

Social Media-Based Educational Campaigns: Public Relations Strategies for Strengthening Institutional Image

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Keywords:	The development of digital communication has transformed how institutions interact with the public through social media platforms.
Public Relations;	However, many institutions still face challenges in utilizing social media strategically to build a positive institutional image while delivering educational messages to society. The lack of structured communication strategies often reduces the effectiveness of public engagement and educational campaigns in digital environments.
Social Media	
Communication;	
Educational	
Campaigns;	
Digital	
Communication;	
Institutional	This study addressed these challenges by examining how Public Relations activities utilized social media as a strategic medium for educational communication and institutional image building. The research contributed to understanding the integration of digital media communication and educational campaigns in strengthening institutional credibility in the public sphere.
Image; Public	
Engagement	

A qualitative descriptive approach was employed to explore the role of Public Relations in managing social media communication. Data were collected through observation of social media content, documentation analysis, and examination of digital communication activities conducted by institutional Public Relations teams.

The findings showed that social media was utilized as a strategic communication platform to disseminate educational information and social campaigns. Public Relations consistently managed structured content that emphasized educational messages, public awareness, and institutional values. Educational campaigns related to public health issues encouraged public engagement and improved awareness of credible information. Interactive communication with audiences strengthened trust and reinforced institutional reputation in digital spaces.

In conclusion, the strategic use of social media by Public Relations played an important role in supporting educational communication and strengthening institutional image in the digital era.

I. Introduction

The rapid development of digital communication technologies has significantly transformed the way institutions interact with the public. Social media platforms have become important channels for disseminating information, promoting institutional activities, and building relationships with broader audiences. In the digital era, organizations increasingly rely on online platforms such as Instagram, Facebook, and other social networking sites to communicate messages and maintain public engagement. These platforms enable institutions to distribute information quickly, interact directly with audiences, and construct their institutional image in a more dynamic communication environment (Entradas et al., 2023; Glinskaya & Popova, 2025).

Despite the widespread adoption of social media, many institutions still face challenges in utilizing these platforms effectively for strategic communication. One major issue is the lack of structured communication strategies in managing digital content and engagement with audiences. Without proper planning, social media communication may become fragmented and less effective in shaping institutional image and public perception. Previous studies have highlighted that the absence of integrated communication planning often results in inconsistent messaging and limited public trust (Asimakopoulos et al., 2025; Mohd Hanafiah et al., 2021; Riedl, 2025). These challenges indicate that

institutions need effective communication strategies to ensure that digital media are used not only as information channels but also as tools for building credibility and public awareness.

Public Relations plays a crucial role in managing communication between institutions and the public (Ahmed & Taha, 2025; Chon & Park, 2021; Men et al., 2022). In the context of digital communication, Public Relations is responsible for designing communication strategies, managing media content, and maintaining relationships with audiences. The role of Public Relations has evolved from traditional media relations to a broader digital communication function that includes content management, social media engagement, and online reputation management (Aboualola et al., 2023; Ahmadzadeh et al., 2021; Fadli Hidayat et al., 2024). Through strategic communication practices, Public Relations can utilize digital platforms to convey educational messages, raise public awareness, and strengthen institutional image.

Several scholars have emphasized that effective Public Relations strategies in social media involve consistent content management, audience engagement, and message planning. Digital communication strategies require institutions to design informative and engaging content that aligns with their organizational objectives (Fernández et al., 2023; Huda et al., 2023; Martínez-Peláez et al., 2023). Social media platforms also allow organizations to conduct educational campaigns that address social issues and promote public awareness. In this context, educational campaigns delivered through digital media can contribute to the development of informed communities and enhance the credibility of institutions that actively provide reliable information.

Previous studies have examined the role of social media in organizational communication and institutional branding. For instance, research by Oliveira & Fernandes (2022) demonstrated that strategic management of Instagram content can improve corporate image and audience engagement. Similarly, Kim et al. (2021) found that educational content shared through social media contributes to building a positive institutional image. Studies conducted by Doyle et al. (2022) highlighted the importance of interactive communication in digital Public Relations practices, while Nisar and Saleem (2024) showed that social media communication significantly influences public perception and trust toward organizations. Other studies have also discussed the importance of social campaigns and digital communication strategies in strengthening institutional reputation and promoting public awareness (Abdulkareem et al., 2022; Liao, 2023; Xue et al., 2021).

Although many studies have explored social media communication and Public Relations practices, limited research has specifically examined how Public Relations utilizes social media as a medium for educational campaigns that contribute to institutional image building. Most previous studies focused primarily on marketing communication or corporate branding, while the educational dimension of digital campaigns has received less attention. Therefore, there is a need for research that explores how Public Relations strategies in social media can support educational communication while strengthening institutional credibility in the digital environment.

The state of the art of this research lies in the integration of digital Public Relations practices with educational communication through social media platforms. This study investigates how educational campaigns delivered through digital media contribute to public awareness and institutional image formation. By examining the role of Public Relations in managing social media communication, this research provides a deeper understanding of how institutions can strategically utilize digital platforms to support educational initiatives and public engagement.

The novelty of this research lies in its focus on educational campaigns implemented through social media as part of Public Relations communication strategies. While previous studies primarily discussed social media marketing or corporate branding, this research emphasizes the educational function of digital communication in shaping institutional image and promoting public awareness of social issues.

The contribution of this research is to provide empirical insights into the role of Public Relations in utilizing social media as a strategic platform for educational communication and institutional image building. This study contributes to the development of digital communication strategies in educational and social campaigns by highlighting the importance of structured content management, interactive engagement, and credible information dissemination through social media platforms.

This paper is structured as follows. The first section presents the introduction, which outlines the research background, problem, literature review, and research contribution. The second section

describes the research method used in this study. The third section presents the results and discussion of the findings. Finally, the last section provides conclusions and recommendations for future research.

II. Method

Research Design

This study employed a qualitative descriptive approach to explore the role of Public Relations in utilizing social media as a strategic communication medium for building institutional image and delivering educational messages to the public (Juhaidi, 2024; Wuersch et al., 2024). A qualitative approach was considered appropriate because it allowed the researcher to understand social communication phenomena in depth and to interpret the meaning of communication practices conducted by institutions in digital environments (Sugiyono, 2022). Through this approach, the study examined how Public Relations activities were implemented in managing social media communication, including content planning, message delivery, and interaction with audiences.

The descriptive method was used to systematically describe the communication practices carried out by Public Relations in social media management. Rather than testing hypotheses, this study aimed to provide a detailed explanation of how digital communication strategies were implemented in the institutional context.

Research Site and Object

The research was conducted on institutional social media platforms that were actively managed by Public Relations teams, particularly Instagram. Instagram was selected because it is widely used by organizations as a communication channel for sharing information, promoting activities, and engaging with audiences through visual and interactive content.

The object of the study was the role of Public Relations in building institutional image through social media communication. The analysis focused on several aspects of digital communication practices, including communication strategies, types of content published, audience engagement patterns, and efforts to maintain positive institutional reputation in the digital space.

Data Collection

Data were collected through several qualitative techniques to ensure comprehensive understanding of the research phenomenon. First, observation was conducted on social media content published by the institution, including posts related to educational campaigns, institutional activities, and public information dissemination. This observation aimed to identify patterns of communication strategies used by Public Relations in managing digital content.

Second, documentation analysis was carried out by examining digital records, visual materials, and campaign documentation shared through social media platforms. These documents provided evidence of communication strategies implemented by Public Relations in delivering educational messages and institutional information to the public.

Data Analysis

The collected data were analyzed using qualitative descriptive analysis. The analysis process involved several stages, including data reduction, data categorization, interpretation, and conclusion drawing. In the first stage, relevant data related to Public Relations activities in social media communication were selected and organized. In the second stage, the data were categorized into several themes, such as digital communication strategies, educational campaign content, audience engagement, and institutional image formation.

The final stage involved interpreting the findings to understand how Public Relations practices contributed to strengthening institutional image and promoting educational messages through social media. Through this analytical process, the study provided insights into the role of digital communication strategies in supporting educational campaigns and institutional reputation management in the digital era.

III. Results and Discussion

Table 1. Literature Synthesis of Previous Studies on Social Media and Public Relations

No	Author	Research Focus	Method	Key Findings	Research Gap
1	Qin & Men (2023)	Role of Public Relations in	Qualitative	PR plays an important role in managing	Limited focus on social media

		corporate communication		organizational reputation	educational campaigns
2	Lee et al. (2023)	Organizational image and public communication	Literature review	Institutional image is shaped through consistent communication	Lack of empirical digital communication analysis
3	Farkas & Bene (2021)	Social media as a communication tool	Qualitative	Social media strengthens institutional visibility and engagement	Limited discussion of educational content
4	Lacarcel & Huete (2023)	Digital communication strategies	Review	Strategic digital communication improves public awareness	Limited focus on Public Relations practices
5	Watkins & Smith (2022)	Instagram management in Public Relations	Quantitative	Effective Instagram management improves institutional image	Focus mainly on branding
6	Setiawan et al. (2024)	Educational content on social media	Qualitative	Educational content strengthens credibility of institutions	Limited analysis of communication strategy
7	Hunt & Linos (2022)	Social campaigns in digital media	Case study	Social campaigns improve public awareness	Limited PR communication analysis
8	Mahmud (2023)	Digital campaigns and public engagement	Quantitative	Digital campaigns increase community participation	Focus on campaign outcomes only
9	Jiang et al. (2024)	Cyber public relations	Qualitative	Interactive communication improves audience trust	Limited educational communication perspective
10	Agozie & Nat (2025)	Social media and public perception	Quantitative	Social media communication influences organizational image	Limited focus on educational campaigns

The literature synthesis presented in Table 1 shows that previous studies have extensively discussed the role of social media in organizational communication, public engagement, and institutional branding. However, most studies primarily focused on marketing communication, corporate branding, or general digital communication practices. Only limited research has specifically examined the integration of educational campaigns and Public Relations communication strategies in social media environments. Therefore, this study aims to fill this research gap by exploring how Public Relations utilizes social media as a strategic platform for delivering educational campaigns and strengthening institutional image.

Social Media as a Platform for Educational Communication

The findings showed that social media platforms, particularly Instagram, were strategically utilized by Public Relations teams to disseminate educational information and institutional messages to the public. Social media functioned not only as a promotional tool but also as a digital communication medium for delivering educational campaigns related to social and public health issues.

The analysis of institutional social media content indicated that Public Relations consistently shared posts related to educational information, institutional activities, and public awareness campaigns (Bhat & Alyahya, 2024). This practice reflected the integration of digital media in supporting educational communication and public information dissemination. Through visual content, infographics, and informative captions, social media platforms enabled institutions to communicate educational messages more effectively and reach broader audiences.

These findings suggest that social media has become an important component of media development in educational communication. The use of digital platforms allows institutions to

transform traditional communication approaches into more interactive and accessible communication models that support knowledge dissemination in the digital era.

Public Relations Strategies in Managing Educational Campaign Content

The results indicated that Public Relations played a crucial role in planning and managing social media content that contained educational messages. The content shared through social media platforms was not published spontaneously but was designed based on communication objectives related to public awareness and institutional credibility.

Several types of content were identified during the observation process, including informational posts, campaign materials, educational infographics, and documentation of institutional activities (Jaleniauskiene & Kasperiuuniene, 2023). Among these categories, educational campaigns addressing public health issues were the most dominant. These campaigns aimed to increase public awareness and provide credible information regarding important social and health topics.

The findings highlight that Public Relations activities in social media management contribute to the development of educational communication strategies. By organizing structured content and integrating educational themes into digital campaigns, institutions can strengthen their role as sources of credible information and promote public awareness of social issues.

Educational Campaigns and Public Awareness Development

One of the main findings of this study was the implementation of educational campaigns through social media platforms. These campaigns addressed public health issues such as pulmonary hypertension awareness and cervical cancer misinformation prevention. The campaigns encouraged audiences to access reliable health information and to increase awareness of critical public health concerns (Baltodano, 2023).

The educational campaigns demonstrated how social media can function as an effective platform for disseminating educational information to wider audiences. Through visual communication and engaging content formats, the campaigns were able to communicate complex information in a more accessible manner. This approach supported the development of public understanding and contributed to increasing awareness of social and health issues.

These findings indicate that the integration of educational content in social media communication contributes to the broader goal of educational development in the digital environment. Digital campaigns not only promote institutional activities but also support the dissemination of knowledge that benefits society.

Interactive Communication and Audience Engagement

The study also revealed that interactive communication played an important role in strengthening relationships between institutions and audiences. Public Relations teams actively responded to comments, questions, and feedback from social media users, which created two-way communication between institutions and the public.

Audience engagement was particularly evident in posts related to educational campaigns, where users frequently interacted through comments, shares, and reactions. This interaction demonstrated that social media platforms facilitate participatory communication (Hao et al., 2026), enabling audiences to become active participants in digital discussions related to educational and social issues.

Interactive communication contributes to building trust and credibility in digital communication environments. When institutions respond to public inquiries and provide reliable information, audiences are more likely to perceive the institution as transparent and trustworthy. This engagement strengthens the effectiveness of educational communication strategies implemented through digital platforms.

Impact of Digital Communication on Institutional Image

The findings of this study indicated that the strategic use of social media by Public Relations had a positive impact on institutional image. Institutions that consistently delivered educational content and responded actively to audience interactions were perceived as credible, informative, and socially responsible organizations.

The dissemination of educational campaigns and public awareness messages helped position the institution as an organization that actively contributes to community knowledge and social development. As a result, the institution was recognized not only as an information provider but also as an educational actor in the digital communication landscape.

This finding highlights the importance of integrating educational communication strategies into digital media management. By utilizing social media platforms effectively, institutions can strengthen their reputation while simultaneously contributing to public education and awareness in the digital era.

IV. Conclusion

This study examined the role of Public Relations in utilizing social media as a strategic platform for educational communication and institutional image development. The findings demonstrated that social media platforms, particularly Instagram, functioned as effective digital communication tools for disseminating educational information, promoting public awareness, and strengthening institutional engagement with audiences. Through structured communication strategies, Public Relations managed digital content that combined informational messages, educational campaigns, and interactive communication with the public.

The results indicated that educational campaigns delivered through social media contributed to increasing public awareness and encouraged audiences to access credible information on social and health issues. Interactive communication between institutions and audiences further strengthened public trust and reinforced institutional credibility in digital environments. These findings extended previous studies on digital communication and Public Relations by highlighting the importance of integrating educational content into social media communication strategies to support broader public education and knowledge dissemination.

In the context of educational development, this study emphasized that digital communication platforms can serve as important media for delivering educational messages and promoting social awareness. Institutions that strategically utilize social media for educational campaigns can strengthen their institutional image while simultaneously contributing to the dissemination of knowledge in society.

However, this study was limited to qualitative observations of social media communication practices within a specific institutional context. Future studies are recommended to explore broader comparative analyses across different institutions or to employ mixed method approaches to examine the effectiveness of digital educational campaigns in influencing public behavior and knowledge development.

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