Presence and Engagement Dynamics of Social Media in Sanskrit Universities of India: A Webometric Study

Naveen Dobriyal[1*] and Dr. Deepmala[2]

[1*]Research Scholar, Department of Library and Information Science, Mangalayatan University, Aligarh, Uttar Pradesh (202146), India
[2] Assistant Professor, Department of Library and Information Science, Mangalayatan University, Aligarh, Uttar Pradesh (202146) India

*Corresponding Author: Naveen Dobriyal
*Email: dobriyalnav@gmail.com

Abstract
This study examines the social media interaction of Sanskrit universities over YouTube, X (previously Twitter), Instagram, and Facebook platforms. It reveals that while not all Sanskrit institutions use social media, some such as DCPRI, CSU, and MVSU, are active on all major platforms. The majority of universities on YouTube and X have low interaction rates, while most institutions on Facebook and Instagram have average or outstanding engagement rates. The engagement rate can be calculated using three methods: the number of posts in the account, overall reach, and total impressions. Higher engagement provides valuable insights into, how people interact with your material, allowing you to adjust your strategy accordingly. The study suggests an increased engagement with relevant content to contact more people who may share your institution's ideas and establish polite and conversational relationships with them. Most social media networks provide useful data on how people interact with your content, allowing you to adjust your strategy accordingly. The findings emphasize the need to understand better how social media advertising affects community engagement in Sanskrit universities and services.

Keywords: *Social media, engagement rate, Sanskrit, university, impression, views, reach.*

1. Introduction

Social media is essential in today's world for information sharing, entertainment, and mass communication. It allows real-time sharing and easy interaction between users. The popularity of online communication has grown with the development of the Internet and social networks[1]. Social media is a tool for collaboration, communication, and interdependent networks, impacting individual conduct, company procedures, and teaching methods[2]. Higher education institutions are effectively managing social media communication channels.

Social media is crucial for academic institutions to publish services, expand their audience, and share information. Popular platforms like YouTube, X (formerly Twitter), and Facebook have shown effective engagement for universities in India. Content on these platforms impacts audience types and engagement. However, understanding which platforms lead to greater engagement is necessary for best practices. As social media evolves, engagement with newer platforms like X has not been studied as extensively as traditional platforms.

This present study evaluates audience engagement across YouTube, X (formerly Twitter), Instagram, and Facebook social media accounts of Sanskrit Universities by categorizing post content and measuring engagement through reactions or likes, shares, and comments. Social Engagement: is the process of communicating in an online format through social media interactions[3]. Webometric Analysis is a form of research analysis where web-based content, such as scholarly works and websites, is evaluated and described. In this method, the Internet is evaluated as a "scholarly research tool"[4]. The information evaluated was pulled from the social media pages run by these universities. This research did not consider who runs these social media pages, or how much time was put into creating social media posts. Social media posts on platforms beyond Facebook, X (formerly Twitter), and YouTube were not taken into consideration. The social engagement of users was measured by the number of reactions or likes, shares, and comments visible to the public.

2. Review of previous research

Since its launch, social media has undergone fast development and transformation. Older platforms have been modified to increase utilization, while new platforms have been developed to better fulfil users' information demands and gain as much visibility as feasible[5]. Engagement with the younger is affected by these changes. A more comprehensive understanding of user behaviour across many social media platforms was made possible through the comparison of various platforms. By classifying post content and tracking interaction through likes, shares, comments, and other social media metrics, webometric analysis evaluates social engagement across TikTok, Instagram, Facebook, and other social media accounts. Social media use in higher education, with an emphasis on the influence of socioeconomic and cultural inequalities in particular. From an alternative perspective, the findings about cultural variances and socioeconomic factors could provide marketers with valuable information about how to promote educational products including books, language

courses, degrees, and certificates[6]. With millions of content producers, YouTube has emerged as the go-to website for online video viewing[7]. Videos' popularity is also influenced by social dynamics, which are the interactions between YouTube users and content creators, or channels. The main meta-level characteristics that affect a video's view counts are its subscriber count, view counts, and so on. This shows how these meta-level characteristics can be used to gauge a video's popularity. There is a causal relationship between the number of subscribers and the number of views on a channel in the context of social dynamics. Furthermore, insights into how scheduling and video playback affect a channel are also given. One of the biggest online video-sharing platforms nowadays, YouTube, has given content creators a platform to share their work and make additional money[8]. Before releasing a video, video artists can enhance its quality and substance by predicting whether or not viewers will be interested in it. To assess many measures for gauging video engagement and suggest a new metric that uses a Q score to gauge a video's level of interaction, i.e., engage, neutral, and not engaged. With the increasing significance of social media sites (SNS) in business marketing strategies and the proliferation of celebrities acting as influencers on SNS platforms, it is valuable to look into the effects these influencers have on consumer engagement and purchasing patterns[9]. Basbeth & Nardo (2023)[10] explained that to encourage consumer involvement and mutual promotion on Twitter, brands must be seen as offering exceptional customer service and deep brand understanding. It is advised that brands create plans to grow their Twitter following, such as praising customers for their contributions on the brand's Twitter account to show them how much they are appreciated.

3. Limitation of the study

The present study is performed over the 18 Sanskrit universities in India[11] and the analysis of the social media engagement is limited to YouTube, X (previously Twitter), Facebook and Instagram. Details of the universities on the above-mentioned social media platform are given in Table 1. The data on the institution's presence on these platforms are accessed from the official websites of these universities and only the active links are taken for the study, non-active links are not considered and evaluated. Unofficial links to the social media platforms of these universities are not part of this research.

4. Methodology

The sheer number of likes, comments, and shares that were made publicly available on YouTube, X, Facebook, and Instagram from the social media pages of Indian Sanskrit universities were reviewed, examined, and compared in this study. Higher rates of shares, likes, and comments have been considered to be a sign of more activity on the university's social media page. To identify any trends in the posting of the posts and ascertain which platform generated higher engagement rates than the others, comparisons were made between institutions and between each platform. There are 18 Sanskrit universities in India with independent social media accounts that need to be examined and assessed.

4.1. Data, Information Sources and Procedures

This study used publicly available social media pages of Sanskrit universities to gather data after verifying addresses and user names from their official websites. Additional scrolling through tagged posts was necessary to locate existing accounts, as user names were sometimes abbreviated. Universities were evaluated on their number of posts and platforms to determine correlations between social engagement and frequency.

The data collected spanned over three months from February to April 2024. A chart was made for each university to take a record of the number of posts made on each platform, as well as the number of comments, likes, or shares of posts. These charts were then compiled into an Excel spreadsheet that included final figures for the number of posts on each platform for each university, the number of reactions or likes, comments, or shares on each platform, and the number of posts in each category. This data was then compared across each of the four platforms to gather data regarding post frequency and subscriber responses.

S.No.	University	Abbreviation	You Tube	Twitter	Facebook	Instagram
1	Sampurnanand Sanskrit Vishwavidyalaya, Varanasi	SSVV	√	√	√	×
2	Deccan College, Post-Graduate and Research Institute, Pune	DCPRI	√	√	√	√
3	The Sanskrit College and University, Kolkata	SCU	×	×	×	×
4	Kameshwar Singh Darbhanga Sanskrit University	KSDSU	√	×	×	×
5	National Sanskrit University, Tirupati	NSU	√	√	√**	√
6	Shri Lal Bahadur Shastri National Sanskrit University, Delhi	SLBSNSU	√	√	√	×
7	Central Sanskrit University, Delhi	CSU	√	√	√	√
8	Shri Jagannath Sanskrit University, Puri	SJSU	×	×	×	×
9	Sree Sankaracharya University of Sanskrit, Kalady	SSUS	√	√	√	×

10	Kavikulaguru Kalidas Sanskrit University, Ramtek	KKSU	√	√	√	×
11	Jagadguru Ramanandacharya Rajasthan Sanskrit University	JRRSU	×	×	×	×
12	Uttarakhand Sanskrit Vishwavidyalaya, Haridwar	USVV	×	√	√	×
13	Shree Somnath Sanskrit University, Veraval	SSSU	×	×	×	×
14	Sri Venkateswara Vedic University, Tirumala	SVVU	×	√	√	×
15	Maharshi Panini Sanskrit Evam Vedic Vishwavidyalaya	MPSVV	×	√	√	√
16	Karnataka Samskrit University	KSU	√	×	×	√**
17	Kumar Bhaskar Varma Sanskrit and Ancient Studies University	KBVSASU	√	√	√	×
18	Maharishi Valmiki Sanskrit University	MVSU	√	√	√	√

Table 1: Presence of social media platforms by the Sanskrit universities
*√= Link available and working, ×=link not available, √** =link available but not working*

4.2. Methods

Engagement involves likes, replies (comments) and reposts by the follower to any post on the social media account. A good indicator of how well an account is creating engaging content for its audience.

Average views per post: this is the average number of views of each account's post. The higher will be better for the higher engagement rate.

Average engagement per post: The average number of likes, replies and reposts each of the posts gets. The higher engagement is better.

$$Average\ engagement\ rate\ (ER)\ per\ post\ \%:\ = \frac{the\ sum\ of\ likes, replies\ and\ reposts}{number\ of\ views\ on\ the\ account}$$

This study only considered original posts, views, clicks, shares, comments and reposts of the account to find the engagement rate.

Engagement rate (ER) versus length of video

According to *insight.ai*, YouTube engagement persists for up to two minutes but declines after two to six minutes. Videos lasting 12 minutes or more are more effective and influential.

Constraints for calculation of ER

The engagement rate has been calculated, but it has some constraints. It is calculated based on the data that is currently available, factors like the type of content, audience demographics, and data veracity are not taken into consideration.

Benchmark used for grading of engagement rate

Modash benchmark is used for grading the engagement rate of pages of social media accounts of universities[12]. Which is as follows:

0.73% to 2.5 % is the standard engagement rate,

2.5% to 4.4 % is a good engagement rate whereas

4.4 % and above is considered an exceptional rate of engagement.

YouTube

All of the audience's interactions (likes/dislikes, comments, and shares) on YouTube are included in engagement. The engagement rate is determined by multiplying all engagements by 100 on all of their posts, dividing by the total number of subscribers. Since this reflects the average engagement rate of postings, we removed statistical outliers to ensure a fair assessment.

$$Total\ engagement\ rate\ on\ You\ Tube = \frac{All\ likes + all\ comments + all\ shares}{Total\ number\ of\ subscribers} X\ 100$$

$$Total\ organic\ engagement\ rate\ on\ You\ Tube = \frac{Average\ no.of\ likes\ per\ post}{Total\ number\ of\ followers}$$

X (Twitter)

Total impressions of posts along with total engagements are enumerated from each account. The average engagement is calculated by adding together all engagements (likes, comments, reposts (retweets)) and dividing the engagements by the total number of posts. The freezing limit of posts is 100. To calculate the engagement % further average engagement follower ratio is calculated by dividing the average engagement ratio by the total number of followers. The average engagement follower ratio indicates the rate of engagement and it somehow differs from the average ER. The average ER

is enumerated by calculating the percentage of total engagement per impression. Impressions mean the number of times a post is served by the user on a timeline or searched.

Facebook
Social media managers typically report Facebook interaction by fans and followers because engagement by reach is only available for owned profiles.

Facebook's post engagement calculation:
The number of times that people engaged with your posts through reactions, comments, shares, and clicks. To calculate ER is the sum of reactions, comments, and shares received on the posts published in the selected period.

Average ER on Facebook:
The average engagement rate per post by followers is calculated as the total engagement by the number of posts the page published. The result is then divided by the number of followers, and multiplied by 100.

Instagram
It includes the total number of (engagement) likes and comments from posts (here 18 most recent posts are taken for the purpose). Total engagement divided by number of posts (here 18), will give average engagement per post. The average engagement is divided by the number of followers of the account, and then multiplies with 100.

Therefore, the Engagement rate formula is as follows:

$$\text{averaget post engagement} := \frac{\text{the sum of likes and comments}}{18}$$

$$\text{Engagement \%} := \frac{\text{average post engagement}}{\text{total numbers of follower}} \times 100$$

An examination of eighteen posts is sufficient to understand ER and if the account has less than 18 posts then the total reactions are divided by the total number of posts It is common practice by promoters to limit the time that promotions are active.

5. Data and its Analysis
Out of 18 Sanskrit universities in India; four —SCU Kolkata, SJSU Puri, JRRSU, Jaipur, and SSSU Veraval—do not have any official account on the social media platforms under investigation; even looking at their official websites, we find that these universities are not using any of the social media platforms. The remaining 14 universities (78%) under investigation snap at least one social media platform. (Table I). A more thorough examination of the data indicates that 61% of Sanskrit institutions use YouTube to advertise their institutional videos of lectures and other activities, whether they are offline or online. 67% of Sanskrit universities use X (formerly Twitter) to share institutional information. 50% of Sanskrit institutions make use of Facebook, and at the least 28% are using Instagram social media platforms for promotional purposes.

5.1 Reach of social media platforms
When we see Table 2 regarding the total number of followers or subscribers, it is unexpected to derive from the facts that these institutions have more Facebook and YouTube subscribers separately than X, even though X is being used by more universities than YouTube and Facebook. Overall, there are 50.3 K Facebook subscribers and 28.74 K YouTube subscribers of these universities. In contrast, X has only 16.58 K followers and 5.33 K Instagram followers for these universities.

University	You Tube	X	FB	Insta	Reach (Overall)
	A	b	c	d	(a+b+c+d)
SSVV	1.78	0.042	7.6	-	9.422
DCPRI	0.36	0.17	2.7	1.7	4.93
SCU	-	-	-	-	0
KSDSU	3.43	-	-	-	3.43
NSU	7.6	5	-	1.9	14.5
SLBSNSU	3.24	1	5.1	-	9.34
CSU	5.4	6	15	1.2	27.6
SJSU	-	-	-	-	0
SSUS	2.84	0.03	2.8	-	5.67
KKSU	0.012	1	4.1	-	5.112
JRRSU	-	-	-	-	0
USVV	-	0.09	4.3	-	4.39
SSSU	-	-	-	-	0
SVVU	-	1	-	-	1

MPSVV	*-*	*1*	*-*	*0.3*	*1.3*
KSU	*2.95*	*-*	*-*	*-*	*2.95*
KBVSASU	*0.73*	*0.25*	*1.9*	*-*	*2.88*
MVSU	*0.4*	*1*	*6.8*	*0.43*	*8.63*

**Table 2: No. of followers or subscribers of universities (in K)**
Data taken on 11.03.2024 (23:25)
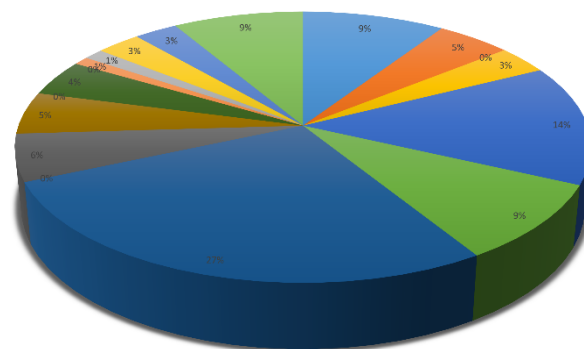
Figure-1
overall reach of Sanskrit universities on social media

The total reach of social media sites, channels, and accounts of Sanskrit universities is 101.54 K. CSU has 27.6 K followers/subscribers altogether on social networking sites and that equates to 27% of the reach of all universities (figure 1). SSVV and NSU appear at subsequent positions in the order. Overall, 50% of subscribers or followers of Sanskrit universities are following the previously mentioned three universities, and the rest of the 50% of subscribers are following the remaining 11 Sanskrit Universities

5.2 YouTube engagement
It was found that eleven different Sanskrit universities have official YouTube channels (table 3) and out of these KKSU is the only university that has less than a hundred subscribers and no single post because of its new start. Other than these, DCPRI, KBVSASU, and MVSU have fewer than 1K subscribers respectively. As a result, average engagement, engagement rate (ER), and ER organic are found zero for these four universities. Only seven YouTube channels—that have a desirable reach—are in active mode. There are a total of 28.742 K subscribers over 11 channels; the highest percentage of subscribers in the credits are found at NSU, CSU, and KDSU, i.e. 50% of total subscribers together (figure 2).
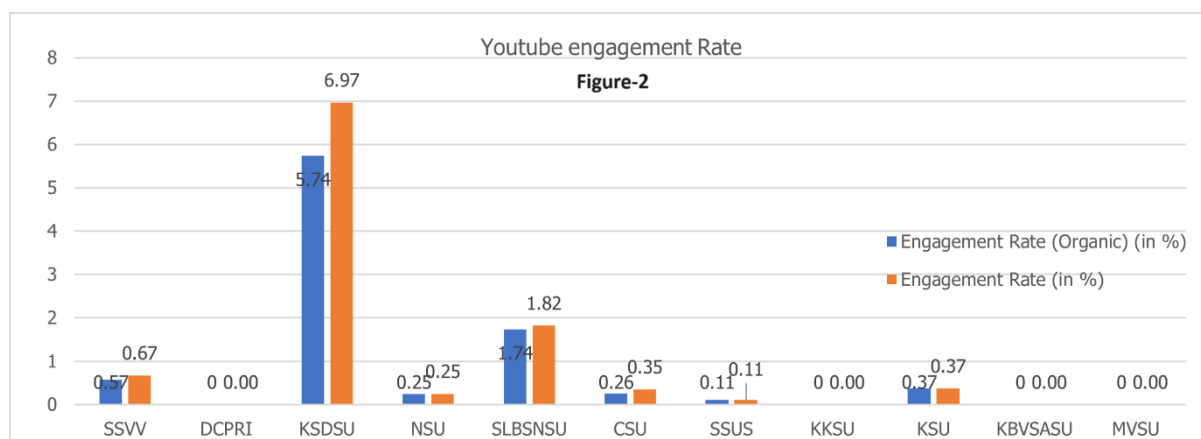
Views for each account are not considered as a part of actual engagement over the post. Organic involvement includes only response of like or dislike towards a post is calculated in percentage and it has lesser value than ER in percentage due to the elimination of comments while calculating the organic ER.

KSDU has a higher ER on average and is organic whereas the channel has fewer subscribers and posts than NSU and CSU. The NSU has more subscribers, posts and views than KSDU, but the viewers do not engage with the posts as in the case of KSDSU, hence the ER and organic ER scored by NSU is less than that of the KSDSU.
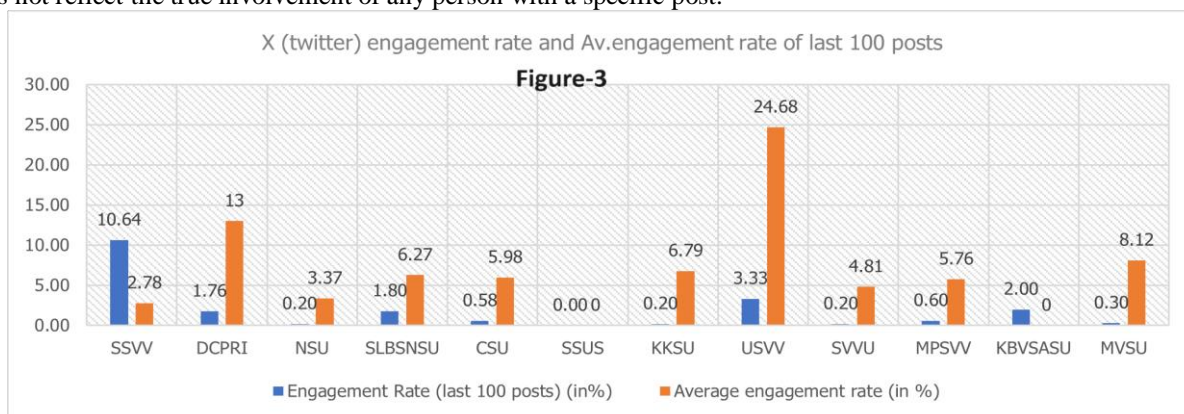
S.N	University	Subscribers (in K)	Total Posts (in K)	Total Views (in K)	Average engagement (Comments)	Average engagement (Like/dis-like)	ER (Organic) (in %)	ER (in %)
1	SSVV	1.78	0.368	41	2	10	0.57	0.67
2	DCPRI	0.36	0.024	5.9	0	0	0	0.00
3	KSDSU	3.43	0.056	225	42	197	5.74	6.97
4	NSU	7.6	0.809	387	0	19	0.25	0.25
5	SLBSNSU	3.24	0.389	142	3	56	1.74	1.82
6	CSU	5.4	0.411	183	5	14	0.26	0.35
7	SSUS	2.84	0.211	63	0	3	0.11	0.11
8	KKSU	0.012	0	0	0	0	0	0.00
9	KSU	2.95	0.169	105	0	11	0.37	0.37
10	KBVSASU	0.73	0.045	32	0	0	0	0.00
11	MVSU	0.4	0.135	12	0	0	0	0.00

Table 3: Engagement Rate of YouTube
Data taken on 11.03.2024 (23:25)

5.3 Engagement rate of X (Formerly Twitter)

Twelve Sanskrit universities are linked to the social networking site X (previously Twitter). CSU and NSU collectively contribute to more than 65% of all subscribers (Table 4). KKSU is most active on X, followed by NSU and CSU, when we observe the number of posts in each account complementing the number of contents posted by the universities. Whereas CSU has more viewers for the posted content over the X, followed by SLBNSU and NSU respectively. Total views of any post have no bearing on engagement with any post because the author's view of a certain post is also tallied, and it simply shows the sight viewed and scrolling of any social media account's postings. As a result, the average engagement rate is determined in percentages by dividing total engagement by total impressions (the number of individuals who saw any content). The data for average ER clearly shows that it differs from organic ER (figure 3) and does not reflect the true involvement of any person with a specific post.

S.N	University	Subscribers (in K)	Posts (in K)	Total Impressions of last 100 posts (in K)	Total engagement (in K)	Average engagement /post	ER (last 100 posts) (in%)	Av.ER (last 100 posts) (in %)
1	SSVV	0.047	3	0.503	0.014	5	10.64	2.78
2	DCPRI	0.17	5	0.1	0.013	3	1.76	13
3	NSU	5	1.8	28	0.959	10	0.20	3.37
4	SLBSNSU	1	0.544	29	1.8	19	1.80	6.27
5	CSU	6	1.5	59	3.5	36	0.58	5.98
6	SSUS	0.0	0.240	0	0	0	0.00	0
7	KKSU	1	4.9	3	0.208	3	0.20	6.79
8	USVV	0.09	0.034	0.470	0.116	3	3.33	24.68
9	SVVU	1	1.4	4	0.200	2	0.20	4.81
10	MPSVV	1	0.957	9.5	0.552	4	0.60	5.76
11	KBVSASU	0.25	0.079	0	0.415	7	2.00	0
12	MVSU	1	0.623	3.6	0.293	3	0.30	8.12

Table 4: Engagement Rate of X (Twitter)
*Note: Embedded posts will not add to view counts.*

5.4. Engagement rate of Facebook

University	Followers (in K)	Likes (in K)	Total engagement (last 18 posts) in K	Average engagement (last 18 posts)	ER (in %)
SSVV	7.6	5.4	0.848	47	0.62
DCPRI	2.7	2.4	0.441	25	0.93
SLBSNSU	5.1	3.6	0.823	46	0.90
CSU	15	8.9	1.987	110	0.73
SSUS	2.8	2.6	0.086	5	0.18
KKSU	4.1	NA	0.509	28	0.68
USVV	4.3	4.2	0.964	54	1.26
KBVSASU	1.9	1.5	1.044	58	3.05
MVSU	6.8	5.4	0.478	27	0.40

Table 5: Engagement Rate of Facebook
Data taken on 17.03.2024 (23:22)

Facebook engagement rate
Figure-4
Engagement Rate (in %)
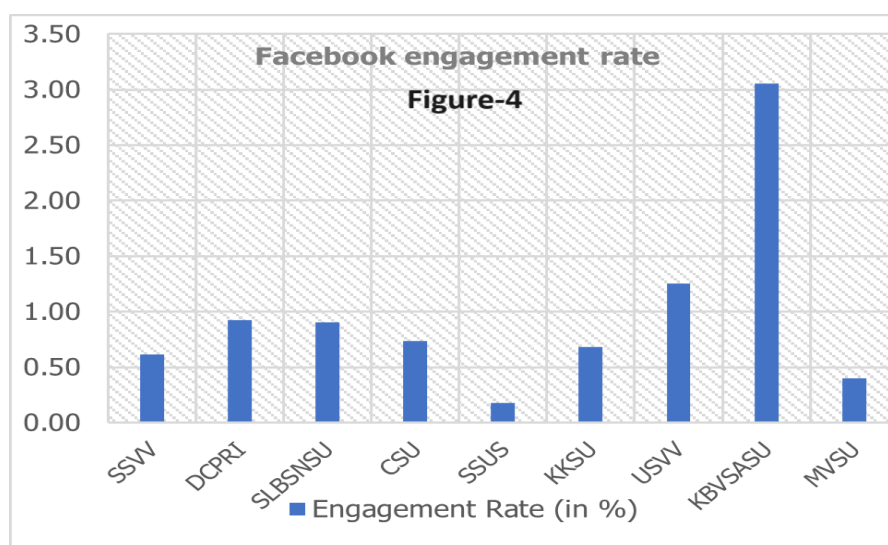
CSU is more active on Facebook, but it fails to engage its followers as effectively as KBVSASU and USVV. CSU has more content on Facebook than the previously stated universities, but it has not succeeded in engaging its fans at a progressive rate. As we can see, the average involvement of CSU is the greatest among all (table 5). However, the ER% is lower than those of the KBVSASU and USVV (figure 4). ER% is affected by the total number of followers, and in the present instance, the ER has been determined using the latest 18 posts. The organic ER% is calculated as the ratio of average engagement over the last 18 posts to total followers. KKSU has an official Facebook profile account rather than an organization page, hence total page likes for KKSU are not considered for the calculation of the ER.

5.5 Engagement Rate of Instagram

Only five out of the eighteen Sanskrit universities promote their organizational information on Instagram, accounting for only 28% of the total and the lowest-using social media site among

S.N.	University	Followers (in K)	Posts (in K)	Total engagement (in K)	ER (in %)
1	DCPRI	1.7	0.142	2.261	7.39
2	NSU	1.9	0.915	1.943	5.68
3	CSU	1.2	0.791	1.255	5.81
4	MPSVV	0.3	1	0.106	1.95
5	KSU	0.43	0.382	0.184	2.38

Table 6: Engagement Rate of Instagram
Data taken on 09.03.2024

the four (YouTube, X, Facebook, and Instagram). DCPRI and NSU have a combined 65% of followers.
MPSVV is the most active of the group, with over 1,000 posts, followed by NSU and CSU, whilst DCPRI has the fewest posts but higher engagement than the rest (table 6). It means that the posts DCPRI posted were sufficient to engage their

followers, or that the majority of DCPRI's followers were engaged with the postings. Whereas the other has more posts and followers but fails to engage them as effectively as DCPRI.

6. Findings and Results

According to Statista.com (2023), Facebook, Instagram, YouTube, and X (Twitter) have the largest market shares among social media platforms in India. Similarly, as per data from Statista.com (2024) on active users, India leads in Facebook, Instagram, and YouTube, while X (Twitter) has 25.45 million users and ranks third overall.

In this study, we obtained data and information on the previously discussed social media platforms of Sanskrit universities by assessing the performance of postings and evaluating it to obtain answers to the following questions:

Which social media platform is more popular among the universities?

Which platform is most effective for target audiences?

Which platform has the highest growth and engagement rates?

6.1 The scenario of Sanskrit universities

When we look into the social media usage of Sanskrit universities in India, it is surprising that four universities are not even on any of the social media platforms under study, let alone any other social media platform; 14 out of 18 Sanskrit universities are using at least one of the social media platforms under study; and only three universities are on all of the ibid platforms of social media, accounting for only 16% of the Sanskrit domain. Similarly, 9 (50%) universities use at least three of the social media platforms under assessment, while 12 (66.6%) universities use at least two of the aforementioned social networks and 78% of Sanskrit universities are at least on any of the social media platforms.

When we examined all four social media platforms under assessment, X (Twitter) emerged as the most popular among all Sanskrit universities, followed by YouTube, Facebook, and Instagram, accordingly.

Engagement with social media posts includes reactions, likes, dislikes, comments, and sharing. Engagement rate refers to the numeric element of involvement, not the quality. ER is directly proportional to the number of engagements, and the average engagement provides a clear view of the ER. In other words, the higher the number of engagements, the higher the rate, however, the ER is inversely proportional to the total number of subscribers or followers.

KSDSU has the highest and most engaging YouTube ER of any Sanskrit university on the site. It has been discovered that the majority of videos on this account are online Sanskrit tutorials rather than university activities, which accounts for the high ER. Accounts with more instructive lectures and live events have higher ER than accounts with other general videos. Academic productions are well-liked, and they are more effective in engaging audiences. Whereas, SLBSNSU has a standard engagement rate and the rest of the universities have an engagement rate of below standard.

In the case of X (Twitter), engagement implies clicking anywhere on the post for any reason, such as liking, reposting, expanding post replies, username, profile photo, following, sharing, clicking on a link, hashtags, or embedded media. Total impressions of Sanskrit universities are significantly larger than engagement, hence engagement rate reflects the actual image of engagement rather than the average engagement rate. There is a wide range of ER and average ER across universities, and average ER values are not used to conclude. SSVV has an extraordinary rate of engagement. More than half of Sanskrit universities have below-average engagement rates.

Facebook is the third most popular social media site among Sanskrit universities, but it leads in terms of subscribers or followers, implying that it is more popular among users. In terms of reach, Facebook leads all four social media platforms and equals the global position, but it ranks second in terms of overall number of Indian users. None of the Sanskrit universities has exceptional ER whereas, more than 50% of universities on the Facebook platform have standard engagement rates.

Instagram is ranked last in terms of both popularity among Sanskrit universities and quantity of users. The three most active Sanskrit institutions on Instagram are NSU, CSU, and DCPRI. DCPRI and NSU have an outstanding rate of engagement, while the others have a standard ER. None of the universities have below-average involvement rates.

Discussion and Conclusion

The results of the study indicate that all Sanskrit institutions are not often engaged in social media platforms, but some of the universities, such as DCPRI, CSU, and MVSU, are active on all major social media sites. This study also discovered that while all universities have gradually embraced social media, more media engagement approaches must be implemented to engage the audience. The majority of universities on YouTube and X have below-average engagement rates, whereas most universities on Facebook and Instagram have standard or excellent engagement rates.

When we examine all of the social media sites included in the study, we see that there is no direct impact of engagement rate on views, unless any post view triggers engagement. Views of the account holder's postings are also counted as views on the social media site, so they are omitted from the engagement rating.

The engagement rate can be calculated in three methods: first, by the number of posts in the account, then by the overall reach, and finally by the total impressions. When we look at the engagement rate by post, we can see that the number of posts may be raised on every social media account, but having more posts has no direct impact on follower engagement.

Similarly, even if your posts have a high reach, is the follower or subscriber engaged with any particular post? The results obtained by calculating ER simply based on impressions are entirely real ER and reflect the actual ER of your post; hence, the ER of Sanskrit universities has been determined solely based on impressions and is completely authentic.

This study recommends increasing engagement with pertinent content allows you to reach more people who may share your institution's beliefs. When you give individuals reasons to engage with your writings and they reply, you can create cordial and conversational relationships with them, resulting in a connection. Most social media networks provide useful information about how people interact with your content. Higher engagement provides you with additional information about the actions your followers take on your profile, allowing you to alter your strategy accordingly. Overall, our findings highlight the need for a greater understanding of the impact of social media promotion in increasing community participation in Sanskrit universities and services.

References

1. Shamieh Basma, S.M. The Influence of Social Media Applications on Youth Purchasing Decision at the University of Jordan. *International Journal of Management Science and Business Administration*, 2020, **30**.
2. Alvermann, D. E.; Hutchins, R. J. & McDevitt, R. Adolescents' Engagement with Web 2.0 and Social Media: Research, Theory, and Practice. *Research in the Schools,2012, 19*(1), 33-44.
3. Qualtrics. What is social engagement?, 2022. https://www.qualtrics.com/experience-management/customer/social-engagement/
4. Reitz, J. M. Online Dictionary for Library and Information Science. ODLIS, 2014, https://products.abcclio.com/ODLIS/odlis_c#cybermetrics
5. D'Agostino, D. Social Media Engagement Across Public Libraries in Monroe County: A Webometric Study. SLIS Connecting,2022, 11(2). https://doi.org/10.18785/slis.1102.09
6. Bartosik-Purgat, M.: Filimon, N. & Kiygi-Calli, M. Social media and higher education – An international perspective. *Economics and Sociology*, 2017,**10**(1), 181–191. https://doi.org/10.14254/2071-789X.2017/10-1/13
7. Hoiles, W., Aprem, A. & Krishnamurthy, V. Engagement and Popularity Dynamics of YouTube Videos and Sensitivity to Meta-Data. *IEEE Transactions on Knowledge sand Data Engineering*, 2017, **29**(7), 1426–1437. https://doi.org/10.1109/TKDE.2017.2682858
8. Le Ho Chi, T.; Nguyen-Thi Ho Chi, M.-V.; Le Ho Chi, H.; Vo Ho Chi, Q.-T.; Le Ho Chi, T.; Tien Nguyen, H.; Le, T. *EnTube: A Dataset for YouTube Video Engagement Analytics*,2022, **15**(38), 1-17. https://doi.org/10.21203/rs.3.rs-2085784/v1
9. Garacia-Rivera, D.; Matamoros-Rojas, S.; Pezoa-Fuentes, C.; Veas-Gonzalez, I. & Vidal-Silva, C. Engagement on Twitter, a Closer Look from the Consumer Electronics Industry. *Journal of Theoretical and Applied Electronic Commerce Research*,2022, **17**, 558–570. https://doi.org/10.3390/jtaer
10. Basbeth, F.& Nardo, R. The Role of User Engagement and Instagram Influencer in a Corporate SNS Account. Studies in Big Data. Springer Science and Business Media Deutschland GmbH,2023, **135**,55–63. https://doi.org/10.1007/978-3-031-42463-2_7
11. *https://en.wikipedia.org/wiki/List_of_Sanskrit_universities_in_India (taken on 11.04.2024)*
12. https://www.modash.io/