

EFFECT OF SOCIAL MEDIA ADVERTISING ON
CORPORATE IMAGE

Production of Social Media Adverts for A.FOLLI

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EFFECT OF SOCIAL MEDIA ADVERT ON CORPORATE IMAGE

(A Production of Social Media Adverts for AAPOLY)

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**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
MASS COMMUNICATION, SCHOOL OF MANAGEMENT AND BUSINESS
STUDIES, ABRAHAM ADESANYA POLYTECHNIC,**

IJEBU-IGBO, OGUN STATE.

**THIS IS IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
AWARD OF NATIONAL DIPLOMA IN MASS COMMUNICATION**

DECEMBER, 2020

CERTIFICATION

We certify that this project was carried out by the above listed in the department of Mass Communication, Abraham Adesanya Polytechnic, Ijebu-Igbo under my supervision.

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ABSTRACT

The effects of social media adverts on corporate image are quite phenomenal due to the wide reach of the tool in increasing reach for brands and organizations alike. Many corporate organizations including higher institutions have pulled many audiences to themselves using the social media as a concise platform to use in getting many people to gain admission in their schools. The Uses and Gratifications Theory was used in this study to further gather momentum and put the research on a broader level. The researchers use the school's social media platform (Twitter) to send captivating contents that will further publicize the school and place it in the eyes of millions of twitter users who may be potential students or may have friends who are prospective students of the school. The research concludes that the social media can be the most viable too for advertising the institution in this clime.

Keywords: Effect, Social Media, Advert, Corporate Image

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CHAPTER ONE INTRODUCTION

1.1 Background to the Study

Social media was coined from the two operating words – social and media. Social, in this context, simply means the interaction between individuals of common interest, a group, or even a community. And media as the name implies, is the medium, channel, or platform on which allows for creation and exchange of user-generated contents. Social media is less than two decades in existence but have gained widespread acceptance. In 2003, LinkedIn was launched and this was followed by Myspace and Facebook in the year 2004. Due to the characteristics of Facebook, it received a wider acceptance in social circles more than others (Bacon 2011). Youtube was launched in 2005 followed by Twitter, followed by others such as Blogging, Google+, Instagram, Pinterest, Podcasting, Snapchat, etc. All these have gained more than one billion users worldwide in just over ten years of existence.

As the name implies, social media networks is regarded as sites where individuals could socialize, meet old and new friends and interact with each other. Just as the internet was applied into business organizations from the military, so also the commercial value of social media networks became apparent and gained the attention of business managers and became the best friends of marketers in virtually all organizations with presence on the internet. Relationship building and interactions are the major reasons for the adoption of social media networks by individuals, however, organizations leverage the ubiquitous usage of these sites and views them as platforms on which to interact directly with existing and new customers for their goods and services.

This is a clear paradigm shift from the traditional methods of interacting with customers as more than one customer can be reached easily and cheaply as well with just a click of the button. Personal interaction with customers instills smooth feeling of loyalty and questions are answered with ease (Assad and Gomez 2011).

This study sets out to unravel the effectiveness of social media networks adopted by various business organizations can serve as a strategic tool for organizational marketing management. It is believed that this study will assist Abraham Adesanya Polytechnic, Ijebu-Igbo and management on the suitable platform for exposing the school to the outside world.

1.2 Statement of the Problem

Abraham Adesanya Polytechnic is still relatively new to public knowledge since its 13 years of inception. Most times people do not get to know the school when it gets mentioned. This is practically as a result of lack of social media presence. Students' usage of social media is one of the only ways through which the school is really known. This lack of social media presence is not attracting the needed development to the school. Stakeholders and brands are not finding the school as a solid ground to market products or organize events in because the public does not really know the school. Hence the need for the school to infuse social media advertising in bringing in more students and extensively promoting the school's image. The study looks at how it is possible for the school to engage prospective students on social media by establishing itself on all social media platforms so as to drive in more admission in years to come.

1.3 Objectives of the Study

Four objectives will guide the study:

1. To know the exposure of AAPOLY students to social media.
2. To know the most used social media sites by students in AAPOLY.
3. To know how social media adverts influence students' choice of school
4. To know how AAPOLY can use social media adverts in driving public attention to the school.

1.4 Research Questions

To adequately achieve its objectives of this study, the following research questions were raised;

1. How exposed are AAPOLY students to social media?
2. What is the most used social media sites by students in AAPOLY?
3. How do social media adverts influence students' choice of school?
4. How can AAPOLY use social media adverts in driving public attention to the school?

1.5 Scope of the Study

The study will cover public social media users and get their perception on the school. Adverts will be created on social media platforms like Twitter, Facebook and Instagram. This is important so the researcher can precisely know how much the public knows the school. However, to do this, the researchers will make use of various platforms to get your results. Asides that, advert contents will be created by the researchers and such will consistently be pushed so as to pull the public's attention in the shortest time possible.

1.6 Significance of the Study

The relevance of this study cannot be over emphasized. The research will help to publicize the school to its prospective students. Since making the school go public is the aim, the platforms like (Twitter, Instagram and Facebook) will go a long way in making that possible. The study will have a positive impact on the school and by extension; the students who will be encouraged to flaunt their identity as students of the school. It is also expected that the results will provide a deeper understanding of the social media phenomenon at hand, especially within the Nigerian academic context.

1.7 Definition of Terms

Effect: To have a strong effect on someone or something

Social Media: Websites and applications that enable users to create and share content or to participate in social networking.

Advert: A marketing communication that employs an openly sponsored message to promote or sell a service, product or idea.

Promote: To support or actively encourage (a cause, venture, etc.)

Image: A representation of the external form of a person or thing in art.

LITERATURE REVIEW

1.0 INTRODUCTION

Social media is such an ever-present part of our lives that it is nearly impossible to engage in online activity without coming into contact with it at one point or another. It is also becoming difficult to avoid social media in offline channels as well - consider hashtags and snapcodes on posters, or television shows and ads sending viewers to their social media accounts.

Today, citizens extensively use Information and Communication Technologies, not only for professional purposes but also in their social life and consequently are demanding to interact with government with similar tools. Therefore, citizens' expectations for a modern, open, and effective government sector are rising. On the other hand, government agencies including academic institutions, face austerity measures and an intensive scrutiny of their budgets, leading to governments to look for new forms of innovation for their own services (Lagos & Kutsikos, 2011).

This economic situation together with the increasing citizens' demand for easier, hassle-free and seamless interaction with the Government, greater transparency and access to information, lead government agencies to explore new tools like new digital technology and web 2.0 applications (open source or not) that will ease financial pressure and improve the quality of public services (Nasiopoulos et al., 2011a; Nasiopoulos et al., 2011b).

All this online sharing and collaboration is facilitated by social media. In social media's early days, chat rooms and social networks enabled individuals to 'meet-up' online to discuss topics, interact with one another and share their views and ideas. The social media by their nature have the capabilities of educating, informing, entertaining and 'inflaming' the audience.

Above all, they possess a „contagious and outreaching influence" which the conventional media lack. This potential is most likely what Osahenye (2012:52) refers to as "unstoppable power of the social media."

2.1 REVIEW OF RELEVANT LITERATURE

2.1.1 SOCIAL MEDIA

Social media were defined by Kaplan (2016) as a group of internet based applications of the Web 2.0 that allow the creation and exchange of user-generated content. According to the authors, these applications can be categorized by the social presence they confer to its user and the media richness, and by the self-presentation/self-disclosure they allow. The attractiveness of this kind of communication lays in creating and sharing content in its rapid dissemination speed and its global reach (Hakala, Niemi & Kohtamaki, 2017). Unlike traditional advertising, social media is a two-way communication.

Almost all business-oriented education institutions are involved in social media marketing activities (Asderaki & Maragos, 2012) realizing the cost effectiveness of such platforms. It is important to distinguish between social media and social networking sites. Social media is the environment in which social networking takes place. Social networking sites empower the consumer to share and communicate information with other users by creating and accessing to personal profiles. Users are held together by pre-established personal relationships, sharing themselves with others.

Consequently, social networking sites (SNS) are classified as a way of communication that allows a medium level of social presence and a high self-presentation.

Unlike social networking sites, online communities bring together people with a common interest; people the user may not know or may want to know. Any person can be part of any community. While social networks are individual-centred, content sharing platforms (CSP) are group-centred. People join online content communities mainly to share media such as photos, videos, and music to benefit the group (Mlaiki, Walsh & Kalika, 2017; Social mediaday, 2018). Blogs are platforms that allow users to post messages for other users. The desirable continuous text updates are then viewed by the network. Micro-blogging consists of writing brief texts and publishing them in micro-blogging platforms (MBP) (Twitter, 2018).

Rogers and Croke (2012) found out in their US based study that 38% of the future students use social media as a valuable resource when deciding where to enrol. Facebook is the preferred social networking site used by 98% of universities and colleges in the US, followed by Twitter with 84% of acceptance.

Rutter, Ropper and Lettice (2016) argue that tweets and retweets act as an endorsement of the brand. Concerning user engagement (Ashley & Tuten, 2015), users interact online with other users by clicking (clicking on the media type), liking (clicking the 'like' button), sharing (sharing link with others), and commenting posts (making a remark). Each type of involvement requires different levels of commitment and effort from the user (Oviedo, Muñoz, Verdugo & Mejias, 2014).

2.1.1.2 SOME SOCIAL MEDIA CHANNELS AND THEIR STATS

1. FACEBOOK

Facebook has become the most dominant personal social network in the world. As of late June 2017, 2 billion users are now registered on the platform (that is nearly a third of the world's population), and more than 1.2 billion of them are active on Facebook daily. Because users are spending so much time on Facebook, advertisers and marketers want to capitalise on this audience. Facebook originally presented a means of forming and maintaining online social networks for communities of users who already shared real-world connections, interests and activities. But now, in the realm of social networking, it is unnecessary to have met someone in person to connect with them online. Social networks created new meaning for the term 'friend', with many connections existing solely online.

Users can also choose to follow users' public posts without being Facebook friends with them. Facebook has a number of ways for brands and organisations to use the platform to connect with potential customers. These include business pages, adverts, promoted posts, app promotions and now even direct online sales. Such marketing efforts are especially

helpful to small businesses. Facebook enables content creation and distribution, and allows brands to engage with their customers in real-time two-way conversations through their 'page'. Facebook is a powerful platform for the implementation of a digital marketing strategy. Facebook has not only changed social media, it is changing how users access content on the Internet.

Many users already receive most of their news and entertainment content through their News Feed on Facebook. Mark Zuckerberg intends to make Facebook the dominant channel through which users access content and online services. In 2014, Zuckerberg announced the plan to take on Google as a search engine and make Facebook the means through which users access the web (Edwards, 2014). It could be argued that Facebook is no longer a social media platform, but a media platform that offers a social community as one of its many facets.

Some Features

Pages

Personal profile pages remove much of the anonymity of the Internet. Users of social networks reveal a great deal of information about themselves, from basic demographics such as age, gender and location, to nuanced lists of likes and dislikes. By divulging this information to the network, they are sharing it with the networks' advertisers. For marketers, the accessible personal information is like gold and can be used for targeted marketing. While only de-identified data can be accessed for marketing, users are often unaware of the data that is amassing on their online profile. For users, this can lead to privacy risks. Social networks do offer privacy management control options for users, but the default setting shares information. Different levels of information control must be activated in user settings.

Reaction Buttons

The Facebook Reaction buttons allow users to share their feeling about a certain piece of content with their social circle. The reactions include the original iconic 'Like' button, 'Love', 'Haha', 'Wow', 'Sad' and 'Angry'. The Like button can also be used on websites

outside of the Facebook ecosystem, which allows visitors to recommend this site and content easily, and spot if their friends have liked the same content. The use of the like button is sometimes tracked as a performance indicator for business Pages, to quantify the amount of reach and engagement for a piece of content. Liking content signifies that someone has actively interacted with it, while liking a brand Page does not prove continual or repeated engagement. For this reason the number of likes on a brand Page can be seen as a vanity metric.

News Feed

News Feed is the term used for the stream of content users see when they log on to Facebook. It's a selection of recent posts and updates from friends, and brands with which they have connected on Facebook. Facebook uses an algorithm to determine what information to show in each user's news feed. This algorithm is called the News Feed Algorithm. According to an official Facebook update, the following factors are considered by the algorithm before it displays content in a user's news feed:

- Who posted it? – If you engage regularly with this person or brand, Facebook will show you more of their content.
- Type of content – Whether the content is a photo, article or video can carry different weight in the algorithm.
- Interactions – The number of likes, shares and comments.
- Recency - When the content was created or posted. Stories are ordered, or shown at all, according to the relevancy score that is calculated from the factors listed above. A user is more likely to interact with content that is displayed in their News Feed, so it is vital to ensure that your page content takes this algorithm into consideration.

Facebook Connect

Facebook users can conveniently login to services or websites other than Facebook with the same login details by using Facebook Connect. Users can grant permission for profile information to be shared between Facebook and the service they have logged in to. Users

can also easily see who else in their social circle is using that service, and share information back to their social circle.

Facebook Video

Facebook Video allows for the upload of videos directly to Facebook. These videos play automatically and silently (unless clicked on) as users scroll through their newsfeeds. For brands, these videos have visible view counts, which in turn help more users discover them. To use Facebook Video effectively, and ensure high engagement and high rankings on news feeds, content creators should:

- Focus on quality from the first frame – lead with imagery and key messaging that will draw attention.
- Include text overlay if videos include voice overs – autoplay usually does not include sound, and the text overlay ensures the message is not going unheard.
- Premiere exclusive video content – show content that is only available to users on your page
- Provide context – pull out key quotes as the text component of your post, this helps draw attention and raises expectation of what is to come.

Promotion on Facebook

Facebook is a great tool for education and awareness, which can convert to a sale over time, but up until 2016, this rarely happened through Facebook itself. Users had to click through to the online store via the Facebook page or search for the products on Google and find the online store. Facebook Store, introduced in 2016, enables brands to import their online store onto their Facebook page (<https://www.facebook.com/store/tab>), meaning users can shop and purchase without having to leave Facebook. Facebook is not considered a hard sales platform and is predominantly used for gaining awareness and reach, recruiting leads, or channelling users into a database from which they can be targeted in future marketing, ultimately leading to a sales conversion. At the

time of writing, purchases were rarely done directly from Facebook, without the user already being a warm lead, having previously seen a sales-driving advert.

2. YOUTUBE

Creating and sharing content for free is one of the hallmarks of social media, and YouTube is considered the largest of the content creation and sharing websites. The key word here is free: there are no fees for joining, whether you are uploading or viewing content, although premium paid-for membership such as YouTube Red can provide added features. This means that such sites attract an enormous audience. In fact, according to Alexa rankings, YouTube is the second largest website in the world, after Google! (Alexa, 2016). YouTube is now owned by Google and thus has the benefit of receiving prime results in the Google SERP.

YouTube encourages distribution of its content and allows videos to be embedded easily into other websites.

Online video consumption continues to grow year on year as bandwidth gets faster and cheaper. Sharing video content is easy with YouTube. Anyone can upload videos captured on simple devices such as webcams and mobile phones or on high-end professional cameras. Some stats on YouTube:

- Over 1.3 billion active users
- Over 60% of users are male
- 50% of users are between 25 and 44 years old
- 300 hours of video are uploaded every minute
- Every day, hundreds of millions of hours are spent watching YouTube
- 3.25 billion hours of content are watched each month
- More than half of YouTube views come from mobile devices
- The number of hours spent watching YouTube is up 60% from 2016 (FortuneLords, 2017).

Some Features

YouTube is simple to use. Unregistered users can watch most of the publicly available videos. However, logging in with your Google account, or following the simple registration on YouTube, provides additional benefits. Registered users can upload an unlimited number of clips, comment on and add video responses to videos, and subscribe to content feeds that catch their attention and interest. Frequently enhanced functionality and clever features continually push YouTube to deliver bigger and better services to its ever-increasing user base. YouTube allows individuals and businesses to own a channel on the site.

They can brand and customise the channel as they like and manage the content that is created and shared. Viewers subscribe to various channels and get updates on new content. Vloggers, video bloggers, who create monthly, weekly or even daily posts, have become increasingly popular and some vloggers earn money and make a living through their YouTube programs.

Promotion on YouTube

There are two aspects to marketing through YouTube. The first is paid advertising by promoting video content next to, or during, other content on the site. The second is having a brand channel, which provides analytics and community features.

YouTube has a host of advertising options. YouTube's Promote Your Video feature and YouTube Fan Finder are just two of the many ways the site can be leveraged for promotion. Adverts can also be managed through Google AdWords. See more about this in the Social media advertising and Video marketing chapters. Having a brand channel is perfect for content marketing. Content shared on your brand channel should not be too promotional, but should offer value to your viewers. Some promotion is expected and accepted by viewers, but if you want to entertain viewers and encourage them to

subscribe and continue to tune in to view your content, it is necessary that the content offer value.

3. INSTAGRAM

Instagram (instagram.com) is a mobile-based photo app that allows you to take a picture with your phone camera, and then add an interesting artistic filter to make it look polished and beautiful. This can then be shared on Instagram itself and on other social networks for followers to view and comment on. People love to share photos, images, art and funny pictures online. Images tend to attract higher engagement than text-only posts.

Some statistics on Instagram as of 2016:

- 700 million monthly users
- 400 million daily active users
- 32% of people online use Instagram
- Over 40 billion photos shared.
- 59% of internet users between 18 and 29 use Instagram, compared to only 33% of internet users aged between 30 and 49 years. (Omnnicore, 2017a)

Some Features

Users have a profile and a unique username. On their profile, users post images or videos. They can include hashtags and tag other users who may appear in the image or video or who they think the post would particularly appeal to and who might wish to engage with it. Instagram also provides for direct posts, which are posts sent directly to up to 15 specific users. This is a useful feature for businesses to engage with key influencers, who may in turn share the post with all their followers. Users follow other users or brand pages that they find interesting.

Posts can be liked, by double tapping the picture or tapping the heart icon, and commented on. Each user has an activity feed which provides the recent activity of the users they follow, as well as how people have engaged with what they have posted (Kirschner, 2015). Instagram also offers Shopping on Instagram. Users will be able to tap on item to find a larger image, a description of the product and how much the product

costs. There will also be a link that takes users directly to the website where they can purchase that specific product. (Facebook, 2017b).

Promotion of Instagram

With over 400 million daily users, Instagram is one of the world's largest mobile social media platforms. Its benefit lies in boosting brand relevance through eye-catching visual content and potential large audiences. Business pages and posts cost nothing to set up, but like other social media platforms, Instagram is becoming a pay to play space. Brands need to use promoted posts to reach a more extensive audience than they would with simple organic reach.

Brands can promote posts without a business page, but do not have access to analytics and data about their users and their engagement with posts and ads. The large number of potential followers and the analytics data provided for business accounts provides marketers with key information about potential customers.

To benefit from Instagram's analytics tool, Follower Insights, brands need a business profile, which can automatically be linked to their Facebook Page. Their contact information will be imported directly and any Instagram followers will be able to contact the brand through Instagram.

Because Instagram is owned by Facebook, it integrates with Facebook's advertising interface, making posting across these channels seamless. Brands need to ensure they connect with the right communities so that they reach the right followers, but also need to monitor competitors and their posts and followers. Brands should use hashtags in every post, preferably those that are popular and actually used by their audience. Hashtags enable tracking of mentions and shares and tends to make content discoverable. Rare hashtags can make content less easy for potential customers or users to find. But, only using popular hashtags means your content could get lost among a million other posts. A more unique hashtag, marketed and publicised well, can make your content easier to find. For example, #food renders millions of results, while #vegan will narrow these results. Hashtags are also good for SEO. Understanding your audience is crucial as

a brand, and monitoring their engagement is necessary to ensure that your posts are relevant. Business profiles can promote posts directly and can specify the business objective and call to action. Budgets and time periods for the promotion can also be tailored to the brand.

4. TWITTER

Twitter is the most popular microblogging service. Microblogging is a form of blogging that allows a user to publish short text updates, usually limited to 140 characters, which can be viewed by anyone or restricted to a specific community. Twitter (www.twitter.com) was launched in July 2006. These 140-character posts, called tweets, are usually short thoughts or links to interesting articles. Twitter boasts over 328 million monthly active users, with 100 million of those active daily sharing over 500 million tweets every day. Twitter was thought to be a platform for older users, but latest stats show that nearly 40% of users are between 18 and 29 years old, compared to around 30% of users being between 30 and 49 years old. Twitter is definitely a platform that users access on the go, with over 80% of Twitter users accessing the site from their mobile phone (Omnicores, 2017b)

Some Features

Each user on Twitter will have a unique username denoted with @ and their chosen name, for example, @robstokes for www.twitter.com/robstokes. Tweets can be directed to a specific user simply by typing their @username at the start of the tweet. This is also known as their twitter handle. Like Instagram, Twitter users use hashtags to categorise their posts by adding a word or phrase prefaced with the # symbol for example, #DigitalMarketing.

The hashtag will become a link that you can click to see other tweets that share this tag. Users can also choose to follow a hashtag, meaning that they will see all public messages with that tag, whether they follow the user who posted it or not. This can be a very useful way of collating information at events such as conferences. If you're not at the event, you can still follow messages from the event by following the hashtag. For those at the event,

all tagged messages can be broadcast in a shared location. If a hashtag or keyword is used very frequently in a short time, it can become a trending topic and is displayed to the left of a user's tweet stream.

Events of global interest usually feature heavily, but sometimes brands can trend too (although not always for the right reasons). If a tweet is considered noteworthy, it can be retweeted or quote retweeted. Retweeting means reposting somebody else's tweet to your own profile, along with their username. Twitter automatically displays this as a retweet. A quote retweet allows you to retweet another post, and include a comment about the tweet as well.

Promotion on Twitter

Twitter has become a popular and important marketing tool for many organisations, brands and individuals. Many brands use it successfully for rapid customer service, for example, @jetblue @klm and @dstvcare. Twitter has become a great market research and consumer insights tool. The ability to search for brand keywords on Twitter and track indirect conversations, offers huge insight to brands. Its immediacy allows for news to be broadcast to dedicated followers and fans first, as pop star Lady Gaga has done with single releases (@ladygaga). Dell lists several Twitter channels (www.dell.com/twitter), many of which exclusively release offer information (@delloutlet). Twitter has a series of self-service advertising options, which are covered in detail in the chapter on Online advertising. These include Promoted Tweets, Promoted Accounts and Promoted Trends.

5. SNAPCHAT

Snapchat was launched in 2011. It is a mobile messaging service that sends photos, videos, texts and drawings, but the message only lasts for ten seconds and then disappears. Snapchat is free to download and free to send messages. Snapchat has proven extremely popular with teenage audiences, who seem to enjoy the ephemeral nature of the app. 71% of Snapchat users are under 25, though this is changing rapidly, and 28% of US teens consider it the most important social network. Around 35% of users admitted to

all tagged messages can be broadcast in a shared location. If a hashtag or keyword is used very frequently in a short time, it can become a trending topic and is displayed to the left of a user's tweet stream.

Events of global interest usually feature heavily, but sometimes brands can trend too (although not always for the right reasons). If a tweet is considered noteworthy, it can be retweeted or quote retweeted. Retweeting means reposting somebody else's tweet to your own profile, along with their username. Twitter automatically displays this as a retweet. A quote retweet allows you to retweet another post, and include a comment about the tweet as well.

Promotion on Twitter

Twitter has become a popular and important marketing tool for many organisations, brands and individuals. Many brands use it successfully for rapid customer service, for example, @jetblue @klm and @dstvcare. Twitter has become a great market research and consumer insights tool. The ability to search for brand keywords on Twitter and track indirect conversations, offers huge insight to brands. Its immediacy allows for news to be broadcast to dedicated followers and fans first, as pop star Lady Gaga has done with single releases (@ladygaga). Dell lists several Twitter channels (www.dell.com/twitter), many of which exclusively release offer information (@delloutlet). Twitter has a series of self-service advertising options, which are covered in detail in the chapter on Online advertising. These include Promoted Tweets, Promoted Accounts and Promoted Trends.

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using the app because the content disappears. In 2017, there were 166 million daily active users, with 60% contributing content daily.

Over 9 000 snaps are shared per second, averaging out to 400 million a day, and the platform receives 10 billion daily video views. The average user spends 30 minutes a day on the app. Snapchat has seen exponential revenue growth. In 2014 its revenue was US \$3 million; this grew to US \$50 million in 2015, US \$404 million in 2016 and a whopping projected US \$1 billion for 2017 (Techcrunch, 2017).

Some Features

Users have a profile and use the app to share Snaps. A Snap is an image that the user can modify with filters or the drawing tool. A filter can denote the outside temperature, your speed, time, location and more. The Draw tool allows users to draw over the photo or video, with a full colour spectrum, and Type allows them to annotate and add personalized text. Users can also add Geofilters and sponsored lenses to the photos, both of which have proven strong marketing tactics for brands.

Another popular Snapchat feature is Snapchat stories. These stories are groups of images or videos, put together as a kind of mini-movie, that is available for a user's followers to view for 24 hours (Webwise, 2016).

Promotion on Snapchat

Marketing and advertising on Snapchat can be used for sharing various content with your audience. This can either be value added content, in the form of how to-s, latest industry material, and relevant tips; or it can be storytelling content, taking your audience behind the scenes of your business or showcasing aspects of your company culture and values and providing a glimpse into the brand. Geofilters and sponsored lenses are also great ways to get your audience to engage with the brand on the platform. Brands pay a daily rate, sometimes as much as US \$750 000 a day, to provide branded filters and lenses for users to play with and share.

your page should incorporate your key phrases and key words to ensure your site is optimised for search engines.

Some key tips for a great company page include:

1. Highlight your business entities with a showcase page
2. Share engaging content regularly
3. Optimise for search engines using keywords
4. Target prospective candidates with a Careers tab
5. Use an eye-catching cover image to grab user attention (Edgecomb, 2016).

Showcase pages

LinkedIn also has Showcase pages, which provide a way for companies to highlight their individual brands, specific products, or new initiatives. Showcase pages are an extension of Company pages. A dedicated page helps drive engagement, and allows businesses to share specific content with a targeted audience. LinkedIn users can now follow only the aspects of your business they are interested in. Showcase pages are designed to build relationships with relevant LinkedIn members, and LinkedIn suggests using Sponsored Content and Sponsored InMail for more campaign-based marketing efforts.

LinkedIn Groups

LinkedIn Groups allows for your company to join with other professionals and businesses outside of your immediate circle of contacts. It broadens exposure and connects your business with others in your industry. It provides a platform for you to share industry expertise and establish your business as a thought leader. Participating in Group discussions also potentially attracts visitors to your company page. Groups help extend the reach of your content and provide constructive feedback from relevant professionals. Groups share information about target audiences and provide market researchers with insights. It is important to join Groups that are relevant to your business and interests. Sharing company content on a Group increases traffic to your page and your website. To avoid being seen as overly promotional in Groups and only pushing your own agenda,

engage in a courteous manner and share, comment and use the opportunity to create meaningful relationships.

Job postings

LinkedIn is often the first place top talent look for work, so it's important that your job vacancies are displayed and kept updated. It is also useful for HR to recruit new talent by looking at potential candidates using LinkedIn and asking them to apply for specific positions.

2.2.1.3 Tertiary Institutions in Nigeria

The history of higher education in Nigeria dated back to the period of colonial era with the establishment of Yaba Higher College in 1932 which marked the turning point of higher education in Nigeria. The Higher College was established to produce "assistants" who would relieve colonial administrators of menial tasks. The establishment of higher educational institutions was in pursuit of meeting the global requirements of producing manpower that will serve in different capacities and contribute positively to the nation's socio-economic and political development in Nigeria (Abdulkareem, Fassai and Akinubi, 2011).

The Federal Government of Nigeria promulgated enabling law to institute higher education towards producing high level relevant manpower training, self-reliance, national development through the establishment of both conventional and special universities, polytechnics, monotechnics and colleges of education in different parts of the country by the Federal, state governments, private organizations and individuals (Abdulkareem, et al 2011).

The Nigerian tertiary institutions comprise of Universities, Polytechnics, Colleges of Education, Institutes of Technology and other professional institutions operating under the umbrella of their parent ministries. The institutions can be further categorised into State Government Institutions and Federal Institutions. Tertiary institutions are also grouped into Public Institutions owned by the Federal and State Government and private Institutions owned by Individuals, Religious bodies and other private organisations. In

1948, there was only one University in Nigeria but now the Nigerian Tertiary Institution can boast of 129 Universities, 81 Polytechnics, 27 Monotechnics, more than 60 Colleges of Education, 36 Colleges of Agriculture, 50 Colleges of Health Technology, 132 Technical Colleges and 108 Innovative and Vocational Enterprise Institutions (IEIs & VEIs).

2.1.1.4 SOCIAL MEDIA USAGE AMONG TERTIARY INSTITUTIONS

Since the last two decades, the higher education market, whether on the national or the international level, has become extremely competitive. For Whisman (2011), it is imperative for institutions to follow a clear-cut differentiation and marketing positioning. In order to achieve the required differentiation, branding became the name of the game (Kizilbash, 2011). Universities following a business-oriented path, and renaming courses as products, have been object of debate amongst scholars and practitioners (Durkin & McKenna, 2011). Mainly Faculty have difficulty in accepting this management jargon believe that institutions in higher education themselves become brands, while others have questioned the value of branding in the education sector.

Despite criticism, branding activities evoke associations and images. Among other factors, the visual imagery is considered by prospective students while comparing universities. Universities are increasingly using social media channels for branding purposes (Constantinides & Zinck Stagno, 2011).

Universities may benefit, 1) in delivering useful information about the institution; 2) in strengthening the student-to-student interaction, the student engagement, and involvement in campus life, and 3) building the campus community. Institutional branding is a major challenge, since it implies communicating effectively, off-line and online, with such diverse stakeholders as current and potential students, alumni, parents, faculty, staff, the scientific community, and news agencies (Constantinides et al 2011). Social media marketing is effective for branding purposes and communicating objectives, while empowering the consumer to interact. As a consequence, consumers' engagement through social media has a considerable impact on brand image (Xia, Chunling & Yujie,

2012). Several authors have reported the importance of building virtual brand communities (VBC) (Schembri & Latimer, 2016;) through social media. A VBC can be defined as the aggregation of users that share the same interest in a brand. Branding and consumption efforts meet. Whenever members trust a VBC, increases in users' engagement and higher levels of loyalty are present Hakala, et al (2017).

2.2.1.5 Impact of Social Media on Education

As per the survey of previous research, 90% of college students use social networks. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. Waqas Tariq, Madiha Mehboob, M. Asfandiyar Khan, FaseeUllah, (2012). For the purpose of education social media has been used as an innovative way.

Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, Orkut, and Instagram etc Gitanjali (2013). It is also important for students to do some practical work instead of doing paper work. They can also write blogs for Teachers as well as for themselves to enhance their knowledge skills.

2.2.1.6 ADVANTAGES AND CHALLENGES OF SOCIAL MEDIA PROMOTIONS

People are finding it easier to switch off or ignore traditional advertising, particularly through traditional media channels such as TV or radio. Social media gives brands the opportunity to interact with customers through relevant and targeted communications that customers can choose to engage with on their terms.

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For example, a consumer may visit a branded YouTube channel as opposed to deliberately ignoring advert breaks on television. Social media's potential shareability can be one of its greatest benefits; if users like your content enough, they may share it with their own communities. This is increasingly rare and difficult to engineer.

Social media allows you to engage with an online community and connect your brand to the appropriate audience. Together these create an online community for your brand and its supporters. Social media has created a forum for brand evangelists.

The numerous interactions on social, allow you to garner feedback from your communities. Such feedback helps drive future business insights and innovation, as well as marketing strategies. You can learn more about your audience's likes, dislikes, behaviours and needs. However, companies need also be aware that bad messages spread as quickly as good ones. The connectedness that can prove so useful can also be a conduit for negative messages and brand attacks. Social media facilitates a two-way conversation between customer and company.

This necessitates that the company shifts approach from 'deploy and watch' to one of constant involvement with the audience. This new landscape is one in which the customer really is king, and any attempt to dethrone the king can have dire consequences. Efforts to control the conversation in social media are soon found out, and can backfire horribly. Any company embarking on a social media strategy needs to be sure to monitor their reputation online regularly. It is crucial to know what is being said about your brand online, and to respond timeously when communicating in the social media sphere. Finally, never forget that special rules and laws apply when you are dealing with personal information provided by users so be very careful how and where you use this data.

2.3 THEORETICAL FRAMEWORK

The theory applied to this work is **Uses and Gratifications theory**. Uses and gratifications theory basically stresses how and why the audience uses the media. Also, expatiating on the theory, McQuail (2010:423) states that "the central question posed is: why do people use media, and what do they use them for?" He further posits that:

"Functionalist sociology (see Wright, 1974) viewed the media as serving the various needs of the society-e.g. for cohesion, cultural continuity, social control and a large circulation of public information of all kinds. This, in turn, presupposes that individuals also use media for related purposes such as personal guidance, relaxation, adjustment, information and identity formation"

The theory recognizes and maintains that the audience has various needs that prompt them to expose themselves to any media or media content. Therefore, the focal point is that the theory is of the notion that there are distinct benefits the media message consumers envisage to get from any medium they would expose themselves to. Once the medium does not deliver to the people those purposes, needs and or benefits they anticipate from the organ, the tendency is that they (the audience) will desert the very channel or content that does not satisfy them.

The import is that the media audience is not an 'idle' soccer spectator that accepts what his football team plays; failure of a medium to satisfy the audience's basic desire regularly will give them room to search for another medium. Lazarsfeld and Stanton, 1944, 1949, cited by McQuail (2010:423) has it that the first research conducted on the uses and gratifications theory "dates from the early 1940s, and focused on the reasons for the popular appeal of different radio programmes, especially „soap operas“ and quizzes, and also looked at daily newspaper reading."

The theory was according to Weimer (2011:1) developed by Katz, Blumler, & Gurevitch (1974). The theory is applicable to studies where the audience is free to choose what to use based on an anticipated benefit from the content of the media or a media programme. The suitability of it in our discourse here springs from the fact that the students in the university communities' usage of the social media channels depends largely on the specific satisfaction they derive from them (the social media channels). The import is that the public give attention to media productions or services strictly on the bases of the satisfactions which they (the media services) offer to the users.

So, the audience directly or indirectly participates actively in determining the very media content they consume.

Once more, the theory could be viewed as very relevant to this study as it (the study) looks into why the university communities within our coverage radius use the social media in Nigeria.

Therefore, this study focuses on ascertaining the purposes and the benefits which the new media serve for their users that invariably sustain their usage. It presupposes that there are certain satisfactions the new media provide to the public without which their usage would have been waned. Hence, the uses of the social media have been in existence for years, it is an indication that they certainly provide meaningful gratifications to those who use them.

This study shall unearth the benefits or gratifications which the social media or the new media present to promoting a polytechnic in Ogun State Nigeria.

Just as all commercial commodities have definite needs they provide their satisfactions to the consumers, in a much similar way, all media and or their contents are envisaged to play certain roles to their users. Otherwise, the audience in their discretion could jettison the very media or a media content that tends not to present a "profitable consumption." Such profitable consumption in the context of this study is referred to as gratifications, purposes, benefits or satisfactions which the social media provide to those who use them. The major emphasis in the uses and gratifications theory is that the user or the audience plays a great part in the choice of the media or the media content he or she consumes; and this is determined by what (gratifications) the content or the media offers. From the argument above the theoretical significant of uses and gratifications theory to this study has been made clear.

2.4 EMPIRICAL FRAMEWORK

Shabnoor and Singh (2016) in **Social Media its Impact with Positive and Negative Aspects** concluded thus:

As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Youngsters are seen in contact with these media daily. Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted

Also, Joana and Maria (2018) in **Social Media as a Marketing Tool for European and North American Universities and Colleges**, concluded thus:

On all the prominent social media, US universities benefit from a substantial higher number of followers than their counterpart. European users favour Facebook, LinkedIn, Twitter, and, at last, Instagram. Participation in G+ is marginal. In the US the preferred social media are Facebook, LinkedIn, G+, Twitter, and Instagram. Our study agrees with Smith (2010) and Barnes and Lescault (2011) that, from the perspective of the user, Facebook is the most popular social networking site for both regions. Consequently, several practical implications can be drawn.

When universities' data on publications are contrasted with users' choices to engage as followers, contradictions were found. For both regions, the most popular social media for posting are Facebook and Twitter ex-aequo, followed by Youtube, Instagram, and

LinkedIn. In Europe, the social networking site LinkedIn is neglected as a marketing tool, despite the fact that it is the second option for users. This same conclusion is valid for the US: LinkedIn is also the second option for followers, but fifth in terms of posts. Moreover, there are more G+ than Twitter followers.

Priorities should be reset. Regarding user engagement, measured by the number of followers, equality of means between the two independent samples were found for Facebook, Pinterest, Flickr and Youtube. Differences exist for the social media LinkedIn, G+, Instagram, and Twitter. G+ is quite popular in the US, but not in Europe, and Twitter attracts visibly more followers than in the EU. In terms of practical implications, it would be advisable for European universities and colleges to raise the number of tweets. Mangold and Faulds (2009) already identified Twitter as an effective way to create strong brand communities.

Despite the popularity of Facebook, Twitter is also more indicated for interactions between brands and users (Smith, 2010). Users follow more than one type of social media. In European higher education institutions, high correlations at the 0.01 level were found between the number of FB, LinkedIn, G+, Instagram, Youtube, and Twitter followers. In total, 11 correlations are present; seven of them with values higher than 900. In terms of practical implications, it would be advisable for European universities and colleges to raise the number of tweets. Mangold and Faulds (2009) already identified Twitter as an effective way to create strong brand communities. Despite the popularity of Facebook, Twitter is also more indicated for interactions between brands and users (Smith, 2010)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This study is aimed at finding out how effective social media adverts are in promoting the image of tertiary institutions. The chapter gives a description of the method used in data collection and the process used in analyzing the data collected. That is, this chapter will contain the research design, population, sampling of the population and so on.

3.3 Study Area

This study would be conducted among students, staff and other stakeholders of Abraham Adesanya Polytechnic, Ijebu-Igbo. This is because the study is centered around an educational institution with a Public Relations setting.

3.4 Population of the Study

Population can simply be defined as the count of number of residents within a political and geographical boundary such as a town, a nation or the world. Population is also the total numbers of inhabitant of a particular geographical location. About 30 respondents will be served questionnaires.

3.5 Source of Data

This can simply be referred to as where the information originates from. While carrying out this research, we will be considering one source of data, which is: Primary data: which are the answers gotten from respondents. The answers will be derived from the questionnaire that will be approved by the supervisor.

3.6 Research Instrument

A research instrument can be defined as any device constructed for recording of measuring data. It is the means of gathering information to be used for solving the research problems. The researcher will make use of the Questionnaire. Closed ended questions will be used in the structure of the questionnaire.

3.7 Sample Size and Sampling Techniques

A sample is a representative of the whole population. Sampling is taken to any population as a representative of that population. Sample is the actual number of a part of the study of population that is objectively selected for the purpose. Sampling is necessary because the entire population cannot be studied as it may be too large and cannot be controlled. The sample size of the study is approximated to 30.

3.9 Method of Data Analysis

The researcher will make use of descriptive statistics by the use of raw data and simple percentages. The analysis is based on the assumption that responses from interviews represent the opinions of the listeners and that answers given to the questions asked were given in at most good faith.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.0 INTRODUCTION

In this section of the research a close study was made from the returned questionnaires and the data collected were presented in simple percentage of tables.

Analysis and interpretation were equally carried out. The questionnaires were administered to different people in various communities.

However, this chapter deliberated and analysis the series of information gathered from our respondent and judiciously checks the strength of our hypothesis. The researcher deemed it fit to employ simple percentage method in analyzing the collected data and chi-square were used in testing the hypotheses.

Table 1: shows that the distribution and return of the questionnaire administered to the respondents.

4.1 DISTRIBUTION AND RETURN OF QUESTIONNAIRE

Responses	Distribution	Returned
Respondent	30	30
Total	30	30

Source: field survey 2020

The above table shows all the total of 30 questionnaires distributed on the field, 30 was filled and returned.

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Table 4.1.3
Work/job of the respondents

Option	Frequency	Percentages
Student	24	80%
Civil servant	3	10%
Entrepreneur	2	6.6%
Trader	1	3.3%
Total	30	100%

Table 4.1.3 above reveals of 24 respondents representing 80% are students, 10% are civil servants, 6.6% are entrepreneurs and only 1 of the respondents is a trader.

RESEARCH QUESTION 1: How exposed are respondents to social media?

Question 4: How often do you use the social media?

Option	Frequency	Percentages
Everyday	8	26.6%
Weekly	7	23.3%
I don't use	15	50
Total	30	100%

The table above reveals that majority of the respondents don't use social media very often, 26.6% of the respondents use social media every day, while 23.3% of the respondents use social media weekly.

Question 5: Which of these social media platforms do you use the most?

Responses	Frequency	Percentages
Twitter	7	23.3%
WhatsApp	12	40%
Instagram	5	16.6%
Facebook	6	20%
Total	30	100%

The table above shows that majority of the respondents use WhatsApp the most, 23.3% of the respondents use Twitter, 16.6% of the respondents use Instagram, while 20% of the respondents use Facebook.

Question 6: Do you also use social media to socialize and transact?

Responses	Frequency	Percentages
Yes	22	73.3%
No	8	26.6%
Total	30	100%

The table above shows that majority of the respondents always use social media to socialize and transact.

RESEARCH QUESTION 2: Do schools use social media enough for publicity?

Question 7: Is your school on social media?

Responses	Frequency	Percentages
Yes	25	83%
No	5	16.7%
Total	30	100%

The table above shows that majority of the respondents indicates that their school is on social media.

Question 8: How often does your school social media handle converse with the public?

Responses	Frequency	Percentages
Daily	8	26.6%
Weekly	7	23.3%
Only during huge occasions	15	50%
Total	30	100%

The table above shows that majority of the respondents affirm that their school social media handle converse with the public only during huge occasions.

Question 9: Do you fancy your school's social media engagement?

Responses	Frequency	Percentages
Yes	17	57%
No	13	43%
Total	30	100%

The table above shows that majority of the respondents fancy their school's social media engagement.

RESEARCH QUESTION 3: How do social media adverts influence student's choice of school?

Question 10: Students tend to be attracted to schools with a good social media engagement

Responses	Frequency	Percentages
Strongly agree	22	73.3%
Agree	6	20%
Strongly disagree	2	6.6%
Disagree	0	0
Undecided	0	0
Total	30	100%

The table above shows that majority of the respondents strongly agree that students tend to be attracted to schools with a good media engagement.

Question 11: Schools with perfect social media ads will gain the attention of more prospective students.

Responses	Frequency	Percentages
Strongly agree	16	53.3%
Agree	12	40%
Strongly disagree	2	6.6%
Disagree	0	0
Undecided	0	0
Total	30	100%

The table above shows that majority of the respondents strongly agree that schools with perfect social media ads will gain the attention of more prospective students.

Question 12: Schools with a good number of prominent alumni are likely to admit students.

Responses	Frequency	Percentages
Strongly agree	22	73.3%
Agree	4	13.3%
Strongly disagree	1	3.3%
Disagree	1	3.3%
Undecided	0	0
Total	30	100%

The table above shows that majority of the respondents strongly agree that schools with a good number of prominent alumni are likely to admit students.

RESEARCH QUESTION 4: How can AAPOLY use social media adverts in driving public attention?

Question 13: The PR unit of the school should use social media platforms to push more publicity.

Responses	Frequency	Percentages
Strongly agree	14	46.6%
Agree	14	46.6%
Strongly disagree	1	3.3%
Disagree	1	3.3%
Total	30	100%

The table above shows that majority of the respondents strongly agree that the PR unit of the school should use social media platforms to push more publicity.

Question 14: Bi-weekly social media engagements can help the school garner public attention.

Responses	Frequency	Percentages
Strongly agree	12	40%
Agree	14	46.6%
Strongly disagree	3	10%

Disagree	1	3.3%
Undecided	0	0
Total	30	100%

The table above shows that majority of the respondents agree that Bi-weekly social media engagements can help the school garner public attention.

Question 15: Students who are social-media inclined should be given access to amplify stories and events in the school.

Responses	Frequency	Percentages
Strongly agree	21	70%
Agree	6	20%
Strongly disagree	1	3.3%
Disagree	0	0
Undecided	2	6.6
Total	30	100%

The table above shows that majority of the respondents affirm that students who are social-media inclined should be given access to amplify stories and events in the school.

CHAPTER FIVE

Summary, Conclusion and Recommendations

Topic: Effect of Social Media Adverts in Promoting the Image of Tertiary Institutions

5.1 Introduction

The study was based on the effect of mass media advert on corporate image. It hinges on social media as a tool for advertising the school to its prospective employees and students. In the study, the researchers used the social media platform of the school to run adverts for admission purposes, trending events and other forms of publicity.

5.2 Summary

The result of the research was expected due to the predicted reach the posts will get. The features of the post include contents that are captivating and readily capable of pulling attention of potential students to the school.

Since the Twitter account of the school has already garnered fans on the platform, it was suggested by the supervisor that the researchers use the school's platform for the publicity. This was made possible when the account details were gotten and utilized by the researchers.

5.3 Conclusion

The study has successively looked at how social media can be a factor to promoting the image of tertiary institutions.

5.4 Recommendations

1. The management should employ the expertise of professionals who can handle the Public Relations unit properly to be able to utilize the social media platforms to publicize the school time after time.

The social media has the power to almost singlehandedly attract publics to the school. The Public Relations unit should employ a handler so the work will be seamless.

2. The Public Relations unit of the school going forward should do well to uphold the true nature of Public Relations by working hard to bridge the gap between the management and the students, including other stakeholders.
3. Staff who are Public Relations inclined should not hesitate to lend their suggestions to the Public Relations unit on how their work can be effectively done. In this respect, the management should leave the floor open for suggestions from different ends.

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APPENDIX 1
DEPARTMENT OF MASS COMMUNICATION
ABRAHAM ADESANYA POLYTECHNIC
QUESTIONNAIRE

Dear respondent,

I am a final year student of the department of Mass Communication in the above-named institution and I am conducting a research which requires your responses on "Effect of social media adverts in promoting the image of tertiary institutions".

Please, your candid answers are required to the questions in the questionnaire. Note that this exercise is for academic purpose only. Your responses will be treated with utmost confidentiality. To guarantee your anonymity, do not write your name on the questionnaire.

Thank you.

Please tick appropriately.

1. SEX:

Male Female

2. EDUCATIONAL QUALIFICATION: OND HND

3. WORK/JOB:

Student Civil Servant Entrepreneur

4. How often do you use social media? Everyday Weekly I don't use social media

5. Which of these social media platforms do you use the most?

Twitter WhatsApp Instagram Facebook

6. Do you also use social media to socialize and transact?

Yes No

7. Is your school on social media?

Yes No

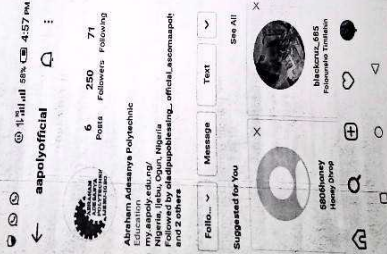
8. How often does your school social media handle converse with the public?

Introduction

This chapter presents the design of the study, sampling techniques, experimental procedure, proximate analysis and method of data analysis.

Materials

Phone/Laptop: These tools will be used to create the twitter handle and hashtags that will be used to push the publicity across the platform



Twitter/Facebook/ Handle: According to Twitter Statistics, there are 330 million monthly active users and 145 million daily active users on Twitter. Statista.com said:

"with over 2.7 billion monthly active users as of the second quarter of 2020, Facebook is the biggest social network worldwide". The researchers will create a twitter handles for the purpose of trending hashtags.

Method of Production

- Content Development/Editing

Creating the posts for this purpose will be handled by the researchers involved. Editing will or may be supervised by the supervisor. Content creation is important to make sure that every post aligns with the aim of the study. Contents that are social-media-inclined and educationally patterned will be created for this study.



After using the school's platform, the researchers will follow other academic platforms and also use the school's handle in posting adverts contents for publicity.

The following contents are going to be posted:

Admission! Admission! Admission! Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State is currently admitting students for the 2020/2021 academic session. Tell your friends and family members. Your ND and HND degrees are now at your finger-tips. DM or call the number on our bio now.

That HND degree is very possible to get. Do not relent. Abraham Adesanya Polytechnic, Ijebu-Igbo, Ogun State. Follow us and Check details in our bio and call the number on the bio for more enquiries.



Abraham Adesanya Polytechnic is in Ijebu Igbo. 48 mins · G
Abraham Adesanya Polytechnic, dedicated to providing our students with best academic, social and moral experience. #COMETDAMP... See more

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6 Posts 250 Followers 71 Following

Abraham Adesanya Polytechnic
Education

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Nigeria, Ijebu, Ogun, Nigeria
Followed by [official_ascomaapoly](#)

Follo... ▾ Message Text ▾



Plan for Production

is expected to start with students having access to the social media handles and making over 200 posts about the school for a timeframe of 2 days. This strategy is to push the hashtag up the table and create huge impression on Twitter and

is expected to last for a week. This means that daily, the researchers involved in the study will post about 20 posts per day with the hashtag.

Number of Participants

involved in this study are 10. Because prospective students might start making queries, there will be people singled out to answer to those questions.

At the end of this process, an analysis of the impressions and reach will be done to measure the impact of the job.