











be useful for variety of purposes such as to engage the reader's attention, to set a mood and to create characters. For the example, most of the posts have used simple and straightforward sentence or caption which connected with the intended meaning that was trying to be delivered to the other users. The use of precise words such as nouns, verbs and adjectives has been applied in order to "puts the reader there" focuses on key details or intended messages.

For the example, a status on uploading information related to events, activities or opportunities organised or provided by university has been posted by U1 with a simple 'descriptive' type of caption,

*"Institut..., sedang mencari Pembantu Penyelidik Siswazah (GRA) PhD untuk menyertai penyelidikan dalam projek... Calon-calon yang berminat boleh menghantar CV/ resume anda kepada: Dr..."*

or in translated version,

*"The Institute of ... is looking for Graduate Research Assistant (PhD) to participate in a research project... Those who are interested can submit your Curriculum Vitae/resume to: Dr..."*

Extracted from U1 (2016)

This simple sentence or caption used in the post together with a picture tagging along is important to make sure that the message is delivered clearly and interpreted successfully in order to attract the students. In return, this post has reached 36 likes and 19 shares from the followers which indicates a such favourable response or attention obtained from the readers. However, there are some of the descriptive type of posts that did not get favourable response from the readers as the length and the topic factors also play its roles in determining the effectiveness of the posts in attracting the readers to read or like. Besides that, some of the posts in U1 and U3 have started the posts by using invitation in order to attract the readers to read the captions or information provided. It basically refers to the invitation for the students or staff to participate in the events or activities organised or associated by the university. Therefore, the choice of words plays an important role in attracting the readers to gage interest on this matter. The ample use of catchy and interesting adjectives and adverbs can play a good strategy in catching the readers' attentions.

In contrast, almost half of the posts in U2 are in narrative type of posts. It might due to the nature of the rationale of creating this Facebook page as it is

known as a platform for students to express their opinion on issues relating to the context of university and the student itself. For the example,

*confession #26435*

*"There was a time when I saw those beautiful women and say ""I wonder if I can marry a person like that""", and then the thought came to mind, ""If I was a beautiful woman, I'll go into handsome man, not a guy like me""", and so I choose to go to sleep as the bed loves me more." #LateNightConfession*

Extracted from U2 (2016)

This caption is concerned with the expression on sharing the writer's feeling in choosing spouse instead of discussing the university's issue. Even though, the caption is unrelated to the university's context, but the return of investment of this post is favourable as it obtained 78 likes and 2 shares. It shows that personal sharing is well received by readers who are majority young and still students.

Besides that, there is one interesting finding emerged from this study where most of the posts in U1, U2, U3 and U4 are written in Malay language. This is due to the fact that the Facebook administer and majority of staff and students are Malaysian. However, for global reach, it is crucial to use English language in Facebook especially for higher engagement with foreign students. Even though, Facebook has provided an auto translation feature for those who need to understand and communicate in other languages. But, the translation itself may not be good enough or accurate in delivering the intended messages.

## 6.2.2 The use of pictures and videos

Most of posts that included pictures and videos have obtained high number of likes or reaches compared to the posts that only consisted of text-only updates. All of the U1, U2, U3 and U4 have shown the same pattern in using the pictures and videos in the posts as the attachment of pictures, gif or videos seems to provide more entertaining options especially an eye-catchy picture rather than using text-only updates. The use of the pictures and videos also plays a big role in catching the attention the readers to look, read, browse and go to the extend to participate with what have been suggested in the posts.

In further, both of the text and pictures or videos should be intertwined with one another as it will create a strong and effective online writing and able to act as a good strategy in attracting the readers to read. It can be shown by the findings in this recent

study where a post only consisted of the pictures is not strong enough to gain high reaches. It is the same case with the text-only update in a post compared to the post which consists of both caption and pictures and videos to give more high impact to the readers' interest. It can be supported by the findings provided by AMEX OPEN Forum (2016) as the use of images in post can increase 39% interaction rates higher than average.

### 6.2.3 The length and formality of online writing

Based on the data collection, most of the posts in all U1, U2, U3 and U4 have performed lengthy online writing. It might due to the information and issues discussed which basically requires them to be written in that way. Even though the captions written is quite lengthy, the ones that obtained high number of reaches have used simple word choices and other paralinguistic cues such as hashtags and emoticons which help the posts to be interesting and catchy.

In terms of the formality, almost all of the posts in U1, U3 and U4 have shown the same pattern as these Facebook pages have employed a quite formal online writing. This kind of formality is crucial for them as most of their posts are concerned on the information, issues or news related to the university. It is different from U2 as most of posts are informal online writing and written narratively. It is possible because this Facebook page is specially made for students as a platform to express their opinions or any issues related to the university or mostly their personal issue. For the example, they tend to use this platform to share their daily diary which basically refers to the personal use (eg: topics covered on their friends, family, love emotion and any unrelated issues in relation to the context of the university). For example, when it comes to 'personal use', the users tend to use informal and friendly tone of language compared to when they are posting or updating any information related to the university that require a formal setting.

In comparison, an informal and friendly tone of language used seems to be more attractive and appealing compared from a formal one. As the result, it indirectly helps to the increasing number of likes in the posts. However, in this context, the excessive use of short form of words can lead to misunderstanding for those who are not from the same background and make it difficult for the readers to understand and recognize the meaning behind the message delivered especially foreign students. In further, the informal online writing tends to use appealing and catchy phrase which makes it more interesting to the readers.

This catch phrase is known as one of the brilliant ways to engage with the university's brand and content. The use of catch phrase is not only restricted to informal online writing but also can be applied in the formal one. However, in this case, it was really rare to find any interesting or catch phrase used in the selected Facebook page except for U2.

## 6.2 Modification in Facebook pages

Based on findings, there are recommendations made to the U1. One of the changes is the transformation of the vague Facebook profile name to the one that is recognizable and an accurate representation of the university. The modification has been conducted starting September 2016 with the other changes. As the results, the ranking of this university's official Facebook page or U1 has increased from 16<sup>th</sup> to 4<sup>th</sup> place in the local university ranking of Facebook (January 2017 retrieved). The other changes include:

- I. Online writing strategies: use of narrative type of online writing and several strategies include the use of hashtags which acts as keywords and linkers of the information shared, use of catch phrase and emoticons.
- II. U1 started using Facebook Ads. This strategy helps to create the best conversion that can impact the relationship between the image brought by the Facebook and its followers. Since this strategy implemented, the number of reaches has increased as well as the engagement in the Facebook page.
- III. U1 started to tag all the pictures and videos with a simple and straight to the point caption which subsequently makes the post easier to be understood. As supported by Manarang (2017) shorter posts get 23% more interaction than the long ones.
- IV. U1 has increased the number of posts in English language in order to engage more with the foreign students and widen the size of target group. At the same time, helps to increase English language comprehension among local students. The language use also meets the target group as most of the readers are students and their age is in the range of 18 to 30 years old in average. This group appreciates less formal communication styles, fast delivery of content, data, and images. Thus, the language use in terms of words and expressions tends to be simple, dynamic and in trend as long as it is

acceptable in a university's context and preferable setting.

## 7 Recommendation

After examining various types of posts portrayed by U1, U2, U3 and U4 based on CMC and AIDA models in terms of its online writing context, this paper proposes the effective online writing strategies in social media which focus on university's context. The findings of this study also are applicable to all other universities in promoting and obtained high engagement with the client which is the students and in-campus community for any languages. In overall, the strategies for linguistic and non-linguistic features act as a guideline for social media marketing

### 7.1 Effective online writing strategies for social media

#### 7.1.1 The Linguistic Features in Social Media

##### I. Simple and readable content

Based on the findings, most of the posts in U1, U2, U3 and U4 have performed lengthy and contented status updates in their newsfeeds. However, the number of likes obtained from these post is not favourable as the readers might find it boring and consume time. Hence, minimizing the length of a post is a right way to catch the interest, inflict the desire and grab the attention of the readers on the message delivered. Therefore, a more preferable way of writing technique for online writing should be explained in further. According to the past studies, there are several techniques that should be applied in order to persuade the customers which include simple and contented or in precise manner, 80 characters at most, well explained caption which includes the use of nouns and verbs or adjectives at least in one sentence, an appealing content that can serve to reader's self-interest, the use of persuasive words, informal friendly language, humorous, showing honesty and lastly, the use of adjective and adverbs that catch attention and figurative language or precisely, known as a catch phrase. Next, avoiding daily dairy should be taken into consideration if the rationale of building this Facebook page is act as platform for students and other university members to engage positively and share the information related to the university's context.

##### II. Eye-catching pictures and video

The use of eye-catching pictures and videos plays a crucial part in producing a good post as stated by

Wishpond's data where posts that include photos receive 120% more engagement than the average post, while posts that include photo albums received 180% more engagement. In further, the finding in this study shows that the use of pictures or videos together with a caption does make a difference compared to the posting that only put pictures as the sole material. Therefore, it shows that without caption, the postings would be not attractive enough and well-read by the readers. By alternating pictures and videos with text-only updates seem to be eye-catching enough in order to steal the interest of potential customers. Besides that, there are several details that should be taken into accounts when it concerns on the use of digital materials or to attract the attention are by providing up to dates products, use of high definition pictures, use celebrity to promote products or services and creative as well as organize the pictures in coherence with the caption preferred.

##### III. Effective features offered in social

In social media, there are plenty of effective features offered which can increase the reaches among the users and followers. The use of paralinguistic cues in online writing such as hashtags, emoticons and catch phrase with a little bit of creativity can boost the popularity and increase the engagement in the Facebook Page. However, the use of these features should be suitable and appropriate for particular purpose and context.

#### 7.1.2 The Non-Linguistic Features in Social Media

There are other non-linguistic elements that should be taken into the consideration as well such as online traffic, target audience and trend which can influence the momentum of the Facebook Page. As for the online traffic, the timing to upload the post should be taken seriously as it will influence the number of reach and engagement in social media. The right timing is usually correlated with peak hours such as at 9 a.m, 12.00 p.m, 5 p.m and 8 p.m. On the other hand, the features offered in social media also should be taken into consideration such as hyperlink. This feature works as a linker in the online platform like hashtags. The use of this feature also can avoid excessive use of written text which can lead to unattractive reading. Social media also provides on online ads for any user to publicize and market their Page such as in Facebook, there is Facebook Ads offered where it function to advertise the Facebook Page in this platform according to the user's need and



demand. The power of trend also should not be denied as it is one of the way to get the attention of the most-populated readers (our main target audience) in Facebook Pages which is the students who are belong to Y and Z generation. Again, it is important for the writer to consider on the importance of the target audience especially when the platform is made for a specific group as the use of online writing strategies seems to influence this matter.

## 7.2 The model of effective online writing in social media

Based on the new findings on the components of effective online writing in social media, the researchers have come out with a new model of effective online writing in social media exclusively in the university's context. The new model of effective online writing in social media consists of the same feature as the conceptual framework but there are certain components that have been eliminated as the components are believed not to be essential and important in this context. Certain components also have been added as they seem to be essential and needed based on the university's context.

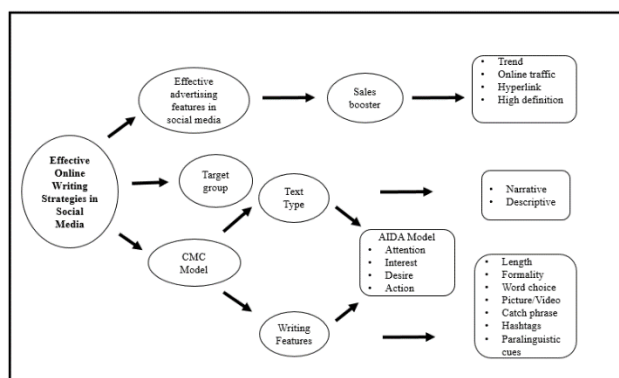


Figure 2: Model of effective online writing in social media

This model is hope to help the users to implement or to improve all the effective components in online writing in their existing or new social media accounts especially in Facebook.

## 8 Conclusion

Based on the findings, U1 and U4 are considered as active as both of them regularly update the posts almost four to five times in average daily. The rest which are U2 and U3 posted at most 1 post in two days depending on the issues and seasons. However, all of them have shown the same result the in terms of the most performed online activities in U1, U2, U3 and U4 which is 'Update information related to

events, activities and opportunities provided, organised or associated with the university'.

In terms of the type of online writing or text type, descriptive type of writing is appeared to be the most employed text type in writing the captions. However, the mixture of the types of text is appeared to be more effective especially when it involves the narrative form of writing. It is in line with this past study as the younger generations nowadays are tech savvy, like informality, learn quickly, and embrace diversity (Twenge, Campbell, Hoffman & Lance 2010, p.1121). But still, reconsidering on the context of the Facebook Page and the post itself, the use of the text types also should be suitable and reasonable with the content and concept of the updates.

In terms of online writing, all of them have employed different strategies in updating the posts. However, the return of investments is not strong enough to be to gain a lot of likes, shares and engagement from their followers even though this platform is known as an advantageous tool for marketing and engagement thanks to its capability of low-cost information disclosure, instant messaging, and wide networking. It is due to the several factors where the posts are basically too blunt and does not meet with certain criteria to be called as an interesting and influential post on its readers.

Hence, the new model of effective online writing strategies in social media and the problems in writing the effective captions or message identified in this research hope to help the writers to improve and increase the engagement of the students or university's community with the organization..

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