

SPbPU in the Top 5 leaders of the RIAC English-language sites ranking

SPbPU entered the top 5 leaders in the ranking of English-language websites of the Russian International Affairs Council (RIAC), which was published in the report «Electronic Internationalization: Internet Resources of Russian Universities 2024».

Previously, the study focused on textual content elements without necessarily taking into account photo and video illustrations. This year, for the first time, the focus is on the visual content of university portals; sections without visualization were not taken into account, as visual content (images, videos about the university, interviews of students and staff, infographics) simplifies the perception of information and increases interest.



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The leaders of the ranking were 14 universities, which scored from 18 to 26 points. The average score for the degree of content in all sections was 56.34%. High results were demonstrated in the following sections: «Main Indicators» — 100%, «About the University», «News», «Social Life» — 92.8% each. The leaders' features are in the mandatory presence of brochures for applicants from abroad and high-quality visualization of information about events and

extracurricular life.

Peter the Great St. Petersburg Polytechnic University scored 21 points and took the 4th place in the ranking.



At the round table of the Russian International Affairs Council (RIAC) and RAEX ranking agency «Digital marketing opportunities for Russian universities and specifics of promotion in Central Asian markets» dedicated to international education, experts and representatives of universities — leaders of the ranking of English-language university websites — discussed new ideas and solutions to increase the number of foreign students in Russia.

Maria Bocharova, Director of the Center for International Recruitment and Communications, shared with colleagues the best marketing practices of Polytechnic University. SPbPU effectively uses Telegram to communicate with international applicants, having created separate channels in English and thematic chats for students. Polytechnic University is actively developing a YouTube channel that targets foreign audiences, offering interviews with international students and recordings of online webinars.



The roundtable speakers also emphasized that in the context of global population mobility, Russian universities should become more attractive to international students. This includes the creation of accessibility of educational programs, favorable conditions of educational environment and accommodation.

Among the ideas proposed were innovative approaches to promoting educational services through digital platforms, as well as the active use of social networks to interact with potential students. The experts expressed confidence that such measures will help not only to increase the number of international students, but also to strengthen the positive educational image of Russia.

At the end of the roundtable, the participants emphasized the importance of further cooperation and exchange of experience between universities and government agencies to achieve the set goals.

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