Governmental Order in the Positioning of Educational Institutions in Russia in Social Media

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Abstract: Social media around the world is used for more than just personal purposes. Following businesses, government agencies are moving here. The use of "Vkontakte" and "Odnoklassniki" social networks for these purposes is becoming a normative governmental order. The results of research conducted by the author over the past 4 years among university freshmen indicate the need for positioning in social networks. The article attempts to analyze the state of affairs in the field of positioning of state educational institutions in social networks. The difficulties and main mistakes in positioning of such institutions are identified.

1 INTRODUCTION

Science is a special sphere of human activity aimed at obtaining objective knowledge about the world, their theoretical justification and systematization.
Science reflects the world in logical concepts, laws, categories.

The main task of science is to obtain knowledge about the essence of phenomena and processes, internal regularities of existence and development of objects. Scientific knowledge arises on the basis of empirical data, but has a theoretical character (Garafiev et al., 2024).

The field of education encompasses wide variations in understanding. It covers various aspects such as policy development, project education, book publishing, funding and its impact on students and society. With the introduction of distance technology, innovations in legislation, every person who has a desire to perform labor functions or is already employed becomes the subject of the educational sphere until the end of his or her professional career. However, in this sphere there is a closedness and lack of understanding of what happens inside individual points of education. Therefore, education is often a "black box" (Girfanova et al., 2024).

The scientific and educational spheres in Russia are now on the path of digitalization. In this article we will discuss the problems of transition of scientific and educational institutions and projects into the sphere of social media. From 2022, all state institutions in Russia must maintain their accounts in the social networks "Vkontakte" or "Odnoklassniki". This is stipulated in the Russian Governmental Order No. 2523-r of September 2, 2022 and Federal Law No. 270-FZ of July 14, 2022.

The Mediascope service conducted a study in March-April 2024, according to the results of which the number of Internet users is 103 million people (Tuzikov et al, 2023). The average Russian spends about 4.5 hours a day here. Of all this time, 47% is spent on social media. engagement in social media is quite high and growing daily. Therefore, the need for social media presence of government agencies is justified.

2 MATERIALS AND METHODS

The author of the presented article together with colleagues annually since 2021 conducts a survey of first-year students of the Institute of Innovation Management of Kazan National Research Technological University in order to understand the customer journey map (Girfanova et al., 2023). The survey is conducted annually in the first semester by online survey. Over the past two years, focus groups with senior students of the Institute have also been

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conducted in order to identify the best options for positioning and promoting the research and educational institution in social networks (Girfanova, 2024).

Summarizing the results of the conducted research, author's surveys and communication with colleagues, we can highlight a number of factors that we should take into account when forming educational trajectory for students:

- uncertainty of the future, including the economic situation, rapid development of technology and changes in the requirements of the labor market can create uncertainty about what professions will be in demand in the future;
- information flow and information overload through the Internet, which can make it difficult to choose a particular professional path;
- positioning of an educational institution in social networks, which differs from the real state of affairs;
- different approach to education in institutions despite the implementation of the Federal State Educational Standards (e.g., the amount of practical knowledge or author's approaches of teachers to certain issues) can also form uncertainty in students' self-determination;
- cultural changes, including withholding specific choices or prioritizing immediate satisfaction of personal interests over strategic planning for the future.

Based on the presented factors, education is still a “black box” with some inter-institutional disharmony. In order to survive, the education system must coordinate the relationships within itself, as the inconsistency in the work of the elements of the system can affect negatively the activity and efficiency of the higher education system. Certainly, at the moment there are some problems in the education system as a whole, as the structure of interaction within the education of secondary vocational education systems, postgraduate education, including postgraduate and doctoral studies, is still unclear. Social networks and mandatory positioning of educational and scientific institutions in them can become the glue that will connect all the elements into a single social institution.

Ideas, rules, actions and interests (Girfanova et al., 2023) can form a unified field of education through social media. However, the government should influence this process.

The government transforms the system of higher education through the legitimization of changes. Society, on the one hand, influencing the process of legitimization of norms and rules, carries out the reverse transaction - implements legislative acts. At the same time, both subjects of education have their own preferences and needs. Society needs to receive a quality product - a well-trained bachelor, specialist, master - the vitality and viability of society and its development depend on it. The government funds the education of each individual for four, five or six years depending on the qualification and degree. Any government also needs to receive quality graduates, as graduates are the basis for socio-economic, political (which is relevant in the context of globalization) and even demographic development of the state. That is why there is a governmental order both for the maintenance of social networks by educational institutions and for the content for these pages.

According to E. Durkheim's theory (Durkheim, 1893), education is a specific social institution and regulator in the sphere of social life and activity, in interaction with such spheres as law, ideology, politics, religion, culture and influences them. It is enough to see how approaches to education, as well as worldview and educational function in all educational institutions changed with the beginning of the special military operation in Russia. Within the educational system, not only knowledge and skills are transferred, but also certain cultural values and ideals that shape social consciousness. Educational programs, teaching methods, and the social environment in educational institutions all influence the formation of students' thinking and perception of the world. Education can help shape people's tolerant attitude towards different cultures, promote the development of critical and analytical thinking.

The relationship between education and cultural reproduction is determined by the unity of these components of society - education in general today and transformation processes in it affect not only individual elements and social institutions of society, but also link them together on the basis of cultural reproduction. P. Sztompka's theory (Sztompka, 1974) describes social reality as an interpersonal reality, where interactions between people form the basis of social life. According to this theory, social reality is created through a network of connections and relationships between individuals who interact within certain communities, groups and social structures. His theory emphasizes the importance of exchanges, interactions and relationships that are formed at the level of personal loyalties and attachments. He analyzes these relationships as a key element in the formation of social reality, where individuals and groups interact, form ties and dependencies, thus creating social structures and cultural practices.

Education as a socio-cultural phenomenon, a complex of institutions, a set of subjects has always possessed mechanisms of enculturation of traditions, beliefs, ideologies and values into society. Today, we see how social networks are used to exchange information between society and the education system. This exchange at least slightly opens the black box of education. Neo-institutionalism proceeds from the position of the organizational and contractual basis of actors' interactions. Such contracts exist between society and education, the international community and the government. The beginning of official work in social media of state institutions is the result of such a contract within the framework of the governmental order.

3 RESULTS

Today in Russia we can talk about a new socio-cultural reality, in which social media are intertwined at the official legal level and become a part of it. The survey of students of the Institute of Innovation Management showed that the Internet search is still the most common method of information gathering for an applicant when choosing a university (Figure 1).

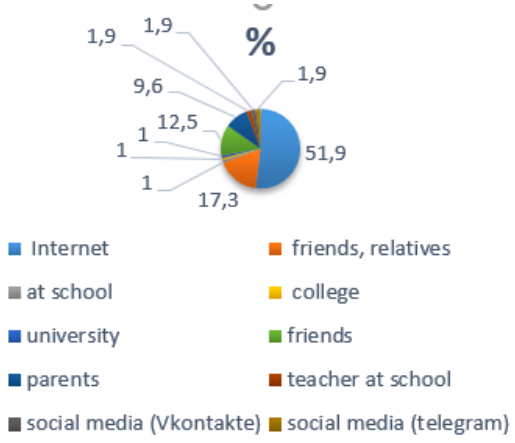

Figure 1: Distribution of information sources in the choice of higher education institution by applicants (2021-2024).

The majority of applicants start their search for the direction of training, university exactly from the Internet. However, we have determined over all the years of research that the search on the Internet always takes the first place. The second place on the Internet is taken by browsing pages in social networks. However, here it is necessary to understand and separate the behavior of applicants. On the Internet they are looking for official information, in social media - they get acquainted and at the level of emotions decide where they feel more comfortable, safer. Student's behavior is different, so we should attract them with different activities in social networks.

For the last two years, when surveying first-year students at the Institute, we have added a question about engagement in our social media. We have several pages in the Vkontakte social network for different target audiences: a community for applicants, a community for students. There is absolutely different content and different promotion mechanisms. Surveys have shown that 51% of respondents know and subscribe to the page for university applicants, while 83.7% of respondents know and subscribe to the page for students, despite the use of targeting advertising. Here also lies the problem of associating oneself with other students, the official nature of the content. The community for students is run entirely by active students, so there are a lot of videos and photos from events, a lot of posts - acquaintances with students and tutors. The community for applicants is supervised by a responsible teacher, there is a lot of official information there. However, there is not much photo and video content and real students.

For two years, we plugged in targeted advertising on the applicants' page to attract prospective students. We showed screenshots of teaser ads to students that they had seen during the summer admissions campaign. Less than half of the respondents saw and somehow remembered the ads. “Banner blindness”, advertisements of other universities and the large amount of information received does not allow Vkontakte users to identify the advertisement and the university.

The Institute maintains a Telegram page to position the entire Institute. Here we tell more about our victories in science and education, share events, tell more about teachers. 64.4% of respondents subscribe and read our channel on Telegram. This is very different content, but students and applicants read it. During focus groups we determined that applicants before entering the university do not use Vkontakte to search for information, entertainment content. They are more focused on Telegram. This confirms Mediascope's data that the social network Vkontakte in Russia is gaining up to 74% coverage, and Telegram - up to 70%. Focus groups showed that students regard Vkontakte as a social network for “older people”. They are more interested in the banned network Instagram, Tik-tok, YouTube. However, because of the need to be present in the

Vkontakte social network, they have to register there. All public schools and universities conduct their activities in this social network.

4 DISCUSSION

Social networks in Russia cannot develop without taking into account the socio-economic and political state. Therefore, today we have the governmental order in the social network Vkontakte, the illegality of state institutions to be present in the forbidden network Instagram, difficulties in working on the platform YouTube due to reduced speed, blocking the implementation of new content in Tik-tok.

The governmental order in social networks is formed as follows. The Vkontakte platform justifies the need for confirmation through public services as follows: “the mark of the state organization confirms that this is an official community of the state body, local government or subordinate organization, created to place in it reliable information about its activities”. In this way, public institutions are accounted for and controlled. In addition, it helps to fight fake pages.

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Each level of education realizes its own government order. Thus, there are common features for positioning the levels of secondary general and specialized secondary education. First, the presence of uniform information blocks “Report a problem” and “Express an opinion” in the menu pages. Secondly, the absence of entertainment content (especially for the level of secondary general education). Third, the prevalence of so-called “reporting” content, when the content is based on reports on the participation of the institution in events. Fourth, the presence of identical posts in different institutions commissioned by the Ministry of Education and Science and regional authorities.

In our opinion, it would be wrong to compare the government and social order in the positioning of public educational institutions. Controlling the availability of fake information at least about state institutions is the optimal goal in this period. However, it is necessary to remember that the content on such pages should reflect the social order, work on the needs of the target audience. Often people do not understand who the target audience is. For example, consider a public general education institution. Many people will think that the target audience is the schoolchildren themselves and it is necessary to adjust the content to their needs. However, an in-depth analysis of customer behavior will show that parents decide on the choice of school, parents pay for private school, tutors, etc. But after all, children should be interested in school, it increases their motivation and makes them happy. Schools do about the same thing as universities. They maintain one official page with confirmation through state services. But there are also pages and blogs maintained by already often active students to fulfill their needs. We cannot maintain content for several audiences on one page. We need to remember that any organization is a brand, and we need to maintain this brand and work on competitors.

5 CONCLUSIONS

The governmental order in positioning an educational and scientific organization lies more in the field of legal regulation and the fight against fakes. The social order in positioning lies in meeting the needs of each segment of the target audience. And this is a big job that requires constant analysis of the target audience, their interests and values, competitors and branding. On the example of the brand of Kazan National Research Technological University with multilevel in training directions, scientific directions, institutes, it is possible to see the possibilities of realization of the social order.

In Figure 2 you can see the scheme of positioning opportunities for a multilevel scientific and educational institution - Kazan National Research Technological University.

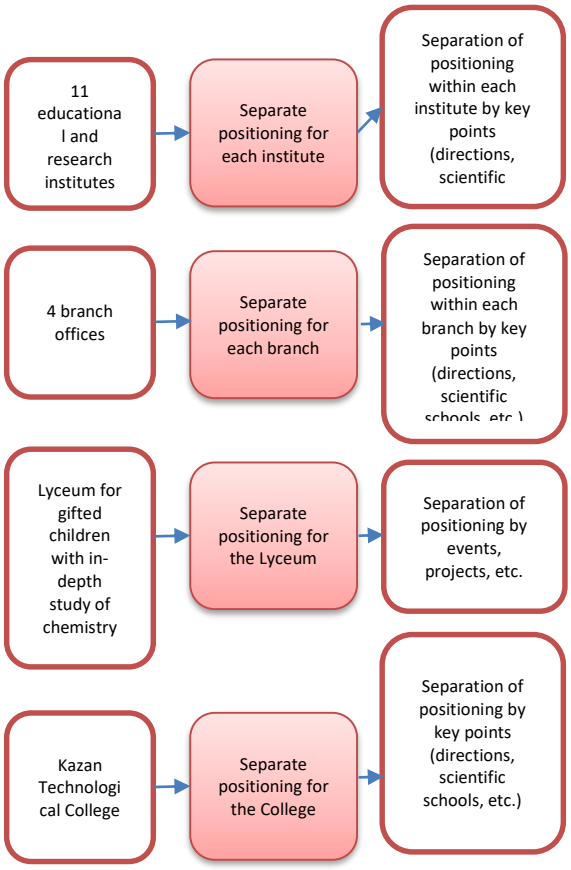

Figure 2: An example of opportunities in positioning a research and education institution (Kazan National Research Technological University).

Analysis of social media pages of public schools and universities has revealed a pool of common mistakes. For example, it is a mistake to think that education, like bread, is necessary for everyone. It is often thought that school education is always tied to the place of residence of the family. Yes, this is the legal basis and often it works for regular schools. But there are other factors at other schools. In levels above the type of SPE or university, the audience begins to emerge in more detail. Many public institutions, as part of reducing their workload or not understanding the basics of social media marketing, put all content for different audiences on one platform. There's another common mistake - lack of authenticity. Many people think that an educational institution has no soul or emotions. They do and they need to be shown. This is the only way to build trust from both consumers and employees. This can be achieved through memorable unique design, identity, special communication. Our institute sometimes has a "scientist dog" - the institute's mascot, which raises our coverage and even the official social networks of the head university repost these posts. The main mistake is the lack of a positioning strategy. You can talk about having a strategy and positioning only when you can answer the questions:

- Who is your target audience, what problems can the brand solve?
- How does your product/service differ from what your competitors offer?
- Why should the consumer trust the brand?
- What message does the brand convey, what emotions does it evoke?
- What will the consumer get from interacting with your company?
- Does the brand have a story?

Also a common mistake is not paying enough attention to reputational risks (Garafiev, 2022). In the context of digitalization, these risks become very significant in social networks. Reputations take years to build, but can be destroyed in a minute because of one careless word on social media. Therefore, it is a mistake to completely hand over social media management to a high school or college student. Any public educational institution should keep an eye on memes, images, words. So that in social networks no one can convict them of any mistakes.

The development of social networks of public educational institutions will allow (Gayazova, 2024):

- form the transparency of education for applicants and parents;
- form a community;
- reduce the power distance;
- involve parents in the life of the educational institution;
- become a news column for teachers;
- increase brand loyalty of students and teachers.

The next stages of the author's research work on the problem of positioning of educational institutions is the study of the development of brands of educational and scientific institutions, their identity and acceptance by the target audience of the meanings and values of the organization.

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