

## China gets closer: Polytechnic University is officially on WeChat

Polytechnic University has launched its official account in China's largest communication system WeChat. This means that interaction with Chinese colleagues, partners, and applicants will be much easier — they will be able to receive all important and useful information about SPbPU in a convenient and familiar format, as well as quickly contact a university representative who speaks fluent Chinese and can answer any questions about education, science, and international cooperation.



Today WeChat is a guide to China's world of communications. It is a whole ecosystem, which includes several inter-integrated platforms, which allows using WeChat without resorting to other applications. In China alone, more than 950 million users connect to the system every month.

Joining the WeChat ecosystem is a natural step that shows the expansion of channels and the scale of communication with a friendly region, which is currently China, commented Dmitry Arseniev, Vice-Rector for International Affairs of SPbPU, Corresponding Member of the RAS. In recent years, SPbPU has demonstrated stable growth and active promotion of its accounts in social

networks, which are conducted in different languages. We have something to offer Chinese audiences to develop mutually beneficial cooperation in the field of science and export of education.

Rich experience in interacting with the audiences of various social networks, messengers and video hosting platforms allows Polytechnic University to broadcast the most relevant and popular materials in different formats — the ones to which users of particular Internet resources are most accustomed. A detailed content plan has been developed for SPbPU's official WeChat account, which covers the university's priority areas for the Chinese audience and provides answers to the most popular questions. Chinese users will learn the latest news about Polytechnic University and its official representative offices in Shanghai and Nanjing, as well as get useful information about the latest developments and important discoveries of SPbPU scientists, international contests and grants. Another important area of SPbPU's official WeChat account is the promotion of Russian higher education and work with Chinese applicants. Schoolchildren and college students can get useful information about the university's educational programs and consultations from the admission committee staff, as well as learn about the opportunities of paid and free education.



**SPbPU 圣彼得堡彼得大帝理工大学**

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The official SPbPU WeChat account is in Chinese. You can subscribe using the QR code above. You must be a registered WeChat user to subscribe.

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Prepared by the SPbPU International Office

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