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Social Media and Image Management: An Analysis of Facebook Usage in Celebrity Public Relations

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Creation and maintenance of a favourable image is an essential function of public relations and social media is emerging as an important weapon in this image management armoury. The social media environment provides an opportunity to reach out to a variety of public in a more intimate and interactive way especially in the case of celebrity image management. Social media accounts of celebrities serve as a medium to blur the boundaries between the public and private spheres of their lives and content posted on these accounts also serves as a credible source of information for mass media. Since the social media presence of celebrities plays a crucial role in their image creation. This paper is an attempt to explore the emerging trends in social media usage by celebrities. The objectives of the paper were to look at the Facebook usage of celebrities from different walks of life (including politics, sports, music, cinema and television) and analyse this usage in terms of dominant subject matter, presentation, language used, frequency and continuity. The method used was a content analysis of the Facebook accounts of celebrities for a period of one year for the theory purpose a total of 1469 Facebook posts for one year to provide an insight into social media usage in the practice of celebrity public relation and potential that lies untapped were analyzed.

Keywords: Social media, celebrity PR, Facebook, image management, public relations

Public Relations by definition is practise of building mutually beneficial relationship between the client and the variety of public and thus calls for two way communication. New Media including online communications is an interactive media by its very character, facilitating quick feedback and two way communication. Thus, new media and public relations (PR) become a natural fit where online media provides the much suited platform for public relations communication and variety of functions that it needs to fulfil. Communication is the core of public relations practise and PR professionals are adapting to the digital intervention as they realize the significant role internet communication plays in relationship building and image management. Some of the commonly used internet tools include news releases, websites, blogs, video conferencing, and social media. Amongst these, social media has emerged as the most powerful tool for present day public relations practise. With a number of social networking sites and millions of users on these sites, reaching out to publics and opinion leaders becomes more systematic and focused. Moreover social media communications provide a gate-keeping free environment where the PR professional does not have to make the content pass though the news media filters. Thus the use of social media in practice of public relations becomes a significant area of study.

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Social Media and Celebrity Public Relations

As the power and potential of social media becomes evident to PR professionals, the use of social media for facilitating communication between the client and the public has increased. According to Seiple (2010), the number of advantages that social media offers to the practice of public relations include: highly targeted approach, filters to reach out to influencers, embedded promotional messages in content, innovative ways to reach out to media and publics, accurate evaluation and many more. One of the prime advantages of social media is also its viral nature. Posts, tweets, images, and Content generated by an individual is shared across the globe in short span of time that increases the reach of the message manifold and alongside lends credibility to the content that is generated by an individual but promoted by number of influencers and publics. While the traditional procedure required the mediation of press or electronic media to put the PR message across to the variety of audiences, Internet and social media provide the opportunity to reach to the publics directly without any intervention from the media which in turn means that the messages remain unaltered by any editing or gate keeping.

The popular social media tools available today include Facebook, Twitter, Instagram and LinkedIn. While each platform has its own unique features but the advantages of social media to PR remain true for all these platform. Often with overlapping user base and cross linked accounts the users share content across various social media platforms and thus spread PR messages which proves beneficial to PR professionals especially in the case of creation and maintenance of images.

With specific reference to celebrity image management, social media has a number of advantages. According to Swann (2014) 'celebrities are like products and project their own image' (p. 363). This image is generated not only from what a celebrity does but also how he or she communicates to the public. Although there are agencies and PR representatives managing the tweets and posts of celebrities but in several instances celebrities manage their social media accounts themselves. According to Leslie (2011) many celebrities, particularly in entertainment industry, have a social media page and some of them allow individuals to sign up as 'friends', enabling them to follow celebrities more closely than might otherwise be possible. Thus, the social media accounts of celebrities offer a chance both for the celebrity and the public to engage in intimate two way communication. While the celebrity benefits with an opportunity to create, mould or recreate an image, the followers derive a sense of gratification in knowing each tiny detail about the celebrities they follow. Leslie (2011) further elaborates that while some of the information posted to these sites might be trivial and mundane but in todays post modern culture even this mundane and trivial information is considered worth knowing.

The reason why mundane content is also considered worth a read specially in the case celebrities can be understood through Gitlin (as cited in Greenland, Bainbridge, Galloway & Gill, 2012, p. 42). According to Gitlin, celebrities can be understood as 'familiar strangers' with a public and private sphere of life. The audiences remain continuously fascinated with the celebrities as they want to know more about the celebrity's private life in order to shrink the gap between the public persona and the real person. This shrinking of the gap is facilitated by mass media as they provide information about both the public and the private spheres of the celebrities life. As Lumby (as cited in Greenland et al., 2012, p.42) points out evolution of a celebrity in the twentieth century is intimately related to evolution of technologies. And in the twenty first century this evolution of the celebrity and their persona is intimately associated with the online media and particularly the social media as the social media provide an opportunity to shrink the gap between public and private sphere of the celebrities' life. Audiences in their fascination for information about celebrities follow them on various social media platform.

Therefore the content on social media accounts of celebrities not only satiates the audiences desire to blur the boundary between public and real persona of the celebrity but also gives them higher credibility and reliability as the information is believed to be coming directly from the source. For instance followers on Facebook perceive the posts from celebrities as their viewpoint and opinion which leads to more believability and credibility as compared to information coming through a Page 3 report in a newspaper. To illustrate further, in instances of celebrity controversies, tweets and Facebook posts are believed to be faster and more credible source of information. Quoting Facebook posts and Twitter content in news reports and editorial content across traditional media is a fast growing practise and thus the content posted by celebrities on these social media accounts becomes twice as important. First, it is a direct intimate way of reaching out the public who wishes to follow the celebrities online and second it is picked up as a source of news worthy information by the news media. In both the cases this content generated on social media becomes the source of image creation which is the quintessential function of celebrity PR. Thus, it becomes extremely important to have operational social media accounts for anybody wishing to connect with audiences and publics in present day and age. From the researchers point of view what becomes an interesting area of study is how these social media platform are being used for facilitating communications to variety of publics. And since the content authored on social media accounts has the dual significance it becomes essential to study what content is being posted on the social media by celebrities. The present study thus undertakes an analysis of the Facebook accounts of celebrities to look at the subject matter, presentation and frequency of their posts.

Objectives

The objectives of the paper was to study how celebrities in India use social media, particularly Facebook, to reach out to a variety of public. Their Facebook usage was analyzed in terms of subject matter, presentation, frequency and continuity of their posts. The objectives of the study were as follows:

- (i) To study the content (posts on Facebook Account) in terms of subject matter or themes i.e. to study if the posts were related to work, personal affairs, current affairs, social issues or other.
- (ii) To study the content in terms of presentation i.e. verbal, visual or multimedia element in presentation.
- (iii) To study the content in terms of language used i.e. whether the posts are in a single language, multiple languages, also to see if the posts were in English, Hindi or any other language.
- (iv) To study the frequency and continuity of posts.

Method

The present study dealt with Facebook usage of Indian celebrities from different walks of life, hence five subjects were chosen one each from the field of Politics, Cinema, Sports, Television and Music. The choice of subjects was done on the basis of number of followers on Facebook. The celebrity with the maximum number of followers (in each field) was chosen as the subject of study. Based on this criteria the five subjects chosen were – Narendra Modi from the field of Politics (28 million followers), Honey Singh from Music (27 million followers), Deepika Padukone from Cinema (26 million followers), Sachin Tendulkar from Sports (24 million followers) and Kapil Sharma from Television (19 million followers). The method chosen for the study was content analysis and the time period chosen for the study was a period of one year (from 1st January 2014 to 31st January 2014). The choice of Facebook as the social media platform of study was based on the fact that amongst various social media platforms used in India, Facebook has the largest user base.

The content was categorized under following categories to study the subject matter, presentation and frequency of the posts. Subject matter was classified under the themes of: (i) Work (ii) Personal (iii) Current affairs (iv) Social Issues (v) Misc/Any other. The category of 'Work' included all those posts that were related to celebrity's work area. The category 'Personal' included posts about family, friends or personal experiences. 'Current Affairs' included comments on social, political, cultural events that were topical in nature. 'Social Issues' included posts that were in support of a social cause or mentioned any socially relevant issue. All other posts were clubbed under the category of 'Misc/Any other'. Presentation was classified as: (i) Verbal i.e. only textual presentation (ii) Visual i.e. a photograph, illustration, info graphic or any other visual representation (iii) Verbal and Visual i.e. where the combination of (i) and (ii) was used, and (iv) Multimedia i.e. the use of audio and video element within the post. The use of Language was categorized under (i) Single Language or (ii) Multiple Languages. Frequency was categorized as (i) Once in a month (ii) Once in a week (iii) Once in a day, and (iv) More than once in day. Lastly, the parameter of continuity was determined in terms of follow up posts on the same topic especially in the case of socially relevant issues.

Results

The analysis of the Facebook posts of the celebrities provides an insight into how celebrities use this social media platform to share information about their professional and personal life. The results show a common trend of work promotions through Facebook, sharing of verbal and visual content about family, friends and self that fulfils the followers urge to peep into the private life of celebrities in order to fill the gap between the celebrities public image and real persona.

The results of the study have been tabulated under the sub-heads of subject matter, presentation, language used and frequency of usage. The results of the study have been presented for individual subjects and also collectively. Overall celebrities from all the fields show 'work' and comment on 'current affairs' as the most dominant theme in the subject matter analysis; posts on social issues are lesser in percentage but are an emerging trend; posts making a mention of family, friends and personal experiences are also recorded for all celebrities that help in giving an insight into the persona of the celebrity beyond their work. In terms of presentation a mix of verbal and visual elements is the most used approach. English is the most favored language to reach out to the variety of publics on Facebook, however celebrities are also using regional and sometimes foreign languages according to the subject matter of the content. Also multimedia posts are proving useful in breaking the barrier of language.

Analysis of Facebook Posts of Narendra Modi

With a total Facebook following of 28,288,229 (as on 15.05.2014) Narendra Modi, Prime Minister of India, is not only the most popular Indian politician on Facebook but also the most popular Indian on Facebook. In the span of one year there were a total number of 412 posts authored from Narendra Modi's account. These included a variety of subject matter, visual element of presentation and bilingual and sometimes multilingual approach to reach out to the audiences. The striking feature of Narendra Modi's posts is an extensive use of visual element. Not even a single post is devoid of visual element which makes the page eye catching and is suited to a variety of audiences. Posts include political, social, cultural, national, international, regional and grass root subjects that are well suited to a diverse population of the country.

Subject Matter/Themes of Posts: The dominant subject matter in the posts was 'work' as 64 per cent of the total posts fell under this sub-head. The category of 'work' primarily included posts about a

number of events for launch of programs in fields of science, education, culture and others. This category also included informative posts about policies and programs of the government, a number of meetings with the world leaders and public figures from different walks of life. The category also included a number of posts about the work related travel, speeches at various occasions and events. Table 1 shows the analysis of varied subject matter.

Table 1. Themes of Narendra Modi's Facebook posts

Subject matter	Total posts	Per cent
Personal	21	5.10
Work	265	64.32
Social Issues	23	5.58
Current Affairs	84	20.39
Any Other	19	4.61

The next category of subject matter was current affairs with 20 per cent of the posts falling in this category. This included comment on international, national and regional events of political, social and cultural in nature; tribute messages on birth and death anniversaries of eminent personalities; greeting messages on national, international and regional festivals. What is worthy of mention is the nationalist spirit as festivals from each part of the country find a mention in form of special messages in this category of posts. The next category of themes/subject matter of Narendra Modi's posts was 'Social Issues', these include posts on a variety of subjects that are relevant to the society, both on national and international level. Although there is sometimes an overlapping of work and social issues where policies or program regarding several social causes are promoted but besides these, there are also posts that singularly support causes like environment, women rights, girl child etc. The least scoring category in subject matter for Modi is 'Personal'. Only 5.1 per cent of the total posts in the given time period can be categorized as personal. These are to do with birthday wishes and greetings to friends, colleagues and other significant people. A touching post after the results of General Election 2014 is Modi with his mother that can be seen as a singular post that shares his personal life moments. Thus the subject matter or themes in Modi's posts over the span of one year show work and promotion of national issues as a domineering theme.

Presentation of Posts: The presentation of the Narendra Modi's posts shows that visual element is a quintessential element in his Facebook posts. Out of the total posts, about 97 per cent have the presence of visual content and 3 per cent have multimedia content. Not even a single post is without any visual content. This is a striking feature as the visual content makes the posts interesting for audiences from varied backgrounds and is of relevance to audiences from different regions and nationalities. Of the 97 per cent, about 90 per cent posts supply text that elaborates the visual about 7 per cent is only visual content. This is also the highest percentage amongst all the celebrities studied in the present paper. The use of multimedia i.e. videos in the Facebook posts is another feature that adds to interest and interactivity in the relationship building.

Language of Posts: The dominant pattern in choice of language is single language for Facebook posts and the choice of language is English. About 91 per cent of the posts on Narendra Modi's Facebook wall are authored in English language. However about 9 per cent posts use more than one language, which includes use of Hindi along with English. In some instances foreign languages are also used wherein the posts are about visits from international leaders.

Frequency and Continuity of Posts: The frequency of posts is more than one post a day, on an average, as there are 412 posts in a span of 365 days. It is also interesting to note that the posts are timely and in tandem with the work and experiences of the Prime Minister in real space. In terms of continuity of posts, although there are several posts on same or similar issue but there is no systematic follow up of issues by subsequent post on same issues particularly social issues.

Overall the content analysis of one year's Facebook posts on Narendra Modi's account shows an active use of social media platform for relationship building with audiences from different social economic and cultural backgrounds as the posts are varied in themes and cover the interests of audiences from different backgrounds. Informative and Descriptive posts on government plans and program, the visual element increases the impact and makes the communication more effective.

Analysis of Facebook Posts of Honey Singh

Honey Singh, popularly known as 'Yo Yo Honey Singh' with 27,691,162 million followers (as on 15.05.2014) is the most popular musician (India) on Facebook. With multiple super hit albums and global presence Singh has not only claimed a huge fan following offline but is also the second most popular Indian on Facebook after Narendra Modi. An analysis of his Facebook posts shows how the musician uses this social media platform to connect with the fans. A total of 539 posts are authored from Honey Singh's Facebook account in the span of sample one year. With 'work' being a dominant theme in his posts, music album promotions form the topmost category of his Facebook posts making Facebook a parallel medium for making his music reach out to audiences. Multimedia presentation becomes a natural fit to the subject matter here as music videos make for a majority of posts. Also the use of Hindi and Punjabi along with English is a notable feature for this celebrity who has fan following ranging from grassroots levels to global and international audiences. However, social issues are a total miss in his Facebook posts. Here is a detailed analysis of his posts

Subject Matter/ Themes of Posts: The subject matter/theme analysis of posts shows that of the total posts, 71.9 per cent fall under the category of 'work'. This primarily included posts to do with promotion of music videos, update on music events, launch of music albums and promotions of other work related events. Facebook proved useful in promoting work for Singh as the multimedia posts of his music album draw millions of views, hits, likes and shares and thus help in increasing the reach of his work to audiences from different geographical boundaries. Table 2 shows a detail of the subject matter of his posts. Followed by work is the category 'Personal' with 22 per cent of his posts on the theme of family, friends and personal experiences.

Pertinent to mention here is posts regarding his illness and absence from the work circuit. It is through Facebook that Honey Singh makes periodic updates about his health and clarifies the air of rumors around his health, thus helping in strengthening of the communication ties with his followers. Next in row is posts on 'Current Affairs' that again includes comment on topical events. Again these events are both from his fraternity of music and also other entertainment and sports. The only theme that shows no posts is 'Social Issues'.

Table 2. Themes of Honey Singh's Facebook posts

Subject Matter	Total Posts	Percentage
Personal	119	22.08%
Work	388	71.99%
Social Issues	0	0.00%
Current Affairs	29	5.38%
Any Other	3	0.56%

Presentation of Posts: Majority of posts from Singh's account being music video promotions use multimedia element of presentation. There are 64 per cent of posts that use the multimedia mode of presentation and are often accompanied by text to explain the multimedia feature. The next popular method of presentation for Singh's posts is a combination of verbal and visual posts. 21.89 per cent of the posts depict visual that are explained with textual posts alongside making the post attractive and informative for the visitor on the Facebook page. Only 13 per cent of the posts are verbal and devoid of any visual element, these are messages that include greetings to friends, comments on current issues and other. Also 4 per cent of the posts are visual sans any textual explanation. Thus, one can safely decipher that the nature or subject matter of the posts decides the choice of presentation here.

Language used: The singer celebrity Singh's claim to fame has been his ability to reach to audiences in a fluent mix of Hindi, English and Punjabi and the same is noticed on his Facebook account. With 65 per cent of the posts being bilingual owing to the multimedia posts the celebrity in this case makes optimum utilization of the multimedia platform of social media to be able to reach to his publics. Only 34 per cent of the posts are in single langue (English in this case).

Frequency and Continuity of Posts: In terms of frequency again with 539 posts in span of 365 days it can be assessed that there are on an average more than one post in each day. In terms of continuity, Singh does show a systematic follow up of posts but this is true only in the case of his work related posts and promotional posts. Follow up are absent on any other theme of posts.

Overall it can be observed that Singh uses the platform of Facebook to connect with his variety of audiences by promoting his work on this social media platform. It is also visible that Facebook is like a parallel source of promoting his music along with the traditional methods or other social media methods. It is through personal posts and comments on current affairs that his fans are able to make an image of him beyond his work. And even if the majority of posts is about his work it helps in developing an image of the artist.

Analysis of Facebook Posts of Deepika Padukone

Deepika Padukone, Indian Actress and model with 26,397, 000 followers on Facebook (as on 15.05.2014) is the most popular Indian Bollywood celebrity on Facebook. In recent time Padukone has been a common name on the social media circuit courtesy a number of controversies that were created, fought and shared online. She has a perception of being an actor involved in several social issues from depiction of woman, to their 'choices', health issues and several others. However a Facebook analysis shows a total of only 75 posts, least amongst the fellow celebrities being cited in the present study. Facebook as a platform has been used by Padukone to speak about her work, to convey her opinion on several social issues and to share her personal moments with the followers.

Subject Matter/Themes: The dominant theme in Padukone's posts for the span of one year is 'Work'. This included promoting her movies, work related events that include award functions, launch program, offline promotional activities etc. From the total posts, 78.67 per cent fall under the category of work. The posts how Padukone is able to connect with her audiences through the social media. Table 3 shows a detail analysis of the subject matter/theme of the posts.

Table 3. Themes of Deepika Padukone's Facebook posts

Subject matter	Total posts	Per cent
Personal	10	13.33
Work	59	78.67
Social Issues	2	2.67
Current Affairs	1	1.33
Any Other	3	4.00

While work and promotions is the most dominating subject of her posts, next in line is 'personal' category of posts. This includes posts on experiences beyond work, wishes to family and friends, photographs with family, friends and sharing of personal experiences. The third category of posts is posts dealing with 'Social issues', these include the celebrities' support and patronage for a number of issues and also creation of awareness about issues of social relevance. Next in line is posts on 'Current Affairs', this includes her comment on current events. Pertinent to mention here is the Deepika Padukone and Times of India controversy where a news report by the latter on the former's off-screen appearance sparked a social media controversy. The most liked, shared and responded post on Deepika Padukone's wall remains this particular post where she not only clears her stand on the news report but also expresses her opinion on representation of women in media, hence picking up a social issue through her own personal experience.

Presentation of Posts: In continuance with the trend of celebrities in politics and music, visual element dominates in the Facebook posts of Deepika Padukone too. While 88 per cent of her posts have a combination of verbal and visual content that includes pictures with captions and explanatory text, 8 per cent of the posts are multimedia posts with a video element embedded within the post. While about 3 per cent of the posts have visual element sans text, only 1 per cent of the posts is verbal. These figures clearly imply that the visual element is a must have for celebrity communication on social media domain.

Language of Posts: All the posts by Deepika Padukone in a span of one year are written in a single language and that is English. No other language in combination or singularly is used for her Facebook posts.

Frequency and Continuity: The frequency of posts is only about once a week as there are 75 posts in the entire year. There is no continuity in terms of systematic follow ups on a single event, particularly the social issues.

Overall the analysis of posts on Padukone's wall shows that although the number of posts is limited but she still manages to be amongst the top three popular individuals on Facebook from the country. Also it is interesting to see that although Deepika Padukone has off late been identified with a number of social issues on the web world but during the span of previous years there is only a limited mention of social issues in her posts.

Analysis of Facebook Posts of Sachin Tendulkar

Sachin Tendulkar, revered as one of the finest sportsperson, has a huge fan following not only in India but on an international platform. With 24,985,468 (as on 15.05.2015) followers he becomes the most popular Indian sportsperson on Facebook. His posts spanning one year show a variety of subject matter, inform about various aspects of his life beyond cricket, help in creating an image of the person Sachin beyond the cricketer. With a total of 178 posts in the span of one year Tendulkar

shows divergence in trend from other celebrities as 'personal' posts on his page outnumber the 'work' related posts. Also he is the celebrity with highest number of posts in 'social issues' category. In terms of presentation a mix of verbal and visual content is used and only English language is used to post content. A detail analysis of his posts is as follows:

Subject Matter/Theme: In terms of subject matter, Tendulkar shows more inclination towards posting of content to do with personal subjects. These make for 34.8 per cent of his total posts in a span of one year and include greetings to friends on different occasions, voicing of his personal likes and dislikes, his interests beyond cricket etc. For instance he uses this public platform to acquaint his fans about his love for sports beyond cricket that include football and badminton. He also posts visual content with pictures of family with explanatory captions that give an insight into his bonds with his family. Mother, wife, children and friends all form a part of his visual posts about family. Table 4 shows a detail of the different subject matter and themes in Sachin Tendulkar's posts.

Table 4. Themes of Sachin Tendulkar's Facebook posts

Subject matter	Total posts	Per cent
Personal	62	34.83
Work	54	30.34
Social Issues	22	12.36
Current Affairs	33	18.54
Any Other	7	3.93

The next category of his posts is 'work' which primarily includes promotions of his book. There are a number of posts systematically designed and posted keeping in mind the launch of his book. Facebook here becomes a platform not only to inform his fans about his autobiography but also a tool for publicizing his book. There are interactive, participative posts about the release of his book that lead to greater audience involvement. Besides the book release, posts relating to work also include promotions of other events he is a part of Promotions of products, ideas and services and posts of Advertising commercials that he endorses. The next category of posts is 'current affairs' with 18.54 per cent posts dedicated to his views and opinion on the current events. From commenting on the cricket and other sports event across the globe to congratulating the *Mangalyaan* team the variety of current affairs posts includes everything from politics, science, sport and environment.

The next category is posts on 'social issues'. As mentioned above with 12% of his posts dedicated to social issues, Sachin Tendulkar tops the list amongst the five celebrities, in using social media to promote social issues. The issues span from environment, cleanliness to child rights. Posts about 'Swachh Bharat abhyan' and 'Make a Wish Foundation' are prominent in this category.

Presentation of Posts: In terms of presentation of posts, the combination of verbal and visual medium is mostly used in Tendulkar's posts too. 61.2 per cent of the posts in the span of one year use a mix of verbal and visual posts and 5 per cent are only visual posts without any textual explanation. This shows the significance of visual element in online communications. Multimedia content what includes videos of TVC's and other audio video content accounts for 10.6 per cent of the total posts. Besides the visual content, Tendulkar also has 22.4 per cent of the posts that are textual.

An interesting pattern in presentation of posts on Sachin's account is use of interactive and participatory techniques in the presentation to involve a number of audiences in his posts. There is a use of hashtags, tagging and other social media tools that help increase the traffic on his page.

Language of Posts: All the posts in the span of one year authored from Sachin Tendulkar's account are authored only in English.

Frequency of posts: The frequency of posts can be roughly averaged around twice a week as there are 178 posts in 365 days. There is continuity in terms of reposts on some subjects, however one cannot identify any sequence or pattern in this continuity.

Overall, Sachin Tendulkar's page for a span of one year shows his inclination towards sharing of personal life with his followers. He lends an insight beyond his cricketer persona and is also vocal about a number of social issues.

Analysis of Facebook Posts of Kapil Sharma

Television is the most popular mass media in India and this makes TV personalities popular amongst a cross section of audiences from the entire country. Kapil Sharma with his show 'Comedy Nights With Kapil' has not only managed to become a household name in the country but also the TV celebrity with maximum number of followers on Facebook (19,352,085 on 15.05.2015). There are a total of 265 posts in the span of one year and these are spread across different subject areas. Like all other celebrities Facebook does act as a tool for promoting work and image for Kapil Sharma who uses the social platform to post about his show, about his experiences with the celebrities and other areas. His commitment towards social issues is also brought to forefront through social media posts. In terms of presentation, visual posts outnumber others and in terms of language English is the most preferred language of posts. Here is a detailed analysis of his Facebook posts.

Subject Matter/ Theme: In terms of themes of Kapil Sharma's posts, 'work' accounts for 55.4 per cent of the total posts. This primarily includes promotion of his TV show and other events he is a part of. Posts informing audiences about the guests on his show, air timings and other details about the show are common in this category. Facebook here is used as a tool to acquaint the audiences with various aspects of the show that often remain hidden backstage. Also the experiences of the host are shared via the social media platform as the TV show talks more about the guests. Followed by work is the category of 'personal' posts. This includes posts about his own experiences, his messages to close friends, colleagues and other public figure from the fraternity and his social circle. A picture with his mother is the much likes and shared visual post on his wall. Table 5 shows a detailed analysis of the subject matter and theme.

Table 5. Themes of Kapil Sharma's Facebook posts

Subject matter	Total posts	Per cent
Personal	75	28.30
Work	147	55.47
Social Issues	23	8.68
Current Affairs	13	4.91
Any Other	7	2.64

The next category of posts is 'social issues' that include 8.6 per cent of the total posts. After Sachin Tendulkar, it is Kapil Sharma who shows taking up of social issues as an important part of social media activity. It is also interesting to note that there are a number of social issues that find a mention in these posts, these include environment conservation and protection, child and women health, infant health, human trafficking, terrorism, safety of animals and birds to name a few. The next category, 'current affairs' forms only 4.9 per cent of the total posts and includes comments on a variety of social, political, cultural events.

Presentation of Posts: Presentation of posts shows a dominance of visual media. 56.9 per cent of the posts are a combination of verbal and visual element, 6.7 per cent are multimedia messages and 4.5 per cent are only visual messages sans text. These cover all subject matter evenly. Multimedia messages are primarily the TVC's that Sharma has been a part of. Textual posts without visual, account for 31.7 per cent of the total. These include comprehensive posts on Sharma's opinion on current issues. Also his point of view and statements clearing his stand on controversial issues.

Language of the posts: All textual posts are authored in English, however the visual and multimedia posts use the multilingual expression. Therefore 93.21 per cent of the posts use only a single language and that is English where as 6.7 per cent of the posts use bilingual and multilingual approach.

Frequency and Continuity: Although the number of posts is 265 in a span of 365 days but the frequency can be seen as almost one post in every two days on an average which makes his presence on the social media platform regular. Also follow up is evident in terms of number of posts on same issues finding a recurring mention on the wall. However a systematic pattern is missing in this continuity.

Overall Kapil Sharma's posts show that Facebook has been used as an image building and an essential communication tool to connect with the personality. Not only promotion of work but also affiliation with social issues is communicated to fans through this social media platform.

Major Trends in How Celebrities Use Facebook

A compilation of data from all five celebrities was further done to look at the overall trends of how Facebook was used by the celebrities. It is evident that Facebook has emerged as a significant communication and relationship building tool as it is through this medium that the celebrities get a chance to connect with the number of audiences across the globe by sharing information about their work and personal lives.

Subject Matter/ Theme: Facebook has been used as a tool primarily to promote work and work related activities, as four out of five celebrities show maximum percentage of posts relating to work. Thus Facebook becomes a tool to communicate the launch of shows, release of movies, the behind the scenes for a lot of events that one sees live or on television. It is also becoming a parallel medium to access their work. With television shows showing a shift online, easily available video stream on YouTube and close linkages between social media platforms, using of Facebook as a work promotion tool is becoming an increasingly prevalent trend amongst all celebrities. Figure 1 shows the percentage wise breakup of subject matter in total number of Facebook posts for all five celebrities in a span of one year. A total of 1,469 posts were examined and 62 per cent of them dealt with work that in turn included update about the current work assignments of celebrities,

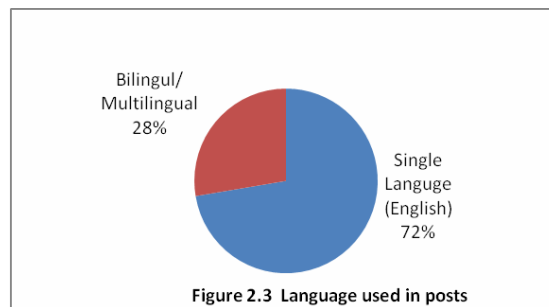
show time, release dates, contents and promotional posts to involve maximum participation in the work was evident in these posts.



The next category of posts is personal with 19 per cent of the posts falling in this category. This becomes an interesting finding as posts about family, friends and personal experiences are common to all celebrities and sharing experiences from their personal lives in both visual and verbal formats seems to be common and popular trend on all celebrity pages. Comments and opinions on 'current affairs' is also common to all celebrities and lends an insight into the celebrities take on several political, social and cultural issues and therefore proves to be a tool in image creation for celebrities beyond their work profiles. It helps in understanding the person behind the celebrity that lends a sense of realism to the screen image of the celebrity. Social issues although occupying only 5 per cent but are quickly emerging as a popular trend as celebrities are associating themselves with several social issues on the social media space. Whether it is informative posts, analytical posts or simply showing concern and support for an issue, picking up of social issues by celebrities does not only add to the awareness levels amongst millions of followers but also instills a sense of social responsibility in the image of celebrities.

Presentation of Posts: The trends in presentation of posts show that a combination of verbal and visual element makes for the majority of posts with 56 per cent of the total posts using a combination of verbal and visual element. In addition to this there are 27 per cent of the posts that use the multimedia format of presentation and 4 per cent that use only visuals. Verbal posts without a visual component are only 13 percent of the total which shows that celebrities are quickly understand the capability of the medium of internet to reach out to a variety of audiences and use of visual and multimedia posts helps them break the language barriers and thus increase their fan base. Also the interactive, participatory formats in posts on social media platform are an increasing trends that ensure active and high involvement at the end of the user. Figure 2.2 shows the detail of presentation patterns for celebrities in totality.

Language used in the post : English is the most preferred language to author posts for all celebrities as 72 per cent of the total posts are in English. Only 28 per cent of the posts use more than one language in communicating with he online audience. Hindi is the second most preferred language. There are also instances of use of regional and foreign languages in rare cases. Also it is essential to mention that multiple language usage is dominated by multimedia messages. It is also interesting to see use of colloquial language phrases in some of the posts.



Frequency and Continuity in posts: In terms of frequency of posts, all five celebrities show varying degree of frequency in posting on Facebook. While Narendra Modi and Honey Singh show a frequency of posting more than once a day on an average and sometimes over 10 posts in a single day, Deepika Padukone shows a very limited frequency with only about one post a week. In terms of continuity it is observed that as far as work and promotional posts are concerned there is continuity and repetition value with the same post repeated over 36 times in case of a music promotion but as far as social issues are concerned there is little follow up.

Conclusion

Thus, it can be concluded that Facebook usage of celebrities shows that social media is proving to be a useful tool for celebrities to communicate both about their professional and private lives. While posts related to work serve as an aid in promoting their work, posts relating to personal life bridges the gap between the 'public' image and the 'real' person. Thus this social networking platform has been used to a great extent as a communication tool for promoting work and building an image for fans across the globe.

The major chunk of posts being from the work and promotional category shows that celebrities use social media as an alternate platform to release, promote and increase the audiences for their work often linking these posts to the WebPages that carry archives of their previous work too. Beyond work, posts on current affairs and social issues shows their viewpoint on a number of social, cultural, political and socially relevant issues, this goes a long way in acquainting the audiences about the persona of the celebrity beyond his/her work which helps in further image building and management.

However, two areas which seem to be lying untapped in social media usage are, firstly engagement with social issues and secondly use of multiple language content. An interesting finding of the study is that although celebrities have often shown their involvement on a number of social issues but in terms of percentage of posts authored on their walls, this number is smaller. Celebrities have extreme potential of influencing people and with Facebook followers in millions, this social media platform can prove to be extremely useful in promoting social causes which in turn can lead to image creation and even image correction. Also authoring of posts in multiple languages can help increase the follower base. Although Facebook offers translation function but a self authored post in regional language can multiply the impact of communication.

Thus, the key findings of the study show that celebrities use social media platform of Facebook primarily to promote their work. Beyond work a number of posts bring to audiences their personal experiences, their viewpoints and opinions on a number of social and current issues that helps in developing a perception about these celebrities beyond their work i.e. satiate the audiences' desire to bridge the gap between their public and private life. Showing their support on social issues is an emerging trend. In terms of presentation the combination of verbal and visual

is the most preferred and multimedia posts are quickly catching up. English is the most preferred language for authoring posts online. There is a varying degree of frequency in a span of one year and continuity exists only for work related posts and is missing for social issue follow ups.

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