts about breastcancer and quote on life	No reaction	
		Retweet	6	Information about vaccines	No reaction	
	5/6/2014	Self-post	19	Facts about breastcancer and quote on life	No reaction	
		Retweet	6	Information about vaccines	No reaction	
	5/7/2014	Self-post	11	Facts about breastcancer and quote on life	No reaction	
		Retweet	8	Information about vaccines	No reaction	
LinkedIn	No group					

Platform	Date	Category	Number of posts	Type of content according to STEPPS	Themes of post	STEPPS	Reaction from audience
Twitter	4/27/2014	Self-post	7	Not STEPPS, only pass on information	New website launch	N/A	No reaction
				Content can inspire positive emotions	Quote about life	Emotion	1 favorite
	4/28/2014	Self-post	23	Content can inspire positive emotions	Quote about life	Emotion	No reaction
				Content is Useful	Facts about medicine	Social Currency and Practical value	No reaction
				Content is Useful	Facts about breastcancer	Social Currency and Practical value	No reaction
		Retweet	8	Content Make Experts Who Share The Content Seems Smart	Vaccine	Social Currency and Practical value	6 tweets and 2 favorites
				Content Make Experts Who Share The Content Seems Smart	Vaccine news	Social Currency and Practical value	No reaction
				Content make Experts Who Share The Content Seems Smart, Content is awe:			
	4/29/2014	Self-post	14	surprising, unexpected, mystery,	Information about a disease that effects muscles, which might even lead to dea		No reaction
				Content Make Experts Who Share The Content Seems Smart	Information about vaccines	Social Currency and Practical value	Average 1 reaction
				Content can inspire positive emotions	Quote about life	Emotion	No reaction
		Retweet	8	Content is Useful	Facts about medicine	Social Currency and Practical value	No reaction
	4/30/2014	Self-post	17	Content can inspire positive emotions	Quote about life	Emotion	No reaction
				Content Make Experts Who Share The Content Seems Smart	Facts about breastcancer	Social Currency and Practical value	No reaction
		Retweet	8	Content is Useful	Facts about medicine, breast cancer and d	Social Currency and Practical value	No reaction
	5/1/2014	Self-post	15	Content can inspire positive emotions	Quote about life	Emotion	No reaction
				Content Make Experts Who Share The Content Seems Smart	Facts about breastcancer	Social Currency and Practical value	No reaction
		Retweet	6	Content Provides Facts In An Interesting Way	Logistic but presented in a different way	Social Currency and Practical value	3 reactions and 1 favorite
				Content Make Experts Who Share The Content Seems Smart	Information about vaccines	Social Currency and Practical value	No reaction
				Content offer practical tips	Solve Your Toughest Contract Manufacturin	Practical value	No reaction
	5/2/2014	Self-post	14	Content can inspire positive emotions	Quote about life	Emotion	No reaction
				Content Make Experts Who Share The Content Seems Smart	Facts about breastcancer	Social Currency and Practical value	No reaction
		Retweet	8	Content Make Experts Who Share The Content Seems Smart	Information about vaccines	Social Currency and Practical value	No reaction
				Content offer practical tips	Solve Your Toughest Contract Manufacturin	Practical value	No reaction
	5/3/2014	Self-post	8	Same as all the above			
		Retweet	4				
	5/4/2014	Self-post	6				
		Retweet	2				
	5/5/2014	Self-post	15				
		Retweet	6				
	5/6/2014	Self-post	19				
		Retweet	6				
	5/7/2014	Self-post	11				
		Retweet	8				
LinkedIn	No group						

## 6. Han Zuyderwijk's online activities

Platform	Date	Category 1	Number of posts	Themes of post	Reaction from audience	Note	Summary
Twitter	8-Jan	Self-post	3	News about EU product safety Product safety	2 retweets		
					No reaction		
	12-Jan	Self-post	1	Introduction of new flipboard n	No reaction		
	15-Jan	Self-post	1	News about REACH	No reaction		
	1/16/2014 - 1/28/2014	Self-post	8	News about product safety, reg	No reaction		
	4-Feb	Self-post	1	Youtube video about concentra	1 retweet and 1 favorite	People don't retweet news but retweet concentration music	
	9-Feb	Self-post	9	News	No reaction		
	19-Feb	Self-post	1	Radio interview that provide in	2 retweets		
	24-Feb	Self-post	4	News and in-depth analysis	No reaction	Short title but does not sum up what people want to know.	
		Retweet	1	News	5 retweets and 2 favorites	First retweet	
	2/25/2014 and 2/26/2014	Self-post	4	News	No reaction		
		Retweet	1	News, life streaming, live semi	13 retweets and 3 favorites	The tool of the content is different, a video.	
	27-Feb	Self-post	2	EMC directive	No reaction	Posts in form of question and focus on a target audience.	
	3-Mar	Self-post	1	News about EU standard	1 favorite		
	5-Mar	Self-post	2	News	1 retweet	Post not in form of title but in form of summary.	
	6-Mar	Self-post	2	Free webinar	1 retweet		
	8-Mar	Self-post	1				
	10-Mar	Self-post	1	Question	No reaction		
	3/14/2014 - 3/17/2014	Self-post	3	News about CE marking	No reaction		
	21-Mar	Self-post	1	Practical tips about CE marking	1 retweet and 1 favorite		
	24-Mar	Self-post	1	Practical tips about CE marking	1 retweet		
	29-Mar	Self-post	1	News about CE product but the	No reaction		
	3/30/2014 - 3/31/2014	Self-post	3	New reference number	No reaction		
	3-Apr	Self-post	1	Video editing	No reaction		
	9-Apr	Self-post	1	Machinery directive	No reaction		
	18-Apr	Self-post	1	Machinery directive	1 retweet		
	19-Apr	Retweet	1	CE marking	2 retweets and 1 favorite		
	22-Apr	Retweet	4	Construction site	3 retweets		
				Health and cherry tomato	1 retweet		
				Russia and Ukraine	1 retweet		
				Electric Leaf Blowers	3 retweets and 1 favorite		
	4-May	Self-post	1	Machinery directive	No reaction		
	5-May	Self-post	2	Machinery directive	No reaction		
		Retweet	1	Machinery directive	3 retweets		
LinkedIn	6-May	Self-post	2	CE marking is everywhere	1 retweet	Can be trigger if maybe choose a picture that is more related to	
	16-Apr	Self-post	1	Interview with an expert	No reaction	Authority Engineering	
	11-Apr-12	Self-post	1	New list of harmonized standar	2 likes	Authority Engineering	
	December	Self-post	1	EMC directive	No reaction	Authority Engineering	
	10/14/2011	Self-post	1	World Standards Day	1 like	CE Marking	
	1-Nov-11	Self-post	1	Video	1 like and 6 comments	CE Marking	
	20-Nov-11	Self-post	1	News in the form of a video	No reaction	CE Marking	
	11-Apr-12	Self-post	1	EMC directive	3 likes	CE Marking	
	5-Jun-12	Self-post	1	Machinery directive	No reaction	CE Marking	
	22-Jun-12	Self-post	1	Law case	4 comments	CE Marking	
	December	Self-post	1	Declaration of conformity	6 likes and 11 comments	CE Marking	
		Self-post	1	EMC directive	No reaction	CE Marking	
	17/04/2014	Self-post	1	EMC directive	1 like and 1 comment	CE Marking	

Platform	Date	Category 1	Number of posts	Type of content according to STEPPS	Themes of post	STEPPS	Reaction from audience
Twitter	8-Jan	Self-post	3	Content Is Useful	News about EU product safety	Social Currency	2 retweets
				Content Provides Facts In An Interesting Way	Product safety	Social Currency	
				Content takes advantage of existing triggers		Triggers	No reaction
	12-Jan	Self-post	1	Content Is Different	Introduction of new flipboard n	Social Currency	No reaction
	15-Jan	Self-post	1	Content Is Useful	News about REACH	Social Currency	No reaction
	1/16/2014 - 1/28/2014	Self-post	8	Content Is Useful and practical	News about product safety, reg	Social Currency and Practical Value	No reaction
	4-Feb	Self-post	1	Content is useful, Positive high arousal: awe, i	Youtube video about concentra	Social Currency and Emotions	1 retweet and 1 favorite
	9-Feb	Self-post	9	Content Is Useful	News	Social Currency	No reaction
	19-Feb	Self-post	1	Content Is Useful	Radio interview that provide in	Social Currency	2 retweets
	24-Feb	Self-post	4	Content Is Useful	News and in-depth analysis	Social Currency	No reaction
		Retweet	1	Content Is Useful	News	Social Currency	5 retweets and 2 favorites
	2/25/2014 and 2/26/2014	Self-post	4	Content Is Useful	News	Social Currency	No reaction
		Retweet	1	Content is Useful, Content is different	News, life streaming, live semi	Social Currency	13 retweets and 3 favorites
	27-Feb	Self-post	2	Content Is Useful	EMC directive	Social Currency	No reaction
	3-Mar	Self-post	1	Content Is Useful	News about EU standard	Social Currency	1 favorite



	29-Mar Self-post	1 Content is Useful	News about CE product but the	Practical Value	No reaction	
	3/30/2014 - 3/31/ Self-post	3 Content is Useful	New reference number	Social Currency and Practical Value	No reaction	
	3-Apr Self-post	1 Content is Useful	Video editing	Social Currency and Practical Value	No reaction	
	9-Apr Self-post	1 Content is Useful	Machinery directive	Practical Value	No reaction	
	18-Apr Self-post	1 Content is Useful	Machinery directive	Practical Value	1 retweet	
	19-Apr Retweet	1 Content is Useful	CE marking	Practical Value	2 retweets and 1 favorite	
	22-Apr Retweet	4 Content is Useful	Construction site	Social Currency	3 retweets	
		Content is Useful, Content is different	Health and cherry tomato	Social Currency and Practical Value	1 retweet	
		Content is Useful and Content Make Experts W	Russia and Ukraine	Social Currency	1 retweet	
		Content is Useful and Content Make Experts W	Electric Leaf Blowers	Social Currency	3 retweets and 1 favorite	
	4-May Self-post	1 Content is Useful	Machinery directive	Social Currency	No reaction	
	5-May Self-post	2 Content is Useful	Machinery directive	Social Currency	No reaction	
	Retweet	1 Content is Useful	Machinery directive	Social Currency	3 retweets	
	6-May Self-post	2 Content is Surprising	CE marking is everywhere	Social Currency	1 retweet	Can be trigger if r
LinkedIn	16-Apr Self-post	1 Content is Useful	Interview with an expert	Social Currency	No reaction	Authority Engine
	11-Apr-12 Self-post	1 Content is Useful	New list of harmonized standar	Social Currency	2 likes	Authority Engine
	December Self-post	1 Content is Useful	EMC directive	Social Currency	No reaction	Authority Engine
	10/14/2011 Self-post	1 Positive high arousal: awe, inspiration, joy, lov	World Standards Day	Emotions	1 like	CE Marking
	1-Nov-11 Self-post	1 Content is Useful	Video	Social Currency	1 like and 6 comments	CE Marking
	20-Nov-11 Self-post	1 Content is Useful	News in the form of a video	Social Currency	No reaction	CE Marking
	11-Apr-12 Self-post	1 Content is Useful and Practical Value	EMC directive	Social Currency and Practical Value	3 likes	CE Marking

## 6.2. Analyze to see if STEPPS works in the CE compliance service

STEPPS	Influencers				
<b>Social currency</b>					
Content Is Remarkable		Doug Nix			
Content Is Different		Doug Nix	Alexander Gaffney		
Content Is Useful	Stacey Bowers	Doug Nix	Alexander Gaffney	Shawn Watson	Han Zuyderwijk
Content Provides Facts In An Interesting Way			Alexander Gaffney	Shawn Watson	
Content Make Experts Who Share The Content Seems Smart	Stacey Bowers	Doug Nix	Alexander Gaffney	Shawn Watson	Han Zuyderwijk
<b>Triggers</b>					
Content contains (A) trigger word(s) reminding the reader of the everyday objects		Doug Nix			
There is a context wrapped around the content		Doug Nix			
Link between trigger words and the city, country the viewer live in		Doug Nix			
Content takes advantage of existing triggers		Doug Nix			
<b>Emotion</b>					
Content is awe: surprising, unexpected, mystery		Doug Nix	Alexander Gaffney		
If share, content can bring social connection and bonds		Doug Nix			Han Zuyderwijk
Content can inspire negative and positive emotions		Doug Nix	Alexander Gaffney		
Negative high arousal: anger, anxiety, disgust		Doug Nix	Alexander Gaffney		
Positive high arousal: awe, inspiration, joy, love			Alexander Gaffney	Shawn Watson	Han Zuyderwijk
<b>Public</b>					
Content shows proof of others backing it up	Stacey Bowers	Doug Nix		Shawn Watson	
Content has many likes or favorite	Stacey Bowers	Doug Nix			
<b>Practical Value</b>					
Content is succinct	Stacey Bowers	Doug Nix	Alexander Gaffney	Shawn Watson	Han Zuyderwijk
Content offer practical tips	Stacey Bowers	Doug Nix	Alexander Gaffney	Shawn Watson	Han Zuyderwijk
<b>Stories</b>					
Content is entertaining		Doug Nix	Alexander Gaffney		
Content has the brand embedded deep into the conversation			Alexander Gaffney		