



Office of Strategic Communication

QUARTERLY IMPACT REPORT

Q1 | FY20 July-September

The Office of Strategic Communication supports the University of Iowa mission by using communication to build awareness and appreciation for the university's people and programs. We provide counsel and produce content that advances the priorities of the university, connects with people emotionally and intellectually, and compels them to act on our behalf.

PREVIOUS QUARTERLY REPORTS AT [OSC.UIOWA.EDU/REPORTS](https://osc.uiowa.edu/reports).

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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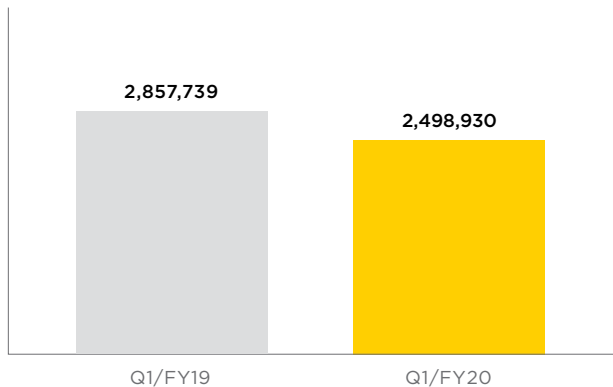
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UIOWA.EDU

The ever-evolving Google search algorithm continues to push more traffic to specific websites within the uiowa.edu domain and as a result, fewer people start at the home page. We are in the early stages of a strategic redesign of the UI homepage site to better attract and serve prospective students, faculty and other key audiences. In the meantime, we have added an 'Apply' button to the top navigation bar resulting in 11,704 unique user visits to the admissions site since January or 4,637 clicks in Q1. This reminds us that the homepage still has an important job to do and that small changes can make a big impact.

TOTAL PAGEVIEWS

13% ↓



AVERAGE SESSION DURATION

2:37

2% ↓

SESSIONS ORIGINATING IN IOWA

264,538

3% ↓

SESSIONS ORIGINATING OUTSIDE IOWA

152,628

11% ↓

SESSIONS ORIGINATING OUTSIDE THE U.S.

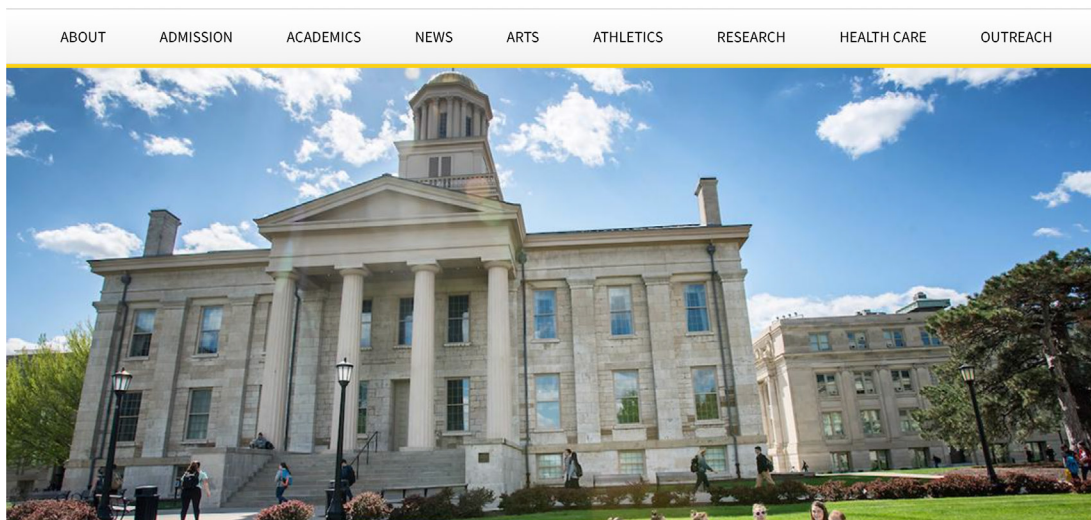
64,818

7% ↓

CLICKS ON 'APPLY' BUTTON

4,637

NA



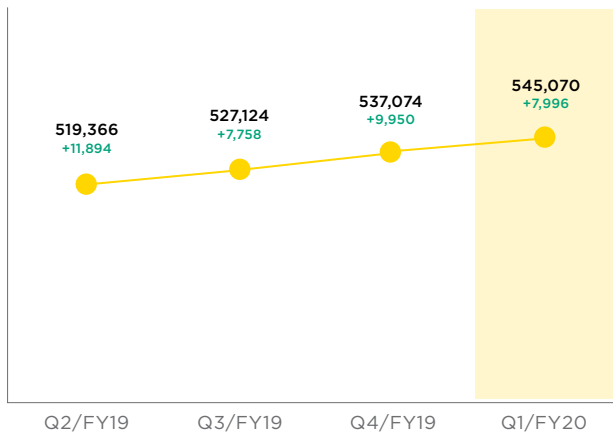
Note all percentage comparisons represent Q1/FY20 vs. Q1/FY19.

SOCIAL MEDIA

The Higher Ed Social Media Engagement Report for 2019 puts the University of Iowa #1 overall and #1 on Facebook. Taking audience size into account, we were the most engaged with university across Facebook, Twitter, and Instagram over the past year. This fall we collaborated with campus stakeholders on a four-part series that included resources available to students impacted by sexual misconduct, which was viewed more than 20,000 times.

TOTAL FOLLOWERS

3% ↑



NEW FOLLOWERS

18,202

3% ↑

IMPRESSIONS

29,732,512

5% ↑

ENGAGEMENTS

2,696,994

Even

TOP POSTS

University of Iowa
Published by Mike Benning [?] · August 23 · 🌐

The class of 2023 is looking good in their first Hawkeye family photo.

1 Photo Timelapse
00:19

248,468
People Reached

44,614
Engagements

[Boost Again](#)

Boosted on Aug 25, 2019
By Mike Benning

Completed

People Reached	24.6K	ThruPlays	5.1K
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[View Results](#)

👍👎👤 5.6K

169 Comments 1,234 Shares



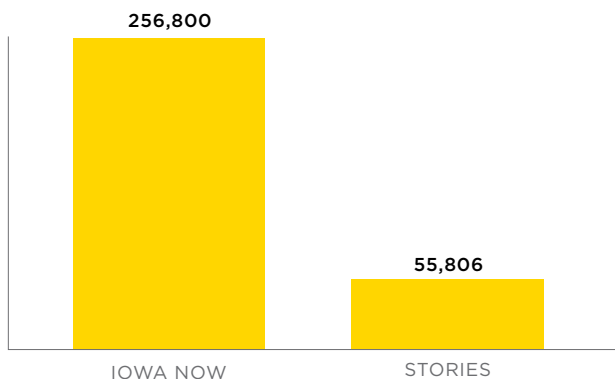
Note all percentage comparisons represent Q1/FY20 vs. Q1/FY19.

NEWS AND FEATURES

Targeting content to specific audiences on Facebook continues to increase readership of our *For Iowa* content, particularly content focused on health care. On another positive note, the Stories site average time on page is up 63.5%.

TOTAL PAGE VIEWS

2.28% ↓



AVERAGE TIME ON PAGE

Iowa Now	2:10
Stories	4:31
Overall	2:38

TOP NEWS PUBLISHED IN Q1 BY PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
2,678	Iowa moves up in latest 'US News' Best Colleges rankings	09/09/19	2:06
2,518	UI student, faculty artists leaving their mark on 10 Iowa communities	07/16/19	9:14
2,271	UI student-designed bra for breast cancer patients receives cash prize	07/23/19	4:14
2,193	New study suggests exercise is good for the aging brain	08/23/19	4:23

MOST VIEWED NEWS DURING Q1 REGARDLESS OF PUB DATE

		PUB DATE	AVG TIME ON PAGE
24,054	What's going on when babies twitch in their sleep	7/25/16	8:59

TOP FEATURES PUBLISHED IN Q1 BY PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
4,693	Iowa girl thrives after ice-storm birth*	07/11/19	7:11
3,721	Iowa's impact along RAGBRAI route	07/18/19	3:49
3,276	Class of 2023 by the numbers	09/12/19	4:51
2,007	Collaborative team helps Clear Lake boy beat the odds	09/23/19	8:47

* This was the most viewed page on the Stories Site during Q1, regardless of pub date

TOP SOURCES OF TRAFFIC

Iowa Now:

42.98%	Google
17.56%	Faculty/staff email
12.63%	Direct
6.79%	uiowa.edu websites
4.23%	Facebook

Stories:

32.15%	Facebook (promoted)
21.42%	Direct
18.21%	UI Home Page
10.11%	Facebook (organic)
5.98%	Google

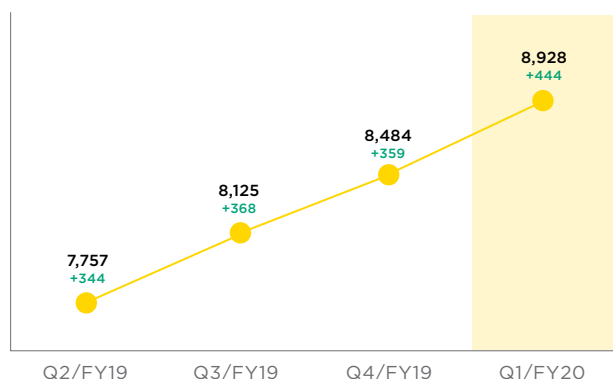
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VIDEO

The OSC-produced half-time spot shown to millions of Hawkeye football fans across the country represented a creative risk this year that we are pleased to report has paid off. The video received accolades from the head of communications at AAU and was held up as a new standard in higher education communications. AAU President and former UI President Mary Sue Colman was so impressed that she emailed President Bruce Harreld: “Very well done! It is different and fresh and I think students will love it.” Check out the spot in the link below.

YOUTUBE SUBSCRIBERS

6.22% ↑



TOP VIEWED NEW YOUTUBE VIDEOS

- 2,192 [The Best College Town—Iowa City](#)
July 23, 2019
- 1,731 [It's Great to be a Hawkeye: The University of Iowa TV Spot](#)
Aug. 27, 2019
- 725 [University of Iowa Doctors Save Preemie in 2007 Ice Storm](#)
July 16, 2019

YOUTUBE TOTAL VIEWS

141,827

2.40% ↓

YOUTUBE ORGANIC VIEWS *(not promoted)*

140,637

2.41% ↑

YOUTUBE MINUTES WATCHED

430,337

1.86% ↑

YOUTUBE ENGAGEMENTS

LIKES/DISLIKES/COMMENTS/SHARES

4,665

16.39% ↑

TOP LIVE-STREAMED EVENTS BY VIEWS

[University of Iowa Symphony Orchestra Concert](#)
Sept. 25, 2019
88 peak concurrent viewers; 108 hours watched

[College of Medicine White Coat Ceremony](#)
Aug. 16, 2019
number of peak concurrent viewers not available;
91 hours watched

VIDEO PERFORMANCE ON UI SOCIAL MEDIA

- 335,054 viewed the entire video
- 656,904 viewed at least 50%
- 511,202 engaged with the video post

Note all percentage comparisons represent Q1/FY20 vs. Q1/FY19.

MEDIA RELATIONS

The media relations team connects reporters with UI sources and pitches positive stories to promote the university brand. The team also provides media training for faculty and administrators who want to improve their interview skills and provides advice and counsel for managing sensitive or emerging issues.

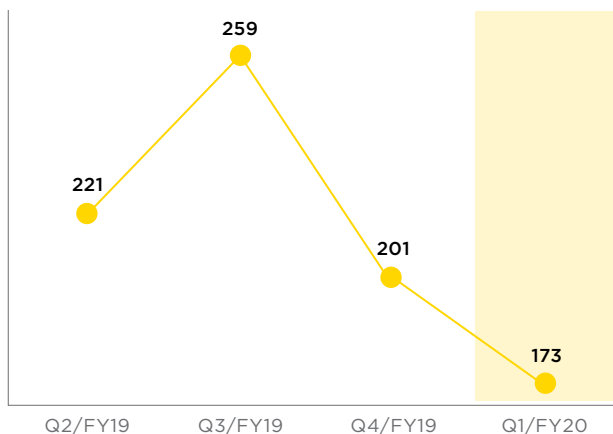
TOP NOTABLE NATIONAL MEDIA OUTLETS



THE CHRONICLE OF HIGHER EDUCATION



MEDIA INQUIRIES MANAGED BY OSC



* This data does not include stories from UIHC or Athletics.

TOP INQUIRIES BY SUBJECT

Hawkeye Marching Band and the Cy-Hawk game

TaJuan Wilson's departure

CAMPUS MEDIA TRAINING SESSIONS PROVIDED BY OSC

2

Members of the Community Empowerment Law Project

Louise Seamster, professor in Sociology and African American Studies. Seamster contributed research and analysis to Senator Warren's student debt forgiveness policy proposal.

MOST SUCCESSFUL PLACEMENTS

NPR: "Public Health researcher Wei Bao study suggests waist circumference is as important as BMI in determining obesity"

Tom Snee

Associated Press (picked up by broadcast outlets nationwide): "NASA administrators visit the University of Iowa"

Richard Lewis

MARKETING

OSC’s marketing efforts in Q1 continued to focus on building awareness of the University of Iowa nationally, fortifying our reputation within the state, helping attract and recruit students, and strengthening the overall university brand.

Campaign Description	Average Time on Page	Unique Pageviews	Impressions
American School Counselor Association (ASCA) <i>magazine, e-newsletter, and state affiliate association website advertisements.</i>	NA	NA	443,000
For Iowa digital campaign <i>Geotargeted social media promotion of relevant content highlighting UI's connection to Iowa communities. Our Q1 efforts featured a significant amount of health care related content and performed well, as we've seen an increase in engagement. This collaborative effort with UI Health Care is allowing us to push out more content to more Iowa communities than ever before.</i>	7:33	19,296	1,376,677

VIDEO PARTNER PROJECTS OF NOTE

Admissions Landing Page Videos
Admissions

Class of 2023 learns the Iowa Fight Song
Student Life/Orientation

B-Roll of move-in, residence halls, and LLCs
Housing and Dining

Video Capture of NASA Panel
Department of Physics and Astronomy

CREATIVE PARTNER PROJECTS OF NOTE

<u>Admissions Travel Viewbook</u>	52,500 printed
<u>Admissions Transfer Viewbook</u>	5,500 printed
<u>Admissions International Viewbook</u>	10,000 printed

BRAND WEBSITE INQUIRIES ANSWERED

298

PHOTOSHOOTS

79

DEPARTMENTS SERVED BY OSC PORTRAIT STUDIO

49 (175 portraits)

PHOTOSHELTER DOWNLOADS

11,307

MERIT

Merit Pages are university-verified online student accomplishments. Student recognition or stories are shared with media outlets, high-schools, and lawmakers.



20 stories



5,231 students recognized



20,738 online page views



1,099 high schools received updates



355,000 social media impressions