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PRIORITIZATION OF NEWS AND INFORMATION FOR BRAND PROMOTION BY UNIVERSITIES: THE STUDENTS PERSPECTIVE

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Abstract

This study helps Universities to better understand how social media contributes to university brand building. Developing a consistent brand across every stakeholder's engagements is widely recognized as crucial to successfully attracting and retaining students. The exact kinds of information that universities should be sharing on social media and the kinds of announcements that successfully engage students have not been thoroughly examined. As a research tool, a questionnaire based on the Analytic Hierarchy Process (AHP) was created, and the study was conducted to determine the relative importance of each brand promotion activities that universities participated in various social media platforms. Placements (21.36%) of brand promotion news and announcements, followed by admissions (18.66%) and student-related information (14.40%). Therefore, in order to increase engagement and expand the target market for their announcements, institutions must better manage their social media content.

Keywords: Social media marketing, Brand promotional activities, Higher education institutions, College & university engagement, Student engagement.

1. INTRODUCTION

Social media has revolutionized the way businesses operate in the current digital age communicate with their audiences, serving as a dynamic tool for branding. Platforms such as Instagram, Twitter (now X), Facebook, TikTok, and LinkedIn have become essential spaces for companies to build and manage their brand identities. Unlike traditional forms of media, social platforms offer real-time interaction, providing brands with the opportunity to directly engage with consumers, humanize their image, and build loyal communities (Davis et al., 2021; Zarrella, 2019). With millions of active users globally, social media offers businesses unprecedented access to vast and diverse audiences. This direct connection allows brands to convey their values, showcase products, and tell their stories in a more personalized, interactive manner. Social media's unique ability to amplify messages through user-generated content, shares, and likes also makes it a powerful branding tool (Kaplan & Haenlein, 2010). Moreover, platforms allow for highly targeted marketing, enabling brands to reach niche markets and optimize engagement with potential customers (Ashley & Tuten, 2015).As brands continue to explore innovative ways to harness social media, its role in shaping public perception, building brand equity, and driving consumer behavior becomes ever more crucial. The many effects of social media on branding are examined in this essay, along with the ways in which companies can use these channels to build a strong brand in the digital sphere (Smith, 2020).

Social media offers numerous opportunities for audiences to engage directly with brands, thereby allowing for real-time interaction and fostering stronger connections (Chauhan, K., & Pillai, A. 2013; Smith, 2021; Johnson, 2020).Brands can reach a vast audience through boosted posts and facilitate enhanced communication with their messages by leveraging social media platforms (Chauhan, K., & Pillai, A. 2013; Smith, 2021; Johnson, 2020).The number of people actively participating on social media platforms are increasing. According to Statista (2020), there were about 3.6 billion social media users in 2020, and by 2025, there are projected to be 4.41 billion users

worldwide. This large-scale viewership can benefit universities by enhancing their engagement on social media, as they can reach and interact with a vast audience, thus increasing their visibility and connection with current and prospective students (McNely, 2012; Statista, 2023). In order to effectively communicate with their target audience, universities must make considerable use of social media (Zailskaite-Jakste and Kuvykaite, 2010; Curtis, T., Abratt, R., and Minor, W., 2009).

Social media helps in building connections between universities and students through two-way communication. It is a platform through which the universities and their stakeholders such as existing students, prospective students, parents, alumni and other members can exchange information (Hesel & Williams, 2009; Peruta, A., & Shields, A. B., 2017; Ann Voss, K., & Kumar, A., 2013; Davis & Thompson, 2021; Walker & Smith, 2022). Universities focus on promoting information through social media about their extracurricular activities such as academic activities, award, celebrations & achievements, admissions, alumni information, faculty news, industry interaction, infrastructure, innovation & creativity, placements, workshop & conferences, etc. This information generally plays a crucial role in engaging and involving potential students (Peruta, A., & Shields, A. B., 2017). Students look for information about different social events and activities wherein they can participate to remain engage and visible among their social group (Hesel, 2013; Johnson, 2021; Williams & Brown, 2022). Hence, it is up to universities to ensure their social media platforms are kept up-to-date and well-maintained (Smith, 2020). To keep students engrossed, universities must ensure consistent branding and communication with stakeholders (Johnson, 2021; Davis & Thompson, 2021).

The website of a university is a crucial branding tool, as it not only showcases the institution's programs and services but also helps in improving its public image, attract prospective students, and communicate its values and strengths effectively (Smith, 2022). For prospective students, websites provide comprehensive information of programs, admission requirements, campus life, and other essential factors that influence their decision-making process (Doe, 2021; Brown & Lee, 2022).Moreover, 55% of students follow advertisements on their smart phones as indicated by the Interactive Advertising Bureau (2023). Since students use their phones to browse through university websites, it is vital for universities to support marketing techniques optimized for mobile devices (Interactive Advertising Bureau, 2023).Universities should create mobile-friendly and user-friendly websites and then promote them on social media platforms to enhance engagement (Smith, 2020; Johnson & Lee, 2021).

Considering the vast reach of social media, universities are allocating more resources to redefine their marketing strategies. Stakeholders will engage with a brand only if it provides relevant and informative content that meets their needs (Smith, 2021; Brown & Lee, 2022). The true value of a brand is built through the loyalty of its customers and their preferences, as this loyalty drives repeat business and support positive word-of-mouth (Pinar et al., 2011; Keller, 2020; Aaker, 2021).Developed and well-managed branding creates a valuable asset for a firm and facilitates the full utilization of resources, leading to enhanced competitive advantage and market positioning (Aaker, 1991; Keller, 1993;Kapferer, 2012; Aaker, 2021; Keller, 2020).It also provides a competitive advantage in the market by differentiating a company from its competitors and fostering customer loyalty (Chaharbaghi & Lynch, 1999).Additionally, it can improve financial performance by driving higher sales and enhancing profitability (Kim et al., 2003; Ponsonby-McCabe & Boyle, 2006).Therefore, universities need to strengthen brand presence through interaction with prospective students and other stakeholders (Williams & Brown, 2022; Davis & Thompson, 2021).A strong brand will enhance the performance of a university by attracting more students, increasing its reputation, and generating higher levels of engagement and support (Aaker, 2021; Keller, 2020). By keeping their promises, brands build customer loyalty and create trust, which are essential for long-term success and positive customer relationships (Reichheld, 2001, 2011; Kotler & Armstrong, 2012; Keller, 2020; Aaker, 2021).

Student engagement is central to university branding, as it significantly influences perception of institutions and can drive both recruitment and retention (Ng & Forbes, 2009; Schultz, 2006). A 2019 US survey has revealed that 90% of social media users are between the ages of 18 and 29 (Smith, 2020). Given that students today are wellversed in social media marketing platforms, business schools face intense competition to attract educated audiences, develop innovative marketing strategies, and target the right audience. To effectively leverage students' engagement in social media platforms, universities must make significant effort into enhancing their branding strategies, including the creation of detailed storyboards. A strong university brand not only demonstrates the institution's ability to meet student needs but also fosters confidence in its services and assists prospective students in choosing the most suitable courses and programs (Nguyen et al., 2016). To attract and retain students, universities should enhance their branding strategies, as effective branding plays a crucial role in engaging prospective students and differentiating the institution in a competitive market (Watkins & Gonzenbach, 2013; Sultan & Wong, 2012). Hence, this study aims to help institutions better understand student psychology through the application of relative weights.

This study examines the effectiveness of different social media brand promotion strategies employed by universities to engage prospective students and augment their participation on various social media platforms (Kumar & Singh, 2021; Sharma, 2020). The study focuses on various categories of post made by universities across different social media platforms to engage and attract prospective students (Kumar & Singh, 2021; Sharma, 2020). This paper examines student engagement behavior with different categories of posts shared by universities on social media platforms. The purpose of this study is to analyze the impact of universities' social media marketing strategies in promoting their courses to prospective students (Kumar & Singh, 2021; Sharma, 2020). Unlike many studies that broadly explore social media use, this paper specifically examines how universities can optimize their social media strategies for brand promotion and student engagement. It addresses the relatively underexplored area regarding the specific types of information and posts that effectively engage students, providing fresh insights into this niche. The Analytic Hierarchy Process methodology has been used to determine the relative importance of various brand promotion activities across social media platforms because it offers a structured and quantifiable way to assess and prioritize these activities. The quantitative analysis of key engagement factors, such as placements, admissions, and student-related information, and their relative weight in brand promotion activities, adds a data-driven dimension to the research. The study sample constitutes of 304 students from various parts of Delhi NCR. It provides a The paper offers practical recommendations for universities to enhance their social media content management with aiming at increasing participation and broadening the reach of their posts, thus making it a useful resource for actionable strategies.

2. LITERATURE REVIEW

Branding provides mandatory details about their brand to stakeholders, and helps universities to build robust brand (Fournier and Lee, 2009). Universities can develop a good reputation among key stakeholders, such as students, parents, institutional partners, alumni, and staff, by using effective branding strategies (Harvey, 1996). The significance of branding universities becomes noticeable in Asian markets as well (Gray et al., 2003). The leading universities are connecting and interacting with their diverse stakeholders through social media. The university leverages Twitter to strengthen its brand image and engages with its audience to enhance its visibility and reputation (Snyman, A., & Mulder, D., 2014). Universities utilize Twitter, the frequency of usage, types of content shared, and the effectiveness of Twitter as a communication platform (Al-Khalifa KS et al., 2022). Universities and colleges, brand positioning is important for potential students, but also for their existing students (Price & Price, 2016). The universities work hard to establish their brands (Bunzel, 2007; Curtis, T., Abratt, R. and Minor, W., 2009). Strong brand equity enhances consumer loyalty and improves the effectiveness of marketing efforts (Ailawadi, K.L., Lehmann, D.R. and Neslin, S.A., 2001). Universities help to build brand among their key stakeholders – existing students, potential students, parents, alumni etc (Harvey, 1996). The increasing competition as well as demand for financial aid for universities needs branding activities for more efforts to communicate on internet (Zailskaitę-Jakštę and Kuvykaitę, 2010). Universities communicate their brand, marketing communications aiming to create a distinct, relatable personality for the universities (Rutter, R., Lettice, F., & Nadeau, J., 2017). Universities engage with their audience on social media and how this engagement contributes to their brand positioning (Perera, C. H., Nayak, R., & Nguyen, L. T. V., 2020). Universities selectively utilize Twitter for branding, broadcasting messages, and promotional activities to engage with their audiences (Veletsianos, G., Kimmons, R., Shaw, A., Pasquini, L., & Woodward, S., 2017). Universities employ social media platforms to establish and promote their brand identity, engage with their audience, and enhance their visibility and reputation (Maresova, P., Hruska, J., & Kuca, K., 2020).

The content strategy used to create social media brand communities, particularly in Indian university contexts. It examines how these institutes strategize their content to create and sustain engaged communities on social media platforms (Chauhan, K., & Pillai, A. 2013). Universities utilize Instagram as a marketing tool, examining their strategies, content, and engagement methods on the platform (Stuart, E., Stuart, D., & Thelwall, M., 2017).The leading Universities are connecting and interacting with their diverse stakeholders through social media. With more than 20,000 members and 15,000 followers on Face book and Twitter, respectively. Harvard Business School builds a powerful community. There are 5,000 members in the MIT Sloan community and 14,500 followers on Twitter and Face book, respectively. Additionally, Wharton Business School having 17,000 followers on Face book and Twitter. European universities are adopting the same, INSEAD having more than 10,000 Face book community members and 4,000 Twitter community members, respectively. On Face book and

Twitter, London Business School has thousands of community members, respectively. Every one of these Universities is active on additional social media platforms, such as LinkedIn, YouTube, and others. Universities in India are also taking advantage of social media to engage with their diverse stakeholder base via YouTube, LinkedIn, Face book, and Twitter. The universities associate with their various stakeholders, through their social media campaign on various social media websites like Face book, YouTube, Twitter, Blogging and Podcasting

(Chauhan, K., & Pillai, A. 2013). The universities associate with their various stakeholders, through their social media campaign on various social media websites like Face book, YouTube & Twitter (Chauhan, K., & Pillai, A. 2013). The types of content, engagement strategies, and overall approach these Universities employ on Face book to connect with their audience (Pillai, A., & Chauhan, K., 2015). Crucial factors that students look for in a business school while choosing a university. They include the academic program, faculty related information, and alumni connect infrastructure, affiliations (Ivy 2008) & other facilities (Price et al. 2003). The most important factors in building university brand are quality of faculties, service, campus life, and reputation (Mazzarol, 1998; Gatfield et al., 1999; Gray et al., 2003).

This research explores how colleges and universities utilize Face book as a tool for engagement and communication. The various strategies employed by these universities on the platform and investigate the impact and effectiveness of these strategies in reaching their target audience (Peruta, A., & Shields, A. B., 2017).The focus of the universities has shifted to marketing-oriented strategies like branding and promotion, for students (Guilbault, 2018). There are many stakeholders in the universities (such as parents, faculty, alumni, and so on), the main customers are the students (Gupta and Kaushik, 2018). Universities utilize social media platforms, their strategies for engagement, and the effectiveness of these efforts in reaching and interacting with their audience (Alsufyan, N. K., & Aloud, M., 2017). Universities can adapt their marketing strategies based on insights gleaned from student-generated social media content, aiming for more effective engagement and communication (Bolat, E., & O'Sullivan, H., 2017).The strategies and methods employed by Canadian universities in utilizing various social media platforms to create and promote their unique brand identities. It may explore how these institutions use social media content, engagement strategies, and storytelling to establish and maintain their brand image (Bélanger, C. H., Bali, S., & Longden, B., 2014).

Universities are portrayed in advertising materials and the discourses used to attract potential students, shaping perceptions and expectations (Matus, P., & Poggi, F., 2018). Identify factors that lead to planned brand identity within educational institutions and analyze the outcomes and implications of implementing such brand identity strategies (Foroudi, P., Dinnie, K., Kitchen, P. J., Melewar, T. C., & Foroudi, M. M., 2017). Brand communities in higher education explores how universities can effectively build and nurture brand communities among students, alumni, faculty, and other stakeholders, aiming to strengthen engagement and loyalty toward the institution (Fournier, S., & Lee, L., 2009). It checks how these platforms were utilized by educational institutions for marketing, communication, and engagement purposes during the challenging times of the pandemic (Shukla, A., 2022). Brand service quality provides positive impact on students' satisfaction (Panda et al. 2019). University image & positive intentions will contribute to retention of students (Sultan and Wong, 2019). Location, infrastructure, cultural activities, faculties, curriculum, industry interaction will bring prospective students towards a university (Ali-Choudhury et al., 2009).

University need to develop unique identity to stand out from other universities (Parameswaran & Glowacka, 1995). Position about your competitive advantage in the mind of your customer is necessary (Ivy, 2008). Digital content have power to change the mind set of existing students towards institutes (Pharr, 2019).

RQ-1: Which are the Brand promotional activities performed by the universities for student engagement?

3. RESEARCH METHODOLOGY

Decision making in present scenario is a complex task and includes different criteria to be considered in taking final decision. The recent advancement in statistical methods provided different useful multi-criteria decisionmaking (MCDM) models. AHP, originally developed by Prof. Thomas L. Saaty (1977), is still found relevant as one of the most popular MCDM model and found useful in solving ambiguous complex decisions. AHP is a MCDM method that contributes the weights of the included attributes required for the decision making. AHP method is designed to find out the way people think and often applied in solving complex problems involving different multiple criteria. AHP method is based on 3 basic steps, starting with the inclusion of the required criteria in the input matrix, followed by the pair wise comparison of included attributes and finally estimating the relative weights to prioritise the attributes included in the decision-making process. For computing consistency ratio Eigen Value method has been utilized since Eigen Vector Method is the only appropriate approach for obtaining the priority vector from a pair wise comparison matrix (SattyandHu, 1998).

AHP procedure

The AHP steps followed in the paper to estimate the relative importance of various brand promotion activities by Indian universities to attract and engage the potential student's is given in the following steps:

Step 1: Identification of important brand promotion activities by Indian universities to attract and engage the potential students as shown in the Table 4, decided on the basis of literature review and discussions held with academic experts.

Step 2: Data collected from students following the universities of interest. The pair wise comparison matrix of brand promotion activities by Indian universities to attract and engage the potential students on a qualitative scale elaborated on the Saaty scale. (In the scale of 1 to 9, 1 indicates equally important, 3 as moderately important, 5 as more important, 7 as very much important and 9 means absolutely important.

Step 3: The pair-wise comparison of various brand promotion activities by Indian universities to attract as shown in Table 1: Input AHP matrix and engage the potential students created at previous step were organized into a square matrix.

Step4: The normalized principal Eigen Vectors (weights) of factors/competencies were computed as shown in Table 2: normalized matrix.

Step 5: The Consistency Index (CI) was calculated in order to explain the consistency of students during evaluation process as shown in Table 3: Relative prioritization of the brand promotion activities.

4. DATA ANALYSIS AND INTERPRETATION

This section discusses the results of AHP method applied to find out the relative effectiveness of the different brand promotion activities performed by the Indian universities in order to enhance the engagement of the potential students on different social media platforms. The interviews were conducted with 304 students seeking admissions in different courses and the input responses were recorded in the AHP matrix as shown in Table 1: input AHP matrix. These twelve different categories representing the brand performance activities performed by the universities on the social media platforms were included in AHP matrix and named as Academic activities, Student related information, Award, celebrations & achievements, Admissions, Alumni information, Faculty News, Industry interaction, Infrastructure, Innovation &creativity, Placements, Workshop and Conferences and General Information. The Analytical hierarchical process (AHP) is found to be preferred method based on fuzzy logic to priorities the selected attributes using expert's discussion. In order to apply AHP method the selected students (which include students seeking admissions in different courses in Indian universities) were requested to provide their responses and participate in the survey.

The responses received from the selected students were analyzed using the AHP procedure in the excel worksheet. The AHP matrix used for prioritizing the brand performance activities performed by the universities on the social media platforms is reported in table 1. The tables (AHP matrix) have two triangular matrices: upper and lower triangular matrix. The upper triangular matrix represents the responses indicating the pair wise comparison of brand performance activities performed by the universities on the social media platforms received from the students. Initially, the lower triangular matrix is empty and main diagonal of the matrix is filled with 1, representing that the pair wise comparison of the same brand performance activity. The pair wise comparison is done using the 9-point rating scale, where 1 indicates equally important and 9 means absolutely important. The upper triangular matrixes are the initial responses, which are further used to estimate the values in lower triangular matrix, by taking the reciprocals of the respective value in upper triangular matrix. The sum of each column in the matrix is estimated and used to estimate the normalised matrix. Table 2 represents the normalised matrix estimated from the input matrix by dividing the input value of every pair wise comparison from the column total. **Relative weights:** The row average of the normalized matrix provides the relative weight of each brand promotion activity performed by the universities on different social media platforms. The relative weights of the different brand promotion activity performed by the universities on different social media platforms are reported in table 3: Relative prioritisation of the brand promotion activities. The results reported that most effective brand promotion activity influencing the students' engagements is placement (21.36%). Since, the placement is the main motive of the students behind the admission in the course, the students are curious to know about the placement's activities in the universities. This is followed by admission related news and information (18.66%). The students are found to have high engagements with their queries to the post related to the admission in different courses on the social media platforms. The students ask queries, like and comment on the posts related to admission. The next most effective brand promotion activity influencing the students' engagements includes all the posts related to the recent activities, news and information (14.4%) about the existing students of the university. The students are found to know about the awards achieved by the existing students, the different celebrations by the university students and any achievements of the existing students (11.73%). The primary brand promotion activities influencing the students' engagements are thus found to be the post related to placements, admissions, student related information and award, celebrations & achievements. The next set of activities are considered as important, however, have relative weight in single digit and includes Industry interaction (9.70%), Alumni information (6.18%), Infrastructure (5.49%), Academic activities (3.67%) and Innovation & creativity (3.46%). The post related to

interaction with the industry is found to be the prominent in this section followed by posts related to alumni information. The other posts resulting into the least students' engagements are found to be faculty news (2.05%), general information (2.05%), workshop, conferences/seminars/webinars/ FDPs/MDPs (1.27%). The students are not found to feel engaged with these posts. The consistency of the received responses from the selected experts in the study is examined and found to be 10%. Thus, it can be concluded that the conclusions drawn in the study as a result of AHP analysis is consistent and applicable to the population.

	Academic activities	Student related information	Award, celebrations & achievements	Admission	Alumni information	Faculty News	Industry interaction	Infrastructure	Innovation &Creativity	Infrastructure	Workshop, conferences, seminars webinars, FDPs, MDPs	General information
Academic activities	1.00	0.20	0.25	0.16	0.50	2.00	0.33	1.00	0.50	0.12	4.00	5.00
Student related information	5.00	1.00	0.50	1.00	3.00	7.00	2.00	4.00	6.00	0.50	9.00	8.00
Award, celebrations & achievements	4.00	2.00	1.00	0.50	2.00	6.00	0.50	3.00	5.00	0.25	8.00	7.00
Admissions	6.00	1.00	2.00	1.00	4.00	8.00	3.00	5.00	7.00	1.00	9.00	8.00
Alumni information	2.00	0.33	0.50	0.25	1.00	4.00	1.00	0.50	3.00	0.20	6.00	5.00
Faculty News	0.50	0.14	0.16	0.12	0.25	1.00	0.20	0.33	1.00	0.11	3.00	0.50
Industry interaction	3.00	0.50	2.00	0.33	1.00	5.00	1.00	2.00	6.00	0.33	6.00	6.00
Infrastructure	1.00	0.25	0.33	0.20	2.00	3.00	0.50	1.00	2.00	0.25	5.00	5.00
Innovation &creativity	2.00	0.16	0.20	0.14	0.16	1.00	0.16	0.50	1.00	0.20	3.00	6.00
Placements	8.00	2.00	4.00	1.00	5.00	9.00	3.00	4.00	5.00	1.00	8.00	8.00
Workshop, Conferences etc	0.25	0.11	0.12	0.11	0.16	0.33	0.16	0.20	0.33	0.12	1.00	0.20
General Information	0.20	0.12	0.14	0.12	0.20	2.00	0.16	0.20	0.16	0.12	4.00	1.00
Total	32.95	7.82	11.21	4.95	19.28	48.33	12.03	21.73	37.00	4.219	66.00	59.75

Table 1: Input AHP matrix

Academic activities	0.030	0.025	0.022	0.033	0.025	0.041	0.027	0.046	0.013	0.029	0.060	0.083
Student related information	0.150	0.127	0.044	0.201	0.155	0.145	0.166	0.184	0.162	0.118	0.136	0.133
Award, celebrations & achievements	0.121	0.255	0.089	0.100	0.103	0.124	0.041	0.138	0.135	0.059	0.121	0.117
Admissions	0.182	0.127	0.178	0.201	0.207	0.166	0.249	0.230	0.189	0.236	0.136	0.133
Alumni information	0.060	0.042	0.044	0.050	0.051	0.083	0.083	0.023	0.081	0.047	0.090	0.083
Faculty News	0.015	0.01	0.014	0.025	0.012	0.021	0.016	0.015	0.027	0.026	0.045	0.008
Industry interaction	0.091	0.063	0.170	0.067	0.051	0.103	0.083	0.092	0.162	0.078	0.090	0.100
Infrastructure	0.030	0.031	0.029	0.040	0.103	0.062	0.041	0.046	0.054	0.059	0.075	0.083
Innovation & creativity	0.060	0.021	0.017	0.028	0.008	0.021	0.013	0.023	0.027	0.047	0.045	0.100
Placements	0.242	0.255	0.356	0.201	0.259	0.186	0.249	0.184	0.135	0.236	0.121	0.133
Workshop, conferences, seminars, webinars, FDPs, MDPs	0.007	0.014	0.011	0.022	0.008	0.007	0.013	0.009	0.009	0.029	0.015	0.004
General Information	0.006	0.015	0.012	0.025	0.010	0.041	0.013	0.009	0.004	0.029	0.060	0.016

Table 2: Normalised matrix

Attribute	Relative Importance	Cumulative Relative importance	Consistency index
Placements	21.36%	21.36%	10 %
Admissions	18.66%	40.01%	
Student related information	14.40%	54.41%	
Award, celebrations & achievements	11.73%	66.13%	
Industry interaction	9.70%	75.83%	
Alumni information	6.18%	82.01%	
Infrastructure	5.49%	87.50%	
Academic activities	3.67%	91.17%	
Innovation & creativity	3.46%	94.63%	
Faculty News	2.05%	96.68%	
General Information	2.05%	98.73%	
Workshop, conferences, seminars, webinars, FDPs, MDPs	1.27%	100.00%	

Table 3: Relative prioritisation of the brand promotion activities

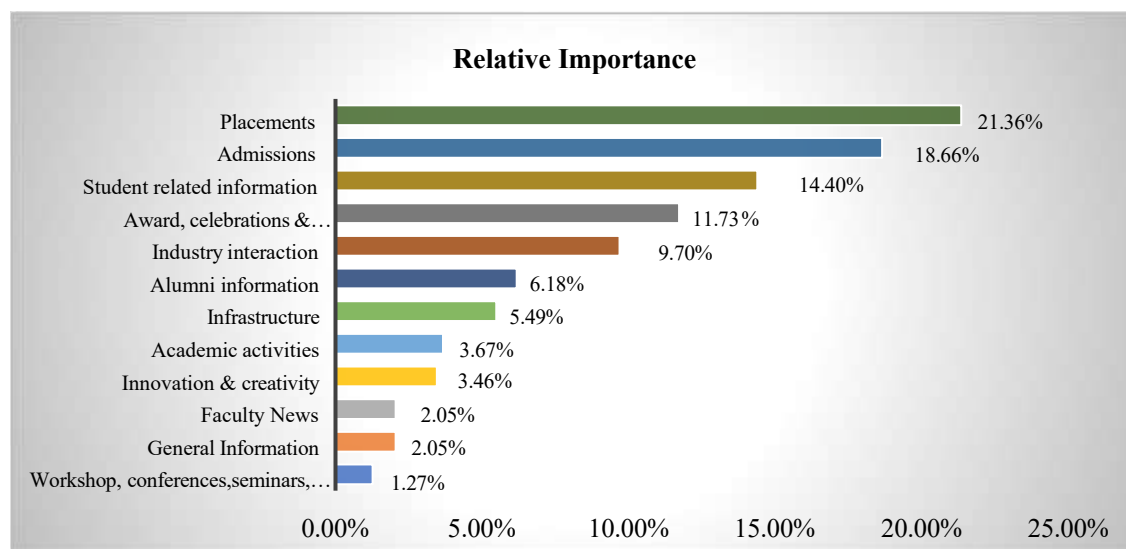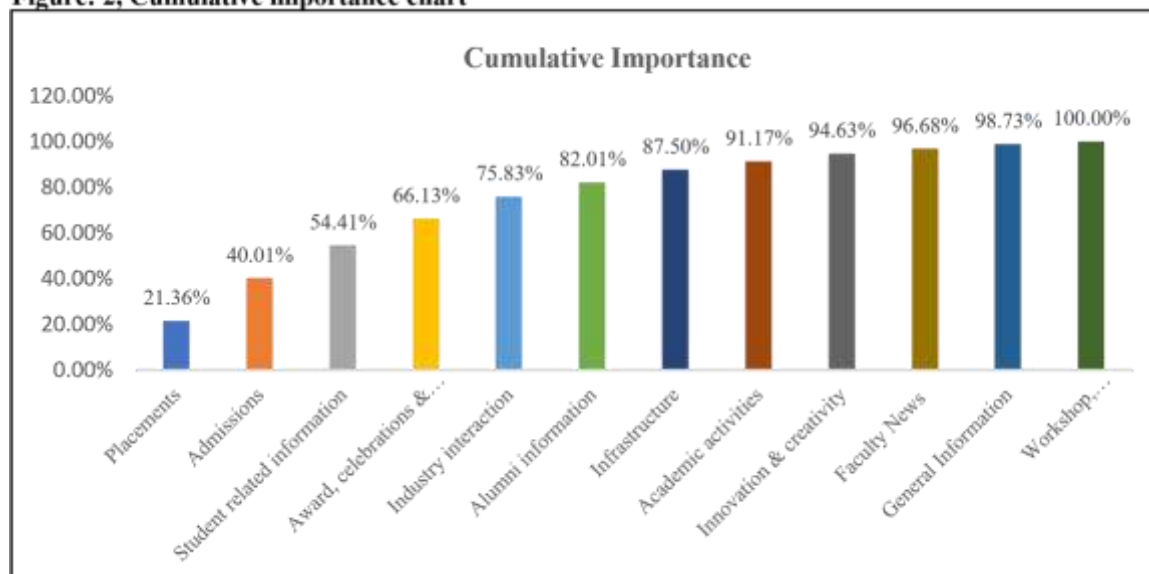**Figure 1: Relative prioritization of the brand promotion activities**

Relative Importance

- Placements — 21.36%
- Admissions — 18.66%
- Student related information — 14.40%
- Award, celebrations &… — 11.73%
- Industry interaction — 9.70%
- Alumni information — 6.18%
- Infrastructure — 5.49%
- Academic activities — 3.67%
- Innovation & creativity — 3.46%
- Faculty News — 2.05%
- General Information — 2.05%
- Workshop, conferences, seminars,… — 1.27%

Open Access

Figure: 2, Cumulative importance chart

NEWS & ANNOUNCEMENT	DETAILS
Academic activities	Administrative information, Education fairs, Academic Announcement, Double degree, Academic exchange, Academic requirement, Announcement post, Integral education
Student related information	Students achievements, student exchange, Student participations in events, student leadership celebration, student interaction, General communication, supporting learners, existing students news, campus students news and events, student inquiry, student related topics, curriculum related content, career counseling workshops, Support for students, Benefits for students, Applicant's fair, forums, Performance
Award, celebrations & achievements	Academic celebrations, Academic achievements, contest, Event, Award and Appreciation, competition, sports celebration, celebrity/guest engagement, Annual functions, cultural events and celebrations, celebrity events, College Events, sports, Political participation
Admissions	Flexible admission, Undergraduate courses offer, Postgraduate courses offer,
Alumni information	Alumni guest lectures, alumni news, Alumni related information, Alumni network
Faculty News	teaching, recruitment & admission, event related faculty and staff, Employee, Professional practices, Quality of teachers, Faculty recruitment, faculty research and publication, Employability, Visiting professors
Industry interaction	industrial visit, Industry guest lecture & interaction, Industry life projects, management education industry news, Industry News
Infrastructure	campus news feed, about college, Infrastructure Development
Innovation & creativity	patents, achievements of the universities, new inventions, sharing milestones , Creativity, Innovation, arts,
Placements	Student Placements, Summer internships, student trainings, Internships abroad, Practical learning
Workshop, conferences, seminars, webinars, FDPs, MDPs	conferences, workshop, scientific lectures

General Information	special campaign, motivational quotes, promotional videos, latest news, interesting news, special offer, emotional post, reporting news, awareness related post, online advertising, Funny Postings , Learning Environment, Advertising, marketing, Emotional Environment

Table: 4, Details of News and announcements

5. CONCLUSION AND DISCUSSIONS

The study addresses the way in which universities can use the social media platforms for building brands through interaction with audience implementing various engagement strategies. The study further tries to depict the relative importance of various brand-promotion initiatives carried out by universities on various social media channels. The findings suggest that placement is the most successful brand promotion strategy for involving students. The students' primary motivation for enrolling in any course is placements; hence, they are interested in learning more about the activities associated with placements in universities. With their objective of recovering the money spent in admission, the students prefer to choose universities offering superior ROIs (return on investment). Higher ROI increases the likelihood of students' interaction with the university. The key elements in university brand promotion are placement success, which refers to the institution's ability to secure internships, jobs, and postgraduate opportunities for its students. High placement rates signal to prospective students that a university can provide the education, skills, and networking needed for future employment. For example, topranked business schools and technical universities frequently highlight their connections to global firms, their career centers, and industry partnerships to attract ambitious students looking for career advancement. A university with a well-placed and optimized digital presence—through professional websites, active social media, and positive reviews—stands out as a modern and accessible institution, appealing to tech-savvy students. Universities frequently promote these outcomes through statistics, success stories, and alumni testimonials, positioning themselves as institutions that prioritize employability and real-world readiness. In addition to raising the university's profile, a high ranking in national or international rankings acts as a potent marketing tool for luring elite staff and students. News about placement comes first, followed by news about admittance. On social media platforms, students are observed to interact highly with posts about admission to various courses. Promoting future admissions using targeted advertisements on social media sites like Face book, LinkedIn, YouTube, and Instagram. By indicating academic excellence and creating a sense of exclusivity, selective admissions can improve a university's reputation. Because of this exclusivity, demand may rise and admissions become even more competitive, thereby elevating the university's standing. Diverse students and families seeking a welcoming, multicultural atmosphere are frequently drawn to institutions that place a high priority on diversity. This emphasis on inclusivity can draw in both domestic and foreign students by making the university stand out as a cuttingedge, international, and community-driven establishment. By providing scholarships, colleges are able to draw in top students who might otherwise attend rival schools. Need-based funding also highlights the university's dedication to educational equity, which could raise its reputation among those that are known for being supportive and inclusive. The university and the potential student develop a close bond through personalized admissions procedures. This can strengthen brand strength by increasing enrollment rates and improving student retention by fostering loyalty and a favorable perception.

Transparent communication fosters trust and builds a positive reputation. Universities that are clear about the admissions process, including expectations and outcomes, are often perceived as professional and reliable, which can enhance their brand positioning. Strong international recruitment and admissions strategies help position the university as a global institution, attractive to students seeking international exposure and a diverse academic environment. This can significantly improve the institution's standing in global rankings and visibility. This is evident from their queries likes and comments on the posts related to admission. The queries are mainly related to date and venue of exam, place of counseling, form availability, etc. The next most effective brand promotion activities influencing the students' engagement level includes posts related to the recent activities, news, and information about the existing students of the university. A diverse student body positions a university as welcoming, socially responsible, and globally aware. Institutions that highlight diversity often appeal to students who value a multicultural learning environment and want to engage with peers from varied backgrounds. It also demonstrates that the university is an inclusive community, which can boost its reputation in international and domestic rankings. Promoting student success stories reinforces the idea that the university provides a high-quality education and robust support system. It helps to attract prospective students who are ambitious and looking for opportunities to excel. It also establishes the university as a hub of innovation, leadership, and personal growth. Universities that highlight strong extracurricular involvement, including athletics, arts, and student governance, position themselves as institutions that value personal development, leadership, and community engagement. This attracts students who are looking for a dynamic and engaging campus life, which contributes to brand

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differentiation. Highlighting student participation in social causes helps position the university as an ethical, forward-looking institution that encourages civic engagement and social responsibility. These appeal to students who are interested in making a positive impact in their communities and the world, aligning with the growing trend of socially conscious education. The news related to awards received, celebrations, and achievements of the existing students have higher impact on engaging potential students and building brand of universities. Following these activities, the next set of important actions includes Industry interaction, Alumni information, Infrastructure, Academic activities and Innovation &creativity. Industry interaction basically gives students chance to build one to one connect with some industry people like HR, CEO etc. Alumni connect helps in getting feedback about the college and prospective students can observe their alumni's job placement. The next appealing feature for students is the infrastructure, which includes university building, reception area, smart classrooms, canteen, library and student parking area. In addition, the internet connection is like the icing on the cake for them. Academic programmes, administrative information, news about workshops, conferences/seminars/webinars, FDPs/MDPs, publications of faculties do not always draw students to academic institutions and generate least engagement. Research, accreditations, etc., are significant for academic institutions but do not serve as perks for students. Posts like doodling and videos of regular events and occasions are included in the general information section, and universities perform these activities for attracting prospective students.

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