



How to make University News interesting and welcome

*15 May 2014,
Vilnius University
4th UNICA PR and Communication Workshop*



Main figures

Staff

3 858

Student Numbers (2014-01-01)

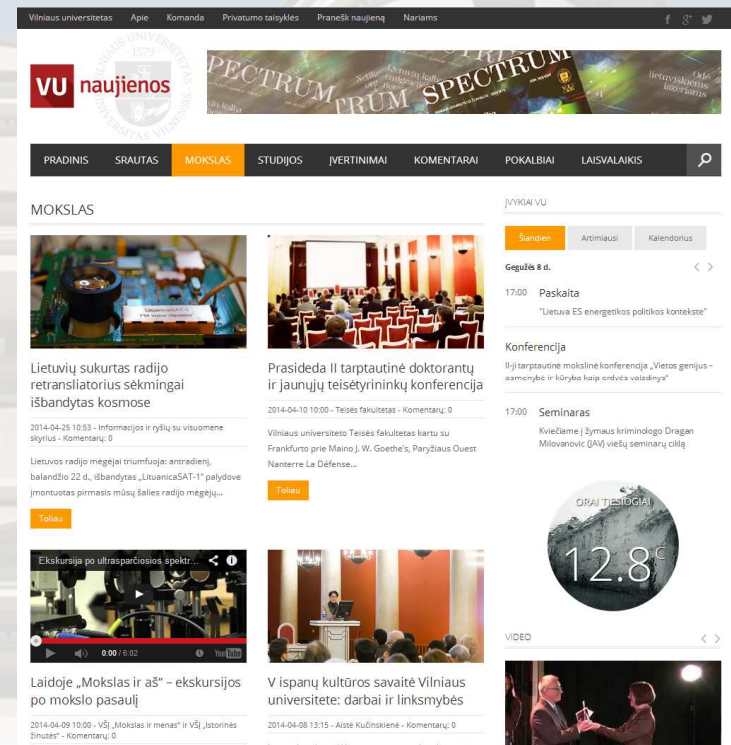
20 831

12 faculties, 7 institutes, 2 university hospitals, the oldest Library in Lithuania (established 1570), Astronomical Observatory, Botanical Garden, St Johns' Church.



Why News Portal?

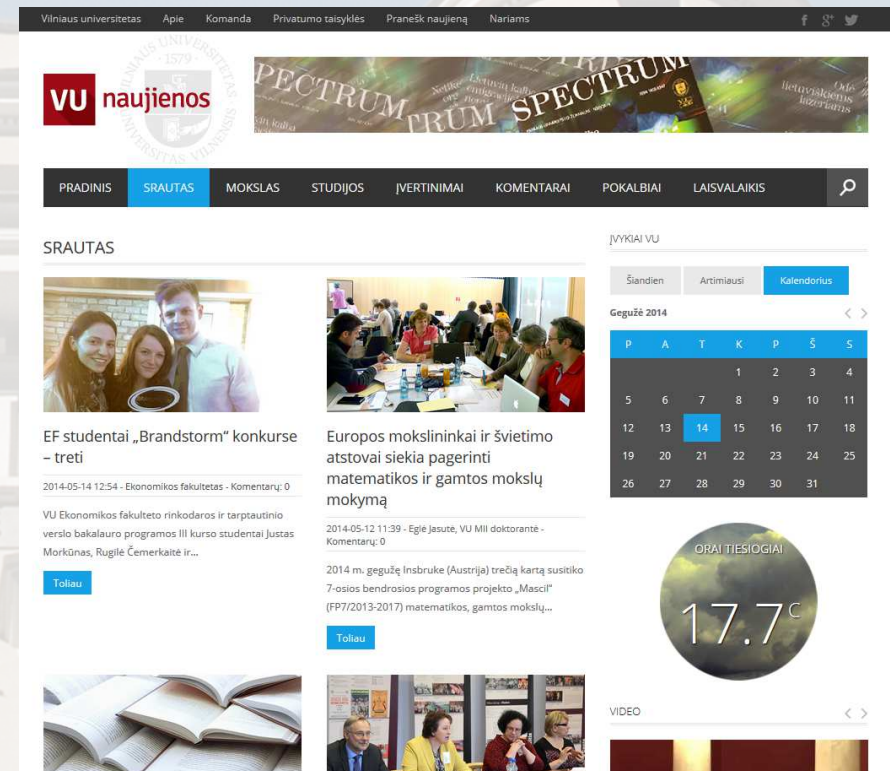
- Need to manage constant flow of news: conferences, lectures, visits, concerts, presentations, etc.
- Need to promote university research and studies





Why News Portal?

- Need to strengthen internal communication;
- Need for a first-hand and reliable source of information for media;
- High motivation and need to share good practice, high expertise





Advantages

- Possibility to improve communication
- Main communication channel of the university
- Community building instrument
- Excellent platform for urgent news and messages of particular importance
- Feedback possibility
- Effective information flow management between structural departments



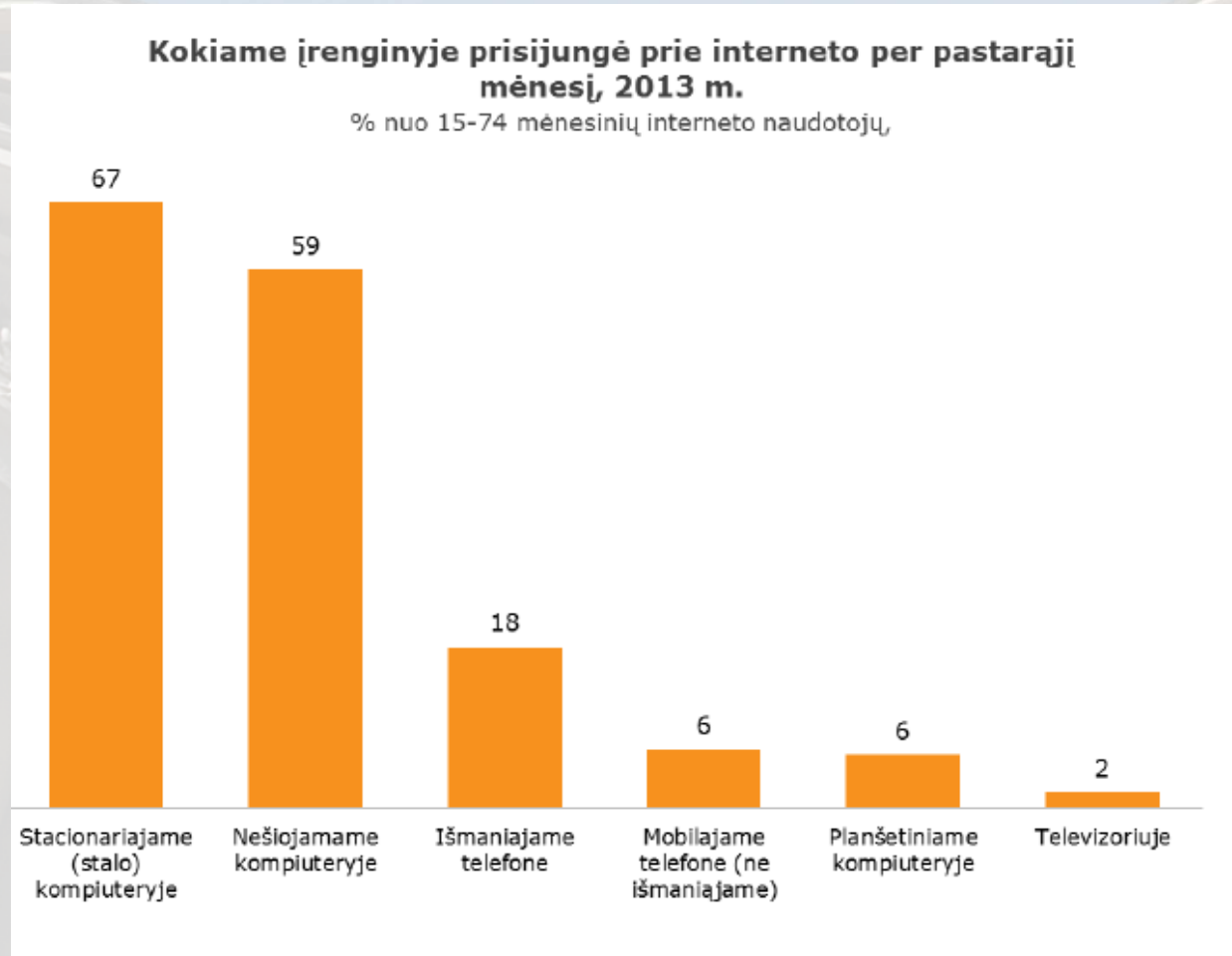
Added value

- Enhanced accessibility and visibility (presence in social media, info source for mass media);
- More intensive and more visible science communication channel (reliable source for public media)





Devices used to access internet in 2013(Lithuania)





Portal characteristics

- Joomla → WordPress
- Possibilities/innovations:
 - Responsive design
 - Integration with event data base
 - Direct access to University weather-station
 - Integration with most popular social networks
 - „Send a message“

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Internet traffic statistics

- Highest number of visits – 4429 per day
- Average number of visits per day – 900
- Most popular news(articles):
 - About scientists, who don't deal with science
 - What will the year 2014 be like?
 - Manacle to university autonomy
 - The sculpture will not return to the university?
 - Admission regulations approved



Acknowledgement



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Thank you for your attention!



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