



OFFICE OF STRATEGIC COMMUNICATION

QUARTERLY IMPACT REPORT

Q2 | FY21 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 communication
319-384-3400
benjamin-hill-1@uiowa.edu

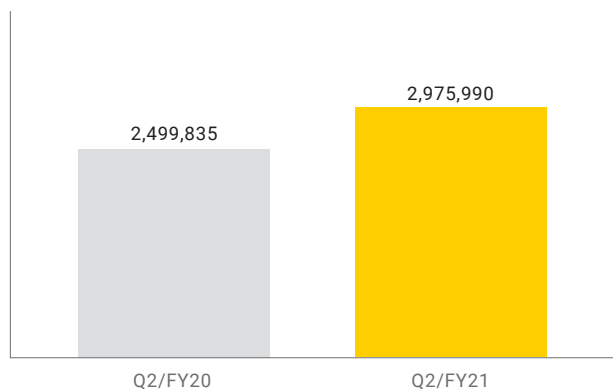
IOWA

UIOWA.EDU

During the second quarter, uiowa.edu experienced an increase in sessions but a decrease in session duration. This is primarily the result of the increased use of Zoom on campus. Zoom is designed to open uiowa.edu in the user's default web browser several minutes after joining or starting a zoom meeting which has resulted in an increase in aggregate pageviews and associated metrics. Conversions continue to climb following the redesign of the homepage and OSC recently partnered with Admissions to launch a [virtual tours solution](#) to assist prospective and students and families who cannot visit during the pandemic.

TOTAL PAGEVIEWS

19.0% ↑



AVERAGE (VISIT) SESSION DURATION

1:35

36.71% ↓ (from Q2FY20)

SESSIONS ORIGINATING IN IOWA

1,853,258

76.1% ↑ (from Q2FY20)

U.S. SESSIONS ORIGINATING OUTSIDE IOWA

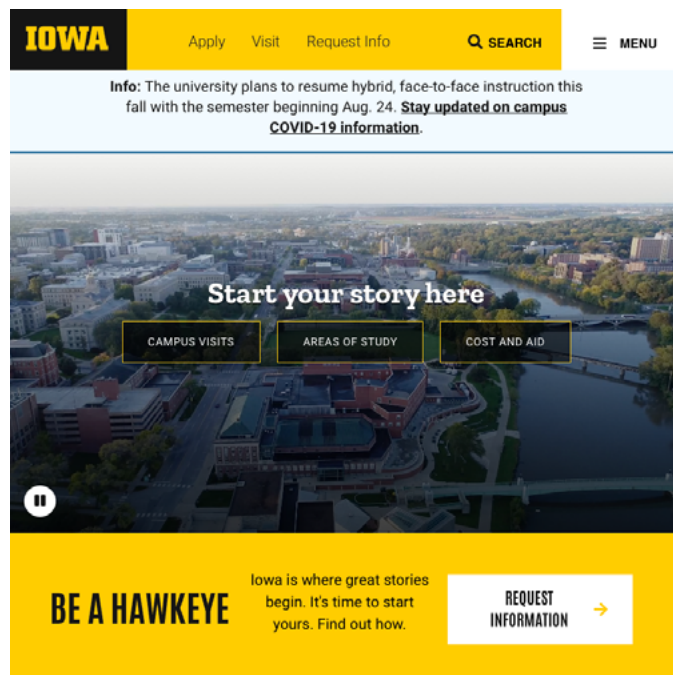
354,404

49.90% ↑ (from Q2FY20)

SESSIONS ORIGINATING OUTSIDE THE U.S.

81,305

20.58% ↓ (from Q2FY20)



CONVERSIONS (combined clicks on Apply, Visit Campus, Request Information)

36,445

8.34% ↑ (from previous quarter)

CLICKS ON 'APPLY' CTA

19,305

26.21% ↑ (from previous quarter)

CLICKS ON 'VISIT CAMPUS' CTA

12,587

8.72% ↓ (from previous quarter)

CLICKS ON 'REQUEST INFORMATION' CTA

3,879

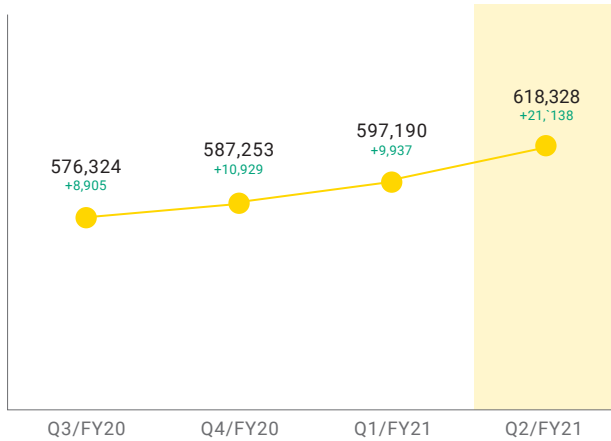
1.28% ↑ (from previous quarter)

SOCIAL MEDIA

While frustration over COVID-19 continues to depress engagement on social media, a student post about one faculty member's kindness went viral resulting in positive national news coverage. Meanwhile, the early success of our new TikTok channel has sparked a rapid growth in followers and unique engagement opportunities with teenagers. It is now our fastest growing channel.

TOTAL FOLLOWERS

3.5% ↑



NEW FOLLOWERS

21,138

TOTAL IMPRESSIONS

23,514,651

16% ↓

TOTAL ENGAGEMENTS

2,090,130

29% ↓

TOP POSTS

University of Iowa Published by Mike Benning [?] · October 16, 2020 ·

A Hawkeye is representing the state of Iowa at next month's Miss USA competition. Morgan Kofoed has spent 2020 fulfilling the duties of Miss Iowa USA, while also working at [University of Iowa Stead Family Children's Hospital](#), following her graduation from the [University of Iowa College of Nursing](#) in December. <https://bit.ly/30MVn2o>

My professor is absolutely too pure for this world 🥰❤️

U.S. Cellular 10:17 AM 84% 🔋

Good morning. I know this has been a difficult time for a lot of you – some of you have had Covid, some of you are currently in quarantine, and some of you may not be able to go home for Thanksgiving as you have family members who are socially distancing.

I don't want anyone to feel alone at Thanksgiving, or to miss out on a homecooked family dinner, so I want to invite you to share my Thanksgiving dinner. I've talked with my kids and we would be happy to make extra portions of everything and drop it by your apartment or residence (as long as its within a 20 mile radius of [redacted]). Since we're all socially distancing we would leave it

ulowa University of Iowa

ulowa We ♥️ the Hawkeye family and our amazing professors.

mbennin8 @kalesalad 6w 2 likes Reply

will_shultz_2048 Iowa is love, Iowa is life 6w 2 likes Reply

ulowa This was originally posted by @leahh_163_ on Twitter and is spreading joy like crazy, with more than half a million likes right now! 🥰❤️

Liked by katiekositzke and 12,881 others

NOVEMBER 20, 2020

Add a comment... Post

Note all percentage comparisons represent Q2/FY21 vs. Q2/FY20.

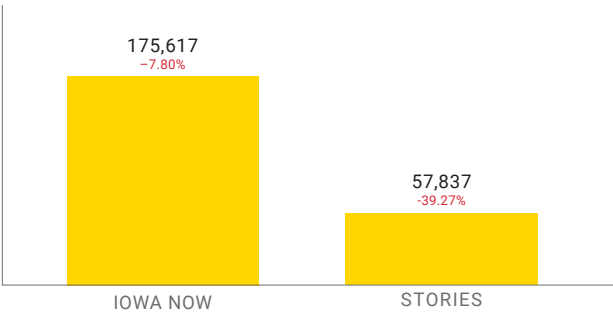
NEWS AND FEATURES

The most popular content this quarter focused on the accomplishments of Hawkeyes: a biomedical engineering student who was named a Rhodes Scholar; a young alumna named to Forbes' 30 Under 30 list; health care experts being named to the state's Infectious Disease Advisory Council; a legendary wrestling coach receiving the Presidential Medal of Freedom; and new graduates heading off to prestigious jobs and academic placements.

TOTAL PAGE VIEWS

19.30% ↓

AVERAGE TIME ON PAGE



Iowa Now 2:52

Stories 4:07

TOP NEWS PUBLISHED IN Q2 BY PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
6,573	Voyager spacecraft detect new type of solar electron burst	12/03/20	4:19
5,678	Gable receives Presidential Medal of Freedom in White House ceremony	12/07/20	9:20
5,310	A message regarding Executive Order 13950	10/08/20	6:56
5,219	Biomedical engineering student named UI's 22nd Rhodes Scholar	11/23/20	6:30
4,332	UI experts appointed to state's Infectious Disease Advisory Council	12/07/20	3:29

TOP FEATURES PUBLISHED IN Q2 BY UNIQUE PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
12,186	Remote control of blood sugar	10/16/20	8:44
6,165	Pregnant with COVID-19	10/05/20	7:54
2,417	Alumna lands on list of celebrated young innovators	12/03/20	3:29
1,838	Writing across the disciplines: Among elite company	11/24/20	7:10
1,741	Off to notable jobs, academic placements	12/09/20	7:11

TOP SOURCES OF TRAFFIC IN Q2 BY UNIQUE PAGEVIEWS

Iowa Now:

73,200+ Google 24,900+
31,300+ Direct 15,400+
24,800+ Faculty/staff email

Stories:

Social (promoted)
Direct
8,700+ Social (organic)

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), **graduate students** (about 7,000 sent twice per month) and parents and families (about 26,000 sent once per month).

IowaNow email open rates and click-throughs during Q2 remained consistent across the board, with no apparent engagement increase from the more visually-appealing redesign in October 2020—with the exception of the first redesigned email on Oct. 8. Faculty and staff continue to engage most frequently with “news you can use” items and information, while students are most interested in campus changes related to COVID-19. Parents continue to favor content related to student accomplishments and the university’s pandemic response.

Q2 EMAIL CONTENT WITH HIGHEST READER CLICK RATES (Non-Covid Iowa Now emails)

Faculty/Staff

	CLICK RATE	PUB DATE
A message on Executive Order 13950	4,078	10/08/20
Committee formed to examine the future of work for UI employees	1,656	11/05/20
President Harreld announces plan for retirement	1,575	10/01/20
“Jingle Bells,” a foot-tapping take by Damani Phillips	1,086	12/10/20
UI honors recipients of 2020 faculty, staff awards	990	10/19/20

Undergraduate students

Students, what is your plan for fall break and finishing the semester virtually?	546	10/01/20
How to watch fall virtual commencement ceremonies	206	12/10/20
A message about Hawkeye gameday	201	10/29/20
Liz Tovar Halloween message	162	10/15/20
Celebrating Iowa’s fall 2020 graduates	162	12/10/20

Graduate students

Graduate students	PUB DATE	
<u>Celebrate responsibly during football season</u>	74	10/29/20
<u>President Harreld announces plan for retirement</u>	70	10/01/20
<u>How to watch fall virtual commencement ceremonies</u>	70	12/10/20
<u>Celebrating fall 2020 graduates</u>	54	12/10/20
<u>Students need to complete this one question survey about fall plans</u>	54	10/01/20

Parents and families

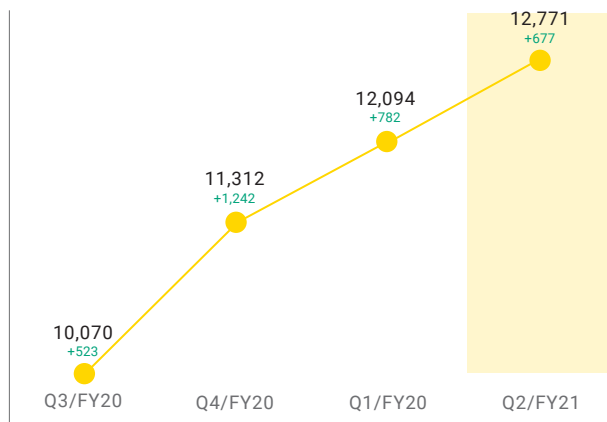
	CLICK RATE	PUB DATE
Important information about spring 2021 semester	627	11/05/20
President Harreld announces plan for retirement	520	10/01/20
Students need to complete this one question survey about fall plans	519	10/01/20
Celebrating fall 2020 graduates	375	12/10/20
How to watch fall virtual commencement ceremonies	345	12/10/20

VIDEO

The brand marketing campaign OSC launched this fall resulted in a big jump in traffic from YouTube advertising, accounting for 61% of our YouTube views in Q2. But organic views and subscribers are also up. Traffic from YouTube search- one of several leading indicators for brand awareness- was up 15% YOY, and search traffic for the term 'university of Iowa' was up 27%. OSC is closely monitoring these metrics to inform future university brand campaigns.

YOUTUBE SUBSCRIBERS

8.3% ↑



TOP VIDEOS PUBLISHED THIS QUARTER

3,370	What to Expect for December Commencement	10/01/20
2,623	College of Liberal Arts and Sciences winter 2020 commencement	12/19/20
2,022	Fiction: Advice on Applying to the Iowa Writers' Workshop	12/19/20

YOUTUBE TOTAL VIEWS

438,992

49.1% ↑

YOUTUBE ORGANIC VIEWS (not promoted)

171,453

6.14% ↑

YOUTUBE MINUTES WATCHED

1,360,710

6.1% ↑

YOUTUBE ENGAGEMENTS

(LIKES/DISLIKES/COMMENTS/SHARES)

6,530

1.9% ↓

TOP LIVE-STREAMED EVENTS BY VIEWS

1,323	CLAS Commencement	12/19/20
1,206	University Lecture Committee: Laverne Cox	10/28/20
721	University Lecture Committee: Ezra Klein	10/21/20

VIDEO PERFORMANCE ON UI SOCIAL MEDIA

56,945	viewed the entire video
120,005	viewed at least 50%
32,120	engaged with the video post

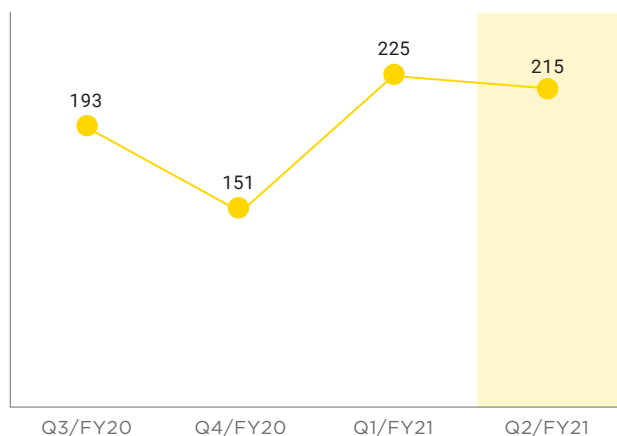
MEDIA RELATIONS

Once again, the majority of incoming media inquiries were related to COVID-19 however as noted on the social media page, one faculty member's kindness went viral resulting in significant national news coverage. During this quarter, the media team also served as a resource for campus partners managing sensitive or emerging issues related to staffing and budgeting and diversity, equity, and inclusion.

TOP NOTABLE NATIONAL MEDIA OUTLETS



MEDIA INQUIRIES MANAGED BY OSC



* Please note this data does not include responses to proactive pitches or stories from UIHC or Athletics.

MOST SUCCESSFUL PROACTIVE PLACEMENTS

[The Atlantic](#)—"The Voyagers found a small surprise in interstellar space"

Richard Lewis

[KCRG](#) (picked up by affiliates all over the country)—
"University of Iowa lecturer's act of Thanksgiving kindness becomes a virtual sensation"

Anne Bassett

Professor Liz Pearce's act of kindness was a particular bright spot during the semester and also featured by the following outlets:

[The Today Show](#)

[The Washington Post](#)

[CNN](#) (live interview)

[Fox and Friends](#) (live interview, picked up by [MSN.com](#) and [Yahoo News](#))

[Upworthy](#)

[Daily Iowan](#)

[Cedar Rapids Gazette](#)

[KGAN](#)

TOP INQUIRIES BY SUBJECT

The university's response to all things related to COVID-19.

MARKETING

Following the launch of the new university brand in May, OSC this fall began a broad reaching [video campaign](#) to raise awareness of the University of Iowa nationally. The team supported recruitment marketing with an ongoing 'consideration' campaign targeting prospective students and site visitors with a new [Viewbook microsite](#), and ran campaigns for [Distance and Online offerings](#) and the [Winter Session](#). OSC also partnered with Admissions to provide a new [virtual tour](#), which will assist in recruiting prospective students and faculty from outside Iowa.

CAMPAIGN DESCRIPTION

	AVERAGE TIME ON PAGE	UNIQUE PAGEVIEWS	IMPRESSIONS	
‘For Iowa’ digital campaign	7:14	50,787	2,105,000	
Average time spent on page (7:14) exceeds our goal of 7:00 average.				
11 out of 17 stories promoted met our benchmark goals for pageviews.				
	HOME PAGE VISITS	COMPLETED VIDEO VIEWS	IMPRESSIONS	
Brand awareness campaign	9,402	2,303,966	11,222,513	
Top performing campaign videos:				
Great Stories Begin Here				
“It’s Great to be a Hawkeye” (2020)				
		LANDING PAGEVIEWS	IMPRESSIONS	
Prospective student consideration campaign		32,415	2,900,000	
			INQUIRIES/LEADS	
Distance and Online Education campaign			174	
	CONVERSIONS (CLICKS TO MYUI)	ENROLLMENTS	LANDING PAGEVIEWS	IMPRESSIONS
Winter Session campaign	392	680	5,560	275,978
				IMPRESSIONS
School counselors awareness campaign				
Fall edition, <i>The Journal</i> magazine				
Two editions, <i>The Bulletin</i> eNewsletter				

VIDEO PARTNER PROJECTS OF NOTE

[College of Pharmacy video tour](#)
College of Pharmacy

[Advice for applying to the Iowa Writers' Workshop](#)
Iowa Writers' Workshop

[Dance Gala](#)
Dance Department

CREATIVE PARTNER PROJECTS OF NOTE

Admissions Student Life Viewbook	45,500 printed
Admissions Junior Viewbook	45,000 printed
Facilities & Operations Recruitment Guide	digital
Virtual Commencement Mailers	3,000 printed

MARKETING (cont.)

BRAND.UIOWA.EDU

TOTAL SITE VISITS: 22,631

SITE DOWNLOADS: 3,783

TOTAL BRAND INQUIRIES: 386

TOTAL LOCKUPS: 28

PHOTOSHOOTS

68

DEPARTMENTS SERVED BY OSC PHOTO

24

PHOTOSHELTER DOWNLOADS

6,841

26.1% ↓

MERIT PAGES

OSC uses Merit Pages to publish and share stories about student accomplishments. The increase in total number of achievements is a result of more aggressive search for content. The decline in pageviews is in the result of the cancellation of white coat ceremonies involving a large number of students. The years-long upward trend in social media actions and impressions continued during Q2.

ACHIEVEMENTS—63 152% ↑

STUDENTS INVOLVED—540 <1% ↓

PAGEVIEWS—6,863 2,728% ↓

HIGH SCHOOLS—254 9% ↑

SOCIAL MEDIA ACTIONS—3,800 324% ↑

SOCIAL MEDIA IMPRESSIONS—579,000 126% ↑

CORONAVIRUS.UIOWA.EDU

Whether measured by users, sessions, or pageviews, traffic to the University of Iowa Coronavirus website is down approximately 70% compared to the previous quarter. This reflects growing familiarity with the COVID-19 campus protocols. Interest and traffic to the coronavirus website will continue to track the academic calendar and the campus-related coronavirus news cycle, while overall volume declines.

TOTAL PAGEVIEWS

74,261

(71.37% ↓ from previous quarter)

BOUNCE RATE

54.34%

(2.17% ↓ from previous quarter)

TOTAL USERS (VISITORS)

27,759

(71.84% ↓ from previous quarter)

SESSIONS (VISITS)

39,363

(71.84% ↓ from previous quarter)

AVERAGE SESSION DURATION

1:11

(20.63% ↓ from previous quarter)

TOP 10 SEARCHES ON THE SITE

Recreational (40% ↓ from previous quarter)
Academic calendar (21.73% ↓ from previous quarter)
Calendar (8.33% ↓ from previous quarter)
Spring 2021 (57.14% ↑ from previous quarter)
Thanksgiving (700% ↑ from previous quarter)
Covid testing (40% ↑ from previous quarter)
Covid test (100.0% ↑ from previous quarter)
Gatherings (500.0% ↑ from previous quarter)
Student complaints (100.0% ↑ from previous quarter)
Tala (temporary alternative learning arrangement)
(14.29% ↓ from previous quarter)

TOP CITIES (FROM WHERE SEARCH ORIGINATED)

Iowa City	9,336 users (61.30% ↓ from previous quarter)
Cedar Rapids	1,378 users (65.93% ↓ from previous quarter)
Chicago	960 users (79.90% ↓ from previous quarter)
North Liberty	881 users (50.84% ↓ from previous quarter)
Omaha	750 users (74.32% ↓ from previous quarter)

TOP TRAFFIC SOURCES

Google organic	9,026 users (68.05% ↓ from previous quarter)
Direct	6,403 users (82.49% ↓ from previous quarter)
Uiowa.edu referral	5,322 users (59.41% ↓up from previous quarter)

DEVICE TYPE

Desktop	16,401 users (61.17% ↓ from previous quarter)
Mobile	10,808 (74.71% ↓ from previous quarter)
Tablet	574 (70.06% ↓ from previous quarter)

TOP 10 SEARCHES THAT BRING USERS TO THE SITE

university of iowa covid (74.42% ↓ from previous quarter)
uiowa covid (71.97% ↓ from previous quarter)
university of iowa covid cases (51.03% ↓ from previous quarter)
university of iowa covid dashboard (66.09% ↓ from previous quarter)
uiowa coronavirus (81.06% ↓ from previous quarter)
university of iowa coronavirus (86.34% ↓ from previous quarter)
covid uiowa (64.66% ↓ from previous quarter)
uiowa self report covid (14.63% ↑ from previous quarter)
iowa university covid (77.35% ↓ from previous quarter)
university of iowa covid numbers (62.90% ↓ from previous quarter)

CORONAVIRUS.UIOWA.EDU (cont.)

The COVID-19 campus updates continue to see consistent engagement across all audiences from month to month.

COVID-19 CAMPUS UPDATE EMAIL CONTENT WITH HIGHEST OPEN RATES

Faculty/Staff	SENT	OPENED	OPEN RATE	PUB DATE
<u>Self-reported COVID-19 testing update</u>	26,518	12,484	47%	11/27/20
<u>Vaccine distribution information and self-reported cases</u>	26,505	11,655	44%	12/04/20
<u>Revised face covering policy, self-reported COVID-19 testing update,</u>				
<u>Main Library health and safety updates</u>	26,423	11,275	43%	10/16/20
Undergraduate students				
<u>Surveillance testing pilot program, campus operations update,</u>				
<u>self-reported cases</u>	21,756	10,581	49%	11/18/20
<u>Revised face covering policy, self-reported COVID-19 testing update,</u>				
<u>Main Library health and safety updates</u>	21,852	10,666	49%	10/16/20
<u>Vaccine distribution information and self-reported cases</u>	21,835	9,815	45%	12/04/20
Graduate students				
<u>Revised face covering policy, self-reported COVID-19 testing update,</u>				
<u>Main Library health and safety updates</u>	7,043	4,051	58%	10/16/20
<u>Surveillance testing pilot program, campus operations update,</u>				
<u>self-reported cases</u>	7,053	4,122	58%	11/18/20
<u>Vaccine distribution information and self-reported cases</u>	7,123	3,892	55%	12/04/20
Parents and families				
<u>Revised face covering policy, self-reported COVID-19 testing update,</u>				
<u>Main Library health and safety updates</u>	31,110	12,127	39%	10/16/20
<u>Campus operations, campus operations update, winter session,</u>				
<u>and self-reported cases</u>	30,892	12,032	39%	11/16/20
<u>Vaccine distribution information and self-reported cases</u>	30,651	11,061	36%	12/04/20