

**Recruitment of international students to the Udmurt State University:
engagement through social media**

Научный руководитель – Данышина Светлана Анатольевна

Останина Анна Александровна

Student (bachelor)

Удмуртский государственный университет, Ижевск, Россия

E-mail: annaosta99@gmail.com

International student recruitment has been integral to the financial health of Udmurt State University (UdSU) since 1996, it has been providing the school with new talented students and scholars and expanding campus diversity. It is safe to assume that international recruitment has become a central issue in an era of globalization for the university administration. Apparently, this explains relevancy of the project. The purpose of this project is to attract as many international Russian-speaking prospective students as possible using existing social media accounts and internal resources (such as current active international students and student communities (e.g., the International Student Club)).

The project consists of six stages: preparation and planning, researching experiences of other universities, content creation, research the opinion of the target audience, implementation itself, analyzing results. It is itself an online challenge on Instagram that has been implemented on the 1st of March. Its purposes are increasing the number of followers of our account and boosting their engagement, attracting new perspective students. Also, we have chosen a strong stimulus for them to participate, which is getting additional scores for the most active participants if they decide to apply to UsDU.

The interactive content consists of video materials, pictures with unique design, texts, games, mini-contests, vocational guidance events, lives and communication with our current students. Most of these is also created by them, which makes the project highly budget friendly.

The said research was created on Google forms and was about topics that might have gotten our perspective students concerned. This helped us at choosing issues to talk about in our posts. Besides this, it also helped us learn more about our target audience, its demographical characteristics (i.e., age, gender, country, preferred majors etc.), interests and channels that they trust and get information from.

The practical importance of our work is in advertising and promoting the university on the international educational market, attracting new students, and promoting the social media channels.

References

- 1) 1. Безносова Мария Ивановна, Зеленина Тамара Ивановна, Горбунова Екатерина Сергеевна. Инновационные подходы к разработке международной маркетинговой стратегии на примере удмуртского государственного университета // Вестник Удмуртского университета. Социология. Политология. Международные отношения. 2018. №4. URL: http://elibrary.udsu.ru/xmlui/bitstream/handle/123456789/18548/487%D0%BB%D0%B1_1000932552_28.08.2019.pdf?sequence=1 (дата обращения: 23.01.2021).
- 2) 2. Choudaha, Rahul and Chang, Li, Trends in International Student Mobility (February 1, 2012). World Education News & Reviews, 25(2), February 2012, Available at SSRN: <http://poseidon01.ssrn.com/delivery.php?ID=145065017119118026107114024070011027>

0080780020740400501250800640310270271110670120990430270420320270320540681220
3000501501912604008705902004509009310300707100508407601907308006506408102711
2123118127070125116018099124003089121097108082107023099000007086&EXT=pdf
&INDEX=TRUE (accessed 23.01.2021)

- 3) 3. Mehta, N. Yu, and S. G. Efa. "Problems and perspectives of Globalisation and Internationalization in Russian Universities." 2019. URL: Microsoft Word - 12.doc (sibsau.ru) (accessed 23.01.2021)
- 4) 4. Zaman, Khalid, and Asma Mohsin. "Internationalization of universities: Emerging trends, challenges and opportunities." Journal of Economic Info 1, no. 1 (2014): 1-9. URL: View of Internationalization of Universities: Emerging Trends, Challenges and Opportunities (readersinsight.net) (accessed 23.01.2021)