# THE IMPACT OF SOCIAL MEDIA ENGAGEMENT ON VISIBILITY: A PRELIMINARY OBSERVATION IN THE OFFICE OF DEPUTY VICE CHANCELLOR RESEARCH & INNOVATION UITM

Izzat Mohamed Khalil[*], Mohd Muzamir Mahat[1], Nur Syazwani Azahari, Norazah Abd Rahman

*Pejabat Timbalan Naib Canselor (Penyelidikan & Inovasi)*
*Universiti Teknologi MARA, 40450 Shah Alam, Selangor, Malaysia*
*\*izzatkhalil@uitm.edu.my*

## ABSTRACT

This study examines the social media engagement patterns of the Office of Deputy Vice Chancellor Research & Innovation Universiti Teknologi MARA (UiTM). in their efforts to enhance visibility and promote research and innovation among academics. Through strategic content dissemination on Facebook and YouTube, PTNCPI aims to capture attention and inspire active participation within the academic community. By utilizing informational and recognition posters, as well as live and recorded videos, PTNCPI seeks to engage academics by sharing relevant research and innovation content. The analysis of engagement patterns reveals that YouTube's live sessions attract high viewership, while Facebook generates increased engagement through posts related to trending topics and recognition. This study sheds light on PTNCPI's effective utilization of social media platforms, providing insights into their content strategies for maximizing audience reach and impact.

**Keywords**: Social Media engagement, Pattern of social media user, social media engagements.

## 1.   INTRODUCTION

In an era driven by digital connectivity, the Office of Deputy Vice Chancellor Research & Innovation or Pejabat Timbalan Naib Canselor Penyelidikan & Inovasi (PTNCPI) recognizes the significance of social media platforms in enhancing visibility and fostering research and innovation within the academic community. This study delves into the social media engagement pattern employed by PTNCPI, with a focus on its presence on Facebook and YouTube. Based on a journal written by Victor A. Barger, James W. Peltier, and Don E. Schultz (2016), they discuss that engagement patterns can improve news spreading and long-lasting engagement. One of PTNCPI's main objectives is to study social media engagement to promote and encourage academic scholars to actively pursue research and innovation. This study explores and gathers data from PTNCPI's Facebook and YouTube analytics tools to measure engagement patterns. The findings of this study can help improve PTNCPI's social media engagement based on viewers' overall behavior and interests, leading to the development of strategies to encourage and increase visibility of high-impact research and innovation.

As social media continues to gain widespread popularity globally, businesses are witnessing a rapid expansion of their social networks with the objective of fostering online engagement with their customers (Hallock, Roggeveen, & Crittenden, 2019). According to the website Statista, Facebook, being the dominant social media platform, achieved a monthly active user rate of 2.375 billion in April

2019 (Statista, 2019). However, the effectiveness of marketing investments relies on marketers' ability to strategically develop and disseminate content within these platforms, aiming to achieve desired outcomes such as customer engagement, which is consistently prioritized (Lee, Hosanagar, & Nair, 2018).

## 2. METHODOLOGY

In the study, social media analytics tools were extensively utilized to closely monitor the activities and performance of the department's official Facebook and YouTube accounts. The primary objective of this study is to comprehensively observe and analyze a range of tracking metrics, including but not limited to the number of viewers and the amount of likes garnered on both social media platforms. By delving deep into the data collected from these analytics tools, the study aims to uncover valuable insights specifically related to the content categories that have exhibited the highest levels of engagement among the target audience.

**Medium Approach**
This study will employ analytic tools to extract surface-level data from the selected social media platforms. Distinct analytic tools will be utilized for each platform, with Meta Business Suite chosen for Facebook and YouTube Studio Analytics employed for extracting data from YouTube. By leveraging these specific tools, the study aims to gather and analyze various metrics, including but not limited to engagement levels, such as the number of views, likes, comments, and shares. Furthermore, this study will also delve into demographic information, specifically focusing on determining the age and gender of the viewers present on both social media platforms. Through the analysis of such data, valuable insights regarding the target audience's characteristics and preferences can be revealed, enabling a more comprehensive understanding of the social media engagement patterns within the context of this study.

## 3. RESULTS AND DISCUSSION

Following the methodology outlined above, this study focused on observing two social media accounts associated with PTNCPI, namely Facebook and YouTube. The study specifically recorded statistics related to gender, age, and the content posted on each platform.

According to Figure 1.1, the data reveals that 50.5% of users on Facebook are female, while 49.5% are male. The largest segment of users falls within the age range of 35 to 44 years, accounting for more than 20% of the total. Following closely behind is the age group of 25 to 34, representing 19% of the followers. On the other hand, Figure 1.2 shows a different distribution on YouTube, with 75% of users being male and 25% female. The age group of 35 to 44 years old constitutes 47.7% of the total, followed by 28.4% in the age group of 25 to 34, and 23.9% in the age group of 45 to 54.
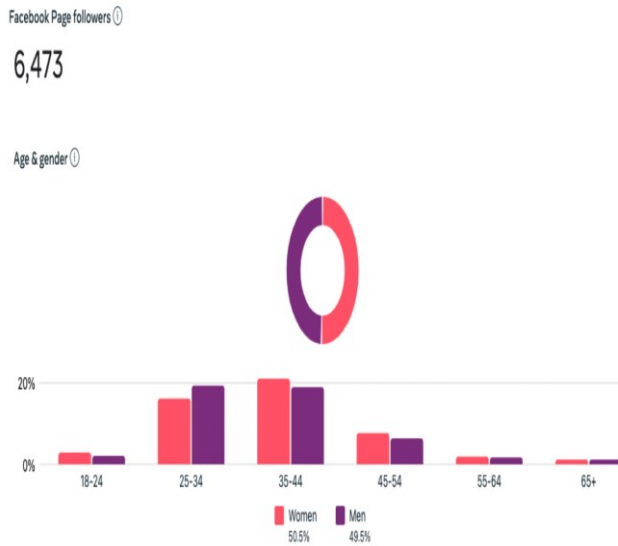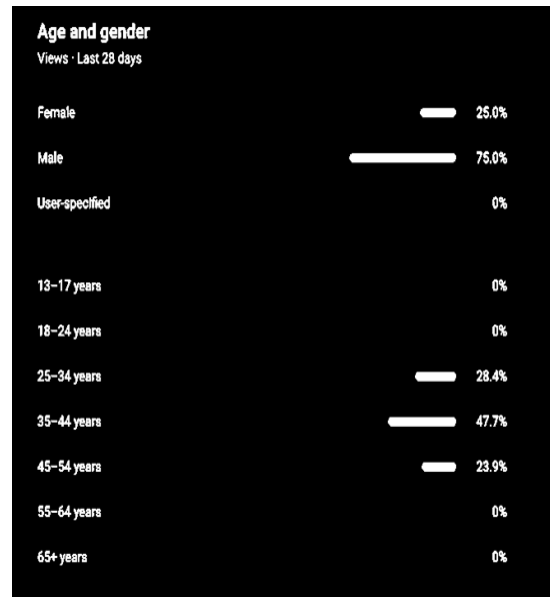
**Figure 1.1** Gender and Age of Facebook Page Follower



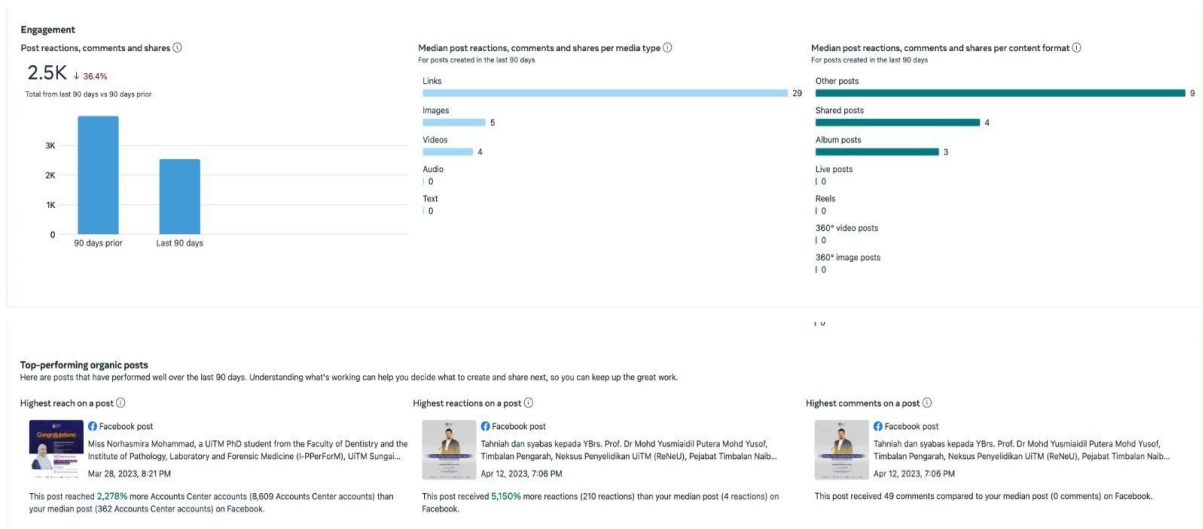**Figure 1.2** Gender and Age of YouTube Page Viewer



**Figure 2.1:** Contents on Facebook that have engagement.

Moving on to content engagement, Figure 2.1 exhibits the pattern and trend of posting styles that generate significant engagement. Notably, the content that garners the highest levels of engagement revolves around achievements and recognition.

Based on the findings presented in Figure 2.2, a distinct pattern emerges regarding the engagement levels between live stream videos and recorded & edited videos. Live stream videos account for 64.4% of the total engagement, surpassing recorded and edited videos, which constitute only 35.6%. It is noteworthy that PTNCPI consistently utilizes live stream videos on this platform, particularly for webinars and discussions, indicating their effectiveness in generating higher levels of engagement from the audience.
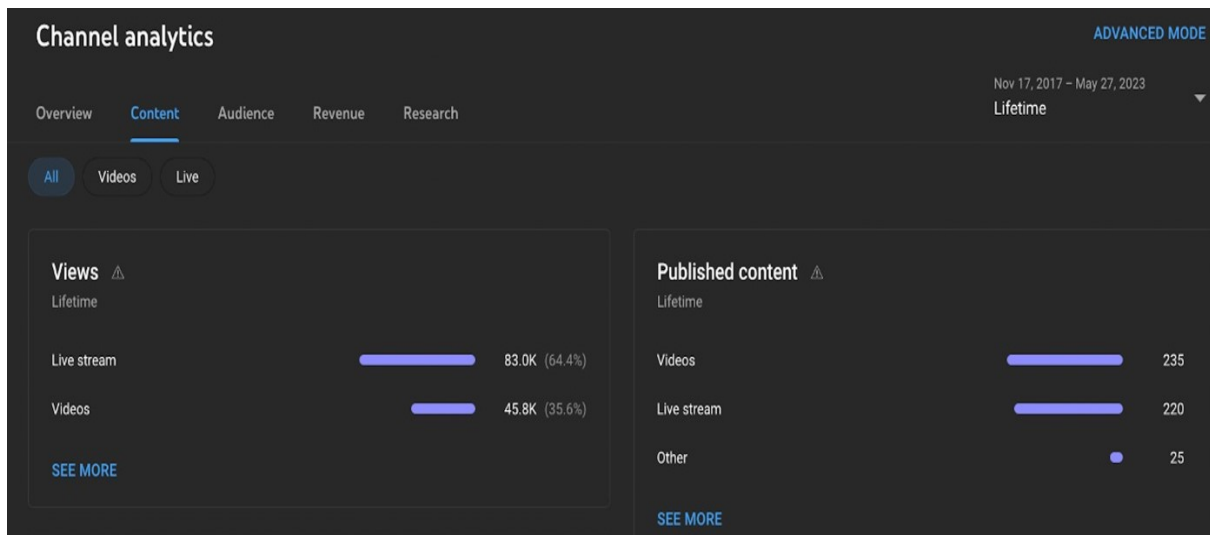
**Figure 2.2:** Analytics on YouTube that get engagements.

## 4. CONCLUSION

The findings of the study shed light on the diverse landscape of media platforms and the nuanced patterns of viewership and engagement they exhibit. It becomes evident that different platforms, such as Facebook and YouTube, have their unique characteristics that attract distinct user demographics and foster specific types of interactions.

When examining Facebook, it becomes apparent that this platform resonates particularly well with users who express their appreciation and engage in recognition-oriented posts. The users on Facebook actively participate in acknowledging achievements and recognizing notable contributions within the academic community. By providing a space for individuals to showcase their support and admiration, Facebook enables PTNCPI to cultivate a sense of recognition and encouragement among its audience, fostering a positive and appreciative online community.

On the other hand, YouTube emerges as a platform predominantly sought after by users with a thirst for knowledge and a desire to expand their understanding. The viewers on YouTube actively engage with PTNCPI's livestream webinars, recognizing the immense value of these educational sessions. Livestream webinars allow PTNCPI to disseminate research findings, share insights, and facilitate meaningful discussions, effectively catering to the knowledge-seeking audience on YouTube. By leveraging the power of livestream webinars, PTNCPI can effectively connect with viewers who prioritize learning and acquiring new information.

These distinct viewership patterns highlight the importance of tailoring content strategies to align with the preferences and motivations of users on different platforms. By understanding the specific interests and engagement behaviors of the audience on Facebook and YouTube, PTNCPI can strategically create and deliver content that resonates deeply with each platform's respective user base. Through these efforts, PTNCPI can maximize their reach, engagement, and impact on both platforms, nurturing a supportive community on Facebook and satisfying the thirst for knowledge on YouTube.

**ACKNOWLEDGEMENTS**

**REFERENCES**

1. Hallock W., Roggeveen A., Crittenden V. Firm-level perspectives on social media engagement: An exploratorystudy Qualitative Market Research: An International Journal 2019

2. Barger, Victor & Peltier, James & Schultz, Don. (2016). Social media and consumer engagement: A review and research agenda. Journal of Research in Interactive Marketing. 10. 268-287. 10.1108/JRIM-06-2016-0065.

3. Lee D., Hosanagar K., Nair H. Advertising content and consumer engagementon social media: Evidence from Facebook Management Science 64 11 2018 4967–5460

4. Statista Most popular social networks worldwide as of April 2019, ranked by number of active users (in millions) Avaialbe at https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/ 2019 (Accessed 20 July 2019