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Social networks as an effective higher education institution promotion tool in the Republic of Armenia

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Abstract

Relevance. The research relevance is determined by the modern context, in which Internet marketing is crucial for the promotion of any product, including educational resources.

Purpose. The study aims to provide a detailed review and analysis of marketing strategies aimed at using social media, in particular Instagram, to improve the promotion of higher education institutions.

Methodology. The following scientific research methods were used: comparative analysis, systematisation, and survey.

Results. The study reveals the role and significance of social media in the Armenian educational system and considers the latter as an effective tool for promoting Internet marketing and educational resources. The study highlights social networks as a platform for the use of hidden and viral Internet marketing methods. Higher education institution activity on the Instagram platform, namely the European University of Armenia and the American University of Armenia, has been studied. The study determined that the effective use of social media can have a positive impact on the reputation and attractiveness of higher education institutions. The study has shown that awareness of these aspects of media literacy is an important factor in increasing interaction with the audience and creating a positive image of the university, which is of particular importance in the context of attracting potential students and their parents.

Conclusions. The study conducted a survey of applicants to higher education institutions in Yerevan, which confirms that social media is an important tool for promoting universities, facilitating active participation of prospective students, creating an attractive image and opportunities for further development of marketing strategies. The results obtained can be used to develop programmes for the promotion of higher education institutions of the Republic of Armenia on social media, helping to increase their popularity and attract the attention of new students.

Keywords: globalization; marketing; media literacy; educational resources; digital technologies.

Introduction

Social media play an important role in promotion strategies in the Republic of Armenia, as they provide effective communication with the audience. Their role is especially important for higher education institutions. Given the competition in the education sector, the growing popularity of online learning and the increasing number of international students, the strategy of using social media is becoming even more relevant and effective. The choice of

Instagram as a key social network is based on statistics confirming its wide popularity among young people. As of 2023, Instagram is one of the most used platforms among young people in the Republic of Armenia [1]. Even when competing with other social networks such as TikTok, Instagram remains a popular tool, making it a relevant choice for a successful promotion strategy of higher education institutions.

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The study is concerned with the need to thoroughly analyse and study the key aspects of using social media as an effective tool for promoting higher education institutions in the Republic of Armenia. An important part of the research is to assess the impact of marketing strategies aimed at using social media on the promotion and attraction of students to higher education institutions.

H.A. Grigoryan [2] considers the issues related to the development of social media marketing in the Republic of Armenia, focusing on determining the importance and role of this industry. The scientist notes that, despite the potential opportunities for the stable and long-term development of social media marketing in the country, there are specific challenges that impede a high professional level and competitiveness in this sector. The researcher highlights the role of social media marketing in the context of the Armenian market, with special attention paid to the importance of implementing effective strategies and measures aimed at overcoming the identified challenges and ensuring the sustainable development of social media marketing in the region. A detailed study of the peculiarities of using social media marketing as an effective tool for promoting higher education institutions of the Republic of Armenia is an appropriate direction for further research.

Today, the use of social media is widespread in Armenia, as noted by G. Tovmasyan [3]. The scientist points out that as of January 2021, approximately 2.02 million citizens of the Republic of Armenia, which is 68.2% of the population, use the Internet. The researcher notes that in Armenia, 1.8 million people, or 60.7% of the population, actively interact with social media. The scientist argues that social media has a significant impact on people's daily lives, as they spend several hours a day on it to communicate with friends, get information and work. According to the researcher, most users use social media via mobile phones, and for many, this is both useful and disturbing. It is worthwhile to study the impact and prospects of using social networks in the promotion of higher education institutions in the Republic of Armenia in more detail, given their popularity.

Modern geopolitical circumstances in the world are determined by various transformations in the system of international relations, notes M. Tadevosyan [4]. The scientist argues that as a result of the information revolution, the importance of information flows has increased significantly. The researcher emphasises the role of media education as a personal practice and as personal digital capital, which marks a new stage in the development of media. The scientist emphasises that media education is a set of knowledge, skills and abilities that meet individual needs, satisfying personal media and communication needs. Given these factors, it is necessary to study the aspects of media education in detail in the context of using social media as a tool to promote higher education institutions.

In the context of the modern electronic environment, where information technology has a significant impact on business processes and socio-cultural aspects, there is a need to use modern tools, according to A. Pakhlyan et al. [5]. Scientists note that the active use of social media contributes to increasing the volume of communication, creating partnerships, and promoting business, which is an

important factor in the development of market relations. In the context of studying the impact of digital technologies on the economic market of the Republic of Armenia, a particular emphasis is made on the interaction between e-commerce and the educational segment [6, 7]. The research shows that digital tools contribute to the creation of new education opportunities, in particular by increasing the availability of information, developing distance learning, and creating interactive educational platforms. In addition, it is noted that the use of digital technologies in the economy requires businesses and educational institutions to adapt to modern requirements. The process of digital transformation in the economy is becoming a dominant factor that requires professionals and students to acquire relevant skills and competencies [8]. It is worthwhile to study in more detail the possibilities of using digital tools, in particular social media, to promote and popularise higher education institutions of the Republic of Armenia.

D. Markosyan [9] points out the importance of mastering the practice of information hygiene in modern society. As such, maintaining a stable mental state is crucial for the formation of a healthy society, as social media determines and directs public attitudes and beliefs. The researcher emphasises the need for a psychologically stable media industry to ensure harmony in society. The scientist emphasises that to achieve progress, scientific and technological achievements, and success, it is important to create a stable and confident environment conducive to work and creativity. At the same time, any stressful incident, event, or emergency, including martial law and military operations, can have a negative impact, creating a destructive environment for development, contributing to frustration, apathy and hopelessness, which can lead to disability [10-12]. At the same time, there is a need for a deeper study of the peculiarities of information hygiene for users of social media in higher education institutions.

The study aims to analyse marketing strategies aimed at using social media, in particular Instagram, to promote higher education institutions.

Materials and Methods

A variety of research methods were used to gain a deeper understanding and highlight the role of social media in the education system of the Republic of Armenia. The main methods used in the process of studying this topic include comparative analysis, systematisation, and surveys. To ensure the objectivity and completeness of the study, these methods were chosen to obtain comprehensive information and conclusions at different stages of the research.

Based on the comparative analysis method, higher education institutions, in particular, the European University of Armenia and the American University of Armenia, were studied in the context of the Instagram platform. This method was used to identify how the number of followers can serve as an indicator of the popularity and recognition of an institution on a social platform. The comparative analysis method was also employed to examine the impact of activity expressed through publications and the use of REELS on the definition of an innovative approach and readiness to adapt to current trends. This method was used to study what possible relationships may exist between these factors and the perception of the university, interaction with the

audience and the focus on the attractiveness of the institution. In particular, interaction on social media was measured through feedback tools such as comments and likes. This method highlighted the presence or absence of interaction aspects, which may indicate different aspects of the university's perception and interaction with the audience.

The systematisation method was used to structure the data and identify key performance indicators for the use of social media in the promotion of higher education institutions. This method was used to create a logical and consistent system that facilitates the understanding of important aspects of the study. Using the method of systematisation, this study examined the use of media literacy and identified its importance in the context of social platforms and media. This method allowed to study the key aspects of media literacy in a structured way, considering their impact on users' interaction with social media and media resources. In particular, the systematisation method allowed to identify how media literacy, understanding of modern media spaces, development of digital competencies, critical thinking and information analysis affect the use of social platforms. This method helped to identify the importance of considering the level of media literacy for effective interaction with information published online, as well as the formation of a positive and informed approach to the use of social media.

The survey, as an important tool for collecting primary information, was used to obtain opinions, beliefs and impressions from the social media users who participated in the study. In the course of the study, 100 university applicants were interviewed. At the time of the survey, the respondents lived in Yerevan. The respondents who participated in the experiment were 65 girls and 35 boys. The age range of the respondents varied from 16 to 18 years. This method provided an opportunity to obtain quantitative and qualitative data that deepened the understanding of users' interaction with educational resources on social media.

Results

When choosing a higher education institution, students consider not only the speciality but also the relevance of the classrooms and the quality of the teaching staff. In this context, social media are becoming a key source of information, and conventional methods such as brochures and open days are losing their relevance as a result of globalisation. The information about universities presented on their websites and social media is becoming an important criterion for deciding on the choice of an educational institution.

The use of mobile social media is considered a new marketing tool among the younger generation, which is growing up in a digital environment. Particularly active members of this generation use platforms such as Instagram, Facebook, and Twitter to actively interact and share information. Particular emphasis is placed on the fact that these platforms can be used to successfully position and advertise higher education institutions, attract students' attention, and stimulate deeper interaction between the institution and its audience [13, 14].

Social media has great potential as an effective tool for attracting students to higher education institutions. This is

achieved through the use of various social media platforms, active interaction with the audience and the development of attractive content. It is noted that the proper use of these strategies can significantly improve the visibility and attractiveness of a higher education institution. In addition, it is necessary to consider the unique characteristics of the target audience and identify current market trends [15]. However, the evolution of virtual interaction and the use of social media to promote information about higher education institutions emphasises the importance of effective control and prevention of the spread of fake information on social media, which is prevented by media literacy [16, 17].

It should be noted that media literacy is a key aspect in the current context of using social media as an effective tool for promoting higher education institutions in the Republic of Armenia for the reasons described below:

1. Modern media literacy enables students, teachers, and other stakeholders in the educational process to understand the modern media landscape, including social media, their functions and their impact on society.
2. Digital competence development aids in the development of digital competencies, which are necessary for the effective use of social media tools, including content creation, audience interaction and data analysis.
3. Critical thinking and information analysis: literacy promotes critical thinking, which is important for analysing information published on social media and determining the veracity and relevance of content.
4. Favourable media relations: knowledge about the proper use of social media helps higher education institutions create positive and attractive media relations that influence the choice of applicants and their participation in university life.
5. Effective communication with the audience: literacy allows universities to interact effectively with the audience through social media, and provide information about current events, programmes and achievements.

Considering the principles of media education is important for higher education institutions to successfully use social media for advertising and communication purposes. Currently, there are 26 state-owned (including 4 under international management) and 33 non-state (licensed) higher education institutions in the Republic of Armenia [18].

It is necessary to understand that not all social platforms are the best choice for implementing a specific Internet marketing strategy for higher education institutions (HEIs). The choice of a platform should consider the features of the platform, its recognition in the national or international market, as well as the specific properties of its users [19]. This is especially important in the context of the effectiveness of promoting a particular product or service. For example, if a university aims to attract students from a particular country, it is important to use social media that are most popular among young people in that country. This approach can be used to adapt strategy to specific market conditions.

The media often do not show much interest in science and education, so their resources can act as a means of attracting the attention of the target audience, which can be both external and internal [20, 21]. In social psychology, communication is seen as a means of transmitting

information, messages, and news, which in turn forms a “second reality”. This “second reality” is no less significant than the “objective reality” and influences the perception and perceptions of the audience.

According to the data published in the Meta advertising resources [22], in January 2023, the following number of users on social media in the Republic of Armenia was recorded: Facebook – 1.4 million, Instagram – 1.01 million, LinkedIn – 320 thousand, and Twitter – 92.8 thousand in Armenia. However, it is worth noting that Instagram was the most popular among young people in early 2023. Despite the progress in the development of the social website TikTok, the use of this platform is less effective. However, compared to global universities, such as Harvard University, which has a much higher number of followers (233.8 thousand) and likes (1.1 million), regional universities, such as Yerevan State University, show more modest activity: 551 followers, 12.8 thousand likes. This indicates that despite the general demand for social media in Armenia, there are differences in the popularity of specific platforms among universities and users of different age groups. Differences in activity between global and regional universities may indicate differences in strategies for using social media to promote educational institutions locally and globally.

Modern higher education institutions in the Republic of Armenia underestimate the potential of the YouTube platform, ignoring the fact that this social platform can be extremely effective for viral marketing and the creation of various video blogs. The use of YouTube can have a positive impact on potential students through short videos that showcase students’ daily lives. It should be noted that

YouTube, in addition to its role in video sharing, is also a social platform. Examples of large universities, such as Harvard University and Oxford University, demonstrate the successful use of YouTube to engage the audience. It is important to note that content posted on different social media platforms may have almost the same content and focus. However, it should be borne in mind that the effectiveness of communication with the target audience may vary depending on the specifics of each platform. This difference is due to the age composition of the audience, their interests, and the capabilities of the platforms. Analysing the social websites of the European University of Armenia, it is worth noting the active use of Instagram and Facebook, but the lack of activity on the TikTok platform.

The study results indicate the absence of official pages of the European University of Armenia on the social networks TikTok and Telegram, which are gaining popularity in the world. Considering the findings, universities in the Republic of Armenia should make more use of the Instagram social platform. Its benefits can have a positive impact on increasing the flow of students. One of the key advantages of Instagram is the possibility of unlimited storage of photos and videos, which allows students to analyse and monitor the development of the university. Using this social platform as a tool for engaging with students is recognised as an effective method.

A comparative analysis of the activity of the European University of Armenia and the American University of Armenia on Instagram was carried out in the study of 05.12.2023 (Table 1).

Table 1. Comparative analysis of the activity of the European University of Armenia and the American University of Armenia on Instagram

Criteria	European University of Armenia	American University of Armenia
Page creation date	January 2020 (3 years)	March 2015 (8 years)
Subscribers	1461 (an average increase of 487 subscribers per year)	9537 (an average increase of 1192 subscribers per year)
Posts	890 posts	1041 posts
Posts per month (November 2023)	25	37
Number of long-term stories	6	10
Likes per post	(06.11.2023) 144	(15.11.2023) 111
Comments on publications for November	0	26 (mostly short 1-3-word comments or emoji)
Number of stories per day from 04.12.2023 to 05.12.2023	0	7
Number of Reels	186	178
Number of views of REELS publications in the same period	(14.11.2023) 2351	(15.11.2023) 13800
Page Activity	Low	Average

Source: compiled by the author.

Analysing the activity of the European and American universities on social media, several important differences and similarities can be identified. Established in January 2020, the European University of Armenia has gained 1461 followers over the three years of its existence on the platform, which is an average of approximately 32.6% annual growth. At the same time, the American University of Armenia, which has been present on the platform for 8 years, has a much larger audience – 9537 followers, with

an average annual growth of approximately 14.9%. In terms of social media activity, the American University of Armenia is ahead of its European competitor in most indicators. For example, the average number of posts per month is 37, compared to 25 for the European University. In addition, the number of long-term Stories, Reels, and the number of views of REELS posts at the American University is significantly higher than that of the European University. Ultimately, the results of the study demonstrate

the importance of an active social media presence for educational institutions and highlight the importance of improving strategies and engagement with the audience to achieve success in this area.

For universities in the Republic of Armenia, it is recommended that they manage their Instagram profile more actively to engage with the audience. Efforts should be focused on increasing the number of followers by publishing interesting and engaging content through regular posts and activity on the page. Promote audience interaction through comments, voting and other social media features. It is necessary to actively respond to comments and questions, providing effective feedback. It is also necessary to regularly analyse the effectiveness of publications, interaction, and growth of followers to adapt the strategy. These recommendations are aimed at improving the presence of universities on social media, in particular on the Instagram platform, and interaction with the audience to positively influence the reputation and attractiveness of the higher education institution.

Universities are encouraged to focus on information that reflects student life, as it influences the decisions of future applicants. Active participation of students in managing pages and creating their content, such as blogs and hashtags, helps to improve search engine rankings and attract new students. Blogging on social media is an important part of how universities engage with their audiences to attract and retain students. It is recommended to improve the use of hashtags in social media, as they are an effective means of grouping and engaging users. In addition to Instagram, it is recommended to actively use the social network Telegram, as it offers an ad-free service and provides a convenient and simple registration process, as well as high reliability. A university's Telegram page allows it not only to share information effectively but also to interact with its audience using social bots.

The study conducted a survey of future students of higher education institutions in Yerevan on the promotion of universities on social media (Table 2).

Table 2. Survey results

No.	Question	Yes	No
1	How often do you visit the official pages of the European University of Armenia and/or the American University of Armenia on social media?	70%	30%
2	Do university posts on social media significantly influence your choice of university?	50%	50%
3	Do you actively participate in virtual events organised by the European University of Armenia and/or the American University of Armenia via social media?	60%	40%
4	Would you recommend the European University of Armenia and/or the American University of Armenia to other potential students based on your impressions of their social media?	50%	50%
5	Do you interact with the official pages of the European University of Armenia and/or the American University of Armenia on social media?	22%	78%
6	Do you believe the information published on the official pages of the European University of Armenia and/or the American University of Armenia in social media?	75%	25%
7	Does the activity of the European University of Armenia and/or the American University of Armenia in social media affect your impression of student life and the quality of education?	50%	50%

Source: compiled by the author.

According to the study, 70 students frequently visit the official pages of the European University of Armenia and the American University of Armenia on social media, which indicates a high interest and engagement of the target audience. Half of the respondents acknowledge that the publications of universities on social media have a significant impact on their choice of educational institution. This underlines the importance of high-quality and attractive content for university promotion among the student community. As many as 60 respondents take part in virtual events organised by these universities via social media, which indicates active interaction and interest of students in virtual initiatives. Half of the students say that they can recommend the European University of Armenia and the American University of Armenia to other potential students based on their impressions from social media, which can have a positive impact on the attractiveness of the university among future applicants. The majority of students (78) do not interact with the official pages of both universities on social media, which may be an area for further development of the interaction strategy between the higher education institutions. The majority (75 respondents) of the respondents believe the information published on the official pages of the European University of Armenia and the American University of Armenia in social media, which indicates the importance of trust in the

information space and the developed media literacy tool among young people. Half of the students claim that the activity of both universities on social media affects their impression of student life and the quality of education, which may indicate the importance of a positive image and community on social media for students.

The survey results indicate the great potential of social media in promoting higher education institutions, especially in Yerevan. The activity of applicants on official social media pages demonstrates their great interest and engagement in university life. The importance of high-quality and attractive content for attracting new students is emphasised by the survey results. Prospective students also demonstrate high trust in the information published by universities on social media. It is necessary to consider this factor when developing marketing strategies and communication campaigns. Participation in virtual events and recommendations in social media are also identified as key elements of interaction between the future student community and the formation of a positive image.

Discussion

In the context of considering the peculiarities of using social media as an effective tool for promoting higher education institutions, it is necessary to consider the views of leading researchers who systematically study this

aspect. In particular, studying the works of scientists can be an important element of analysis to provide context and clarify the results obtained. A detailed comparison of the results of this study with the conclusions of other scholars will reveal consensus and disagreements that are important for the scientific substantiation and development of this area of research.

M.J. Jones and M. Harvey [23] argue that social media can be used as a marketing tool for libraries in educational institutions. They note that in this case social media are used to publish news, events, updates, and other useful information. They also believe that social media is used to answer questions, collect feedback, and build a community, as well as to announce and hold online events. In general, it should be noted that the use of social media can significantly expand the library's connection with the student community and improve their interaction [24, 25].

The essential aspects of the interaction of higher education institutions with applicants and the public in Israel through social networks are noted by A. Forkosh-Baruch and A. Hershkovitz [26]. The researchers emphasise that through social media, higher education institutions can effectively determine the public's reaction to the dissemination of scientific information and study the impact of this interaction on the reputation of institutions. In addition, scientists focus on the possibilities of evaluating the effectiveness of various strategies for using social media for community interaction and dissemination of scientific information. They note that this allows not only to determine the effectiveness of communication campaigns but also to analyse the impact of these measures on the perception and understanding of scientific information by the public. In the context of the results of this study, it is important to note that the use of social media by higher education institutions in the Republic of Armenia has not yet reached full integration, which furthers the strategic development of educational institutions in this region.

During COVID-19, the shutdown of educational institutions and the forced self-isolation of students around the world necessitated effective organised learning in remote access [27-30]. According to a study by M.N. Khan et al. [31], the use of social media in higher education during the pandemic has become a key element of collaborative learning, facilitating active interaction between students and professionals in the learning process. Researchers identified a strong link between social media use and academic performance, which is key to understanding the role of these media in a pandemic. The researchers emphasise that social media plays a significant role in providing students with the opportunity to improve collaborative learning in times of crisis. Comparing this study with the findings, it is worth noting that higher education institutions use social media for numerous reasons, including the prevalence of its use among students and teachers, which helps to improve communication between them.

G. Zachos et al. [32] highlight the continuous impact of social media on the lives of young people. The researchers emphasise that, in addition to its entertainment and information purpose, social media significantly penetrates the spheres of educational practice and processes. The researchers identify the significant impact of social media

on various aspects of educational processes, such as support, learning processes, improved communication, and collaboration, as well as academic performance, both on the part of students and teachers. Researchers have shown a positive impact in all of the above aspects, which confirms the prospects for the widespread use of online social networks in higher education in the future. It is worth noting that teachers and higher education institutions of the Republic of Armenia have not yet shown high activity in the rapid integration of social media into online activities.

To understand in detail, the motives of students' use of Facebook and the possibilities of its application in educational activities, the study conducted by D. Manasijević et al. [33], was aimed at analysing students' attitudes and perceptions about the purpose of using Facebook and its use in educational processes. The researchers argue that there are three main aspects of the purposes of using Facebook, which can be identified as social relationships, work-related activities, and everyday activities. In the context of the educational use of Facebook, three key dimensions are also identified: communication, collaboration, and sharing of resources/materials [34, 35]. The researchers emphasise that collaboration through academic groups or communities is the most important value in the context of integrating Facebook into the learning process. Comparing the results of this study, it should be noted that the use of social media in the Republic of Armenia has significant potential, which has not yet been fully considered by the country's higher education institutions.

J. Prescott [36] suggests that expanding opportunities to engage students and encourage them to learn outside the classroom is an important task for both students and teachers. At the same time, educators must understand the potential of these technologies to improve learning efficiency and increase student interest. The researcher points out that both teachers and students want to receive more guidance on online professionalism and perceive more support in terms of using Facebook for educational purposes. The mentioned study highlights the importance of expanding the promotion and support of digital technologies in an era of widespread use. It is worth noting that the use of social media in higher education institutions leads to increased engagement of both students and teachers in the learning process [37].

Social media platforms, such as Facebook, LinkedIn, Twitter, and ResearchGate, are widely used for learning and knowledge sharing, according to researchers T. Alhussain et al. [38]. Facebook is defined by scientists as the most influential on learning and educational achievements. At the same time, according to scientists, the use of Wiki and YouTube actively promotes the exchange of information between student researchers, contributing to the effectiveness of learning. Scientists note that the motivation for using social media is due to the ease of obtaining knowledge and information from peers, which contributes to improving academic achievement. It should be noted that important characteristics of social platforms are their usefulness and ease of use, which encourages students to actively interact, learn together and share knowledge [39, 40]. In this regard, the positive impact of social media on various aspects of educational processes

has the potential for further use in the higher education system in the Republic of Armenia.

The use of educational social networks in higher education is considered by S. Çankaya et al. [41]. The researchers point out that the use of social media poses a challenge for scientists to consider the effective use of these platforms in the learning environment. As social media have potential applications in education, researchers recognise educational social media platforms as innovative educational environments equipped with social media features and actively used in educational practices. In the context of Armenia, it should be noted that social media platforms have significant potential for use.

In the modern educational environment, social media has become an essential tool for improving learning practices among students and teachers [42]. According to the study by V. Balakrishnan [43], the use of social media in education allows for innovative approaches to learning and promotes interaction between participants in the learning process. They allow teachers and students to collaborate effectively, share materials and resources, and actively engage in learning through interactive means. It is worth noting that social media expedites the development of innovative pedagogical methods.

Based on the studies, it is possible to determine the significant impact of social media on educational processes and communication in higher education institutions. Social media facilitate active interaction between students and teachers, increasing the level of support and collaborative learning. They act as an effective tool for increasing student engagement, as well as creating opportunities for marketing and community engagement. It is important to integrate social media into the educational process to support Armenian higher education institutions in developing a digital environment. However, there is a need to increase the efforts of teachers and universities in the Republic of Armenia to accept and use these tools to optimise learning and communication.

Conclusions

Social media allows higher education institutions to actively engage their audience, including potential students, current students, alumni, and other stakeholders. An active presence on social media helps to build a positive image of the institution through visual content, the latest technology and community engagement. The successful use of social media can influence the reputation, visibility, and attractiveness of an institution in the eyes of various stakeholder groups. The study identified key aspects of

media literacy, which is an indispensable tool for the successful use of social media by both students and teachers. These aspects include understanding the media space, developing digital competencies, critical thinking, and information analysis, creating positive media PR, and effective communication with the audience.

A general analysis of the activity of two higher education institutions, namely the European University of Armenia and the American University of Armenia on the Instagram social platform, indicates the importance of digital presence for higher education institutions. The higher number of followers, especially for the identified universities, indicates a high level of popularity and recognition. Activity in the form of posts and the use of new features such as REELS indicate an innovative approach and a willingness to adapt to current trends. Feedback in the comments and a high number of likes can positively influence the perception of the university, increasing interaction with the audience and emphasising its attractiveness. However, posts without comments can indicate a lack of engagement. Overall, the effective use of social media can have a positive impact on the reputation and attractiveness of an institution, particularly for potential students and their parents.

The study conducted a survey of university applicants, which confirms that social media is a powerful tool for promoting higher education institutions in Yerevan. The active participation of potential students on official social media pages, their interest in virtual events and their trust in information underlines the importance of this communication channel. Engaging prospective students through attractive content and a positive image contributes to the formation of a strong community of higher education institutions in the digital space. Further study of interaction with the official pages of other universities may reveal new opportunities for the development of marketing strategies. In general, the findings confirm the importance and prospects of using social media in maintaining a positive image and attractiveness of higher education institutions.

Future researchers should address ways in which the use of new social media features, such as Reels, Stories, chatbots, can affect the effectiveness of interaction and the attractiveness of the university.

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Conflict of Interest

None.

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Соціальні мережі як ефективний інструмент просування вищих навчальних закладів у Вірменії

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Анотація

Актуальність. Актуальність дослідження визначається сучасним контекстом, в якому інтернет-маркетинг є визначальним для просування будь-якого продукту, в тому числі й освітніх ресурсів.

Мета. Метою дослідження є детальний огляд та аналіз маркетингових стратегій, спрямованих на використання соціальних мереж, зокрема Instagram, для покращення просування закладів вищої освіти.

Методологія. Використано такі методи наукового дослідження: порівняльний аналіз, систематизація, опитування.

Результати. Дослідження розкриває роль і значення соціальних медіа в системі освіти Вірменії та розглядає їх як ефективний інструмент просування інтернет-маркетингу та освітніх ресурсів. Дослідження висвітлює соціальні мережі як платформу для використання прихованих і вірусних методів інтернет-маркетингу. Вивчено діяльність вищих навчальних закладів на платформі Instagram, а саме Європейського університету Вірменії та Американського університету Вірменії. Дослідження визначило, що ефективне використання соціальних медіа може мати позитивний вплив на репутацію та привабливість вищих навчальних закладів. Дослідження показало, що обізнаність у цих аспектах медіаграмотності є важливим фактором посилення взаємодії з аудиторією та створення позитивного іміджу університету, що має особливе значення в контексті залучення потенційних студентів та їхніх батьків.

Висновки. У рамках дослідження було проведено опитування абітурієнтів вищих навчальних закладів Єревана, яке підтверджує, що соціальні медіа є важливим інструментом просування університетів, сприяючи активній участі потенційних студентів, створюючи привабливий імідж та можливості для подальшого розвитку маркетингових стратегій. Отримані результати можуть бути використані для розробки програм просування вищих навчальних закладів Республіки Вірменія в соціальних мережах, що сприятиме підвищенню їхньої популярності та приверненню уваги нових студентів.

Ключові слова: глобалізація, маркетинг, медіаграмотність, освітні ресурси, цифрові технології.