ASPECTS REGARDING THE FACEBOOK USER IN ROMANIA AS A POTENTIAL DESTINATION IMAGE - VECTOR

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ABSTRACT: *The Internet's rapid development from the 1.0 version to the 2.0 one has triggered the appearance of social networks. Facebook is illustrative of them due to the number of users it attracts and its international range of dispersion. Although a beginner in communication, Facebook Romania is prone to contribute highly to the "content generator" market in what concerns its users. In order to create or maintain a brand's positive image it is necessary to know some elements regarding the demographic aspects of the target public, and its attitudes, predilections or behaviours in general. Thus, web pages created on Facebook can "transform" its users into fans and there is a possibility that afterwards these fans become image -vectors by way of the delivered experiences. This article tries to study the fundamental elements that could make up the profile of a user from the targeted group as a potential destination image- vector.*

KEY WORDS: *Facebook; user; fan; image-vector; experience.*

JEL CLASSIFICATION: *M31.*

1. INTRODUCTION

The necessity to cater for the user and brand's endless need for communication has led to the development of the Internet from the passive Web 1.0 version to the active technology of Web 2.0. This technology gives way to interaction between the users by alluring them into virtual communities through the use of network socialization and by encouraging them to generate their own content.

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Social networks simplify the user's access to public content. Hence in the age of the Internet, when generated content is undergoing a constant process of growth, and the influence factor of this content on the consumer could become important, the possibility to achieve   branding generated by the users has arisen (adapted from Burmann, 2010). The consumer expresses himself in the online medium by way of a mix of messages and comments, analyses and assessments, and by using texts, images, audio or video content, etc. This way the social networks transfer power to the consumer and they analyze the Internet as if it were a long contextual discussion between users.

In tourism, because of the specific character of communication, it is very important for the consumer to receive recommendations from friends; that is why the social networks (for example, Facebook) where every user has his own group of friends that influence him, represents for marketing specialists a solution to the problem of reaching the target-public through the help of the consumers that assume the role of vectors. The access to their friends' experiences, as well as to those of other consumers becomes reliable through the multiplication of sources. The entire experience that has to do with a particular product or destination that the tourist brings inside the network forms part of "…a collage of user's inputs (comments, tags, rankings, etc …" (Munar, 2010, p.9). The difficulty in this case arises from an apparent lack of control, but "…the opportunities associated with the apparently anarchic nature of user-generated content far outweigh any likely negatives and there is little risk of damaging the destination brand", according to World Tourism Organization & European Travel Commission (2009, p.77).

In these circumstances we feel that it is necessary to constantly engage in exploratory investigations in all the segments of users, after this following a stage in which, based on the results of these investigations, marketing specialists will establish specific strategies of communication in what regards the management of online content: the moment of publishing, the place, the type of content, etc.

2. THE FRAMEWORK

The exploratory investigation was undergone in during the year 2011, using personalized fundamental data, given by the online instruments Facebrands Pro and Facebook Insights, as well as secondary data represented by Facebook and Facebrands. The goal of this study is to identify, from the marketing specialist's point of view, some of the first elements that characterize the Romanian Facebook user as a targeted public for the transformation in an image vector of the destination.

Out of all the social networks Facebook has been the one strongly advertised and it stands out in what regards Internet socialization. Thus, according to the Facebook Company (2011), at the beginning of December 2011 there were over 800,000,000 active users, 900,000 objects of interaction for users (Web Pages, groups or events), 250,000,000 pictures uploaded daily on the network, 70 available languages, 7,000,000 applications and sites integrated within Facebook, 350,000,000 users that access the social network through the use of mobile devices. The access to such a large public that can be found in just one place transforms the Facebook

experience into an appropriate instrument of interaction with the users and of monitoring them.

One of the advantages Facebook poses in what regards the dissemination of information is precisely that it answers the problem of trust regarding the identity of the source (adapted from Svensson, 2011). Hence, if in the case of "word-of-mouth" on the Internet, the source that spread the information was most of the times unknown, in the case of Facebook "word-of-mouth" the user that transmits the information is known, as he is an acquaintance of the user. The spreading of information and trusting the source lead to a better running of communication, and in this way it is possible to monitor the voice rate.

In December 2011 Facebook Romania had 3,847,600 users, that is to say a penetration rate of 17.93% of the population and of 52.73% of Internet users, according to Facebrands (2011). Our source also specifies that 91.39% of users had selected their hometown.

As for the number of Facebook users from Romania divided according to their county of origin, the situation in December 2011 was as follows:

Table 1. The number of Facebook Romanian users according to their county of origin

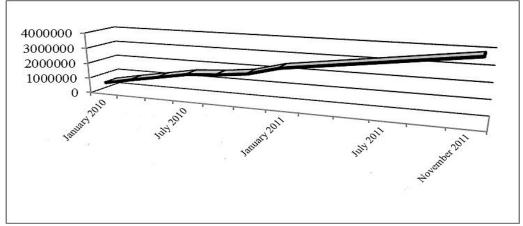| County	Number of users	County	Number of users	County	Number of users
București-Ilfov	1114720	Suceava	66960	Caraș-Severin	32080
Cluj	193100	Arad	60340	Olt	26720
Timiş	182620	Hunedoara	57660	Vâlcea	26440
Iaşi	170780	Maramureş	55080	Tulcea	23820
Constanța	151840	Neamț	54880	Mehedinți	23140
Braşov	121620	Brăila	41260	Gorj	20540
Galați	94960	Buzău	41180	Harghita	20080
Prahova	92620	Alba	41060	Ialomița	19740
Dolj	91820	Botoşani	39220	Sălaj	19700
Bacău	87300	Vaslui	37240	Teleorman	17860
Bihor	77560	Vrancea	36520	Călăraşi	17360
Mureş	75000	Dâmbovița	34600	Giurgiu	11560
Sibiu	74420	Bistrița-Năsăud	34100	Covasna	7400
Argeş	70700	Satu Mare	34080		

Source: Facebrands (2011)

From a socio-demographic point of view, according to Facebrands (2011), Facebook Romania users present the following distribution:

- According to their sex: 50.05% women and 49.95% men;
- According to their age: 13-17 years old (16.4%), 18-24 years old (32.6%), 25-34 years old (30.9 %), 35-44 years old (13.5%), 45-54 years old (4%), 55-64 (1.8%), 65 + years old (0.9%);

- According to their marital status: single (34.19%), in a relationship (30.10%), engaged (4.67%), married (31.03%).

The 18-34 years old segment stands out as the dominant target-public, and it is made up by two subgroups: the 18-24 years old group and the 25-34 years old one. By analyzing the evolution of the number of Facebook users in Romania (which in less than two years have reached the number of 3,847,600 from 518,140) we can observe the high rate of joining Facebook among the Internet users.

Source: Facebrands (2011)

Figure 1. The evolution of the number of Facebook users in Romania during the period 2010-2011

Because Facebook has more than one instrument of interaction (for example, the users profile, causes, groups, Web Pages, etc.), only Web Pages have been selected for analyze, and that is mainly because in their case a percentage of the users have already expressed their attitude by becoming fans. Facebook pages represent profiles of organizations that offer the users not only the opportunity of becoming fans and of interacting with their brand, but of also promoting the products (by including, for example, a brand message in their chats with their friends from the social network).

A fan is more than just a user because it is characterized by a high level of emotional implication as well, in accordance to with it expresses his "Like" attitude, an attitude which is targeted towards the organization or brand's page. By enlisting as a fan, he displays his desire to interact with the brand. At this moment, his level of commitment becomes important, namely his reactions in the guise of comments, shares or "Likes" directed at what is posted on the page, reactions that lead to the dissemination of information throughout the network, if the user agrees with the messages transmitted by the brand (adapted from Connor, 2011). However, the young behave rationally in social networks weighing the advantages in relation with the stocks and costs, in accordance with their preferences (Koroleva, et al., 2011).

In what concerns the number of Romanian Facebook pages inscribed to Facebrands, this was of 15,160 in December 2011, out of which 543 are pages

dedicated to tourism and vacations. Taking into account the number of fans, the first places belong to artists, but in the Top 10, (see Table 2) there is also present a community of travellers that "present" their experiences. It is obvious that a Facebook page is much more relevant in the case of artists, but the presence of tourism in this classification confirms the already known hypothesis that tourists need information, recommendations and experiences "shared" by others in order to pick a holiday destination.

Table 2. Top 10 – The general classification of Romanian Facebook pages based on their number of fans

The name of the Facebook page	Number of fans	Field/Activity
Inna	3966026	Singer
Akcent	857567	Music band
Edward Maya	600362	Music producer
Alexandra Stan	551289	Singer
Creative Monkeyz	550589	Site dedicated to art
Kiss FM	498189	Radio
Bancuri	438999	Humor
Evadeaza.ro	425592	A community of travellers
Smiley	417290	Singer
Radio ZU	413783	Radio

Source: Facebrands (2011)

Table 3. Top 10 – Classification of "Turism & vacanțe" Romanian Facebook pages based on their number of fans

The name of the Facebook page	Number of fans	Field/Activity
Evadeaza.ro	425592	A community of travelers
Romania	285527	A page that promotes Romania
Visit Romania !	263704	A page that promotes Romania
273 de locuri pe care trebuie sa le vezi inainte sa pleci din Romania	239477	A page that promotes Romania
Ghidcroatia.ro - Vacante si locuri de cazare in Croatia	140702	A page that promotes Croatia
Vola.ro - Bilete Avion	51185	Online reservations for airplane tickets and hotels
Paravion.ro	23465	Online reservations for airplane tickets and hotels
Croaziere.net	14038	Travel agency
Tarom	13876	Airline company
Unde si cum .ro	12265	A community of travellers

Source: Facebrands (2011)

By analyzing, the Top 10 "Turism & vacanțe" pages (see Table 3), we can observe a concern in obtaining favourable images of a country by creating pages that

inform the user about it and that promote it. We can identify two major forms of tourism by maintaining this category and by extending the monitoring process to all the pages inscribed in Facebook: adventure and cultural tourism. The appearance of these two forms of tourism can also be explained by the socio-demographic profile of the fans of these pages.

Among the activities proper to adventure tourism we can enumerate: military experiences - Arsenal Park; helicopter flights to secluded ski locations - Heliskiromania; cycling tourism - CarpatBike; mountain-climbing, camping, expeditions, rafting, zip line - Extreme Travel; mountain-biking, horse-riding – Active Holidays; mountain-climbing, rappel, cave exploring, ski - Climbadventure; kiteboarding - D&D Kiteboarding; going on vacation on floating hotels in the Danube Delta – Wild Danube; etc.

Cultural tourism is represented by: the International Documentary Film Festival on Art, Ecology, and Tourism - Document.Art; the music festival "Artmania"; the following touristic attractions - The Romanian National Museum of Arts, The Carolina Citadel in Alba Iulia, houses of worship – The Poiana Mărului monastery, the Monteoru hermitage; cultural projects for young people - RomStudTravel; etc.

From a financial point of view in the category "Turism & vacanţe" we also find luxury tourism (cruises – Croaziere.net, reservations at luxury mansions- Luxury Paradise, holidays on yachts – Yacht Holidays, etc.), as well as economic tourism (through the help of the coupons system - Vacante Reduse, Waz, etc.).

In the category "Turism & vacanţe" the majority of Facebook pages have as subject destinations, lodging arrays, travel agencies, ticket reservations or communities of travelers. Among these internal touristic destinations that are being promoted we find the following: Băile Tuşnad, Timişoara, Costineşti, Alba Iulia, Braşov, Sibiu, Delta Dunării, Straja, Vatra Dornei, Comana, etc.
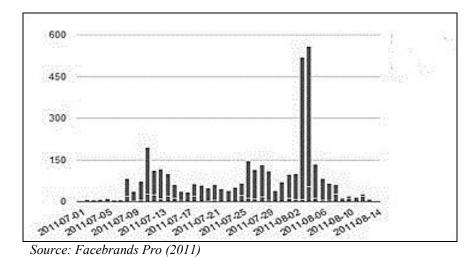

Source: Facebrands Pro (2011)

Figure 2. The evolution of the number of fans the Perfect Tour page had during the campaign

These pages can also be used to support a cause, an example of this being Alba Iulia or Timişoara, whose pages are directed at obtaining the title of European Cultural Capital in 2020 with the help and support of its fans, a fact that sustains the idea of forming image vectors through the help of this channel. For a page to be relevant, it must attract as many fans as possible. There are many ways of alluring fans: generating a good content, supporting the page through the help of a site or a blog, financial incentives, etc. If you use financial incentives to attract fans, it is necessary to keep their loyalty. Such an example is the one used by the Perfect Tour travel agency - "If you give a <<Like>>, you will receive a traveling voucher!" The studied period was the following: 08.07.2011 –07.08.2011, and the period in which the campaign took place was 08.07.2011 – 08.08.2011. The incentive was a 100 Euros voucher that could be used not only at the Perfect Tour travel agencies from Bucharest, but at other Perfect Tour agencies present in the country as well. The evolution of the Perfect Tour page's fan database is presented in Figure 2.

A +3129 fans variation has been detected in the period in which the campaign took place, which meant a 70.05% increase of the Perfect Tour page's fan database, according to Facebrands Pro (2011).

3. CASE STUDY: THE FACEBOOK PAGE "TRĂIEŞTE ROMÂNEŞTE"

Having as a starting point the idea that "the reputations of countries are very much like the brand images of companies and products" (Anholt, 2009, p.IX) and that "the expression <<live the brand>> proves to be adequate for the domain of public services" (Olins, 2009, p.42), the Facebook page "Trăieşteromâneşte" was conceived, as a page whose central element is given by place in the holistic sense of the term, that includes the political, cultural, economic and, consequently, the touristic dimensions, according to World Tourism Organization and European Travel Commission (2009, pp.15-17).

This Facebook page aims at creating a community of fans centered on the experience "living in a Romanian style", which at first wants to (re)discover the Romanian values, than to disseminate information and, finely, to generate content through the help of its users. Financially speaking, the costs involved in creating and developing the community "Trăieşteromâneşte" on Facebook amount to nothing.
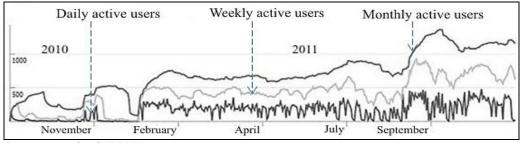
The page was created on the 13th of September 2010, and on December 2011 it ranked as the 4037th page out of 15160 pages from the General Classification on Facebrands (2011) and as the 129th page out of 543 pages from the category "Turism & vacanţe". These tops have been made according to the number of fans every Facebook page has.

In order to increase the efficiency of a Facebook page we need to have as a starting point its analysis, an analysis that presupposes two approaches: *1. external*: from the user's point of view; *2. internal*: from the marketing specialist's point of view, by analyzing the mechanisms that lay behind a proper Facebook page.

The number of active users (individuals with a Facebook account that have interacted with the page or have visualized it or what had been posted on it) on the
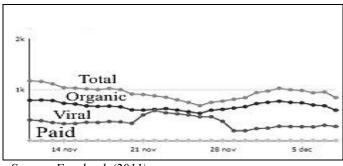
page "Trăieşteromâneşte" during the period between the 13th of September 2010 and the 10th of December 2011 has been 1354, according to Facebook (2011).

We can observe in the diagram the evolution of the number of active users, and the growth of the fan database which had a very small average (for example, in the period November-December 2011 the diagram shows an average of +1 fan per day). This can be explained by the fact that the measures taken to attract fans did not include financial incentives as well (as in the case of the Perfect Tour page presented in the first part of this article), but were aimed at "reaching" the users through the quality of the content. This type of fan database evolution that does not imply advertisement or financial incentives is interpreted by Facebook as being organic (it presupposes a natural growth without financial support), as it is explained in Figure 4, where we find indicated what methods were used in order to attract users. Thus, we see that the method "Paid" is at zero level.

Source: Facebook (2011)

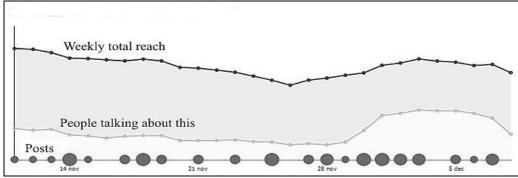**Figure 3. The evolution of the number of active users: daily, weekly, monthly**

Source: Facebook (2011)

Figure 4. The methods used to reach the target-public during the period November-December 2011

Figure 5 shows the influence the content had on the public from a quantitative point of view. Thus the circles with a small diameter mean one material published per day, and those with the widest diameter mean 3-5 materials published. We may notice an increase in the number of users the content managed to "reach", as well as an increase in the number of users that reacted to the message as materials were being published uninterrupted, every day, as well as an increase in the number of materials

published throughout the period of a day. The users' reaction can manifest itself by expressing an attitude about the content through the help of the "Like" button, comments or by sharing the material, thus leading to viral. If we look at the period of growth from Figure 5, starting with the 27th of November 2011, there is a possibility to analyze the content from a qualitative point of view so as to determine what topics the user prefers. Table 4 contains the results from a viral point of view, arranged by date of publication, that concern the users that have been reached by the information. The term "reached" public refers to the public that had seen the message, the engaged public is that public that clicked anywhere over the published message, the public that reacted refers to those users that had spread the information by clicking the "Like" button, by leaving a comment or by sharing the message, and the viral represents the percentage of people that have reacted out among the users that were exposed to that message.

Source: Facebook (2011)

Figure 5. The influence the content published had on the number of users reached and on those that reacted to this content
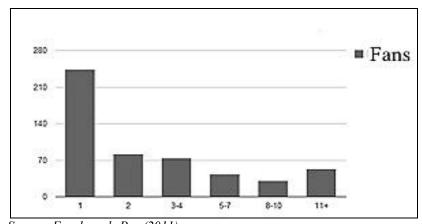
Table 4. The type of content published and the reaction of the public that received the message

Date	Content	The "reached" public	The engaged public	The public that reacted	The Viral
27.11.2011	An eleven years old boy from Iasi offers ...	346	12	6	1.73%
28.11.2011	Traiesteromaneste has added a picture...	299	121	1	0.33%
28.11.2011	The telocite cells, discovered by researchers...	302	8	7	2.32%
28.11.2011	Immemorial times, a world that is as ...	279	7	4	1.43%
29.11.2011	The metro treasure from Politehnica	366	582	58	15.85%
30.11.2011	Happy birthday Andrei and ...	327	62	14	4.28%

According to Table 4, the maximum target in November in terms of the number of users engaged on the subject and in terms of the viral aspect was reached by "The metro treasure from Politehnica" on the date of 29.11.2011. This result was obtained based on the criterion of public relevance and on the controversial hint enclosed in the title.

Once it has entered the social network Facebook, an organization cannot control what will be said about it, this aspect been considered by the consumers as one of the advantages this social network has to offer – but the relativization of the content obtained by multiplying the sources can also influence these discussions. One of the methods is to identify fans with the largest activity on the page (because this activity naturally determines virality in the fan's group of friends from Facebook), as well as the most loyal fans. In the case of the page "Trăieşteromâneşte" a Top 5 fans based on their activity from December 2011 is offered by Facebrands Pro (2011) and it looks like this: "Trăieşteromâneşte" (509 "Likes"/65 comments/212 posts), "Diţoiu Cristian" (362 "Likes"/10 comments/4 posts), "Ionuţ Blejnar" (104 "Likes"/25 comments/1 post), "Oros Mariana" (84 "Likes"/10 comments/0 posts), "Mihaela Uzum" (84 "Likes"/1 comment/0 posts). According to the same source a Top 5 of the most loyal fans based on the number of days they interacted with the page would look like this: "Trăieşteromâneşte"- 271 days, "Diţoiu Cristian"- 169 days, "Mihaela Uzum" – 65 days, "Ionuţ Blejnar"- 63 days, "Iuliana Şerban" – 53 days. After identifying the active and loyal fans, the organization should pay "special attention" to them, influencing them in such a manner by catering for their needs and exciding their expectations as to make them transmit positive opinions
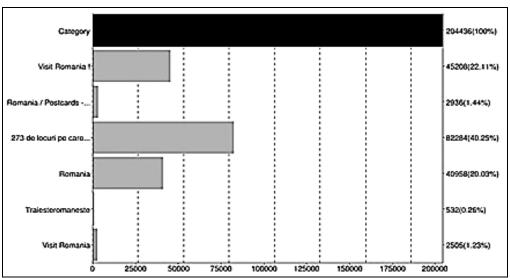

Source: Facebrands Pro (2011)

Figure 6. The number of fans based on their interaction with the page.

In Figure 6, we can identify the core of the community "Trăieşteromâneşte". Distinguishing between fans based on their number of interactions with the page allows us to identify those fans that can be transformed into image – vectors. The most

active and loyal fans are also present in the community's core. We can observe a decrease in the number of fans that interact with the page more than once, a process that continues to happen until the area of 8-10 interactions, where the number of fans stars to increase and the core is formed.

The top of competing pages based on the number of shared fans indicates the possible competitors or completes the profiles of the page's fans, and in the case of "Trăieșteromânește" the first results of this top, according to Facebrands Pro (2011), are the following: "273 de locuri pe care trebuie să le vezi înainte să pleci din România" - 209 fans, "Visit Romania!"- 140 fans, "Romania"- 89 fans, "Romania/Postcards-Postales"- 40 fans, "Visit Romania"- 21 fans. Keeping in mind the results of these possible competitors, these can be analyzed on either one of the following criteria: fans, activity, and interaction. Although the page "Visit Romania!" has the highest number of fans out of all the contestants, the page "*273 de locuri pe care trebuie să le vezi înainte să pleci din România*" represents the strongest contestant if we judge things based on the number of engaged fans (Figure 7).
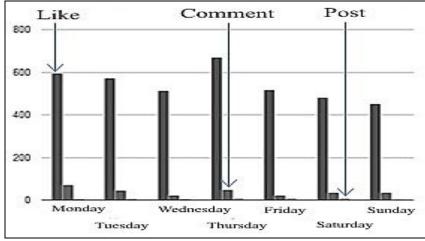

Source: Facebrands Pro (2011)

Figure 7. A comparison between the first contestants of the page "Trăieșteromânește" based on the fans' level of engagement
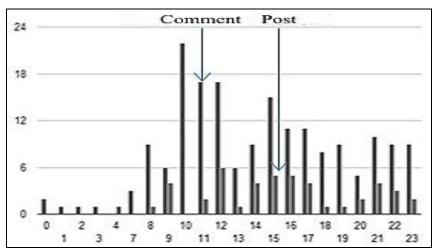
The data entry for the page "Trăieșteromânește" represents the activity of the page's administrator. According to Facebrands Pro (2011) in the case of the page "Trăieșteromânește" this data is the following: 3.62 activities per day in comparison with the average number of activities per day specific to the category "Turism & vacanțe" of 0.82; 1.96 posts per day in comparison with the average number of posts per day specific to the category "Turism & vacanțe" of 0.63. The data entry represents the reaction generated among the Facebook users by the administrator's activity. In the case of the page "Trăieșteromânește" the source Facebrands Pro (2011) indicates the following numbers: the average number of interactions per day is 12.04 in comparison

with the average number characteristic of the category which is 11.63 interactions per day.

Source: Facebrands Pro (2011)

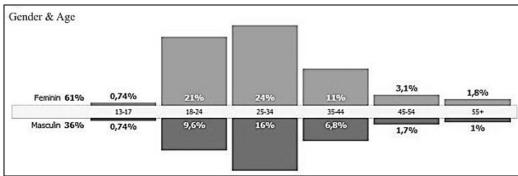**Figure 8. The users' number of interactions on different days of the week.**

Source: Facebrands Pro (2011)

Figure 9. The users' interactions in different hours of the day

By analyzing the diagrams that show the users' number of interactions with the page "Trăieșteromânește" in different days (Figure 8) or hours of the day (Figure 9) we can infer the key-moments when the published content has a greater impact due to prime time. Such a moment is Thursday, 10:00 a.m. Concerning the forms of the content published on the page "Trăieșteromânește" that act as triggers of the user's reaction, according to Facebrands (2011), these forms are represented by the following decreasing sequences: images, video content, text and links. The same source also
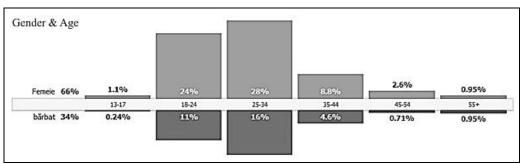
indicates the percentage of types of interaction the users have with the published material: "Like"-91.9%, comments - 6.8%, posts - 1.3%. Therefore, apart from selecting the proper moment for publishing something, the form of the content is also important, and in the case of the page "Trăieşteromâneşte" the images are the ones that trigger the most reactions. As a consequence of following these rules of publishing that take into consideration the public's preferences in November 2011 the fans' "engagement rate" in the case of the page "Trăieşteromâneşte" was of 10.41%, in comparison with "the engagement rate" the category "Turism & vacanţe" presented, which was of 2.97%, as Facebrands Pro (2011) mentions.

By analyzing the 1354 fans of the Facebook page "Trăieşteromâneşte" we have come up with the following demographic distribution:

Source: Facebook (2011)

**Figure 11. The demographic distribution of the target-public of the page
"Trăieşteromâneşte" based on age and sex**

Source: Facebook (2011)

**Figure 12. The demographic distribution of the public that transmits the information
from the entire target public of the page "Trăieşteromâneşte" based on age and sex**

Diagrams 11 and 12 identify the target public from a demographic point of view. The Facebook users from all subcategories of age, male or female, have become fans of the page "Trăieşteromâneşte", and this indicates the relevance the content has for a large public. However, the main subcategories of age remain 18-24 years old and

25-34 years old. We also notice that the subgroup 35-44 years old has high potential and it should be taken into consideration when developing communication strategies.

From a geographical point of view the target public of the page that has set its location information has the following country distribution, according to Facebook (2011): Romania (1022), Italy (99), Spain (33), Great Britain (31), The United States of America (27), Germany (20), France (16), Austria (10), Canada (8), Moldova (8), Belgium (6), The Netherlands (4), Cyprus (4), Greece (4), Sweden (3), Denmark (3), Egypt (3), Portugal (3), Ireland (2).

In what concerns the structure of the public based on the city they are from, we have the following situation presented by the same source: Bucharest (514), Cluj-Napoca (56), Ploiesti (37), Rome (34), Iaşi (31), Piteşti (29), Craiova (28), Constanţa (27), Bacău (18), Braşov (18), Tg. Mureş (18), Timişoara (15), Vaslui (15), Galaţi (14), London (14), Sibiu (11).

Based on what we have just analyzed the fact that there are foreign fans as well leads to the conclusion that they can be transform in potential image-vectors abroad as well. However, it is not sufficient enough just to expose the message to as many users as possible and to increase the fan base (the quantitative aspect), but, even more than that, it is necessary to make a qualitative evaluation, in the sense of ensuring the fans' constancy and that of their activity by generating a content that is based on the socio-demographic structure of the target public and on its preferences.

4. CONCLUSION

The Facebook pages represent experiential interfaces with the help of which marketing specialists can obtain the conversions user/fan/image-vector. If we analyze carefully the market, and the classification of users based on as many socio-demographic and psycho-graphical criteria as possible and we then identify their needs and interests, as well as anticipate their desires and preferences, we can built a profile of the users that is necessary in order for the two conversions user/fan and fan/image-vector to take place.

By taking as a starting point tourism defined as a social experience on the network Facebook, and by using place marketing as a central element in creating pages, communities are being developed in order to spread positive information about the destination. In order to attract fans on the page and to "convince" them to help generate content by sharing their experiences or expressing their opinions, and at the same time to distribute among their Facebook circle of friends the messages received the administrator of the page and the marketing specialists need to make a constant effort. Thus, strategies to attract fans and to transform them into image-vectors are being developed by continually monitoring and analyzing the content. These strategies are helpful in establishing the proper moments for publishing the content (the days and hours when the new materials should be posted), the quantity of information (the exact number of posts during a day), the form of the content (text, image, video, etc.), the type of message (in order to obtain reactions and virality), as well as the core of community made up of active and loyal users whose dedication paves the way for the conversion into image-vectors.

During this investigation the data was collected with the help of the platforms Facebook and Facebrands. The handling of the data and its analysis, including the graphic interpretations, has also been done through the help of these platforms. The instances where the users have not supplied certain information (such as place or age) have been considered possible gateways of error to seep in.

The study may be continued and it is recommended that it be continued by the integration of the developed community in an independent Internet platform that can bring the acquisition, classification and information archiving support, at the same time simplifying the users' access to the content. Another way of continuing it is to measure "the upside down value of fans", seen as destination image-vectors, the average generated by them, as well as the level of credibility of the content the users have that is obtained in that way. An important aspect in our endeavour is represented by the zero financial factor, as we took as a starting point the idea that the user's level of trust is higher in the case of information received via earned media than in the case of information received via paid media, a hypothesis that is currently being tested.

The Facebook page "Trăieşteromâneşte" is just one of the components of a complex site belonging to the destination Romania, a site that needs to be interconnected with other sites similar to it, "that emerged from the idea of Romanian experience". Through the help of this site research can also be continued by analyzing in detail the psycho-graphical aspects of the users' profile that have been already identified, at the same time extending the analysis on the other subgroups of age that are poorly represented on Facebook in order to transform the users in destination image-vectors.

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