Abstract
The growth of social media platforms has led to dramatic changes in the way companies communicate with their customers. The traditional marketing communication models cannot describe the realities of today’s world. Today’s customers are not passive listeners. They constantly interact with brands and other consumers. The emergence of new customer behavior has inspired companies to use their social media platforms to engage their customers as well as spread awareness about their brands to their customer’s friends and followers. In this research, we carry out a longitudinal study to investigate the effects of different strategies on increasing Word-of-Mouth communication and customer engagement in an online community of mathematics teachers on Facebook. We will also analyze gender differences in terms of the effectiveness of these strategies. We believe that the results of this study will have important theoretical and managerial implications for launching referral programs and customer engagement initiatives.

Dependent Variables
1. Engagement in Facebook groups (breadth and depth):
   - Individual posts
   - Participation in discussions
   - Likes and shares
   - Inviting friends to the group
2. Number of downloads on the website
3. Word-of-Mouth Communication:
   - Number of people invited to the groups
   - Number of people invited in the Referral Program
   - Number of people accepting referrals

Research Questions
1. What type of moderating strategy is more effective in increasing customer engagement in online communities?
2. How do the following variables moderate the relationship between moderating strategy and engagement?
   i. Gender
   ii. Market Mavenism
   iii. Frequency of Moderator Feedback
   iv. Quality and Nature of Moderator Feedback
   v. Manipulation of Intrinsic vs. Extrinsic Motivation

Research Contributions
1. First Longitudinal Study to Investigate Actual Engagement Behavior under different moderating strategies in an Online Community
2. First Longitudinal Study to Investigate Actual Word-of-Mouth Communication under different Referral Reward Program Structures
3. First Study to Directly Link the Engagement Behavior and Download Data