

Effectiveness of Social Media as Perceived by the Graduate School Students in the University of Baguio

Rudina S. Abarientos

Student, School of Business Administration and Accountancy, Graduate School

ABSTRACT

Social media platforms significantly transformed the flow of communication of a company's product or service brand to its target market. This study aims to determine the effectiveness of social media marketing among graduate school students at the University of Baguio. This paper utilizes a descriptive quantitative-qualitative evaluation survey with a questionnaire checklist and an informal interview. Further, this study deploys the convenience sampling method in determining the 74 respondents from graduate school students and 1 Dean. The quantitative aspect of the data is measured using frequency, percentage, weighted mean, and ranking. The findings reveal that Facebook emerged as the most popular social networking platform. The very high influence of social media creates attention, visibility, and awareness of subject content. The increase in enrollment is a confirmation of the effectiveness of social media marketing produced by institutions. Strategic initiatives related to the marketing and promotion of the Graduate School under the School of Business Administration and Accountancy deal with the 4Ps—Product, Place, Price, and Promotion.

Keywords: Social Media Platform, Attention, Visibility, Awareness, 4Ps

INTRODUCTION

The rapid development of Internet technology, its services, and the ease with which any computer or phone owner can use it has made the Internet an excellent platform for communicating and cooperating, and this sparked the idea of social media marketing. Initially, social media marketing programs focused to create content that draws attention and encourages viewers and readers to share or not to share it with their social network page. A corporate message spread from patron user to user and presumably resonated because it came from a reliable source rather than the brand or company itself. Big B schools in India have added social media marketing to the list of their advertising and promotional strategies because it is concerned with an efficient way of promoting. It is one of the most cost-effective promotional methods available. It provides businesses with many links and a large amount of traffic, increasing the likelihood of them purchasing products or using services (Mandal and Swamy, 2020). Distances are shrinking, messages are becoming more evident today, and most of these changes are credited to social media. The education industry, without a doubt, has felt the effects of such changes. In a society that prioritizes brand recognition and boasts a growing array of educational institutions, social media has emerged as the most convenient and innovative tool for marketing resources and establishing a unique brand identity for schools. We live in an era when the Internet is everything, where people go to find anything from A to Z, including

education. As a result, school advertising is also online because prospective students are more likely to research online than to go to the school and ask for information in person (Darstarus, 2020). Various factors influence school selection, including social media advertising, recommendations from family and friends, and the environment (Ordinario et al., 2020). These changes have had an impact on the education industry as well. It is a hotspot of young, innovative minds who are the future of today, so we must implement the most effective methods of communicating and connecting with them. With the demand of social media platforms such as Facebook, Twitter, Instagram, and YouTube, anyone from anywhere in the world can now join and connect with a large community that extends beyond the boundaries of a country or a city. Allows the school to gain global exposure and engage with audiences worldwide. Individuals can publish various information on these social media sites and use these platforms to write, edit, and share their work. Because of the rise of social media, customers can now interact directly with businesses such as the education industry (Mulyawan et al., 2021). Using social media tools in university marketing has contributed to many student enrollments and increased enrollment. Prospective students can use this channel to make informed course enrollment decisions (Kimani et al., 2020). With the advancement of technology, newer avenues for reaching out to target audiences have emerged, and digital marketing is now a vital component of any business, regardless of size or type. The growing importance of digital marketing has influenced how higher education promote their products and services to existing and potential customers. Thanks to digital marketing, customers can now easily access information on the latest deals and best prices (Kaur, 2027).

Communication is changing, and universities must use digital platforms to engage students. Universities can use Facebook Messenger to partake with students as text messaging and social media platforms such as Twitter and Instagram become more popular. This messaging platform functions similarly to a chat box, allowing prospective and current students to send general inquiries to the university's communication team via direct message (Using Facebook to Boost your University's Social Media Engagement and Reach, 2022). Because of their large user bases, Facebook and YouTube are excellent places for advertisements (Barnhart, 2021). Social media have quickly become the preferred modern marketing and communication method for independent schools and districts. The message is delivered directly to the target audience, is always available, is simple to use for consumers, and is frequently free. Schools appreciate when endeavoring to market their culture, community, events, and more (Martin, 2017). Making a regular post about an event is analogous to leaving flyers on the windshields of the followers, encouraging them to contact the box office. It's more like bringing the box office to them by publishing events on Facebook. It is an excellent tool for providing information and allowing users to please respond (RSVP) with a single click. From then on, Facebook will remind them of the event, and they can forward the information to other users with a single click (Caylor, 2020).

Traditional advertising has been the primary channel for marketers for decades. Social media has become an essential channel for businesses to market their products (Al Akayleh, 2021). Print, radio, and visual media are all examples of traditional advertising media. Only print media was considered traditional media; however, in this context of discussing the impact of social media advertising and its comparison to other media advertisements, all other existing media except social media is considered traditional. Although social media is gaining popularity, it still accounts for 45% of advertising revenue paid for print advertising (Mandal and Swammy, 2020).

Literature Review

In recent years, social media has given higher education institutions new ways to communicate with their target audiences (Eger et al., 2021).

Universities use a variety of strategies to attract students. While social media is a relatively new marketing strategy in higher education, it is one method of meeting students where they are. (Turner, 2017).

The information is available on university social media accounts influences students' college selection. However, despite spending numerous hours daily on social media, study participants frequently downplayed its importance. Many people were unaware of the media's influence on their college selection. (Horvath-Plyman, 2018).

Instagram, YouTube, Facebook, and Snapchat are the most popular platforms among students during their college search (Rufallo, 2019).

According to microblogging research, emotionally and socially stimulating messages encourage users to continue following or sharing messages with their online acquaintances. The closer a person is to a university's social media pages, the stronger the connection becomes (Mulyawan et al., 2021).

Because of their large user bases, Facebook and YouTube are excellent places for advertisements (Barnhart, 2021).

While creating infographics is not the most innovative content marketing strategy, it is one of the most effective. The format is challenging to beat as a way to present information in a visually rich, engaging manner, and it has long been a go-to tactic for digital marketing experts across various industries. Infographics can be used in schools to highlight specific courses, illuminate the students' future paths, or present the school's key messages and values (Why infographics are still vital in education content marketing, 2019).

Social media advertising is the collection of social media activities that raise consumer awareness of the importance of a company's products and services. Facebook and other social networking sites are excellent tools for increasing campus recreation awareness and participation (Akayleh, 2021).

Social media sites allow customers to view and access posts and comments quickly and provide quick access to friends, relatives, and trusted people via the web. This method informs the consumer about product information shared and posted by others on social media (Sankar, 2019).

Today, digital marketing is an integral part of any business, large or small. Social media platforms provide free access to such a large user base that it cannot be dismissed as an emerging market. Social media platforms, particularly those targeting students and young people, undeniably offer the best opportunities for brand awareness and visibility, lead generation, and attracting potential customers to connect with you. (Impact of Social Media Marketing on Your School, 2022).

The rise of social media has introduced yet another potentially influential factor in college selection. This literature review confirms that many prospective students use social media to research colleges. While not particularly influential for many people, social media significantly influences some students (Jasso, 2017). Advertisers can tailor their information to their target audience when placing ads on Facebook. They can target individuals based on shared interests and demographic data. Compared to traditional advertising mediums, Facebook has allowed them to reach their target audience interestingly and cost-effectively (Impact of Social Media Advertisement on University Students, 2017).

Social media has quickly become the preferred modern marketing and communication method for independent schools and districts. It delivers the message directly to the target audience; it is always

readily available and straightforward for consumers; and it is frequently free, all schools appreciate when trying to market their culture, community, events, and more (Martin, 2017).

Prospective students could communicate and collaborate using social media marketing to gather information about higher education institutions and their respective brand equity (Pererra et al., 2022).

Because current and prospective college students spend so much time on Facebook, it makes sense to use it as a platform for higher education marketing. The extent to which Facebook marketing is used in higher education varies greatly by institution. Each school has its approach to leveraging the social giant, resulting in a personal edge distinct from the school (Parker, n.d.).

Communication is changing, and universities must use digital platforms to engage students. Universities can use Facebook Messenger to partake in students as text messaging and social media platforms such as Twitter and Instagram become more popular. This messaging platform functions similarly to a chatbot, allowing prospective and current students to send general inquiries to the university's communication team via direct message (Using Facebook to Boost your University's Social Media Engagement and Reach, 2022).

Institutions used to rely heavily on direct mail campaigns or other traditional channels that reached many people. However, one significant advantage of social media marketing is speaking directly to the person viewing the ad (Rodriguez, 2019).

Social media sites were created to connect users in a digital space and have also discovered ways to generate revenue through advertisements. Businesses will use this to promote their product or service. Businesses pay the social media platform to create advertisements that are shared with the demographics they want to reach (Fishbein, 2022).

Private universities used Facebook, Quora, Snapchat, and YouTube to increase student enrollment. Because of its growing popularity among the younger population, the study recommends that universities invest more resources (Kimani & Obwatho, 2020).

The Internet has become an excellent platform for communicating and cooperating because of the rapid development of Internet technology, the services it provides, and the ease with which any computer or phone owner can use it. Gave rise to the concept of social media marketing. Initially, social media marketing programs focused on efforts to create attention-grabbing content and encouraged readers to share it on social media (Mandal & Swamy, 2020).

Advertising is an important marketing tool. These are tools for communicating with prospects to reach, inform, and persuade them to choose the institution or its products or services (Ordinario et al., 2020).

Because private universities compete fiercely for students, the factors influencing students' decision to attend a university are critical. The advertisement copy created by the university's production unit received more attention at a lower product cost than the advertisement copy produced by a third-party ad agency (Ali, 2021).

We live in a time when the Internet is everything, a place where people go to find anything from A to Z, including education. As a result, advertising for a school is also online since future students will start researching there instead of going to the school and asking for information in person (Darstaru, 2020).

With physical campus tours no longer an option, students must rely on peer recommendations, virtual tours, social media posts, and reviews to determine which colleges and universities to attend (Chaudhry, 2023).

In their study, Rafdinal, Mulyawan, and Kusdiby. (2021) found that social media marketing content provided by colleges and universities significantly impacts students' desire to enroll in college or university.

The reviewed related literature motivated the researcher to conduct a study on the effectiveness of social media marketing in influencing students to choose UB to enroll in, as perceived by the graduate students.

Theoretical/Conceptual Framework

This study is anchored on selected theories that explain the influence of social media marketing on students' decisions to enroll in institutions of higher learning. The chosen theories are communication theory, hierarchy of effects theory, and the AIDA model.

Communication Theory

The communication theory posits that generated feedback and desired responses involve deliberate, well-organized, and planned two-way communication between a sender and a receiver (Miller, 2014). Institutions of higher learning apply social media marketing to attract students. Through social media, universities communicate and share appropriate information that prospective students can use to identify and select suitable programs of study. In this regard, Soutar et al. (2012) emphasize that social media marketing tools and platforms must provide adequate information and up-to-date data.

Hierarchy of Effects Theory

This classical theory depicts how social media marketing through publicizing affects consumer choices (Pumain, 2016). Under the hierarchy of effects theory, a customer's choice is preceded by steps, feeling about the benefits of a service, disposition, appreciating the brand, and recognizing the benefits after awareness (Belch et al., 2013). Prospective university students utilize various media to pick colleges of their choice. Students today use online social media networks for their desires.

The AIDA Model

This model shows how the entire marketing strategy influences the purchase's buying choices. The processes involved are Attention, Interest, Decision, and Action. The first step, attention, involves attraction. The advertisement in social media must be attractive to get the positive attention of the prospective clients. Positive attention leads to interest. This interest leads to enthusiasm to know and understand the programs offered (Aaker et al., 2014). Positive interest hastens the decision to choose the university and leads to action, that is, hastening the activity of enrollment (Keller, 2015).

Concepts of Social Media Marketing

Relevant concepts on the theme of the study are now briefly discussed as part of the study's conceptual framework.

Social Media Marketing

Social Media Marketing is a type of digital marketing that uses the social media platform to direct users to a website. The purpose of using social media and social networks is to advertise a company's products and services. Social media marketing focuses on improving user communication and brand recognition to reach potential customers. Popular websites sell website traffic and services, such as Instagram followers,

Facebook comments, and YouTube subscribers. Social media marketing types will assist in engaging with customers, leads, and prospects.

Social Media Marketing Types

Content Marketing/ Content Creating

Content marketing is a strategic marketing approach. It is creating and distributing content to attract and retain customers. It involves making and sharing whatever blog posts, videos, podcasts, emails, or infographics you want. When it comes to content marketing, it is not only about creating good content. The information should be well-written and logical.

Advertising/ Sponsorship

Advertising is an audio and visual marketing communication that promotes or sells a product, service, or concept using public funds and non-personal messages.

Advertising is generally regarded as a controlled, paid message. Messages in magazines, newspapers, TV, radio, websites, and social media platforms are common methods.

A sponsor is a person or organization who pays for or contributes to the costs of organizing a sporting or artistic event in exchange for advertising.

Social media sponsorship is a type of collaboration in which a brand provides products or money to a user account for promotion or selling. A sponsor is a person or organization that gives money to another social media account (an influencer, personal brand, or authoritative account) in exchange for other benefits.

Influencer Marketing

Influencer marketing is one of the most effective forms of social media marketing. But what does the term "influencer" actually mean? A social media influencer is someone who has amassed a large following on social media. This influencer could be a YouTuber, a blogger, or a member of another community. Content creation, on the other hand, has the potential to persuade the audience to purchase the product.

The following are examples of influencer marketing

Sharing a coupon code so the influencer's audience can get a great deal. Conduct Social media product reviews. The brand's promotions and new product launches are shared. Create a co-branded product or campaign in collaboration with the influencer. Use influencers to create content for the brands, such as videos, blog posts, and social media adverts.

Social Media Management

Social media management is the ongoing process of creating and scheduling content on social media platforms to grow and nurture an audience. The advantages of social media management extend far beyond raising brand awareness and keeping up with the latest internet trends. The channel is critical for establishing more personal connections with target audiences on a large scale. Social media rapport can help to build brand trust, affinity, and, most importantly, loyalty. This includes, but is not limited to, social media content strategy, Online reputation management, Community management and programming, Paid social media strategy and execution, and Team member management and development.

Paid Media Marketing

Paid media is an inorganic marketing effort managed by a paid placement. Paid media has evolved into an essential component of online businesses. Therefore, it is necessary to purchase online ad space to advertise a product to a larger audience. Paid media is a component of a brand's overall strategy to increase traffic, sales, and conversions via clicks, resulting in increased revenue.

The input-process-output model was used in this study to determine and analyze the effectiveness of social media marketing as perceived by graduate students at the University of Baguio. The input variables are the data on preferred and used social media platforms for searching for schools to enroll in, data on the influence of social media marketing advertisement on student decision to enroll in UB, and data on strategic initiatives undertaken by the institution in managing social media platforms. The output variable is the status of the effectiveness of social media marketing. The process variables are formulation, validation, and reliability testing of the questionnaire, data gathering through the questionnaire and informal interview, data processing, and report preparation. (See Figure 1)

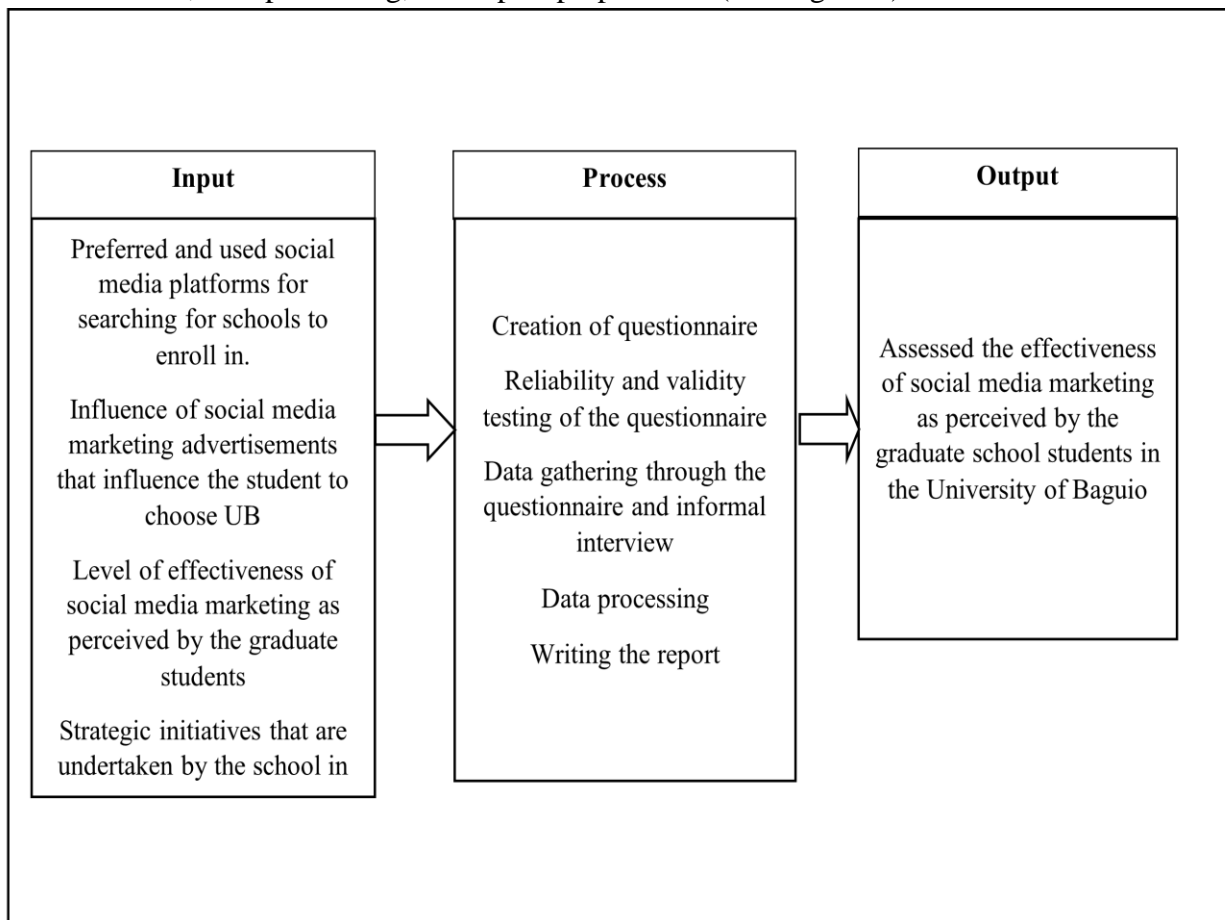


Figure 1. Paradigm of the study

Significance of the Study

The results of the study are beneficial to the following:

Academe- This study's findings serve as a formal initiative to draw attention to and gain insights into the effects of social media marketing at the University of Baguio to facilitate knowledge and learning development about the various social media marketing platforms.

School Administrators - The school will benefit from determining current trends in social media marketing in their daily operations. School administrators will be able to work more effectively to enhance and improve their social media marketing across all school operations.

For future Researchers, this paper can be used as a reference for future research endeavors aimed at generating new and additional insights into the effectiveness of social media marketing, as well as for generating additional evidence of how social media marketing builds, creates, and sustains and in creating operational strategies in a variety of business organizations and schools.

Objectives of the study

The general objective of this study was to determine the effectiveness of social media marketing as perceived by graduate school students. The following specific objectives were addressed:

1. To determine the preferred and most commonly used social media platforms for searching for schools to enroll in.
2. To assess the influence of social media marketing advertisements that influence the students to choose UB.
3. To determine Strategic initiatives that are currently being undertaken by the school in managing social media platforms

Statement of the problem

The primary purpose of this study was to determine the effectiveness of social media marketing as perceived by graduate students of the University of Baguio. Specifically, the answers to the following problems were sought:

1. What are the preferred and most commonly used social media platforms for searching for a school to enroll in?
2. What is the level of influence of social media marketing advertisements in students' decisions to choose UB to enroll in?
3. What is the level of effectiveness of social media as perceived by the graduate students of UB?
4. What strategic initiatives are undertaken by the school in managing social media marketing according to:
 - 4.1.Product: School programs/offerings/services
 - 4.2.Place: School location, physical plant facilities
 - 4.3.Price: Tuition fees, laboratory fees, discounts, scholarships
 - 4.4.Promotion: Getting public/students' attraction, attention, interest, the decision to choose school

METHODOLOGY

Research Design

This study used the described-quantitative-qualitative research designs.

Quantitative research involves the process of collecting and analyzing numerical data. Qualitative research involves collecting and analyzing non-numerical data (Bhandari, 2022). In this quantitative, qualitative study, a descriptive research method is employed. It is descriptive because it aims to describe the effectiveness of social media marketing at the University of Baguio as perceived by the graduate students. Descriptive research is applied when research aims to identify the status, current trends, and characteristics

of identified phenomena (McCombes, 2022). A questionnaire was used to collect quantitative data, while an interview guide was used to collect the qualitative data.

Population and Locale of the Study

The study employed a convenience sampling method. Seventy-four respondents, 73 students, and one dean participated voluntarily in this study. The number of actual respondents was revealed during the retrieval of questionnaires from November 2023 to January 2024.

The study was conducted at the University of Baguio, specifically its School of Business Administration and Accountancy, School of Teacher Education and Liberal Arts, and School of Criminal Justice and Public Safety Graduate School programs.

Data Gathering Tools

The questionnaire checklist was used as a data-gathering tool. The questionnaire has the following parts. Part I preferred social media platforms when searching for a school to enroll in. Part II is the level of influence of social media marketing on students' decision to enroll in UB. Part III is the level of effectiveness of social media marketing.

To supplement the questionnaire, the study used an interview guide to generate data on the strategic initiatives done by the school.

There were 15 participating graduate students in the reliability testing that was conducted. The reliability test's overall result was excellent, with a Cronbach alpha reliability coefficient of .954.

Data Gathering Procedure

The researcher employed the following steps to gather the data and communicate with the respondents. The researcher sought research assistance from the Research Innovation Extension and Community Outreach of the University of Baguio. The researcher prepared a communication letter addressed to the graduate school's dean, explaining the research's objectives and purpose to get consent. The survey questionnaires were sent to the respondents through a digital Google Forms platform. The completion and return of the Google form questionnaire indicated their willingness to partake in the study until the required number of respondents was complete. Lastly, as soon as the respondents completed and returned the questionnaire, the researcher began to tally, collate, tabulate, analyze, and interpret the responses.

Treatment of Data.

The study utilized ranking to identify the social media preferred and most commonly used by graduate school students.

Table 1: Data for specific problem number two levels of influence of social media marketing in students' decision to enroll in UB were analyzed and interpreted using the following scale.

SCORE	SCALE	INTERPRETATION	DESCRIPTION
4	3.26-4.00	Very high level of influence	I strongly agree of the influence of social media influence on student's decisions to enroll at UB
3	2.51-3.25	Moderate level of influence	I agree of the influence of social media influence on student's decisions to enroll at UB

2	1.76-2.50	Low level of influence	I disagree of the influence of social media influence on student's decisions to enroll at UB
1	1.00-1.75	Very low level of influence	I strongly disagree of the influence of social media influence on student's decisions to enroll at UB.

Table 2: Data for specific problem number three levels of effectiveness of social media marketing were analyzed and interpreted using the following scale.

SCORE	SCALE	INTERPRETATION	DESCRIPTION
4	3.26-4.00	Very Effective	Very highly promotes attraction, attention, interest, and the decision to enroll in UB
3	2.51-3.25	Moderately Effective	Moderately promotes attraction, attention, interest, and decision to enroll in UB
2	1.76-2.50	Fairly Effective	Slightly promotes attraction, attention, interest, and decision to enroll in UB
1	1.00-1.75	Ineffective	Fails to promotes attraction, attention, interest, and decision to enroll in UB

Ethical Considerations

After approval of the publishable article, the researcher gained permission to conduct the study by sending communication letters to concerned parties. The communication had pure honesty and transparency before receiving such letters concerning this research.

Secondly, upon gaining approval to conduct the study, the researcher ensured that the participants were not harmed and safe, especially concerning their matters.

The dignity of participants was also to be respected by all means. It is to promote essential rules such as obtaining full consent from the respondents before conducting the research and ensuring the data privacy act of the Philippines was ensured.

Furthermore, adequate confidentiality and avoidance of misleading information, biased representation of data, and deception or exaggeration about this research objectives were considered and ensured.

The respondents voluntarily participated in the research and participated only with informed consent. The data collected were used once and solely for this research. The tools or paraphernalia of this research were never used in any offensive, discriminatory, or other unacceptable language. All other authors' work had proper acknowledgment and citation, and the researcher did not accept any activities that would steal others' knowledge. Further, there are no direct or indirect conflicts of interest on the researcher, such as sponsorship, funding, compensation, or any other forms to manipulate the study result.

All these mentioned ethical considerations were part of the tools and discussed with the participants before implementing the activities.

The result is readily available for the Graduate School programs under the School of Business Administration and Accountancy, the School of Teacher Education and Liberal Arts, and the School of Criminal Justice and Public Safety for reference purposes of teachers and administrators of UB. The results are easily accessible to the University of Baguio's Research Innovation Extension and Community Outreach (RIECO) and the Graduate School office. Further, this is disseminated through online publishing.

RESULTS AND DISCUSSION

Social Media Preferred and Most Commonly Used by Graduate School Students

Table 3: Social Media Platforms Commonly Used by Graduate School Students in Searching for School to Enroll In

Social Media Platforms and Commonly used	Sum of Ranks	Ranking
Facebook	66	1st
Youtube	11	2nd
Instagram	10	3rd
Google	10	3rd
Tiktok	6	4th
Twitter	2	5th
University websites	2	6th

The data shows among graduate students looking for colleges to enroll in, Facebook is the most popular social networking platform currently in use. The least favored options are Twitter and the University Website. The communication theory, hierarchy of effects theory, and the AIDA model were applied when using these platforms. The school has implemented a marketing plan to sell its products and services to its target and prospective audience, and this approach involves the direct cost-benefit application of these ideas. Facebook dominates social media because of its diverse user base and extensive integration of many media types, such as text, messages, and photographs. It is not as restricted as sites like Twitter known to be X today, which usually target a particular group of people. Facebook's widespread popularity has led to a sizable user base, which generates ad revenue because businesses want to allocate their advertising spending to the platforms with the highest viewership. Having 2 billion monthly active users, a significant portion of Facebook's explosive growth has come from mobile applications. An average smartphone user uses their device for 4.2 hours every day. An average smartphone has about 40 applications, of which 18 are thought to account for 89% of daily usage. This result is in collaboration with Tracy (2023).

The X and University websites are unpopular media platforms; these are the least used. Even if X presents an excellent opportunity for a business to promote its products and services, it has the disadvantage of post-maintenance needed to keep an active presence online. X needs to sustain its relationship with its audience. Maintaining an X account takes a lot of expertise and training. The most crucial requirement is time commitment. It is necessary to stay in touch with the intended audience (Disadvantages of a School Websites, n.d.).

University websites are the most preferred platforms for searching for a school to enroll in. A study conducted by Modern Campus in partnership with Ruffalo Noel Levitz (n.d.) revealed that students are frustrated by the hard-to-read websites that can be difficult to access. Furthermore, students with little computer experience find it difficult to use school websites because of their complexity. School websites must update content regularly and frequently so visitors outside the institution are unaware of new information.

Table 4: Level of Influence of Social Media Marketing Advertisement on Student Decision to Choose UB

Indicators	Mean	Std D	Description
The social media marketing ...			
1. clearly conveys the message of the advertisement.	3.17	0.81	MA
2. advertisement convinced me to enroll at UB	2.89	0.99	MA
3. is attractive and attention getting	3.19	0.84	MA
4. promotes public awareness of UB as prestigious school that have met rigorous academic standards fostering an environment of academic excellence and preparing student for future success in their chosen careers	3.47	0.77	SA
5. showcases UB as an institution that provides high quality education to the various programs as evidenced by the high accreditation standards, board examination results, winnings in competitions, and graduates' employability.	3.39	0.86	SA
6. convincingly highlights UB's achievement	3.45	0.76	SA
7. highlights the scholarships offered by UB	3.23	0.86	MA
8. highlights UB's academic programs	3.43	0.83	SA
9. highlights UB's physical plant and facilities	3.16	0.76	MA
10. highlights the achievement of its students, faculty, administrators and alumni	3.32	0.78	SA
Overall Mean Value	3.27	0.83	SA

The data show a very high level of influence overall (M=3.27) of social media marketing advertisement in school operations. The finding implies a complete understanding of the benefits of social media to school advertisement, manifesting strong agreement on the indicators. These also denote the AIDA model, indicating that attraction to social media marketing advertisements leads to the favorable attention of the prospective client.

Traditionally, schools used career guidance and print, TV, and radio advertisements as a one-way communication channel; however, social media communication is becoming more practical nowadays. Marketing has evolved into a global industry, with the Internet and smartphones introducing new advertising avenues. With increased competition

And smartphone popularity. The Internet has become an excellent platform for communicating and cooperating because of the rapid development of Internet technology, the services it provides, and the ease with which any computer or phone owner can use it. These gave rise to the concept of social media marketing. Initially, social media marketing programs focused on efforts to create attention-grabbing content and encouraged readers to share it on social media. (Mandal and Swamy, 2020).

The indicator: Promotes public awareness of UB as a prestigious school that has met rigorous academic standards, fostering an environment of educational excellence and preparing students for success in their chosen careers (M=3.45) topped the list of factors that influenced the students to choose UB. The students strongly agreed with this item, signifying a very high level of influence.

Another highly influential indicator convincingly highlights UB's achievement (M=3.45). This signifies that the students are motivated to enroll in a high-achieving school. As such, the social media content highlighting the school's achievement promotes enrollment.

Highlights UB's academic programs (M=3.43) is another very highly influential social media content. The educational program's information guides the student's choice of career.

The students moderately agreed were moderately influenced by the following: "clearly conveys the message of the advertisement" (M=3.17), "advertisement convinced me to enroll at UB" (M=2.89), "highlights scholarship at UB" (M=3.23), and "highlights UB's physical plant and facilities" (M=3.16). The social media content to which the students moderately agreed influenced them, signifying that these areas need added attention in preparing content and design that enhances the students' attraction, attention, and interest.

Table 5: Level of Effectiveness of Social Media Marketing of UB

Indicators	Mean	Std D	Description
The Social media marketing			
1. enables online technical support	3.15	0.88	ME
2. enables quick response to inquiries	3.09	0.77	ME
3. reduces cost of communicating	3.42	0.74	VE
4. enables availability of online services	3.32	0.87	VE
5. improves price information	3.15	0.88	ME
6. improves service delivery	3.16	0.83	ME
7. enhanced effectiveness in advertisement	3.35	0.84	VE
8. increase enrollment	3.35	0.81	VE
9. applies the 4Ps: product, Price, place, and promotion dimension of marketing	3.31	0.76	VE
10. reduces overall costs of promotion	3.41	0.74	VE
Overall Mean Value	3.27	0.81	VE

The data show that UB's social media marketing is very effective (M=3.27), indicating the effectiveness of the university's social media marketing. Social media sites allow customers to view easily and access posts and comments and provide quick access to friends, relatives, and trusted people via the web. This method informs the consumer about product information shared and posted by others on social media. (Sankar, 2019). This comment can invite other followers to try the company's products and services. The results show that social media creates attention, building awareness and visibility.

The top indicator of UB's social media marketing effectiveness is the reduced communication cost (M=3.42). These were rated very effective, as pointed out by Martin (2017). Social media quickly became the preferred modern marketing method in communicating for schools. In today's digital age, young people, such as students, are constant audiences of social media posts; schools must implement the most innovative and effective method of communicating and connecting with them.

Another effectiveness indicator is "reducing the overall promotion costs" (M=3.41). One of the Ps of marketing is Price. A marketing strategy is effective if the Price is right. This means that the gain-derived schools go over the production cost, as Ali pointed out (2021). The advertisement copy promotion created by the university's production unit receives more attention at a lower product cost than the advertisement copy produced by a third-party ad agency.

Also, an indicator of the effectiveness of UB's social media marketing is increased enrollment (M=3.35). The increase in enrollment is a confirmation of the effectiveness of social media marketing produced by the institution.

The following indicators suggest improvement since they were rated moderately effective: "Enables online technical support" (M=3.15). And "enables quick response to inquiries" (M=3.09). The two are interrelated because online technical support makes quick responses to inquiries possible. Social media platforms provide free access to such a many user base that it cannot be dismissed as an emerging market. Social media has quickly become the preferred modern marketing and communication method for independent schools and districts. It delivers the message directly to the target audience; it is always readily available and straightforward for consumers; and it is frequently free, all of which schools appreciate when trying to market their culture, community, events, and more. (Martin, 2017).

Strategic Initiatives Currently Undertaken by the School in Managing Social Media Platforms.

As revealed in the informal interview, strategic initiatives related to the marketing and promoting graduate school programs under the School of Business Administration and Accountancy are undertaken online, particularly on the graduate school's Facebook page. Under the SBAA website, the Graduate School operates through the University of Baguio management account. Still, the Graduate School under SBAA takes charge of the contents in terms of news and feature articles and photo materials.

Specifically, the strategic initiatives are undertaken along the following dimensions.

Product: The primary products promoted are art cards related to SBAA, created by the University of Baguio's media affairs and student organizations. These art cards showcase achievements, events, or other aspects of SBAA.

Place: Facebook is the chosen platform for sharing these art cards, taking advantage of social media's broad reach and engagement possibilities.

Price: The "price" refers to the perceived value of SBAA programs and initiatives. Some of the art cards highlight the benefits and value proposition of SBAA.

Promotion: The strategy involves promoting SBAA through the Facebook account by sharing art cards created by the University of Baguio's media affairs and student organizations. These aligns with the promotional aspect of the marketing mix.

Collaboration with the University of Baguio (UB): Leveraging the centralized formats and templates from UB's media affairs streamlines the design and branding process. This collaboration ensures consistency in the visual representation of SBAA across various materials.

Engaging Student Organizations: In addition to UB's media affairs, involving student organizations adds a dynamic and diverse perspective to the promotion. It also fosters a sense of community and involvement among the student body.

Digital Presence: Utilizing Facebook as the primary platform indicates a recognition of the importance of a solid digital presence. These align with contemporary marketing practices, reaching a broad audience and enabling easy sharing and interaction.

Visual Content: The use of art cards and e-posters focuses on visually appealing content.

Conclusion

Facebook is the most popular social media networking platform. It is students' most commonly used media platform when searching for a school to enroll in. This signifies that Facebook has an advantage over other platforms because of its diverse user base and extensive integration of many media types, such as text, messages, and platforms.

The influence of social media marketing advertisements in the student's decision to choose UB to enroll in is high. This attests to the very high influence of social media among the students. This signifies that social media creates attention, visibility, and awareness of subject content.

Strategic initiatives in managing social media platforms gravitate around the 4Ps of the marketing mix: Price, product, place, and promotion.

Recommendation

Based on the conclusions arrived at, the following recommendations are presented.

1. The popularity of Facebook as a social media platform is inspiring. Students should be motivated and guided to use varied social media platforms as relevant information sources.
2. Given the significant role of social media and its limited effectiveness as a communication tool, it is necessary to conduct social media literacy training among faculty and students.
3. The faculty and students should participate in collaborating in planning and implementing initiatives to enhance the effective and efficient management of social media processes.
4. In the promotion aspect, school student organizations can be topped to contribute to the content of school-based social media platforms.

ACKNOWLEDGMENTS

The researcher would like to extend her deepest gratitude to the following people, who, at their best, gave their overwhelming support and have made this paper possible.

I express my heartfelt gratitude to Dr. Candido Perez, my adviser, for his continuous support, guidance, and inspiration throughout the completion of this requirement. Additionally, I sincerely thank the Graduate School Office for their invaluable assistance. I am also profoundly grateful to the students who participated in this study. I acknowledge the unwavering support of Dr. Kareen B. Leon, Dean of the School of Business Administration and Accountancy.

Her husband Medz and her children, namely Danielle, Mandy Joie, and Yu-Anne, for supporting her in this academic endeavor with unconditional love and support, which strongly inspired the researcher.

REFERENCES

1. Mandal, S.R., & Swamy, K.N. (2020). A Study on Marketing Strategies and Social Media Implications with Reference to B-School of South India <https://www.ijniet.org>
2. Darstarus, A. (2020). Seventeen School Advertising Ideas and Tricks to Boost Enrollments <https://www.finalsite.com>
3. Ordinario, C.A.D., Santis, A.K., & Fernandez, F. (2020). The Impact of Advertising on the Enrollment of Senior High and College Students of LPU-Laguna <https://www.lpulaguna.edu.ph>

4. Mulyawan, I., Kusdiby, L., & Rafdin, A. (2021). The Importance of Social Media Content in Influencing the Intention to Enroll in Higher Education <https://www.atlantispres.com>
5. Kimani, M., & Obwatho, S. (2020). Influence of Social Media Marketing on Student Enrollment among Private Universities in Kenya [https:// www. Stratford.org](https://www.Stratford.org)
6. Kaur, G. (2017). The Importance of Digital Marketing in the Tourism Industry <https://doi.org/10.5281/zenodo.815854>
7. Using Facebook to Boost your University's Social Media Engagement and Reach., (2022). <https://universityservices.wiley.com>
8. Barnhart, B. (2021). Building your Social Media Marketing Strategy for the 2022 Spout blog <https://sproutsocial.com>
9. Martin, E. (2017). The Power of Social Media Advertising: A Case Study with 3 Finals Site Schools [https:// www.finalsiteschools.com](https://www.finalsiteschools.com)
10. Caylor, B. (2020). Strategies for Using Facebook in College Marketing <https://www.caylor-solutions.com>
11. Al Akayleh, F. (2021). The influence of Social Media Advertising in Consumer Behavior from <https://www.researchgate.net>.
12. Eger, L., Egerova, D., Tomczyk, L., Kyston, M., & Czegledi, C. (2021). Facebook for Public Relations in the Higher Education Fields: A Study from Four Countries Czechia, Slovakia, Poland and Hungary <https://www.tandfonline.com>
13. Turner, M. L. (2017). Like, Love, Delete: Social Media's Influence on College Choice <https://eric.ed.gov>.
14. Horvath-Plyman, M. (2018). Social media and the College Student Journey: An Examination of how Social Media Use Impacts Social Capital and Affects College Choice, Access, and Transition from <https://eric.ed.gov>
15. Rufallo, N. L. (2019). 2019 E-Expectation Trend Report-Enrollment Management <https://learn.rufallonl.com>
16. Why Infographics are Still Vital in Education Content Marketing. (2019). HEM Education Marketing Solutions. <https://www.higher-education-marketing.com/blog/infographics-in-education-content-marketing>
17. Sankar, J. (2019). Social Media in Buying Behavior-An Impact Study <https://www.researchgate.net>
18. Impact of Social Media Marketing on Your School. (2022). Educase India from <https://educase.io>
19. Jasso, K. M. (2017). #Accepted: The Role of Social Media in the College Choice Process of out-of-State Undergraduate Student's [https:// soar.wichita.edu](https://soar.wichita.edu)
20. Impact of Social Media Advertisement on University Students. (2017). <https://www.hilarispublisher.com>
21. Pererra, R. N., Harshani, C., & Nguyen, L.T. V. (2022). The Impact of Social Media Marketing and Brand Credibility on Higher Education Institutes Brand Equity in Emerging Countries <https://www.tandfonline.com>
22. Parker, S. (n.d.) 7 Ways to Use Facebook Marketing in Higher Education <https://www.askingsmartquestion.com>
23. Using Facebook to Boost your University's Social Media Engagement and Reach.,(2022) <https://universityservices.wiley.com>

24. Rodriguez, M. (2019). How to Create Higher Education Facebook Ads that Drive <https://www.pacific54.com>
25. Fishbein, A. (2022). The Influence of Institutional social media and College <https://thekeep.eiu.edu>
26. Kimani, M., & Obwatho, S. (2020). Influence of Social Media Marketing on Student Enrollment among Private Universities in Kenya <https://www.Statford.org>
27. Ali, B. (2021). Assessing the Impact of Advertisement in Customer Decision Making: Evidence from Educational Institution
28. Chaudhry, R. (2023). 15 Effective Higher Education Marketing Trends for 2023 <https://www.thinkorion.com>
29. Miller, K. (2014). Communication Theories: Perspective, Processes, and Context. New York McGraw Hill
30. Soutar, G.N. & Turner, J.P. (2012). Students' Preferences for University: A Conjoint Analysis. The international journal of educational management. 16 (1), 40-45
31. Pumain, D. (2016). Hierarchy in Natural and Social Science. New York. Springer
32. Belch, G. & Belch, M.A. (2013). Measuring the Effectiveness of Promotional Programs, Advertising, and Promotions-as Integrated Marketing Communication Perspective. New Delhi: Tata McGraw Hill
33. Aakar, D.A. & Joachimsthaler, E. (2014). Brand Leadership New York: The Free Press
34. Keller, K.L. (2015). Strategic Brand Management: Building Measuring and Managing Brand Equity Harlow: Pearson Education
35. Bhandari, P. (2022). What is Quantitative Research? Definition Uses & Methods. Scribbs. <https://www.scribbs.com/methodology/quantitative-research>
36. McCombes, S. (2022). Descriptive Research/Definition, Types, Method & Examples, Scribbs, <https://www.scribbs.com/methodology/descriptive-research>
37. Tracy, T. (2023). Facebook's Advantage over other social media <https://www.investopedia.com>
38. What Frustrates Students most about Higher Education Websites <https://moderncampus.com>
39. Disadvantages of a School Websites-Weebly <https://theinformationage.m.weebly.com>