

Academic connectivity in the Online Era: Unraveling Social Media Engagement patterns among leading Global Universities

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Abstract

Purpose: *This study examines how top-ranked global universities, based on the QS World University Rankings, engage with audiences across major social media platforms to strengthen their digital presence and interaction.*

Design/Methodology: *The study adopts a content analysis approach to examine the social media activity of selected universities across multiple platforms, including YouTube, Facebook, LinkedIn, Instagram, and X. Social media analytics tools such as Social Blade and Phlanx were used to collect engagement data. Metrics including likes, comments, shares, and follower interactions were analyzed to evaluate the level of audience engagement across these platforms.*

Findings: *The results indicate notable differences in engagement levels among the platforms. Facebook recorded the highest engagement rates among the analyzed platforms, while X showed comparatively lower interaction levels. The findings also reveal that no single university consistently achieved the highest engagement across all platforms. Instead, universities demonstrated varying strengths depending on the platform used, suggesting that each platform offers different opportunities and challenges for institutional communication and outreach.*

Practical Implications: The study highlights the importance of adopting platform-specific strategies for social media engagement in higher education. Universities can enhance their online presence by tailoring content and communication approaches according to the characteristics and audience behavior of each platform.

Social Implications: Effective use of social media platforms can improve communication between universities and their stakeholders, including students, researchers, alumni, and the wider public. This can contribute to greater visibility, accessibility, and engagement within the global academic community.

Originality/Value: This study contributes to the understanding of digital engagement strategies in higher education by providing a comparative overview of how globally ranked universities utilize multiple social media platforms. It offers insights that may help academic institutions refine their social media strategies to enhance institutional visibility and audience interaction in an increasingly digital academic environment.

1. Introduction

Social media has significantly influenced higher education by transforming communication, learning, and institutional reputation management. Social media fulfills the social interaction needs of the different categories of people who engage in the academic scenario (Smith, 2018; Pitassi & Park, 2025). In higher education, scholarly research stresses the multifaceted advantages of using social media. These include attracting prospective students by enhancing institutional visibility and engagement, encouraging alumni contributions through sustained connection and outreach, and enhancing communication and support for current students by providing accessible channels for information sharing, community building, and academic assistance (Alfonzo, 2021; Vijesh et al., 2025).

It has also reshaped the learning experience by providing interactive platforms for knowledge exchange, fostering global collaboration, and enhancing student engagement through real-time discussions and multimedia content (Sivakumar et al., 2023) - platforms like X, LinkedIn, Facebook...etc. Facilitate academic networking, allowing scholars and students to exchange ideas and collaborate globally. Additionally, social media enhances student academic engagement by providing alternative learning spaces, such as discussion forums and video lectures, making education more accessible (Clark et al., 2017; Ansari & Khan,

2020). Universities also use social media to attract prospective students and engage with alumni and other stakeholders, thereby shaping institutional perceptions (Rocha & Figueira, 2025; Nguyen et al., 2025).

Higher education ranking systems, such as the Quacquarelli Symonds (QS) World University Rankings, Academic Ranking of World Universities and Times Higher Education Rankings, play a crucial role in evaluating and comparing the performance of universities across the world (Peters, 2017; Zhang et al., 2020; Rocha & Figueira, 2025). The QS World University Rankings aims to help students compare top universities worldwide. Using six performance metrics, including citations per faculty, international faculty ratio, student-to-faculty ratio, employer reputation, academic reputation, and international student ratio (Loyola-Gonzalez et al., 2020; Quacquarelli Symonds, 2020; Estrada-Real & Cantu-Ortiz, 2022).

This article analyzes the social media engagement of top academic institutions as ranked in the QS World University Rankings 2025. It explores how leading universities utilize major social media networking platforms such as YouTube, X, LinkedIn, Instagram and Facebook to enhance their global visibility, expand the horizon of academic collaboration, and interact with students, faculty, and alumni. By evaluating the digital presence of these top-ranked institutions, this article provides insights into the evolving role of social media in shaping the competitive landscape of global academia.

2. Literature Review

Social media has revolutionized academic communication by providing alternative platforms for researchers to share their work beyond traditional publishing (Mishnick & Wise, 2024; Costache et al., 2026). Nonprofit organizations increasingly use social media, especially academic institutions, to build trust, enhance communication, and strengthen long-term stakeholder engagement in a more interactive and digital environment (Maring & Gmür, 2024). Various social media platforms have enhanced academic visibility and facilitated broader societal engagement with research. It has become a crucial tool for higher education institutions (HEIs) to interact with the academic community (Kumar & Nanda, 2019; Ye & Li, 2024).

Targeted content creation, real-time interaction, and analytics-driven decision-making significantly improve student involvement and institutional visibility (Galioto et al., 2025; Al-Zahrani & Alasmari, 2023). These tools help track user interactions, measure visibility, and assess campaign effectiveness through key performance indicators such as likes, shares, and comments (Gräve, 2019; Costache 2026). Advanced analytics platforms incorporate artificial intelligence and machine learning to provide predictive insights and audience segmentation, improving strategic decision-making (Iyelolu et al., 2024; Kimalel, 2025; Kaur et al., 2026). The continuous evolution of analytics tools has led to more sophisticated data visualization and real-time monitoring, making them indispensable for educational institutions (Jiang et al., 2024). Engagement, measured through likes, shares, and comments, helps assess audience interaction and content effectiveness (Trunfio & Rossi, 2021; Baltaretu et al., 2026). Technological change has reshaped higher education, with social networking platforms like X, Instagram and Facebook becoming vital for researching trends, distributing content, and engaging directly with audiences. Higher education institutions strategically develop social media platforms' capabilities to enhance the effectiveness of their promotional efforts. By using these digital tools, institutions aim to broaden their reach, engage diverse audiences, and craft dynamic, interactive content that reinforces their brand identity, showcases academic offerings, and fosters meaningful connections with prospective students, alumni, and the broader community (Masele & Rwehikiza, 2022).

Researchers examine how content types, posting frequency, and platform algorithms influence engagement, with artificial intelligence and predictive analytics enhancing these insights (Looi & Kahlor, 2024; Ziakis & Vlachopoulou, 2023; Metzler & Garcia, 2023; Haleem et al., 2022). Influencer marketing, driven by authenticity, has reshaped engagement strategies, while tools like Google Analytics and Meta Insights track engagement patterns (Han & Balabanis, 2023; Porsche et al., 2022; Drivas et al., 2022). Machine learning and big data analytics enable personalized content and real-time adjustments (Arshad et al., 2025; Theodorakopoulos & Theodoropoulou, 2024; Jamarani et al., 2024). Engagement strategies differ across platforms like Facebook, Twitter, Instagram and LinkedIn with emotional engagement particularly strong in video and ephemeral content (Shen, 2023; Hase et al., 2022; Alhabash & Ma, 2017). Emerging technologies like Augmented Reality (AR) and Virtual Reality (VR) are expected to redefine engagement metrics (Li et al., 2023).

The QS ranking system now features global and subject-specific rankings; it is the only international ranking to receive approval from the International Ranking Expert Group (IREG), adding to its credibility and trustworthiness (Zhang et al., 2020). The QS World University Rankings offered some valuable perspectives; however, the methodology employed could lead to subjectivity in the results. Although the set of indicators used was limited in scope and did not fully capture the multifaceted nature of university performance, the incorporation of a global academic peer review contributed significantly to the credibility and recognition of the rankings as a leading benchmark in higher education assessment (Huang, 2012).

Several studies have explored the influence of social media and other factors on world university rankings, highlighting its role in shaping institutional reputation (Rocha & Figueira, 2025; Pawar, 2024; Capriotti et al., 2023; Perera et al., 2022; Valerio-Ureña et al., 2020). Additionally, social media serve as tools for disseminating research output, developing faculty influence, and public engagement, all of which contribute to ranking metrics (Deeken et al., 2020). Other factors, such as research productivity, internationalization, and student satisfaction, define a university's position in global rankings (Komotar, 2019). Despite challenges such as misinformation and privacy concerns, effective policies and structured approaches ensure a positive digital presence for educational institutions (Aïmeur et al., 2023).

For a long time, higher education institutions were at the top of the prestige hierarchy due to their reputations, which were based on tradition, age, and even territory. Rankings of universities are meant to transcend these reputation-based classifications and hierarchies by redistributing prestige according to universalistic norms and common quality indicators (Soysal et al., 2022).

3. Objectives of the study

- To examine the evolution of social media interaction approaches used by the top ten global universities.
- To analyze the differences in engagement rates among the top ten global universities on various social networking sites to determine the underlying variables.
- To analyze the relationship between follower count and engagement levels in the top ten global universities.

- To examine the efficiency of YouTube content initiatives, focusing on the link between the content's quality, the amount, subscribers count, and views.
- To analyze X's role in audience engagement among the world's top ten global universities, focusing on the relationship between tweet frequency and content interaction.

4. Methodology

This study examines social media engagement of the top 10 Global Universities of the world such as Massachusetts Institute of Technology, Imperial College London, University of Oxford, Harvard University, University of Cambridge, Stanford University, ETH Zurich, National University of Singapore, University College London, and California Institute of Technology. These institutions are recognized as one of the top 10 global universities in the world according to the QS world ranking for 2025. This study uses a social media engagement analysis approach to gather data from prominent social networking platforms such as X, YouTube, Facebook, LinkedIn, and Instagram, which are commonly utilized by universities worldwide for information sharing and community engagement (Munshi, 2023). The initial phase involved systematically compiling handle names associated with these platforms from the institutions' official websites. This approach aimed to establish a robust dataset reflecting the active social media presence of the target institutions. University College London and the California Institute of Technology's LinkedIn handles are not mentioned on their official websites; however, verified accounts are available on the LinkedIn platform. The study is based on data extracted on 24 February 2025.

Several online tools are available for analyzing social media metrics, offering insights into an organization's online presence and audience engagement (Lipschultz, 2019). This study utilized Social Blade and Phlanx tools to gather statistics and growth metrics across multiple social media platforms, including parameters like handle name, number of followers, tweets, views, subscribers, posts, likes, engagement rate, and average comments. For calculating the engagement rate, a standard formula can be applied,

$$\text{Engagement Rate} = \left(\frac{\text{Total Interactions}}{\text{Total Audience}} \right) * 100$$

Platform metrics will change the two variables in the equation. To address potential data gaps, the researchers supplemented information from social media platforms not covered by

these tools through manual collection efforts. The collected data underwent a systematic tabulation, analysis, and interpretation process using statistical methods and visual representations.

5. Result and Discussion

In the modern era, social media has become a potent force affecting many sectors, including education. This research probes into the social media engagement of the top ten global universities, leveraging data extrapolated from their official social media platforms. This study scrupulously analyses the dynamic engagement of these institutions across diverse platforms encompassing Facebook, Instagram, X, YouTube, and LinkedIn.

5.1 Facebook

Table 1. Facebook usage by Top 10 universities

University Name (Short Form)	Handle	Followers	Likes	Talking about this Page	Average likes	Average Comments
MIT	MITnews	1.5M	13,82,006	1,704	1,597	8
ICL	imperialcollegelondon	226k	2,01,485	3,434	3,601	NA
Oxford	the.university.of.oxford	4.8M	45,14,841	29497	29,289	88
Harvard	Harvard	6.6M	66,08,084	4,267	4,267	15
Cambridge	cambridge.university	2.6M	24,13,952	10721	10,668	9
Stanford	Stanford	1.6M	1,06,25,071	4090	4,307	31
ETH	eth	91K	82,926	129	147	NA
NUS	nus.singapore	535K	5,14,218	21839	21,874	1
UCL	uclofficial	282K	2,51,637	589	661	2
Caltech	californiainstituteoftechnology	396K	3,74,729	1177	1,243	3

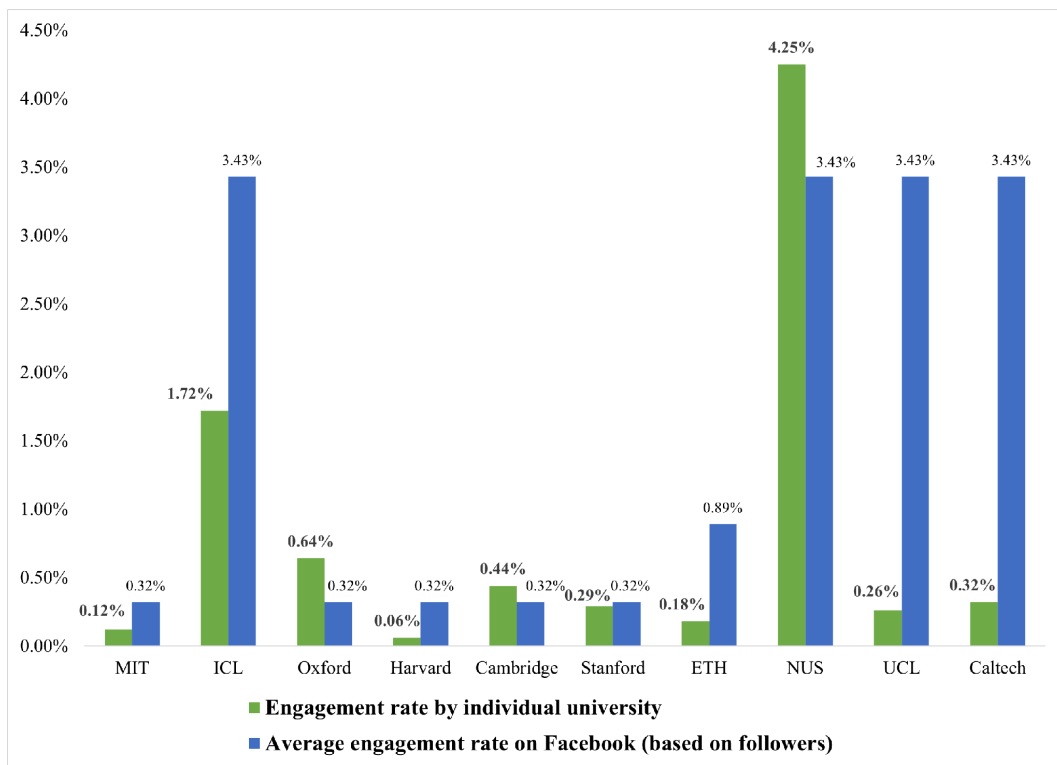


Figure 1. Facebook engagement rate by top 10 universities

Table 1 exhibits the Facebook page engagement metrics of the top 10 universities worldwide. Engagement Rate on Facebook is calculated by the number of people interacting with the content compared to how many people saw it or could potentially see it. In terms of number of followers, Harvard University has the highest number of followers (6.6M), followed by the University of Oxford (4.8M) and the University of Cambridge (2.6M). Engagement rate constitutes a paramount indicator for appraising the extent and intensity of the audience interaction with content (Tan & Lim, 2020; Trunfio & Rossi, 2021). The University of Oxford demonstrates the highest audience interaction in average likes (29,289 per post), reflecting strong content resonance and a highly engaged follower base. In contrast, despite their global recognition, Stanford University (4,307 likes) and Harvard University (4,267 likes) show relatively lower audience engagement. High like counts typically indicate strong content appeal, which aligns with research suggesting that emotional and culturally relevant content generates more engagement (Eslami et al., 2021).

The analysis of figure 1 shows that the National University of Singapore (NUS) dominates with the highest engagement rate (4.25%), irrefutably outperforming Imperial College

London (1.72%) and the University of Oxford (0.64%). This significant contrast exemplifies NUS's superior ability to foster active audience interaction; setting a clear touchstone in engagement metrics suggests that large followership does not necessarily equate to high engagement (Zollo et al., 2020). Studies have highlighted that higher engagement rates in educational institutions correlate with active community management, localized content, and personalized responses to users (Soares et al., 2021).

5.2 Instagram

Table 2. *Instagram usage by Top 10 universities*

University Name (Short Form)	Handle	Followers	Posts	Average Likes	Average Comments
MIT	mit	837K	2,992	5104	27
ICL	imperialcollege	175K	2,508	2666	31
Oxford	oxford_uni	1.8M	3,619	8,280	54
Harvard	harvard	2.5M	2,724	8,927	33
Cambridge	cambridgeuniversity	1.4M	4,523	3481	38
Stanford	stanford	1.2M	2,283	7995	26
ETH	ethzurich	112K	1,636	2747	23
NUS	nus_singapore	166K	3,691	404	2
UCL	ucl	243K	1,370	3992	44
Caltech	caltechedu	78.9K	1,045	374	2

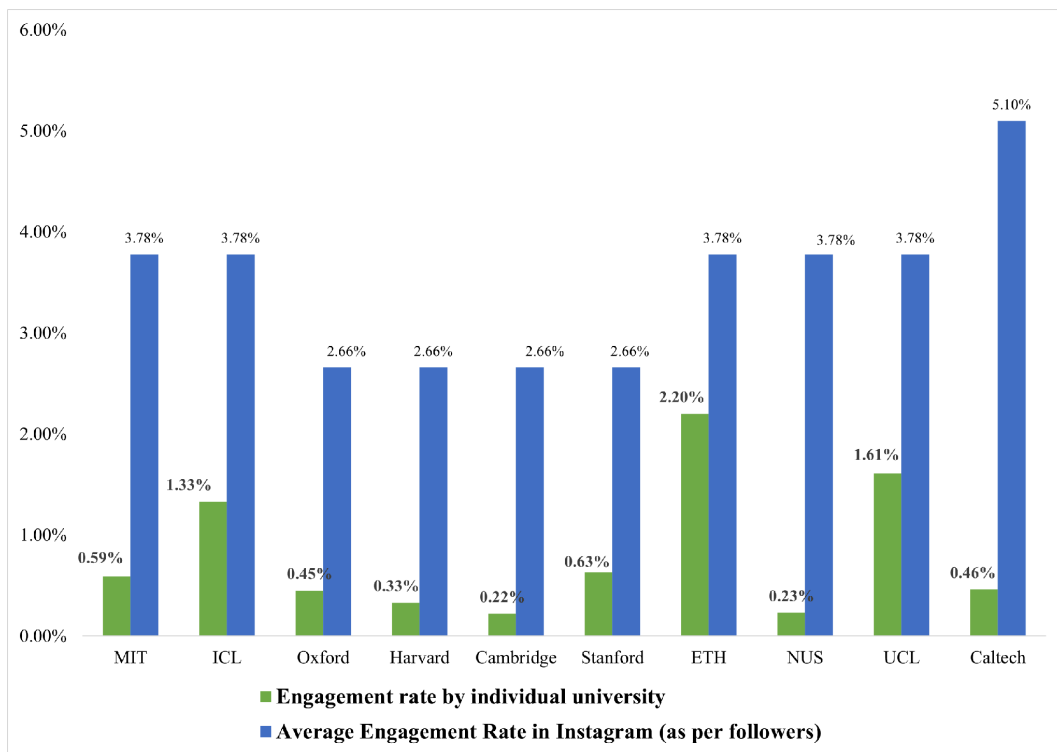


Figure 2. *Instagram engagement rate by top 10 universities*

Instagram has become a basic platform for information, communication and interaction, especially among the current generation (Del Rocío Bonilla Quijada et al., 2021). Table 2 represents extensive data on the Instagram metrics of the top 10 global universities worldwide. As mentioned in the case of Facebook, Instagram also follows the same calculation method for engagement rate. Instagram engagement rate is a performance metric that shows how much the audience interacts with Instagram content. The comparison between number of followers and engagement rate shows an inversely proportional relation, where an increase in follower count typically leads to a shrinkage in engagement rate (Tafesse & Wood, 2020).

Figure 2, ETH Zurich and University College London exhibit the highest engagement rates—2.20% and 1.61% respectively, despite having fewer than one million followers each. In contrast, some of the renowned universities of the world, such as Harvard University, with an engagement rate of 0.33%, the University of Oxford, at 0.45%, and the University of Cambridge, at 0.22%, demonstrate considerably lower engagement despite their large follower bases surpassing 1 million. In the case of post frequency and engagement rate, there is also a reverse correlation (Rahman et al., 2022). It is visible in the case of the

Massachusetts Institute of Technology and the University of Oxford, both have 2992 and 3619 posts on their Instagram page, respectively, but when it comes to the engagement rate, it is 0.59% and 0.45% only. These numbers show that frequent posting on Instagram does not necessarily lead to higher engagement. The above-mentioned facts accentuate that beyond follower metrics, the calibre of content and sophistication of engagement strategies are paramount in determining social media efficacy in academic institutions (Nayyar, 2017).

5.3 YouTube

Table 3. YouTube usage by Top 10 universities

University Name (Short Form)	Handle	Subscribers	Videos Posted	Video Views	Average Interaction per Video
MIT	mit	904K	862	1,12,87,269	33
ICL	imperialcollegevideo	233K	3132	3,03,26,522	15
Oxford	oxforduniversity	377K	1049	33944089	506
Harvard	harvard	2.62M	3,648	24,60,92,757	263
Cambridge	cambridgeuniversity	494K	1647	8,48,46,887	136
Stanford	stanford	2.02M	4117	29,21,09,186	390
ETH	ethzurich	47.7K	1042	95,12,125	22
NUS	NUScast	24.1K	951	35,46,972	5
UCL	UCLTV	40K	699	69,26,038	14
Caltech	caltech	202K	1790	2,78,49,085	24

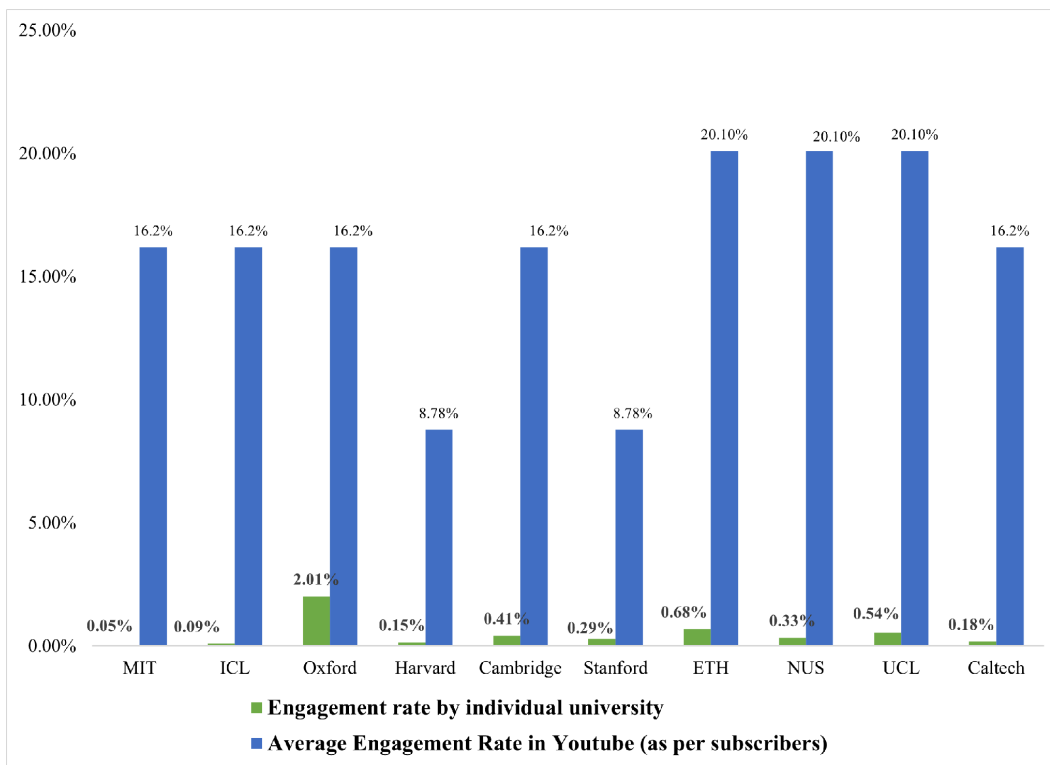


Figure 3. YouTube engagement rate by top 10 universities

Organizations increasingly utilize YouTube videos as entertainment and practical tools for education and information dissemination (Waters & Jones, 2011). Table 3 indicates the YouTube channel statistics of the top ten global universities. The engagement rate on YouTube is calculated based on total subscribers and the proportion of user interactions (including likes, comments, shares, etc.) relative to the total subscriber count, yielding a percentage that reflects the level of engagement within the subscriber base.

According to Figure 3, the University of Oxford has achieved the highest engagement rate of 2.01%, with an average of 506 interactions per video among the 100K TO 1M subscriber category. Harvard University and Stanford University have more than 1 million subscribers, 2.62M and 2.02M subscribers, respectively, but show significantly lower engagement rates than the category benchmark average of 8.78%. In the 20K to 100K category, ETH Zurich, National University of Singapore, and University College London have engagement rates of 0.68%, 0.33%, and 0.54%, respectively. However, it is below the benchmark of 20.10% average engagement rate. The data suggest that the number of subscribers in social media does not indicate a positive correlation with social media engagement. In the case of Imperial

College London, it has 3132 videos, but the engagement rate is only 0.09%. Conversely, in the case of the University of Oxford, it has 1049 videos, and the engagement rate is 2.01%. University of Oxford's average of 506 interactions per video stands out, emphasizing content that strongly resonates with its audience, despite having a comparatively lower total view count emphasizing content that strongly resonates with its audience, despite having a comparatively lower total view count (Shahbaznezhad et al., 2020; Costache et al., 2026).

5.4 X (Twitter)

Table 4. *X (Twitter) usage by Top 10 universities*

University Name (Short Form)	Handle	Followers	Tweets	Average Likes	Average Retweets
MIT	mit	1.3M	23,612	101	30
ICL	imperialcollege	184.8K	26,924	8	27
Oxford	UniofOxford	1M	28,067	232	39
Harvard	harvard	1.6M	50,020	886	223
Cambridge	cambridge_uni	862.6K	16,973	40	13
Stanford	stanford	1M	21,486	148	154
ETH	eth_en	96.3K	9,352	12	3
NUS	NUSingapore	66.3K	5,821	4	1
UCL	ucl	141.3K	7,095	11	8
Caltech	caltech	125.6K	10,062	18	37

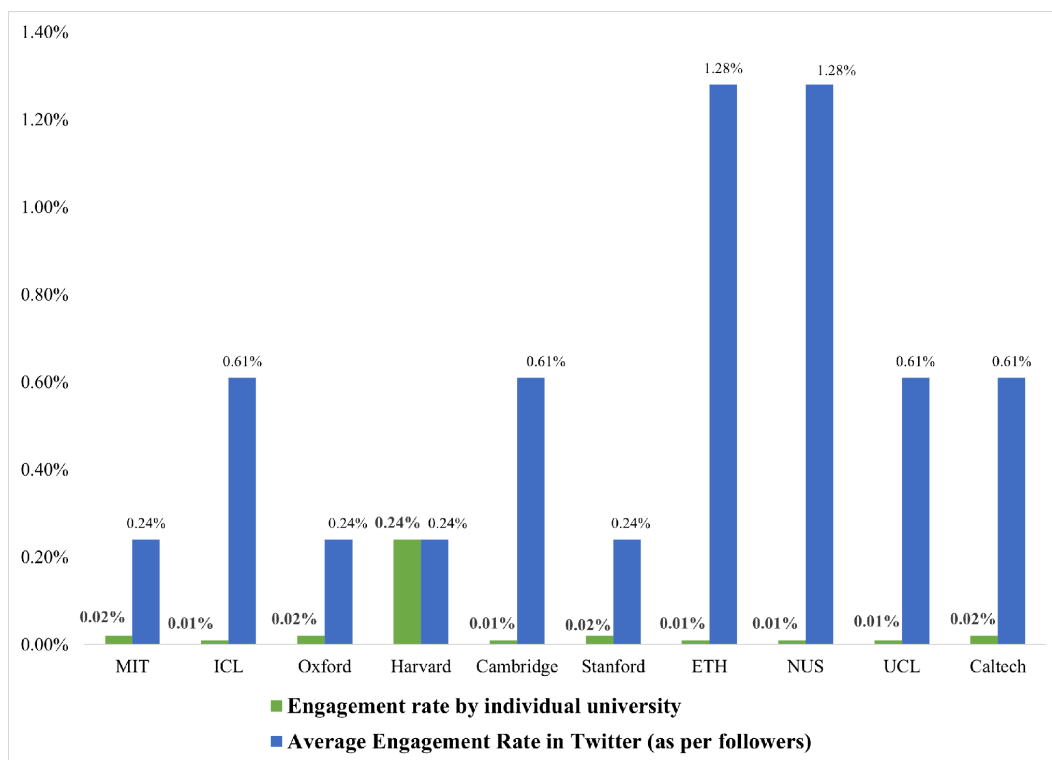


Figure 4. *X (Twitter) engagement rate by top 10 universities*

Table 4 presents the performance metrics on X (formerly known as Twitter) for the top 10 global universities. Previous studies also mentioned the relevance and usage of X in the higher education (Veletsianos et al., 2017; Thongmak, 2025). Research indicates that the frequency and nature of social media activity can significantly influence engagement rates (Van Der Harst & Angelopoulos, 2024). The engagement rate on X calculates users' interaction with a tweet relative to its reach or impressions. The Massachusetts Institute of Technology (MIT) maintains a robust X presence with 1.3 million followers and 23,612 tweets since its account creation. Regarding tweet activity, Harvard University leads with 50,020 tweets, followed by the University of Oxford with 28,067 tweets. Consistent content dissemination can maintain audience engagement and visibility in online discussions (Shahbaznezhad et al., 2020). Conversely, institutions like NUS and ETH Zurich, with 5,821 and 9,352 tweets, may adopt a selective posting strategy emphasizing content quality over quantity. Research indicates that universities with lower activity levels often achieve higher interaction rates, suggesting that focusing on quality over quantity can enhance engagement (Capriotti et al., 2023).

According to Figure 4, despite this substantial audience, MIT's average engagement rate is 0.02%, notably lower than the expected 0.24% for accounts exceeding 1 million followers. This suggests that excessive posting may adulterate audience engagement, emphasizing the importance of strategic content dissemination (Dwivedi et al., 2020). Universities with larger follower counts, such as Harvard University 1.6M followers, 0.24% engagement rate is the only exception in this case of universities having a followership of more than 1 million, which maintained engagement rates the same as an expected benchmark of 0.24% for accounts with over 1M followers. The result is reversed in proportion in the case of Stanford and Oxford universities. This shows that larger audiences sometimes lead to lower relative engagement (Kim et al., 2022).

5.5 LinkedIn

Table 5. *LinkedIn usage by Top 10 universities*

University Name (Short Form)	Handle	LinkedIn followers	Number of Alumni
MIT	mit	326K	78K
ICL	imperial-college-london	420K	82K
Oxford	oxforduni	282K	76K
Harvard	harvard-university	289K	52K
Cambridge	university-of-cambridge	202K	73K
Stanford	stanford-university	155K	53K
ETH	eth-zurich	90K	28K
NUS	national-university-of-singapore	50K	9K
UCL	university-college-london	74K	38K
Caltech	california-institute-of-technology	54K	30K

In today's digital era, universities utilize LinkedIn to expand their professional networks, strengthen alumni engagement, and expand their institutional reputation. The platform is crucial in helping higher education institutions connect with stakeholders, share research insights, and showcase their achievements (López-Carril et al., 2024). The analysis of LinkedIn data shows that the number of LinkedIn followers is a key indicator of a university's

online visibility and engagement with students, alumni, and professionals (Capriotti et al., 2023).

Table 5 shows that among the ten universities analyzed, Imperial College London has the highest number of LinkedIn followers (420K), followed by MIT (326K) and Oxford (282K). These figures suggest that these institutions maintain a strong presence on LinkedIn, likely due to active engagement strategies, strong alumni connections, and consistent content sharing (Hazzam et al., 2024). The alumni network on LinkedIn provides insight into how well-connected graduates are within professional and academic circles (Davis et al., 2020). Imperial College London (82K alumni), MIT (78K alumni), and Oxford (76K alumni) have the largest alumni bases, indicating strong career support and active participation of graduates in networking. By contrast, NUS (9K alumni) and ETH Zurich (28K alumni) have the smallest LinkedIn alumni presence. This may be due to demographic factors, differences in engagement incentives, or cultural variations in social media usage among alumni (Wang & Liu, 2019). While Harvard University (52K alumni) has a slightly lower alumni count than expected, this could be because many of its graduates prefer alternative networking platforms, such as exclusive alumni groups or private career networks.

6. Conclusion

This study underscores academic institutions' need to develop a robust digital presence while nurturing meaningful and sustained engagement with their audiences in the increasingly complex digital landscape. The findings reaffirm that an extensive digital footprint does not inherently translate into higher levels of user engagement (Jha & Verma, 2023). University students predominantly use platforms such as Facebook, YouTube, and Instagram for social interaction and personal content sharing rather than academic engagement (Kolhar et al., 2021; Bashir et al., 2021). This study demonstrates that the engagement rates of individual university social media profiles are generally lower than the average engagement levels observed across the respective social media platforms. Platform-specific analyses revealed notable discrepancies in engagement outcomes. This study found that no university consistently dominates all social media platforms simultaneously. Despite substantial follower counts, institutions such as Harvard and Oxford demonstrated varying audience interaction. Oxford, for instance, generated a higher average number of likes, suggesting that emotionally resonant content and localized communication strategies can elicit more substantial engagement (Chen & Ibrahim, 2023). Moreover, institutions with comparatively

smaller followings such as ETH Zurich and University College London—exhibited higher engagement rates, thereby highlighting the efficacy of targeted, niche-oriented content dissemination (Jeswani, 2023). On X, the data indicate increased posting frequency does not correlate with elevated engagement levels. Instead, a more strategic and deliberate approach to content dissemination, as exemplified by Harvard, the National University of Singapore (NUS), and ETH Zurich, appears to be more effective in cultivating user engagement. Although previous literature identified YouTube, followed by Instagram, as the platform with the highest general engagement rates (Arumugam et al., 2025), the findings of this study reveal that Facebook currently demonstrates a higher engagement rate among the top ten global universities. This suggests that, within the academic context, Facebook remains a highly effective platform for fostering meaningful engagement and should be considered a central component of the digital communication strategies of higher education institutions.

6.1 Limitations of the study

The significant deficiency of this study is the dependence on content analysis as the primary method for data collection, which restricts the depth of understanding regarding the influence of social media platforms across various facets of the top ten global universities of the world as per QS world ranking. The lack of qualitative methodologies limits the ability to capture the multifaceted impact of these platforms. Moreover, relying on ‘Social Blade’ and ‘Phlanx’ as a data collection tool introduces an element of variability, acknowledging that inconsistencies in the data may exist.

6.2 Future Study Recommendations

The study relied on quantitative analysis; social media engagement is also invariably related to sentimental approaches. In such a context, sentiment analysis, machine learning models, and network analysis can help to find the nuanced patterns in audience behavior and community formation (Chen & Ibrahim, 2023). The study provides insight for universities to identify their position in social media engagement, and thereby, they can tailor the content according to behavioral trends. The content strategies can be nurtured by doing instant monitoring of engagement metrics. In the future, the study can be expanded by including demographic data and user behavior analytics. Identifying interconnectivity between the different social media platforms will also help to explore the different unidentified patterns and trends of social media engagement strategies, and thereby, more fruitful outcomes can be generated.

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