

PROACTIVE PUBLIC RELATIONS MODEL THROUGH SOCIAL MEDIA TO PROMOTE THE IMAGE OF THE FACULTY OF HUMANITIES AND SOCIAL SCIENCES, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This research aimed to 1) study the current state and needs regarding a proactive public relations model through social media to promote the image of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, 2) develop the proactive public relations model, and 3) present and validate the developed model. The sample groups consisted of the Faculty's personnel, experts in public relations, social media, and image promotion, and relevant executives. The research instruments included an online questionnaire, structured interviews, and a model evaluation/validation form. Data analysis employed percentage, mean \bar{x} and standard deviation (S.D)

The research findings revealed: 1. The sample group's overall opinion on the Faculty's current public relations performance was at a high level (\bar{x} =3.71), but the overall level of information awareness was at a moderate level (\bar{x} =3.05). The news most sought after by the sample group was student activities and operations. 2. The overall level of awareness through PR media or channels was at a moderate level (\bar{x} =2.94). The most popular channel was the Facebook group. 3. The appropriate proactive public relations model through social media, as evaluated by experts, should consist of 1) Analysis and study of image-promotion activities, 2) Strategic planning with a clear and motivating structure, 3) Creative communication using social media, and 4) Continuous and sustainable evaluation and monitoring. The appropriateness of the model was rated at a high level (\bar{x} -4.28, S.D. -0.09)

Keywords: Proactive Public Relations, Social Media, Image Promotio

OBJECTIVES OF THE RESEARCH

1. To study the current state and needs for a proactive public relations model through social media to promote the image of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University.

2. To develop a proactive public relations model through social media to enhance the image of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University.

3. To present and validate the developed public relations model.

INTRODUCTION

Thailand is transitioning towards Thailand 4.0, which makes adaptation in public relations communication essential in the digital era. Communication is not limited to communicating with the general public. Arunrat Chinworn, 2553. Instead, it must integrate social media and digital innovation to deliver information quickly and continuously to target groups. Building organizational credibility through the brand has thus become a critical issue in this era. Chompunut Mekmuangthong and Siriprapha Sangjit, 2561[1]

Higher education institutions, whose core mission is to produce quality graduates, need continuous organizational development and enhancement, especially utilizing social media as a key tool to promote their image and reputation. Social Media (e.g., Facebook, Twitter, Instagram, and Line) plays a significant role in changing the information consumption behavior of the audience. Therefore, PR professionals must possess technology skills and be able to communicate and respond immediately in Real-time. Using social media is the most suitable current option as it helps build strong relationships and allows stakeholders to freely communicate, exchange ideas, and share knowledge. Apichat Puksawad and Kuntip Sarttaruji, 2556[2].

The University's public relations work must have a comprehensive communication process that includes proactive, reactive, and preventive measures systemically to maintain the institution's image and reputation. and executives Juthamas Sittikhwa, 2542 [5]. Proactive public relations allows internal target groups to express opinions and reflect needs, leading to systematic and integrated work improvement and development. PR operations must be continuous and adapt to situations. Especially in the digital world, only proactive public relations can effectively respond to changes. Wirat Lapirattanakul, 2549[7] The Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, Maenin,W. (2023)[3] recognizes the necessity of improving and developing proactive public relations to achieve maximum efficiency and align with the Faculty's policies and strategic plans. Narong Sompong, 2535[6]. This is to drive the unit forward and elevate it to excellence in image at the national level.

RESEARCH METHODOLOGY

The sample group was divided into 3 groups:

Personnel of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University (used to study the current state, problems, and needs).

Experts in public relations, social media, and the Faculty's image (used for interviews to develop the model).

Executives and related experts (used to evaluate and validate the model).

RESULT

Current State and Needs for the Public Relations Model

State of Operations: The sample group's opinion on the Faculty's PR operations was generally at a **high** level ($\bar{x}=3.71$) Overall, the level of information perception was at a moderate level ($\bar{x}=3.05$)

Information Needs: The sample group was most interested in **news about student activities and operations.**

Channel Awareness: The overall level of awareness through PR media or channels was at a **moderate** level ($\bar{x}=2.94$). The most popular channel was the **Facebook group**, indicating that social media is the main channel of interest for the target group.

The Developed Proactive Public Relations Model

Based on the analysis of the sample group's state and needs, and suggestions from experts, the appropriate proactive public relations model through social media should consist of 4 main components:

- 1. Analysis and study of image-promotion activities:** Understanding activities that can create a good and distinctive image for the Faculty.
- 2. Strategic planning with a clear and motivating structure:** Defining clear and systematic operational strategies to create the desired image.
- 3. Creative communication using social media:** Focusing on using social media for creative communication to ensure information reaches the target group effectively.
- 4. Continuous and sustainable evaluation and monitoring:** Regular checks and evaluation of operations to lead to continuous and sustainable improvement and development.

Validation of the Public Relations Model

The developed proactive public relations model was rated by executives and experts as being at a **high** level of appropriateness, with a mean of ($\bar{x}=4.28$) and a standard deviation of (

S.D. = 0.09). This confirms that the model is consistent and suitable for promoting the Faculty's image through social media.

CONCLUSION

The research on the Proactive Public Relations Model through Social Media to Promote the Image of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, achieved its objectives by:

1. **Current State:** The personnel perceived PR operations as high, but information awareness was moderate, with the highest interest in student activities and the **Facebook Group** being the most popular channel.
2. **Developed Model:** The developed model comprises 4 main components: activity analysis, strategic planning, creative communication via social media, and continuous evaluation.
3. **Model Validation:** The model was validated by experts as highly appropriate (mean=4.28\$).

DISCUSSION

The research results indicate that even though personnel perceived PR operations as high, the overall level of information awareness remained moderate, reflecting a **gap between message production and reception results**. The organization still needs to conduct PR effectively to build understanding and promote a good image.

Research on teaching and learning management in public administration at Suan Sunandha Rajabhat University found that designing activities/processes solely by the instructors is insufficient. If students are not aware and involved, the learning outcomes will not reach their full potential. This concept parallels public relations, where "message production" does not guarantee "receiver awareness and understanding." Furthermore, it highlights the need to design strategies and environments that continuously facilitate student participation and awareness; otherwise, the results will not reflect the instructors' efforts. (Kulachai, et al., 2025)[4]

1. **Media Selection:** The finding that overall information awareness is moderate and the **Facebook Group** is the most preferred channel shows that utilizing social media is an effective way to reach the target group, consistent with the behavior trends of digital technology users today. Thus, emphasizing proactive communication through social media is the correct approach to meet the need for speed and build strong relationships with stakeholders.
2. **Engaging Content:** The highest demand for news about student activities reflects that content related to the Faculty's key outcomes and activities is of high interest to the target group and directly impacts the image.

3. **Model Development:** The developed proactive PR model emphasizes a systematic process from start to finish (Analysis, Planning, Creative Communication, Evaluation), which aligns with the core essence of PR that must be systematically planned and continuous. In particular, the emphasis on "**Creative Communication**" through social media is the key to attracting the attention of recipients in the digital age.

Summary Table of Quantitative Research Results

Analysis Topic	Mean (\bar{x})	Standard Deviation (S.D.)	Interpretation
1. Current State of PR Operations	3.71	-	High
2. Overall Level of Information Awareness	3.05	-	Moderate
3. Awareness through PR Media/Channels	2.94	-	Moderate
4. Appropriateness of the Developed Model	4.28	0.09	High

Key Qualitative Findings

- **Most Popular Channel:** The Facebook Group was identified as the primary channel of interest for the target group.

- **High-Demand Content:** Information regarding student activities and operations was the most sought-after news.

- The 4 Components of the Proactive PR Model:

1. **Analysis:** Studying image-promotion activities.
2. **Strategic Planning:** Establishing a clear and motivating structure.
3. **Creative Communication:** Utilizing social media effectively.
4. **Evaluation:** Continuous and sustainable monitoring.

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