

College Image Promotion Strategy in the Age of Social Media

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Abstract: With the advent of globalization and the era of social media, the image of the university is becoming more and more important. The construction of university image has become a manifestation of the comprehensive strength of colleges and universities, and it is an influential factor for the sustainable development of colleges and universities. The rapid development of new media technologies has led to the rapid evolution of the media industry, and also brings opportunities and challenges to the image promotion of colleges and universities. The university's news propaganda work has the functions of public opinion guidance, information communication, and image building. It plays a vital role in shaping a good image and enriching campus cultural life. This paper combines the characteristics of the new media era to give strategies and ways to promote the image of colleges and universities.

1. Introduction

Image shaping is an effective way to improve the visibility and reputation of social organizations, enhance the internal cohesion of organizations and the social competitiveness of organizations. The university image is the product of the combination of the inherent characteristics of the university and the explicit social influence. It is the overall feeling and comprehensive evaluation of the public by the public.

Xing Xiaomei and Zhao believe that the media environment has undergone fundamental changes with the wide application of digital broadcasting, Internet and mobile media. The image shaping and dissemination of colleges and universities should adapt to the new media environment.

In the era of globalization, the image of the university has become more and more important. The construction of university image has become a manifestation of the comprehensive strength of colleges and universities, and it is an influential factor for universities to achieve sustainable development. Under the background of globalization, the social interaction between universities and foreign countries is increasing, especially between universities. Domestic universities have also proposed their own global development strategies, including the internationalization of courses, the internationalization of students, and the faculty. Internationalization, internationalization of school-running concepts, internationalization of cooperation and exchanges, etc. In the process of connecting with foreign universities, the university is required to have a good university image, especially the image of a university that foreign universities and teachers and students can recognize.

In recent years, the rapid development of new media technologies has led to the rapid evolution of the media industry, and has also had a profound impact on the news and publicity work of colleges and universities. The university's news propaganda work has the functions of public opinion guidance, information communication, image shaping, etc. It is responsible for conveying the national policy, ideology education and guiding the teachers and students of colleges and universities to establish a correct world outlook, outlook on life and values, and to create a good image in the external. Enriching the cultural life of the campus plays a vital role. The new media era has had a huge impact on the traditional propaganda methods. For the propaganda work of colleges and universities, it is necessary to adjust the propaganda methods and work paths according to the characteristics of the times, and diversify the single content form.

In the new media era, how to update the concept of university news propaganda, improve the methods and means of university news propaganda, and continuously improve the social effects of news propaganda become a topic that must be studied and solved in the propaganda work of

colleges and universities in the new era.

In today's new media environment, the news and propaganda work of colleges and universities should conform to the trend of the media era, be brave in innovation, actively reform the means and methods of news dissemination, explore some good practices and good experiences, and create new media as the main body, diversified and high-speed news propaganda work platform.

2. In the era of new media, colleges and universities should vigorously expand the channel of university image communication

From the perspective of the current university image communication, there are two types of university image communication channels: traditional media channels and new media channels. Currently, these two types are also being effectively integrated. The spread of university image in traditional media is currently the main method of colleges and universities, including: traditional media (such as newspapers, radio, TV stations) propaganda reports, school videos, academic activities, well-known alumni report and so on. With the continuous development of new media, the promotion of new media channels has become more and more popular and favored by universities, such as Weibo, WeChat public platform, Tik Tok, Baidu and so on. Under the current media environment, colleges and universities will use the combination of traditional media and new media to carry out image communication and maximize the dissemination of the school's popularity and reputation.

3. New media brings new challenges and rare opportunities to university news propaganda work

In the current era, the new media technology changes with each passing day, the media ecology and media pattern have evolved rapidly, and media integration has become the trend of the times. It can be said that it has entered the era of new media. In the new media environment, information dissemination methods, dissemination timeliness, and information collection processes are quite different from the traditional media era. New media has gradually become a public opinion platform that integrates information exchange, viewpoint collision, and public opinion collection. In this context, college propaganda work faces enormous challenges in public opinion guidance.

For the news propaganda of colleges and universities, this kind of “decentralization of communication” in the new media era is to some extent an authoritative resolution of the ideological propaganda work of colleges and universities. It makes the relationship between university news propaganda workers and college students a kind. The affiliation changed to an equal relationship. In the past, the control status of university news propaganda was broken, and the dominant position of the traditional university news propaganda work was weakened. In today's self-media era, “everyone is a microphone”, the public opinion environment of colleges and universities gathered by a variety of new media information is complex, and the interactive characteristics of information exchange of new media make the propaganda authority of colleges and universities face challenges. The use of traditional media to publish information for propaganda has lagged behind the times, and it is difficult to adapt to the acceptance habits of contemporary college students. The effect of communication has had little effect.

At the same time, the development of new media has opened up broad prospects for university news propaganda work. New media has brought rare developments in university news propaganda work in terms of expanding publicity fields and channels, enriching propaganda methods and methods, and improving publicity efficiency. opportunity.

Through the official WeChat public platform, Weibo and other social media, colleges and universities can pass information to teachers and students in the first time, improving the efficiency of information dissemination. At the same time, in terms of communication effects, the new media content is rich and vivid, close to the young group of contemporary college students, giving students a feeling of equal interaction, thus greatly improving the effectiveness of publicity.

4. Innovative means of college news propaganda work in the new media era

In the era of new media, the propaganda method of colleges and universities that lags behind the times must be changed. It should be changed from “news propaganda” to “information dissemination”. The foothold should be changed from “taking me as the main” to “people-oriented”. And reporting on the school teachers and students around, more reflects the teachers and students' demands for the school's work, to solve practical difficulties for teachers and students, etc., and strive to tell the story of teachers and students themselves.

4.1. Continue to strengthen traditional media propaganda

The traditional way of media promotion is to focus on news reports and to promote important events organized by the media. The number of external reports has often become the standard for the effectiveness of school image communication. However, with the development of new media, the effectiveness of traditional media reports has dropped significantly. In terms of traditional reporting, if effective planning and key breakthroughs can be carried out, differentiated key reports, focus on hard reports and soft reports, and the integration of content and new media channels will greatly enhance the publicity effect.

4.2. Produce high quality university image videos

In the current era of social media, universities can no longer passively wait for the outside world to know themselves, but actively carry out image expansion and dissemination, and present their image to the corresponding audience. The advantage of the image propaganda film is to conquer the audience with “excellent creativity, large-capacity information, profoundly meaningful words, explanations of sentimentality, shocking audio-visual impacts”. The propaganda film should be natural, intimate and aesthetic. From an international perspective, world-class universities attach great importance to the use of image propaganda films for image expansion, such as Yale University promotional film *That's Why I Chose Yale*, Harvard University propaganda film *There is no place like it*, University of Tokyo promo *Explorer*. Judging from these successful image propaganda films, the image propaganda films strive to highlight the characteristics of the school and focus on individualized narratives.

4.3. Broaden the news and publicity platform and establish an all-round, multi-channel media system based on Weibo and WeChat

On the basis of traditional media such as school newspapers, radio stations and television stations, colleges and universities should pay attention to the construction of official new media, and increase investment in new media in terms of manpower, material resources and financial resources. In terms of form and content, it is necessary to be close to the actual life of contemporary college students and pay attention to what students think and think. To give full play to the advantages of “two micro” media in terms of timeliness and interactivity, the first time to release major news events on campus, to achieve “send the situation”, timely feedback from teachers and students to improve the work.

4.4. Focus on the leading role of academic exchanges

From the perspective of propaganda content, academic activities are an important part of image expansion and a symbol of school status and cultural taste. For a well-respected university, its academic activities reflect the academic level of the school, so not all academic activities are suitable as an important part of image expansion. The university should focus on the propaganda goals that reflect the academic standards and are preferred by the teachers and students.

4.5. Give full play to the dominant effects of brand communication

Brand is the core of university image, and it is also a weakness in the process of university image publicity and communication. The reason is that it has a great relationship with the university's lack of attention to brand strategy tradition. The brand is actually the public's awareness of the university,

especially the recognition of a university's characteristics. The purpose of brand communication is mainly to promote the core value of the university brand through advertising, public relations and news reporting, so as to achieve the purpose of establishing a brand image and winning public recognition. Brand communication is a centralized propaganda method. The central principle is to focus on the core values of the university. In addition, the image communication method that is not related to the brand cannot be included in the category of brand communication.

4.6. Exchange and cooperation with foreign universities

Universities and universities with foreign famous universities for academic exchanges, joint education, and exchange of students can expand their popularity and reputation from a global scale. In the current era of globalization, the image promotion of colleges and universities is not only limited to the domestic, but also to the world, to the world, and exchanges and cooperation with foreign famous universities in various fields is one of the effective ways to expand their image publicity.

5. Conclusion

In the current media environment, colleges and universities should promote their image in various forms and expand their global influence. These forms include traditional media propaganda, new media communication, image promo, and cooperation with foreign universities. In short, colleges and universities should seize the opportunities of new media and use effective means to expand their influence and brand image.

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