

Public Relations News of the College of Allied Health Sciences, Suan Sunandha Rajabhat University, Thailand

Napat Changpeng¹ and Rattana Panriansaen²

¹⁻²Public Relations of the College of Allied Health Sciences, Suan Sunandha Rajabhat University, Thailand

E-Mail: ¹napat.ch@ssru.ac.th, ²rattana.pa@ssru.ac.th

Abstract

The study on the public relations efforts of the College of Allied Health Sciences at Suan Sunandha Rajabhat University, Thailand, aimed to 1) promote the activities of the College of Allied Health Sciences across various social media platforms and 2) evaluate the degree of contentment regarding the dissemination of information and the establishment of a positive image. We selected a sample of 200 individuals, including students, personnel, and alumni, who accessed the College's website through simple random sampling. Using statistical measures like means and standard deviations, the findings revealed that the College effectively utilized two primary social media channels, with Facebook attracting the highest number of visitors at 47 percent. The study also found that satisfaction with the dissemination of information and efforts to create a positive image was rated at the highest level (mean of 3.87 and 0.64 for S.D.) with concern for awareness and acceptance. This high satisfaction was largely attributed to the publication of content showcasing instructional and learning activities, which significantly enhanced the College's reputation and engagement with its audience.

Keywords: Public Relations, Social Media Platforms, Positive Image

1. Introduction

The College of Allied Health Sciences, Suan Sunandha Rajabhat University, has a university development strategy that emphasizes the creation and maintenance of a strong and positive image with effective management across all facets of its operations. Among the various components of this strategy, public relations news is as a key area of focus, recognized as an essential and indispensable function for organizational success. Public relations news serves as the main form of strategic communication, functioning within all activities that are vital for any institution. (Amchang, 2021). These activities extend beyond information dissemination to encompass relationship-building, reputation management, and engagement. (Thanyawatpornkul, 2024). Effective public relations news work not only reinforces the leadership qualities of the organization and its members but also fosters mutual understanding and cooperation among both internal staff and external persons.

In the context of Suan Sunandha Rajabhat University, public relations news plays a pivotal role in promoting the institution's image, ensuring that it is perceived as a leader in education and

innovation. It contributes significantly to creating better values for the university by enhancing its reputation, clarifying its mission and objectives, and amplifying its visibility in a competitive educational landscape. Moreover, well-executed public relations efforts help safeguard the institution's reputation, enabling it to respond effectively to challenges while sustaining public trust and credibility. Beyond reputation management, public relations news helps build bridges between the university and its diverse audience, including prospective students, parents, alumni, academic partners, and the broader community. By fostering accurate understanding and positive perceptions, public relations work cultivates goodwill and positive image, increases the university's appeal, and encourages greater engagement with its programs and initiatives. (Rungsrisawat, S, 2023).

The College of Allied Health Sciences understands the immense value of public relations news in shaping perceptions and driving organizational success. As part of its development strategy, the college places a strong emphasis on enhancing its public relations capabilities to strengthen its leadership position, build lasting relationships, and secure its role as a trusted and respected institution in the realm of higher education and allied health sciences.

1.1 Research Objectives

The objectives are as follows: 1) Promote the activities of the College of Allied Health Sciences across various social media platforms and 2) To evaluate the degree of contentment regarding the dissemination of information and the establishment of a positive image.

2. Literature review

The challenges and opportunities of social media" offers a detailed overview of social media's transformative role in communication and its implications for many businesses. Social media can be divided into six types: collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. They emphasize that social media enables direct and interactive communication between companies and stakeholders, presenting both opportunities for engagement and challenges in reputation management. (Kaplan and Haenlein's, (2010).

Awareness and Acceptance

The use of modern social media platforms for public relations in universities plays a significant role in increasing awareness and acceptance among target audiences. Popular platforms like Facebook and YouTube are commonly used due to their broad reach and accessibility. (Rojanabenjakun, et al. 2023). Effective public relations strategies should focus on selecting suitable channels that are convenient for users to access, enhancing communication efficiency, and fostering strong relationships between universities and their stakeholders (NSTDA, 2023). Pictures, highlights of social media a social network like Facebook is a photo library. Therefore, if there are various activities of the agency, visiting and organizing seminar activities, including beautiful corners of the agency, should be published and included with appropriate descriptions. Currently, Social media or social media networks It has become a part of people's way of life in the digital age. It is also a powerful communication channel to raise awareness. Various issues in society and politics are being driven by this channel, where the messengers are

not organizations or government agencies (Safe and Creative Media Fund, Thailand, 2023). So, we should understand the unique dynamics of each platform. It highlights how social media can strengthen brand loyalty, build trust, and foster relationships but also warns about the risks of negative feedback and loss of control over brand messaging. Then, "Teaching, learning, and sharing: How today's higher education faculty use social media," presented by Moran, Seaman, and Tinti-Kane's (2011) findings on how higher education faculty utilize social media in their professional roles. The study reveals that social media is widely adopted for both personal and professional use, with platforms like Facebook, YouTube, and Twitter being popular tools for engaging students, sharing resources, and fostering collaboration.

Content of Operational Information

When releasing operational information in public relations, selecting an appropriate presentation format is good for effective communication. Utilizing visual aids such as slides, charts, and graphics can enhance understanding and engagement. (Apiratanakul, 2010). For instance, employing PowerPoint templates tailored for public relations can help structure information logically and professionally. (Slide Team, 2025). Additionally, incorporating storytelling techniques and focusing on clear, concise messaging can make presentations more compelling. Ensure clarity and retention by tailoring the format to the audience's preferences and the nature of the conveyed information. (Hill, 2025).

Content of News for Positive Image Building

To build a positive image through news content, it's essential to focus on the prospect, which emphasizes solution-focused reporting rather than highlighting negative or conflict-based stories. This approach provides audiences with a more comprehensive understanding of issues by including context, progress, potential solutions, and information. (Wikipedia, 2014) Additionally, the development of electronic public relations media, both positive and negative, requires careful design to ensure clarity and engagement. A study on the design of such media emphasizes the need for content that encourages awareness and provides positive information. (Chomkaew and Naromgwit, 2021).

Organization

Higher education institutions are increasingly pressured to enhance accountability and disclose relevant, updated, and reliable information about their performance and organizational image. (Deecharoen, M., Chaisiri, B., Tangduanmanit, C., 2022). This transparency is fundamental for sustainable and effective internal management and for maintaining a correct relationship with people. A study highlights the importance of transparency, allowing institutions to gain trust from people and enabling better decision-making processes. (Pattaro, Moura, Kruijf, 2022). About Transparency and Auditability, colleges need robust, accessible information, which enhances trust and decision-making among management. Transparency is fundamental for sustainable internal management. (Shaimatova Nargiza Ashurovna, 2023).

Staff/Personnel

Key Points about Staff Competence and Service Quality: Higher education institutions must determine and meet the needs and demands of students, as they are primary stakeholders, and staff competence plays a vital role in this process. (Enjang, Munir, Permana, Dedy, 2019).

The quality of interactions between students and staff significantly affects students' perceptions of the institution. Positive engagements, facilitated by knowledgeable and capable staff, lead to higher levels of student satisfaction and loyalty. Studies have shown that students seek evidence of service quality when choosing a university (Wong, Sultan, 2021).

Physical Environment

Higher education institutions (HEIs) play a pivotal role in promoting environmental conservation through public relations (PR) activities. By effectively communicating their sustainability initiatives, HEIs can enhance their reputation, engage stakeholders, and foster a culture of environmental responsibility. (National Wildlife Federation, 2001). Therefore, sharing success stories, sustainability milestones, and upcoming environmental events through social media and the institution's website can reach and engage. (Kerdpitak, 2020). Effective storytelling through these channels can inspire action and demonstrate the institution's proactive approach to environmental issues. (Second Nature, 2023).

3. Methodology

The study utilized a sample population of 200 individuals selected through simple random sampling. Participants included students, personnel, and alumni of the College of Allied Health Sciences, all of whom accessed the College's website. Statistical measures such as means and standard deviations (S.D.) were employed for data analysis. We divide our research instruments into three categories.

Part 1: A general information questionnaire for respondents, which includes five items: gender, age, education, occupation, and platforms.

Part 2: This six-item questionnaire aims to evaluate 1) Awareness and acceptance consist of four questions. 2) The content of operational information consists of six questions. 3) The content of News for Positive Image Building consists of five questions. 4) The organization consists of four questions. 5) Staff/Personnel consists of five questions. and 6) Physical Environment, which consists of five questions.

4. Results

The demographic characteristics found that a majority of the respondents are female, comprising 82%. In terms of age distribution, most participants are either 24 years or younger (36%) or between 35–44 years (32.5%), with smaller proportions in older age groups. Regarding education, 50% hold a below bachelor's degree. In terms of platform usage, Facebook is the most preferred (47%), followed by Line and TikTok, each at 26.5%, as shown in Table 1.

Table 1 Show analysis of demographic characteristics

Demographic Characteristics	Percentage
Female	82
Age between 20 – 44 years	68.6
Education below Bachelor's Degree	50
Occupation: Student	47
Platforms: Facebook	47

The awareness and acceptance scored an average of 4.14. Operational information received praise for its attractiveness, clarity, and variety, particularly in academic and activity-related topics, with a rating of 4.14. The content related to building a positive image averaged 3.94, with clarity and appropriate key channels identified as strengths. Organizational factors scored 3.77, while staff performance averaged 3.48, showing strengths in knowledge and service but moderate satisfaction in interpersonal skills. At last, the physical environment averaged 3.76, demonstrating a need for improvement in conservation-related activities. Table 2 provides the details.

Table 2 Public relations performance for the College of Allied Health Sciences

	Item	Mean	S.D.	Interpret
1. Awareness and Acceptance	- The use of trendy social media for public relations is modern. - Awareness of the channels used for dissemination and their convenience.	4.14	0.39	Very High
2. Content of Operational Information	- The appropriateness of the presentation format.	4.14	0.65	High
3. Content of News for Positive Image Building	- Attractiveness of the format for information dissemination.	3.94	0.81	High
4. Organization	- Transparency and auditability.	3.77	0.71	High
5. Staff/Personnel	- Knowledge and ability to provide quality service.	3.48	0.62	High
6. Physical Environment	- Public relations activities related to environmental conservation.	3.76	0.64	High

5. Conclusion and Discussion

The analysis of the public relations performance of the College of Allied Health Sciences reveals overall high satisfaction across key areas. Awareness and acceptance achieved a high score of 4.14, reflecting effective use of social media platforms, particularly Facebook, go along with Safe and Creative Media Fund, Thailand. (2023), that concern the dynamic nature of social media engagement. Next, operational content was also rated highly (4.14) for its clarity, attractiveness,

and diverse topics, including academic and activity-related information. Efforts to create a positive image scored 3.94, with strengths in content clarity and dissemination channels, agreeing with Rungsisawat, S. (2023) about public relations to enhance the image of the university. Then, the organizational transparency and readiness were rated at 3.77, indicating strength but room for improvement. Staff performance received a moderate score of 3.48, showing proficiency in knowledge and service delivery but moderate satisfaction with interpersonal relations. Lastly, the physical environment scored 3.76, emphasizing the need for enhancements in environmental conservation and operational facilities. These findings highlight the College's success in public relations strategies while pinpointing areas for improvement. By incorporating these insights and applying Brian Hill's (2025) recommended techniques, the College can develop more engaging and impactful public relations efforts.

Summary of research results

The objectives are twofold: first, to effectively promote the activities and initiatives of the College of Allied Health Sciences across diverse social media platforms to reach a broader audience; second, to assess the level of satisfaction among stakeholders regarding the dissemination of information and the development of a positive organizational image. These goals aim to enhance awareness and foster acceptance through the strategic communication of operational updates, news content designed to build a positive image, and the promotion of key aspects such as organizational values, staff contributions, and the physical environment. By achieving these objectives, the College seeks to strengthen its reputation, engage with its community more effectively, and ensure that its messaging aligns with its vision and mission. Suggestions for the future should develop multimedia content such as videos, infographics, and podcasts to make information more engaging and create behind-the-scenes videos or interviews with staff and students to humanize the College's image.

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