

**APPENDIX 2**

# **Critical Discourse Analysis: Results**

**Doctoral Thesis**

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Results of Twitter (source: Cristina Aced)

		IBEX 35	FORTUNE
What percentage of companies include in most of their tweets content related to these topics (60% or more)?	Corporate information + HR	21.05%	3.45%
	Product/ Services / Customer service	36.84%	17.24%
	Industry	2.63%	10.34%
	Activities & Sponsors	2.63%	3.45%
What percentage of companies are publishing tweets related to these four topics in a balanced way?	Balanced	36.85%	65.52%
What percentage of companies are publishing most tweets in a unique time slot? (70% or more)		18.42%	27.58%
What percentage of companies are publishing tweets in a balanced way in the different time slots? (minimum 40% in two time slots)		23.68%	37.93%
What percentage of companies are publishing most of their tweets in one language? (70% or more)		86.84%	100.00%
What percentage of companies are publishing their tweets in a balanced way in more than one language? (minimum 40% in two different languages)		7.89%	0.00%
What percentage of companies answer their mentions (replies) significantly? (minimum 30% of their tweets are replies)		5.26%	3.45%
What percentage of companies are employing CTA or links significantly? (minimum 30% of their tweets contain CTA or links)		92.11%	89.66%
What percentage of companies are using hashtags significantly? (minimum 30% of their tweets contain hashtags)		84.21%	79.31%
What percentage of companies are including mentions significantly in their tweets? (minimum 30% of their tweets contain a mention to other Twitter user)		63.16%	89.66%
What percentage of companies are retweeting (RT) in a significant way? (minimum 30% of their tweets are RT)		18.42%	34.48%

Results of Facebook (source: Cristina Aced)

		IBEX 35	FORTUNE
What percentage of companies include in most of their posts content related to these topics (60% or more)	Corporate information + HR	10.71%	0%
	Product/ Services / Customer service	53.57%	57,14%
	Industry	3.57%	0%
	Activities & Sponsors	10.71%	3.57%
What percentage of companies are publishing posts related to these four topics in a balanced way?	Balanced	32.15%	39.29%
What percentage of companies are publishing most posts in a unique time slot? (70% or more)		14.29%	7.14%
What percentage of companies are publishing posts in a balanced way in the different time slots? (minimum 40% in two time slots)		10.71%	29.41%
What percentage of companies are publishing most of their posts in one language? (70% or more)		89.29%	60.71%
What percentage of companies are publishing their posts in a balanced way in more than one language? (minimum 40% in two different languages)		7.14%	0%
What percentage of companies are including multimedia content significantly? (minimum 30% of their posts contain videos or images)		21.43%	7.14%
What percentage of companies answer their mentions (replies) significantly? (minimum 30% of their tweets are replies)		3.57%	10.71%
What percentage of companies are employing CTA or links significantly? (minimum 30% of their posts contain CTA or links)		57.14%	17.86%
What percentage of companies are using hashtags significantly? (minimum 30% of their posts contain hashtags)		17.86%	7.14%
What percentage of companies are using emoticons significantly? (minimum 30% of their posts contain emoticons)		0%	0%
What percentage of companies are including mentions significantly in their posts? (minimum 30% of their posts contain a mention to other Twitter user)		0%	0%

Results of blogs (source: Cristina Aced)

		IBEX 35	FORTUNE
What percentage of companies include in most of their posts content related to these topics (60% or more)?	Corporate information + HR	0.00%	0,00%
	Product/ Services / Customer service	25.00%	37.50%
	Industry	20.00%	50.00%
	Activities & Sponsors	20.00%	0.00%
What percentage of companies are publishing posts related to these four topics in a balanced way?	Balanced	35.00%	12.50%
What percentage of companies are publishing most of their posts in one language? (70% or more)		100.00%	100.00%
What percentage of companies are publishing their posts in a balanced way in more than one language? (minimum 40% in two different languages)		0.00%	0.00%
What percentage of companies are including audiovisual content significantly? (minimum 30% of their posts contain videos or images)		94.74%	85.71%
What percentage of companies are including multimedia content significantly? (minimum 30% of their posts contain infographics or embedded content)		0.00%	0.00%
What percentage of companies allow to share their posts by e-mail?		30.00%	75.00%
What percentage of companies allow to share their posts on social networks? (include in every post buttons to share on social networks)		95.00%	100.00%
What percentage of companies allow to "like" their posts on social networks? (include in every post buttons to like the content on social networks)		40.00%	38.00%

What percentage of companies show the authorship of their blog posts?	50.00%	100.00%
What percentage of companies are indicating the name and position of the author of their posts?	35.00%	75.00%
What percentage of blogs are updated by several bloggers?	40.00%	75.00%
What percentage of blogs have guest bloggers?	5.00%	13.00%
What percentage of bloggers are company executives?	30.00%	63.00%
In what percentage of blogs marketing responsible is publishing contents?	5.00%	13.00%
In what percentage of blogs PR responsible is publishing contents?	10.00%	13.00%
In what percentage of blogs CEO is publishing contents?	5.00%	0.00%
What percentage of companies publish at least 4 posts per month?	65.00%	63.00%

