

DEPARTMENT COMMUNICATION AND MARKETING: DIGITAL COMMUNICATION UNIT

DIGITAL ECO SYSTEM

The Digital Communication Unit is the custodian of the institutional digital channels. Through content creation and management, exploratory data collection, statistical analysis, monitoring and reporting, the unit spearheads and collaborates on campaigns, projects, events, change communication, and digitalisation.

Projections and innovative ideas are also created, taking into account the ever-evolving technological world in order to keep up with the latest global trends within the marketing and communication industries. Technologies, strategies, and user feedback are identified and implemented to improve user interface and the holistic experience.

1 SOCIAL MEDIA

awareness, customer support and engagement



2 ARCHIVE PLATFORMS

Institutional knowledge, awareness and engagement



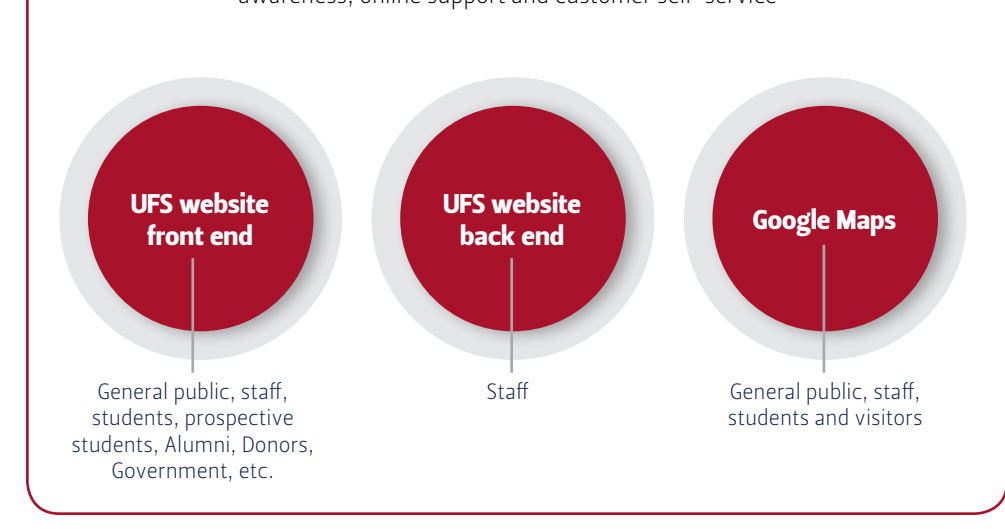
3 MARKETING INTELLIGENCE

Measurement and data (listening and analytics)



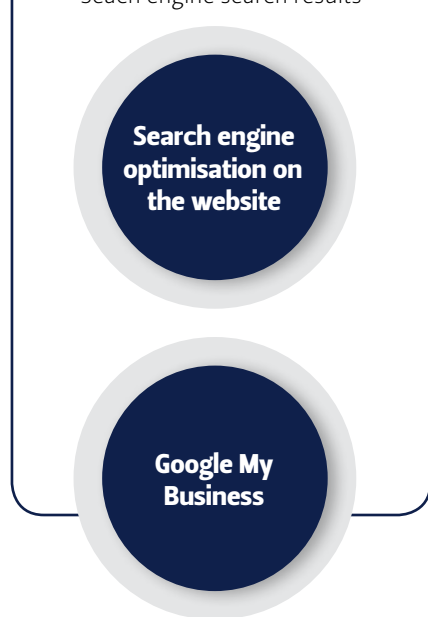
4 WEBSITE

awareness, online support and customer self-service



5 SEO

Search engine search results

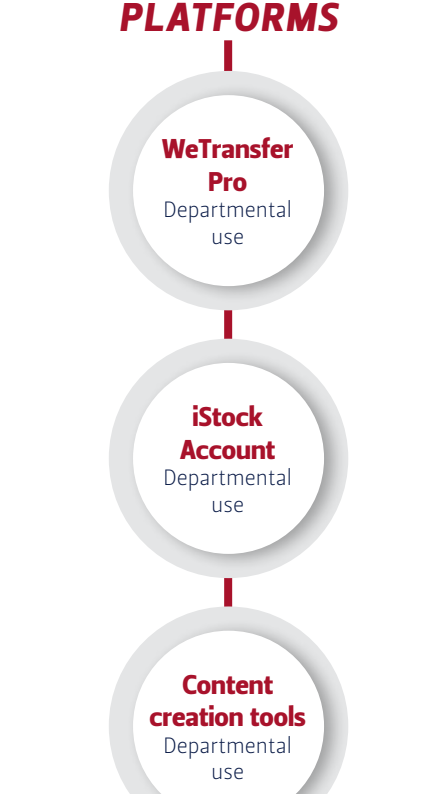


6 MOBILE APPS

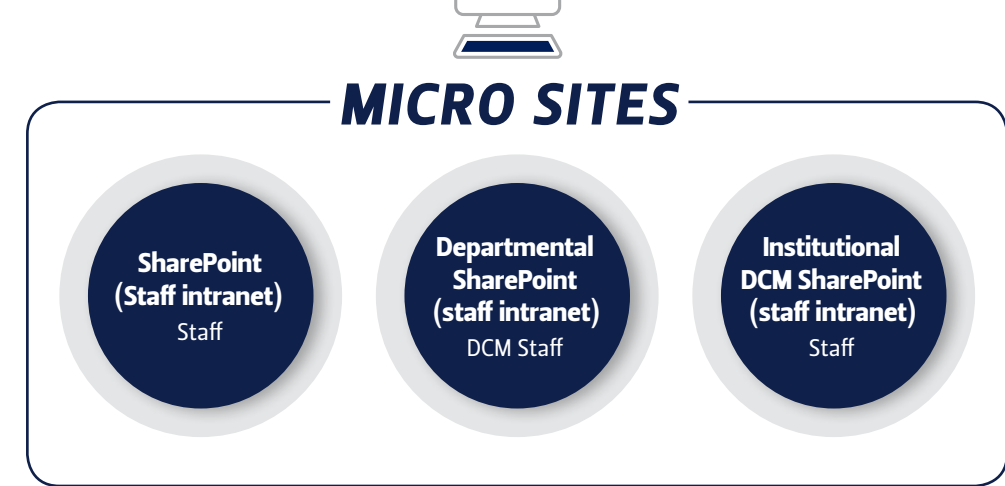
customer support and self-service

KovsieApp (with push notifications)
Target Audience: Staff and students
Available on Apple and Android

8 OTHER SUPPORTING PLATFORMS



7 MICRO SITES

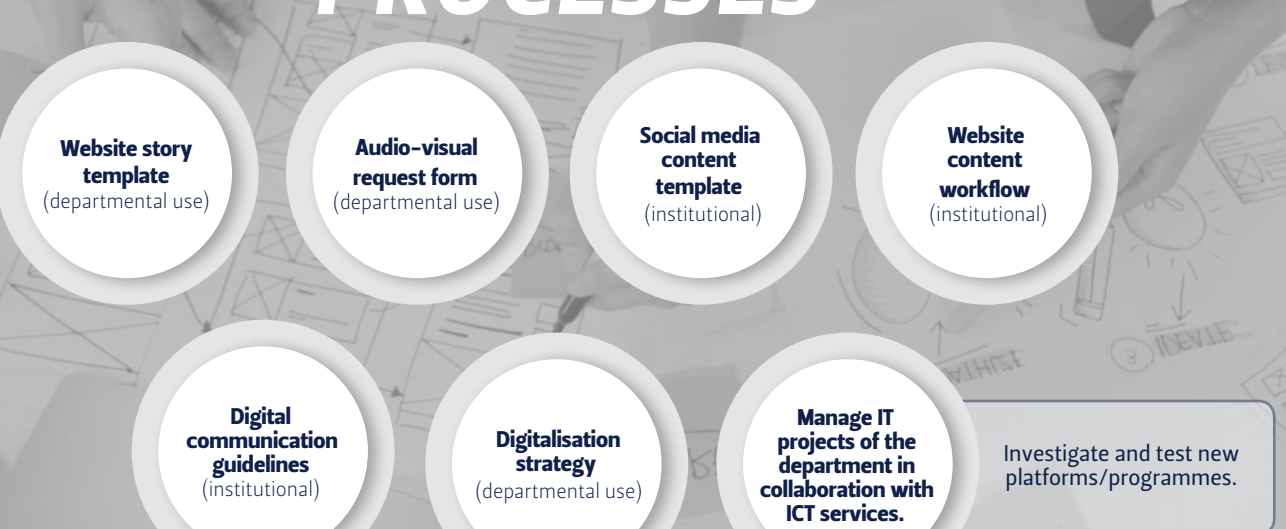


CONTENT

a. CONTENT SOURCES



PROCESSES



PEOPLE

