



Analysis Of the Influence of Social Media Strategies on The Choice of University in Kenya. Acase of Koitaleel Samoei University College

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ABSTRACT

This study investigates the influence of social media on students' decisions when selecting a university of choice in Kenya. With the increasing use of digital platforms, social media has become a significant tool for universities to engage with prospective students. The research employs a mixed-methods approach, utilizing surveys and interviews to gather data from students across various institutions. Findings indicate that social media platforms, particularly Facebook, Instagram, and YouTube, play a crucial role in shaping students' perceptions and choices regarding higher education institutions. The study highlights the importance of digital presence for universities and provides recommendations for enhancing online engagement strategies.

Key Words: strategies, social media, choice, digital platforms, university.

Received 15 June., 2025; Revised 27 June., 2025; Accepted 29 June., 2025 © The author(s) 2025.

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I. INTRODUCTION

The advent of social media has transformed communication dynamics globally, including in Kenya. In the context of higher education, prospective students increasingly rely on digital platforms to gather information about tertiary institutions. This study investigates how social media influences students' decisions when selecting universities and colleges in Kenya.

II. LITERATURE REVIEW

Previous research underscores the significant impact of social media on students' decision-making processes. For instance, a study by Kimani and Obwatho (2020) found that private universities in Kenya effectively utilize platforms like Facebook and YouTube to enhance student enrollment by providing accessible information and engaging content. Similarly, research by Simiyua et al. (2019) highlights that students' behavioral intentions to enroll in postgraduate studies are significantly influenced by social media, with brand personality and attitude serving as mediators.

III. METHODOLOGY

A mixed-methods approach was adopted for this study. Quantitative data were collected through structured surveys administered to 500 students from five universities across Kenya. Qualitative insights were obtained via semi-structured interviews with 30 students to gain a deeper understanding of their experiences and perceptions. Data analysis involved statistical techniques for the quantitative data and thematic analysis for the qualitative responses.

IV. RESULTS

The study revealed that 75% of respondents frequently use social media to research potential tertiary institutions. Platforms such as Facebook (85%), Instagram (78%), and YouTube (65%) were identified as the most influential in shaping students' perceptions. Key factors influencing decisions included the quality and clarity of information provided, the frequency of updates, and the level of interaction with prospective students.

Additionally, positive testimonials and virtual campus tours were found to enhance the attractiveness of institutions.

V. DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1. DISCUSSIONS

The findings align with existing literature, emphasizing the pivotal role of social media in higher education marketing. Institutions that actively engage with prospective students through consistent and interactive content are more likely to influence their decision-making positively. However, the study also notes that excessive promotional content without genuine engagement can lead to skepticism among prospective students.

5.2. CONCLUSION

Social media has become an indispensable tool for tertiary institutions in Kenya to connect with prospective students. Universities and colleges must develop comprehensive digital strategies that not only disseminate information but also foster meaningful interactions. By leveraging the power of social media, institutions can enhance their appeal and attract a diverse student body.

5.3. RECOMMENDATIONS

- **Enhanced Digital Presence:** Institutions should maintain active and engaging profiles on major social media platforms.
- **Interactive Content:** Utilize live sessions, Q&A forums, and virtual tours to engage prospective students.
- **Consistent Updates:** Regularly update content to reflect current programs, events, and achievements.
- **Feedback Mechanisms:** Implement systems to gather and respond to feedback from prospective students.
- **Training for Staff:** Equip marketing and communication teams with skills to effectively manage social media interactions.

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