

QUALITY ENHANCEMENT OF PUBLIC RELATION ON SOCIAL MEDIA.

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ABSTRACT

Campus public relation has a specific audience and the best way to reach these specific group is to utilize the modern social media. Most of campus news and public relations are often read by student, staff, faculty members, management of the university, and also university stakeholders. It is imperative for PR news editors to improve the quality to news and public relations on social media, especially the speed, interesting of contents, and accuracy. The aims of this study were to investigate ways to enhance the quality of public relations on the social media as well as to increase the effectiveness of the news and the reach of public relations. There are five steps of the research: statement of problem, research questions, data collation, data analysis, and findings. The population were all student and employees of Suan Sunandha Rajabhat University. The sample, by using Taro Yamane method, was about 286 persons. The findings from with study revealed that many audiences reported that wanted the campus news to be reliable facts, with day to day news, interesting contents, and correctness. Therefore, it is important for PR news editors to design a new way to reaching a target audience and understand what are their needs and wants.

Keywords: Quality Enhancement, Public Relation, Social Media

INTRODUCTION

Public relation is one of the most important functions of any university in the modern days. The image of each campus or each university needs to be properly created to suit with the planned policy and strategic marketing campaign. Some universities want to have an image of research based university, other may want to have the image of local community supportive university. Each image needs to be properly created and maintained with the function of marketing, advertising, and public relation. In fact, public relation is the cheapest way of all in promoting the image of the university. Most of the public relation information often read mainly by the university's stakeholders together with local community and alumni. The positive news needs to be offered to the audiences directly and repeatedly to maintain the positive image. Social media such as Facebook and Lines are very popular in Thailand and have a huge number of public members and well-followed by the large majority of public. It is considered as the most effective and most efficient ways to reach a specific target group.

Nowadays, there are important news and information every day in the fast changing of economic, social, and environment. The fast changing situations required the university to move fast, send new information fast and response to the audience in a specific issue fast. The one who talks first have the advantage of being heard. Therefore, social media allows the speed and the reachability as the modern tool for public relation.

Public relation on social media is one of the best ways to reach audiences directly with low cost and high speed. There are three advantages of utilizing the public relation on social media. First, the method allows the news and information to reach the specific target

group directly. There is no waste of reachability since the specific target group can be added and deleted easily. Second, the method can be conducted with low cost of implementation and reachability. Therefore, the budget can be used in many other ways to increase the effectiveness of the news and information. Third, the method of sending the news and information to hit the target group within seconds and it can be done many times a day if there is an updated news or information. It is imperative to enhance the quality of the information and news as well as it is vital to enhance the way to reach specific target group.

With the growth of importance of online communication in Thailand for many years, social media plays an important role in communication with students, staff, faculty members and stakeholders. The growth of information technology in global business has influenced the need to get more training to improve the use of social media for public relations. In fact, social media tools allow the public relations in campus to be both in domestic level and in international level and able to reach and interact with audiences directly and effectively. Even though English is not the official language of the university, it is, in fact, the second important language usages of Thailand. This means it is commonly accepted that ability to use social media for public relation is a must and requirement of success in the market. Feedback and monitoring of the specific target groups are the number one priority as well as the advantages of using social media. Therefore, it is important to study the enhancement of public relation in the social media, a case of Suan Sunandha Rajabhat University, Bangkok, Thailand.

METHODOLOGY

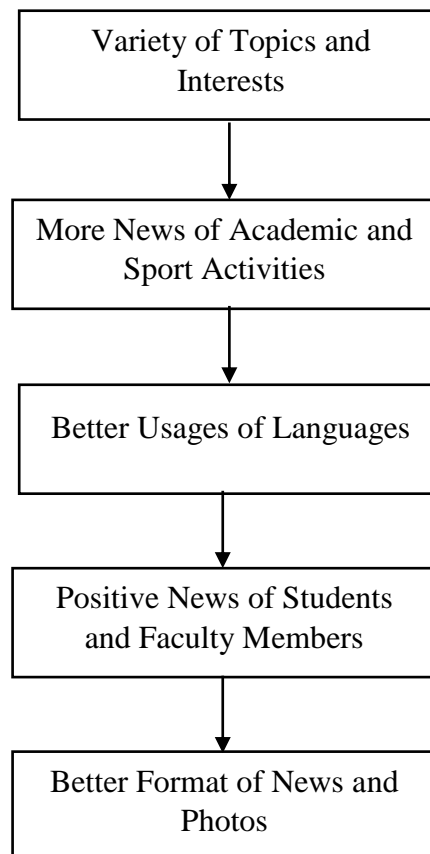
It is necessary to prepare public relation staff in the campus of Suan Sunandha Rajabhat to be ready for utilizing social media for the future success. Therefore, one of the best enhancing methods is to provide the survey of those who were the specific target group. To hit the specific problem of enhancement of public relation and the use of social media, the effective ways of obtaining feedback must include listing activities of improvement. The objectives of this study were to conduct a survey and to investigate ways to enhance the quality of public relations on the social media as well as to increase the effectiveness of the news and the reach of public relations. In order to gain the results, there are five important steps of the research: statement of problem, research questions, data collation, data analysis, and obtain findings. The population were all student and employees of Suan Sunandha Rajabhat University. The sample, by using Taro Yamane method, was about 286 persons who were in survey group in various programs of university at the first quarter of the year 2018 was randomly chosen for interviewing via questionnaire. Data collection was conducted to gain their insight views, information, and comments. Statistical description and analysis are important were conducted by using SPSS program and Excel program. Percentage, frequency, mean, and standard deviation were performed in order to gain data analysis and achieving results.

FINDINGS

The concept of enhancing the use of social media for campus public relations and information is one of the most important functions that many students, teachers, professors, academicians, and educational policy makers are interested and often appears in the campus. Actually, there were five areas from the survey of the target group that needed to be focus. First, there should be more variety of topics and interests for students, staff, and faculty members in the campus to follow. Second, there should be more news of academic activities and sport activities. The focus on the meeting of top level management makes the news

boring and static. Therefore, the lively activities of academic news such as research presentation, students' contest, and sport activities should be the regular news more often. Third, the languages of the public relation must be accurate with less or no mistakes, especially the English part. Poor language insinuates the poor image and poor presentation of the public relation work. Fourth, to create positive image of the campus, there must be more positive news of the students and faculty members such as national awards and international awards of students and faculty members and special interview with those who are recipients of the important awards. Fifth, the format of presenting the news and public relation information need to be improve to be more modern and stylish.

Fig 1. Five important suggestions from Respondents



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