SOCIAL NETWORKS: MULTIPLE CASE STUDIES ABOUT USE AND CONSITENCY OF SOCIAL NETWORKS AS A TOOL OF INTEGRATED MARKETING COMMUNICATION.

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ABSTRACT
The present study aims verify how the communication actions are being performed on the social network Facebook and if it's possible identify integration with other social digital media and with traditional media. The work was performed by monitoring the facebook, and was concentrated in the beverage industry. As a result, we observed that brands seek work your communication on the same subject in all socials digital media, often using the tool of cross media, but only with this information it is not possible it's impossible affirm the character of integrated communication brands. It was noted that companies are conducting work within social networks, although this is still shy, and even with a colloquial language and posts that encourage response from users, brands do not know yet how to behave in social (personal) networks.

Key words: social media, beverage industry, integrated communication

1. INTRODUCTION
The present scenario is a result of a series of technological, cultural, social and consumer behavior, which forced companies to rethink their communication compounds. After all, it is necessary to adapt to new times, new media and new tools, to not be left behind (BENTIVEGNA, 2003).

In this scenario, there is a crisis in traditional advertising, as pointed out by Crescitelli (2004), in particular regarding the credibility prepared before the public. For the author, the credibility of an advertisement ends up being influenced by: media, architecture of the message, audience behavior and ethics and responsibility in advertising. Kotler and Armstrong (2007) confirm that despite the mass media still have strong importance but declining. There is currently a wide range of specialized media which are attracting advertisers, here stands the development of the internet (websites, social networks, email, blogs), to which Li and Bernoff (2008), could replace traditional media or function as a media supplement.

Moreover, it is observed that new consumption habits and innovative technologies have enabled the development of new media, especially driven by the advent of the internet. These new communication platforms in particular changed the relations between spectators and media, transferring control over the content consumption and exposure to advertising on the vehicles to consumers (RODRIGUES, CHIMENTI, WALNUT,

2011). For Couldry (2009) the major changes observed in the new media are mainly related to the decentralization of information production, these are actually based on emerging patterns of cooperation and sharing, characterized by presenting hybrid transmitters and receivers.

Based on this discussion about the crisis of credibility of traditional media and the rise and development of new digital media, this work assumes that social networks are being used as tools of communication by the big brands. The objective of this study was to evaluate how the communication actions are being performed on the social network

Facebook and if is possibly to identify integration with other social media digital and with the traditional media.

2. INTEGRATED MARKETING COMMUNICATIONS

The marketing communication is often used by organizations to inform, persuade and remind consumers of their products and brands (CHURCHILL and PETER, 2003). For Martins (1992, p. Vii) the marketing communication has two functions, " show as clearly the benefits of the product, and the other is to create an aura of enchantment." The main strategic goals of this process are to create awareness, build positive images, identify potential clients, build relationships with channel and retain customers. Odgen and Crescitelli (2007) divide the communications mix into three groups: (1) Traditional: advertising, publicity, sponsorship, sales promotion, direct marketing and personal selling. (2) Supplemental: Product placement, cooperative actions with trade, digital marketing, events, merchandising, brochures / catalogs, relationship marketing. (3) Innovative: advertainment, viral marketing, buzzmarketing.

As a result of the highly competitive market it becomes essential to create a marketing plan for the company, with the determination of deadlines, budgets, goals, and the dissemination of information to all those involved in marketing. The use of IMC (integrated marketing communication) correctly allows leverage the impact of communication on the audience, and, IMC is considered a management system, integration and coordination of the elements of communication, on other words, balancing the use of communication tools. The ICM should have a central concept to define ways and means of communication more effective according to each company / product / market. Always seeking to identify and explore the point of contact between company and customer, integrating ways and forms in order to increase the impact of communication and optimization of resources (IKEDA and CRESCITELLI, 2003). According Kliatcho (2008) integrated communications structure on four pillars: stakeholders, content, channel and results. At this point, it is important to highlight the three different categories of media (channels) available: traditional, alternative and innovative (CRESCITELLI, 2004).

The communication process is composed of nine elements. The first two, emitter and receiver are the most important part of communication, and sender is sending the message and the receiver is the receiver. The tools of communication are the message and the media, considering that message is the set of symbols transmitted by the broadcaster and media is the channel (or channels) through which the message travels

from sender to receiver. At this point, it is important to stress the difference between form and media, and the form can be expressed by the tools that make up the mix of communication and media is understood as a means of communicating the message, such as television, radio, internet (IKEDA and CRESCITELLI, 2003). Within the communication process have been coding functions (transformation of thought into symbolic language), decoding (process by which the receiver assigns meaning to the symbols encoded by the sender), response (reactions of the receiver after being exposed to message) and feedback (part of the receptor response communicated back to the sender). And finally, there are the noises that are unplanned distortion that occurs during the process of communication, resulting in the receipt of a different message that as sent (KOTLER and ARMSTRONG, 2007).

In the communication of the market happens likewise, according to Pinheiro and Gullo (2008), where the owner is the major investor of the market through their products and services, communication with the consumer is accomplished through creating symbols and signs messages that inform about the product, on other words, advertising consists of images, types, colors, textures that enable it to communicate a certain message to the consumer. After decoding the message by the public, have to respond to the advertiser, the demand for the product or not. In this case, avoids noise when the message is encoded respecting the consumer's repertoire of meanings.

Another communication model used is the AIDA (awareness, interest, desire, action), which suggests that consumers move in a process from ignorance to knowledge, acquire interest in this, and subsequently followed the desire of action, purchase (EASY, 2009).

Returning to the issue of message communication, it is essential in this work to identify the contents of your points. Noting that for Shimp (2002), the messages show efficacy only when consumers understand the information set forth in the message. Thus, the purpose of the communicator is to get consumers to encode the information and, to that end, let's do it as simply and quickly as possible.

The authors Queiroz, Pereira and Huerta (2008), divide the content strategies used in the messages into three groups: (a) Cognitive - convey information in a rational manner, with a focus on product sales. (b) Affective - evoke feelings and emotions that consumers relate to products, services or image of the company. (c) conative - are designed to directly influence consumer buying behavior - this strategy seeks to induce action and promotional support. The authors Crescitelli and Odgen (2007), add a few other strategies such as: (1) Brand Image - seeks to create an image for the brand, through subjective aspects. (2) Proposition exclusive sales - emphasizes the physical characteristics of the product that are superior to the market competition. (3) Resonance- aims to use consumer experiences in trying to establish the brand or product as the best to buy. (4) Positioning of product / brand - seeks to develop a unique position in consumers' minds, long-term strategy. (5) Generic - only provides a direct statement of product benefit.

3. NEW MEDIA

The digital age has expanded the number of information and communication tools, enabling new and exciting ways to interact with consumers (KOTLER and ARMSTRONG, 2007). The new consumption habits and innovative technologies have altered the relationship between the spectators and the media, therefore, between the advertisements sent by businesses and consumers.

The real time communication changes everything. Changes the shape, content, value and business communication. Changes shape because the absence of backstage eliminates the possibility of correction

of defects and therefore perfection is only possible in fiction and in reality no more relations. (GUIMARÃES, 2002, p.56)

A major issue in this discussion is the transfer of power on the communication of the issuer (company) to the receiver (consumer). Consumers can take more active positions, abandoning passivity imposed by traditional media. This new form of interaction leaves companies more exposed to information flows. The authors Bernoff and Li (2008) confirm the importance of companies to pay attention to this change, seeking more than react to these changes, develop and implement actions to use this new format positively. The contents now can be generated by the user as described by Andrade, Mazzon and Kartz (2006), the individual has become the message, on other words, the consumer is presented as an endorser, and often a ripple generator advertisement / advertising the organization. This process brings a new configuration for the communication of organizations, expanding the one-way communication, on other words the organization for consumers, for communication of all for everyone (consumers generating content and organization).

Thus, instead of searching consumers today need to hear it (BERNOFF and LI, 2008). This dialogue between consumers and the organization became more intimate, by developing relationships with more personal and informal settings (REBELLO, 2011). Allowing both obtain information, on other words, the consumer can browse through the internet about the quality of the products / services of the organization and the company can search for points of consumption behavior of your target audience, for example, digital media enable these relationships are developed. It is crucial to understand that the increase in the volume of information that the consumer has enables it to be more critical, raising their expectations of the product. Thus, the messages communicated by consumers can have positive or negative impact on the brand image; these messages come to depend on the consumer's perception of the organization's actions. This interaction enables this new context and, demands a quick response from both parties.

Already the company can better understand your target audience and can develop your marketing mix, your products, your actions positioning. This approach to business and consumer may result in the co-creation, both products and communications, among others, where both work together to build this.

Seen also, that in the Internet who decides the message you want to see is the consumer (BRANDÃO, 2001), on other words, the navigation is stimulated by the search for specific topics, have the necessity to develop communications with more emotional appeals, exploring the maximum technology available so that the piece stand out in the eyes of the user. its also necessary consider that communication on the Internet is limited by connection speed, which will influence the development of the message. In this environment, the challenge for marketing organizations is increased competition for consumer attention, namely conquering click by click. For Rodrigues, Chimenti and Nogueira (2009, p.1), are considered new media: Internet, broadband, mobile telephony, cable TV, color TV, personal computers, laptops, digital cameras, CDs and DVDs are just some of the inventions that changed the world for the past 40 years. Wifi, Wimax, HDTV, RSS, HTML, POP, MTP, GSM. 3G (...)

The scope of the study of this article focuses on the platform of the Internet, taking advantage of this trend and its popularization through broadband and technology 2.0. In real terms, the work focuses on social networking.

3.1. SOCIAL NETWORKS

The concept of social network is structured on two pillars: a platform technology of Web 2.0 content generated by the user (KAPLAN and HAENLEIN, 2010). In short, social media is a group of internet-based applications that rely on ideological and technological foundations of Web 2.0, thereby allowing the creation and exchange of user generated content. The ratings of social media support on two aspects: (1) social presence, and (2) media richness. So, are considered social networks: collaborative projects, blogs, content communities, social networks and virtual worlds (or games). For collaborative projects means the result of a joint effort by more authors through joint and simultaneous creation of content (Wikis). Blogs are personal web pages, similar to daily, managed by one person allowing the interaction of other users through posts. The communities of content sharing multimedia content between users, present high popularity and difficulty controlling video / other popular formats, such as youtube. Social networks allow the placement of any type of information, although not a corporate platform companies are using to not only create their own profiles, market research. And the virtual worlds reproduces an environment that features real (virtual worlds) or creating other worlds (games); offer the highest level of social presence and media richness.

According to Kaplan and Haenlein (2010), it is important that the organization learn to use social media. The authors call attention to some important aspects such as the choice of media (there are numerous media, you can not attend all, so it is important to know how to identify the most important ways to reach your audience), choose between participating in an existing network or create other (is relevant to know how to take advantage of existing media after all these users already have fans, however, depending on the interest of the organization there is the possibility of developing new media), allow access to all, with the integration of media communication plan and fundamentally alignment between the message worked in social media as in other vehicles. On the other hand, involves entering a social network social behavior, the authors note in this regard the necessity to be active (social media require interaction among the users), submit interesting content and unprofessional way (after all is an exchange platform information between users and not a corporate site), be honest and humble failing to make mistakes that other companies have had in using these platforms (KAPLAN and HAENLEIN, 2010). The authors Bernoff and Li (2008) presented in their study some cases of successful use of social networks for marketing in situations of dialogue between customer and brand, support for sales, applications support to customers and aid in the process of operational management.

4. METHODOLOGY

The research is characterized as exploratory since, this study seeks to understand the general nature about the use of social networks as a communication tool business which is part of the compound of integrated communication, such as a picture of the current situation (identification of actions that are being developed) (AAKER, KUMAR and DAY, 2004). It is still considered a work of descriptive character, it has as primary objective to describe a phenomenon and the establishment of relationships between variables. Its most significant feature is the use of techniques of data collection (GIL, 2002). To Urdan and Urdan (2010), the descriptive scheme seeks to determine the frequency of a variable or phenomenon, check the degree measure to which the variables are interrelated, compare two or more groups, make discoveries and often elaborate forecasts. According to Hart and Bervian (1983,

p. 56) "A descriptive research can take many forms, among which stand out" (I) exploratory studies, (II) and Case Studies, (III) Documentary research. The choice of case study method is justified because, seeks to explain through this present circumstance, as ratified by Yin (p.39, 2010), "the case study is an empirical inquiry that investigates a contemporary phenomenon in depth and in its real life context, (...) ". The analysis of the cases will be classified as cross-case analysis following the presentation of separate cases, on other words, the results of the analyzes included the analysis of each individual case as well as general conclusions of the studies.

For selection of brands that served as the object of the case studies, was identified the first five brands most accessed social networks, assuming that they would be doing more intensive work in networks: Guaraná Antárctica, Skol, Brazil L'Oreal Paris, Smirnoff Brazil, Peixe Urbano (CASTELLÓN, 2011). Thus, the research was directed to the beverage industry, as among the five brands that stood 60% belong to this sector. This factor can be linked to the increase in advertising investment in this sector, given the fact that they meet the stability of consumption (IBOPE Media, 2008). The determination of the sector aimed to facilitate comparisons between the actions of communication developed by the company.

Among the various social networks, it was decided to develop the work using only the facebook. This is due to the prominence of the network before the other. The facebook is now the most visited website in Brazil, as well as social network more accessible, according to Experian Marketing Services (Santander in Entrepreneur, available at

2012, THE GLOBE, available at <http://www.wavefestival.com.br/home/marketing/noticias/2011/12/22/Dez-Marcas-nas-Redes-Sociais.htm>, 2012). Furthermore, according to the same company, facebook grew 5.30 percentage points, surpassing the first social network appears to Brazil Orkut. The primary data collection was conducted through monitoring of fan pages (facebook). The collection period was one month, and settled the zero point of the work on June 06 of 2012, and from that point was monitored page for 15 days before and 15 days after. Monitoring of the previous days was carried out in order to observe whether the company usually delete negative comments or maintains them.

TABLE 01 - MAIN STUDY		
Variables	**Objectives**	**Methods of analysis**
1. Consistency of media	Check whether there is consistency between the messages promoted in	- Survey of advertising campaigns promoted in traditional media (television and magazines); - Survey of the actions
2. Using social networking (facebook) - operational aspect	Identify the actions that are taking place in the social network.	- Survey data to identify aspects such as: frequency of the actions, content, actions, characteristic of

Source: the author, 2012.

For the analysis of the first variable, we observe that: (a) identification of the consistency of the message was screened in only two media types: traditional and innovative, according to the classification of the author Crescitelli (2004). (b) the traditional media, it was decided to lift materials of only two media: television and magazine because of their relevance within the compound. (c) identification of the comparison was through the study of these media messages (main themes, language). For the analysis of the second variable, identify as data: (a) quantity and quality of posts (by the company and users), number of "like", quantity and quality of comments, number of shares.

5. DISCUSSION AND ANALYSIS OF RESULTS

As the first variable, a survey of recent television advertisements and published in journals, identified that examined all brands communicate the same messages both in traditional media and in digital media, a fundamental principle for integrated marketing communication Kliatcho (2008). It was also observed that vehicles create links to other means of seeking an integrated media. However, it is noteworthy that for the strategy to be considered integrated communication, communication actions should from a central concept (theme) and choices of vehicles be in accordance with the intended audience, and not use the digital media as a complement to the shares held in the traditional media (IKEDA and CRESCITELLI, 2003), on other words, the integrated communication, a communication is not adapted (ODGEN and CRESCITELLI, 2007). Here, there is a limitation of the study, after all, you can not set as integrated communications therefore was not conducted any research with managers of brands to see how they started the process of communication.

To study the identified second variable is first situation study zero, on other words, which marks have already made in their pages facebook when the study began.

As noted in Table 02 (Panorama initial study), the main tool used by brands are the photos through these companies promote products, advertising campaigns, humor (photos mural), and combinations of product revenues and also publicize and cover contests and events sponsored or conducted by the brands. At this point, there is a brand that used Guaraná Antárctica photos with informational character, when they realized the virtual book of the secret formula, seeking clarification on the manufacture of the product. The photos become a tool for easy communication with users always have the brand logo and sometimes with some small impact statement. It is believed that this tool has highlighted because most users belong today known imagery generation (Generation Y) who value the presence of images in communications (LOIOLA, 2011).

TABLE 02: PANORAMA OF INITIAL STUDY			
	Guaraná Antártica	**Skol**	**Smirnoff Brasil**
Page Type	*Fan Page*		
Thematic photos	- Promotional campaigns: Neymar, Thiago, Lucas (selection); - Promotion: "ride that is contagious" - virtual book; - Virtual book: "a secret formula"; - Cultural Contest: "Well in the photo," "Send message to his idol" - Events: "University Football Tournament (videogame)," "March of Popcorn", "Bate-ball with Neymar"; - Products; - Sponsorships: Summer Top Model	- Events: Sensation Skol, Skol Beach Circuit, Axe Brazil 2012, Summer 360; - Horoscope Skol; - Challenge: "Clean Beach", "plump Panic" - Brother's Day; - WallPapers; - Making of the campaigns; - Products; - Cultural Contest - Ultimatum to battle (carnival).	- Contests, "which refreshes your summer", "cultural contest - Madonna"; - Wall philosopher; - Revenues drinks; - Products; - Making of: Madonna campaign; - Events.
Theme of videos	-	- Promotional Campaigns, event coverage (20 videos).	- Party Nightlife Exchange (12 videos)
Links	Twitter, YouTube, website, Guarana	Twitter, youtube, website.	Website.
Pages that likes	Beverage group: Sukita, Pepsi, Gatorate, Fusion and Soda	Events and drink Skol sensation, Fusion Drink, San Clemente	Smirnoff pages from other countries.

Source: the author, 2012.

Note also that the initial panorama marks the presence of cross media, on other words, the promotion of a campaign in various media. Note that the marks are putting on youtube, social network sharing data

(KAPLAN and HAENLEIN, 2010), their advertising campaigns displayed in traditional media, especially the Skol brand. This youtube link is being shared on the Facebook page, generating an integration of media, links that connect to each other. It is noteworthy that often the images shared by youtube encompass part of the making of the well (on other words, beyond the above content on traditional media). Although it is observed that the number of fan pages monitored and the number of people talking about the period under review has increased; 4%, 5% and 1%, 72%, 60% and 43% respectively for Guaraná Antárctica, Skol and Smirnoff Brazil respectively, and the analysis of the second variable that allows us to observe the work in social networks is still very shy.

Regarding the posts published by companies, there was an increase in the number of daily posts during the period analyzed by all brands, in addition, with the exception of Smirnoff Brazil, companies often post daily on their facebook pages. It should be noted at this point that the posts generally follow the theme of the universe in which the mark is embedded, but that was already expected, since the post itself is a static media, only from the user's involvement is that he becomes bidirectional, basic characteristic of innovative media (ODGEN and CRESCITELLI, 2007). Guaraná Antárctica is the one with the more intense work in relation to posts, maintaining an average of 6 posts daily. The topics covered in the posts vary according to the profile of the brand: friendship, family, products, parties, events, humor, weekend, football, music. It shows a positive response from users as to the posts, particularly by observing the mean comments, "like" the posts and shares, respectively 238, 2621 and 2879. Shares can be considered a kind of buzzmarketing (ODGEN and CRESCITELLI, 2007), since they allow the dissemination of messages to web users with a certain social network. It is observed so that the brand can stimulate dialogue with the user through your posts, however, only the brand Smirnoff Brazil can extend this action, since the other brands only stimulate action and then most of the comments they are not participating (dialogue between brand and consumer), as expected on this platform (KAPLAN and HAENLEIN, 2010; BERNOFF and LI, 2008). Among the strategies used message stand out the affective, which according to Queiroz Pereira and Huerta (2008) and Odgen and Crescitelli (2007), which evoke emotional aspects, such as mood, especially among the actions of the brands Guaraná Antárctica and Skol. It is further the use of promotion of products and brands and brand image, seeking the construction of brand positioning in the minds of consumers and building long-term brand image for the user. These actions are in special scanned through brand building activities, such as interviews, travel reports, stimulating conversations with users, seeking understanding their habits and behaviors (polls). At this point, it is noteworthy that the language used by the brand is colloquial, which approximates the profile of the company's to the social character expected by social networks (KAPLAN and HAENLEIN, 2010).

Another action that companies are realizing on the fan pages, although still very shy, the polls are usually questioning points about the behavior of users and their tastes and preferences. Guaraná Antárctica is which has these actions more often, usually conducts two surveys per day, and has an average of 107,620 respondents. On the other hand, Smirnoff Brazil performed the action with both infrequently that it can not even be accounted.

It was also observed regarding the posts of users that they generally do not criticize or question mark, except minor exceptions. The posts are spontaneous statements regarding users's satisfaction and passion for the product / brand. However, this aspect there is a timid response to brands with users. Many of the posts sent aren`t commented or "like". At this point, it demonstrates the flawed character of dialogue

that social networks aims to promote among users (KAPLAN and HAENLEIN, 2010).

Regarding the posts, one can note that, typically, these are not excluded. Even when the comments are not related to the company or products, are kept on the page. This brings to the brand a feature transparency, which is an important attribute in that platform.

The mix of digital communications within the vehicle network social analyzed these three brands is composed of digital marketing and buzzmarketing. The shares buzzmarketing are stimulated in particular by the shares of the messages and photos sponsored by brands, according to Odgen and Crescitelli (2007) the buzzmarketing got the idea to create buzz, where an idea-virus (such as a company's post) triggers all a process of comments about this.

TABLE 03: ABSTRACT		
Guaraná Antártica	**Skol**	**Smirnoff Brasil**
1. Consistency of media		
Both marks are consistent with the contents of the message published by the company (and, in general, when the user says there is a response from the organization).		
2. Using social networking (facebook) - operational aspect		
(a) Fans 6.188.835	5.522.356	1.331.822
(b) People talking about 2.263.492	535.503	19.608
(c) Average daily post of company 6	3	1
(d) Average comments per post 307	308	99
(e) Average "like" for post 3454	3854	556
(f) Average share by post 4900	3532	207
(g) Topics discussed in posts - Friendship - Humor - Family, - Football	- Humor - Promotions, - Friendship - Final week - Events, - Promotions, - Applications: radio Skol	- Music, - Promotions, - Events
(h) Average polls 2	0,5	-
(i) Average respondents per poll 107620	3829	-
(j) Average daily posts by user -	125	4

(k) Quality posts	-	- Cheers to the product, - Complaints about the event (security) - Skooler (promotion)	- Cheers to the product, - Suggestions for drinks, - Photos from the party with the product.
(l) Company's response to the posts (time, quality)	-	Answers shy and often without	Curte some posts and comments.
(m) Strategies message	- Affective - Brand Image, - Positioning Positioning / Brand.		- Brand Image, - Positioning of Product / Brand.
(n) Communication mix	- *Buzzmarketing*, - *Marketing Digital*.		

Source: the author, 2012.

6. CONCLUSIONS

This study aimed to identify the actions taken by companies on social networks, in a specific way by the marks: Guaraná Antárctica, Skol and Smirnoff Brazil and in the social network Facebook, and check whether there is integration between the actions performed in other media digital social and in traditional media. It should be noted the intensification of activities in digital social networks (up publications of companies), that may be a result of increased investment in communication, in particular the group of AMBEV, to which two of the three brands belong monitored (IBOPE, 2008).

For the main results, it is observed first that there is consistency between the messages promoted in traditional and digital media. However, this factor does not mean that companies undertake actions integrated communication, since communication to be considered integrated and adapted is necessary that the starting point of the strategy has been the central theme of communication, and from then on, based on the target audience to define which vehicles use. Thus, as stated above, the research was limited by the lack of interviews with managers of the brand, which prevented the identification of the starting point of communication. If we analyze however the eyes of the consumer who is the focus of all actions can be stated that there is a single, coherent message being received.

It was found that the photographs promoted by companies via social networks usually promote events, contests and advertising campaigns for the brand. Since the videos usually focus on the dissemination of advertisements appear in traditional media coverage and events. Them, there is a strategy cross media, or a single advertising piece being promoted by several means.

Regarding the posts published by companies, it was observed that most of them exploit festive atmosphere, as pointed out earlier by IBOPE (2008). The contents of the messages generally explore the affective strategy, addressing topics such as friendship, family, products, parties, events, humor, weekend, football, music. The posts of users are concentrated in praise to brands; remembering that, with the exception of Smirnoff Brazil, some comments are answered. Moreover, when negative comments have been brands do not have quick and quality responses (responding to criticism). Thus, in short, concluded that brands are

seeking to enter and intensify their work in digital social networks. However, it was observed that the actions taken by the marks on this platform are still shy. Furthermore, communication between brand and user does not flow as expected, since even in social networks, brands do not assume the social charater yet.

How managerial considerations, it is important that the brand takes a profile within these   social networks, always remembering that speed is a key factor in this environment. Thus, it is advisable that companies intensify their dialogue with users and not only promote this. Importantly, is knowing explore points of consumer behavior that users voluntarily betray this environment. In short, it is essential that the brand takes social characteristics to approach the users on that platform, which become part of the dialogue and not only this stimulant. The limitations of the research are mainly the time of data collection for better monitoring, suggesting a prolonged period of monitoring sites. For future studies, it would be interesting to extend this analysis to other social networks because many of the activities are on other networks and only disclosed on facebook. Because this was an exploratory research results can not be extrapolated to the entire market.

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