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# ABSTRACT

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Technological advances in recent years forcing organizations to enter into new forms of social communication. These mechanisms facilitate interaction between users of the Social Media tools and Internet users. Universities as institutions who want to reach their stakeholders, It's find in social networks sites the ability to communicate effectively with the educational community.

The main goal of this thesis is to outline the ways in which universities use these social networks sites to streamline communications with the educational community.

This dissertation presents three major achievements: the diagnostic use of social networks sites, the social capital that is generated in your Twitter followers and the Critical Success Factors that are key to educational efficiency, detected from the literature and related results. Besides its main contribution to the scientific field is the combination of research methodologies in different areas of organizational and educational.

In the diagnosis use of social networks sites in the university is exposed to be a mechanism to facilitate effective communication between institutions and communities. Specifically detected two forms of publications: information related to the corporate image of the university, and announcements of the University to educational community to invite them to participate.

Later in the Social Capital is found that in the universities through their followers on Twitter construct knowledge, considering: the number of profiles created, tweets, retweets, replies and the potential audience in the microblog. These indicators are grouped into three dimensions: presence of universities in Twitter, your goal in publications in their accounts and activities for the education community interact.

In the third achievement, are detected Critical Success Factors that allow universities to increase the advantages of social networks sites and are channeled through technological, strategic and social.

Finally, the contribution of this research to the scientific evidence that universities in social networks sites have a segment interested in receiving information from the institution to educational community. This combined seven scientific methodologies covering structure: relationship marketing issues, users of Web 2.0 as elements of the relationship and the marketing mix, the educational use of Facebook, use Twitter and organizational scientific measurement indicators. This model provided show that social networks sites that leisure elements, are tools that by their nature and ease of communication with users worldwide, allowing the creation of knowledge.