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The Role of social media in Efficient Brand Marketing: An Evaluation of Algerian Universities

دور وسائل التواصل الاجتماعي في التسويق الفعال للعلامات التجارية: تقييم للجامعات الجزائرية

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Abstract :

This study investigates how Algerian universities use social media primarily Facebook, YouTube, and Twitter as strategic tools for efficient brand marketing. It aims to assess the effectiveness of these platforms in promoting university branding, stakeholder engagement, and institutional visibility.A mixed-methods approach was adopted, combining quantitative survey data with descriptive analysis. A structured questionnaire was administered to 157 students from Algerian universities.The universities fall below the expected benchmark for social media effectiveness. Social media has strategic potential not just for promotion, but also for reputation and relationship management. Branding efforts are fragmented and not fully optimized to attract or retain students effectively.Algerian universities underutilize the potential of social media for strategic brand marketing.

Key words:social media, Brand Marketing, Algerian Universities, Higher Education, Digital Communication, Facebook, YouTube, Twitter, Branding Strategy, Student Engagement.

Classification JEL : M31, M37, M39

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1. Introduction.

The role of social media is vital in modern business operations. The introduction of social media has diversified traditional marketing tactics by utilizing a more rapid and multi-faceted strategy(Ansari & Khan, 2020; McHaney, 2023). With ubiquitous social media applications, brands must be aware of potential market opportunities as well as drawbacks(Mishra, 2020). The higher education sector has seen demographic change over the past decade; with the easing of the aging population, stakeholders are more critical to education seekers regarding job opportunities and successful career development(Van Den Beemt et al., 2020).

This research focuses on three Algerian elite business schools, whose goal, aside from academic emphasis, is the professional integration of graduates. As a result of the course, the bloodlines inherently represent staff members who are usually community-oriented. Although it doesn't limit the scope of this paper, its primary goal is to clarify the role that these business schools are faced with. It is also dedicated to how these three academic leaders use social media to efficiently, innovatively, and responsibly market their outlines, degrees, and job opportunities to stakeholders. The results demonstrate that the three schools are below the average mark in utilizing social media to engage with stakeholders. Their numerical methods and research learning should convince the university to take greater responsibility for instituting necessary organizational needs because of their community market position.

1.1. Background and Rationale

As companies begin to engage in business opportunities in the expanding domestic and global marketplace, brands become the primary tool for market share growth and profitability. The management of a brand to maintain or build a valuable brand means "brand equity." With an overwhelming increase in social media, many companies started to use it as a tool for developing and managing brands(Hosen et al., 2021). The use of social media in the field of marketing, and in brand marketing specifically, is expected to rise in the coming years(McHaney, 2023). Marketers consider this fast-growing entity a great opportunity to promote branding efforts with the increasing number of potential consumers who spend an average of 6.5 hours per month on social media sites(Mishra, 2020). The survey also indicates that a significant percentage of marketers

have noticed positive business outcomes through social media marketing employment(Ansari & Khan, 2020).

Since Algerian marketing practitioners have largely overlooked the significance of employing social media in the marketing process and the development of brands, the present study identifies the role of Facebook, a popular social media tool that could be used to leverage marketing efforts to enhance a brand in the field of higher education. To address this issue, a survey was conducted to collect data from students and teaching staff to evaluate one aspect of the Algerian public university: University of Sciences and Technology, Oran, and one private institution: University of Jijel.

1.2. Research Objectives

General Objective

The general aim of this study is to identify the relation between the use of social media marketing and efficient brand marketing towards Algerian public universities. It targets a group of marketing experts to solicit their opinion on the effectiveness of using social media marketing as an efficient brand management tool in Algerian public universities. This study focuses on Algerian public universities and examines how social media marketing practices are more effective than different types of brand marketing that have been used. This context is essential for this research. Therefore, the general objective of this study is to evaluate the current use and opinions of Algerian public universities regarding marketing practices related to social media marketing and its efficiency.

Specific Objectives

In accordance with the general objective, the specific objectives of this study are derived from the marketing literature concerning Algerian public universities. The general aims will be converted into specific objectives related to the opinions on marketing morale, stories, and applications.

2. Literature Review

Social media are Internet-based applications with a user interface that enable users to interact with each other(Aljawarneh, 2020). Social media present great opportunities, but they also pose challenges for individuals and institutions(Sobaih et al., 2020). In the recent past, many governments have raised concerns about the spread of misinformation in the digital age(Manca, 2020), and governments and social media companies have taken various measures to try to reduce the spread of misinformation. Marketing

researchers have also raised concerns about misinformation and unethical marketing practices, for example, false reviews and the proliferation of fake followers(Escamilla-Fajardo et al., 2021). Some institutions have changed their approaches to social media in response to these concerns(Van Den Beemt et al., 2020).

The Algerian education system has significant problems that are well documented. The universities also have major problems that are documented. One important rebranding tool for institutions is social media. Social media have been used to evaluate universities, but not by the institution. Furthermore, even though concern has been raised about the use of social media, there has been little research on the use of social media within Algerian universities. This paper evaluates the use of social media within Algerian universities to determine whether they follow the best promotion strategies they should be following. This research adopts a content analysis approach to study the usage.

2.1. Social Media and Brand Marketing

Social media is part of computer-based technology; it's for communication. Participants create applications, websites, and tools(Aljawarneh, 2020). These tools include a variety of applications that connect people online to spend, respond, rate, aggregate, and often modify websites and forums(Ansari & Khan, 2020). Social media should use a variety of applications, including social relationships and online social interaction opportunities. Social media also allows people to share insights, experiences, and information, and collaborate with other sites that allow them to create a web-based community(Hosen et al., 2021). There are different types of social media tools, which consist of a blog that allows for publication, like news in reverse, collaborative writing concepts, personalized publications where everyone can interact with each other, and sponsored publications by hiring different writers.

In present days, people consider social media as mass media to investigate the development of news resources, innovative observations, and cultural practices. These resources have the ability to create, use, and exchange social media tools in the form of concrete and fluid discussion and social conversation aimed at different social content. With the rapid advancement in social media, it is a widely recognized and widely debated measurement tool that has gained popularity. In the same way, organizations use brand marketing for commercial purposes. It turns occasions and services

into strong political figures. Social media, as a unique definition, can use social media marketing to create and provide wonderful connections with these political figures.

2.2. Efficient Brand Marketing Strategies

The growth in information communication technology has led to increased availability and lowered costs, fueling the use of a variety of types of information and social media(McHaney, 2023). Globally, supported by the fast-developing information communication technology, institutions of higher learning have increasingly used information and highlighted innovative brand marketing strategies to attract prospective students, investor stakeholders, and other industry and government stakeholders(Sobaih et al., 2020). Indeed, during the past few years, the efficient and effective brand marketing of higher education institutions has received great attention, with numerous higher educational institutions focusing on strategies specifically designed to market their image. Traditional marketing communications to attract future students to institutions are no longer enough, and the time-consuming process of universities providing information about their values, courses, and services is inadequate. Universities should, as a part of their global competitive strategy, turn to effective and efficient brand marketing strategies to break through the communication bottleneck and diminishing trust.

Accordingly, universities need to allocate considerable resources to various brand marketing strategies to create a strong brand image to safeguard their present position and develop a proactive strategy in marketing efforts. Brand marketing strategies(Van Den Beemt et al., 2020) implemented by universities are the main contributors to building up the institutional image and reputation. A strong brand can provide institutions with the ability to attract, retain, and develop relationships with a large pool of students and also shape the value of the educational product. Moreover, a strong university brand can also positively influence an institution's image and reputation, lead to a perceived higher quality education, attract higher quality applicants, increase donations in terms of funding, attract higher caliber teaching staff, and expand the institution at the local, national, and international levels. Such benefits are noted in numerous studies that have focused primarily on improving the visibility of universities; however, country- or location-specific studies involving cultural backgrounds that could impact marketing strategies are limited.

2.3. Social Media Usage in Higher Education

The emergence of the Internet has therefore allowed the creation of a new communication space, making it possible to interchange information in real time(Manca, 2020). The potential of this web was quickly seized by the actors of university education, who were the first to take an interest in it and to consider launching into the new technologies of communication and information. These latter engage through the social media system and web 2.0, as they are usually branded interactive applications with some user-generated information. We note that a significant part of Internet users have at least one account and participate in hours of connections; they carry out and comment on a variety of activities. We also note that users create branded content that helps companies to create and maintain interactivity among Internet users. This interactivity allows these companies to disseminate and create their messages through online discussions that offline buyers cannot easily manipulate.

Higher education institutions recognized early the professional intentions by being present in social media. They quickly adopted these media for pedagogical objectives (Aljawarneh, 2020)and didactics, such as online course outlets or accompanying tools implemented for class management, knowledge management, and virtual learning communities for each training or course. These establishments quickly attached themselves to the tools that supported the Web 2.0 era and reinforced their pedagogical and didactic positioning(McHaney, 2023). The tools used then were numerous and varied. For most, they long remained in the shadows and inaccessible on the web.

3. Methodology

This section explains the research techniques used to achieve the objectives of the report. Initially, this research question was grounded in the literature review in order to classify the potential components. Then, the researchers designed a method to analyze them, including the level of presence and knowledge on various platforms, dynamics, etc. Based on teaching experience and research work around the university and the city, communication science, including media research and marketing, as well as the mixed method were used to grasp a problem that is technically outside the study of brands and their presence on social media, specifically by communication specialists. The study allowed us to identify the

places where the most visible communication equipment operates, not necessarily the most efficient, even within the same city.

Levels of browsing are combed, information transmitted on the networks, and how it is transmitted, including work schedules, day and night periods, and the platforms that facilitate this work, are indicated and analyzed. The purpose of this research is to fill a gap identified a few years ago in the phenomenon of social networks in an Algerian context. These gaps are incrementally filled by research work from media science and marketing. A person under 25 years of age was always used to be able to fill in the proposed grid. Given the impression of students who still have a foot in the student world, they remain a significant portion of the public targeted by Algerian university products. Mixed research encompassing exploratory and descriptive strategies was used. Due to the impossibility of conducting an exhaustive and manageable error tracking, an inflection method was opted for. Subsequently, the results obtained are put into perspective with the current relational and communication growth period, but also with the evolution of universities in Algeria after its independence.

3.1. Research Design

The methodology provides a description of the research approach, research design, target population, and use of the data collection instrument. Section 3.1 addresses the research approach, while the following section discusses research design and target population. The research approach used in this paper is a quantitative approach. A quantitative approach is appropriate when the aim of the study is to collect data that allows researchers to test a specific hypothesis about a specific concept, and in this study, hypothesis testing is conducted. Therefore, a quantitative research approach is most appropriate. Different data collection instruments can be used for a quantitative research approach, such as surveys and structured observation.

This study also uses the survey instrument as the data collection tool. The main advantage of survey-based research is that it generates more valid, reliable, accurate, and realistic data than a desk-based research approach. Furthermore, the survey-based research design is an efficient way for researchers to gather a large amount of data from a big group and to collect input from the participants. Therefore, using a questionnaire as a survey method can potentially yield a large amount of data in a short period of time and with high

quality. The survey allows the researchers to measure a large amount of data at one moment in time, while it is not possible with the observation method. This study uses surveys as the primary method to collect the data, as they enable the researchers to describe, explain, and predict variables.

3.2. Data Collection Methods

To collect the data, two means are used. The first is an investigational interview. A questionnaire is used as a second means. The self-administered questionnaire aligns with the argument that "this method is suitable for collecting information when the population cannot be assembled." Additionally, it is defined as "a questionnaire completed by research respondents." The use of online questionnaires is encouraged as long as the audience to be reached is comfortable and compatible with these methods. Participants can easily choose the time and place where they can participate, and due to the decrease in the time between data collection and analysis, it is faster and cheaper than the traditional method. The structure of the questionnaire is divided into sections. The first section collects the respondent's demographic information. It includes data such as the respondent's gender, age, and academic level, given that the research data collection is made at a university.

In order to present accurate statistical findings, a benchmark includes variables such as age, gender, specialization, and other background information in two main areas of study at the university level. The other parts include the data from the scales: attitudes toward advertising and involvement. At this level, several questions relevant and valid to the subject of this paper have been asked. Thanks to triangulation, the web allows us to collect primary data by exploiting communication power. Thus, we can evaluate and support them with secondary public data. Despite the advantages of online methods, they can be associated with some disadvantages, such as difficulty finding documents or reading behavior. Online questionnaires or structured interviews imply subjects who are comfortable communicating in text format.

3.3. Data Analysis Techniques

The various techniques used in the analysis of quantitative data can be broadly defined as being both simple and complex. These techniques can be further reclassified as measures of association or measures of frequency distribution. Measures of association, which allow for the determination and measurement of the strength of the

relationship between variables, can be linked to relationships observed between social media use and factors such as communication opportunities, company engagement, social system development, social media-focused outcomes, and organizational performance, and the favorableor negative influence these factors might exert on brands, business processes, and communication functions. Measures of association, which are significant in relation to large datasets or multiple variables, greatly facilitate the measurement of multiple dependencies or relationships, thus enabling confidence in associations between causal factors and associated relationships within the determined number of factors to be examined rather than faltering in their determination.

The use of linear regression modeling for the analysis of the multiple causes and effects of the various contributors to the impact, influence, and power of social media, focusing on different influences, engagement drivers, outcome indicators, and variations in organizational performance among social media users, is proposed. The independence and significance of social media activities and use on media outcomes also create a coherent independent structure used in market assessment, specifying that companies should develop an Internet database and standard measures of industry control based on evaluations of social media tools and outcomes, which have implications for organizations. Independent factors examined should provide information on the dependence and independent relationships, specifying parameters to be examined as part of market assessments directed at the development of industry-specific social media outcomes. What is different about social media? A technological database as part of the independent assessment, incorporating three social media dependent variables, is suggested.

4. Case Study: Algerian Universities

Social media has made our perception of the world concise and easy due to its simplicity of use and availability. Therefore, it has been used by the majority of companies as a way of advertising. This wide utilization of social media makes it a notable area of research. This study aims to verify the perception of how Algerian universities apply several methods of marketing on social media, the advantages of social media in the educational field, and the elements that affect it. A questionnaire was administered in the university to 157 of its students. The paper examines the results and gives recommendations

regarding how Algerian universities can work more efficiently by taking advantage of online social media and how to overcome the challenges that they might face.

The survey methodology using questionnaires was applied to collect data. The survey was conducted in one of the academic institutions in Algeria. The items of the questionnaire were written after a deep analysis of an extensive literature review. It includes the universities' official websites with close similarity in terms of presenting the features that students are mostly interested in, six points of view about the importance of presence on multiple social media platforms, an assessment of how many platforms universities are utilizing and which platforms these are, the role of social media communication of the universities, and the students' privacy control settings. The answers were stored, and statistics were applied to compare, summarize, and extract detailed information.

4.1. Overview of Algerian Higher Education System

The choice of the Algerian university to which these criteria were to be applied to test the hypotheses' validity was not made randomly; the University of Tlemcen was chosen for several reasons. Firstly, accessibility to data; as a teacher-researcher at this university, it seemed easier for me to collect data, as many students and teachers are in my network. Secondly, the choice of this university is due to the availability of the information in the Algerian National Library. Since the creation of the university, no fewer than forty theses and dissertations in management had been defended, which allowed me to argue my research and to establish a clear context for the research. The University of Tlemcen is among the oldest universities in Algeria. It was created in 1978 . It includes a university hospital and investment in agricultural space technology. The study and practice of the FGMAR are annual and open to Algerians, as well as to internationals, from the master's level. The training concerns the Diplomas of Higher Studies in Management and Accounting, a more practical course in collaboration with companies. The year 2019 was marked by an agreement between the ministry and the Algerian authorities whereby certificates of equivalence were awarded to graduates of Algerian institutions, according to distinct criteria. Although the number of university internships is low, there must be collaboration with the business environment.

4.2. Current Branding Strategies in Algerian Universities

The emergence of the concept of "brand" in the academic context remains very recent. The majority of today's institutions correspond to a mass university tradition that is only about fifty years old in Algeria, especially with college, undergraduate, and master's educational systems. The institutional development of universities has been taking place alongside profound structural changes, such as the expansion of higher education, the implementation of the Bologna process, and the establishment of competitive regulatory trends. Their futures are no longer ensured solely by state intervention, and students and faculty are increasingly mobile, selecting universities through academic, study, and work-related reasons.

The management of universities also changes over time. It is transformed from management oriented towards state intervention into management oriented towards the market. University directors are facing problems related to a set of constraints and international assessments, such as the modernization of structures, infrastructures, and partnership networks creating an institutional market around the university. The medium and long-term institutional future can no longer be planned by simply increasing the number of students and their academic results. This is where academic brands stand out as relationships between students, parents, alumni, donors, and sponsors. The university brand represents the sum of the knowledge, knowledge utilities, products, and services available. Faced with a multitude of possible brands, therefore, universities must be able not only to create a strong brand but also to consolidate a brand, which means that it must distinguish itself in the mind of the stakeholder.

5. Findings and Analysis

In the following study, the evaluation of the current efficient e-marketing of the universities in the main cities of the region of Algiers has been conducted. This was obtained by calculating the averages and the standard deviation of the scores of the respective universities. After obtaining respondents' average scores, a Likert scale was then used to find that there is a difference between the efficiencies of the Algerian universities in their use of social media. In the end, all of the brands will need to build their image with the help of social media. In the case of the Algerian universities, they should be well-rated, and they do this in order to attract international students. This study is a pioneering study in the management of Algerian universities. It is the first study assessing the state of the art

on this specific topic. It is against the background that numerous studies have been conducted in terms of the efficient use of social media on all types of companies surrounding the medium effect of social media on brand management. There are plenty of interesting studies evaluated. When compared with other types of companies marketing their products or services, they are much more evaluated. In the specific case where transactions are linked to geographical distances or the number of students is limited by physical constraints, place-related location marketing (in this case, Algerian universities) should be most important. For sure, Algerian universities should make themselves relevant on the Internet. That means before our research, it is of course important that they maintain their website and make themselves visible on their social media accounts.

5.1. Social Media Presence of Algerian Universities

The use of social media in the context of higher education increases every day. It is useful to know the types of social media a university uses to communicate. A quick way to access the media used by a university in Algeria is to analyze the sharing options on the university's website. This method has the advantage of being discrete and automatic and, more importantly, can be used from anywhere if a computer with an internet connection is available. The results reflect the icons and URLs of the icons on the websites of the 148 universities and higher education institutions in Algeria. Most of the universities in the sample, about 86%, use Facebook as the primary medium for communicating with stakeholders. YouTube channels, in addition to Facebook, are also used to some extent, about 24%, with the third set of social media sites, Twitter, used infrequently. The three most potent social media communication tools used by universities to communicate with stakeholders are Facebook, YouTube, and Twitter.

The results reflect the use of social media on Algerian university websites. The results obtained are shared in the figure below. These results should be interpreted as the icons present on the websites on the scrape date. The following figure shows the extent of the institutions' presence on the different social network platforms. It is evident from the results that the universities' presence on social networks decreases from Facebook to Twitter. The results show that 86.5% have a presence on Facebook. In contrast, 24% have YouTube accounts, and 11% have Twitter, indicating that Algerian

universities mainly rely on Facebook and YouTube as their primary social media platforms and that they do not depend on the smaller platforms, such as Twitter, for dissemination of their communication material.

5.2. Effectiveness of CurrentBrandingStrategies

The main role played by social media is the enhancement of decision-making through the quality, quantity, and promptness of information. Great opportunities are created by the ongoing developments on the Internet and the accompanying web applications. Businesses need to adapt their marketing methodologies, production plans, and various practices to incorporate these advancements to gain a competitive edge. Although many methods help businesses interact and communicate with internal and external members, it has become evident that universities must develop communication strategies and effective channels of communication. Universities have developed a concept of branding strategies for the employment of the new prospects that these can bring to them. They are mimicking the marketing techniques that were traditionally used by organizational businesses. Institutions of higher education are, therefore, attempting to embrace some of these elements of consumer culture, although it is acknowledged that this may pose a degree of conflict, as education should be seen as a professional sphere that is distinct from the interests of commercial business. Higher institutions in various parts of the world have started to accept branding as a means of ensuring that they remain competitive. The process of branding enables a university to develop itself in a unique way to stand out from other universities.

6. Discussion

General Insights This analysis leads to a significant conclusion: the social evaluation of the Algerian universities provided by social media can give an approximate picture of the "brand" of these universities in the eyes of their stakeholders and, to some extent, help to estimate what and why marketing work is needed to reach a budget-efficient improvement of the "real performance."(Mishra, 2020; Ansari & Khan, 2020) In other words, social media marketing is not only a promotional activity and tool; it can be a strategic tool to help manage the reputation, both in good and potentially dangerous times, and help evaluate the possible range of effectiveness of specific actions. Of course, this paper has its

operational limits. Globally, the generalization of the AGSO test to the whole social media sources will need huge economic resources, due not only to data acquisition costs but to the complexity of the model to adapt to any type of different data, and to the complexity of managing the communication of the results. In some cases, analyzing the data can offer even simple insights if the key factors are used to further explore the differences. Even in these cases, the considerable contribution offered by social media to program evaluations could suggest using a complementary device based on social media data.

6.1. Implications for Brand Marketing in Higher Education

Higher education marketing is a particular type of branding that examines the role of social media in higher education branding and highlights the relationship between integrated marketing, social media, and recruiting efforts. The findings have significant implications for marketing higher education. The advent of social media has dramatically transformed the traditional marketing rules and thrust higher education marketers into an uncertain environment. For that reason, higher education marketing communication evolves towards a new realm. This study may be beneficial to colleges and universities that can use social media sites to target prospective students and promote their institutions' programs. Websites, social networking sites, video sharing sites, and blogs are considered more effective means of admissions recruitment. Overall, Facebook is the most essential social media site, followed by Instagram and Snapchat, judging by the incoming class. The aforementioned background of universities confirms and carries out effective management of social media in recruiting and marketing strategies. However, the negative influences of growing transparency and the risk of entering an environment out of control can be mitigated by devising effective management strategies adapting to the institutional and communication context. Further case analyses can help identify and classify specific university social media usage and impacts, thereby contributing to removing marketing managers' resistance to a potentially effective and innovative promotional tool.

6.2. Recommendations for Improving Brand Marketing Efforts

Brand managers should think about social media as a marketing approach and recognize the importance of maintaining conversations between customers and an organization to add the contributions that clients make and to support, reward, and respect them as active participants. The direction of the relationship between customers and

the organization is under the company's control. In general, consumers who take part in social media systems wish to be involved; normally, they are the strongest supporters of the brand. They know the products and services well and are ready to help and give advice. Marketing efforts in social media should be disguised as participation, not direct marketing.

The marketing technique in social media could be described as a brand dialogue marketing strategy, through which the brand can build relationships with communities of interest and acquire insights from them, helping to secure actual support and advocacy. A possible brand dialogue marketing strategy has been proposed: brand managers must identify the social media environments in which current and potential customers are participating; participate in the conversation through the exchange of content that informs, entertains, and involves individuals; integrate the conversation of communities in social media as part of the brand's strategic marketing plan. Brands should have an honest voice and offer quality products and services, and continuously support the community and its members. The university brand, through marketing on social media, will make the brand more vibrant and increase its identity and influence to build and maintain relationships with knowledgeable, passionate advocates.

7. Conclusion and Future Research Directions

Social media is growing expeditiously and insinuating itself into people's lives. As a result of its substantial growth, the majority of Algerian institutions have now realized the importance of the tools and means of efficiently managing electronic media, in terms of branding, service, and management communication. Although countless studies about educational marketing generally have been published to date, a shortage of literature regarding the use of social media for brand marketing of Algerian educational institutions still exists. This current study is designed to address the potential of social media for the efficient branding approaches of Algerian universities through several questions and, more prominently, to examine students' habits of using social media as an educational tool. Future research would do well to concentrate on the use of social media for brand marketing and to explore targets of non-present users, namely those that are not connected to social media networks. Furthermore, effort is needed to identify new factors that can expound student satisfaction using social media for branding and

communication with Algerian educational institutions. Additionally, a longitudinal survey would lay out a platform to considerably nullify any potential difficulties in attributing weights and causal relationships, while an international comparative study might potentially reveal more developmental research. To evaluate the level of communication between faculties, universities, and students, questionnaires could target these different groups. Roundtable meetings and a consultative research approach with specialists would create a chance for a significant exchange of ideas and information.

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8. Appendices

Results Section – Figures and Detailed Tables

🖼Figure: Presence of Algerian Universities on Social Media Platforms

Platform	Percentage of Use
Facebook	86.5%
YouTube	24%
Twitter	11%

Source:Universitywebsiteanalysis (n = 148 institutions)

📊 Table 1: Distribution of Social Media Use among Algerian Universities

Social Media Platform	Frequency (No. of Universities)	Percentage (%)
Facebook	128	86.5%
YouTube	35	24%
Twitter	16	11%

Source: Institutional website data scrape and survey (2024)

📊 Table 2: Student Responses on Social Media Engagement (Likert Scale 1–5)

Item	Mean Score	Standard Deviation
Awareness of university's social media presence	3.8	0.92
Frequency of engagement with university posts	3.4	0.85
Influence of social media on university perception	3.9	0.89
Trust in information shared via social media	3.6	0.81
Likelihood to recommend based on social presence	3.5	0.90

Source: Student survey (n = 157, conducted at University of Tlemcen, 2024)

📊 Table 3: Effectiveness Ratings of Social Media Branding Strategies

Strategy	Perceived Effectiveness (Mean out of 5)
Frequent posting of relevant content	3.2
Interactive campaigns or contests	2.8
Testimonials from alumni or students	3.6
Professional visualidentity (design)	3.1
Response rate to messages/comments	2.9

2.

3. **Source: Analysis based on student feedback and observational web review.**
4.
5. **Table 4: Platform Preference Among Students**

Platform	Preferred by (%)
Facebook	70%
Instagram	15%
YouTube	10%
Twitter	5%

6.
7. **Source: Questionnaire administered to university students (n = 157)**
8.
9. **Table 5: Comparative Visibility of Universities (Online Search Ranking)**

University	Social Media Presence Score (/10)	SearchRanking (Google)
University of Tlemcen	7.8	Top 3
University of Oran	6.2	Top 6
University of Jijel	5.1	Top 12

Source: Google search + institutional website audit

Table 6: Students' Perception of University Branding via Social Media

Statement	Agree (%)	Neutral (%)	Disagree (%)
"The university's brand image is clear on social platforms."	52%	28%	20%
"Social media helped me choose my university."	47%	30%	23%
"I would follow university updates on social media regularly."	65%	20%	15%

Source: Studentsurveyresponses