

Article

Research on Path Innovation and Effectiveness of College Enrollment Promotion under New Media Context

Huanyi Qi ^{1,*}¹ Hainan Vocational University of Science and Technology, Haikou, China

* Correspondence: Huanyi Qi, Hainan Vocational University of Science and Technology, Haikou, China

Abstract: College admission promotion serves as a pivotal driving force in the comprehensive reform of China's new college entrance examination system, while also functioning as an effective strategy to attract high-quality students and elevate institutional educational standards. Amid intensifying competition for student enrollment and shifting demographic trends, enhancing admission promotion efforts has become particularly crucial for higher education institutions seeking to maintain their competitive edge. This study examines admission promotion strategies specifically within the rapidly evolving new media context, conducting an in-depth analysis of traditional models' characteristics and inherent limitations, such as one-way communication, restricted geographic reach, and delayed feedback mechanisms. By systematically identifying opportunities for digital innovation, this research highlights the transformative potential of emerging platforms, including social media networks, short video applications, and interactive live streaming, in reshaping prospective student engagement. Based on this comprehensive analysis, the paper proposes targeted, innovative approaches to optimize admission promotion effectiveness. These include leveraging data-driven audience segmentation, fostering interactive two-way communication, and integrating multimedia content to resonate with contemporary youth. Ultimately, this study provides robust theoretical guidance and actionable practical references for establishing scientific, dynamic, and highly efficient new media promotion models. These strategic insights aim to help universities achieve differentiated development, maximize outreach efficiency, and significantly enhance their institutional brand value in an increasingly complex and highly competitive student recruitment landscape.

Keywords: new media; higher education; student enrollment; publicity channels; digital transformation

1. Introduction

The rapid proliferation of mobile internet technologies has significantly reshaped the ways in which information is disseminated and consumed, leading to profound changes in user behavior [1]. This evolution presents the education sector with an urgent imperative to undergo digital transformation in order to remain relevant and effective. Traditional enrollment promotion strategies, which have historically relied on print media, in-person events, and unidirectional communication, are increasingly inadequate in addressing the expectations of younger generations. These individuals demand personalized, interactive, and real-time access to information, reflecting their immersion in a digitally connected world. Consequently, universities and educational institutions must innovate and adapt their approaches to enrollment promotion. By leveraging advanced digital tools and platforms, institutions can create more engaging and dynamic interactions with prospective students, ensuring that their communication strategies align with the preferences and behaviors of a tech-savvy audience. This shift is essential for maintaining competitiveness in the modern educational landscape.

Received: 24 April 2025

Revised: 10 June 2025

Accepted: 25 June 2025

Published: 30 June 2025



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

2. Characteristics and Limitations of Traditional College Admissions Promotion Models

For decades, higher education admissions campaigns have relied on a paper-based communication framework dominated by traditional media. Institutions typically use printed materials such as brochures and admission guidelines as primary information carriers, complemented by regular offline events like admissions fairs and campus open days for targeted promotion. Within this structure, the flow of information is predominantly unidirectional: schools act as the sole providers of information, while parents and students remain passive recipients, lacking effective channels for meaningful interaction [2]. The geographical reach of such communication is largely limited to surrounding areas, with word-of-mouth dissemination relying heavily on social networks such as faculty referrals and personal recommendations. The infrequent updates to content and rigid presentation formats make it difficult to vividly convey abstract educational philosophies and campus culture, which are essential for attracting prospective students. Moreover, traditional promotional models suffer from systemic flaws that hinder their effectiveness. Information often undergoes multiple rounds of interpretation during dissemination, which compromises its original accuracy and may distort key messages. This lack of precision can create communication gaps between institutions and their target audiences, resulting in delayed responses to personalized inquiries and negatively impacting the decision-making experiences of parents and students [3]. Additionally, standardized promotional materials across institutions tend to share similar content structures and expression styles, which obscure distinctive educational features and unique advantages. This uniformity diminishes the appeal and recognizability of individual institutions. Furthermore, traditional models for evaluating the effectiveness of publicity efforts rely primarily on empirical judgments rather than systematic data support or quantitative analysis. This lack of robust evaluation methods makes it challenging to accurately measure the outcomes achieved through resource investments, thereby complicating efforts to optimize promotional strategies. Institutions must address these limitations to develop more effective and interactive approaches to admissions promotion.

3. Opportunities for College Admissions Promotion in the New Media Context

3.1. Transformation of Communication Models and Precision in User Engagement

The advent of digital technology has revolutionized the way information is disseminated, fundamentally altering traditional communication models. Emerging platforms such as WeChat, TikTok, and Bilibili have transcended the temporal and spatial limitations inherent in conventional media, granting educational institutions unparalleled autonomy in their promotional efforts. Unlike traditional methods constrained by fixed publication cycles and limited space, these platforms enable schools to engage with their audience dynamically and continuously. Algorithmic recommendation technologies have further refined this process, allowing institutions to analyze vast amounts of data to identify audience preferences, interests, and behavioral patterns with remarkable precision [4]. Through personalized push mechanisms powered by big data analytics, enrollment information delivery has shifted from a broad "flooding" approach to a highly targeted "drip irrigation" model [5, 6]. This ensures that content such as school-specific courses, campus cultural activities, and success stories of graduates is delivered directly to families and individuals whose needs and interests align with the institution's offerings. Intelligent content distribution systems enhance the efficiency of promotional resource utilization by ensuring that the right information reaches the right audience at the right time. This transformation from "people seeking information" to "information finding people" not only optimizes resource allocation but also fosters deeper and more meaningful interactions between schools and prospective students. By leveraging these advanced technologies, educational institutions can achieve a precise alignment between

their promotional strategies and the expectations of their target groups, thereby laying a robust foundation for sustained engagement and successful enrollment outcomes.

3.2. Upgrade of Interaction Methods and Multi-Dimensionalization of Trust Relationships

The advent of new media technologies has revolutionized the traditional admissions promotion model, transforming it from a one-way information dissemination approach dominated by educators into a dynamic two-way communication framework. Interactive tools such as real-time comments, private messaging, and live Q&A sessions have extended admissions consultations beyond fixed timeframes, creating a continuous and personalized service experience. Parents and students now have the ability to submit inquiries at any time and receive prompt responses from school administrators, faculty, or current students. This shift has replaced superficial information reception with frequent, meaningful dialogues, fostering transparency and eliminating the information asymmetry that was prevalent in conventional promotional methods. The open nature of new media platforms has redefined school-family relationships, evolving them from simple "supply-demand matching" into partnerships grounded in emotional connection and shared values. When parents witness schools addressing their concerns with patience and students gain authentic insights into campus life, trust relationships naturally develop through these frequent interactions. This multi-dimensional trust network not only enhances parental willingness to enroll their children but also serves as a powerful resource for schools by generating valuable word-of-mouth promotion. Furthermore, the ability to engage in transparent and ongoing communication ensures that schools can better understand the needs and expectations of families, thereby aligning their offerings with the aspirations of prospective students. Such advancements in interaction methods underscore the transformative impact of new media on fostering trust and collaboration in educational contexts.

3.3. Diversity in Content Production and Narrative Construction of School Image

The emergence of the new media ecosystem has significantly reshaped the way educational institutions construct and promote their public image, introducing a more inclusive and participatory approach. Unlike traditional methods that relied heavily on standardized and often impersonal official materials, the current landscape allows for a collaborative and dynamic content creation process. Teachers, students, alumni, and parents now actively contribute to the narrative, enriching it with diverse perspectives and authentic experiences. For instance, short videos capturing spontaneous classroom interactions, Vlogs detailing daily dormitory routines, and multimedia reports on extracurricular activities have become powerful tools for storytelling. These formats transform abstract educational philosophies into vivid, relatable depictions of campus life. By focusing on genuine moments and human connections, schools can replace generic slogans with meaningful representations of their values and culture. Furthermore, the portrayal of warm teacher-student relationships and the vibrancy of campus activities helps to humanize the institution, fostering a sense of community and belonging. This narrative-driven strategy not only enhances the school's cultural identity but also positions it as a living, breathing entity rather than a static brand. Such an approach underscores the importance of authenticity and emotional resonance in modern educational communication.

4. Innovation in Enrollment Promotion Strategies and Efficiency Enhancement for Higher Education Institutions in the New Media Context

4.1. Precise Positioning and Construction of Hierarchical and Categorized Communication Matrix

When navigating the diverse options available on new media platforms, college admissions promotion strategies should prioritize precision and scientific planning rather than indiscriminate trend-following or overly broad campaigns. Institutions must begin

by conducting comprehensive demographic analyses of prospective students and their families, categorizing them based on factors such as academic performance, interests, socioeconomic background, and geographic location. This segmentation enables the selection of optimal platform combinations tailored to specific audience needs. For instance, the WeChat platform, with its established social networking capabilities, is particularly effective for disseminating detailed content. Schools can utilize official accounts to share comprehensive information about educational achievements, introduce faculty expertise through features like "Master Teachers' Profiles," and establish grade-specific and region-specific parent discussion groups to offer personalized consultation services. Short-video platforms such as TikTok and Kuaishou are ideal for showcasing dynamic campus life, capturing moments like students engaging in recess exercises, conducting scientific experiments in laboratories, or performing at art festivals. These platforms allow audiences to experience the school's culture in an engaging and relaxed manner [7, 8]. Knowledge-sharing communities like Zhihu provide an excellent venue for in-depth discussions, where schools can invite distinguished educators to answer questions about education, share teaching methodologies, and encourage current students and alumni to share authentic academic experiences. Similarly, Bilibili, as a cultural hub for young audiences, is well-suited for presenting innovative teaching models and diverse extracurricular activities. Content such as "Exploring Chemical Laboratories" or "Daily Life of Model United Nations Clubs" can attract students with specific academic or extracurricular interests. While maintaining a consistent tone across all platforms, institutions should leverage the unique strengths of each medium. Flexibility in adjusting promotional priorities is essential, with schools intensifying official information dissemination during policy announcements, enhancing interactive Q&A sessions during application periods, and providing campus life guidance during freshman orientation. This structured and coordinated omnimedia communication framework ensures that promotional efforts are both targeted and effective, fostering meaningful engagement with prospective students and their families while optimizing enrollment outcomes.

4.2. Content Is King: Creating Immersive and Empathetic Narrative Scenarios

In the realm of new media communication, high-quality content remains the central driving force behind effective engagement. For university admissions promotion, crafting narrative models infused with emotional depth and warmth is crucial. Academic institutions are endowed with rich educational resources and cultural heritage, yet the challenge lies in transforming these seemingly routine elements into compelling and relatable expressions. Abstract concepts such as historical legacy, faculty composition, curriculum design, and student development must be reimagined into tangible narratives that resonate with audiences [9]. For example, schools can initiate "Teacher Profiles" interviews to highlight the teaching philosophies and personal charisma of distinguished educators, or develop "Alumni Perspectives" series where current students and graduates share their academic journeys and growth experiences through authentic storytelling. Technological advancements have significantly broadened the scope of content creation. Short-form videos can vividly capture the dynamic moments of campus life, while live streaming facilitates real-time interaction, breaking down barriers of time and space. Additionally, VR panoramic technology enables immersive experiences, allowing audiences to virtually explore the campus environment. Examples include producing "Through the Lens into Classrooms" series that document teaching styles and student interactions across various disciplines, offering parents a genuine glimpse into the school's educational atmosphere. Institutions can also create immersive "24-Hour Campus Chronicles" experiences that detail students' daily routines, from morning classes to evening dormitory life, providing a comprehensive view of academic rhythms and living conditions. To ensure diverse perspectives, content production should actively involve various stakeholders, including teachers, students, parents, and alumni, as storytellers of campus narratives. By presenting authentic and multifaceted materials, potential students

and their families can move beyond cold statistics and official descriptions, fostering a deeper emotional connection and understanding of the institution's values and environment.

4.3. Bidirectional Interaction to Establish an Instant-Response Service Closed Loop

Schools must redefine the service attributes associated with enrollment promotion, emphasizing the importance of each interaction as a pivotal moment for enhancing brand recognition and fostering emotional connections. To achieve this, it is essential to establish a professional new media operations team composed of individuals with strong educational backgrounds and exceptional communication skills. This team should be equipped to deliver personalized consulting services across platforms such as WeChat Official Accounts, TikTok, and Xiaohongshu. Introducing a role like "Admission Assistant" can ensure prompt responses to private messages, with replies provided within 30 minutes during working hours and same-day responses during holidays. This approach allows parents and students to feel valued and appreciated [10]. Furthermore, schools should create tiered communities tailored to parent groups based on grade levels and specific needs. These communities can host regular events, such as inviting outstanding teachers and current students to share their experiences. For instance, a "2025 Freshman Parents Group" could be established, featuring weekly live Q&A sessions with the principal every Wednesday evening at 7 PM. These sessions can address parental concerns regarding curriculum design, faculty allocation, and pathways to higher education. To maintain engagement, community content operations should avoid repetitive notifications and instead focus on designing interactive topics that encourage parents to share their educational insights, fostering a warm and collaborative communication environment. Online open days can further enhance accessibility by overcoming geographical and time constraints, thereby expanding participation. Schools can leverage VR technology to create immersive campus tours, enabling remote participants to experience the campus culture as if they were physically present. Outstanding students can serve as "virtual tour guides," showcasing the unique features of various functional areas in real time. Additionally, it is crucial to implement a comprehensive mechanism for collecting and tracking inquiries. Every consultation question should be meticulously documented to build a robust knowledge base, facilitating swift responses to similar queries in the future. For complex issues, internal coordination processes must be established to ensure that relevant departments can provide accurate and timely information. Regular user satisfaction surveys can further optimize service quality. Schools can design concise online questionnaires to gather genuine feedback from parents regarding their interactive experiences and solicit suggestions for improvement.

4.4. Data-Driven Approach to Establish a Scientific and Precise Evaluation System

The data analytics tools provided by new media platforms offer robust technical support for developing precise evaluation models tailored to educational institutions. To achieve meaningful insights, institutions must transcend superficial data metrics and adopt comprehensive, multidimensional assessment frameworks [11, 12]. A tiered indicator system can be implemented to categorize user behavior data into surface-level metrics and deep conversion indicators. Surface-level metrics encompass basic data such as content exposure volume, user reach rates, and initial interaction frequency. For instance, the open rate of articles on WeChat Official Accounts serves as an indicator of headline appeal, while user sharing behavior reflects the perceived value of the content. Deep conversion metrics, however, are more critical for evaluating engagement and outcomes. These include user dwell time, content completion rates, inquiry conversion rates, and final registration conversion rates. On short video platforms, completion rates provide a reliable measure of content quality, while live streaming metrics such as question frequency and engagement duration offer insights into the depth of user participation. To ensure consistent and actionable data analysis, institutions should establish routine mechanisms for data collection and monitoring. Professionals should be

assigned to regularly track platform data trends, enabling the identification of user behavior patterns and preferences. For example, content distribution strategies can be optimized by analyzing time-of-day activity patterns, while promotional focus areas can be adjusted based on geographic distribution data. Integrating these analytical results into content creation and dissemination strategies ensures that every promotional effort yields measurable and actionable outcomes. By leveraging these advanced data-driven approaches, educational institutions can refine their evaluation systems to achieve greater precision and effectiveness in their outreach and engagement efforts.

4.5. Collaborative Education: Integration of Diverse Communication Entities within and Beyond the Campus

Schools should establish comprehensive incentive mechanisms and content guidance frameworks to transform teachers into ambassadors of professional excellence, enabling them to demonstrate teaching charisma and educational dedication in their specialized disciplines. Mathematics teachers can create engaging problem-solving videos that inspire analytical thinking, Chinese language instructors can share literary analysis insights that deepen cultural appreciation, while physical education teachers may showcase professional coaching techniques that promote physical well-being and teamwork. As authentic participants and witnesses, students often share campus life snapshots, academic progress trajectories, and peer support stories that carry strong emotional resonance and persuasive power. For example, student council presidents recount club activity organization experiences, arts majors demonstrate creative processes that highlight innovation, and competition winners share preparation strategies that emphasize perseverance and skill development [8]. Outstanding alumni serve as living proof of educational achievements, reflecting on alma mater memories across life stages to convey role model influence while highlighting institutional long-term value. Parental feedback based on firsthand experiences holds particular credibility, with their endorsement of educational philosophies, observations of student development, and evaluations of teacher-student relationships providing invaluable promotional materials. Establishing unified content creation guidelines and quality control standards ensures consistency and professionalism across all stakeholders. Providing appropriate platform support and technical training enables every participant to become effective school ambassadors, creating a multi-dimensional publicity framework characterized by diverse perspectives, rich content, and comprehensive coverage. This approach fosters a collaborative educational environment where diverse communication entities within and beyond the campus contribute to a holistic representation of institutional excellence, ensuring that the school's values and achievements are effectively communicated to a broader audience.

5. Conclusion

In summary, new media technologies are redefining the boundaries and possibilities of educational promotion, and traditional university admission publicity models urgently need to embrace this transformative trend. Institutions should systematically establish a new media publicity framework integrating precise positioning, content innovation, interactive services, data evaluation, and collaborative communication. This approach enables a fundamental shift from extensive promotion to refined operations, ultimately achieving comprehensive outcomes such as improved admission quality, optimized student demographics, and enhanced brand influence. Furthermore, the integration of advanced technologies such as artificial intelligence, big data analytics, and immersive media platforms will play a pivotal role in shaping the future of educational promotion. By leveraging these tools, institutions can create personalized and engaging experiences for prospective students, fostering stronger connections and trust. Moving forward, educational promotion will emphasize deeper integration of technology and humanistic elements, injecting fresh vitality and momentum into institutional development. Future research should explore innovative strategies to balance technological advancements with

ethical considerations, ensuring that the evolving landscape of educational promotion remains inclusive, equitable, and sustainable.

References

1. N. Iman, S. Sahibu, and A. L. Arda, "Decision Support System For Determining Campus Promotion Media In New Student Admissions With Analytical Network Process And Regression Methods," *IJCCS (Indonesian J. Comput. Cybern. Syst.)*, vol. 15, no. 2, 2021.
2. N. Selwyn, "Social media in higher education," *The Europa World of Learning*, vol. 1, no. 3, pp. 1–10, 2012.
3. S. Bulfin, L. Pangrazio, and N. Selwyn, "Making 'MOOCs': The construction of a new digital higher education within news media discourse," *International Review of Research in Open and Distributed Learning*, vol. 15, no. 5, pp. 290–305, 2014.
4. B. Taylor, "Reflections on higher education and the media," *Perspectives: Policy and Practice in Higher Education*, vol. 15, no. 4, pp. 117–121, 2011.
5. W. H. Dutton and B. D. Loader, "Introduction: New media and institutions of higher education and learning," in *Digital Academe*, Routledge, pp. 33–64, 2005.
6. T. Anderson, "Challenges and opportunities for use of social media in higher education," *Journal of Learning for Development*, vol. 6, no. 1, 2019.
7. S. Kalogeras, *Transmedia storytelling and the new era of media convergence in higher education*. Springer, 2014.
8. O. Peters, "Learning with new media in distance education," *Handbook of Distance Education*, pp. 87–112, 2003.
9. R. Reuben, "The use of social media in higher education for marketing and communications: A guide for professionals in higher education," 2008.
10. M. Blankenship, "How social media can and should impact higher education," *Education Digest*, vol. 76, no. 7, pp. 39–42, 2011.
11. R. Cerezo, J. C. Núñez, P. Rosário, A. Valle, S. Rodríguez, and A. B. Bernardo, "New media for the promotion of self-regulated learning in higher education," *Psicothema*, vol. 22, no. 2, pp. 306–315, 2010.
12. S. Cunningham and E. Training, "New media and borderless education: A review of the convergence between global media networks and higher education provision," vol. 8, Canberra, 1998.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of Publisher and/or the editor(s). Publisher and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.