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Title: Instagram consumer engagement: does the language matter?

The global interconnectedness of people and economies is currently growing from day to day, letting businesses expand not only in the country of origin but also beyond. Hence, in this contemporary “cosmopolite” world, English is considered to be the most well-known language of mass-media and international communication, especially when it comes to international advertising. That is why, the degree of digital consumers’ exposure and contact with different languages, especially English, simultaneously grows with globalization. Nevertheless, when brands decide on expanding abroad, they face the “standartization vs. localization dilemma”: even though English is considered to be “international”, the local language use is sometimes considered to be a better strategy for brand communication.

Given the constant increase in popularity of Social Media usage in the society due to its global reach and low implementation costs, there is no wonder that those platforms are also being actively employed by businesses for marketing purposes. Despite this, to be able to fully benefit from all pros of this marketing tool, the proper content strategy is the first and the most important action to take. In order to measure the success of the online advertising strategies, the existing research in the topic focused on different criteria of advertising postings: vividness, interactivity, informativeness, entertainment, novelty, consistency, and the position of the post in the feed.

Hence, considering the aforementioned language dilemma, where the language of brand communication is, undoubtedly, a crucial element to consider, this study aims to empirically investigate the linguistic part of brands’ social media content strategy. Namely, it examines the extent to which the engagement with social media posts in English and German differ in given Vienna, trying to find an association between the language and engagement and identify the possible reasons for that.