

A Study on the Current Situation and Strategy of Image Publicity in Colleges and Universities in the Era of Self Media

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Abstract

Nowadays, with the rapid development of the self media platform, the public has affirmed the arrival of the era of self media. People often see some universities in various forms of image publicity on various types of self media platforms. The purpose of image publicity in these colleges and universities is to better show the good image of their own schools to the public. Based on the analysis of the status quo of the image publicity of colleges and universities in the era of self media, this paper puts forward some strategies that can effectively promote the image publicity of colleges and universities in the era of self media.

Keywords

Self media era, College image, Image publicity, Strategy research.

1. Research background

When the era of self media comes, some social platforms unique to the era of self media appear in daily life and are loved and sought after by many people, for example, micro-blog, WeChat and Tiktok short video. These social platforms have already entered into the life of the public, and they have become indispensable social tools for many people. It can be seen that these self media platforms have deep contact with people. At the same time, some colleges and universities gradually realize the feasibility and necessity of using the self media platform to publicize the image of the school. Colleges and universities begin to open official accounts on the self media platform to shape and publicize the image of the school to gradually approach the public, so that it can form a good image in the hearts of the public.

Today is the era of self media. The era of self media is very different from the era of traditional media. It has the characteristics of fast communication speed and wide coverage. In the era of self media, everyone has their own self media platform account, and universities are no exception. They have opened their own official self media platform account. However, in the process of image publicity, colleges and universities will lead to some problems due to the vague characteristics of the era of self media or the inaccurate grasp of the key points of image publicity. These problems need to be solved in time to make the image publicity of colleges and universities achieve the expected results.

2. The current situation and problems of image publicity in Colleges and Universities

2.1 The official micro blog of colleges and universities neglects management

In 2009, Huazhong University of Science and Technology opened the official micro blog, which is the earliest university in China to open the official micro blog. After that, other universities in China

gradually opened the official micro blog. The official micro blog of colleges and universities mainly publishes the following three kinds of micro blog information: news events, campus culture and information sharing.

First, when publishing news event information, most of the published content is similar to the content of the official website of the school, lacking new content and most of the news is reproduced on the official website, the content is relatively rigid and monotonous, and the quality of micro blog is not high.

Second, the information of campus culture is mainly the broadcast of some campus culture construction activities, which can make the teachers and students in school and out of school pay attention to and resonate with each other, but it is difficult to attract the attention of the public because these are not connected with the public life.

Third, the official micro blog of colleges and universities often publishes some real-time information of the campus to attract the public's attention, which has a good effect. However, a few official micro blogs of colleges and universities neglect the management, and the micro blog comments and private letters are often unresponsive.

2.2 WeChat official account is single

Since 2012, Chinese universities have been promoting the image of their own schools through Wechat, a self media platform. At present, most universities in China have begun to publicize the image of the university through official WeChat official account. Because of the unique characteristics of WeChat official account, it can disseminate instant messages to different users on campus official account and publicize the image of the university through a large number of users. However, at present, the WeChat official account in Colleges and universities has low social influence, and has not attracted widespread public attention. Most users are teachers and students of their own schools. Most of the information released by WeChat official account is mostly inside the campus, which can not promote the campus image very well.

2.3 Tiktok official account release duplicate

Tiktok short video has been popular among many young people since it was launched in September 2016. With the popularity of the Tiktok short video, domestic universities have seized this opportunity, and Tiktok short video has gradually opened up new official channels for campus publicity. Most of the works published by colleges and universities are 3-4 times a week. Most of the works are positive energy campus life and school enrollment publicity information, or show some colorful campus culture. However, Tiktok short video accounts are widely distributed in universities, and sometimes there are instances of mutual imitation.

3. Strategies for promoting the image publicity of colleges and Universities

3.1 The management of the official micro blog in Colleges and universities should be strengthened

Colleges and universities should start from the characteristics of micro blog, strong interaction and timeliness. Set up a special management organization or individual to enhance the management of the official micro blog, strictly control the content published by the micro blog, follow the trend of the times, select some rich and vivid content that is easy to resonate with the public, so as to improve the quality of the micro blog published, and then get the public's attention. In addition, colleges and universities should increase the frequency of interaction with the public, respond to the public's questions in time, and create a good image to achieve the effect of promoting the image of colleges and universities.

3.2 WeChat official account should expand user population in Colleges and Universities

Universities should start with analyzing the reasons why WeChat official account can not arouse widespread public concern, train professional WeChat management team, and establish a unique

WeChat public platform, so as to avoid being similar to other universities' WeChat official account. We must attract people in the visual sense, and push more information that is suitable for many kinds of people in content. So that people of different status can pay attention to this official account and avoid pushing the content too simply and generally.

3.3 University official Tiktok short video should be strengthened and innovating

The use of Tiktok short video to publicize campus image is widely spread and rapidly spread. Therefore, when publishing works, colleges and universities should make sure that the content is active and full of positive energy. They should make more innovations in publishing content, and make clear the development direction of public concerns, so as to avoid the repetition of content with other colleges and universities, which makes the public feel boring. Besides, universities should show Tiktok's official friendly account and interact with the public regularly, which will promote the publicity of university image.

4. Summary

In the process of image publicity, colleges and universities should first carry out social analysis and self-analysis. Then find out the accurate self positioning in the era of self media, and develop their own image characteristics. Colleges and universities should fully understand the psychology and needs of the public, establish professional operation teams to formulate publicity strategies, and accurately and effectively use the characteristics of the era of self media for image publicity. Keep up with the pace of the times, constantly improve their competitiveness, and strive to promote the good image of the campus in the era of self media.

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