



Office of Strategic Communication

QUARTERLY IMPACT REPORT

Q2 | FY20 October–December

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:

Jeneane Beck

Assistant vice president for external relations
319-384-0005
jeneane-beck@uiowa.edu

Ben Hill

Senior director for marketing communications
319-384-3400
benjamin-hill-1@uiowa.edu

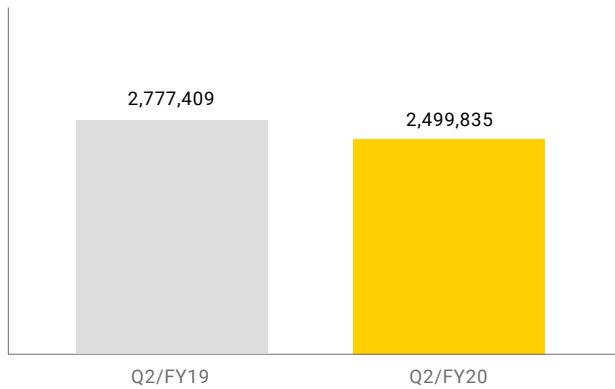
Note all percentage comparisons represent Q2/FY20 vs. Q2/FY19.

UIOWA.EDU

The university continues to experience an erosion of visitor traffic to the homepage as a result of Google's strategy of pushing traffic to specific websites within the uiowa.edu domain. Other contributing factors include brand awareness and health, technical issues with the site, and market/demographic trends that will continue to create downward pressure on organic engagement. OSC is currently leading a branding project and homepage redesign to respond to these changes.

TOTAL PAGEVIEWS

10% ↓



AVERAGE SESSION DURATION

2:30

6% ↓

SESSIONS ORIGINATING IN IOWA

1,052,401

6% ↓

SESSIONS ORIGINATING OUTSIDE IOWA

235,042

15% ↓

SESSIONS ORIGINATING OUTSIDE THE U.S.

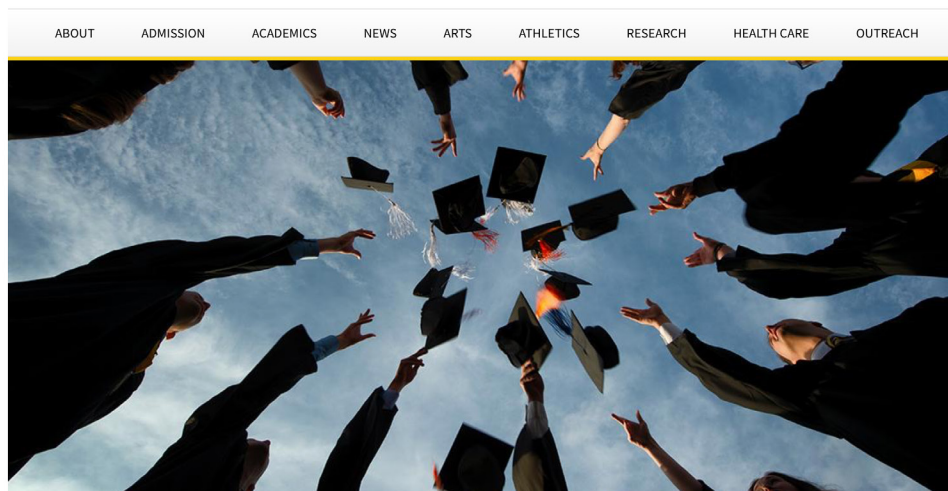
102,374

9% ↑

CLICKS ON 'APPLY' BUTTON

8,882

New



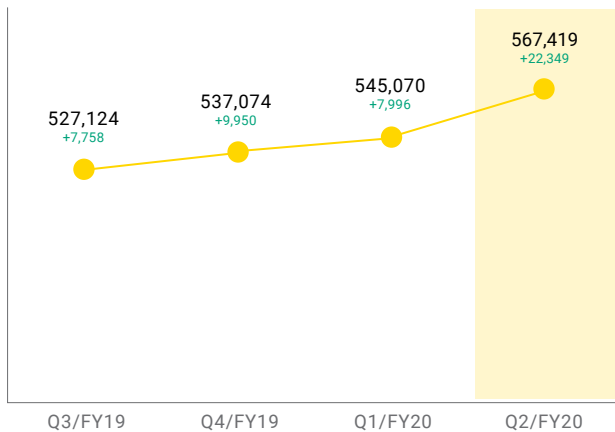
Note all percentage comparisons represent Q2/FY20 vs. Q2/FY19.

SOCIAL MEDIA

The second quarter of FY 2020 represents our strongest quarter to date on social media. Total engagement with UI's central channels totaled nearly three million from October to December. That's compared to 3.5 million engagements for all FY16, highlighting the growth in popularity of our channels.

TOTAL FOLLOWERS

3% ↑



NEW FOLLOWERS

12,143

2% ↑

TOTAL IMPRESSIONS

27,866,212

11% ↑

TOTAL ENGAGEMENTS

2,960,600

20% ↑

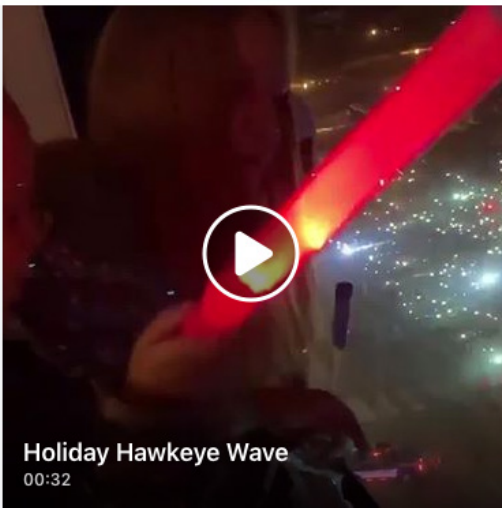
TOP POSTS



University of Iowa

Published by Hailey Courtney [?] · December 23, 2019 at 7:22 PM · 🌐

Enjoy this special moment of hundreds of people coming together for a holiday edition of the Hawkeye Wave outside University of Iowa Stead Family Children's Hospital tonight.



University of Iowa

Published by Mike Benning [?] · October 1, 2019 · 🌐

On behalf of everyone at University of Iowa Stead Family Children's Hospital, including our pediatric patients and families, we extend a sincere "Thank you." We are simply overwhelmed by the generosity of the many people, organizations, and companies across the country who contributed more than \$2,959,336 for the kids and their families through Carson King's initiative.



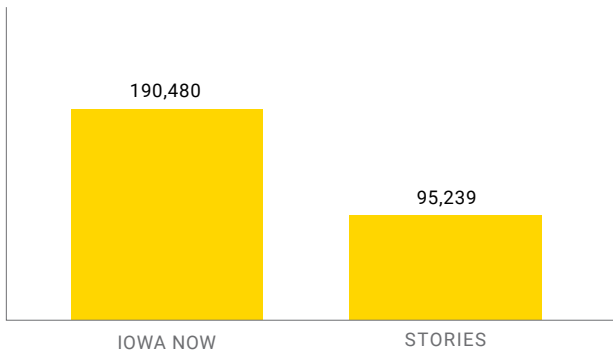
Note all percentage comparisons represent Q2/FY20 vs. Q2/FY19.

NEWS AND FEATURES

The university's Facebook followers are responding positively to the health care content we're promoting statewide; the top-two viewed features this quarter were centerpieces of the For Iowa campaign. This is contributing to an encouraging uptick in traffic from last year's Q2.

TOTAL PAGE VIEWS

19.3% ↑



AVERAGE TIME ON PAGE

Iowa Now	1:54
Stories	3:49
Overall	2:30

TOP NEWS PUBLISHED IN Q2 BY PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
3,603	Harriet Nembhard named new dean of College of Engineering	12/17/19	4:33
2,571	Reminder: Extreme weather protocol on campus	11/21/19	6:50
2,362	Voyager 2 reaches interstellar space	11/04/19	4:20
2,114	Researchers determine age for last known settlement by a direct ancestor to modern humans	12/18/19	5:41
2,010	University of Iowa honors 2019 Faculty and Staff Awards recipients	10/23/19	3:55

MOST VIEWED NEWS DURING Q2 REGARDLESS OF PUB DATE

		PUB DATE	AVG TIME ON PAGE
23,383	What's going on when babies twitch in their sleep	7/25/16	8:59

TOP FEATURES PUBLISHED IN Q2 BY PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
10,757	A family's journey toward hope*	12/18/19	11:30
7,674	Critical care in the air	11/14/19	7:14
5,543	A nursing degree, and a crown to boot	12/11/19	3:22
4,072	Hawks fly over Kinnick. Literally.	10/17/19	3:56
4,045	Providing vital care for two generations	11/20/19	4:02

* This was the most viewed page on the Stories Site during Q2, regardless of pub date

TOP SOURCES OF TRAFFIC IN Q2 BY UNIQUE PAGEVIEWS

Iowa Now:		Stories:	
87,777	Google	32,213	Facebook (promoted)
34,771	Faculty/staff email	17,896	Direct
22,824	Direct	14,201	Facebook (organic)
13,917	uiowa.edu websites	10,812	UI Home Page
6,252	Facebook	4,492	Google

Note all percentage comparisons represent Q2/FY20 vs. Q2/FY19.

OSC EMAIL CONTENT

Each month, OSC delivers a curated email to internal audiences consisting of faculty and staff (about 26,000 sent weekly), undergraduate students (about 23,000 sent twice per month), and parents and families (about 26,000 sent once per month).

Q2 EMAIL CONTENT WITH HIGHEST READER CLICK RATES

Faculty/Staff

	PUB DATE
1,004 Recent deaths	11/14/19
978 Recent deaths	10/10/19
954 Lois Geist named associate provost for faculty	10/31/19
712 Voyager 2 reaches interstellar space	11/07/19
674 Past presidents join Homecoming festivities	10/24/19

Students

	PUB DATE
584 Extreme weather protocol reminder	11/21/19
295 Relive Homecoming photo gallery	10/24/19
287 Get to know fall graduates	12/12/19
205 Plan Homecoming events	10/10/19
103 What to do if you're staying on campus during fall break	11/07/19

Parents and Families

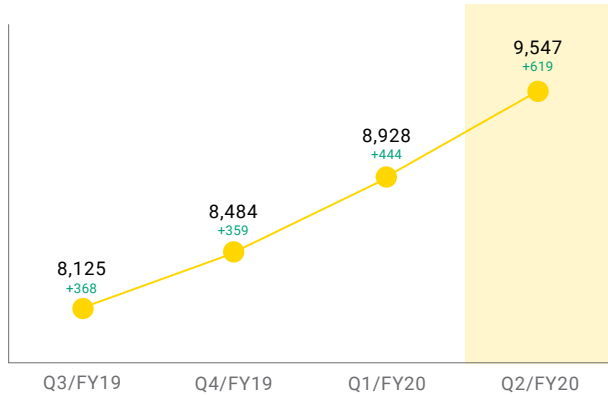
	PUB DATE
1,430 Plan for Family Weekend	11/05/19
781 Extreme weather protocol reminder	12/05/19
565 Class of 2023 by the numbers	10/01/19
364 Remind your student about finals week activities	12/05/19
270 FAFSA for your 2020–21 now available	10/01/19

VIDEO

OSC recently adopted a more consistent protocol for YouTube videos including branded thumbnail images, improved video descriptions, audience-focused playlist curation for prospective students, and relevant calls to action for the viewers. OSC also published a 13-part aeronautical engineering video series produced by the university in the 1950s. The “Secret of Flight” series was recently promoted in *AOPA Pilot Magazine* and has garnered significant viewership and engagement on UI’s YouTube channel.

YOUTUBE SUBSCRIBERS

79.9% ↑



TOP VIEWED NEW YOUTUBE VIDEOS

- 4,384** [2019: University of Iowa Year in Review](#)
Dec. 20, 2019
- 2,124** [The Future of Public Higher Education at America’s Leading Research Universities](#)
Oct. 21, 2019
- 1,388** [From Hawkeyes to Flying Over Kinnick Stadium—University of Iowa](#)
Oct. 17, 2019

YOUTUBE TOTAL VIEWS

221,560

65.6% ↑

YOUTUBE ORGANIC VIEWS (not promoted)

166,381

21.2% ↑

YOUTUBE MINUTES WATCHED

757,621

80.8% ↑

YOUTUBE ENGAGEMENTS

(LIKES/DISLIKES/COMMENTS/SHARES)

6,657

76.3% ↑

TOP LIVE-STREAMED EVENTS BY VIEWS

- [Graduate College Commencement](#)
Dec. 20, 2019
180 peak concurrent viewers
- [College of Liberal Arts and Sciences Commencement](#)
Dec. 21, 2019
145 peak concurrent viewers
- [University of Iowa Symphony Orchestra Concert](#)
Oct. 30, 2019
93 peak concurrent viewers

VIDEO PERFORMANCE ON UI SOCIAL MEDIA

- 275,546** viewed the entire video
- 562,023** viewed at least 50%
- 690,257** engaged with the video post

Note all percentage comparisons represent Q2/FY20 vs. Q2/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.

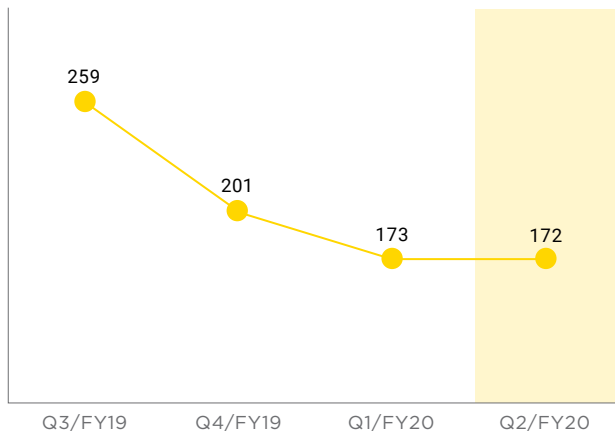
TOP NOTABLE NATIONAL MEDIA OUTLETS



THE CHRONICLE OF HIGHER EDUCATION



MEDIA INQUIRIES MANAGED BY OSC



* Please note this data does not include stories from UIHC or Athletics.

TOP INQUIRIES BY SUBJECT

Public-private partnership

IC climate strikers/Greta Thunberg rally

MOST SUCCESSFUL PLACEMENTS

Associated Press (picked up by broadcast outlets nationwide, including ABC News and *U.S. News and World Report*): [“Scientists narrow age estimate for fossils of human ancestor”](#)

CNN: [“The last of the first humans to walk upright have been discovered”](#)

Iowa Now: [“Researchers determine age for last known settlement by a direct ancestor to modern humans”](#)

U.S. News and World Report: [“Insecticides tied to heat disease deaths”](#)

Iowa Now: [“UI study finds potential link between cardiovascular death and some types of pesticides”](#)

CAMPUS MEDIA TRAINING SESSIONS PROVIDED BY OSC

4

[Maria Bruno](#), executive director for belonging and inclusion and assistant to the vice president

[Greg Shill](#), associate professor in the College of Law. Shill’s work focuses on corporate governance and transportation law and policy

[Marty Scholtz](#), vice president for research

[Sarah Seo](#), associate professor in the College of Law. Seo is a legal historian of criminal law and procedure in the 20th-century United States.

Note all percentage comparisons represent Q2/FY20 vs. Q2/FY19.

MARKETING

In Q2, OSC ramped up digital advertising to support Admissions' fall student recruitment campaign, adding Spotify to the mix. In addition, OSC continues to invest in building and protecting the University of Iowa brand nationally and in Iowa with the School Counselor and For Iowa campaigns.

CAMPAIGN DESCRIPTION

For Iowa digital campaign

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.

Average Time on Page

6:04

Unique Pageviews

20,738

Impressions

970,563

School counselor campaign

Building awareness and familiarity with school counselors nationally. American School Counselor Association (ASCA) e-newsletter, select state-level ASCA affiliate web sites, Fall 2019 Iowa Update mailing.

NA

NA

163,200

Digital Admissions campaign

OSC has worked with the admissions office to target specific audiences and locations to increase awareness and drive prospective students down the admissions funnel.

NA

40,500

6,400,000

VIDEO PARTNER PROJECTS OF NOTE

From Hawkeyes to Flying Over Kinnick Stadium

Social Media

Bucket List: 47 Things you Should Do at the University of Iowa

Admissions

NASA Admin Discusses University of Iowa Partnership

Department of Physics and Astronomy

SCOPE Productions at the University of Iowa

Admissions

CREATIVE PARTNER PROJECTS OF NOTE

Admissions Academic Viewbook 55,000 printed

Admissions Student Life Viewbook 26,500 printed

University of Iowa Financial Report 74 printed

President's Holiday Card/Landing Page/Email NA

BRAND WEBSITE INQUIRIES ANSWERED

184

PHOTOSHOOTS

97

DEPARTMENTS SERVED BY OSC PORTRAIT STUDIO

57

PHOTOSHELTER DOWNLOADS

9,772

MERIT

OSC uses Merit to publish and share stories about student accomplishments including making the Dean's List, participating in a club activity, landing an internship, studying abroad, earning a certificate or participating in research. The accomplishments are then shared with media outlets, high schools, hometown legislators, and on participating students' social media accounts.



38 stories

3,700% ↑



553 students recognized

760% ↓



112,246 online page views

500% ↑



236 high schools received updates

1,700% ↑



323,000 social media impressions

4,000% ↑

Note all percentage comparisons represent Q2/FY20 vs. Q2/FY19.