



Converting interactions into **growth.**



IRIS



MONASH
University

Inspire & Connect With Monash's Mission Through Social Media.

HIGHER EDUCATION

ENGAGEMENT



2024



JAKARTA





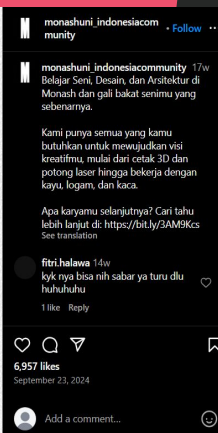
OBJECTIVE

Strengthening Monash University's Global Reputation

Social media plays a vital role in connecting Monash University with prospective students, current students, alumni, and applicants, while showcasing the university's programs and vibrant campus life. The social media engagement also helps Monash to strengthen its global reputation and community connections. The social media management support since 2023 which also include with Media Strategy, Buy & Placement.



Wujudkan Ide Kreatifmu
Temukan fasilitas ini di Monash ADA



APPROACH

Immersion and Advocacy of Monash Life

Recruitment and Awareness

Platforms like Instagram, Facebook, LinkedIn, and YouTube, spotlight Monash's academic programs, scholarships, and the modern facilities, drawing the attention of prospective students worldwide.

Showcasing Campus Life

Instagram and TikTok provide dynamic, behind-the-scenes glimpses into campus life, student activities, and cultural events, offering potential students an authentic feel for Monash's unique atmosphere.

Building Community with Students and Alumni

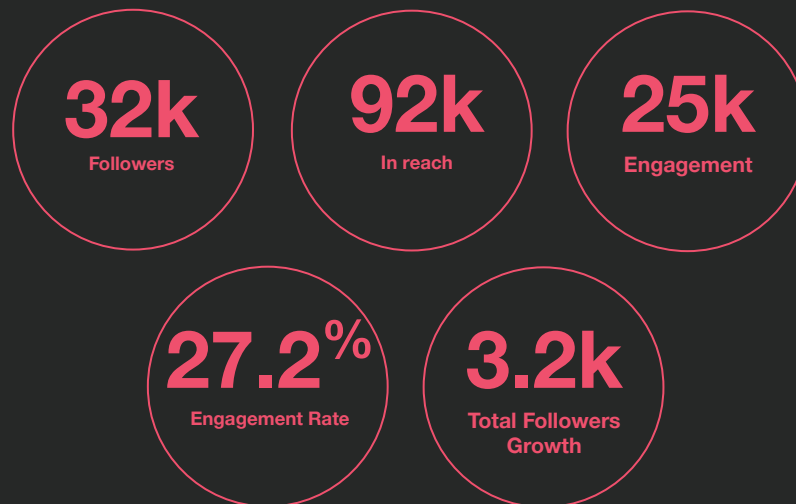
Social media fosters a strong sense of belonging by keeping students and alumni informed about campus events, notable achievements, and valuable networking opportunities.

Timely Updates and Crisis Communication

In times of change or emergency, social media serves as a fast and reliable tool for sharing critical information, such as updates on admission deadlines or emergency responses.

Listening Result Within 1 Year in 2024

Throughout the year 2024, Monash University Instagram account shows positive growth, reaching over 95.2K users organically while maintaining a strong engagement rate of 27.2%. This outstanding performance highlights the effectiveness of our digital strategy in resonating with the audience.



*Avg Growth 0.93%/Mo (as per 31 Dec 2024)



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