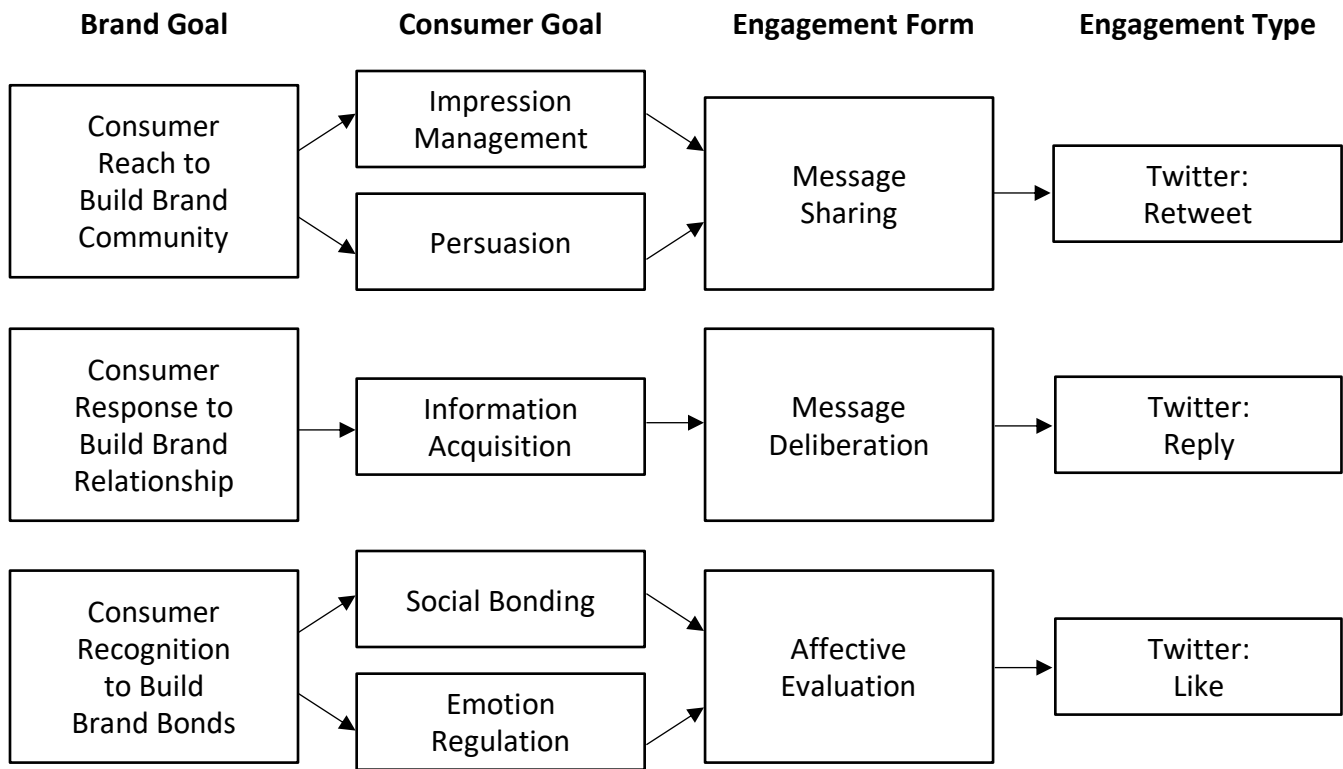


## Brand Consumer Goal Model for Social Media Engagement



**Source:** Quesenberry, K.A, Coolsen, M.K. (November 2024) "Engagement on Twitter: Connecting Consumer Social Media Gratifications and Forms of Interactivity to Brand Goals as a Model for Social Media Engagement." *Quarterly Review of Business Disciplines* 10(4) For an explanation visit [PostControlMarketing.com](http://PostControlMarketing.com)