

# Beyond Likes: The Role of Social Media Marketing Activities in Shaping Student Engagement, Social Capital, and Well-Being in Higher Education

**Mona Saleh**

Delta Higher Institute for Management and Accounting Information System, Egypt.

**Tamer Elsharnouby**

Qatar University

**Ahmed Ebeid**

Faculty of International Business & Humanities, Egypt Japan University of Science and Technology

**Mahmoud Mohamed**

Egypt-Japan University for Science and Technology, Alexandria, Egypt, and Faculty of Commerce, Damanhour University, Egypt

**Olfa Benarfa**

College of Business and Economics, Qatar University

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**Abstract:** In the modern digital era, social media has emerged as a vital tool for consumer engagement, transcending traditional business boundaries to influence diverse sectors, including higher education, profoundly. The current study investigates how Social Media Marketing Activities (SMMAs) dimensions such as informativeness, interactivity, trendiness, and customization shape student engagement and the latter's impact on bridging social capital and student subjective well-being in the higher education setting. It also examines the mediating role of student engagement in generating social capital and subjective well-being and the moderating role of social media activity (active vs passive) in shaping these outcomes. The current study would help higher educational institutions (HEIs) maintain and strengthen their relationships with current students as a significant enabler for sustainable institutions.

**Keywords:** *Social Media Marketing Activities, Student Engagement, Online Subjective Well-being*

**Track:** *Digital Marketing & Social Media*