

STRATEGIC MANAGEMENT OF PUBLIC RELATIONS THROUGH SOCIAL MEDIA CHANNELS: A CASE STUDY OF THE OFFICE OF GENERAL EDUCATION AND E-LEARNING INNOVATIONS

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ABSTRACT

This research aims to achieve the following objectives. To strategically manage social media public relations channels for maximum public exposure and awareness of the organization. To cultivate a positive organizational image by consistently promoting positive aspects and contributions, fostering a favorable perception among the public. To address and rectify any negative perceptions through effective public relations strategies, emphasizing active participation and contributions to societal well-being. The study involves a target population of 500 employees and 500 students, utilizing surveys and statistical analysis, including percentages, averages, and standard deviations, to gather and interpret data. Results indicate high satisfaction levels among respondents regarding the Facebook fan page of the Faculty of General Education and E-Learning Innovations. The content is perceived as easily understandable, with the presentation format receiving the highest overall rating. Admin skills in responding were also highly appreciated. The news content was recognized for its informative and beneficial nature, stimulating creative thinking and providing overall significant benefits to users.

Keywords: Public Relations, Media Management Techniques, Social Media Channels

INTRODUCTION

General Education and E-Learning Innovation Division at Suan Sunandha Rajabhat University plays a central role in elevating teaching and learning management within the General Education curriculum (Suan Sunandha Rajabhat University, n.d.). Traditionally, structured course scheduling ensured accurate student attendance in regular undergraduate courses (Suan Sunandha Rajabhat University, n.d.). Declining attendance concerns have prompted the division to re-evaluate its approach, considering both student population decrease and evolving reduction criteria (Suan Sunandha Rajabhat University, n.d.). In response, cultivating a positive university image has become paramount, directly impacting public perception, reputation, and trust (Cutlip, Center, & Broom, 2009). This paper emphasizes the indispensable role of public relations in establishing, maintaining, and enhancing this image, requiring consistent planning and execution throughout the academic year (Cutlip et al., 2009). As Somdech Rungsisawat (2020) points out, managing the consequences of similarity becomes crucial in today's competitive landscape, where consumers value uniqueness (Somdech Rungsisawat, 2020). Fostering a positive image fosters trust, belief, and commitment from stakeholders, influencing their perceptions, and encouraging a cooperative relationship (Cutlip et al., 2009). Effective public relations create awareness and understanding between the organization, its units, and the public (Cutlip et al., 2009).

Recognizing social media's pivotal role in contemporary public relations, this paper explores social media management techniques across various platforms. Subsequent sections will focus on key strategies, including:

- 1) Understanding the target audience: Identifying and analyzing the demographics, interests, and online behavior of the target audience (Smith, 2014).
- 2) Planning and strategizing: Setting clear goals, developing content calendars, and aligning messages with the university's overall image and values (Smith, 2014).
- 3) Channel management: Selecting the most appropriate social media platforms based on the target audience and content type (Smith, 2014).
- 4) Focusing on interesting and valuable content: Creating engaging and informative content that resonates with the target audience and aligns with the university's mission (Smith, 2014).
- 5) Developing engaging and beneficial content: Utilizing various formats like text, images, videos, and infographics to increase engagement and share valuable information (Smith, 2014).
- 6) Tracking and analyzing responses: Monitoring reactions, comments, and shares to evaluate the effectiveness of campaigns and adapt strategies accordingly (Smith, 2014).

By exploring these strategies, this research aims to provide insights into the evolving landscape of public relations within academic institutions, ultimately leading to improved communication, engagement, and a strengthened university image.

RESEARCH OBJECTIVES

This research study was aimed to

- 1) To strategically manage social media public relations channels to maximize public awareness of the organization.
- 2) To cultivate a positive image, ensuring sustained public recognition by highlighting the organization's contributions and positive aspects.
- 3) To address and rectify any negative perceptions through effective public relations strategies, promoting a positive image for the organization.

CONCEPTUAL FRAMEWORK

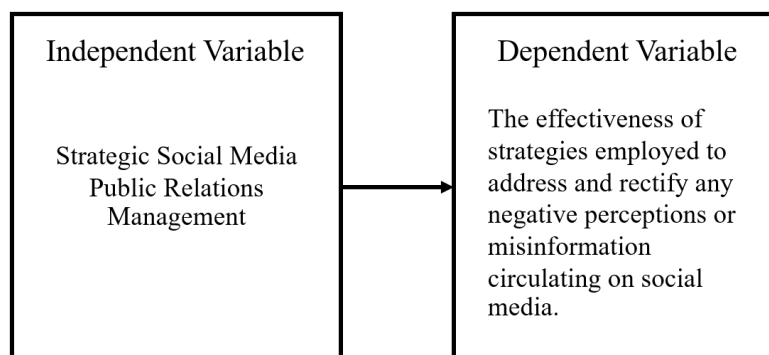


Figure 1. The conceptual framework

This diagram illustrates the effectiveness of strategic social media public relations management strategies employed to address and rectify any negative perceptions or misinformation circulating on social media. The independent variable is the effectiveness of the strategies, and the dependent variable is the reduction in negative perceptions or misinformation.

The diagram shows that the effectiveness of the strategies is positively correlated with the reduction in negative perceptions or misinformation. This means that more effective strategies are associated with a greater reduction in negative perceptions or misinformation.

METHODOLOGY

1. Population and Sample

1.1 The population includes all staff and students of Suan Sunandha Rajabhat University, excluding those from Udon Thani and Chonburi provinces.

1.2 A simple random sampling method was used to select 1000 participants from the total student enrollment of 35,700.

1.3 Stratified random sampling was then employed based on academic year and faculty.

2. Data Collection Instruments

2.1 An online questionnaire was used to collect primary data.

2.2 The questionnaire consists of three parts:

Part 1: Demographic information (gender, age, faculty).

Part 2: Assessment of satisfaction with public relations efforts, using a Likert scale ranging from "Least Satisfied" to "Most Satisfied."

Part 3: Additional comments and suggestions.

3. Data Collection Procedure

3.1 Data collection occurred from October 1, 2025, to August 20, 2026.

3.2 Primary data was collected through an online survey distributed to the selected participants.

4. Data Analysis

4.1 Descriptive statistics, including frequency, percentage, mean, and standard deviation, were employed.

4.2 Personal factors of the sample group were analyzed through frequency distribution and percentage.

4.3 The satisfaction of students and staff was presented through percentage, mean, and standard deviation.

RESULT

This research aims to explore the development of social media management techniques for public relations in the General Education and E-Learning Innovation Department at Suan Sunandha Rajabhat University. The study involves the analysis of satisfaction levels among staff and students regarding media relations. The data is presented in three parts: Part 1 - Respondent Information, Part 2 - Satisfaction Data of Staff and Students in the General Education and E-Learning Innovation Department for the Academic Year 2022, and Part 3 - Other Recommendations.

Part 1: Respondent Information The questionnaire was distributed online, and responses were collected from 1,000 participants. General information about the respondents is presented in Table 1.

Table 1: Frequency and Percentage of General Information of Online Questionnaire Respondents

Personal Information	Number (N=1000)	Percentage
1. Gender		
Male	584	58.40
Female	416	41.60
2. Age		
Below 20 years	236	23.60
20-25 years	367	36.70
26-30 years	260	26.00
31 years and above	119	11.90
Not specified	18	1.80
3. Type		
Students	500	50.00
Staff	500	50.00
Total	1000	100.00

Part 2: Satisfaction Data of Staff and Students (Academic Year 2022) The satisfaction data regarding media relations in the General Education and E-Learning Innovation Department for the academic year 2022 are summarized in Table 2:

Table 2: Importance Level of Satisfaction with Media Relations

Satisfaction Aspect	Mean	S.D.	Importance Level
1. Media relations are interesting	4.03	0.72	High
2. Content is complete and easy to understand	4.10	0.71	High
3. Images and content are appropriate	4.00	0.94	High
4. Images and captions facilitate quick understanding	4.49	0.56	High
5. Media relations are contemporary and timely	4.22	0.71	High
Overall	4.17	0.60	High

Table 2 indicates a high level of satisfaction with media relations, with an overall mean satisfaction score of 4.17. The aspect receiving the highest satisfaction is "Images and captions facilitate quick understanding" with a mean score of 4.49, followed by "Media relations are contemporary and timely" with a mean score of 4.22.

Utilization of Research Findings in Routine Work:

1. *Facilitate efficient and quality learning through effective and engaging media.*
2. *Stimulate and generate interest among service users.*
3. *Enhance understanding and communication between teachers and learners.*
4. *Develop modern, attractive, and captivating formats.*
5. *Apply findings to improve and adapt to various work aspects more efficiently.*

The impact of changes in work methodologies has demonstrated effective media relations tailored to the needs of students and other interested parties, ensuring comprehensibility, and creating a positive impression. Key lessons learned include:

1) The organization has gained a deep understanding of its target group's specific requirements and has successfully integrated this knowledge into its daily operations.

2) Feedback from the target group on educational media is carefully considered, with distinctions made based on variables such as gender, age, and faculty. This approach facilitates the implementation of appropriate modifications for different subsets of the target group.

3) The insights gained from the research are effectively utilized by the organization and its staff to refine and improve existing processes continually.

CONCLUSION

This research has provided crucial insights into the satisfaction levels of staff and students with the media relations of the General Education and E-Learning Innovation Department at Suan Sunandha Rajabhat University for the academic year 2022. It involved an extensive analysis of respondent characteristics, satisfaction levels, and the practical application of findings in routine work. The study surveyed 1,000 diverse participants, predominantly male (58.40%), with a large segment aged 20-25 years (36.70%), evenly split between students and staff. This demographic provided a balanced view of both critical stakeholder groups.

Key findings revealed high satisfaction with various aspects of media relations, such as content interest and comprehensibility, image and content appropriateness, and the quick understanding facilitated by images and captions. The overall satisfaction was high, with a mean score of 4.17. Particularly, the visual elements for quick understanding scored the highest (mean 4.49), highlighting the effectiveness of images and captions in communication. Additionally, the aspect of media relations being contemporary and timely received a significant score of 4.22, underscoring the importance of relevancy and promptness in media content.

These results have significant practical implications. They suggest that engaging, high-quality media practices can boost interest, understanding, and effective communication in the learning environment. The adaptability of these findings across different work contexts enhances their value. The study's impact is expected to lead to media relations that not only meet but exceed the expectations of students and other stakeholders, leaving a lasting positive impression. The insights gained will guide the department in refining media practices to align with the specific needs of its diverse target audience, thereby enhancing and adapting ongoing processes.

Overall, this research marks a significant contribution to the continual enhancement of media practices in the General Education and E-Learning Innovation Department, indicating that the developed techniques can significantly improve the educational experience for a diverse audience.

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