
SOCIAL NETWORK MANAGEMENT IN BUILDING AND DEVELOPING THE BRAND OF TRUNG VUONG UNIVERSITY

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In the context of increasingly fierce competition in enrollment, university branding plays an important role in affirming the prestige and reputation of higher education institutions. This competition not only takes place within a specific geographical scope but also expands in the digital space, especially social networking platforms. The 4.0 industrial revolution has created profound changes in the way people connect and access information, when the Internet becomes an intermediary tool to help individuals access data quickly and conveniently. With the strong development of social networks, the information seeking and communication behavior of the public, especially the young group - the main target of universities - is shifting significantly. Social networks are not only a communication tool but also an important tool in the brand communication strategy, contributing to enhancing the image and recognition of higher education institutions. Based on the analysis and evaluation of social network management to see the current status of Trung Vuong University brand communication. From there, the author proposes a number of solutions in social network management to optimize the effectiveness of brand communication, contributing to enhancing the position and appeal of the University to the public in the future.

Keywords: Social network; Management; Communication; Brand communication; University.

1. Introduction

Statistics from DataReportal show that there were 76.2 million active social media users in Vietnam as of January 2025, a figure equivalent to 75.2% of Vietnam's total population. This report also indicates that the number of social media users in Vietnam increased by 3.5 million (4.8%) from early 2024 to early 2025. DataReportal's statistics show Facebook as the most popular social network with 2.99 billion users globally. Vietnam ranks 7th among the top 10 countries with the largest number of Facebook users worldwide and ranks first in terms of popular social networks in Vietnam with over 86 million accounts. Data published on TikTok's advertising resources indicate that Vietnam has over 67 million accounts, with 40.9 million users aged 18 and above in Vietnam as of early 2025, making it the second most popular social network after Facebook. Google's advertising data sources state that YouTube had 62.3 million users in Vietnam as of early 2025. Data published on Meta's advertising tools show that Instagram had 10.6 million users in Vietnam as of early 2025.

Among various social groups, students are considered one of the populations with the highest demand for social media usage. The utilization of these social media platforms not only fulfills needs for information, entertainment and communication, but also profoundly influences multiple aspects of students' lives, including academic activities, family relationships, peer interactions, social engagement, and even professional endeavors. This reality necessitates the identification and systematic analysis of the impacts generated by social media, thereby clarifying both the positive and negative effects on a university's brand. Furthermore, examining the influence of social media on the brand image of Trung Vuong University among both internal and external students holds practical significance. It also provides a foundation for proposing appropriate recommendations to more effectively support the development of a university's brand image in the context of student education and training, as well as youth development in general, within the framework of the Fourth Industrial Revolution.

2. Theoretical Framework

2.1. Concepts of Social Networks and Social Media Management

Social networks are systems of online platforms that enable users to create personal profiles, share information, interact and connect with others. Some popular platforms in Vietnam include Facebook, YouTube, Zalo, TikTok, and Instagram. According to Kaplan and Haenlein (2010), social networks are web 2.0-based applications that allow users to create, share content and connect within virtual communities.

Social media management refers to the process of planning, implementing, monitoring, and evaluating social media activities to achieve the strategic objectives of individuals or organizations. Effective social media management not only encompasses content creation and publishing but also requires data analysis, interaction management, crisis communication handling and maintaining a positive presence across social media platforms. Social media managers are typically responsible for developing strategies to increase follower engagement, designing and overseeing social campaigns, producing content, reviewing analytics and communicating with key stakeholders within the organization. [2]

2.2. Concept of Brand and University Brand

The concept of a brand is presented in the publication “What is a Brand” on the website of the Interbrand organization. The term “brand” originates from the Old Norse word *Brandr*, meaning “to burn with a hot iron,” which was adopted by the Anglo-Saxons to signify the marking of livestock for identification purposes. Building on this origin, a brand can be succinctly understood as the “lasting impression” that customers hold regarding a product and its company (Ton That Nguyen Thiem, 2010).

According to the American Marketing Association (1960), a brand is a name, symbol, sign, design, or a combination of these elements intended to identify a product or service of a producer and distinguish it from competitors’ brands. From this perspective, the concept of a brand is approached from a product-oriented viewpoint, emphasizing visual recognition and differentiation. In this sense, the concept of a brand is often equated with a trademark.

Thus, a brand can be understood as the collection of values, images, perceptions, and experiences associated with an organization, product, or service. A brand is not merely a name or symbol; it also encompasses the recognition and trust that stakeholders (such as students, parents and society at large) place in the organization.

According to “Building a University Brand from Within: University Administrators’ Perspectives of Internal Branding”, a university’s brand identity

is defined as “the distinctive characteristics of a university that the institution desires alumni, prospective students, relevant agencies, and the public to perceive about the institution”. Higher education branding is described as “the perceptions or emotions held by current or potential consumers that reflect experiences related to interactions with an academic organization, including its products and services”.

Thus, a university brand can be understood as the totality of tangible and intangible values that the institution constructs and maintains in the perception of the community. This is reflected through the quality of education, faculty, infrastructure, learning environment, research activities, student satisfaction, and the institution’s public image. Building and developing a university brand is a long-term strategic process that requires organizational alignment, coherence in content and communication channels, and is particularly crucial in the context of social media, which increasingly serves as a central platform in the information reception behaviors of young audiences.

2.3. The Role of Social Media in University Brand Building

Social media functions not only as a communication tool but also as an effective and cost-efficient channel for constructing the image of higher education institutions. The role of social media in university brand building can be illustrated through the following aspects:

- Enhancing brand visibility and recognition: Social media enables universities to reach a wide target audience quickly and continuously.

- Fostering trust and engagement: Through direct interaction and timely responses, universities can establish strong, meaningful relationships with students and the wider community.

- Managing information and promoting a positive image: By promptly sharing achievements and notable activities, universities can shape a professional, dynamic, and modern image.

- Executing integrated communication campaigns: Social media allows for the integration of diverse content formats (text, images, videos, livestreams) while ensuring close connectivity with other communication channels (Websites, Press, Email,...).

2.4. Social Media Management Models in Higher Education Institutions

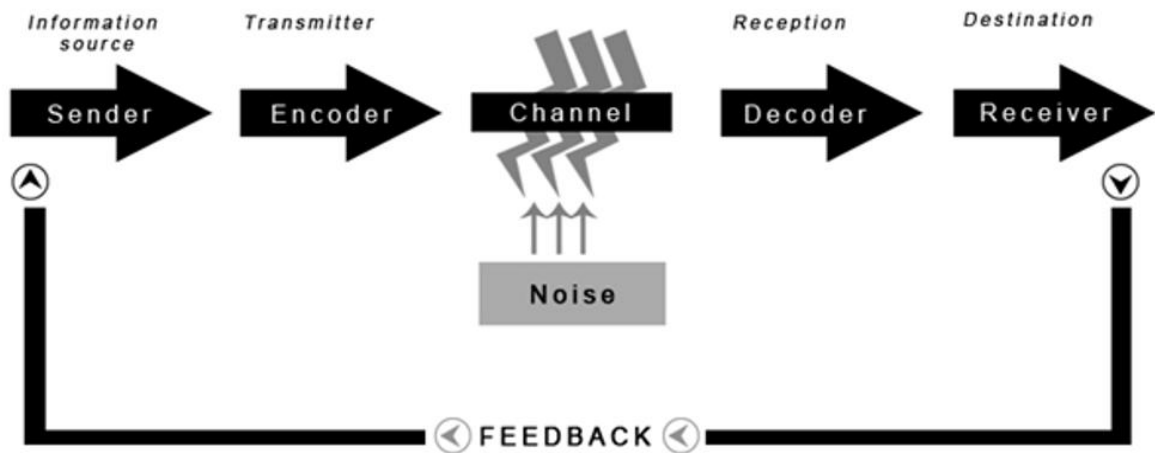
Several social media management models have been studied and applied in educational organizations, including:

- Centralized management model: A single department is responsible for all social media content and activities of the institution.

•Decentralized with oversight model: Various units within the institution (faculties, administrative offices, student organizations, etc.) are allowed to create content, but under the supervision and

guidance of the central communications department.

This approach can be theoretically framed using the Shannon and Weaver communication model.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

The Shannon-Weaver model describes a linear communication process comprising seven principal components:

(i) Information Source: The origin of the message, such as a speaker, writer, or a broadcasting program.

(ii) Encoder: Converts the message from the information source into a signal suitable for the transmission channel. For example, in a telephone conversation, your voice (the message) is converted into an electrical signal by a microphone (encoder).

(iii) Channel: The medium through which the signal is transmitted from the encoder to the decoder, such as radio waves, optical fiber, or air.

(iv) Noise: Any factor that disrupts or interferes with the signal transmission process. Noise can be categorized as:

-Physical noise: Ambient sounds, poor transmission lines, technical faults, etc.

-Semantic noise: Use of difficult vocabulary, ambiguous expressions, or unclear language.

-Psychological noise: Differences in knowledge, emotions, or biases between the sender and the receiver.

(v) Decoder: Receives the signal from the transmission channel and converts it back into a message that the receiver can comprehend. For example, the telephone speaker converts electrical signals into sound waves.

(vi) Receiver: The entity that receives the

message from the information source, such as a listener, reader, or audience.

(vii) Feedback: Information sent back from the receiver to the sender, indicating whether the message has been understood and how the receiver responds. Feedback ensures the effectiveness of communication.

3. Research Methodology

This study employs a document analysis method to select and synthesize data, thereby extracting the necessary information to examine social media management in the context of building and developing a university's brand on social media platforms. In addition, a survey method was applied using a structured questionnaire (Anket) with a sample size of 100 respondents. The survey was distributed to students of Trung Vuong University. Furthermore, statistical methods were utilized to quantify the volume of content posted on the university's social media platforms.

4. Research Findings

4.1. Current Status of Social Media Management Model at Trung Vuong University

The author observes that Trung Vuong University currently implements a hybrid decentralized social media management model. Various units within the university (faculties, departments, and organizations) are permitted to create content, but under the supervision and guidance of the central Communication Office, which serves as

the university’s directing body. The highest-level management authority is the Rector (representing the University Board of Management), who directs the content published on social media channels. The Communication Office is responsible for executing tasks related to media management, content on social media platforms, and communication imagery. Additionally, academic faculties such as the Faculty of Communication, Faculty of Pharmacy, Faculty of Languages, Faculty of Tourism, Faculty of Economics, and Faculty of Law are responsible for managing the social media channels of their

respective faculties. These faculties also conduct communication activities related to Trung Vuong University within their specialized domains, under the guidance of the University Board of Management. Within the Communication Office and academic faculties, the Heads and Deputy Heads of departments and faculties are directly accountable to the University Board for the information and content posted on social media channels. Professional staff operate under their supervision to implement these activities effectively.

Table 1. Statistics of Social Media Channels, Names, Links and Number of Followers of Trung Vuong University (Data as of May 2025)

<i>Social media</i>	<i>Name</i>	<i>Link</i>	<i>Number of Followers</i>
Facebook	Trường Đại học Trung Vương - Trung Vuong University	https://www.facebook.com/TrungVuongUniversity	28.000
Youtube	Trường Đại học Trung Vương @TruongDaihocTrungVuong	https://www.youtube.com/@TruongDaihocTrungVuong	245
Tiktok	daihoctrungvuong Trường Đại học Trung Vương	https://www.tiktok.com/@daihoctrungvuong	26.500
Zalo OA	Trường Đại học Trung Vương	Không có đường link	

The survey results from 100 students indicate a high level of brand recognition for Trung Vuong University on social media platforms. All respondents (100%) reported that they were aware of the university through at least one of its four official social media channels. Among these, Facebook has the largest follower base, approximately 28,000, confirming its role as the primary platform for communication and community engagement. TikTok, with 26,500 followers, is gradually establishing its appeal among the Gen Z demographic due to its concise and visually engaging content. In contrast, the YouTube channel, although modest in follower

count with 245 subscribers, serves as a repository of in-depth video content, supporting the promotion of academic programs and student activities. Notably, Zalo Official Account, a relatively new interactive social media channel, is mentioned by students despite not disclosing follower statistics.

These findings demonstrate that the university’s multi-platform communication strategy has been effective in enhancing brand visibility within the target audience. Maintaining and optimizing content across these platforms is essential to further improve the university’s image and strengthen engagement with the student community in the future.

Table 2: Survey of the Number of Posts, Videos, Products and Content on Trung Vuong University’s Social Media Channels (Data for January, February, and March 2025)

<i>Social network channel</i>	<i>Number of posts, videos, products, content</i>
Fanpage: Trường Đại học Trung Vương - Trung Vuong University	88
Youtube: Trường Đại học Trung Vương@TruongDaihocTrungVuong	18
Tiktok: daihoctrungvuongTrườngĐại học Trung Vương	2
Zalo OA: Trường Đại học Trung Vương	8

Based on the statistics from the first three months of 2025 (January, February and March), it is evident that Trung Vuong University’s social media activities are unevenly distributed across platforms. The university’s Facebook fanpage is the most active channel, with a total of 88 posts, accounting

for a significant proportion of the overall online communication content. This platform receives the highest level of investment in both posting frequency and content quality, playing a crucial role in enhancing the university’s image and engaging with the student community as well as parents.

In contrast, the YouTube channel exhibits moderate activity, with 18 videos uploaded. Although the volume is lower than that of Facebook, these videos tend to be more in-depth, serving the purposes of visual communication, increasing persuasiveness and fostering interaction. Conversely, activity on TikTok remains limited, with only 2 media products published over the three-month period. Given that TikTok has become an important channel for reaching the Gen Z demographic—the core audience for higher education - the lack of content on this platform represents an area for improvement. Similarly, the Zalo Official Account has only 8 posts, primarily serving administrative information and direct contact, without fully leveraging the platform's potential for broader outreach.

Therefore, to enhance the effectiveness of a multi-platform communication strategy, the university needs to implement a more strategic content allocation plan, increase the production of short-form videos tailored to current trends among young users, particularly on TikTok and Zalo.

4.2. Students' Brand Awareness of Trung Vuong University via Social Media

In the context of the rapid development of digital communication, social media has become a key tool for building institutional image and enhancing brand awareness of higher education institutions. For Trung Vuong University, the implementation of communication activities across four social media platforms - Facebook Fanpage, TikTok, YouTube, and Zalo Official Account - has contributed to shaping students' initial perceptions of the university.

Survey results from 100 enrolled students indicate that 100% of respondents are aware of Trung Vuong University through at least one of these four social media channels, demonstrating that the university's brand communication on social media is comprehensive and effectively reaches the target audience. However, the level of brand awareness varies significantly across individual platforms:

Fanpage Facebook: Trường Đại học Trung Vuong – Trung Vuong University

This channel demonstrates the highest effectiveness, with 100% of surveyed students reporting awareness of the university through this Fanpage. This reflects Facebook's central role in the brand awareness strategy, due to its broad reach, frequently updated content and high interactivity. The construction of the university's image through posts, event photos, admission activities and live streams has created a continuous brand touchpoint for students.

TikTok: daihoctrungvuong – Trường Đại học Trung Vuong

The TikTok channel also recorded a high recognition rate of 66%, indicating that it is an

influential platform for Generation Z, the cohort of young students accustomed to short-form video for information and entertainment. Although the number of media products on TikTok during the survey period was limited, its impact on brand recognition is clear, demonstrating substantial potential if adequately invested in creative content and consistent posting schedules.

YouTube: Trường Đại học Trung Vuong @ TruongDaihocTrungVuong

Only 26% of students reported awareness of the university via YouTube, indicating that brand recognition through this platform remains limited. This may be due to the relatively small number of videos, content quality not being prominent, or insufficient promotion of the channel. Nevertheless, YouTube remains a valuable long-term platform if effectively leveraged, particularly for in-depth content such as program introductions, student experiences, research activities and international collaborations.

Zalo OA: Trường Đại học Trung Vuong

Only 6% of students were aware of the university through Zalo OA, reflecting the platform's limited role in reaching prospective students prior to enrollment. Zalo OA is primarily suited for internal information and supporting registered or current students rather than generating initial brand awareness. Nevertheless, the channel plays an important supplementary role in maintaining long-term engagement with students throughout their academic journey.

Analysis of the survey indicates that Trung Vuong University's brand awareness via social media is relatively high, largely attributed to the Facebook Fanpage as the primary communication platform. TikTok also shows significant potential for expanding influence among younger students. Meanwhile, YouTube and Zalo OA require strengthened content strategies to contribute more effectively to the university's digital communication ecosystem. Continuing to optimize content according to the specific characteristics of each platform, combined with periodic effectiveness measurement, will enable Trung Vuong University to enhance its brand management capacity in today's dynamic digital environment.

4.3. Content Management on Social Media at Trung Vuong University

In addition to establishing a social media management model and measuring students' brand awareness via online platforms, content management on social media plays a crucial role in Trung Vuong University's communication strategy. Content management encompasses not only determining topics, posting frequency, and formats, but also involves quality control of information to ensure accuracy, consistency and alignment with

the university’s brand positioning. In the context of increasing information competition, social media content needs to be designed to be engaging, informative, and responsive to the interaction needs of the target audience. Simultaneously, content must comply with ethical standards and legal regulations to mitigate the risk of communication crises. The application of data analytics tools and user feedback monitoring helps the university optimize its content strategy, thereby enhancing communication effectiveness and reinforcing brand image in the minds of students and the broader community.

During the first three months of 2025, Trung Vuong University’s social media channels published a total of 116 content items, including 88 posts on the Facebook Fanpage, 18 videos on YouTube, 2 short videos on TikTok, and 8 posts on Zalo OA. Content analysis indicates that the main themes include: (1) general university activities, (2) academic and training programs, (3) admissions activities, and (4) other content such as extracurricular events, community activities, or external relations information. Among these, the Facebook Fanpage remains the primary communication channel, as evidenced by its dominant share of posts (75.86% of total content), maintaining a steady flow of information updates and attracting engagement from students, parents, and the broader community.

5. Discussion

Based on the survey data on brand awareness through social media at Trung Vuong University, it is evident that 100% of students are aware of the university via the Facebook Fanpage, 66% via TikTok, 26% via YouTube, and only 6% via Zalo OA. During the first three months of 2025, the distribution of content was also uneven: Facebook Fanpage (88 posts), YouTube (18 videos), TikTok (2 videos), and Zalo OA (8 announcements).

From this situation, several challenges in social media management can be identified, including: disparities in brand awareness across platforms, lack of synchronization in content and posting frequency, insufficient dedicated personnel and the absence of effective coordination mechanisms between departments. To address these issues, the following strategies should be implemented:

First: Human Resource Strategy

- Establish a Digital Communication Team, including personnel specialized in content management, design, video production and editing, as well as interaction and response to comments/messages. Clearly assign platform-specific management (Facebook, TikTok, YouTube, Zalo).
- Leverage resources from students majoring in Multimedia Communication, recruiting communication collaborators from second and third-year students. Integrate practical exercises, course modules and real-world communication projects.
- Conduct regular training for communication staff on digital content creation skills, platform algorithm optimization, video production techniques and social media data analysis.

Second: Content Strategy

- Increase posting frequency and evenly distribute content across channels, with Facebook maintaining its role as the primary platform.
- TikTok and YouTube should increase both the quantity and quality of videos, investing in in-depth or entertaining content.
- Zalo OA should be redirected as a channel for academic announcements, parent engagement, and dissemination of admissions information.

Content Orientation by Target Audience:

<i>Social Media</i>	<i>Primary Audience</i>	<i>Main Content Focus</i>
Facebook	High school students, parents, university students, and staff	Admissions, university activities, long form posts
TikTok	High school Gen Z students, university students	Short, creative videos, trends, student life
YouTube	Parents, university students, high school students	Program introductions, campus tours, long-form clips
Zalo OA	Parents, students, university staff	Reminders, announcements, important information

Develop a quarterly posting schedule with at least two weeks of advance planning, updating event calendars and relevant news to ensure timely reflection. Encourage interaction through minigames, contests and challenges on TikTok and Facebook.

Clearly identifying the target audience for content on each social media channel is a critical

factor in digital communication management, as it determines the relevance, effectiveness and reach of information. Each platform has distinct user characteristics, content consumption behaviors and information needs, requiring content to be tailored in both format and messaging. For instance, Facebook should focus on long-form posts and admissions information suitable for high school students and

parents; TikTok prioritizes short, creative videos targeting Gen Z; YouTube emphasizes long-form clips with in-depth introductions; and Zalo OA should concentrate on announcements, reminders and essential information.

Third: Internal Coordination and Interdepartmental Collaboration Strategy

-Establish a communication focal point within each department/unit: assign one person per faculty or unit to provide regular information and images to the communication team.

-Hold monthly or quarterly internal communication meetings to update plans and allocate responsibilities.

- Collaborate closely with the Youth Union and Student Affairs: leverage content from student activities to inspire and enhance authenticity.

-Develop a streamlined and standardized content approval process: reduce approval time to ensure timely and accurate postings.

Fourth: Measurement and Improvement Orientation

-Utilize social media analytics tools (Meta Business Suite, TikTok Analytics, YouTube Studio) to track engagement rates, reach, click-through rates (CTR), shares, etc., and compare performance across platforms on a monthly or quarterly basis.

-Conduct periodic student surveys to assess satisfaction with communication channels.

-Organize evaluations and refine communication strategies on a six-month cycle.

To build and develop Trung Vuong University's brand through social media, it is necessary to implement a comprehensive strategy covering human resources, content, internal coordination, and performance measurement. Synchronizing and professionalizing social media management will enhance the university's capacity for growth, strengthen brand recognition, attract students and establish a reputable image in the digital era.

6. Conclusion

In the context of the rapid development of digital communication, social media management has become a key factor in the strategy for building and developing the brand of higher education institutions. For Trung Vuong University, social media serves not only as an information channel but also as a direct interaction environment, enhancing the university's image, value, and brand recognition while contributing to brand building and development within the student community.

Survey data indicate that brand awareness via Facebook reaches 100%, whereas other platforms such as YouTube, TikTok and Zalo still exhibit limited reach and communication effectiveness. This highlights the urgent need for a comprehensive social media management strategy, including: a dedicated organizational structure, platform-specific content orientation, strengthened interdepartmental

coordination and the application of tools for scientific measurement and analysis of digital communication performance.

Based on the current social media management model at Trung Vuong University, the institution is implementing a hybrid decentralization model, with the Communication Department serving as the central coordinating unit while simultaneously granting content production authority to functional units and academic faculties. This model is suitable given the diversity of content to be produced and published, which is linked to multiple specialized activities. However, the model also presents certain limitations, such as: (1) Lack of consistency in style, format and messaging; (2) Risk of duplication or omission of important information; (3) Difficulty in measuring and evaluating overall effectiveness without a centralized data and reporting management system.

To address the aforementioned limitations and simultaneously enhance the effectiveness of social media management for brand building and development, it is necessary to implement an integrated management model: "Centralized Strategic – Decentralized Operational" (CS-DO Model). Under this model, the Communication Department serves as the "strategic command center" responsible for:

-Developing the annual comprehensive social media strategy and detailed quarterly implementation plans, aligned with the University's overall brand strategy.

-Issuing a Digital Communication Guideline, which includes: brand identity (logo, colors, fonts), tone of voice for content, standards for post/image/video formats, and procedures for handling communication crises.

-Establishing a centralized Content Management System (CMS) to coordinate, approve, and archive content submitted by various units.

Academic faculties, administrative units and organizations continue to have decentralized authority to produce specialized content according to their respective areas of activity (the Faculty of Communication manages industry news and professional events; the Faculty of Pharmacy publishes research and academic activities; the Faculty of Tourism communicates about experiential programs, etc.). However, all content must be submitted through the CMS and undergo a three-step approval process before publication: (1) Review content for accuracy and completeness; (2) Check images, language, and formatting in accordance with the Digital Communication Guideline; (3) Final approval by the Head/Deputy Head of the Communication Department or an authorized representative.

Regarding human resources, it is recommended to establish a "Social Media Management Team" under the Communication Department, consisting of: (1) Content Strategy Group – responsible

for planning, data analysis and information coordination; (2) Content Creation Group – responsible for image design, video production and writing; (3) Technical Group – responsible for platform optimization, security assurance and troubleshooting; (4) Unit Relations Group – liaises with faculties and departments to collect and propose content. Additionally, each academic faculty should designate a part-time communication officer who acts as the “content liaison”, directly coordinating with the Communication Department.

Regarding content strategy, it is necessary to shift from an “event-posting” approach to a “value-oriented communication” approach, meaning that all content must align with one of the university’s brand pillars, such as: quality of education, creative learning environment, career opportunities, dynamic student activities and international cooperation. Additionally, a balanced content distribution across platforms should be established: Facebook Fanpage should maintain a posting frequency of 3–5 posts per week with news, images and short videos; YouTube should focus on in-depth videos (faculty interviews, program introductions, event recordings); TikTok should leverage short, creative, trend-based videos while preserving brand image; and Zalo OA should maintain concise news, official announcements, and Q&A interactions.

Regarding interdepartmental coordination, a Master Content Calendar should be implemented and shared across the university, whereby each unit proactively registers content topics and submission schedules. This mechanism helps prevent duplication, ensures diversity and allocates posting frequency appropriately across channels. In addition, monthly meetings should be organized between the Communication Department and faculty communication officers to evaluate effectiveness, share experiences, and adjust plans.

Finally, the evaluation of social media

management effectiveness should be based on a clear set of KPIs, including: engagement rate, number of new followers, reach, click-through rate for admissions links and brand awareness assessed through surveys of students and the wider community. KPI reports should be compiled monthly and presented to the University Board, enabling timely strategic adjustments.

With the “Centralized Strategic - Decentralized Operational” model combined with synchronized solutions in human resources, content and coordination processes, Trung Vuong University will not only enhance social media management efficiency but also strengthen brand image, increase brand recognition within the community and attract potential applicants, meeting the increasingly competitive demands in higher education.

In conclusion, optimizing social media management is not merely a technical solution but a fundamental strategic component in consolidating and enhancing the university’s reputation, attractiveness and brand positioning in the context of a rapidly digitizing education landscape. Effective management of social media channels allows the university to maintain a professional online presence, deliver consistent brand messages and foster strong connections with target audiences –especially the new generation of learners, who are heavily influenced by digital media platforms. This is not only an urgent requirement to respond to the rapid pace of change in modern communication environments but also a long term development strategy, aimed at building an integrated communication ecosystem that supports educational, research, admissions and international collaboration activities. When implemented scientifically, social media management becomes a critical leverage, enhancing the university’s competitiveness and adaptability in the face of both challenges and opportunities in the digital era.

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QUẢN TRỊ MẠNG XÃ HỘI TRONG XÂY DỰNG VÀ PHÁT TRIỂN
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Tóm tắt:

Trong bối cảnh cạnh tranh tuyển sinh ngày càng gay gắt, xây dựng thương hiệu cho trường đại học đóng vai trò quan trọng trong việc khẳng định uy tín và danh tiếng của cơ sở giáo dục Đại học. Sự cạnh tranh này không chỉ diễn ra trong phạm vi địa lý cụ thể mà còn mở rộng trên không gian số, đặc biệt là các nền tảng mạng xã hội. Cuộc cách mạng công nghiệp 4.0 đã tạo ra những thay đổi sâu sắc trong cách thức con người kết nối và tiếp cận thông tin, khi Internet trở thành công cụ trung gian giúp cá nhân tiếp cận dữ liệu một cách nhanh chóng và thuận tiện. Với sự phát triển mạnh mẽ của mạng xã hội, hành vi tìm kiếm thông tin và giao tiếp của công chúng, đặc biệt là nhóm đối tượng trẻ – đối tượng chính của các trường Đại học – đang chuyển dịch đáng kể. Mạng xã hội không chỉ là công cụ giao tiếp mà còn là công cụ quan trọng trong chiến lược truyền thông thương hiệu, góp phần nâng cao hình ảnh và sự nhận diện của các cơ sở giáo dục Đại học. Trên cơ sở phân tích, đánh giá công tác quản trị mạng xã hội để thấy thực trạng truyền thông thương hiệu Trường Đại học Trung Vương. Từ đó, tác giả đề xuất một số giải pháp trong quản trị mạng xã hội nhằm tối ưu hóa hiệu quả truyền thông thương hiệu, góp phần nâng cao vị thế và sức hút của Trường đối với công chúng trong tương lai.

Keywords: Mạng xã hội; Quản trị; Truyền thông; Truyền thông thương hiệu; Trường đại học.