DE LA SALLE UNIVERSITY – DASMARIÑAS
COLLEGE OF LIBERAL ARTS AND COMMUNICATION
COMMUNICATION AND JOURNALISM DEPARTMENT

COMPARATIVE ANALYSIS ON SOCIAL MEDIA PRESENCE AND BRANDING OF DE LA SALLE UNIVERSITY – DASMARIÑAS UNIVERSITY STUDENT COUNCIL &LYCEUM OF THE PHILIPPINES UNIVERSITY – CAVITE CENTRAL STUDENT GOVERNMENT

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ABSTRACT

As social media today has been on its peak of usage mainly for interaction and brand building, this study covered its implication to non-profit, student-based organizations. With this, the researchers found out through interviews, survey and analysis of existing accounts of the DLSU-D University Student Council and Lyceum of the Philippines University Cavite Central Student Government the social media tools, typologies, and branding strategies both the organizations use. The study is divided into two parts: the analysis of social media presence (tools and typologies) and social media branding (Impression management tactics). Different tools are used like the common social media account, different tools in forming contents such as photos, videos, and online posters. With these tools, they were able to imply different social media typology as formed by Mizobe (2014) under the Uses and Gratifications theory. Typologies like hashtag promotions and events promotion were found out to be the most commonly implied. As for the branding strategy, with limitations in brand identity, Ingratiation, Organizational Promotion and Burnishing were the Impression management tactics implied by the selected student councils.

Keywords: Social Media, Social media presence, Student council, branding, brand identity

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