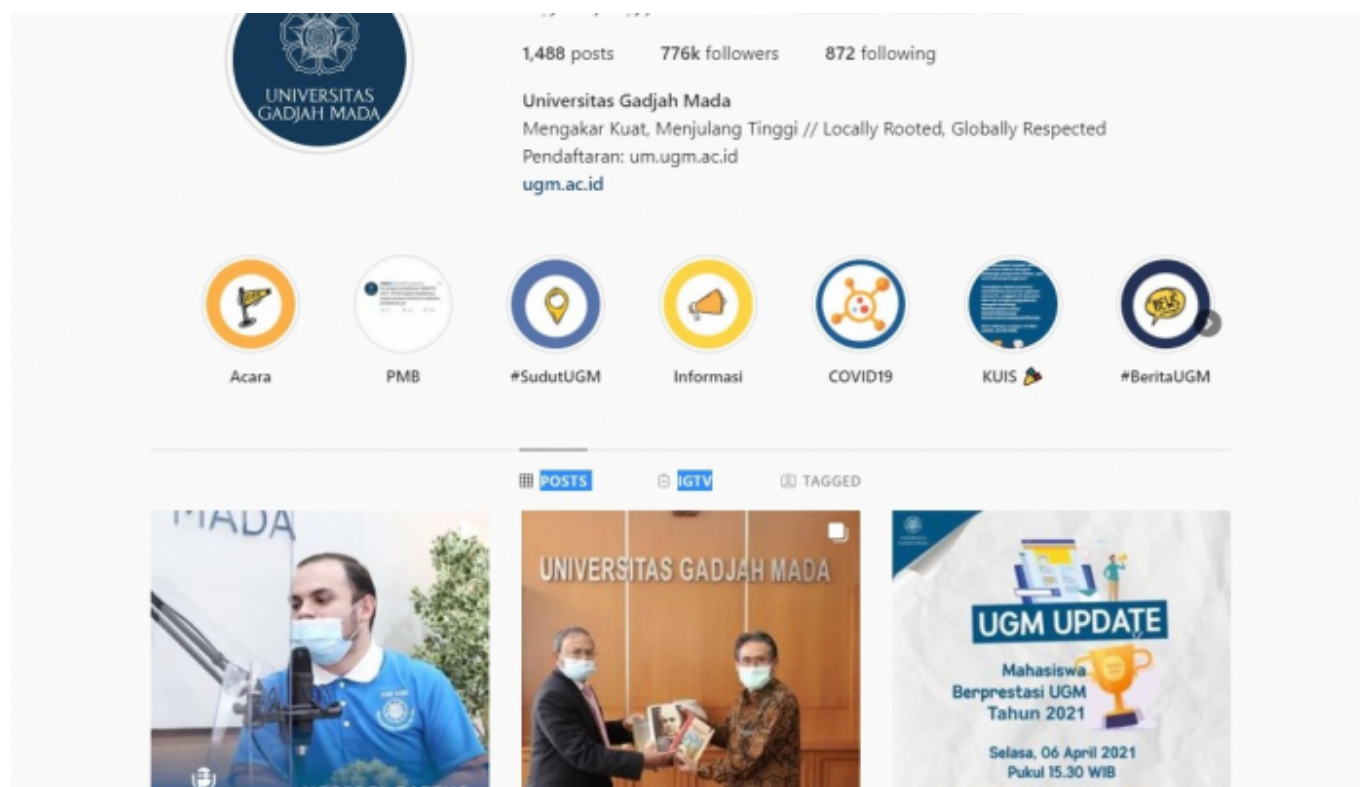


RevoU: UGM as the Top University with Website and Social Media Management

Thursday, 08 April 2021 WIB, By: Natasa Adelayanti



RevoU, a start-up that focuses on the education technology field, revealed UGM achievement for becoming the top university with its website and social media management proven by the 6.1 million website visitors each month and 750 followers in Instagram. UGM also successfully gets a second position as a university with the highest number of followers on Twitter and LinkedIn in the amount of 1.1 million and 153 thousand followers. Also, the third position as a university with the highest number of Youtube subscribers, to be specific, it has 59 thousand subscribers.

Some criteria used for assessing the website and best social media management are the number of website visitors per month, the number of followers in social media such as Instagram, Twitter, LinkedIn, Youtube, the contents, and its strategies.

"In line with robust development of communication technology, it is very important to take the advantages of social media to gain more engagement way easier," said the Head of UGM Public Relations and Protocols. Dr. Iva Ariani, on Wednesday (7/3).

She also added. "One of the strategic ways to make the contents more varied is using the up-to-date

trends in social media that are also relevant with the audience needs."

Not only it has the highest number of followers, but the interaction rate on Instagram is also considerably high. It has a likes rate with a total of ten thousand and 46 comments. Each day, the number of followers continues to increase 220 approximately. Meanwhile, in LinkedIn, UGM has become the only one from 30 universities that is pretty active in producing LinkedIn content.

In its process, UGM and Universitas Indonesia have intensified competition on some assessment points. According to SimilarWeb, the visitors consume approximately 5,5 minutes in the top universities' websites (UGM, UI, Binus, ITB, and Brawijaya). Besides the homepage, other pages on the UGM website also gained quite great organic traffic.

Cited from journal.revou.co, this research is intended to discover universities in Indonesia that have the best management of the website and social media and discover the strategies of its digital assets.

RevoU conducted this research to 30 universities (state universities and private colleges) in Indonesia, using data collected in March 2021 from some sources such as SimilarWeb, Ahrefs, Socialblade, and the official social media of each university.

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