

## UGM Earns Award on Social Media

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UGM became the runner up on social media category in State and Private Universities' Public Relations Award 2017 which was held by Indonesian Ministry of Research, Technology, and Higher Education.

This award was held simultaneously with Welcome Dinner of National Work Meeting by Ministry of Research, Technology, and Higher Education on Tuesday (16/1) at Universitas Sumatra Utara, Medan. This event was an appreciation for the work done by State and Private Universities in 2017 that had played their role as information disseminator of the ministry.

"Becoming the winner is not the main goal, obviously, but obtaining achievements makes us proud for all the hard work we had done throughout the year," said the Head of Public Relations and Protocol of UGM, Dr. Iva Ariani, on Thursday (18/1).

Iva said all this while UGM always gives its best in providing service and making achievement, including managing the social media. The evaluation done by the juries, according to Iva, became valuable things for the development in the future.

“This award becomes an evaluation for UGM public relations, thus we can do a better job in the future,” she added.

The assessment for the award had been done since the middle of 2017 by the juries who were chosen by the ministry. The juries were the experts in communication and public relations with various backgrounds, including academicians, experts, and practitioners who worked independently in assessing the performance of the candidate universities in several categories, including publicity, website, and social media.

Previously, UGM also obtained several awards on social media, including Social Media Award for university category in 2015 and 2016. Social Media Award was an award given by Marketing Magazine supported by Mediawave social media monitoring platform by analysing and obtaining brands which had good sentiment in social media.

Through this award, Iva hopes UGM can encourage enhancing its service quality in various aspects.

“We hope we can always be the best,” said Iva.

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