

STAKEHOLDERS' PERCEPTION OF SOCIAL MEDIA ENGAGEMENT WITH AL-HIKMAH UNIVERSITY COMMUNITY DEVELOPMENT INITIATIVES

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Received: 29/04/2025
Revised: 20/06/2025
Accepted: 21/06/2025

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Stakeholders' Perception Of Social Media Engagement With Al-Hikmah University Community Development Initiatives

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Abstract— The proliferation of social media platforms has transformed the landscape of communication, with universities leveraging the platforms to showcase community development initiatives. However, the stakeholders' perception of the coverage of Nigerian universities development initiatives on social media remains understudied. This study investigates the stakeholders' perception of social media coverage of Al-Hikmah University, Ilorin, Nigeria, community development initiatives in order to establish the attitude of Al-Hikmah University stakeholders towards social media coverage of the university's community development initiatives. Mixed research paradigms of quantitative (survey) and qualitative (in-depth interview) served as the research methods, while a questionnaire and in-depth interview guide were the instruments for data collection from the university stakeholders, which comprised students, staff, and members of the university stakeholders' forum. Descriptive statistics and thematic analysis were used to analyze quantitative and qualitative data, respectively. The findings showed that stakeholders perceived social media to have promoted the reputation of the university by facilitating stakeholders' engagement with the university development initiatives. This study, therefore, recommended a multi-faceted approach, encompassing diversification of social media platforms, emphasis on Islamic values and mission, and stakeholder engagement monitoring to refine the university's social media strategy and community development initiatives.

Keywords—Stakeholders, Social Media Coverage, Perception, Community Development Initiatives, Al-Hikmah University

I. INTRODUCTION

The emergence of social media has transformed the dynamics of communication within educational settings, providing opportunities for universities to engage with their stakeholders in novel ways (Veletsianos, 2020). This is because social media platforms offer an avenue for individuals and corporate organizations, particularly universities, to showcase their commitment to community development efforts, thereby enhancing public image and reputation (Hudson & Thal, 2013). This aligns with the broader trend in higher education, where institutions are increasingly leveraging social media to communicate societal impact and foster community engagement (Kummon & Veletsianos, 2018).

Al-Hikmah University, Ilorin, Nigeria, the first Islamic faith-based university in Nigeria, established in 2006, has embarked on various community development initiatives, such as community empowerment, health outreach, and social amenities, among others, as part of its corporate social responsibilities. The university, like many educational institutions globally, has taken its development initiatives, such as the provision of social amenities and educational

development initiatives, to social platforms like Instagram, X, Facebook, and so on. This is because social media has been recognized as a potential tool for information sharing (Yaqub et al., 2023). This has prompted different scholars to explore the perceptions of stakeholders towards social media. For instance, Davies et al. (2023) examined “stakeholder engagement through effective communication” and recommended future investigation of the role of social media in public engagement. Also, Wang and Lee (2023) investigated “Communication and social media engagement” and suggested further investigations of social media and users' engagement. Similarly, Smith and Brown (2023) investigated the “impact of social media campaigns on community members' perceptions of a university's outreach programs.” Furthermore, a study by Ahmed and Ahmed (2021) focused on the effectiveness of social media in promoting university-community partnerships. Their study revealed that social media not only increased visibility but also facilitated greater collaboration and participation from various stakeholders.

It is obvious that researchers have examined stakeholders and social media; there is a dearth of study on how stakeholders perceive social media coverage of events. Hence, this study aims to investigate stakeholders' perception of social media engagement with community development initiatives of Al-Hikmah University, Ilorin, Nigeria. The study is guided by the following objectives: to determine the community development initiatives that Al-Hikmah University has implemented, to establish the social media platforms that the Al-Hikmah University Community Development Centre used to propagate the development initiatives, and to investigate the attitude of the university stakeholders towards social media engagement with the university's community development initiatives.

II. THEORETICAL FRAMEWORK AND LITERATURE REVIEW

Perception theory

The theory that lends its credence to the study is perception theory. The theory was propounded by Berelson and Steiner in 1964. The basic premise of the theory is that audience members' attitudes, beliefs, culture, values, needs, and motivations have a way of affecting their perception of and their response to media messages (Akurega et al., 2024; Janes et al., 2019). This situation orients them to choose to receive only messages that would be beneficial or helpful to them. Hence, audiences selectively expose themselves to only information that is of tangential importance to their needs.

Daramola (2012) submitted that perception theory is diametrically opposed to the misconceived assumption of the magic bullet theory, as it has four related selectivity ideas, which are selective exposure, selective attention, selective perception, and selective retention. Daramola (2012) added that selective perception refers to the filtering of media messages by the receivers. That is, the messages accepted are those that are in consonance with their belief systems and ideologies. By this, the receiver already has a predetermined expectation from media messages. Baran (2004) posited that selective perception predicts that people would interpret messages in a manner consistent with their pre-existing attitudes and beliefs.

Selective exposure, according to Akurega et al. (2024), is the tendency for people to avail themselves of information that is in their interest and consistent with their predisposition. Baran (2004) concurred with the process, noting that it is the process by which people expose themselves to or attend to only messages consistent with their pre-existing attitudes and beliefs. These twin ideas (selective exposure and selective attention) of the perception theory are relevant to this study because Al-Hikmah University stakeholders have the tendency to pay attention to Al-Hikmah University development initiatives program that are packaged in an exciting style and align with their interests.

The last of the selectivity ideas of the perception theory is selective retention. To Daramola (2012) and Baran (2004), selective retention assumes that only media messages that are consistent with the audience members' beliefs and attitudes are remembered. Thus, messages that satisfy the information needs of the recipients are retained; the rest are discarded and forgotten. Daramola (2012) succinctly captured this by saying that the salience of the message, the method of transmission, and the interest and beliefs of the audience members are critical in audience retention rate.

The theory is relevant to this study as it enables an understanding of how stakeholders interpret and evaluate the social media engagement with Al-Hikmah University, Ilorin, Nigeria's community development initiatives. By applying perception theory, the study identified stakeholder attitudes, analyzed information processing, determined credibility and trust, explored stakeholder engagement, and informed communication strategies and ultimately established if the university development initiatives aligned with the stakeholder's interest.

III. SOCIAL MEDIA, STAKEHOLDERS AND AL-HIKMAH UNIVERSITY'S COMMUNITY DEVELOPMENT INITIATIVES

Social media refers to online platforms that enable users to create, share, and interact with content, information, and other users (Johnson et al. 2022). Social media has become an essential tool for communication, interaction, and information sharing, with billions of people around the world using social media platforms to connect with others, share their experiences, and access information (Anderson & Green, 2022). Social media platforms offer various features and tools that enable organizations to communicate and share information and ideas. Social media coverage plays a pivotal role in shaping public opinion and driving engagement. It enables real-time communication and feedback, allowing

organizations to gauge public reactions and adjust their strategies accordingly. This dynamic interaction is particularly important in today's digital age, where information spreads rapidly and public sentiment can shift quickly. Recent studies have highlighted the impact of social media coverage on public engagement and awareness. For instance, research by Smith and Anderson (2023) demonstrated that effective social media coverage can significantly enhance the visibility and reach of community development initiatives, leading to higher levels of public participation and support.

Stakeholders' attitudes towards social media coverage of Al-Hikmah University's community development initiatives are shaped by various factors, including their trust in the university, the quality of information disseminated, and their engagement with the content. Positive attitudes are often driven by transparent and consistent communication that highlights the university's achievements, challenges, and ongoing efforts in community development. According to Anderson and Green (2022), stakeholders are more likely to develop favorable attitudes when they perceive the information as credible and reflective of the university's actual impact on the community. Engagement is another critical factor influencing stakeholders' attitudes (White & Black, 2023; Smith et al., 2020). When stakeholders actively interact with social media content through likes, comments, shares, or participation in online discussions, they tend to feel more connected to the organization that shares the initiatives. This sense of involvement can enhance their perception of the organization's commitment to community development. As noted by Smith and Brown (2023), active engagement on social media platforms can foster a sense of community and shared purpose among stakeholders, leading to more supportive attitudes.

However, stakeholders' attitudes can also be negatively influenced by perceived issues such as misinformation, lack of transparency, or inadequate response to community feedback (Davies et al., 2023). When stakeholders encounter inconsistent or misleading information, their trust in the organization can erode, leading to skepticism and reduced support for its initiatives. Johnson et al. (2022) found that stakeholders' trust and positive attitudes are significantly impacted by the accuracy and reliability of the information shared on social media. Furthermore, the diversity of stakeholders, including students, faculty, alumni, and local residents, means that their attitudes towards social media coverage can vary widely. Each group may have different expectations and interests, influencing how they perceive and react to the university's social media efforts. According to a study by White and Black (2023), understanding the distinct needs and preferences of different stakeholder groups is crucial for effective management of their attitudes to ensure broad-based support for community development initiatives.

Hence, stakeholders' attitudes towards social media engagement with Al-Hikmah University's community development initiatives are influenced by the credibility of the information, the level of engagement, the consistency and transparency of communication, and the diverse interests of the stakeholder groups. By addressing these factors, the

university can foster positive attitudes and stronger support for its community development efforts. According to Johnson et al. (2022), the use of storytelling and compelling narratives on social media can effectively capture stakeholders' attention and enhance their awareness (Saxton & Waters, 2018). Moreover, the use of multimedia content, such as videos, infographics, and photos, can significantly enhance stakeholders' awareness levels, as visual content tends to be more engaging and memorable, making it an effective tool for conveying complex information about community development projects (Waters et al. 2019; Saxton & Waters, 2018). Recent studies by Powell and Wood (2019), Smith et al. (2020), and Saxton and Waters (2018) have shown that visual content on social media can increase stakeholders' retention of information and improve their overall awareness levels. The interactive nature of social media also allows for direct engagement with stakeholders, which can further enhance the stakeholders' awareness levels. By responding to comments, addressing queries, and actively participating in online discussions, Al-Hikmah University can provide stakeholders with a deeper understanding of its community development initiatives. A study by Wang and Lee (2023) indicated that this type of engagement can lead to a more informed and aware stakeholder community. Hence, stakeholders' awareness levels of Al-Hikmah University's community development initiatives through social media engagement can be influenced by the visibility, relevance, and engagement of the content shared. By utilizing multimedia content, engaging with stakeholders, and strategically using campaigns, the university can enhance awareness and promote a deeper understanding of its initiatives among stakeholders.

IV. METHODOLOGY

This study adopted mixed-method research of the quantitative paradigm of descriptive design (survey) and the qualitative paradigm of exploratory design (in-depth interview). The perception of stakeholders of the social media coverage was

explored through survey and in-depth interview methods, while the AL-Hikmah University community development initiative was explored through the in-depth interview method.

The population of the study comprised undergraduates of Al-Hikmah University and members of the Al-Hikmah University Community Development Center, together with members of the Stakeholders Forum. The undergraduate population of the university for the 2024/2025 academic session is 6,840 (university's ICT), while the population for the qualitative paradigm could not be scientifically established, as there was no record that clearly stated the number of the members of the University Stakeholder Forum together with the members of the beneficial communities.

For the in-depth interview method, the purposive sampling technique was employed to select three members of the University Center for Community Development, two members of the University Stakeholders Forum, three members of the University Management Board, and two members of the beneficial communities. The ten informants were selected based on their level of involvement in the planning and execution of the initiatives. For the survey method, the study employed a multi-stage sampling technique in a bid to ensure that the selection of the respondents was done effectively.

At stage one, a simple random sampling technique was used with a ratio of 1:2 to select three faculties from the seven faculties the university has, which are the Faculty of Agriculture, Faculty of Health Sciences, Faculty of Humanities and Social Sciences, Faculty of Law, Faculty of Management Sciences, and Faculty of Natural and Applied Sciences. The selected faculties were the Faculty of Humanities and Social Sciences, the Faculty of Law, and the Faculty of Management Sciences.

The second stage of the sampling witnessed the selection of departments from the selected faculties. The faculties, together with their respective departments, are stated below:

Table1: Selected Faculties and Departments

No	Faculty	Department
1	Faculty of Humanities and Social Sciences	Languages- Arabic, Languages- English, History and international studies, Islamic studies, Mass communication, Political science and public administration -political science and Conflict resolution, Political science and public administration- public administration and Sociology and criminology
2	Faculty of Law	Common law and Islamic law, Law- common law
3	Faculty of Management Sciences	Accounting, Business administration, Economics, Finance, banking.

Hence, a simple random technique was used with a ratio of 1:4 to select departments from each selected faculty. The study, therefore, used 1/4 as a sampling fraction to proportionately select the departments. Thus, 1/4 of eight faculty of humanities and social sciences amounted to 2. Therefore, two departments were randomly selected from the Faculty of Humanities and Social Sciences. The selected

departments were the Department of Mass Communication and the Department of Sociology. For the faculty of management sciences, 1/4 of 5 amounted to 1.25, approximated to two. Therefore, two departments, Finance and Economics, were randomly selected from the Faculty of Management Sciences. For the faculty of law, 1/4 of 2 amounted to 0.5, which was then approximated to 1.

Therefore, one department was selected from the faculty of law.

At stage three, the population of the randomly selected departments was retrieved from the faculty officers of each faculty. This study, therefore, used a ratio of 1:3 as a sampling

fraction to proportionately select the population. The proportionate random sampling technique entailed selection of a sample from a population that has strata with different numbers (Polit & Beck, 2018).

The Sample size is stated below in table 2

Table 2: Department and Ratio Distribution of the respondents

S/N	Department	Population	Selected Population
1	Mass Communication	146/3	48
2	Sociology	62/3	20
3	Finance	61/3	20
4	Economics	100/3	33
5	Law	188/3	62
	Total	557	183

The total number of selected populations for the quantitative method using the proportionate sampling technique of ratio 1:3 is 183.

Therefore, the sample size was 183. N=183

The research instruments for the study were a questionnaire and a semi-structured interview guide. For the questionnaire, content validity was adopted by distributing three copies of the instrument to three senior lecturers in the Department of Mass Communication and Centre for Community Development. Their suggestions were affected before proceeding to pilot test. A pilot study was also conducted prior to the commencement of the investigation to enhance the validity of the instrument. 20 copies of the questionnaires were randomly administered to students of Kwara State University. The response from the pilot test was used to adjust and modify the instrument before proceeding to the field. For the in-depth interview, the validity was ensured through several measures. First, the guide was developed based on a thorough review of relevant literature and research objectives, ensuring that the questions accurately explored the intended constructs. Second, the guide was reviewed by experts in community development and strategic communication to ensure face validity and relevance. Additionally, the guide was pilot-tested with two members of the Kwara State University community development center to ensure construct validity and effectiveness in eliciting in-depth responses. Furthermore, the semi-structured nature of the guide allowed for flexibility and probing, enabling participants to share their experiences and perspectives in detail. Finally, the interviewer's skills and training in active listening and probing ensured that the data collected were rich, accurate, and reliable.

To determine the reliability of the instruments, the study adopted a test-retest method, which was conducted on 20 undergraduates at Kwara State University and two members of the university stakeholders. The questionnaires and semi-structured interview guide were administered twice to 20 undergraduates and two members of the University Community Development Center over a period of one week. The questionnaire and interview guide were collected and analyzed, and the findings were consistent. For data gathering, 183 copies of the questionnaire were administered to the selected number of respondents from the selected

departments physically. The in-depth interview was also conducted through face-to-face interviews with the participants in a quiet and private setting. The researcher asked the questions outlined in the interview guide, allowing for flexibility and probing to gather more information. Also, the interview was audio recorded (with participant consent) to ensure accurate data collection. Data collected from the administration of the questionnaire were organized and analyzed using SPSS version 23. The findings were presented in tables, frequencies, and percentages to provide a comprehensive overview of the data. For the in-depth interview, thematic analysis was employed by presenting the findings thematically. The researcher transcribed the interviews, then coded and categorized the data to identify patterns and themes. The themes were refined and organized, and the most important ones were selected.

V. FINDINGS AND DISCUSSION

Findings on Qualitative Method- In-depth Interview

The Findings on qualitative method-In depth Interview answers the objective 1 and 2 of the study.

Research Objective 1: To determine the community development initiatives that Al-Hikmah university implemented?

Theme 1: Community Development Initiatives of Al-Hikmah University

Community development initiatives can either construct or deconstruct societal progress, depending on their implementation and impact. Just as Ahmed and Ahmed (2021) noted, the effectiveness of community development initiatives hinges on their sustainability and ability to address local needs. Community development initiatives are a cornerstone of Al-Hikmah University's commitment to societal progress. Since its inception in 2006, the university has undertaken various initiatives to address local needs and promote community engagement. This theme, therefore, delves into the community development initiatives implemented by Al-Hikmah University, examining their scope, impact, and sustainability, as shared by members of the university's community development team. Thus, the analysis of theme One, which addressed Research Question One, was presented thematically with sub-themes.

Theme 1 Sub-theme 1: Nature and Scope of Community Development Initiatives.

The informants highlighted Al-Hikmah University's diverse community development initiatives, including education, health, and community empowerment programs. They noted the university's commitment to community engagement, social responsibility, and sustainable development.

Theme 1 Sub-theme 2: Community Empowerment

Two informants highlighted the significance of Al-Hikmah University's Community Development Centre in providing education and training initiatives to underserved communities. Informant one said:

For community empowerment, we organized empowerment for students of basic classes and secondary classes; we organized computer coding for them and also organized a seminar on goal setting for girl children specifically in Al-Hikmah University Secondary School, Adeta Secondary School, Government Day Secondary School at Oloje, Muslim Secondary Commercial School at Igbaja, Okeya Secondary School, and Kamaldeen Secondary School, among others, last year. For primary school, the university invited students from Apalara Primary School. Informant two said, "We were able to help some indigents and some students who were not able to pay their school fees.

Theme 1 Sub-theme 2: Health and Wellness

Three informants noted that Al-Hikmah University's Community Development Centre has implemented various health and wellness initiatives that have improved the well-being of local communities. The center's health initiatives prioritize vulnerable populations, such as children, women, and the elderly, providing them with access to healthcare services and promoting healthy practices. The center's health initiatives focus on tests, health promotion, education, and empowering communities to take control of their health. Informant 1 said, "For community health outreach, we distributed drugs to women, such as malaria drugs for the old, children, and even youth especially, and we also did hypertension tests. In addition, informant 5 added that

Our health initiatives prioritize vulnerable populations, such as children, women, and the elderly." Additionally, informant 2 said, "Then of the Islamic Medical Association of Nigeria, University of Ilorin Teaching Hospital (UITIH) branch, wrote a letter to the management of Al-Hikmah University requesting support for medical outreach project, and the management responded affirmatively.

Theme 1 sub theme 3: Support to Orphanages and Vulnerable

Two informants submitted that Al-Hikmah University's Community Development Centre has provided support to orphanages and vulnerable populations, enhancing their well-being and providing opportunities for development. The center provides support in various forms, including food, clothing, educational materials, and mentorship programs. These initiatives aim to improve the lives of vulnerable children, providing them with access to healthcare and psychosocial support. Informant 4 said, Al-Hikmah University provides support to local orphanages, including food, clothing, and educational materials, to improve the lives of vulnerable children. Furthermore, Informant 5 added, "We

distribute foods to orphanages, hospitals, and also rehabilitation centers, also known as prisons."

Theme 1 Sub-theme 4: Provision of Social Amenities

Three informants praised Al-Hikmah University's Community Development Centre for its initiatives in providing access to clean water and basic amenities in underserved communities. Informant 5 noted, "The center's water projects have been a lifesaver, providing clean drinking water and reducing the incidence of waterborne diseases." Informant 3 stated, "The center's efforts to improve sanitation and hygiene facilities have had a significant impact on community health and well-being." Additionally, informant 1 stated:

We were able to repair boreholes at Ilorin West, Igbaja, and Ifelodun Local Government. We have one in Share, we have one in Omupo, we have one at Oko Ote, we have one at Idofian, and we have one at Igbaja. We've repaired up to seven boreholes in that axis.

Also, informant 7, who happened to be one of the beneficiaries of the university development initiatives, said the university has saved the residents of his community from consuming water that can endanger their lives.

The finding from theme 1, which provides an answer to objective 1 of the study, revealed that Al-Hikmah University has implemented various community development initiatives focusing on education and healthcare.

Objective 2: To determine the social media platforms that Al-Hikmah University Community Development Center utilise to propagate development initiatives.

Theme 2: Social Media Platforms for Community Development Initiatives

This theme delves into various social media platforms used by Al-Hikmah University to promote and propagate its community development initiatives. It examines the types of content shared, the purpose of social media, and the level of engagement with stakeholders on these platforms. Thus, the analysis of theme two, which answered research question two, was sub-thematically presented.

Theme 2 Subtheme 1: Social Media Platforms

Al-Hikmah University utilizes a variety of social media platforms to promote and propagate its community development initiatives. According to the informants, the university is active on Facebook, Twitter, Instagram, and X. Informant 1 noted:

The center does not have social media itself, but the school has social media platforms like Instagram, TikTok, X, and Facebook controlled by the information technology (IT) personnel. Hence, the university, through the University IT Center, disseminates all the development initiatives through social media.

Furthermore, Informant 3 added,

We primarily use Facebook, Instagram, TikTok, and X to promote our community development initiatives, leveraging their wide reach and engagement capabilities. These platforms enable us to share updates and successes, fostering a sense of community and encouraging stakeholder engagement.

Theme 2 Subtheme 2: Purpose of Using Social Media platforms

The primary purpose of using social media, as noted by two informants, is to increase awareness of the university's community development initiatives, engage with stakeholders, and build partnerships with external organizations. By leveraging social media, the university aims to reach a wider audience, share its community development stories, and collaborate with others to achieve its goals. Informant 2 emphasized, "Social media has helped us to increase awareness of our community development initiatives and to build partnerships with external organizations."

Theme 2 Subtheme 3: Content Shared on Social Media

The university shares various types of content on social media, including updates on community development projects, events, success stories, and visual stories of

community development initiatives. Informant 4 noted, "We share updates on our community development projects like the health outreach, orphanage visitation, borehole repairs, among others."

The finding of theme two, which provided an answer to objective two, revealed that Al-Hikmah University uses Instagram, TikTok, Facebook, and X social media platforms to share community development stories and successes in order to increase awareness of Al-Hikmah University community development initiatives and engage with stakeholders.

In an attempt to provide an answer to objective three, which measures the attitude of the stakeholders towards social media engagement with the university development initiatives, table 3 provides answers to the objective.

Table 3: Perception of Al-Hikmah University Community Development Initiatives

Statement	Strongly Agreed %	Agreed %	Disagreed %	Strongly Disagreed %
Social media coverage of Al-Hikmah university community development initiative is important to me	54(29.5%)	86(47%)	28(15.3%)	15(8.2%)
Social media coverage of Al-Hikmah university community development initiatives positively impacts the universities reputation	69(37.7%)	88(48.1%)	21(11.5%)	5(2.7%)
Social media coverage is important for promoting Al-Hikmah university's community development initiatives	92(50.3%)	53(29%)	31(16.9%)	7(3.8%)

On the attitude of stakeholders towards the social media engagement with Al-Hikmah University community development initiatives, Table 3 shows that 54 (29.5%) of respondents strongly agreed, 86 (47%) agreed, 28 (15.3%) disagreed, and 15 (8.2%) strongly disagreed that social media coverage of Al-Hikmah University community development initiatives is important to them. This means that the majority of the respondents agreed that social media engagement with the Al-Hikmah University community development initiative is important to them. Also, table 3 shows that 69 (37.7%) of the respondents strongly agreed, 88 (48.1%) agreed, 21 (11.5%) disagreed, and 5 (2.7%) strongly disagreed that social media coverage of Al-Hikmah University community development initiatives positively impacts the university's reputation.

In addition, 53 (29%) of the respondents strongly agreed, 71 (38.83%) agreed, 48 (26.2%) disagreed, and 11 (6%) strongly disagreed that Al-Hikmah University's social media content related to community development has great overall quality. Also, Table 4 shows that 92 (50.3%) strongly agreed, 53 (29%) agreed, 31 (16.9%) disagreed, and 7 (3.8%) strongly disagreed that social media coverage is important for promoting Al-Hikmah University's community development initiatives.

Hence, social media engagement with Al-Hikmah University community development initiatives positively impacts the university's reputation. Therefore, the university's use of social media has been effective in promoting its community development initiatives and raising awareness among stakeholders. This has made the university stakeholders display a positive attitude toward the university community development initiatives specifically and the university at large.

VI. DISCUSSION OF FINDINGS

The study was set out to examine the stakeholders' perception of social media engagement with Al-Hikmah University community development initiatives. The findings from the two methods, the quantitative method (survey) and the qualitative method (in-depth interview), were merged. This was done in line with the submission of Creswell (2018) that posited that mixed methods enabled the researcher to compare, confirm, and disconfirm the qualitative and quantitative results in the discussion section. Creswell (2018) added that this approach focused on how each datum supports each other. Therefore, this section embedded, compared, and merged the results from both methods. This is in line with the submissions of Creswell and Plano-Clark (2018). The findings of this study are

1. The community development initiatives implemented by the university are community empowerment, community

health outreach, amenities and water provision, and support to orphanages and vulnerable

2. Al-Hikmah University uses Instagram, TikTok, Facebook, and X social media platforms to share community development stories and successes to increase awareness of Al-Hikmah University community development initiatives; and

3. The university's use of social media has been effective in promoting its community development initiatives and raising awareness among stakeholders. This has made the university stakeholders display a positive attitude toward the university.

In respect to the community development initiatives that the university has implemented, the findings showed that the university has implemented various development programs that specifically focus on education, healthcare, community empowerment, and social amenities. The corresponding findings on the qualitative in-depth interview in theme one, which examined the motivation behind the university's community development initiatives, revealed that the university's vision and mission, Islamic values, and the Nigeria University Commission (NUC) mandate motivated the initiatives. Meanwhile, the findings from theme two, social media utilization, corroborated the findings that revealed that the university utilizes multiple social media platforms to promote its community development initiatives. Therefore, the findings for the community development initiatives implemented by the university corroborated the stakeholders' perception of social media engagement with Al-Hikmah University community development initiatives. This has contributed to the promotion of the university's image among its stakeholders. This finding aligns with the submissions of Thompson and Green (2022) that promotion of the image and reputation of organizations could propel stakeholder engagement through social media. The findings contradict the views of Jane et al. (2019), as stakeholders can exhibit different views towards social media coverage of issues based on their varied interests.

In addition, the objective three of the study, which investigated the attitude of university stakeholders towards social media engagement with Al-Hikmah community development initiatives, and the corresponding findings of the study, which examined the social media platforms used by Al-Hikmah University to propagate its community development initiatives, showed that the university utilizes multiple social media platforms, including Facebook, X, and Instagram. These findings corroborated the views of Anderson and Green (2022), who concluded that higher education utilized various social media platforms to showcase their development initiatives in order to promote the images and reputations of institutions. The findings also supported the submission of Smith and Anderson (2023) that utilization of different social media platforms enhances stakeholders' engagement.

A survey of stakeholders revealed that the majority of the respondents were aware of the university's community

development initiatives through social media. Therefore, the findings from the survey corroborate the findings from the qualitative data, indicating that the university's use of social media has been effective in promoting its community development initiatives and raising awareness among stakeholders.

VII. CONCLUSION AND RECOMMENDATIONS

This study examined the perception of stakeholders on the social media engagement with Al-Hikmah University's community development initiatives. The purpose of this study was to explore stakeholders' perceptions and attitudes towards social media engagement with Al-Hikmah University's community development initiatives, assessing its effectiveness and influence. It employed perception theory. The study adopted mixed method research of survey and in-depth interview. Multistage sampling and purposive sampling techniques were used to select sample for the study. SPSS version 23 was used to analyze the data while frequency table and themes were used to present the findings. The findings from the survey method corroborate the findings from the in-depth interview method, indicating that the university's use of social media has been effective in promoting its community development initiatives and raising awareness among stakeholders. In conclusion, this study provides valuable insights into stakeholders' perceptions of social media coverage of Al-Hikmah University's community development initiatives. The importance of social media in showcasing the university's community engagement efforts is highlighted, and the need for improvement in coverage and engagement is emphasised. This study contributes to the existing body of knowledge on social media and community development, highlighting the potential of social media to amplify community engagement efforts. It also underscores the importance of stakeholder engagement and participation in community development initiatives, emphasizing the need for inclusive and collaborative approaches. Overall, this study demonstrates the significance of social media in promoting community development initiatives and highlights areas for future research.

Based on the findings of this study, the following recommendations are suggested: that tertiary institution especially universities should continue to diversify and expand their community development initiatives and building on the success of existing programmes such as community empowerment, health outreach, and support for vulnerable groups, the university should monitor and evaluate the impact of its social media coverage on stakeholder perceptions and engagement, using data-driven insights to refine its social media strategy and community development initiatives, the university should consider collaboration with other organisations or institutions to amplify the reach and impact of its community development initiatives, both online and offline; and future studies should analyze the challenges and limitations faced by universities in using social media to promote community development initiatives.

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