

Corporate Reputation Construction through Media Public Relations Strategies on Instagram

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ABSTRACT

The development of social media has transformed Public Relations practices in building corporate reputation through more interactive and participatory digital communication. Instagram, as a visual-based platform, has become one of the strategic media used by organizations to construct reputation through digital content management. This study aims to analyze the construction of corporate reputation through Media Public Relations strategies on Instagram implemented by Royal Fragrance. This research employs a qualitative approach with a case study method. Data collection techniques include non-participant observation of Royal Fragrance's Instagram account, documentation of digital content, and literature review to strengthen the theoretical analysis. The data analysis technique uses an interactive model consisting of data reduction, data display, and conclusion drawing. The findings indicate that the construction of Royal Fragrance's corporate reputation through Instagram is carried out through five main strategies: visual content management, audience interaction, influencer collaboration, brand storytelling, and digital communication consistency. Consistent visual content management helps build a premium and professional brand image. Audience interaction through digital communication features strengthens the relationship between the organization and its public. The use of influencers enhances brand visibility and social legitimacy. Furthermore, brand storytelling and consistent digital communication reinforce organizational identity and increase public trust. This study concludes that Instagram-based Media Public Relations plays a significant role in building corporate reputation in the era of digital communication. The findings contribute theoretically to the development of digital Media Public Relations and corporate reputation studies, while also providing practical implications for organizations in managing reputation through social media.

Keywords : *Media Public Relations, Corporate Reputation, Instagram, Digital Communication, Social Media*

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INTRODUCTION

The development of digital communication technology has transformed public relations practices from conventional approaches into interactive and participatory digital media based strategies. This transformation not only alters how organizations

communicate with their publics, but also influences how corporate reputation is built, maintained, and perceived by stakeholders. Social media has become a strategic space for organizations to establish legitimacy, credibility, and long-term relationships with audiences through more dialogic and transparent communication (Kent & Li, 2020).

In the context of modern corporate communication, reputation is no longer constructed unilaterally through institutional messaging; rather, it is collectively shaped through digital interactions between organizations and their publics. Corporate reputation represents the collective perception of stakeholders regarding an organization's credibility, quality, social responsibility, and communication consistency (Van Riel & Fombrun, 2007; Aula & Mantere, 2013). Therefore, digital Media Public Relations (MPR) strategies have become essential instruments in shaping organizational narratives that strengthen corporate image and reputation in a sustainable manner (Verčič & Ćorić, 2018).

Social media provides organizations with opportunities to manage reputation through the distribution of visual content, storytelling, and two-way interactions that foster emotional connections with the public. Digital platforms enable organizations to build engagement, which serves as a key indicator in evaluating digital reputation. The level of audience participation such as comments, content sharing, and direct responses to organizational messages reflects the quality of relationships established through digital communication strategies (Men & Tsai, 2015).

Instagram, as a visual based platform, has become one of the most strategic media in digital Media PR practices. Its characteristics emphasizing visual strength, content aesthetics, and interactive features such as stories, reels, and live streaming allow organizations to create richer and more persuasive communication. The visualization of messages through photos and videos enhances informational appeal while strengthening brand associations that shape public reputational perceptions (Djafarova & Rushworth, 2017).

The dominance of Instagram within Indonesia's social media ecosystem further reinforces its importance as a corporate communication instrument. Data indicate that a majority of internet users in Indonesia access social media to seek product information, build social networks, and follow digital trends. This condition positions Instagram as a strategic space for organizations to enhance visibility and reputation through consistent and integrated visual communication (Statista, 2023).

In the context of the creative and lifestyle industries, visual communication strategies on Instagram significantly influence public perception. Aesthetic and narrative-driven visual content can create associations of quality, exclusivity, and brand credibility, which form the foundation of corporate reputation. This strength of visual communication enables organizations to establish strong positioning in the minds of digital audiences (Tafesse & Wien, 2018).

Digital transformation has also shifted the paradigm of public relations from being primarily informative to becoming relational. Modern Media PR strategies focus not only on information dissemination but also on building interactions that foster public trust in organizations. Trust is a key element in shaping corporate reputation, as it determines stakeholder loyalty and long-term support (Waters et al., 2011; Men & Tsai, 2015).

The construction of reputation through social media involves a systematic and strategic framing of messages. Organizations must manage visual narratives, language selection, and digital interactions carefully to ensure that conveyed messages reflect corporate values and identity. Consistency in digital communication is a crucial factor in maintaining stable public reputational perceptions (Etter et al., 2019).

In digital Media PR practices, the use of influencers has also emerged as an effective strategy to expand message reach and enhance communication credibility. Collaborations with public figures who possess large follower bases can increase content exposure while building social legitimacy for the brand. This endorsement strategy has become an integral component in reputation construction in the digital era (Freberg et al., 2011).

The phenomenon of digital reputation construction is increasingly relevant in the context of intensifying industry competition. Organizations are required not only to deliver high quality products but also to establish communication strategies that reinforce legitimacy and credibility. Corporate reputation becomes a strategic asset that influences consumer decisions, customer loyalty, and business sustainability (Fombrun, 2012).

One industry experiencing intensified reputational competition is the local perfume industry in Indonesia. The growth of this industry is driven by increasing public awareness of lifestyle trends and the need for self expression through fragrance products. Intense competition encourages companies to optimize digital communication strategies to strengthen brand differentiation in the public sphere (Euromonitor, 2022).

Royal Fragrance is one of the local perfume brands actively utilizing Instagram as its primary communication medium with digital audiences. The company's official Instagram account showcases various visual contents, including product promotions, customer interactions, and influencer collaborations as part of its strategy to build closeness with the public. These activities reflect the implementation of digital Media PR strategies in enhancing brand visibility.

Based on previous research data, Royal Fragrance's Instagram account demonstrates high activity levels with visual content that emphasizes elegance, luxury, and modernity. The consistent use of visual aesthetics and product storytelling serves as a key strategy in shaping brand quality perceptions among digital audiences.

In addition to visual strength, two-way interaction between the company and its audience is also a crucial element in Royal Fragrance's digital communication strategy. The

use of comment features, reposting customer stories, and interactive polling reflects the company's efforts to build dialogic relationships that strengthen public engagement.

Collaboration with well-known influencers further reinforces the brand's social legitimacy through the transfer of credibility from public figures to the promoted products. This strategy demonstrates the integration of digital Media PR approaches with influencer marketing practices to expand exposure while strengthening brand reputation in the digital space. Despite these various digital communication activities, the construction of corporate reputation through Media PR strategies on Instagram still requires in-depth academic examination. Most previous studies have focused on brand image and digital marketing, while the aspect of corporate reputation as an outcome of digital Media PR strategies has not been extensively explored.

This research gap highlights the need for studies that integrate perspectives of corporate communication, digital Media PR, and reputation construction within the context of visual social media. Such an approach enables a more comprehensive understanding of how organizations build legitimacy and credibility through strategic digital interactions.

This study aims to analyze how Media Public Relations strategies implemented through Instagram contribute to the construction of Royal Fragrance's corporate reputation. The research focuses on visual content management, digital interaction, and influencer collaboration as strategic elements in shaping public reputational perceptions.

The contribution of this study lies in the development of a theoretical perspective on the integration of digital Media PR and corporate reputation construction within the context of visual social media. Additionally, this research provides practical implications for organizations in designing digital communication strategies that can sustainably strengthen corporate reputation in the era of digital transformation.

METHOD

This study employs a qualitative approach with a case study method to gain an in-depth understanding of corporate reputation construction through Media Public Relations strategies on the Instagram platform. A qualitative approach is selected as the study focuses on understanding digital communication phenomena and reputation strategies implemented by organizations within their natural context. This approach enables researchers to explore the meaning of communication, digital interaction practices, and communication strategies used by organizations in building corporate reputation comprehensively (Creswell & Creswell, 2018; Yin, 2018).

The case study method is applied because this research seeks to explore in depth the digital communication practices carried out by Royal Fragrance as the object of study. A case study allows researchers to understand communication phenomena contextually and to identify communication strategies used in real organizational settings. This approach

is commonly employed in digital communication research to analyze Public Relations practices within social media environments (Yin, 2018; Baxter & Jack, 2016).

The object of this study is the official Instagram account of Royal Fragrance as the company's Public Relations communication medium. Instagram is chosen due to its strong visual characteristics and its provision of various interactive communication features such as feed, stories, reels, and comments, which enable organizations to build reputation digitally. Visual-based social media platforms like Instagram have proven to be important instruments in organizational communication strategies and digital reputation management (Tafesse & Wien, 2018; Men & Tsai, 2015).

The subject of this research is the digital communication activities of Royal Fragrance as presented through its official Instagram account. The research focuses on communication strategies including visual content management, caption usage, audience interaction, and influencer collaboration. These elements constitute the core components of digital Media Public Relations strategies used to build organizational reputation (Verčič & Ćorić, 2018).

The unit of analysis in this study consists of Royal Fragrance's Instagram content, including feed posts, reels, stories, and audience interactions such as comments, likes, and reposts. These units are used to identify communication strategies employed in constructing corporate reputation through social media. Social media content analysis enables researchers to understand how organizations manage digital communication to build public credibility and legitimacy (Etter et al., 2019).

Data collection techniques in this study include non-participant observation of Royal Fragrance's Instagram account. The observation is conducted by examining uploaded content within the research period based on previously conducted thesis data. Non-participant observation is used as the researcher does not directly engage in the organization's communication activities but instead observes naturally occurring digital communication phenomena (Creswell & Creswell, 2018).

In addition to observation, this study also utilizes documentation techniques in the form of screenshots of Royal Fragrance's Instagram content. Documentation is carried out to capture visual content, captions, and forms of audience interaction on the company's Instagram account. Digital documentation is a commonly used data collection technique in social media communication research to obtain accurate and systematic data (Kozinets, 2020).

This study also employs a literature review as a secondary data collection technique. The literature review involves examining academic journals, books, and previous studies relevant to Media Public Relations, corporate reputation, and digital communication. Secondary data is used to strengthen the analysis and interpretation of research findings, resulting in a more comprehensive discussion (Neuman, 2014).

The data analysis technique in this study adopts the interactive analysis model proposed by Miles, Huberman, and Saldaña, which consists of data reduction, data display, and conclusion drawing. In the data reduction stage, the researcher categorizes Instagram content based on Media Public Relations strategy classifications. In the data display stage, findings are organized into a systematic analytical narrative. The final stage involves drawing conclusions based on communication patterns identified within Royal Fragrance's Instagram content (Miles et al., 2014).

During the analysis process, this study categorizes Media Public Relations strategies based on indicators of corporate reputation construction, including visual content management, audience interaction, influencer collaboration, brand storytelling, and digital communication consistency. These categories are used to identify how digital communication strategies shape public perceptions of the organization (Men & Tsai, 2015; Etter et al., 2019).

To ensure data validity, this study applies data triangulation techniques. Triangulation is conducted by comparing the results of Instagram content observations with Media Public Relations theories and relevant previous studies. This technique enhances the credibility of the research findings and ensures that data interpretation is conducted objectively (Creswell & Creswell, 2018).

In addition to triangulation, this study also employs persistent observation and data verification techniques. The researcher examines the consistency of Royal Fragrance's Instagram content and compares communication patterns across various posts. This technique ensures that the research findings accurately reflect digital communication phenomena (Lincoln & Guba, 1985).

Through this methodological approach, the study aims to identify how Media Public Relations strategies implemented through Instagram are used to build the corporate reputation of Royal Fragrance. This approach enables the research to generate findings that not only contribute theoretically to digital communication studies but also provide practical implications for organizations in managing reputation through social media.

FINDING AND DISCUSSION

RESEARCH RESULT

The findings indicate that the construction of Royal Fragrance's corporate reputation through Media Public Relations strategies on Instagram is shaped by consistent digital communication patterns. Based on observations of Royal Fragrance's Instagram account, several communication patterns were identified as contributing to the formation of the company's reputation. These patterns include content characteristics, digital interaction patterns, communication collaborations, brand narratives, and the frequency of digital communication.

The study further reveals that Instagram is utilized as the primary communication medium in building a professional image and brand reputation for Royal Fragrance. The content presented functions not only as product promotion but also as a means of fostering relationships with audiences and strengthening brand identity in the digital environment.

1. Characteristics of Royal Fragrance’s Instagram Content

Based on the observation results, Royal Fragrance’s Instagram content demonstrates consistent visual characteristics aligned with an elegant and premium concept. The visual content presented includes product photos, promotional videos, customer testimonials, and lifestyle content that illustrates the use of the products in everyday life.

In addition, Royal Fragrance also features educational content that explains the characteristics of fragrance scents and product advantages. This indicates that the communication strategy is not solely promotional but also informative in nature. The following presents the data on the characteristics of Royal Fragrance’s Instagram content:

Table 1. Characteristics of Royal Fragrance’s Instagram Content

No	Type of Content	Content Description	Communication Objective
1	Product Photos	Product visuals with an elegant concept	Building a premium image
2	Promotional Videos	Videos demonstrating product usage	Enhancing visual appeal
3	Customer Testimonials	Reviews from product users	Building trust
4	Lifestyle Content	Product usage in daily activities	Shaping lifestyle image
5	Educational Content	Information on fragrance characteristics	Providing product information

Based on the table, it can be observed that Royal Fragrance utilizes a variety of content types to build a professional and credible brand perception.

2. Patterns of Digital Interaction with the Audience

The findings indicate that Royal Fragrance actively builds digital interaction with its audience through various Instagram features. These interactions are carried out through comments, direct messages, reposts, and the use of the stories feature.

Such interactions demonstrate that the communication is two-way in nature. The audience not only receives information but also actively participates in the digital communication process.

Table 2. Digital Interaction Patterns of Royal Fragrance

No	Interaction Type	Activities Conducted	Communication Function
1	Comments	Responding to audience questions	Building relationships
2	Direct Message	Responding to customers	Customer service
3	Reposts	Membagikan konten pelanggan	Meningkatkan engagement
4	Interactive Stories	Sharing user-generated content	Increasing engagement
5	Giveaways	Promotional programs	Expanding reach

These findings indicate that Royal Fragrance utilizes interactive communication to build relationships with its digital audience.

3. Communication Collaboration with Influencers

The findings indicate that Royal Fragrance utilizes influencers as part of its digital communication strategy. Influencers are employed to introduce products and enhance brand visibility.

Influencer content typically consists of product reviews, demonstrations of product usage, and recommendations to their audiences.

Table 3. Royal Fragrance Influencer Collaborations

No	Type of Collaboration	Content Type	Objective
1	Endorsement	Product reviews	Increasing awareness
2	Influencer Content	Product usage videos	Building trust
3	Paid Promotion	Product promotion	Expanding audience reach
4	Influencer Testimonials	Usage experiences	Enhancing credibility

Based on the data, influencers are utilized as an external communication channel in building brand reputation.

4. Brand Narrative in Instagram Content

The findings indicate that Royal Fragrance utilizes brand narratives in its digital communication. These narratives are conveyed through captions, visuals, and product storytelling. The constructed narrative reflects a brand character that is elegant, modern, and premium.

Table 4. Royal Fragrance Brand Narrative

No	Narrative Element	Content Form	Communication Meaning
1	Elegant	Premium product visuals	Exclusive image
2	Modern	Minimalist content design	Contemporary image
3	Premium	Product packaging	High quality
4	Lifestyle	User activities	Modern lifestyle image

5. Consistency of Digital Communication Activities

The findings indicate that Royal Fragrance maintains consistency in its digital communication through posting frequency and a uniform communication style.

This consistency helps enhance brand visibility and strengthen the company's digital identity.

Table 5. Digital Communication Consistency

No	Consistency Aspect	Activity Form	Impact
1	Upload Frequency	Regular posting	Menjaga visibilitas
2	Visual Consistency	Uniform colors and design	Identitas merek
3	Communication Language	Consistent tone and style	Karakter brand
4	Content Theme	Product and lifestyle	Message consistency

Based on the overall findings, it is evident that Royal Fragrance utilizes Instagram as a strategic communication medium in building its corporate reputation. Visual content management, audience interaction, influencer collaboration, brand narrative, and communication consistency emerge as the primary patterns in the construction of the company's digital reputation.

DISCUSSION

Media Public Relations as an Instrument for Digital Corporate Reputation Construction

The findings indicate that the Media Public Relations strategies implemented by Royal Fragrance through Instagram play a significant role in building corporate reputation in the digital environment. The use of Instagram as an organizational communication medium reflects the transformation of Public Relations practices from conventional approaches to more interactive and participatory digital communication. Social media enables organizations to construct reputation through more open and relationship-oriented communication with the public. In this context, Media Public Relations functions not only as a channel for information dissemination but also as a strategic tool for building organizational credibility and legitimacy in the digital space (Men & Tsai, 2015; Verčič & Čorić, 2018).

Royal Fragrance utilizes Instagram to build its reputation through consistent and well-planned visual communication. This aligns with the concept of digital Media Public Relations, which emphasizes content management as a core component of organizational reputation strategies. Professional and consistent visual content helps organizations establish a strong brand identity and enhance perceived quality among the public. Previous studies have shown that visual communication on social media significantly influences organizational reputation by creating emotional associations between brands and their audiences (Tafesse & Wien, 2018; Djafarova & Rushworth, 2017).

Furthermore, the findings reveal that digital interaction is a crucial element in Royal Fragrance's Media Public Relations strategy. Two-way communication through comments, direct messages, and reposting customer content demonstrates that the

company actively builds relationships with its audience. This relational communication approach is a key characteristic of digital Media Public Relations, which focuses on fostering long-term relationships with the public. Such digital interactions contribute to increasing customer trust and loyalty toward the organization (Men & Tsai, 2015; Kent & Li, 2020).

In the context of corporate reputation, digital interaction also serves as an indicator of organizational credibility. Organizations that are responsive to their audience are more likely to be perceived as professional and trustworthy. These findings are consistent with previous studies indicating that audience engagement on social media influences the formation of organizational reputation. High levels of engagement reflect the quality of the relationship between the organization and its public (Etter et al., 2019).

The Role of Visual Content in Corporate Reputation Formation

The findings indicate that visual content serves as a dominant element in Royal Fragrance's Media Public Relations strategy. Visuals that reflect an elegant and premium concept help build perceptions of product quality. This visual communication approach aligns with the characteristics of Instagram as a visual-based platform, enabling organizations to construct reputation through the aesthetics of digital content.

Previous studies have shown that visual communication plays a crucial role in shaping brand perception and organizational reputation. Consistent visuals help create a strong brand identity and enhance the appeal of digital communication. Moreover, professional visuals contribute to increasing organizational credibility in the eyes of the public (Tafesse & Wien, 2018).

In addition, the use of lifestyle visuals in Royal Fragrance's content demonstrates that the organization not only promotes products but also constructs a lifestyle narrative. This approach helps strengthen the emotional connection between the audience and the brand. Prior research suggests that visual storytelling on social media can enhance audience engagement and reinforce brand reputation (Djafarova & Rushworth, 2017).

Therefore, visual content management emerges as a key strategy in Royal Fragrance's digital Media Public Relations. Consistent and professional visuals play a significant role in building brand identity and enhancing organizational reputation.

Audience Interaction as a Digital Reputation Strategy

The findings indicate that audience interaction is a crucial factor in the construction of Royal Fragrance's reputation. The use of interactive features such as comments, polls, and reposts demonstrates that the company engages in two-way communication with its audience. This approach reflects the concept of relational communication in digital Public Relations.

Previous studies suggest that relational communication through social media helps organizations build long-term relationships with their publics. These relationships contribute to enhancing organizational reputation, as audiences feel a closer connection to the brand. Digital interaction also plays a significant role in increasing trust toward the organization (Men & Tsai, 2015; Kent & Li, 2020).

Moreover, audience interaction functions as a form of social validation for the products. When audiences respond positively to organizational content, it reinforces brand reputation in the digital space. Prior research indicates that audience engagement serves as a key indicator in the formation of organizational reputation on social media (Etter et al., 2019).

Therefore, audience interaction becomes an essential component of Royal Fragrance's Media Public Relations strategy. Two-way communication helps establish strong relationships between the organization and its publics.

Influencers as a Strategy for Strengthening Reputation

The findings indicate that Royal Fragrance utilizes influencers as part of its digital Media Public Relations strategy. Influencers are employed to expand communication reach and enhance brand credibility. Their use is considered effective in building digital reputation, as influencers have a strong impact on audience perceptions.

Previous studies suggest that influencer marketing helps increase audience trust in products. Audiences tend to place greater trust in influencer recommendations compared to conventional advertising. Influencers also contribute to enhancing brand visibility on social media (Djafarova & Rushworth, 2017; Freberg et al., 2011).

In addition, influencers function as communication mediators between the organization and the public. The content they produce helps create communication that is more authentic and relatable for audiences. This approach strengthens brand reputation in the digital space.

Therefore, the use of influencers becomes a key strategy in the construction of Royal Fragrance's reputation through digital Media Public Relations.

Communication Consistency in Reputation Formation

The findings indicate that Royal Fragrance maintains consistency in its digital communication through posting frequency and a uniform communication style. Communication consistency helps enhance brand visibility and strengthen organizational identity.

Previous studies suggest that communication consistency is a key factor in the formation of organizational reputation. Stable and consistent communication helps increase public trust in the organization. In addition, consistency contributes to building a strong brand identity (Verčič & Ćorić, 2018; Etter et al., 2019).

Therefore, digital communication consistency becomes an essential strategy in the construction of Royal Fragrance's reputation through Media Public Relations.

CONCLUSION

This study demonstrates that the construction of Royal Fragrance's corporate reputation through Media Public Relations strategies on Instagram is carried out systematically through integrated digital communication management. Instagram is utilized not only as a product promotion medium but also as a platform for building relationships

with the public, strengthening brand identity, and shaping corporate reputational perceptions. The findings reveal that visual communication, audience interaction, influencer collaboration, brand storytelling, and digital communication consistency are the key elements in Royal Fragrance's Media Public Relations strategy.

Consistent and professional visual content management helps establish a premium and credible brand image for Royal Fragrance. In addition, active digital interaction through comments, reposts, and Instagram's interactive features strengthens the relationship between the organization and its audience. This strategy highlights that two-way communication is a crucial factor in building an organization's digital reputation. These findings indicate that social media-based Media Public Relations plays a significant role in constructing corporate reputation in the digital communication era.

Furthermore, the use of influencers in Royal Fragrance's communication strategy enhances brand visibility and reinforces the social legitimacy of its products. Influencers act as communication mediators between the organization and the public, thereby helping to build audience trust. The consistency of digital communication maintained by Royal Fragrance also contributes to sustaining brand reputation stability and strengthening the organization's communication identity.

In conclusion, this study affirms that Media Public Relations strategies implemented through Instagram play a vital role in the construction of Royal Fragrance's corporate reputation. Visual content management, audience interaction, influencer collaboration, brand storytelling, and digital communication consistency serve as the primary factors in building organizational reputation in the digital space. The findings highlight that corporate reputation in the digital era is not solely built through one-way communication but through continuous and interactive engagement with the public.

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