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Evaluating universities Twitter web pages responding to the Black Lives Matter movement

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Evaluating universities Twitter web pages responding to the Black Lives Matter movement

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ABSTRACT

In the wake of the Black Lives Matter (BLM) movement in May 2020, many colleges and universities responded by making statements on their website and social media channels condemning racism. Higher education institutions began initiatives for diversity, equity, and inclusion (DEI) for faculty, staff, administrators, and students on campus. Three years later, this study investigates whether universities are still offering and promoting workshops, classes, events, and activities related to DEI to campus communities. To do so, the researchers conducted a content analysis on Twitter categorizing tweets over a one-month period, then they classified the Tweets using the top 10 colleges in the *U.S. News & World Report* published in 2021. Tweets were categorized by the authors with the following classifications: equality and diversity, academics, campus life, faculty and student research, campus upgrades, administrative information, community service, and others. The researchers discovered that all categories were utilized to engage current students and to attract potential new students. The faculty and student research category was tweeted the most by universities over the one month of Twitter classification. Even though the category of "diversity, equality and inclusion" was not the most tweeted category, it was still frequently utilized as higher education institutions strongly highlighted content and information related to DEI initiatives.

Keywords: #BlackLivesMatter, hashtag activism, social movements, social media, Twitter, higher education

1. INTRODUCTION

Black Lives Matter (BLM) is a social justice movement that has gained national and global attention to bring awareness to racism and inequality. Supporters and advocates of the movement aspire for equal treatment for African Americans. Over the last several years, there have been many moments in the American culture that have led many individuals around the world to campaign for change. Major backing and growth for the movement was due to several black men and women losing their lives in confrontations with police officers. In July 2013, George Zimmerman was acquitted of the murder of Trayvon Martin. According to Ince, Rojas, and Clayton (2017, p. 1814), "the acquittal was a defining moment for U.S. race relations, particularly considering the months of protests and demonstration in response to Martin's murder in the winter of 2012, the subsequent lag in police officers' decision to

arrest Zimmerman, and Martin's criminalization within the media." Ince et al. also noted that the phrase Black Lives Matter (BLM) was first seen on Facebook after the verdict for Zimmerman was announced.

Due to recurring of such situations and to bring attention to the issue, former National Football League (NFL) quarterback Colin Kaepernick sat on the bench during a rendition of the National Anthem prior to a pre-season football game. A few games later, he would kneel during the National Anthem, which would continue for the entire season. This led many athletes in all major professional sports to kneel during the anthem as well. During the global pandemic of COVID-19 on May 25, 2020, George Floyd died when he was placed under arrest by Officer Derek Chauvin. The video footage showed that Chauvin had his knee on Floyd's neck for over 9 minutes. The video footage also indicated that Floyd was telling the officers there that he could not breathe, along with pleas from bystanders to help him. The death of George Floyd led to worldwide protests against police brutality and accountability for their actions.

During the protests, businesses and organizations made announcements on their websites and social media pages supporting Black Lives Matter. The higher education sector was one of these organizations that recognized the BLM movement. Universities across the United States were posting their reactions, stances, and viewpoints on this matter. This was important for higher education institutions to react and acknowledge the movement in support of their enrolled students. Additionally, to not stay silent and share their voice to advocate for change. One social media platform where statements were posted was Twitter. #BLM is still used today to support and share information on the BLM movement. This is comparable to other social or cultural movements that have been promoted on Twitter to bring attention to a subject. In the fall of 2011, #OWS or #99percent were utilized on Twitter during Occupy Wall Street. According to Cohen and Kenny (2020, p. 36), when the hashtags were used on Twitter, it was "to gather citizens to protest in New York about economic and income inequalities."

A second example is the Arab Spring movement, which occurred in 2010. The Arab Spring, according to Howard and Hussain (2013, p. 3), was a popular democracy movement that began in Tunisia, then inspired Egypt and consequently influenced the movement across the Arab region. The Arab Spring was a revolutionary wave of demonstrations and protests started in Tunisia in 2010. Technology played the leading role in the Egyptian and Tunisian revolutions of 2010 (Khalifa, 2012). The Arab Spring was the result of several issues: Economic causes (e.g. global crisis, unemployment, food high prices crisis) social, social causes (e.g. education and democracy, political causes (e.g. freedoms and economic inequalities, the role of social media, discrimination against ethnic and religious minorities). The phrase "Arab Spring" was first used by Marc Lynch in his article in the U.S. political academic journal "Foreign Policy". The Arab Spring is a movement of violent and civil wars that started in Tunisia in 2010 and spread all over the Arab world (Terrill, 2011).

On the other hand, the new Arab Spring, known as Arab Spring 2.0 or The Arab Winter, is the new wave of anti-government protests. Arab Spring 2.0 triggered socioeconomic conditions, corruption, and a sense of economic and political privilege deprivation with outright calls for regime change in Algeria, Sudan, and Lebanon. In recent years, social networks have crossed all psychological and geographical boundaries by helping billions to connect and share information. Hence, the Arab world has realized that they are not alone, whereas others are experiencing just as much brutality, hardships, and lack of justice. For the first time, social networks provided activists with an opportunity to disseminate information while bypassing government restrictions quickly.

The purpose of this article is to collect tweets from higher education institutions across the United States concerning BLM. After collecting tweets, the researchers will analyze each one to develop relevant themes from the announcements, statements, and proclamations during the height of the protests to understand how each institution responded to the situation. Thus, the researchers present the following research question: How did colleges and universities respond to BLM using Twitter?

2. LITERATURE REVIEW

2.1 #BlackLivesMatter: definition and history
Black Lives Matter (BLM) exists as a call for racial equality and justice. When reviewing past events, African American protesters have a long and rich history of social movements that started with slavery. The racial hierarchy was formed in the United States with Africans' arrival as slaves in 1619. In 1829 David Walker's Appeal to identify the black freedom struggle was the main obstacle, where the only

way to protest was by taking up arms against slaveholders (Jeffries, 2016; Watson, Turner, & Hines, 2020). Alicia Garza (2015) wrote:

> Black Lives Matter has come to signify a new era of black power, black resistance, and black resilience. For black folks, this is our renaissance.

According to Britannica (2023), BLM, a social campaign intended to fight racism and anti-black aggression, established in 2013. Throughout the years, the so-called "Black Lives Matter" has received worldwide media coverage. BLM on social media typically focuses on protestors' abilities to organize social movements. Social media literature intensifies the theory of social movement in a meaningful way. Contemporary social media movements are distinguished from historical ones, where anyone with a cell phone can become a reporter on social networks and lead social justice issues. Early social media literature discussed technology's ability to promote individualism and make it more challenging to govern and organize a coherent society (de Sola Pool, 1990, pp. 261–262), which explained the link between various social movements and social media. Pool described how revolutions in communications technologies profoundly affect social life and culture. The extent to which the social media revolution in communications technology thoroughly affects nearly all social and cultural aspects. BLM is characterized as one of the most influential contemporary protest movements.

The three-word call for justice #BlackLivesMatter began to trend in July 2013. The co-founder Patrisse Cullors of the BLM foundation, along with Alicia Garza and Opal Tometi, created the hashtag #BlackLivesMatter on Twitter to protest George Zimmerman's exoneration for the shooting death of an unarmed African American teenager, Trayvon Martin (Lucero, 2020; Tillery, 2019; VOA News, 2020). Social media's role in any political movement mainly focuses on organizing protest activities and spreading information. The movement's leadership on Twitter uses the hashtag #BlackLivesMatter to communicate with other groups quickly and carefully.

#BlackLivesMatter movement became an opportunity for people to voice their awareness about racial discrimination in America using the digital space to create a new public domain for a continuous debate about race (Edrington & Lee, 2018). As the online activism movements have grown, it is time for the literature to sketch a cohesive framework to understand how online presence can either help or hinder offline activities when crossing boundaries. For example, if a social media hashtag like #BlackLivesMatter becomes popular, it might be easier for people to find each other and work together offline. But if the hashtag is widely shared, it might also draw more attention to the movement and help it grow even more (Wang, Piazza, & Soule, 2018). According to Ince et al. (2017), the #BlackLivesMatter on Twitter and its diffusion also facilitate offline coordination among African American civil rights groups and other groups. Ray et al. (2017) collected tweets mentioning Brown Ferguson four separate times over a year using the hashtags #BlackLivesMatter and #TCOT (Top Conservatives on Twitter, a right-wing hashtag associated with the Tea Party movement) on Twitter. The study showed that #TCOT focused on justifiable homicide and humanizing police officers rather than Black people being killed with impunity and humanizing victims of police brutality.

On an unprecedented dataset that includes approximately 500,000 users sharing 20 million tweets, half of whom actively participated in the 2020 BLM discussion, but some of whom were later deleted or suspended, we analyzed what happened on Twitter before and after the event that triggered the 2020 BLM movement. The study aimed to discover why many user accounts are removed by their owners or suspended owing to violations of social media platform policies. The study used statistical tests to support numerous studies, including lexical analysis, spamming, bad language, hate speech, and misinformation transmission. The survey identified the most frequently used hashtags in tweets. The most popular hashtag for each user category is #BlackLivesMatter. They concluded that following the event that triggered the 2020 BLM, the number of new Twitter accounts grew considerably. In addition, suspended users have more undesirable tweets, compared to active and deleted users (Toraman, Şahinuç, & Yilmaz, 2021).

According to Sharafat (2021), throughout the COVID-19 pandemic, BLM protesters remained on the streets, leaving ethnic groups disproportionately affected by the pandemic and national control limits that target locations where the virus is rapidly spreading. Thelwall and Thelwall (2021) investigated whether racially related incidents during the pandemic influenced the level of reaction to George Floyd's death and the type of subsequent race conversations. It employs word association thematic analysis and English-language Twitter as evidence for the racism-related topics discussed during the outbreak on four major phases of racist debates: right-wing "Chinese virus," Donald Trump's "Chinese virus," discussions on high ethnic minority COVID-19 death rates, and reactions to George Floyd's murder. Thus, the murder of George Floyd appears to have created a social media arena for public

generalizations about systematic and entrenched racism. Both news media and social websites can be used to identify the issues discussed in the past, but Twitter can include voices that are not prominent in mainstream media.

The study showed that the protests about George Floyd were able to quickly generalize on Twitter (and probably elsewhere) partly because of the prior discussions about different instances of racism and its solidification in the #BlackLivesMatter movement. In practical terms, this study confirms that continuing to highlight individual instances of racism and connect them to systemic racism when it is not the main topic of discussion in the news can have long-term benefits when major events occur.

Panda, Siddarth, and Pal (2020) examined 520 US Congress members' tweets regarding two primary topics: the COVID-19 pandemic and the current wave of anti-racist protests. When the authors examined the rhetoric around anti-Black violence, they discovered that Democrats are considerably more likely to mention police brutality as a specific concern. Republicans, on the other hand, not only debate the topic significantly less but also use broader terminology and criticize perceived protest violence. In the aftermath of George Floyd's death, 266 Democrats posted 2,118 tweets, four independent Senators posted four tweets, and 157 Republicans posted 464 tweets. Prior to Floyd's death (May 25), Democrats tweeted 56 times about the Bureau and 21 times about BLM, while Republicans tweeted 59 times about the former and none about the latter. Regarding George Floyd's murder, the authors noticed that both parties used words like justice and police to describe him. While Democrats linked this murder to other Black people's deaths and especially mentioned police brutality, authors observed that Republicans speak far more of protests and violence.

2.2 Twitter classification system

Since their infancy, social media platforms have enabled researchers the ability to collect and analyze information. This is due to social media sites storing users information in their databases. One of the most used social media sites to retrieve data is Twitter, now known as X. Created by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams, the site launched in March 2006. Twitter or X remains a microblogging website in which users send short messages to one another. Previously known as tweets, users post personal messages to their online community, their profile, and as a public note in 140 characters or less. The reason tweets were 140 characters was to match the size of an SMS message, similar to a text on a mobile device. In 2017, Twitter increased the character limit of a message to 280 per tweet.

Twitter/X has become one of the most influential social media sites globally. Users who take part in the network post their thoughts and opinions on a variety of topics such as entertainment, sports, news, education, comedy, and what is occurring in their personal lives. Users have the option to repost messages from another user to place on their profile if the post has a significant impact, entertains, or engages them in some fashion. In particular, journalists use Twitter/X regularly to report the news to the public on their personal accounts. Also, celebrities, professional athletes, influencers, and brands use Twitter/X to interact, engage, and communicate with their fans on a daily basis.

Due to the plethora of tweets distributed via Twitter at the time, a system was developed to retrieve messages on similar topics. Chris Messina created the hashtag in 2007, in which users can place a pound symbol in front of a word or phrase. When using the hashtag, the word or phrase becomes a hyperlink, where users can locate the topic via the Twitter/X search engine. After Twitter adopted the search functionality, it has become a universal social media tool. Other social networks have added it to group topics including Meta owned social media networks: Facebook and Instagram. The invention of the hashtag has enabled researchers to utilize the symbol to act as a tool to retrieve data for evaluation for an array of disciplines. Furthermore, researchers have developed Twitter/X classification systems to understand the meanings of tweets.

2.3 #BlackLivesMatter and Twitter classification systems

Bernabo (2019, p. 77) stated, "Twitter serves as a public sphere for discussion through live-tweeting practices, demonstrating how social media and entertainment programming are expanding the cultural forum of the Black Lives Matter (BLM) movement." Twitter becomes a space for users to post their feelings and connect with others to discuss cultural and social issues. It is a broadcast network for activism and sharing ideas, feelings, and concepts toward problems facing culture and communities. Bernabo conducted a content analysis of public tweets from three television series: *Law and Order SVU*, *The Good Wife*, and *Scandal*. Each tweet was categorized into five themes after being collected during the first run broadcast of the episode: whether or not to dramatize, timing, authorship, media

critique, and entertainment purpose. The themes were reactions toward how viewers felt about how BLM was represented through each series. Categories included whether or not to dramatize were tweets that debated whether it was acceptable for a television series to exaggerate or create a performance of real events. The timing was shared discussing whether enough time has passed to intertwine reality-based events and fictional storylines. Authorship included "tweets that emphasized identities and their handling of the topic" (p. 86). Users would discuss who is the right individual to tell the stories of BLM events and issues. Media critique contained tweets analyzing and addressing "powerful figures and institutions, primarily law enforcement but also courts, politicians and news media" (p. 88). The purpose of entertainment consisted of tweets that explained the role and obligation the television series or network has in presenting social or cultural issues to the masses.

Ince et al. (2017) analyzed 66,159 tweets using #BlackLivesMatter. The authors defined classified tweets as distributed framing theory. Online users form their meanings when movements and activism appear on social networks, thus creating an online community to discuss, share, and engage about a specific topic. Five coding categories were developed when investigating the most common hashtags concerning BLM: Ferguson, police violence, tactics, counter-protest, and solidarity/expressiveness. Ferguson is any words within the tweet that relate to the shooting of Michael Brown, the release of Darren Wilson, and the protests that came about the issue. Police violence is any text in the tweet that includes "statements made by police shooting victims, activists, and the public in response to police violence" (p. 1821). Tactics are strategies and behaviors toward the BLM movement. Counter protests are "texts relating to blocking the goals, tactics, and ideology of BLM" (p. 1821). Solidarity/ expressiveness are words that declare support for the BLM movement. In conclusion of Ince et al. study of BLM hashtags on Twitter, the authors discovered that users support the movement. Additionally, as BLM was discussed more on Twitter, strategies to spread the topic increased, while specific events or acts of violence were not shared as much.

2.4 Emotions and Twitter classification

X will be referred to Twitter in this section as the studies were completed before the Elon Musk purchase. When developing a Twitter classification system to understand the meaning of a tweet, several studies have developed categories that define emotion. Emotion was categorized to evaluate whether a tweet was positive or negative and how the user or individual felt about a particular topic. Murthy, Bowman, Gross, and McGarry (2015) investigated the difference between tweeting on a mobile device versus a web browser. Negative and positive tweets were one area the authors researched extensively. To understand positive or negative language, the authors evaluated emotions. To do so, Murthy et al. incorporated Greenwald and Farnham's (2000, p. 825) positive and negative emotion word lists. "The list incorporates words such as happy, smile, and joy for positive and pain, grief, and agony for negative." Stowe, Paul, Palmer, Palen, and Anderson (2016, p.1) developed a classification system to organize disaster-related tweets. The authors categorized emotional tweets, also known as sentiment tweets. These types of tweets were ones that "express emotions or personal reactions toward the event, such as humor, excitement, frustration, worry, condolences, etc." Mohammad, Zhu, and Martin (2014) analyzed tweets from the 2012 U.S. presidential election and classified the emotions of tweets. Emotions identified included anger, anticipation, disgust, fear, joy, sadness, surprise, and trust.

2.5 U.S. News & World Report

The U.S. News & World Report is an online resource sharing information about education, health, real estate, travel, cars, and money, among other topics. Whether a physical publication or electronically, U.S. News & World Report has been a resource for approximately 90 years. Based out of Washington D.C., U.S. News & World Report is highly regarded and known for its yearly ranking system. For instance, and relating to this study, the online publication will rank the best colleges, universities, graduate schools, and online institutions under the education banner. According to their website, "these guides provide an easy-to-digest list for consumers to better understand and compare when making decisions" (usnews.com/about-us). Visitors to the website can narrow down the ranking list toward best value schools, national universities, most transfer students, highest 4-year graduation rates; and liberal arts schools depending on the filter of choice. In explaining why U.S. News & World Report ranks colleges and universities, their FAQ section points out that higher education is a major investment that impacts one's career choices and income.

This study utilized the list of best liberal arts schools at colleges and universities in the United States. According to the U.S. News & World Report, "Liberal Arts Colleges emphasize undergraduate education and award at least half of their degrees in the liberal arts fields of study" (usnews.com/bestcolleges, n.d.). U.S. News & World Report ranks colleges based on their mission statement and location in the United States. There are a total of 17 areas labeled as academic excellence that the publication collects data from, assigns a weight to, and ranks overall scores. Categories include graduation and retention, faculty and financial resources, student excellence, and alumni giving, among other areas. Rankings are published and updated every year. The best colleges rankings for 2021 were published on September 13, 2020 and utilized by the authors for this study.

3. METHOD

In the 2021 U.S. News & World Report publication, we collected the top 10 universities based on the liberal arts school rankings. The following higher education institutions will represent the study beginning with number one and ending with number 10: Princeton University, Harvard University, Columbia University, Massachusetts Institute of Technology, Yale University, Stanford University, University of Chicago, University of Pennsylvania, California Institute of Technology, and Johns Hopkins University. Then, we collected the Twitter handle and URL for each university in order to review tweets.

Table 1: Top 10 colleges (liberal arts schools rankings), U.S. News & World Report 2021.

College or university	Twitter URL
1. Princeton University	https://twitter.com/princeton
2. Harvard University	https://twitter.com/harvard
3. Columbia University	https://twitter.com/columbia
4. Massachusetts Institute of Technology	https://twitter.com/mit
5. Yale University	https://twitter.com/yale
6. Stanford University	https://twitter.com/stanford
7. University of Chicago	https://twitter.com/UChicago
8. University of Pennsylvania	https://twitter.com/Penn
9. California Institute of Technology	https://twitter.com/caltech
10. Johns Hopkins University	https://twitter.com/JohnsHopkins

For each university, tweets were collected between May 25, 2022 and June 25, 2022. The reason for this time frame was that this was two years since the Black Lives Matter movement started during the COVID-19 pandemic, as well as since institutions posted statements on their personal website and social media channels responding to George Floyd's death. In reviewing tweets, both researchers wanted to investigate whether university Twitter channels were educating and promoting equality and diversity. Are there academic courses, workshops, or campus events for students to learn about equality and diversity?

Each tweet was classified based on a theory by Helen Willa Samuels in her book, *Varsity Letters: Documenting Modern Colleges and Universities* (1998). Samuels offered categories for archiving documents in higher education facilities in her book. Thus, we are applying Samuels' theory to the contemporary university setting. Including the category for equality and diversity explained earlier, there are eight total categories. X (formally Twitter) refers to tweets as posts now. However, at the time of data collection they are called tweets as this is the term the authors will utilize throughout the study. Tweets categorized as administrative information means that the university posted about registration, graduation, bursar, or any office that may require students in need of documentation. The classification of academics signifies that a tweet represents a university major or minor and a specific course. Academic tweets also represent any academic event such as a workshop. Campus life tweets promote events on campus such as athletic games, student government-sponsored gatherings, and

other forms of recreation. Community services are tweets classified that are based on helping the local community in which the university resides. They are tweets that are also helping those in need. Tweets identified as faculty and student research serve as posts that promote specific studies. This may represent student and faculty publications in books and articles, medical and scientific studies, and other forms of research. Campus upgrades are tweets that present new facilities, technology, and materials to the community. The last category is titled "other," are tweets outside the classifications. Tweets were collected from each university's Twitter page and categorized in the spring of 2022 by both researchers.

4. DISCUSSION AND RESULTS

This study collected tweets between May 25 and June 25, 2022, by searching the Twitter accounts of the selected top 10 U.S. universities using each school's Twitter page. Researchers categorized each tweet an institution posted in that specific timeframe, resulting in a sample of 1,429 tweets**.** Then, tweets were classified according to the categories drawn in this study. Table 2 shows the number of tweets corresponding to each of the assigned categories.

Table 2: Results of Twitter classification.

Category	Total	Percentage
Faculty and student research	384 tweets	26.87%
Other	334 tweets	23.37%
Campus life	298 tweets	20.85%
Equality/diversity	119 tweets	8.32%
Academics	86 tweets	6.1%
Community service	75 tweets	5.24%
Administrative information	67 tweets	4.68%
Campus upgrades	66 tweets	4.61%
	1429	100%

Based on the data shown in Table 2, a total of 384 tweets (26.87%), were generally categorized as faculty and student research. As referenced in Table 2, 23.37% of the tweets were categorized as "other", including various tweets. 20.85% of tweets were about campus life. A total of 119 (8.32%) tweets of the analyzed tweets, were about equality/diversity.

From the data given in Table 2, tweets about faculty and students' research, others, campus life, and equality/diversity are the top retweeted tweets. Faculty and students' research tweets occupied the highest rate of an average of 384 (26.87%) tweets. Institutions were sharing the work of their faculty and current students in the program, whether it was a published article or book. Many universities were sharing research that students and faculty were doing within their facilities and programs. For example, a scientific research study using the labs on campus. There are a variety of different tweets under the "others" category, receiving 334 (23.37%) tweets. Tweets classified included messages on the weather, school closings, inspirational words, and other announcements. This garnered a vast number of tweets and indicates that further topics could be created outside of the ones presented by the researchers. This also indicates that universities are using Twitter for entertainment purposes and fun, outside of academic use.

Campus life, 298 (20.85%) tweets were utilized by each higher education institution to highlight and promote events for students following the university's Twitter pages. Based on each tweet (message) classified in this category, universities hoped that students following the Twitter accounts would attend the events as information about the location, time, and additional event information was almost always presented. Thus, it appears quite often that Twitter is used as a live feed sending out information about social activities and for students to be part of the campus community.

Categories that received less than 100 tweets were academics, community service, administrative information, and campus upgrades. Over the course of the month, all categories were used and

are still an important aspect for a university to use Twitter. Academics received 86 (6.01%) tweets as universities would share information about academic majors and minors within a department. Although academics were not the priority for the month, institutions would still share courses and program information with current and prospective students. In community service, 75 (5.24%) tweets were used to feature students helping the local community of which the university is a part. Tweets emphasized students helping non-profit organizations, raising funds and donations, and raising awareness of community issues. Administrative information, 67 (4.68%) tweets, provided incoming students with information regarding the application process for attending the university, registration, information regarding offices (library, writing center), and staff/administration updates. Due to the time period of analysis, the majority of tweets in the category pertained to graduation information and events. Thus, students may use other outlets to contact the institution about registration and bursar information. However, if this study occurred at the beginning of the semester, as opposed to the end, there may have been more tweets about how students pay their bills, financial aid, add/drop courses, and other administrative needs. The university Twitter pages used campus upgrades, 66 (4.61%) tweets to announce new buildings, rooms, and labs on campus. The researchers were not surprised by campus upgrades receiving the least amount of tweets, as updates to campus facilities, classrooms, technology, and infrastructure may not be a regular occurrence due to the time it takes for fundraising.

Analysis was carried out on 1,429 tweets. Each tweet was assigned to the proper category. However, while equity and diversity, 119 (8.32%) tweets were not the primary functions of Twitter, our findings indicate that each institution was still trying to make an effort by offering workshops, classes, lectures, and other activities, as an institutional newsfeed, to spread awareness of humanity and equality away from discrimination. In the month of data collection, all 10 universities were sharing information and highlighting equity and diversity. On the other hand, many tweets spread on the newsfeed perhaps have other motives for being there, as an institution of higher education must spread awareness on promoting academics, faculty, and campus events to engage potential new students.

5. CONCLUSION

Foremost, users rely on social media, particularly Twitter or X, to spread information about social movements. And over time, users start to share irrelevant content using the same hashtag. Therefore, the collected data shown in this study expresses the nature of sharing content on Twitter in terms of importance but not emotions. We cannot identify why the reviewed higher education institutions publicly share particular content. Therefore, future studies should interview those responsible for sharing information on X (formally Twitter) to understand why particular messages are posted to an online community of consumers. It is clear that universities are communicating various messages, whether it be about academic programs, faculty/student research, social events, facility upgrades, and other areas that impact the campus community. A future study may also want to collect posts over a longer period of time to see how each category develops further. Upon completing this study, the researchers have identified particular types of information that institutions share with students, faculty, staff, alumni, and other university community members. When students view content on social media channels, each has different goals. Some students may be looking to view information about a college major, while another student wants information regarding the grand opening of a new art gallery on campus. Also, students have different reasons for attending a university. It may be to research, attend global learning trips, become a scholar in a particular field of study, and learn skills for a certain career path. Therefore, universities using social media sites must relay an array of messages to inform current and prospective students.

Since many higher education colleges and universities made statements on their websites and social media channels condemning racism in mid-2020, two years later, all institutions evaluated have made a strong effort to advocate, support, and develop programs for diversity, equity, and inclusion for students and faculty on campus. Based on the results of the study, this is evident as workshops, events, and programs were developed concerning diversity and equality more frequently than information regarding academic majors and minors. The highest category turned out to be faculty and student research. Our assumption and rationale for this result is that we believe institutions are featuring the accomplishments of faculty and students to prospective students. This is important for parents and incoming students to view the work of the faculty who will be instructing them, along with seeing the success of current students. As universities continue to use the social network X (formally

Twitter) to share and communicate with their campus community, it will be important to intertwine all categories such as DEI (Diversity, Equity, and inclusion), academics, social events, research, and service, among other topics equally to provide the most productive, fulfilling and valuable educational experience as possible.

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