# FROM FACEBOOK POSTS TO PUBLIC VALUE: A LONGITUDINAL INSTITUTIONAL COMMUNICATION META SYNTHESIS

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*This study examines how the official Facebook page of San Pablo Colleges (SPC) translates institutional activity into public value, quality-assurance evidence, stakeholder service, and a coherent institutional identity. It deliberately departs from earlier SPC analyses that mapped Sustainable Development Goal (SDG) mentions on a research-office page or evaluated the institutional website. Instead, the central Facebook page is treated as a public-facing institutional record and a communication system. A qualitative-dominant meta-synthesis and structured content audit were applied to a criterion sample of 14 publicly retrievable posts from Academic Year 2025-2026. Posts were coded by communication function, stakeholder orientation, evidence maturity, actionability, narrative continuity, and relationship to NEXUStainability. The page showed a broad public-service role: 42.9% of sampled posts centered on recruitment or access pathways, while quality assurance, institutional identity, student experience, community engagement, safety, and operational continuity composed the remainder. However, evidence maturity was uneven: most posts communicated services or documented activities, whereas only one post presented a third-party-verified institutional outcome and none demonstrated downstream impact. The study proposes the SIGNAL framework - Service, Identity, Governance, Narrative, Actionability, and Learning impact - for evaluating and improving institutional social-media communication. The findings suggest that SPC's Facebook page already functions as a digital front door and institutional memory; its next developmental step is to become an evidence-rich public-value dashboard that connects announcements to outputs, outcomes, impact, and stakeholder response.*

*Keywords: higher education communication, Facebook, institutional public value, quality assurance, NEXUStainability, stakeholder engagement, San Pablo Colleges*

## Introduction

For many stakeholders, an institution is first encountered not through a campus visit, an accreditation report, or a prospectus, but through a social-media feed. A Facebook post announcing enrollment, certifying a quality milestone, documenting student achievement, or communicating emergency operations becomes a small but consequential unit of institutional meaning, and when such units accumulate, the page constructs a public account of what the institution values, whom it serves, and what evidence it offers for its claims. Higher education institutions use social media to connect communities, communicate brand identity, recruit students, and cultivate reputation, yet international evidence shows that university social-media communication often remains predominantly informational and monologic. In a comparative study of 70 institutions, Capriotti and Zeler (2023) found that organizational content dominated and that interaction commonly stopped at one-way dissemination. Research on university Facebook engagement likewise indicates that content type, visual form, timing, and message length shape reactions, comments, and shares (Fähnrich, Vogelgesang, & Scharkow, 2020; Hoang, Tran, & Le, 2024), and content analyses have examined the post types and formats universities use to market themselves on the platform (Peruta & Shields, 2018). These findings imply that frequent posting alone is an inadequate measure of communication quality; a deeper evaluation must ask whether content is useful, evidence-bearing, stakeholder-centered, coherent across time, and capable of inviting meaningful response.

This distinction matters for San Pablo Colleges (SPC), whose official Facebook page had approximately 37,000 followers when observed in September 2026. Publicly indexed posts show that the page communicates enrollment, tuition support, institutional directories, student orientation, commencement, emergency and service advisories, community engagement, campus identity, and third-party quality certification, so it sits at the intersection of marketing, service delivery, reputation management, institutional memory, and public accountability. SPC's own scholarship provides a local foundation. Herrera, Maningas, and del Rosario (2026) described the institutional website as a digital gateway and argued that SPC's online presence should progress from information provision toward an integrated digital ecosystem, and Lunar (2025) positioned NEXUStainability as the institutional nexus connecting Virtus, Patria, Scientia, graduate attributes, the QUESTS research agenda, and the United

Nations Sustainable Development Goals (SDGs; United Nations, 2015). These studies establish two propositions: digital communication is a quality-assurance concern, and sustainability must be operationalized through evidence rather than branding alone, in line with the wider agenda of education for sustainable development (United Nations Educational, Scientific and Cultural Organization [UNESCO], 2020).

The literature consulted for this study thus addresses social-media engagement and post characteristics in universities, the SPC institutional website, and NEXUStainability as an institutional framework; it does not describe how the central SPC Facebook page converts institutional activity into public value and auditable evidence. The present study is not a replication of earlier SPC work: it does not repeat an earlier post-by-post SDG frequency analysis of the Research, Evaluation, and Publication Office page, and it does not conduct another website-usability audit. Its object is the central institutional Facebook page, its unit of analysis is the publicly retrievable institutional post, and its concern is how a feed turns organizational activity into public value and evidence.

The study is delimited to 14 publicly retrievable posts from Academic Year 2025–2026 and does not claim to represent every post published during the year. It sought answers to four questions: (a) What communication functions and stakeholder groups are represented in the publicly retrievable SPC Facebook corpus? (b) How mature is the evidence communicated by institutional posts, from promotional claims to demonstrable impact? (c) To what extent do posts provide actionable pathways and narrative continuity rather than isolated visibility? and (d) How can NEXUStainability strengthen the page as a coherent architecture for quality assurance, innovation, and sustainable public value? Because the study was qualitative-dominant and descriptive, no hypotheses were tested. The purpose of the study was to examine how the official SPC Facebook page translates institutional activity into public value, quality-assurance evidence, stakeholder service, and a coherent institutional identity.

## Method

The study used a qualitative-dominant institutional communication meta-synthesis with a structured content audit, combining descriptive counts with interpretive analysis; no independent or dependent variables were specified. There were no human participants. The unit of analysis was

the individual post of the official SPC Facebook page (San Pablo Colleges, n.d.) in Academic Year 2025–2026, and because Facebook restricts unauthenticated archival access, criterion sampling retained 14 publicly retrievable posts whose source and text could be independently verified. A coding matrix recorded each post's communication function, stakeholder orientation, evidence maturity (Level 0, claim; Level 1, information; Level 2, output; Level 3, verified outcome; Level 4, demonstrated impact), actionability, and narrative continuity, with NEXUStainability treated as a cross-cutting frame and not as automatic SDG evidence. Counts and percentages summarized the corpus, and interpretive memos examined how post clusters represented quality assurance, identity, innovation, sustainable development, and public service, with stable post URLs and the coding matrix serving as the audit trail. Only publicly available institutional communication was analyzed, and no private profiles, messages, nonpublic analytics, or individual commenters were collected or identified.

## Results and Discussion

The results are presented in order of the four research questions: communication functions and stakeholder groups; evidence maturity; actionability and narrative continuity; and the role of NEXUStainability, which also yielded the SIGNAL framework. Overall, the page functioned as a service-led, multi-function institutional feed in which most posts announced or documented activity and few verified outcomes.

### *Communication Functions and Stakeholder Groups*

Six of the 14 posts (42.9%) centered on recruitment, enrollment, affordability, directories, or service access, making this the dominant function. Two posts (14.3%) communicated third-party quality assurance through ISO 21001 certification and its awarding ceremony, two (14.3%) foregrounded identity and institutional ritual, and two (14.3%) addressed community engagement and safety; one post each (7.1%) concerned student experience and operational continuity. The page can therefore be characterized as service-led but not purely promotional. The sample addressed prospective students, current students, families, graduates, employees, accreditors, partners, and the broader community: recruitment posts offered the clearest prospective-student pathway, directories, advisories, and orientation posts served current learners and families, ISO certification posts addressed internal personnel and external legitimacy

audiences at once, and community-care and preparedness content extended the page's public role beyond recruitment. However, the posts rarely made stakeholder segmentation explicit, and a single institutional voice often addressed several audiences without tailored pathways.

The service-led profile resembles the predominantly organizational and monologic communication that Capriotti and Zeler (2023) observed internationally, yet practical posts can still create public value without being conversational. Hoang et al. (2024) found that university audiences often value utilitarian information, and SPC's admissions, directory, and advisory content fits this pattern. The strategic task is therefore not to replace useful information with entertainment but to make it more dialogic, targeted, measurable, and connected to outcomes. The findings also extend Herrera et al. (2026), who argued that the SPC website should be organized around stakeholder journeys: the Facebook page supplies timeliness, visibility, and social circulation, whereas the website can house authoritative depth, so the two channels merit governance as one ecosystem.

*Evidence Maturity*

The most consequential finding concerned the distance between visibility and proof. Two posts (14.3%) operated primarily at the level of claim or identity statement, seven (50.0%) supplied announcement or service information, and four (28.6%) documented an activity or output. One post (7.1%) presented a verified outcome, the award of ISO 21001:2018 certification, and no post reached Level 4, because none paired an institutional activity with a downstream change measure, beneficiary outcome, longitudinal indicator, or independently verifiable impact claim. This pattern does not indicate an absence of impact; it indicates that impact was not yet consistently visible in the retrievable posts. The feed documented that SPC acts but less often showed what changed because of the action.

The ISO 21001 posts were pivotal because they converted an internal quality-management process into a publicly legible external credential, which is stronger evidence than a generic claim of excellence. Quality communication could nevertheless extend beyond ceremonial recognition by showing what the certified system changes, such as turnaround times, service reliability, learner feedback, or corrective-action closure. The same

principle applies to other accomplishments: a commencement post documents completion, and a stronger evidence sequence could add graduation trends, licensure performance, or alumni progression, while a community project post could add beneficiaries reached, outcomes observed, and follow-up commitments. Public accountability grows when an institution moves from saying what happened to explaining what changed, and Facebook can serve as a public-facing layer of quality assurance without reproducing a technical audit report.

*Actionability and Narrative Continuity*

Six posts (42.9%) contained a clearly identifiable next step, such as applying, enrolling, using a directory, contacting an office, or accessing a service. Actionability was strongest in admissions and service content and weaker in celebratory, quality-assurance, and community-impact posts. The ISO sequence showed useful narrative continuity, as the certification announcement was followed by ceremony highlights, but many accomplishments appeared as isolated moments. A stronger narrative arc would connect anticipation, implementation, result, reflection, and next action. Innovation on an institutional page is therefore partly a communication design problem: standardized evidence captions, QR-linked dashboards, research-to-impact cards, short outcome videos, and recurring cross-office series could make knowledge easier to discover and act upon and could connect the central page to the Graduate School, the Research, Evaluation, and Publication Office, student services, academic units, and extension programs without reducing each office to occasional reposts.

*NEXUStainability and the SIGNAL Framework*

NEXUStainability appeared across the institutional communication environment as SPC's localized language for the SDGs (United Nations, 2015). Its cross-cutting presence created brand coherence and differentiated SPC from institutions that use generic sustainability labels, but ubiquity carries a risk: if every post carries the brand, the label cannot by itself distinguish symbolic association from substantive contribution. NEXUStainability is therefore most useful as an institutional header that requires content-level evidence of the relevant value, SDG, output, outcome, or impact, and it was examined here as the connective tissue of the communication system, not as a dependent variable. This also separates

the present study from the earlier SDG mapping, which asked which SDGs were represented in research-office content. The principle accords with Lunar's (2025) presentation of Scientia as knowledge creation, Patria as civic responsibility, and Virtus as ethical grounding: the central page can operationalize these in communication through evidence for Scientia, stakeholder usefulness for Patria, and accuracy and transparency for Virtus. A concise evidence footer identifying the institutional precept, stakeholder served, relevant SDG or QUESTS priority, output produced, and next evidence point would preserve creative branding while protecting scholarly and accreditation credibility.

The synthesis yielded the SIGNAL framework for institutional social-media quality. Service asks whether a post reduces a stakeholder barrier; Identity, whether it communicates a distinctive and truthful institutional character; Governance, whether quality, safety, accountability, or policy is made visible; Narrative, whether it belongs to a coherent sequence; Actionability, whether the audience can identify what to do next; and Learning impact, whether it advances from activity to output, outcome, and demonstrable change. Applied to the corpus, the page showed strong admissions, directory, and advisory content (Service), a strong celebratory and values-based voice (Identity), visible ISO certification and safety communication (Governance), some successful sequences (Narrative), actionability strongest in recruitment posts, and visible activities and outputs (Learning impact). The development priorities were to tailor pathways by stakeholder, balance ritual with evidence and more diverse stakeholder stories, publish follow-through indicators, use before-during-after-impact story arcs, add next steps to research, quality-assurance, extension, and achievement posts, and report outcomes, beneficiaries, and trends.

The findings were constrained by Facebook's limited unauthenticated archival access and by search-engine selectivity, so the 14-post corpus is a criterion-based public sample and not an exhaustive representation of the page. Because no administrator analytics were available, reach, clicks, watch time, audience composition, sentiment, and conversion could not be analyzed. The results are therefore descriptive and interpretive and do not support statistical generalization to all posts published during the year.

## Conclusion

San Pablo Colleges' official Facebook page was more than a publicity stream. In the publicly retrievable Academic Year 2025–2026 corpus, it operated as a service channel, digital front door, identity archive, quality-assurance showcase, and platform for institutional care, and its strongest feature was practical public value: posts helped stakeholders discover opportunities, access services, understand institutional activity, and participate in campus life.

The principal development gap was not insufficient posting but insufficient progression from visibility to evidence: most sampled posts announced or documented, one verified an outcome, and none demonstrated impact through measured change. NEXUStainability can address this gap if it functions as an evidence architecture connecting SPC's values, stakeholders, quality systems, research priorities, and sustainable-development outcomes, and the SIGNAL framework offers a means of making the institution's service, quality, learning, and impact intelligible. These conclusions describe a 14-post public sample; they do not show that the institution's work lacked impact, measure audience response, or generalize beyond the sampled corpus.

## Recommendation

San Pablo Colleges is encouraged to adopt an evidence ladder in post planning so that major initiatives progress from announcement to activity, output, outcome, and impact; to build a central editorial calendar that integrates offices and academic units under a single institutional narrative; to attach NEXUStainability evidence footers to key posts; to keep engagement metrics, which indicate resonance, separate from impact metrics, which indicate change; and to link high-value posts to stable website pages or dashboards so that time-sensitive content leads to authoritative evidence. Quarterly coding with the SIGNAL framework is recommended to compare content balance, actionability, stakeholder coverage, and evidence maturity over time.

Future research should use a Meta Business Suite export covering a complete academic year, two independent coders with intercoder reliability statistics, normalized engagement measures, comment analysis, and stakeholder interviews. A fuller design could test whether evidence maturity, actionability, visual format, posting time, and content type predict reactions, comments, shares, link clicks, and service conversion.

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