

## **ONLINE WRITING STRATEGIES IN SOCIAL MEDIA FOR WOMEN ENTREPRENEURS**

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### **ABSTRACT**

This paper presents the findings of women entrepreneurs' involvement in social media. Statistics have shown that women have low participation in online business using social media compared to men where activities online related to life-long learning, business development and socialization according to data compiled by finance.com. Several social issues identified such as lack of opportunities to use the technology and ICT and hectic and tight daily schedule in managing their household chores are the major restrictions for wider usage of social media among women. Three case studies are presented based on three women entrepreneurs who used social media for marketing and branding purposes. The findings confirm that the biggest barriers are their limited proficiency in English and limited copywriting skill. This paper concludes with effective online writing strategies framework in social media for women entrepreneurs. These strategies aim to assist women to achieve higher number of likes or reach and thus develop their business and online networking effectively.

**Keywords:** Digital literacy, English proficiency, effective online writing strategies, ICT, language style, netpreneur, online business, online women entrepreneurs, social media, women entrepreneurs.

### **INTRODUCTION**

Over years, the number of women entrepreneurs has increased together with growth of economy and technology development. It can be seen from the changes of entrepreneurial landscape as reaching to the year 2016, almost 1.18 million of women entrepreneurs have registered with the Companies Commission of Malaysia (SSM) and owned their businesses in many sectors as explained by Deputy Minister of Women, Family and Community Development (Azizah Mohd Dun 2016). A special appreciation should be given to the government as a tremendous number of

initiatives has been taken in order to increase the economic development and national income especially when it concerned in handling and tackling the problem faced by the Low-Income Households (LIH) under National Key Result Areas or NKRA.

According to Muhyiddin (2010) RM4.7 million were allocated by the government to help 946 women entrepreneurs in 1Azam programs under Department of women's Development in 2010. Also, almost RM50 million spent by the government in order to carry out I-Kit program that is aimed to develop skill among single mothers and also to help and develop other women entrepreneurs (Mohd Najib 2012). In 2014, Malaysian Government has increased the allocation from RM 2.0 billion in the year 2013 to RM2.2 billion for the Ministry of Women, Family and Community Development (MWFCD) and the budget has increased over years until now (Rozita Abdul Mutalib et.al 2015). Therefore, it can be seen that the government's effort and initiatives carried out in improving and engaging the entrepreneurial venture has demonstrated success with an increasing number of both men and women entrepreneurs in Malaysia.

In relation to this matter, the growth of technology seen to be linked to the economy and business development where it basically refers to digital marketing and online trading through e-commerce. A new type of media has been existed with the use of internet and the World Wide Web which we call as social media (Ukpere et.al 2014). A study by public relation firm Burson-Marsteller shows that 86% of 100 largest companies on the Fortune 500 list use at least one of the social media sites such as Facebook, Twitter, YouTube or blogs, and 28% of them use all four platforms. This finding shows that more and more companies are becoming actively involved in social media, which also shows the emerging of social media sites as the new marketing or promotion platform that is also known as social media marketing (Burson-Marsteller 2010).

According to Ukpere et.al (2014), the study of Social Media Platforms and their impact in determining the financial success of the women entrepreneurs globally has been widely observed and quite vital to the new generation of gender based ventures that are digitally driven through the use of technology. This technological development helps women to adapt and utilise Social Media platforms in promoting the creation of a new revolution of modern digital entrepreneurial

culture. It can be seen from how this new technological wave drives the changing of the female society from a technologically challenged to a technologically savvy one by providing an ample of opportunities that are made available by the use of Social Media Platforms and the Internet.

Regardless its popularity and advantages, there is still very limited information to answer some of the key issues concerning the effectiveness of social media marketing, ways to measure its return on investment, and its target market especially when its concerned on the informative, interesting and tactful postings that hold a crucial role in promoting and delivering their messages effectively. Hence, this paper will make an important contribution as it may bring a new dimension and additional insights in online writing strategies for business purposes especially when it involves dos and don'ts in creating an interesting and attractive status and posting from linguistic perspective.

## **Objectives**

This paper presents the findings of an earlier research which aims to identify the online activities among women entrepreneurs in their social media accounts. It aims to explain which postings receive the most and least like in their accounts. Lastly, to propose the effective online writing strategies in social media among women entrepreneurs.

## **Literature Review**

The use of social media as a sole function in communicating and engaging with people online has become a trend in recent years. By using this platform, they can use it for many purposes including for socializing, business, shopping, playing games, delivering information and more without time limits. In a solid definition, "social media are defined as applications, services, and systems that allow users to create, remix, and share content" (Junco 2014b, p.6) or "media used to enable social interaction" (Davis, Deil-Amen, Rios-Aguilar, & González Canché 2014, p.2). To give an idea of how much social media has ingrained in our society; Maeve Duggan, Nicole B. Ellison, Cliff Lampe, Amanda Lenhart, and Mary Madden (2015) reported that in 2014, 52% of online adults used two or more social media sites, which is a 10% increase from the same

statistic reported from 2013. It shows that how the growth of this technological wave has embedded in our lives and influenced every move and ideas that we want to deliver especially in terms of business perspective. It shows that social media in business plays a crucial part to perform mutual communication, communication and contact with partners, customers, potential customers, advertising of company's products and services and keeping in touch with current and any related information.

Based on the study done by Ukpere et.al (2014), women micro entrepreneurs are proactively using the social networks to advertise their goods and services and then make use of this mobile technology, which work for them in terms of client payments and banking. This special feature offered by the social media as a mobile application where the users can manage their accounts from mobile phone and only need basic literacy to operate the phone provide them another reason to use this platform. Due to the fact that the system does not rely on any physical infrastructure such as phone wires and is accessible to a large segment of the population (Elder and Rashid, 2009 as cited in Mbogo, 2010: 164) give them another point to embrace this opportunity as well. Besides that, there are few problems faced by some women entrepreneurs in Malaysia especially those who came from LIH group where these people have faced their struggles in terms of their limited proficiency in English and digital literacy.

In terms of the language use in social media, it can be synchronized with the use of Computer Mediated Communication or CMC theory as the facilitation of this form of communication can be seen through the use of Facebook, Twitter, Instagram, You Tube, email and other social network sites instead of traditional face to face meeting. The use of language in CMC tends to be concise and informal compared to the language used in traditional way. In relation to this matter, both Tagliamonte and Denis (2014) indicated that "CMC displays informal and speech-like features, including abbreviations, short turn-taking and omission of auxiliary verbs and pronouns which attributes the temporal, spatial, and social strictures imposed by IRC or Internet Relay Chat specifically that messages be types as quickly and efficiently as possible".

However, it is quite different from what Crystal (2001) has pointed out as he stated that “discourse on internet is a new species of communication” where her description is complete with its own lexicon, graphology, grammar and usage condition. It basically refers to the forming of new language as a result of the expansion of new technology that is formed by users in social media over years. It is probably the communication style of modern people. Due to the popularity of the use of social media nowadays, it leads to the new form of communication which particularly linked to CMC use or that emerged and changed according to current trends. It is expected that many people include women entrepreneurs have seamlessly integrated social media into their lives. Including their way of writing postings as due to the fact that the rise of these latest technologies such as MacBook, iPad, Google, Facebook, Twitter, Wii, PS3, Android can make people to appreciate less formal communication styles, fast delivery of content, data, and images.

Today, social media has been recognized as a key asset of a successful inbound marketing strategy which can provide better online visibility through cross-channel content distribution. Keeping current with the trends emerged from the evolution of social media can be a big help in maintaining and commercializing the image of the company or even institution. For the example, the trend of using hashtag which refers to a clickable keyword used to categorize postings. Hashtags have also spread to all social media platforms and they have even reached everyday speech where it subsequently helps to promote and make it easier for the users to connect and direct to any information that they want to go for. Therefore, being in the same track with the current trends in terms of language use enables the company to increase website traffic, build conversions, raising positive image association and improve communication and interaction with other users and hence, helps the them to commercialize their image to a broader network.

## **METHODOLOGY**

This study utilizes qualitative research approach and thorough content analysis was conducted to achieve the objectives of the study. Three different Facebook accounts of three selected women entrepreneurs are used as case study. All of the texts studied have been written and posted on the

site of the Facebook accounts mentioned. The corpus of the study or the Facebook's status messages were collected by the researchers from February 2016 until July 2016 with approximate duration of 6 months.

In the selection of the postings, there are two criteria that should be fulfilled; 1) the posts that obtained the high number of likes, shares and comments, 2) the posts that obtained the low number of likes, shares and comments in the selection of the Facebook's status messages. All of the sites have been selected as all of three women entrepreneurs selected in this study use this social media platform and these accounts are mainly constructed on the platform for business purposes. The information shared in these sites are all concerned and related to their businesses for instances, acts as a marketing tool, helps to raise brand awareness and helps to make connection and online networking with customers, dealers partners and investors. It is also a medium for business transaction and more. Thus, Facebook is the most used and preferred by among all of the women entrepreneurs compared to other social media such as Twitter, Instagram and even their official website.

### **The Instruments**

The evaluation forms or two observation checklists are prepared in order to help the researcher to record notes systematically and to find any new components if emerged. The content analysis can be both descriptive and reflective which the researcher need to identify the component provided in the conceptual framework and add new components if the researcher thinks they are effective and relevant. In terms of the first observation checklists, it is designed and structured based on CMC concept which concerns on the language styles or specifically the text type and writing features found in the postings. As for the second observation checklist, all of the elements in AIDA model which are attention, interest, desire and action are used in looking at the comments, shares and likes obtained in the Facebook status messages and find the components or themes that emerge from the postings. Figure 1 shows the concepts of both CMC and AIDA theory used in this study.

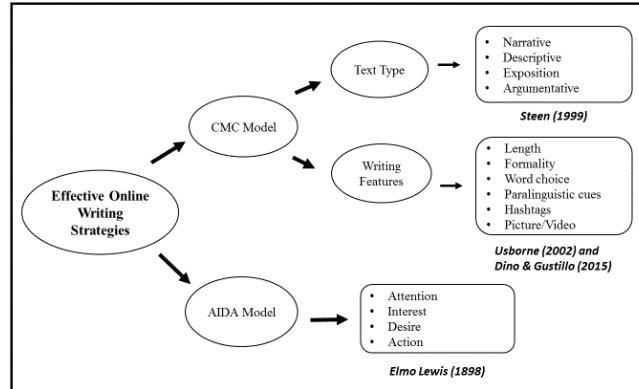


Figure 1: The conceptual framework of effective online writing strategies in social media

By conducting this qualitative method, the data is expected to answer and provide the new insight on the effective online writing strategies from the reader's perspective and at the same time, draw any new data that may contribute to this study in the aspect of language in social media.

## RESULTS AND DISCUSSION

The qualitative data were analysed based on three objectives aimed for this paper which focus on the online activities among women entrepreneurs in their social media accounts, postings that receive the most and least like in their accounts and lastly, proposing the effective online writing strategies in social media among women entrepreneurs based on data obtained from the observation of their online activities and postings.

### The Online Activities Among Women Entrepreneurs

The women entrepreneurs' Facebook accounts are identified based on the special codes given which stands from abbreviation 'F' for Facebook followed by the numbers which differentiate the codes assigned for each Facebook accounts which are F1, F2 and lastly, F3.

When it concerns on the online activities practiced in the social media, it is basically referred to the type of activities done by them in their Facebook's accounts which can be related to the domain one which is to advertise their product or business online. Based on the data

collected, almost 3 out of 10 of the postings in the newsfeeds' section which includes all F1, F2 and F3 are related to the advertising and marketing their products to the viewers or friends as the primary online activities. The other activities are followed by sharing the information related to their participation in entrepreneurial programs, personal use, information related to their businesses and others.

Table 1: Interpretation of the online activities in Facebook

Type of online activities in Facebook	Description	Occurrences
Advertise products	Posts any pictures, videos or related information regarding products in newsfeed.	3 out of 10
Update information related to participation in entrepreneurial programs	Posts any pictures, videos or information regarding their participation in entrepreneurial programs.	2 out of 10
Personal use	Posts any pictures, videos or information related their personal life includes close family and friends.	2 out of 10
Share information regarding business	Posts any pictures, videos or information related to business such as achievement (eg: winning awards), collaboration with other party and etc.	2 out of 10
Others	Posts or shares any pictures, videos or information which is not related to any categories above (eg: shares songs, news, playing games and etc.)	1 out of 10

All of the women entrepreneurs selected in this study mainly used their Facebook accounts to advertise their products by using pictures, videos or any information related to their business followed by the other activities as shown in Table 1 above. However, F2 has shown low participation in any online activities interpreted in Table 1 compared to F1 except for 'advertise products' type of online activity. This situation may occur due to the user's low participation in using her Facebook account during the 6 months of data collection. For example, F2's user only posted two postings for two months which are in April and July where the F2's user has posted the pictures of her products with caption 'Alhamdulillah' and categorized under 'product advertising' online activity in April. In July, F2's user has posted the pictures of her daughter and herself while attending an entrepreneurial program which was categorized under 'update information regarding participation in entrepreneurial activity'. This limited use of Facebook may happen due to their lack of knowledge, proficiency and accessibility in any form of



disturbance which possibly face by women entrepreneurs. This form of problems should be identified and further investigated by future research.



Image 1: The product advertising.



Image 2: Entrepreneurial activity.

However, both F1 and F3 have shown a moderate participation in posting any related online activities shown in Table 1 above. In terms of conversing and engaging with customers, friends or other users, this type of online activity is abstract and impossible to be categorized in the same categories provided in Table 1 as the possibility of the Facebook's owner to engage with other users are general as they can reach each other through 'private messenger' or 'pm' box provided by Facebook for those who wants to converse in private, in 'comment' section or by tagging other 'friends' in their postings reflects the act of engaging and networking with other users in Facebook. Therefore, this type of online activity cannot be categorized thematically.

### **Data Based on CMC and AIDA Models**

#### **The Use of Text Type and Word Choice**

Most of the postings posted by all F1, F2 and F3 have used 'descriptive' type of text in delivering or posting their newsfeed in the Facebook. This type of text is basically referred to the use in all forms of writing to create a vivid impression of a place, object, event, place and etc. This style of writing can be useful for variety of purposes such as to engage the reader's attention, to set a mood and to create characters. For the example, most of the postings have used

a simple and straightforward sentence or caption which connected with the intended meaning that was trying to be delivered to the other users. The use of precise words such as nouns, verbs and adjectives has been applied in order to "puts the reader there" focuses on key details or intended messages.

For the example, F1 has posted a posting on product advertising with a simple 'descriptive' type of caption, 'Kami di bangunan Iskandar 26-27 June' or in translated version, 'We are available in Iskandar's building on June 26-27' which portrayed a simple and precise use of words and sentence to indicate their appearance in Iskandar's building to sell their products on selected dates. This simple sentence or caption used in the posting together with a picture tagging along is important to make sure that the message is delivered clearly and are interpreted successfully in order to attract the customers. In return, this posting has reached 40 likes from other users which indicate a such favourable response or attention. It is the same case with F2 and F3 users as both of their postings have reached high number of likes as shown in the table 2 below. However, based on the examples shown below, the length and the word choices in the text-update also play an important role in determining the number of likes achieved. Therefore, a few techniques on how to write a precise and contented text-update should be taken into consideration which includes the choice of words, text type and other invisible elements such as by providing more description about the content.

Table 2: Examples of the text-updates in the postings.

Facebook Account	Example	Number of likes	Analysis
F1	<i>Kami di bangunan Iskandar 26 – 27 June – Posted on June 26</i>	40	The caption is in the form of descriptive type of text regarding the upcoming event to sell the products. The language use is simple and direct to the point.
	<i>Alhamdulillah.. lega rasa nya setelah AGM kop usahawanita tenggara dh selesai dan berjalan dengan lancar – Posted on May 25</i>	17	The caption is directive type of text. The language use is simple. But, the short form of words has been used in this and one misspelling word, eg: lancar – lancar (correct form).
F2	<i>Alhamdulillah – Posted on April 16</i>	29	The caption is simple and straightforward to convey the writer's satisfaction in her business.
	<i>Ju – Posted on July 31</i>	19	The caption is not complete and unrelated with the picture that was tagging along in the posting.
F3	<i>Alhamdulillah ni lah hasil gabungan idea2 ajk ngo. Tuk program jamauan aidilfitri ngos mersing <b>Halim Rohaya.. Siti Hazrina Gee.. Nur Farahani Azirah</b> (tagged) Batik Canting Johor zaachandory – Posted on July 28</i>	50	The caption is directive type of text. The language use is too simple and most of them in short form of words which can lead to misinterpretation on the intended message delivered.
	<i>Apa tugas lakukan dgn ikhlas ap2 pun tomahan anggap stu iktibar.. ap2 pun kutukan aggap satu kelemahan bgkit dri kelembn tuk perjujukan pe yg dihajatkan.. moga Allah permudhkan urusan kita - jdkan insan yg menghina kita ahli syurga aamin #perigtantukdirisyasendiri – Posted on 30 July</i>	75	The caption is in directive type of text. The user used a lot of short form of words and a bit complicated to be read by people from different background. The user also used hashtags.

## The Use of Pictures and Videos

Most of postings that included any pictures and videos have obtained a high number of likes or reaches compared to the postings that only contained a caption or sentence. For the examples, the postings shown in image 3 and image 4 (both F1) below shows that the differences between the postings that obtained a high number of likes and vice versa. Image 3 shows a posting of simple caption that only reached 4 likes compared to image 4 that reached 33 likes where a caption together with several pictures have been shared. It proves that the attachment of pictures or other digital tools can provide more entertaining options especially an eye-catching picture rather than using text-only updates. The use of the pictures and videos also plays a big role in pulling the attraction the potential customers to look, read, browse and to the extend to have intention to buy the products or ask for services through the comment section provided or ‘private messenger’ box.



Image 3



Image 4

In F3, most of the postings has achieved high number of likes (95 likes) and most of them were attached with pictures and videos as shown in Image 5 below. Again, it proves that the pictures and videos are essential in persuading and catching the attention of the customers to read and buy the product or services marketed. However, both of the text and pictures or videos are

intertwined with one another as they need each other in order to have a strong and effective online advertisement and marketing. Even though, the F2's user was not really active and update her account regularly; however, the postings in the F2 that contained both text and picture components seems to obtain a high number of likes (29 likes) from the viewers as shown in Image 6 below.



Image 5



Image 6

### The Length and Formality of Online Writing Used

In general, most of the women entrepreneurs selected in this study have used a simple sentence or caption in delivering any information intended. By providing a simple caption, the users can actually attract the other users or namely customers to read the message delivered and make them understand the purpose of the action. In short, the quicker it is to read, the more likely people will actually read and share it. For instance, the postings in F1 and F2 have shown the differences of using a short and simple caption (F2) compared to the long one as portrayed in the F1's text-update as the posting in F1 only obtained 9 likes compared to 29 likes in F2's posting. However, the content or issue discussed in the posting also does affect the number of likes and reaches.

In terms of the formality, most of the postings were using non-formal online writing as the users tend to use short form of word such as the word 'ini' to 'ni' which basically brings the meaning of 'here' as shown in the caption in F1's posting. Same with the F3's posting in the table 3 shown below as the user prefers to use the same ways in capturing the intended message

that the user wanted to share. In return, the posting has reached 75 likes in overall. But again, speaking of the women entrepreneurs which is based on the posting in F3, they tend to use this platform to share their daily diary which basically refers to the personal use (eg: topics covered on their friends, family and any unrelated issues to business marketing). For example, when it comes to ‘personal use’, the users tend to use informal and friendly tone of language compared to when they were posting or updating any information related to their product and business. In comparison, an informal and friendly tone of language used seems to be more attractive and appealing compared from a formal one. As the result, it indirectly helps to the increasing number of likes in the postings. However, in this context, the excessive use of short form of words can lead to misunderstanding for those who are not from the same background and make it difficult for the customers to understand and recognize the benefits offered by the products or services.

Table 3: Examples of the length and formality of online writing used

Facebook Accounts	Examples
F1	<i>Hari ni hari terakhir jualan produk iks anjuran pejabat pertanian di bangunan Iskanda Kota Tinggi sambal jual ada free promosikn kad petronas Angkasa – Posted on June 30</i>
F2	<i>Alhamdulillah – Posted on April 16</i>
F3	<i>Apa tugasn lakukan dgn ikhlas ap2 pun tomahan anggap stu iktibar.. ap2 pun kutukan aggap satu kelemahan bgkit dri kelemhn tuk perjugkan pe yg dihajatkan.. moga Allah permudahkan urusan kita - jdkan insan yg menghina kita ahli syurga aamin #perigtantukdirisyasendiri – Posted on July 30</i>

However, the users also tend to use a formal language in their online writing which can be portrayed by a full form of word and sentence in several postings which also depends on the type of online activities and ‘content’ preferred by them. As for the ‘catchy’ phrase, there were postings that used this appealing phrase or a bit ‘narrative’ type of text in order to attract their customers to read or ‘buy’ their products. This catch phrase is known as one of the brilliant ways to market their products and brand. However, in this case, it was really rare to find any interesting or catch phrase used by the users to attract their customers.

## CONCLUSION AND RECOMMENDATIONS

In overall, F3's user is considered as the most active followed by F1's user as moderately active in using Facebook as their marketing platform compared to another user which is F2 as the user only posted less than 10 postings within 6 months of collecting data. Even so, all of them have shown a good participation in terms of promoting and advertising their products as almost 3 out of 10 of their online activities are occupied with product advertising followed by the other activities. They also have used several writing features and techniques to attract their potential customers to read, browse and eventually to the extend to have intention to buy the products or at least have shared about it. However, the return of investment obtained by these women entrepreneurs are still not good enough to be called successful marketers in Facebook even though this platform is known as an advantageous tool for businesses thanks to its capability of low-cost information disclosure, instant messaging, and wide networking. This is due to their limited digital literacy in using social media as there are several features that are not been used in their online writing such as hashtags, paralinguistic cues (eg: emoticons) and also limited choice of words.

Literature has confirmed effectiveness happens when there are profits, sales, communication and attention which can be identified from the number of likes, shares and comments in the postings. Since there is no specific theory on how online writing in social media can be effective, thus the researchers have to gather some components on online writing which are believed to be important and essential based on the previous studies and also data collected from the case study. After examining various types of postings portrayed by all three Facebook accounts based on CMC and AIDA models in terms of its online writing context, all of the users only update and post their newsfeed and engage with other users or potential customers in Malay language. This could be due to their limited proficiency in English, copywriting and language style which can be seen from the limited use English language, text type and writing features in their online writing. The women entrepreneurs may not face any problems in dealing with local customers but it will be difficult for them to spread their businesses widely through online or social media even though Facebook has provided an auto translation feature for those who needs to understand and communicate in other languages. But yet, in certain context, the translation itself may not be good enough or accurate in delivering the intended messages. Next, the use of social media in marketing and advertising their products also is not solely focus on local market

only but also at global level. Therefore, this paper proposes the effective online writing strategies in social media which focus on women entrepreneurs based on these case studies observed and applicable for any other languages. Each of the strategies is discussed below.

### **Effective Online Writing Strategies for Women Entrepreneurs in Facebook**

#### **Use Eye-Catching Pictures and Videos**

Data revealed that the use of pictures and videos in the postings can help to increase the reach of the postings in terms of the number of likes, shares and comments compared to the absence ones. These materials are important to attract attention and interest towards the postings. However, there is new finding indicates the use of pictures or videos together with a caption does make a difference compared to the posting that only put pictures as the sole material. Therefore, it shows that without caption, the postings would be not attractive enough and well-read by the readers. By alternating pictures and videos with text-only updates seem to be eye-catching enough in order to steal the interest of potential customers. Besides that, there are several details that should be taken into accounts when it concerns on the use of digital materials or to attract the attention are by providing up to dates products, use of high definition pictures, use celebrity to promote products or services and creative as well as organize the pictures in coherence with the caption preferred.

#### **Keep the Content Short, Simple and Readable**

In this case study, as stated in the findings section above, most of the postings in F1, F2 and F3 preferred to use a simple and contented caption in their newsfeed. However, there are some postings that use a too simple sentence which only includes one word which is too short to be read and understand by the other readers. Therefore, a more preferable way of writing technique for online writing should be explained in more further. According to the past studies, there are several techniques that should be applied in order to persuade the customers which include short and simple or in precise manner, 80 characters at most, well explained caption which includes the use of nouns and verbs or adjectives at least in one sentence, an appealing content that can serve to reader's self-interest, the use of persuasive words, informal friendly language,



humorous, showing honesty and lastly, the use of adjective and adverbs that catch attention and figurative language or precisely, known as a catch phrase. Lastly, avoiding daily dairy should be taken into consideration as the objective of this writing strategy is to advertise and sell the products or services online.

### **Be Aware With The Effective Features Offered in Social Media**

In general, there are a lot of advertising features offered in social media which can be a crucial way in marketing the business such as the use of hashtags, use of paralinguistic cues, aware with the online traffic and be seasonal. All of these features are useful in delivering the right content at the right time. The most important thing is a good user is not afraid to try everything that works, effective and yet trendy in order to obtain high reaches widely.

### **The Model of Effective Online Writing in Social Media**

Based on the new findings on the components of effective online writing in social media, the researchers have come out with a new model of effective online writing in social media exclusively in the portrait of women entrepreneurs' online marketing. The new model of online writing in social media for women entrepreneurs consists of the same feature as the conceptual framework of effective online writing strategies in social media employed in this paper. However, two components of exposition and argumentative categorized in types of text have been eliminated as the components are believed not to be essential and important in effective online writing in social media exclusively for women entrepreneurs' online marketing. However, there are several elements that have been added in this model which are effective advertising features in social media as these features are believed to be important and essential in attracting the interest of the readers to read the postings. The model is displayed in Figure 5 below.

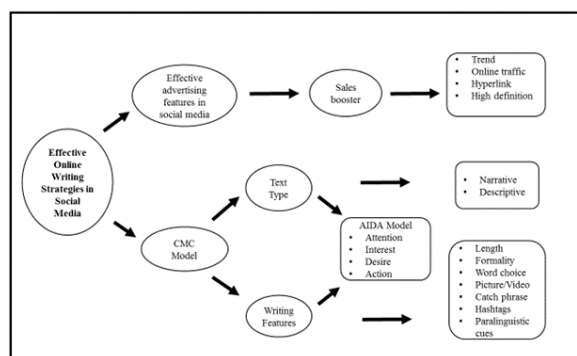


Figure 2: The Model of Effective Online Writing for Women Entrepreneurs' Online Marketing

This model is hope to help the women entrepreneurs to implement or to improve all the effective components in online writing in their existing or new social media accounts.

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