

Social media have been adopted by many businesses. In an effort to help companies understand how to perform a social media competitive analysis and transform social media data into knowledge for decision makers and e-marketers, this paper describes an in-depth case study which applies text mining to analyze unstructured text content on Facebook and Twitter sites of the three largest pizza chains: Pizza Hut, Domino's Pizza and Papa John's Pizza. As a result, a large amount of user-generated content is freely available on social media sites.