UTM
UNIVERSITI TEKNOLOGI MALAYSIA

BENGKEL LAMAN WEB

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Unit Komunikasi Web
Pejabat Hal Ehwal Korporat
Universiti Teknologi Malaysia

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Tentative

8.00 - 8.30	Introduction to the workshop, webometrics ranking and social media
8.30 - 9.00	Breakfast
9.00 - 10.00	Current and future UTM web Initiatives (e.g cloud and CICT server)
10.00 - 11.30	Group Discussion and Presentation of SWOT Analysis and PTJ initiative
11.30 - 12.00	Conclusion and remarks
12.00	Lunch

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Objektif

- Memberi pendedahan terhadap halatuju UTM dan perkembangan pembangunan laman web secara keseluruhan

- Mengenalpasti kekuatan, kelemahan, masalah yang dihadapi oleh PTJ dalam perlaksanaan inisiatif web di UTM.

- Menyenaraikan prioriti dan menyelaraskan inisiatif-inisiatif web di UTM.

- Mengurangkan jurang perlaksanaan teknologi antara laman-laman web PTJ

- Menghasilkan pelan tindakan dan strategi bagi meningkatkan visibiliti dan identiti UTM

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Part I
The Web Branding

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Our Web Branding

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Our Web Branding

WHAT?

identify the online design elements that should be consistent across all official websites. These include the UTM logo, typography, color palette and other elements

WHY?

To provide a cohesive look and feel across the university web.

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Our Web Branding

. **How we do it?**

• Use of standardize branding bar on top of every website under utm.my domain

• Use of standardize footer with sitemap on the bottom part of every website

• Rules of URL naming

• Web design color (maroon, gold, sand, grey, white)

• Setting up policies and guidelines

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Our Web Theme and Template
http://corporateaffairs.utm.my/webteam/

Our Support and Services
http://corporateaffairs.utm.my/webteam/

Part II

The Web Ranking

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Webometrics Ranking Web of Universities
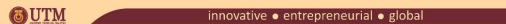
Webometrics log-normalize these variables before combining according to a ratio 1:1 between activity/presence and visibility/impact groups of indicators

Visibility (50%)
IMPACT. The link visibility data is collected from the two most important providers of this information: Majestic SEO and ahrefs.

Activity (50%)
PRESENCE (1/3). The total number of webpages hosted in the main webdomain (including all the subdomains and directories) as indexed by the largest commercial search engine (Google).
OPENNESS (1/3). The global effort to set up institutional research repositories published in dedicated websites according to the academic search engine Google Scholar.
EXCELLENCE (1/3). The academic papers published in high impact international journals - Scimago

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UTM in Webometrics

Jan-08: 1087
Jul-08: 929
Jan-09: 920
Jul-09: 642
Jan-10: 733
Jul-10: 758
Jan-11: 694
Jul-11: 419
Jan-12: 438
Jul-12: 527
Jan-13: 480
Jul-13: 542

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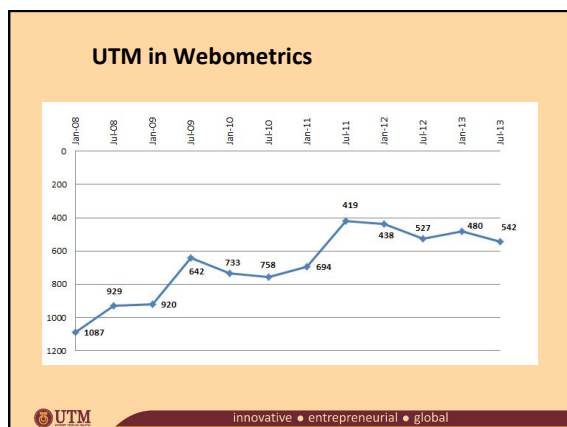
Malaysian Top 10 (July 2013 Webo)

Malaysia

ranking	World Rank	University	Det.	Presence Rank*	Impact Rank*	Openness Rank*	Excellence Rank*
1	341	Universiti Sains Malaysia		872	341	603	476
2	520	Universiti Putra Malaysia		113	624	578	669
3	542	Universiti Teknologi Malaysia		540	504	463	863
4	665	Universiti Kebangsaan Malaysia / National University of Malaysia		255	986	789	656
5	667	University of Malaya		1231	1103	453	543
6	889	Universiti Teknologi MARA		154	972	841	1392
7	1282	Multimedia University		1382	1759	2561	1365
8	1538	International Islamic University of Malaysia		1020	2204	977	1625
9	1858	Universiti Malaysia Sabah		425	2722	2260	1884
10	1986	Universiti Malaysia Perlis		997	3013	1325	1937

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RANKING WEB OF REPOSITORIES

Asia
http://repositories.webometrics.info/en/Asia

ranking	World Rank	Instituto	Country
1	20	National Taiwan University Repository	
2	39	Institut Teknologi Sepuluh Nopemeber Repository	
3	43	Diponegoro University Institutional Repository	
4	57	National Central University (Taiwan) Institutional Repository	
5	64	Bogor Agricultural University Scientific Repository	
6	65	Kyoto University Research Information Repository	
7	72	JAMSTEC Repository Japan Agency for Marine-Earth Science and Technology	
8	74	Universiti Teknologi Malaysia Institutional Repository	
9	123	Hokkaido University Collection of Scholarly and Academic Papers	
10	136	Kyushu University Institutional Repository	
11	140	OUKA Osaka University Knowledge Archive	
12	148	Universiti Sains Malaysia Institutional Repository	

RANKING WEB OF BUSINESS SCHOOLS

INICIO | NORTH AMERICA | LATIN AMERICA | EUROPE | ASIA | AFRICA | ARAB WORLD | OCEANIA | RANK

Home » Malaysia

About Us
● About Us
● Contact Us

About the Ranking
● Methodology
● Objectives

Resources
● Best Practices
● Links

Malaysia

ranking	World Rank	Instituto
1	184	Malaysian Institute of Management
2	487	International Centre for Education in Islamic Finance
3	573	University Teknologi Malaysia International Business School
4	716	Universiti Sains Malaysia School of Management
5	721	Binary University College of Management & Entrepreneurship
6	747	University Putra Malaysia Graduate School of Management
7	848	AMC School of Business
8	854	Monash University Business and Economics Malaysia
9	932	University of Strathclyde Business School
10	1042	Kuala Lumpur Business School

UTM PTJ Webometrics Ranking

How do we calculate?

```
Total Backlinks x Referring domain  =   Impact
                (using ahref.com)

                Total Web Size  =  Presence
        (Google search site:domain)

     No. of files @Google Scholar  =  Openness
       (Google Scholar search site:domain)
```

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4ICU Web Ranking

4INTERNATIONAL COLLEGES & UNIVERSITIES

Based upon an algorithm including five unbiased and independent web metrics extracted from three different search engines:

- Google Page Rank
- Alexa Traffic Rank
- Majestic Seo Referring Domains
- Majestic Seo Citation Flow
- Majestic Seo Trust Flow

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4ICU Web Ranking for 2013
http://www.4icu.org/my/

Universities
1 Universiti Teknologi Malaysia
2 Universiti Malaya
3 Universiti Sains Malaysia
4 Universiti Teknologi MARA
5 Universiti Putra Malaysia
6 Universiti Kebangsaan Malaysia
7 Multimedia University
8 Universiti Utara Malaysia
9 Universiti Islam Antarabangsa Malaysia
10 Universiti Malaysia Perlis
11 Universiti Pendidikan Sultan Idris
12 Universiti Teknologi Petronas

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We need a great Teamwork and strategies to improve and sustain or Web Ranking

teamwork
strategy
tactics
vision

Part III

The Academic Website

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Does your current websites reflect your professional identity ?

YOUR WEB PRESENCE
SOCIAL MEDIA
WEBSITE
EMAIL MARKETING
SEARCH ENGINES

Whether you run a research lab, an academic program, a department, or an entire college, it is essential to have a strong web presence.

http://www.academicwebpages.com/

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What should we have in our academic websites?

- Site Map
- Student-oriented Guided Tour
- Image Map (Campus/Buildings)
- Web-site Last Update Indicator
- Addresses Directory
  - E-mail Directory
  - Phone-Fax Directory
  - Post mail Directory
- Form-based Feedback
- Foreign Language Support
- What's New Feature

- Search Mechanism (Global, Course, People)
- Navigability (Indicator)
  - Link Title (link with explanatory help)
- Student-oriented Domain Features
- Academic Unit Info, Index, Sub Sites
- Enrollment Information
  - Entry Requirement Information
- Degree Plan/Course Offering
- Course Description (Syllabus, Scheduling)
- Scholarship Information
- Laboratory Information

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Part IV

Social Media in University

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Slide 1: Social Media Branding

Social Media Branding

1. Choosing the right platforms

2. Be active !
3. Respond
4. Deliver consistent messaging

   (maintain a professional voice, and second, to be consistent)
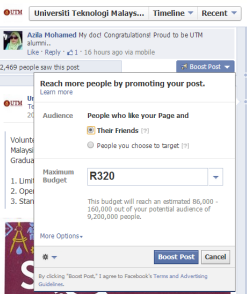
5. Do the cleaning!

Word of Mouth is the Most Influential Driver
→ Now, Word of Mouth via the Social Media

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Slide 2: Social Media Marketing

Social Media Marketing

To boost up each post views in Facebook, use the Boost Post function. You will have to pay.

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Slide 3: Why Facebook? Who use FB?

Why Facebook? Who use FB?

facebook users in MALAYSIA

Audience
15,600,000 people
- Who live in Malaysia

Audience
11,400,000 people
- Who live in Malaysia
- Who are in one of the broad categories Android (All), iOS/Apple (All) or Mobile Users (All)

Audience
8,400,000 people
- Who live in Malaysia
- Who are male

Audience
7,000,000 people
- Who live in Malaysia
- Who are female

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Slide 4: Get your FB content to your website

Get your FB content to your website

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Slide 5: 6 Best Practices for Universities Embracing Social Media

6 Best Practices for Universities Embracing Social Media

1. Develop a Strategy and Set Goals

Before diving head-first into social media, take the time to establish a strategy. What type of content will you deliver? How often will you post content, and where will it come from? What populations will you aim to engage? Consider resources, too, such as budget and staffing. Who will be responsible for posting content and engaging the community?

Define your goals, as well. What do you hope to accomplish with your social media activity?

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Slide 6: 6 Best Practices for Universities Embracing Social Media

6 Best Practices for Universities Embracing Social Media

2. Pick and Choose Your Platforms

a platform with the functionality to accomplish your goals. If you're going to post lots of campus videos, maybe a YouTube or Vimeo channel would be worthwhile.

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6 Best Practices for Universities Embracing Social Media

3. Empower and Support Individual Departments

Within a university, there are many departments and academic units, all with unique messages and distinct audiences. It doesn't make sense to have just one social media entity to represent the entire university; departments should be able to establish their own accounts.

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6 Best Practices for Universities Embracing Social Media

4. Put Guidelines in Place

university-wide guidelines in place to ensure consistency and appropriateness of all social media activity

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6 Best Practices for Universities Embracing Social Media

5. Communicate Across Campus

What is your brand all about?

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6 Best Practices for Universities Embracing Social Media

6. Communicate Across Campus

As universities expand their social media endeavors, strategy, training and cross-campus collaboration will be critical.
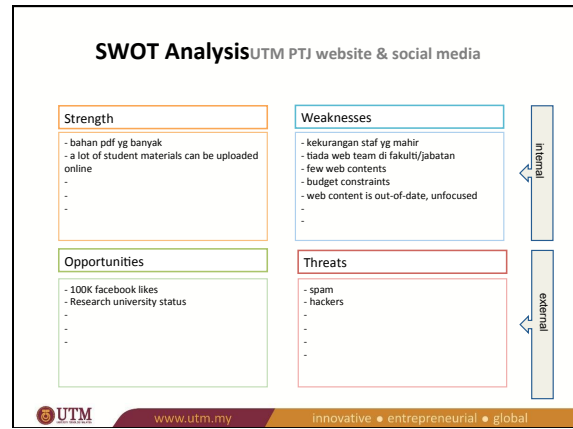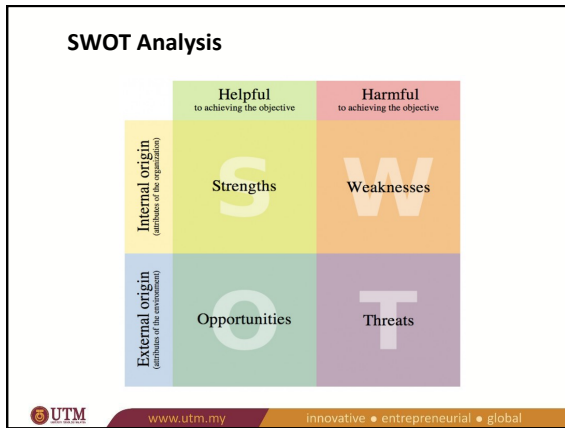
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What's Next ?

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Group Discussion

SWOT Analysis

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	Strengths	Weaknesses
External origin (attributes of the environment)	Opportunities	Threats

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SWOT Analysis UTM PTJ website & social media

Strength
- bahan pdf yg banyak
- a lot of student materials can be uploaded online
-
-
-

Weaknesses
- kekurangan staf yg mahir
- tiada web team di fakulti/jabatan
- few web contents
- budget constraints
- web content is out-of-date, unfocused
-

Opportunities
- 100K facebook likes
- Research university status
-
-
-

Threats
- spam
- hackers
-
-
-

internal

external

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Next...after SWOT

First, select **the five or six items** in each category that are most critical — that is, most likely to have the biggest impact on your online web presence situation

Then answer the following questions:

- How can we use our Strengths to take advantage of our biggest Opportunities?

- How can we use our Strengths to overcome our biggest Threats?

- What do we need to do in order to overcome our Weaknesses, so that we are better able to take advantage of our Opportunities?

- How can we minimize our Weaknesses, so that we are better positioned to overcome our Threats?

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Current KPI Initiatives	Review		KPI (pls tick)			Suggestion
	Target	Achieved	Drop	Strengthen	New	

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