

# Hotel Branding using Facebook and Dialogic Principles of Internet Communication

Patrick Owoche, Samuel Mbugua, Anselemo Ikoha

**Abstract** - This paper examines the extent to which the hotel industry uses Facebook in their branding strategies, to communicate dialogically with its consumers. Using Kent and Taylor's five principles of dialogic communication, a media content analysis of 64 three to five star rated hotel websites were reviewed. Engagement, posts and posting schedule metrics were analyzed. The study found that 64% of hotels use Facebook. The extent of dialogic principle employment in hotel branding strategies is at infancy stage. The rate of engagement is lower than the hotel industry average. The study also revealed that the presentation of useful information principle is not adequately deployed. Conservation of visitors' principle of internet communication is also still in its middle stage of implementation.

**Index Terms**—dialogic theory of communication, Facebook hotel branding, hotel Facebook pages, social media and dialogic theory.

## I. INTRODUCTION

The rise of social media is shifting the balance of power towards the consumer in hotel industry. Hotel industry is feeling the impact of a much deeper trend where the guests have a higher say. Some of the ways in which advances in web technology are affecting hotel industry are the empowerment of customers, accelerated competition and globalization of markets. These have created a fundamental challenge for strategy development processes in hotel industry as they need to be founded on deeper insights on travelers and tourists. From branding perspective, some of the themes that hotel sector in consumer-led economy can focus on are personalization, integration of data, business model and keeping the brand relevant to attract the business and leisure guests of tomorrow [1]. For effective branding, the industrial players must position their business appropriately for their consumers to be able to associate the hotel stay experience with a hotel. World Economic Forum posits that best performing economies in travel and tourism are luring customers with online marketing strategies and country-level branding [2]. Branding in hotel industry in the digital age require platforms that have the capability to facilitate dialogic communication between hotel consumers and the hotel owners and between consumers

themselves. According to Nyangwe and Buhalis [3], branding has shifted from brand as a resource owned by the firm to brand as a collaborative activity co-created by the firm and its stakeholders. The most effective way to collaborate in brand co-creation is to go online. Through social media, hotels have high chances of reaching wide audience than any other channel.

While managers need to take a leading role in branding, they must also be willing to accept that brand meaning is constantly co-created and evolves with many other stakeholders [4]. While the hotel managers are in control of the brand identity, their consumers shape the brand image. For brand managers and their consumers to achieve an equilibrium in brand equity, they need a dialogue. Two-way symmetrical communication, does not only enable customers to give feedback [5], but also enable hoteliers to know whether their offerings are resonating well with their consumers.

Kent and Taylor [6], created the first theoretical framework to encourage relationship building between an organization and its public through the internet. Within the theory, Kent and Taylor describe dialogic communication as a process and a product, that involves two-way symmetrical communication's theoretical imperative with the aim of providing a procedural means whereby an organization and its publics can communicate interactively. This research was guided by three of the five principles of internet communication as put forward by Kent and Taylor [6].

According to research done by Deloitte (2016), decreasing value of their brands and their shrinking base of loyal guests is a real challenge in hotel industry. In order to remain afloat, hotel brands need to extend and deepen their relationship with their consumers. Establishing relationship with the current guest is more of customer involvement rather than customer manipulation, not just telling and selling but communicating and sharing knowledge and putting more weight on a longer-term relational approach as opposed to the short-term transactional approach [3], [7]. Many hotels invest in technology to promote scale and efficiency over personalization and guest experience. However, there's a notable lack of personalization and human touch throughout the guest journey [8], [9] which are key for branding.

Facebook as an online platform has the capabilities of supporting hotel guests throughout numerous activities, such as inspiration, preliminary information search, comparison, decision making, travel planning, communication, engagement, retrieval of information as well as post-sharing and recollecting travel experiences. The consumer online trail such as user-generated content (UGC),

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user shared content(USC) and interactive media output (IMO) if handled in a dialogic manner can go a great length in enhancing building loyal customers.

Despite the large volume of studies available in the literature, none of them provides an extensive analysis of the application of dialogic principles of internet communication in Facebook based branding of hotels. Offline brand image has been researched on by several scholars [10]–[13] but little has been done on the online brand image [14]. The objective of this study was to investigate how star rated hotels in Kenya are applying the dialogic principles of internet communication in their Facebook branding strategies.

## II. RELATED STUDIES

### A. Hotel Branding

According to Gensler, Völckner, Liu-Thompkins, et al. [4], brands are among the most valuable assets that a hotel possesses. Ashley and Tuten [15] posits that marketers value social media most for branding. Branded social campaigns can deepen consumer–brand relationships, which can aid hotels to uncover common themes in guest feedback, and persuade customers to engage with the hotel’s online content [16].

The concept of brand image is not new, it has been in marketing and consumer research since the early 1950s [17]. Brand plays the important role of defining the product for consumers and differentiate the firm’s offerings from the competitive offerings [18] which is necessary for brand loyal customers. Brands is associated with an image in the consumer’s mind [11] and it comes as a result of experiential service. Specifically, experience is a useful conceptualization for understanding service brand image because it represents a customer’s perspective of a service and the symbolic meanings created during the service consumption [19]. This definition shows that the brand image concept is the customer’s perception of products and services [17] and therefore as the hotel managers endeavor to develop brand identity, they need data on customers’ perception.

With the shifting of the locus of power from the hotel to the collective [3], hotel managers create the brand identity while the brand image is left to the hotel customers [17]. With social media, brands are becoming very dynamic and no single entity can determine them, but every player can influence their cocreation. To build effective brand images, brand managers are required to participate and listen, observe and converse with their stakeholders [20]. Managers should also pay greater attention to long-term customer orientation through mutual exchange and fulfilment of promises [21]. According to Nyangwe and Buhalis [3] this mutual exchange can be done through strategic mix of UGC, USC and hotels’ brand stories. Eventually, brand managers will need to develop a new leadership style that is humble, open and participatory [22] and engage in bottom up brand cocreation [3]. To address the raised issues in branding and relationship building, this research is guided by the Dialogic Theory of Communication [23] which is based on public relations. By engaging in dialogue, hotels can improve their brand images, collect and analyze guest opinion, set

corporate agendas to reflect the needs of the guests, and increase corporate accountability [24]. From this discussion, it’s clear that dialogic based branding is a must for hotels to compete favorably in the global market.

### B. Dialogic Theory of Communication

With deep roots in philosophy and relational communication theory Kent and Taylor [23] extended dialogic theory as an honest and ethical guideline for practitioners and scholars in the creation and maintenance of effective organization–public relationships. The theory explains how organization owners should ethically build quality relationships with the public by having a dialogue with them.

The theory provides a useful framework and practical guidelines for explaining how to utilize various interactive features of the social media, as well as how to build hotel brands through online activities. To cater for online communication, Kent and Taylor [23] developed five principles of internet communication as: dialogic loop, usefulness of information, conservation of visitors, ease of interface and generation of return visit.

The five principles of dialogic communication as summarized by Kent and Taylor [23] have been researched and tested within social media. Several studies have used social media as their base on various study topics such as online promotion and marketing [25], online travel information [26], hospital issues [27], government [28], nonprofit organizations [29] among others. Each of these studies used similar methodologies and found some common results.

One of the earliest studies of social media and dialogic communication examined dialogic strategies and outcomes. Bortree and Seltzer [30] examined whether dialogic strategies used by environmental advocacy groups through their social networking sites yielded higher dialogic engagement between organizations and visitors. They used Kent and Taylor [23] five principles of dialogic communication and their results show that social media offer dialogic opportunities that need to be included in are-conceptualization of the dialogic principles for studying Web 2.0. Their study linked dialogic strategies to dialogic outcomes.

Another study by Taylor and Kent [31] analyzed websites and found that social networking sites have the potential for enhancing dialogue and relationships building. However, these studies were not directly linked to social media branding of hotels. To understand the application of dialogic principles of internet communication in hotel industry, the analysis of their usage in both the website and social media is necessary.

Evaluating hotel Facebook pages based on dialogic lens can help hoteliers better communicate using theory in a context that is questioned as to its dialogic capabilities. Dialogic analysis of Facebook can help conceptualize the communication as it occurs in an online platform. As the usage of Facebook becomes widespread, it is important to study and understand how communication occurs within this realm.

### C. Dialogic Communication within Social Media

According to research done by Social Media

Examiner,[32], Facebook, Instagram, and Twitter are the top three platforms used for branding businesses. Rival IQ [33] supports the assertion that Facebook, Twitter and Instagram are the top three social media sites for branding. This research focused on Facebook to spot trends and identify benchmarks.

This study did not focus on ease of interface principles of internet communication since the interface is determined by the application developers and not the hotels. Researchers in the past have also excluded ease of interface in their studies for the same reason [30], [34], [35]. The study also combined conservation of visitors and generation of return visit into one principle. This is because the two principles are closely related and the uniqueness of hotel industry. A study by Muckensturm [36] found that there is little application of generation of return in hotel Facebook communications.

Marketers categorize social media as a branding channel first and foremost. Some of the objectives that may drive hotels to use social media branding are to increase opportunities to expose target audiences to their message, drive more traffic to the hotel website, enhance search rankings and increase loyalty among customers [37]. Begwani and Pal [38] identified five applications of social media for hotels as; information dissemination, customer engagement, Just-in-Time marketing service, extending concierge service and service recovery. These applications fit well in the dialogic principles of internet communication.

#### D. Facebook

Facebook is a social networking service that was developed by Mark Zuckerberg in 2004. As of the end of 2018, Facebook had more than 2.2 billion global monthly active users, with over 1.74 billion mobile monthly active users [39]. Facebook can be used by both individuals (Facebook Profile) and business organizations (Facebook Page). By 2011, 70% of businesses were already using Facebook [40]. According to SiteMinder [41], 91% of retail brands use two or more social media channels to market their businesses.

There is no doubt about Facebook data being the richest, largest, and most dynamic source of empirical evidence of human behavior and preferences, setting a base for understanding individuals, groups and society [42].

According to Rival IQ [33], the three most important metrics for Facebook are posts per day, posts per week and engagement rate. Rival IQ [33]'s benchmark report reveals that the median engagement rate for Facebook in hotel industry is 0.21% against the media of 0.16% for all industries. It further shows that the median post per day for Facebook in hotel industry is 0.8 with all industries having a median of 1.1. A study conducted to establish the relationship between post formats and digital engagement in Facebook found that post format influences digital engagement, links are the least conducive format for boosting digital engagement though they are the most frequently used and despite the fact that images have higher influence on online engagement, only 18% of the sampled profiles chose this format first [43], [44].

#### E. Customer Engagement

As the adage goes, content is king, but online

engagement rules. There will be no point of creating Facebook content if no one engages with it. This is why the number-one priority for hotels in Facebook based branding. Van Doorn, Lemon, Mittal, et al. [45] defines customer engagement as behavior-based, extends beyond purchase, and has a brand or firm focus. Engagement on Facebook accounts for the public ways in which the social audience can interact with the hotel posts or make them show up in their News feeds and those of their community. It consists of Likes, Comments, Shares and Reactions with respect to a post in Facebook. Engagement metric not only reveals the posted content's ability to capture user attention and ability to compel user action but also the number of people who were served the post and the brand visibility.

In the recent past studies have put more focus on customer engagement. Hoffman and Fodor [46] argued that increasing the levels of customer engagement enhances the customer retention rate and lead to better business performances. It is further argued that higher customer retention rates can result in increased profit for an organization [47]. Simply Measured [48] identifies the brand's ability to capture users' attention, the brand's ability to create a connection with its content and showing how many people see the brand's posts as the three vital things that engagement with the brand's posts reflects.

Engagement plays an even larger role in who sees the hotel posts, because it is a major factor in Facebook's News Feed algorithm. This algorithm determines which News Feeds the posts are displayed in and ultimately, how many users the post is able to reach. When users engage, the actions they take appear in their timelines, making their connection with a brand visible to their friends. And that contributes to awareness for the brand.

It is through Facebook customer engagement that a hotel is able to learn about their audience behavior and preferences, like which types of content they are interested in and whether certain segments of their audience interact more or less with content that is specifically tailored to them. Facebook engagement on certain types of posts can provide insight into the interests of a particular audience for content targeting. The metrics used in engagement are engagement rate, audience, posts, post scheduling and type of posts. Facebook data provides in-depth unique user totals for engagement actions on a post, as well as the overall reach of the posts. This enables hotel managers to calculate engagement rate based on more interactive actions than Likes, Shares, Comments and clicks.

Individual posts engagement rate is a valuable metric for measuring the quality of content that a hotel post has to its page. Specifically, it allows a hotel to compare engagement between two posts. By hotels knowing what share of their audience actually engages with content can indicate whether or not they are reaching the right audience as their fans grow over time. In this study, Facebook engagement is used as a means of achieving two-way communication between the hotel and their stakeholders. Researchers in the recent past have also operationalized social media engagement to represent two-way communication [49].

Some of the attributes of Facebook posts that have a bearing on the hotel brand are post scheduling (day of the week and time of the day) timing (time of the day and days of

the week) of the posts, frequency of the posts. The type of media in a post can be analyzed in terms of type of posts (videos, links, pictures, status, etc.) and engagement level of the media.

The best time to post on social media is when the followers and customers are online. Each social platform will have a different time that works best for the audience. However, for hotel industry that focus on customers from different time zones it starts to get a little bit complicated. Moreover, there are country-specific engaging behavior of audiences. This makes post scheduling a difficult question to for hotels to handle and therefore it should be evaluated with greater details. Previous studies of temporal interaction patterns have shown that most of the user activities on social network sites are undertaken during workdays [50]. Social media users have been found to engage less during the morning and early afternoon, with increased engagement toward the evening, reaching a steady, high level during the night [50].

According to Patel [51], engagement is at the highest during Thursday and Friday, whereas Monday, Tuesday, and Wednesday faces a 3.3% decrease in engagement. This author suggests hotels should post at one p.m. if they are looking for a bigger number of shares and three p.m. if they want more clicks. Gollin [52] posits that the best day(s) to post are Wednesday, Thursday and Friday. The author explains that at this time, the week is almost over and everyone is feeling pretty good. It is argued that not only do Fridays account for 17% of all Facebook comments and 16% of all Likes and Shares, they also have the highest happiness index of any day of the week at 10% [51]. Hence, if a post is created in the period when Facebook fans are more active, there is a greater possibility for the brand post to be seen on the wall, resulting in greater potential engagement.

Within Facebook, hotels have the option of posting various types of content that go with the social media site. In general, the media types available for posting are Status (pure text), photos, Links, videos and audio clips. The media type determines the level of engagement that the post will generate and as such it's a factor to be considered for optimal Facebook brand branding.

### III. METHODS

This study employed quantitative research approach that used media content analysis to collect research data [53]. In the recent past, a number of researchers have employed media content analysis in studies in different disciplines such as websites [54]–[58], social networking sites [59]–[61], E-commerce [62], [63] as well as in gaming and simulation [64], [65].

The target population for the study were three to five star rated hotel Facebook pages connected to the hotel website. Automatic evaluation tools were used to collect and analyze Facebook online activities. The strength of web analytics in research is their ability to allow inspection of the data and behaviors in time perspective [66]. Researchers can inspect events in temporal manner, events occurring daily, weekly, monthly or even yearly [67]. This study having focused on the hotel Facebook pages which were

characterized by data that is temporal, the researchers used web analytic tools to collect research data.

The details of star rated hotels were obtained from Tourism Regulatory Authority (TRA) through Kenya Gazette Notices Vol. CXVI I No. 94 and Vol CXVI I No. 28 of 2016 [68]. Kenya is strategically located on the East Coast of Africa bordering the Indian Ocean to the east, Lake Victoria to the west, and with five neighboring countries. At the time of research data collection, three star and above rated hotels in Kenya were 123 [68]. Where there were several hotels belonging to one hotel chain, only one hotel Facebook page was used. Pilot study was done with 12 hotel Facebook pages chosen at random. Stratified sampling was employed with 5 star, 4 star and 3 star hotels as the stratum. Simple random sampling was used for selection of items for the sample from each stratum. Using Yamane formula [69], 64 hotel websites were identified and sampled. Media content analysis was conducted to measure the inclusion of dialogic principles in hotel Facebook page activities as put forth by Kent and Taylor [23] and modified in this study.

#### A. Data Collection Instruments

The study followed closely the definitions provided by the authors for each principle. This study used Fanpage Karma, premium social analytics to collect research data. It is an online tool for social media monitoring and analytics [70]. Fanpage Karma provides valuable and deep insights on performance and posting strategies of social media profiles such as Instagram, Facebook, YouTube, Twitter, Google Plus and LinkedIn. Fanpage Karma has been used in several studies on social media [71]–[73]. Manual inspection was also used to collect data on the presence/absence information pages in hotel Facebook Page. In a Facebook Page, administrator can create special pages for relevant information like Photos, videos, posts, house rules, community, about, Info and Ads among others.

Stability, internal consistency and test of equivalence were carried out to test the reliability of the research instruments. This was done through test/retest and repeated observation. Reliability was enhanced through random sampling of hotel website. The presence of international hotel chains in the sample further strengthened the application of the results to the global scale.

### IV. RESULTS AND DISCUSSION

This study sought to analyze how hotels are using Facebook as a branding tool based on the dialogic principles of internet communication. To address this question, Facebook data was collected over a period of one year. Data collection was broken down into four sessions each with 28 days. The first four weeks in the month of September, then another four weeks in the month of December the year 2017. In 2018, data was collected in the month of April and August 2018.

The results show that the adoption of Facebook by hotels in Kenya is at 64% (N = 41). The results further show that four star rated hotels have the highest adoption of Facebook at 76% followed by five-star hotels at 75% with three stars having 58%. The principle of dialogic loop was assessed through engagement (reactions, comments and shares) and

post response time. The results reveal that the median number of Facebook fans is 12, 309. With median average weekly growth rate of 0.22%. The median engagement rate is 0.08%. The median Facebook post interaction is 0.24% and the average posts per day is 0.29. Another interesting result is the median response time of 0.92 hours. Table 1 exhibits the details of Facebook key performance indicators.

Table 1: Facebook Key Performance Indicator

	Average weekly growth	Average Weekly Rate of Engagement	Post interaction	Respond time	Post per day
Mean	0.22%	0.25%	0.51%	19.03	0.52
Median	0.15%	0.08%	0.24%	0.92	0.34
Min.	0.02%	0.00%	0.00%	0.12	0.00
Max.	1.18%	1.61%	4.16%	50.5	3.07

The adoption of Facebook by hotels in Kenya as a branding channel is good (64%). However, when compared to the global adoption level, the Kenyan one is still low. As discussed in section iv, the global adoption of Facebook by business entities is over 91%. This does not mean that the missing hotels do not have Facebook Pages, they may be behaving but not connected to the hotel websites. This study analyzed only Facebook Pages that have a link in the hotel website. The median engagement rate of 0.08% confirms the existence of two-way communication. However, the engagement rate is below the global hotel industry median rate of 0.21% and all industries of 0.16 as discussed earlier.

The implication of these results is that the Kenyan hotels are not adequately using Facebook to brand their facilities. The hotels are not using Facebook to generate awareness among their consumers of their existence and the kind of products, services they offer. Furthermore, their customers' satisfactory experiences are also not being shared online optimally. To improve on the engagement level, hotel managers need to post more video-based content that attracts high engagement levels.

The median response time (0.9 hours) indicates that the temporal aspect of dialogic loop is achieved by a section of hotels. However, the average response time (19 hours) indicates that a good number of hotels take long to respond to the customer comments in their Facebook Page. Hotel managers also need to respond to Facebook users' comments/questions in a timely manner to enhance dialogic loop principle in Facebook page.

The dialogic principle of usefulness of information in Facebook was assessed through the presence of links to other pages/outside sources, multimedia communication, calendar of activities, information and Ads page, polls and offers pages. The results indicate that only 16% (N = 7) of the sampled hotels have links to other pages and/or outside sources. Close to half of the hotels (45%) have Events Page in their Facebook Pages but interestingly, only 5% (N = 2) have their Upcoming Events and Past events section filled with the rest only having past events section updated. The hotels have not embraced the Offers and Polls concepts in their Facebook Pages with a mere 2% (N = 1) having an active Polls

Page and 7% (N = 3) having an Offers Page. The Information and Ads Pages in the hotels Facebook Pages have adoption level of 25% (N = 11). The average presentation of useful information through the hotel Facebook Pages is 19%. This was computed from the percentage level of implementation of the features that enable a hotel website to present useful information. Figure 1 exhibits the details of provision of information in hotel websites.

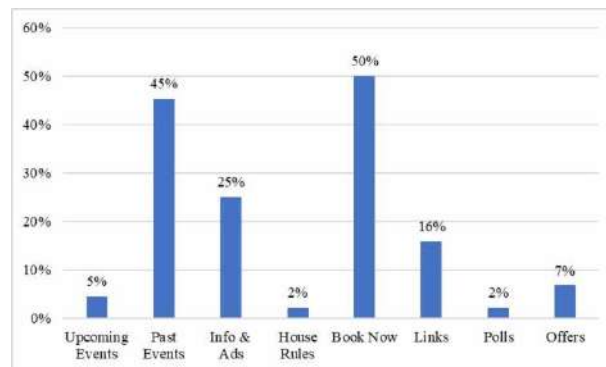


Figure 1: Provision of information in hotel websites.

In the analysis of the type of media used in Facebook posting, the results indicate that the highest type of media used is pictures with an average of 82% (N = 457) posts. The least used media type is status with an average of 1% (N = 5) posts. Figure 2 shows the details of media types used in Facebook posts.

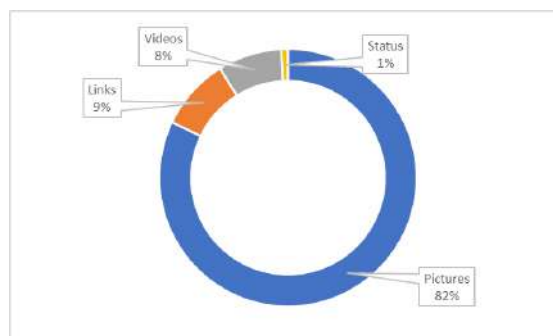


Figure 2: Facebook Average Posts by media types

The results further indicate that pictures generate the highest number of reactions per post accounting for 57% of the reactions while status generate the least interaction. Figure 3 shows the details of Facebook interaction per post.

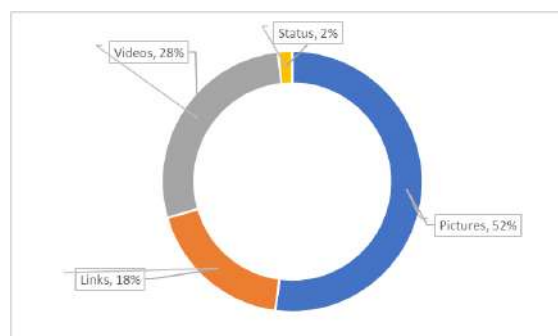


Figure 3: Facebook Average Reaction per Posts Type

Comparing average post type month by the number of reactions generated indicates that videos generated the highest number of reactions as shown in Figure 4.

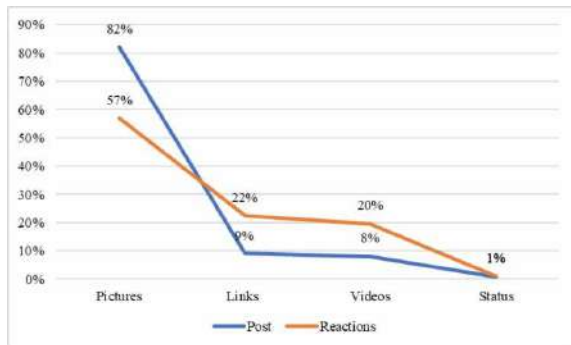


Figure 4: Facebook Average Reaction per Posts Type

The star rated hotels in Kenya are not adequately deploying useful information in their Facebook Pages. This is demonstrated by the low application level (19%). Upcoming events pages should provide customers with information on planned events in the hotel calendar. The low usage of upcoming events and absence of links to relevant site like point of interest deny customers the information they need for planning purposes.

The minimal usage of videos (8%) also limit the provision of useful information to the hotel customers through Facebook. As demonstrated in Figure 4, videos elicit more reactions than pictures and therefore is ideal for conveying information to hotel Facebook fans.

The overall level of implementation of usefulness of information features in hotel website as analyzed by this study is 19%. The study recommends that hotel managers need to give more attention to the features that present useful information to their consumers to enhance long-term relationship building and improve on hotel brand equity.

The principle of conservation of visitors in Facebook was investigated through the Facebook Fans growth rate, posting and regulation of the page use. The results reveal that a mere 2% (N = 1) regulate how their fans interact with their Facebook Page through setting up a page with explicit house rules.

Posting was analyzed in terms of post scheduling by day of the week and time of the day. The highest number of posts are done on a Friday with 18% (N = 99) posts and the lowest are on a Sunday with 5% (N = 26). Figure 5 shows the average posts per day by day of the week.

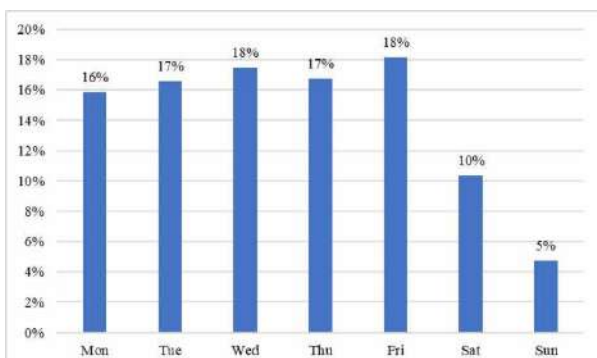


Figure 5: Facebook Average Posts Per Day by Days of the week

## Week

The data was also analyzed in terms of reaction per post by days of the week. The highest number of reactions were recorded for Saturdays with 23% (posts = 2464) reactions per post. The least reactions per post were recorded on a Friday with 10% (reactions = 1042) reactions. Figure 6 exhibits the Facebook Average reactions per post by days of the week

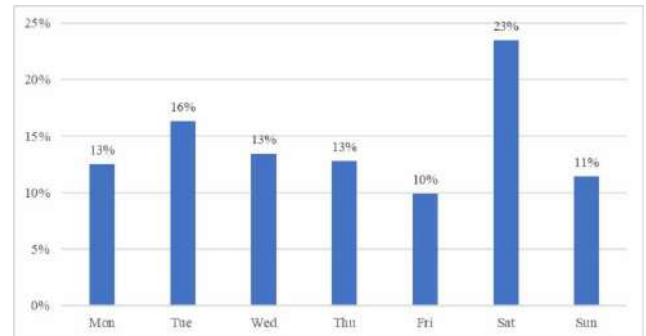


Figure 6: Facebook Average Reactions per Post by days of the week

The data was also analyzed in terms of time of posting in the days of the week. The results reveal that the highest average number of posts is done on Saturday between eight in the morning and noon and no posts are done between one to four in the morning on Monday, Wednesday, Thursday and Friday. Figure 7 shows Facebook posting by time and days of the week.

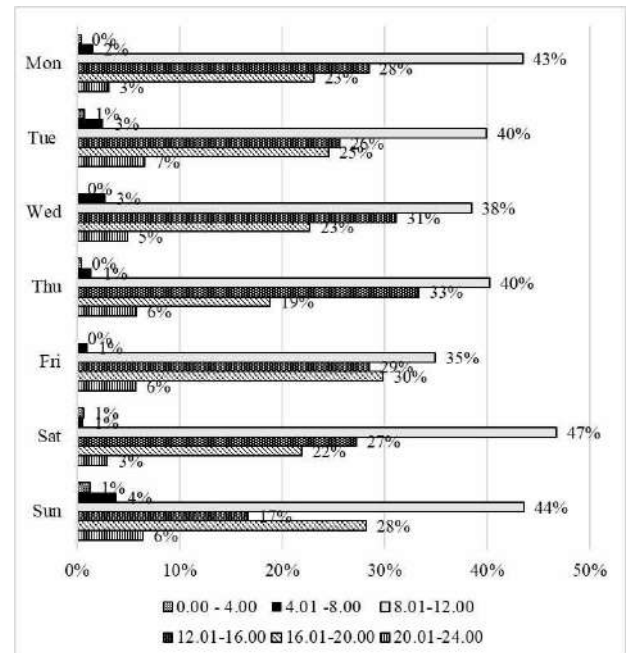


Figure 7: Facebook Average Posts by time and days of the week

The analysis of Facebook posts reaction by time and day of the week reveals that the highest average number of reactions are recorded on a Sunday in the morning between eight and noon. There are no reactions experienced in the morning between one and four on Monday, Wednesday and Friday. Figure 8 exhibits the average frequency of reactions by time and day of the week for

Facebook posts.

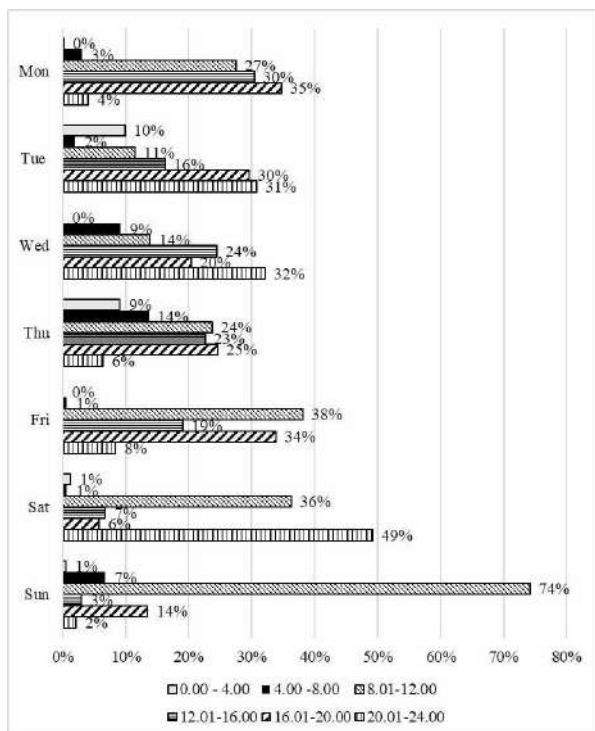


Figure 8: Facebook Reactions by Time and Days of the Week

Conservation visitor principle demands that the platform is developed in a way that visitors are retained in the platform and they also make return visits. In this study, hotel Facebook Pages are not having explicit rules that govern user activities in the page. This is demonstrated by low (2%) use of house rules. House rules are to regulate the language and type of content that users can post in the hotel Facebook Page. Their absence opens room for some users to post offensive content which can make some fans to avoid engaging with the platform or even leave the Facebook Page altogether.

The posting schedule is in line with the hotel industry post timing. According to research results discussed earlier, the best day of the week to post for optimal engagement is on Friday. The posting time of the day for the Kenyan hotels does not tally with the recommended industry timings. The recommended time for posts to get higher reactions is between 8.00 p.m. and 11.00 p.m.

The postings done on Friday get more reactions on Saturday morning. The Kenyan hotels posting of frequency can be explained by the working schedule, where employees report to work as from 8.00 a.m. It's at this time that most of the Kenyan hotel Facebook posts are done. At that time employees are fresh and do more posting.

Hotel managers need to understand their fans' Facebook engagement time so that they post content for higher engagement. The different times of posting and reaction can be explained by the regional time differences, since the hotel Facebook fans are drawn from different continents, it is a challenge to get all the fans online. The frequency of posting influences the conservation of visitors in a hotel Facebook page. Regular posting of quality content can make the fans to be keen on hotel posts. The managers need to put more attention on the quality than quantity. High frequency of posting less important content

can make some Facebook fans to ignore postings from a given source.

Conservation of hotel Facebook Page can also be monitored through the growth rate of the fans. Positive growth rate is an indicator that new fans are being acquired and at the same time the old ones are being retained.

## V. CONCLUSION

A conclusion section is not required. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions.

This paper analyzed the use of Facebook hotel pages as branding tools based on the dialogic principles of internet communication. The results show that star-rated hotels in Kenya are using the dialogic loop principle of internet communication, however the usage is still at an infancy stage. This was demonstrated by the low rate of engagement. This is demonstrated by the lower engagement rate. The study also revealed that the presentation of useful information principle is not adequately deployed. Conservation of visitors' principle of internet communication is also still in its middle stage of implementation. The overall implementation of dialogic principles of internet communication according to the analyzed data is below average.

The results presented in this paper are limited to hotel Facebook pages as a branding platform. As such, the concept of dialogic theory of communication in this paper is limited to internet communication and reflects the selection of Facebook as an underlying technological platform. To further understand the application of dialogic theory of communication, further studies to investigate the interaction over the posts shared by the fans need to be conducted to understand if they exhibit similar results. This would provide more insight into the level of influence of the individual users versus the moderator within the Facebook brand page.

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