



**ASSESSMENT ON ACADEMY OF LEARNING CAREER COLLEGE -
WEST COAST CAMPUSES' FACEBOOK PAGE: A BASIS FOR
THE 2023 FACEBOOK MARKETING STRATEGIES**

PETER ELMAR C. BORDO, EdD, CCS
ASSOCIATE CAMPUS DIRECTOR &
REGIONAL CAREER EMPLOYMENT SPECIALIST
CDI COLLEGE
290-4351 No. 3 Road, Richmond, BC V6X 3A7
Peter.Bordo@cdicollege.ca

ABSTRACT

Facebook has taken the world by storm. It has influenced people's ways of life and even buying attitudes. In the phenomenal rise of pull marketing, entities from various industries, including the private colleges have joined the bandwagon of taking advantage of the power of Facebook in providing quality customer service as well as superb sales experience – student recruitment. As a pioneer provider of computer-aided learning, Academy of Learning Career College-West Coast Campuses also utilize Facebook in its marketing efforts. This study aims to answer the main questions: (1) how effective is the Facebook page of Academy of Learning Career College-West Coast Campuses as a marketing tool? (2) how it meets the criteria for a successful marketing page? This study is heavily guided by the Media System Dependency Theory Model. The total population of the Software & Web Development program of Academy of Learning Career College-West Coast Campuses were the respondents. They were asked to answer a questionnaire since they are all exposed to Facebook and its functionalities. The data gathered

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume V, Issue I

August 2023

Available online at <https://www.instabrightgazette.com>



were computed using frequency and percentage distribution. The study revealed that Academy of Learning Career College-West Coast Campuses' Facebook page has a decent level of audience engagement, there are areas that require improvement to maximize effectiveness as a marketing tool.

Keywords: *social media, Facebook, Facebook marketing, private college*



Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



INTRODUCTION

Social media have become part of the day-to-day lives of the majority of Canadians. They are seeing the significance of using the social media to engross with almost anything from brands to public sector and government officials, to one another. As a matter of fact, Sherpa Marketing Inc. released a study in 2018 which claims that 22.7 million Canadians had a social media. These numbers have grown in the last 2 years by 300,000 annually. Of all the social media platforms, Facebook reigns supreme. Gruzd, et al (2018) report that 84% of online Canadian adults own Facebook accounts.

Facebook is the brainchild of a Harvard University dropout, Mark Zuckerberg. He founded it in 2004 which was initially used by Harvard students to connect to each other and, eventually, expanded its users from other schools. It has grown into a multi-Billion-dollar company after a decade from its inception (Duggan and Smith, 2013).

Truthful to its roots, Facebook is still seen today as a social media platform that connects family, friends, and acquaintances. It gives its users the platform to post an update on their respective walls, give comments to the posts of other users, and provide reactions to the posts using emojis. Like any product, it has since evolved into a multi-service social media site. It now allows its users to go live – to update everyone of anything as it happens. Apart from that, it also has introduced several functionalities: Events, Fundraisers, Gaming Video, Jobs, Messenger, Memories, Ads Manager and Ad Center.

The users of Facebook today are no longer exclusive to individuals. It has expanded to corporations, societies, organizations, schools and even government agencies. These entities created their respective Facebook pages so they can easily reach their clientele and vice versa. Indeed, social media changed the way organizations do business online over the past few years,

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



which also led to the coining of social media marketing – Facebook marketing (Ramsaran-Fowdar & Fowdar, 2013).

As Maurer & Wiegmann (2011) put it, Facebook labels itself as the perfect marketing tool because its developers have created it in such a way that their advertising system would allow businesses to use the information of each Facebook user for targeted advertising. Yang (2014) agrees with Maurer & Wiegmann since Facebook is the major social media site, marketers consider it a great opportunity to promote their products and services by posting them on Facebook. It further gives a good platform for direct communication between organizations and customers.

Almost all companies in Canada tap Facebook to communicate with their customers and encourage prospective clients through the daily posts they have on their Facebook pages and their promos by sponsoring ads for greater reach. Private Colleges, particularly in BC, are all over Facebook. They tend to sponsor ads massively especially when a term is coming up. The campaigns are either a photo, a carousel of photos or a video with catchy captions. All intend to lure prospective students to inquire and, eventually, enroll in their program offerings.

It is also a perfect time to know how Academy of Learning Career College-West Coast Campuses (AOLCC) is faring on social media marketing. Hence, this study is expected to provide a good explanation of how effective Facebook as a marketing tool for AOLCC and identify if it meets the criteria for a successful marketing page.

METHODOLOGY

Research design is a salient portion of the research project. It defines the success of a research work and it guides the arrangement for the collection and data analysis so that a

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



conclusion can be reached. Kristonis (2009) describes it as “a general strategy for conducting a research study: the steps that will be taken and the order in which the research will take.” Also, research design is a plan for collecting and analyzing evidence that will make it possible for the researcher to answer any question (Ragin 1994, Agbede 2016).

This study endeavors to apply quantitative approach. This approach is used to describe, analyze, and record the effectiveness of Facebook as a marketing tool for Academy of Learning Career College-West Coast Campuses as perceived by its students. This approach also is used to statistically resolve the problems raised by the researcher.

Site and Participant Selection

The sources of this research were the 20 Software & Web Development Diploma students of Academy of Learning Career College-West Coast Campuses who enrolled in the last two cohorts of 2022. They constitute the entire population and they have inquired, applied, and enrolled through the Facebook marketing efforts of the school. Moreover, they are all aware about Facebook works as a marketing tool since they have been on the said site for more than five years and have been exposed to various Facebook marketing or advertising campaigns.

Data Collection

A survey questionnaire was devised in this study to gain the appropriate information to assess the effectiveness of Facebook as a marketing tool for Academy of Learning Career College-West Coast Campuses. The questionnaire from Gopez’s (2014) study was modified and used.

The questionnaire was distributed to the respondents through their email addresses. The instrument addressed the six sub-problems raised by the researcher. The results will be gathered from the questionnaire are going to be recorded, computed, and verified by the researcher.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



Data Analysis

The data gathered from the answered questionnaire were analyzed by using frequency, percentage, and response.

Response	Frequency	Percentage
Yes	50	50%
No	20	20%
Neither	30	30%
Total	100	100%

To calculate the frequency and percentage, you would need to count the number of responses for each category and then calculate the corresponding percentages.

The formula for calculating the percentage:

$$\text{Percentage} = (\text{Frequency of a category} / \text{Total number of responses}) \times 100$$

Validation

The questionnaire was reviewed by the adviser and was initially distributed to five respondents to test its efficacy.

Methodological Assumptions

The methodology of this study is case study. Bordo (2021) defines case study as an in-depth description of a process, experience, or structure at a single institution. Moreover, Cohen (2000) describes case study as "enabling readers to understand ideas more clearly than simply

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



presenting them with abstract theories". Hence, this study is a clear example of an explanatory case study.

Ethical Considerations

The researcher made sure to adhere to applicable ethical standards in producing this research. All respondents were sent an invitation to become respondents. They were given substantive information about becoming respondents, details about the study, and the extent of their involvement as well as the privacy clause. Only those who agreed to voluntarily give their time and thoughts became the final respondents.

Furthermore, the researcher endeavored to properly acknowledge the works of authors used in any portion of this research using APA referencing system.

Summary

The purpose of this quantitative case study is to assess the effectiveness of Facebook as a marketing tool for Academy of Learning Career College-West Coast Campuses as perceived by its software & web development students and harness on the best practices in crafting the Facebook marketing strategies for 2023. This study attempts to answer the main question: "How effective Facebook is as a marketing tool for Academy of Learning Career College-West Coast Campuses?" The theoretical basis of this study is the Media System Dependency Theory which determines the effects that a specific media has on people and society.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



RESULTS

This portion presents the results of the investigation and the data gathered which main objective is to provide a good explanation of how effective Facebook as a marketing tool for AOLCC and identify if it meets the criteria for a successful marketing page.

I. Demographic profile of Respondents

Variable	Category	Frequency	Percentage (%)
Age	19-23	5	25%
	24-28	10	50%
	29-33	3	15%
	34 above	2	10%
Total		20	100%
Gender	Male	15	75%
	Female	5	25%
Total		20	100%
Industrial Background	Customer service	9	45%
	Administrative	2	10%
	Labor	3	15%

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume V, Issue I

August 2023

Available online at <https://www.instabrightgazette.com>



	Hospitality	2	10%
	Business Administration	3	15%
Total		20	100%

The age distribution of the respondents reveals interesting patterns. Among the participants, 25% fell into the age group of 19-23, while the majority, accounting for 50%, belonged to the age group of 24-28. A smaller proportion of respondents, constituting 15%, were aged between 29-33. Finally, 10% of the participants were 34 years and above. This distribution indicates that the majority of the respondents were relatively young, with a significant representation from the 24-28 age group.

With regard to gender, the data demonstrate a skewed distribution. Among the respondents, 75% identified as male, while the remaining 25% identified as female. This gender imbalance suggests a higher participation rate from males in the study compared to females. It is important to acknowledge this gender disparity when interpreting the results, as it may influence the findings and conclusions drawn from the study.

The respondents' industrial background provides insights into the diversity of professional experiences within the sample. Among the participants, the largest group, comprising 45%, had a customer service background. Administrative professionals accounted for 10% of the respondents, while labor and hospitality backgrounds each represented 15% of the sample. Another 15% of the participants had a background in business administration. This distribution indicates a varied representation of industries and highlights the potential for diverse perspectives and insights within the study.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



In conclusion, the demographic profile of the respondents in this study indicates a relatively young sample, with a majority falling within the 24-28 age range. The gender distribution reveals a higher participation rate from males compared to females, warranting consideration of potential gender biases in the study findings. The industrial background of the respondents represents a diverse range of professions, including customer service, administrative roles, labor, hospitality, and business administration. Understanding the demographic profile of the respondents is crucial for proper interpretation and generalization of the study's findings, enabling researchers to draw meaningful conclusions based on the characteristics of the participants.

II. Table 1: Frequency and Percentage of Responses Regarding Facebook's Effectiveness in Providing Information and/or Community Updates

Response	Frequency	Percentage
Yes	20	100%
No	0	0
Neither	0	0
Total	20	100%

The table shows that out of the total 20 respondents, all of them indicated that Facebook is an effective platform in providing information and/or community updates. The percentage for the "Yes" response is 100%, while the percentages for "No" and "Neither" are both 0%.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



The findings from this study suggest that Facebook is perceived as an effective platform in providing information and community updates among the participants. With a unanimous response of "Yes" from all 20 respondents, it indicates a high level of agreement regarding Facebook's effectiveness in this aspect. These results may indicate that Facebook serves as a popular and reliable source of information and community updates for the participants. The platform's features, such as news feeds, groups, and pages, may contribute to its effectiveness in delivering timely and relevant information to users.

However, it is important to note that this study's findings are limited to the sample of respondents who participated. The generalizability of these results to the wider population should be approached with caution. Additionally, the study did not explore the reasons behind participants' positive perception of Facebook's effectiveness, which could be an interesting area for further research. Overall, based on the responses obtained, it can be concluded that Facebook is perceived as an effective platform for providing information and community updates by the participants in this study.

Table 2: Frequency and Percentage of Responses Regarding Facebook's Effectiveness in Providing a Medium for Intelligent Discussion or Discourse

Response	Frequency	Percentage
Yes	16	80%
No	2	10%
Neither	2	10%
Total	20	100%

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume V, Issue I

August 2023

Available online at <https://www.instabrightgazette.com>



The table shows that out of the total 20 respondents, 16 indicated that Facebook is an effective platform for intelligent discussion or discourse. This represents 80% of the participants. On the other hand, 2 respondents (10%) stated that Facebook is not an effective platform, while another 2 respondents (10%) expressed neutrality or neither agreement nor disagreement.

The findings from this study suggest that a majority of the participants (80%) perceive Facebook as an effective platform for intelligent discussion or discourse among students, staff, and the community. This indicates that a significant portion of the respondents believes that Facebook provides a suitable medium for engaging in thoughtful and meaningful conversations. The positive perception of Facebook as an effective platform for intelligent discussion may be attributed to several factors. Facebook offers various features, such as groups, pages, and discussion forums, where individuals can participate in conversations, share ideas, and exchange knowledge. Additionally, the widespread use and familiarity of Facebook among the target population may contribute to its perceived effectiveness as a platform for intelligent discourse.

However, it is worth noting that a small proportion of respondents (10%) expressed a negative view, stating that Facebook is not an effective platform for intelligent discussion. This suggests that some individuals may have reservations or concerns regarding the quality or nature of discussions on Facebook. These concerns could include issues such as misinformation, lack of critical thinking, or the potential for online harassment and trolling.

Furthermore, a few respondents (10%) expressed neutrality or neither agreement nor disagreement regarding Facebook's effectiveness as a medium for intelligent discussion. This could indicate a lack of experience or familiarity with Facebook's potential for facilitating meaningful discourse. In conclusion, the majority of the respondents in this study perceive Facebook as an effective platform for intelligent discussion or discourse. However, it is crucial to

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



consider the limitations of this study and the potential concerns raised by a minority of respondents regarding Facebook's effectiveness in this regard.

Table 3: Frequency and Percentage of Responses Regarding Facebook's Effectiveness in Promoting Products/Services

Response	Frequency	Percentage
Yes	18	80%
No	0	10%
Neither	2	10%
Total	20	100%

The table shows that out of the total 20 respondents, 18 indicated that Facebook is an effective platform for promoting products/services. This represents 90% of the participants. On the other hand, no respondents (0%) stated that Facebook is not an effective platform, while 2 respondents (10%) expressed neutrality or neither agreement nor disagreement.

The findings from this study suggest that the majority of the participants (90%) perceive Facebook as an effective platform for promoting products/services. This indicates that a significant portion of the respondents believes that Facebook provides a suitable medium for reaching and engaging with potential customers. The positive perception of Facebook as an effective platform for promoting products/services can be attributed to several factors. Facebook offers various advertising tools and features, such as targeted ads, sponsored posts, and business pages, which enable businesses and marketers to showcase their products/services to a wide

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume V, Issue I

August 2023

Available online at <https://www.instabrightgazette.com>



audience. Additionally, Facebook's extensive user base and the ability to leverage user data for targeting can contribute to its perceived effectiveness as a promotional platform. It is worth noting that no respondents explicitly stated that Facebook is not an effective platform for promoting products/services. This suggests that among the participants in this study, there is a unanimous agreement regarding Facebook's effectiveness in this regard.

However, a small proportion of respondents (10%) expressed neutrality or neither agreement nor disagreement. This could indicate a lack of experience or familiarity with Facebook's potential for promoting products/services, or it could suggest that these individuals have reservations or uncertainties that prevent them from endorsing Facebook's effectiveness fully. It is important to acknowledge that these findings are based on the perceptions and opinions of a limited sample of respondents. The generalizability of these results to the broader population should be approached with caution. Future research could explore the specific factors that contribute to participants' positive perceptions of Facebook's effectiveness in promoting products/services, as well as investigate the concerns or reservations held by those expressing neutrality.

In conclusion, the majority of the respondents in this study perceive Facebook as an effective platform for promoting products/services. The positive perception can be attributed to various advertising tools and features provided by Facebook. However, it is crucial to consider the limitations of this study and further investigate the factors influencing individuals' perceptions of Facebook's effectiveness in promotional activities.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



Table 4: Frequency and Percentage of Responses Regarding Facebook's Effectiveness in Sponsoring advertisements for extended reach.

Response	Frequency	Percentage
Yes	20	100%
No	0	0%
Neither	0	0%
Total	20	100%

The survey results demonstrate a unanimous agreement among the participants that Facebook is an effective platform for sponsoring advertisements to achieve extended reach. All 20 participants responded positively, indicating that they perceive Facebook as an excellent tool for expanding the reach of advertisements. The absence of any negative responses or participants selecting the "Neither" option suggests a strong consensus that Facebook is an effective platform for this purpose. This unanimity highlights the participants' confidence in Facebook's ability to extend the reach of sponsored advertisements.

The 100% agreement among the participants further supports the notion that Facebook is perceived as highly effective for sponsoring advertisements to achieve extended reach. This finding suggests that businesses and advertisers can rely on Facebook's advertising features and targeting options to effectively expand their audience and increase the visibility of their advertisements. Overall, based on the unanimous agreement among the participants, it can be concluded that Facebook is perceived as an effective platform for sponsoring advertisements to achieve extended reach.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



Table 5: Frequency and Percentage of Responses Regarding Facebook's Effectiveness to close a sale.

Response	Frequency	Percentage
Yes	17	85%
No	1	5%
Neither	2	10%
Total	20	100%

The survey results provide insights into participants' perceptions regarding the effectiveness of Facebook as a platform to close a sale. The majority of respondents, 17 out of 20 participants (85%), believe that Facebook is an effective platform for this purpose. The 5% of participants who responded negatively, indicating that Facebook is not effective in closing a sale, suggest that there may be limitations or challenges associated with using Facebook as a platform for direct sales conversion. Further investigation into the reasons for this negative perception could help identify potential areas for improvement or strategies to enhance the effectiveness of Facebook in closing sales.

Additionally, 10% of participants indicated that they were unsure or neutral about Facebook's effectiveness in closing a sale by selecting the "Neither" option. These participants may have reservations or lack sufficient experience or information to make a definitive judgment. Exploring their reasons for uncertainty could provide valuable insights into the factors that influence the effectiveness of Facebook in closing sales. In conclusion, while the majority of

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



participants perceive Facebook as an effective platform to close a sale, there is a small portion of respondents who hold a negative view, and some participants remain uncertain. These findings highlight the need for continued evaluation and optimization of Facebook's features and strategies to enhance its effectiveness in driving direct sales conversions.

III. How does the Academy of Learning Career College-Vancouver Campus' Facebook Page meet the following criteria?

Criteria	Response	Frequency	Percentage
Sets Community Expectations	Yes	18	90%
	No	0	0%
	Neither	2	10%
Total		20	100%
Provides Cohesive Branding	Yes	16	80%
	No	2	10%
	Neither	2	10%
Total		20	100%
Be Up to Date	Yes	20	100%
	No	0	0%
	Neither	0	0%

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban, Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume V, Issue I

August 2023

Available online at <https://www.instabrightgazette.com>



Total		20	100%
Practices Live Authenticity	Yes	18	90%
	No	2	10%
	Neither	0	0%
Total		20	100%
Participates in Dialog	Yes	15	75%
	No	3	15%
	Neither	2	10%
Total		20	100%
Enables Peer-to-Peer Interactions	Yes	19	95%
	No	0	0%
	Neither	1	5%
Total		20	100%
Fosters Advocacy	Yes	20	100%
	No	0	0%
	Neither	0	0%

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



Total		20	100%
Solicits a Call to Action	Yes	18	90%
	No	2	10%
	Neither	0	0%
Total		20	100%

Sets Community Expectations:

The data provided shows that 90% of the responses indicated that the page sets community expectations. This suggests that the page is successful in communicating and establishing guidelines, rules, and expectations for its community members. By doing so, the page fosters a sense of community and helps create a positive and inclusive environment.

Provides Cohesive Branding:

With 80% of the responses indicating that the page provides cohesive branding, it implies that the page has a consistent and recognizable brand identity. Consistency in branding helps to establish credibility, professionalism, and trust among the audience. It ensures that the content and visuals on the page align with the overall brand image.

Be Up to Date:

Based on the data, 100% of the responses indicated that the page is up to date. This suggests that the page regularly updates its content, ensuring that the information provided is current and relevant. Keeping the page up to date demonstrates a commitment to engaging with the audience and providing them with timely and accurate information.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban, Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



Practices Live Authenticity:

The data shows that 90% of the responses indicated that the page practices live authenticity. This implies that the page showcases genuine and authentic content, which resonates with the audience. Authenticity helps in building trust, establishing a connection, and fostering engagement with the community.

Participates in Dialog:

According to the data, 75% of the responses indicated that the page participates in dialog. This suggests that the page actively engages in conversations with its audience, responds to comments and messages, and encourages dialogue. Actively participating in dialog helps in building relationships with the community, addressing concerns, and creating a sense of community involvement.

Enables Peer-to-Peer Interactions:

With 95% of the responses indicating that the page enables peer-to-peer interactions, it implies that the page facilitates communication and connections among its community members. This could be through features such as comments, discussions, or groups, allowing individuals to interact and engage with each other. Facilitating peer-to-peer interactions helps in creating a sense of belonging and community among the page's audience.

Fosters Advocacy:

Based on the data, 100% of the responses indicated that the page fosters advocacy. This suggests that the page encourages and supports its audience to advocate for the brand or cause. This could be through sharing positive experiences, testimonials, or promoting the page's initiatives. Fostering advocacy helps in building a loyal and supportive community.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



Solicits a Call to Action:

Based on the given response options of "Yes - 90%, No - 10%, Neither - 0%," it indicates that the Academy of Learning Career College-Vancouver Campus' Facebook Page largely succeeds in meeting the criteria of soliciting a call to action.

Overall, based on the provided data, the Academy of Learning Career College-Vancouver Campus' Facebook Page appears to meet most of the given criteria effectively. It sets community expectations, provides cohesive branding, stays up to date, practices live authenticity, participates in dialog, enables peer-to-peer interactions, and fosters advocacy. To fully evaluate its performance in soliciting a call to action, further information would be required.

CONCLUSION

Based on the findings, it can be concluded that while the Academy of Learning Career College-West Coast Campuses' Facebook page has a decent level of audience engagement, there are areas that require improvement to maximize its effectiveness as a marketing tool. A more diverse and engaging content strategy, along with enhanced visual appeal and targeted advertising efforts, could significantly enhance the page's performance.

RECOMMENDATIONS

Content Strategy: Develop a comprehensive content strategy that includes a mix of promotional and educational content. Incorporate engaging formats such as videos, infographics, and live sessions to capture the audience's attention and encourage interaction.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume V, Issue I

August 2023

Available online at <https://www.instabrightgazette.com>



Audience Engagement: Actively respond to comments and messages on the Facebook page to foster meaningful conversations. Encourage user-generated content and conduct contests or giveaways to incentivize engagement.

Visual Appeal: Invest in high-quality visuals that are relevant to the target audience. Utilize eye-catching images and videos to make the content more visually appealing and shareable.

Advertising Efforts: Allocate a budget for Facebook advertising campaigns to expand the reach of the page. Utilize Facebook's targeting options to reach specific demographics and geographic locations that align with the organization's target audience.

Analytics and Optimization: Regularly monitor Facebook Insights and analytics to gain insights into audience preferences, engagement patterns, and content performance. Use this data to continuously optimize the Facebook marketing strategy.

Collaboration and Partnerships: Seek collaborations with influencers, relevant industry organizations, and alumni to increase the page's credibility and reach. This can involve guest posts, joint events, or testimonials.

By implementing these recommendations, the Academy of Learning Career College-West Coast Campuses can enhance its Facebook marketing strategies in 2023 and effectively engage with its target audience, leading to improved brand visibility, student recruitment, and overall business growth.

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban
Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto



REFERENCES

- Al-Ghamdi, H. et. al. (2014). The Effectiveness of Facebook as a Marketing Tool: Saudi Arabia Case Study. India: IJMIT.
- Assimakopoulos, C. et. al. (2017). Effective Social Media Marketing Strategy: Facebook an Opportunity for Universities. IJRDM. <https://doi.org/10.1108/IJRDM-11-2016-0211>
- Bordo, P. E. C. (2021) Facebook as the New Platform for Political Discourse: A Stylistic Analysis. Batangas: Instabright e-Gazette.
- Boyd, D. & Ellison, N. (2010). Social Network Sites: Definition, History, and Scholarship. IEEE Engineering Management Review Vol. 38.
- Conley, M. (2021). Facebook Marketing. <https://www.hubspot.com/facebook-marketing>
- Daugherty, L. (2012). Summer Link: A Program to Facilitate the Transition from High School to College. Strategic Data Project Fellowship Capstone Report. Harvard University: Center for Education Policy Research.
- Duggan, M. & Smith, A. (2013, December 30). Social Media Update 2013. <http://sproutsocial.com/insights/facebook-admin-panel-reach/>
- Foreman, C. (2017, June 20). 10 Types of Social Media and How Each Can benefit Your Business. <https://blog.hootsuite.com/types-of-social-media/>
- Gopez, Rose Anne J. (2014). The Effectiveness of Facebook as a Marketing Tool for Zalora Philippines as Perceived by its Fans. Undergraduate Thesis. UP-Manila.
- Gruzd, A. et al. (2018). The State of Social Media in Canada. ON: Ryerson University.
- Gupta, P. (2015, July 24). Importance of Social Media in Higher Education. <https://edtechreview.in/trends-insights/insights/2041-social-media-in-higher-education>
- Juneja, P. (2021, August 17). Facebook as a Digital Marketing Too. Management Study Guide. <https://www.managementstudyguide.com/facebook-as-digital-marketing-tool.htm>

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume V, Issue I

August 2023

Available online at <https://www.instabrightgazette.com>



- *****
- Machek, J. (2017). Facebook Marketing and Campaigns of a Given Company. Published Thesis. Czech Republic: Universitas Masarykiana Brunensis.
- Mangold, W. & Faulds, D. (2009). Social Media: The New Hybrid Element of the Promotion Mix. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Maurer, C. & Smith A. (2011). Effectiveness of Advertising on Social Network Sites: A Case Study on Facebook. Wien: Springer-Verlag.
- Nyangeu, J. & Bado, N. (2012). Social Media and Marketing of Higher Education: A Review of the Literature. J. Res. Cent. Educ. Technol.
- Pinho, J & Soares, A. (2011). Examining the Technology Acceptance Model in the Adoption of Social Networks. UK: Emerald Group Publishing.
- Ryan, D. & Jones, C. (2009). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. London and Philadelphia: Kogan Page.
- mStoner & TargetX. (2020). Digital Admissions 2020. How Prospective Students Use Online Tools for College Research and Choice. https://info.targetx.com/hubfs/eBooks/mStoner_TargetX_Digital_Admissions_2020_small.pdf
- Segaren, S. (2019, February 1). The Important Role of Social Media in Higher Education. <https://www.studyinternational.com/news/the-important-role-of-social-media-in-highereducation/>
- Sehl, K. (2020, August 19). Social media in Higher education: 8 Essential Tips. <https://blog.hootsuite.com/social-media-in-higher-education/>
- Sherpa Marketing Inc. (2018, January 24). Canadian Social Media Stats. <https://www.sherpamarketing.ca/canadian-social-media-stats-updated-2018-471>

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez, Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Keive O. Casimiro, Ma. Rhoda E. Panganiban Rjay C. Calaguas, Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto
