

RANEPA launched the official channel in the Max messenger

The Russian Academy of National Economy and Public Administration (RANEPA) was one of the first universities of the country to create an official channel in the National Messenger of Max. Exclusive comments on the Academy on socio-political and socio-economic issues will be regularly published on this channel.

The launch of the channel is an important stage in the development of the communication strategy of the university. This decision is aimed at expanding the possibilities for dialogue with a wide audience, including students, business representatives and all those interested in the current agenda.

In addition to the expert channel, the Academy has already transferred all the chats of freshmen to the Max messenger as part of the University Chat project. This decision is due to the advantages of the domestic platform, including the location of servers in Russia and compliance with the requirements of personal data protection.

The use of the national messenger also supports the development of domestic digital infrastructure. The academy notes that the potential coverage of the audience in Max is significant - from schoolchildren and students to professionals of various fields.

The university plans include the launch of additional thematic channels focused on various target audiences. This will provide users with relevant content and professional analytics in a convenient format.