

An Exploration of the Relationship between Content Type and User Engagement in Social Media Tweets in Influencer Marketing

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ABSTRACT

In the ever-evolving world of digital marketing, influencer marketing, leveraging its ability to precisely reach users and establish emotional connections, has become a primary method of engagement between brands and users. Social media posts are a key vehicle for influencers to convey information and drive engagement. The type of content in these posts directly influences user engagement and the depth of their engagement. This article examines social media posts in influencer marketing, focusing on the relationship between content type and user engagement. After reviewing existing research and incorporating the characteristics of social media communication, tweets are categorized into five types: product information, emotional resonance, knowledge and science, interaction-enhancing, and lifestyle-sharing. From a theoretical perspective, this article analyzes the impact of these different types of tweets on user engagement behaviors such as likes, comments, reposts, and favorites. The study found that emotional resonance and interaction-enhancing tweets are more effective in generating deep user engagement. While product information tweets can help users better understand the product, they can be overly commercial, potentially discouraging engagement. Knowledge and science-based and lifestyle-sharing tweets can play a long-term role in cultivating user stickiness. The research conclusions of this article can provide a theoretical reference for influencers to optimize their tweet content and improve marketing effectiveness. It can also help brands select the type of influencer content that suits them, build more effective marketing processes, and enrich research in the field of influencer marketing and user behavior.

KEYWORDS

Influencer marketing; Social media; Tweet content type; User engagement; Interactive mechanisms

1. INTRODUCTION

With the widespread adoption of mobile internet and the maturity of social media, user attention has shifted from traditional media to social platforms like short videos and Weibo, driving marketing models from "broad-based" mass communication to "targeted" influencer marketing. As the "intermediary" between brands and users, influencers' social media tweets are not only information carriers but also key vehicles for triggering user emotional resonance and engaging engagement. According to a 2023 report from the China Internet Network Information Center (CNNIC), my country's online shopping users reached 880 million, with over 60% of these users having been influenced by influencer tweets in their purchasing decisions. User engagement, as a core indicator of tweet dissemination effectiveness and marketing value, directly determines the reach and

conversion efficiency of influencer marketing [1]. Current academic research on influencer marketing focuses primarily on the relationship between influencer persona, trust mechanisms, and consumer conversion, while insufficiently exploring the relationship between tweet content type, a "micro-variable," and user engagement. While some studies have highlighted the importance of content quality, they haven't systematically categorized content types or deeply analyzed the underlying logic behind how different content types influence user engagement. In practice, most influencers rely on empirical experience to select tweet content, leading to significant content homogeneity and low user engagement. For example, excessive posting of product-focused tweets can lead to user fatigue and resistance, while neglecting emotional value and interactive elements in the creation of content makes it difficult to foster sustained user engagement. In this context, exploring the relationship between these two is of great significance. In theory, it can fill the gap in research on content type segmentation and user engagement mechanisms, furthering the theoretical framework of influencer marketing. In practice, it can also provide influencers with content optimization strategies, help brands improve marketing resource utilization, and achieve a win-win situation for all three parties. Based on this, this article systematically categorizes tweet content types, analyzes the differential impact of different types on user engagement, and refines content creation strategies to provide scientific guidance for influencer marketing practices.

2. DEFINING THE CORE CONCEPTS OF INFLUENCER MARKETING AND SOCIAL MEDIA TWEETS

To explore the relationship between influencer marketing, social media posts, and user engagement, we must first clarify the core concepts of these three. Looking at the evolution of influencer marketing, early definitions focused solely on "influencers using social media to spread brand information and boost consumption," prioritizing influence and commercial purposes while ignoring the interactive role and agency of users. Later, users shifted from passively receiving content to actively engaging with it. Today, influencer marketing emphasizes two-way interaction, forming a closed loop of "influencer-content-user-brand," with social media posts serving as the key vehicle connecting these links. The key differences between social media posts and traditional media content lie in their "social attributes" and "immediacy." Traditional media is primarily one-way, resulting in slow user feedback and weak interaction. However, tweets are posted by influencers according to platform rules and can take the form of text, images, and short videos. They are short, concise, and responsive, allowing users to respond immediately. This not only shortens the marketing process but also makes user engagement a crucial component of content dissemination [2]. Furthermore, tweets aren't random; they are strategically crafted by influencers to achieve goals such as raising awareness, boosting sales, and fostering customer engagement. Different goals necessitate different content emphases, resulting in distinct types. While academics haven't reached a consensus on the categorization of user engagement, it can be broadly categorized into "shallow" and "deep" levels. Shallow engagement involves low-threshold behaviors like likes and favorites, which only reflect initial user approval. Deep engagement, such as commenting and forwarding, requires an investment of time or emotion. Comments reflect a user's deep thinking, while forwarding allows content to spread beyond their fan base, making it even more crucial for marketing effectiveness [3]. Some studies also factor in "user dwell time," arguing that longer dwell time indicates a user's greater interest in the content and potential for engagement, which could serve as a supplementary indicator. Clarifying these concepts can, on the one hand, avoid confusion in research scope, ensuring a focus on tweets within influencer marketing contexts rather than generalized social media content. On the other hand, by categorizing user engagement levels, we can more precisely analyze the impact of different tweet types on user engagement behavior, avoiding sweeping conclusions and making research conclusions more targeted and practical.

3. BASIS AND DIMENSIONS FOR CATEGORIZING CONTENT TYPES OF SOCIAL MEDIA TWEETS IN INFLUENCER MARKETING

Studying the relationship between tweet content type and user engagement requires a clear understanding of the types. Existing research categorizes content roughly as "entertainment" or "information," which is too broad and doesn't meet the precise requirements of influencer marketing. Influencer tweets must both help brands and resonate with users. This categorization should be based on both the benefits the content provides to users and the brand's desired goals. From the perspective of the "core value of content to users," users spend their time viewing tweets in exchange for benefits. They must receive emotional comfort, useful information, or practical tips; otherwise, engagement will be elusive. For example, tweets that highlight family ties or insights provide emotional value, while those that share practical insights and how-tos provide informational value, both of which accurately capture user needs [4]. From the perspective of brand marketing objectives, brands seek influencers to broaden awareness, drive sales, and foster customer loyalty. Therefore, tweets must align with these objectives. For example, product information posts highlighting features and pricing help brands build awareness and sales; lifestyle posts that share daily life and minimize commercial content help brands foster customer loyalty, both aligning with these objectives. Based on these two aspects, tweets can be divided into five categories: product information tweets that emphasize product and commerciality; emotional resonance tweets that emphasize emotional connection; knowledge and popular science tweets that emphasize practical information; interactive and guided tweets that encourage immediate participation through questions and prize draws; and life-sharing tweets that build trust through authenticity. This clear classification provides direction for subsequent research. Different tweets have different values and goals, and they engage users in different ways. Clarifying their characteristics and evidence is crucial for accurately analyzing their impact on engagement [5].

4. ANALYSIS OF THE MECHANISMS OF THE IMPACT OF DIFFERENT TYPES OF SOCIAL MEDIA TWEETS ON USER ENGAGEMENT

The impact of different tweet types on user engagement hinges on whether they meet user needs and make participation worthwhile. Users will only actively engage if the value of a tweet exceeds the time and effort invested. This is illustrated below: Product information tweets have two advantages: they can quickly deliver product information to users in need, helping them make decisions and generating simple engagement through likes and favorites. However, they can be overly commercial, making users feel like they're being sold to. Furthermore, the content is often repetitive, making it difficult for users to comment or retweet, and may even cause resentment. Emotionally resonant tweets are most likely to drive deep engagement. These tweets, which address relatable emotions like family and workplace pressure, connect users to the blogger, encourage them to share their own experiences, and express their opinions through comments and retweets. Furthermore, the content is diverse, making it easy for users to find topics and leaving a positive impression within their social circles. This results in high-quality engagement and effective dissemination. Knowledge-based tweets have a more lasting impact [6]. By satisfying users' learning needs with practical knowledge or rare information, users will save it for future use or share it with others. By consistently posting this type of content, bloggers can establish a professional image, build user trust, and gradually cultivate a stable and loyal following. While initial participation may be low, user stickiness is high. Interactive tweets focus on getting users to participate immediately. Clear prompts reduce user hesitation and, combined with incentives like prize draws, can quickly boost participation. However, users often come for the benefits, resulting in low-quality interactions that dwindle once the event ends. Repeated use of these tactics can also lead users to believe that "no benefit, no participation." Lifestyle tweets focus on cultivating user stickiness. Sharing everyday scenes creates a sense of authenticity, fostering a close connection with users and fostering engaging, life-like interactions. Continuous sharing fosters a sense of companionship, fostering a habit of regular participation and even driving

interaction between users. While initial engagement may be low, they can cultivate a loyal core following, laying the foundation for future conversions.

5. MODERATORS AFFECTING THE RELATIONSHIP BETWEEN TWEET CONTENT TYPE AND USER ENGAGEMENT

The relationship between tweet content type and user engagement is moderated by external variables, which influence the effect by altering user expectations or the cost of participation. Ignoring these variables can lead to a one-sided understanding. Core moderating variables can be categorized as platform characteristics, influencer persona, and user characteristics.

5.1. Platform Characteristics: Constraints of Content Format and Interaction Rules

Different platform characteristics influence tweet suitability and user engagement probability, with key differences arising from content format preferences and interaction rules. Short video platforms favor short, visually intensive content. Knowledge-sharing and scientific content need to be visualized, while emotionally resonant content relies on visuals to enhance its impact. Graphic platforms are suited to graphic content, with Weibo focusing on topicality and Xiaohongshu prioritizing detail and practicality. Regarding interaction rules, Weibo's forwarding function facilitates dissemination, while Xiaohongshu's comment section offers more robust interaction. Algorithms also play a role, with Douyin driving engagement and Xiaohongshu prioritizing content verticality. Tweets need to be adjusted to suit the platform [7].

5.2. Influencer Personality: A Mediator Between Trust and Content Match

Influencer personalities mediate the relationship between trust and content match. Tweets featuring knowledge and product information from "expert" personalities are easily trusted, while those featuring "lifestyle bloggers" sharing their daily lives and engaging content are more relatable. A mismatch between personalities and content can trigger a trust crisis. Users form content expectations based on their personalities. A stable personality leads to stable engagement, while a chaotic one impacts engagement. Tweets should therefore be consistent with their personalities.

5.3. User Characteristics: Differences in Demand Preferences and Participation Ability

Different user characteristics lead to varying needs, preferences, and participation abilities. Young users prefer emotional resonance and interactive guidance, while middle-aged users prefer knowledge and product information. Women prefer lifestyle and emotional content, while men are more interested in knowledge. Regarding engagement, older users have lower engagement rates for interactive guidance due to their lack of familiarity [8]. Office workers have less time and prefer superficial engagement, while students have more time and are more willing to engage deeply. Tweets should be tailored to the characteristics of the target user. Does this streamlined content meet your needs? If you feel any key points need to be supplemented or adjusted, please let me know.

6. TWEET CONTENT STRATEGIES FOR IMPROVING USER ENGAGEMENT IN INFLUENCER MARKETING

Based on the relationship between tweet content type and user engagement, as well as the influence of moderating variables, strategies can be refined from three perspectives. These strategies should be applied comprehensively based on specific scenarios, balancing short-term engagement rates and long-term retention.

6.1. Content Type Combination Strategy

A single tweet cannot meet both needs; content types should be combined according to marketing objectives. For short-term goals, a combination of interactive guidance and emotional resonance can be employed. The former quickly stimulates retweets and comments to increase exposure, while the latter strengthens emotional identification and avoids engagement driven solely by profit. Long-term goals can be a combination of "knowledge popularization + life sharing + product information." Knowledge-based posts should build a professional image and enhance trust, life-based posts should cultivate attention through authenticity, and product-based posts should moderately convey brand information. Product-related tweets should account for no more than 30% of total tweets, and the frequency of postings should be stable.

6.2. Platform and Content Adaptation Strategy

Adjust content types and formats based on platform characteristics. Short video platforms emphasize "visualization, brevity, and speed." Emotional content should use short storytelling videos with interactive questions. Interactive content should be guided by voiceover and subtitles. Knowledge-based content should be visualized, and core fans should be encouraged to interact during the initial release to trigger algorithmic feedback. Graphics and text platforms should focus on "content depth + interactive design." Weibo should incorporate trending topics and use emotional headlines. Xiaohongshu should use step-by-step instructions for knowledge-based posts, and real-life content should rely on authentic images and text, fully utilizing the tagging function [9].

6.3. User Needs Matching Strategy

First, leverage platform data to build a target user profile. Then, determine the content type and style based on their needs. For example, promote emotional and interactive content to young students, while career women should promote knowledge-based and life-based content. Then, adjust the threshold based on user engagement capabilities, simplifying operations for elderly users and improving information acquisition efficiency for office workers. Finally, collect feedback through comments and private messages, and regularly adjust the content ratio, forming a closed loop of "profile analysis - content design - feedback optimization." Does this streamlined content meet your expectations? If you feel any areas need adjustment or have additional requirements, please feel free to let us know.

7. CONCLUSION

This paper focuses on the relationship between content type and user engagement in social media posts in influencer marketing. Through conceptual definition, typological classification, mechanism analysis, discussion of moderating variables, and strategy refinement, it forms a systematic research conclusion, providing reference for related practical and theoretical research [10]. The research shows that social media posts of influencer marketing can be divided into five categories based on "content core value" and "marketing goal orientation": product information, emotional resonance, knowledge popularization, interactive guidance, and life sharing. The functions of these posts differ significantly: product information focuses on conveying commercial information, emotional resonance focuses on stimulating emotional identification, knowledge popularization focuses on increasing information supply, interactive guidance focuses on driving immediate interaction, and life sharing focuses on cultivating user intimacy. Different tweet types influence user engagement through distinct mechanisms: emotional resonance promotes deep engagement through emotional identification and self-expression, interactive guidance relies on behavioral instructions and incentives to boost immediate engagement, knowledge popularization fosters long-term engagement through incremental information and trust accumulation, and life-sharing enhances user loyalty through

authenticity and intimacy. However, product information, due to its strong commercial nature, easily provokes resistance and is less effective in driving deep engagement. Furthermore, platform characteristics, influencer persona, and user characteristics are key moderating variables that collectively influence the effectiveness of tweet engagement. Practically, improving user engagement requires strategies centered around "portfolio optimization, platform adaptation, and user matching." The core logic is user value-focused, avoiding short-sighted marketing. This study is limited by the lack of empirical data. Further research could be enriched through quantitative analysis using questionnaires and platform data, as well as by exploring differences in tweet types across different industries and the new forms of content enabled by AI technology. In summary, tweet content type is a key variable influencing user engagement. Influencers and brands need to develop effective strategies based on real-world scenarios to achieve the goals of "content engaging users and interaction enhancing value" and promote the healthy development of the influencer marketing ecosystem.

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