

SOCIAL MEDIA AS SOURCE FOR CITIES REPUTATION: EVIDENCE FROM TOP RANKED CITIES

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Abstract

The purpose of this paper is to investigate the relationship between popularity in a social media network and cities reputation. Additionally, city reputation is measured in this study by the Reprtrak score provided by Reputation Institute and the numbers of tourist. This study uses a quantitative methodology. The sample is composed of top thirty seven ranked cities. Content analysis was used to examine the correlations between reputation ranking and social media metrics from Facebook, Twitter, YouTube, and Instagram. The results indicate that popularity in social media is determinant of the reputation of cities only from tourism perspective.

Keywords: Social media, reputation, cities.

JEL classification: A11

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