



Office of Strategic Communication

QUARTERLY IMPACT REPORT

Q3 | FY19 January-March

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

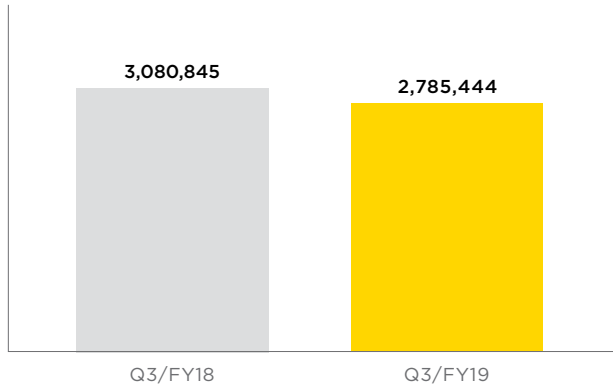
Note all percentage comparisons represent Q3/FY19 vs. Q3/FY18.

UIOWA.EDU

UIOWA.EDU has seen a continuous year-over-year decline in overall traffic due to several factors, including updates to search engine algorithms that lead users directly to collegiate and unit-level pages. A comprehensive redesign project for the UI homepage site has begun and is currently in the early evaluation stage.

TOTAL PAGEVIEWS

10% ↓



AVERAGE SESSION DURATION

2:38

11% ↓

SESSIONS ORIGINATING IN IOWA

1,140,089

EVEN

SESSIONS ORIGINATING OUTSIDE IOWA

271,247

14% ↓

SESSIONS ORIGINATING OUTSIDE THE U.S.

96,779

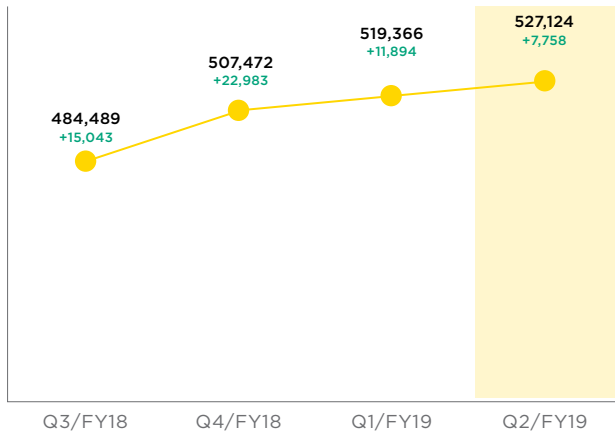
7% ↓

SOCIAL MEDIA

Instagram and Instagram Stories are becoming increasingly valuable for us, as we are seeing especially noticeable growth and engagement each month.

TOTAL FOLLOWERS

1.5% ↑



NEW FOLLOWERS

7,758

IMPRESSIONS

23,659,136

18% ↑

ENGAGEMENTS

2,256,448

95% ↑

TOP POSTS

University of Iowa was live about 2 months ago

We are so proud of our University of Iowa Dance Marathon students! More than 2,800 Hawkeyes raised \$2,960,403.25 For The Kids.

164,375 People Reached | 17,996 Engagements | View Promotion

4.2K Reactions | 514 Shares | 78K Views

Like Comment Share Up Next

Most Relevant

View previous comments 20 of 211

- Matt Lettow 0:22 Wow... that's awesome. Kristen fyl... R-S had dance Marathon last night. 🥰
- Becky Plock Fridly 0:41 Wow that's amazing!!! Way to go students 🥰🥰🥰
- Joan Waters 0:14 Wow! 🥰
- Jean Eightmy 0:00 That is wonderful!!
- Katy Loos 0:00 Proud to be a Hawkeye and thankful that I had dancers dance for me when I was going through treatment.
- Lorrie Gerard Towle 0:00 Thanks again dance marathon for all you do FTK! 🥰
- Kendra Jacobsen 0:00 Proud of my Hawkeye family 🥰
- Kiyoko Czech 0:00 So proud to be a Hawkeye! Way to go Dance Marathon!!
- Nancv Potter Miller 0:47 Great job!!

University of Iowa @uiowa

Creator and co-star of the hit Netflix series Love, Hawkeye Paul Rust said it best this weekend when he visited Iowa City: "Go Hawks!"

0:04 7,094 Views

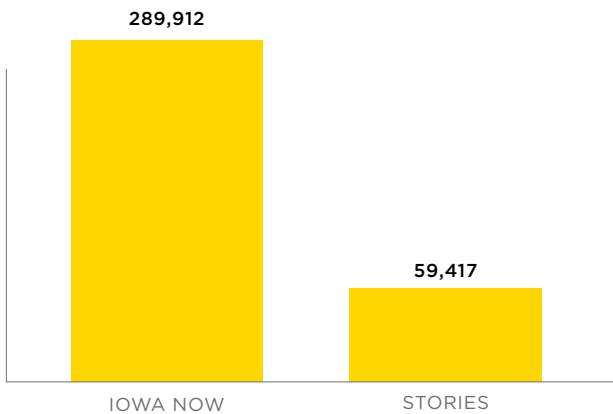
Note all percentage comparisons represent Q3/FY19 vs. Q3/FY18.

NEWS AND FEATURES

The commemorative piece on the [25th anniversary of Dance Marathon](#) quickly earned a spot on the top 10 most popular features list on uiowa.edu/stories, while stories [“The Hawkeye State’s hidden potential may be its geology”](#) and [“Instagram chooses University of Iowa student to take over its official account”](#) outperformed our baseline for IowaNow content. And the dean’s and president’s lists are always top performers.

PAGE VIEWS

5.4% ↑



AVERAGE TIME ON PAGE

Iowa Now	1:44
Stories	3:19
Overall	2:00

TOP NEWS PUBLISHED IN Q3 BY PAGEVIEWS

	PUB DATE	AVG TIME ON PAGE
13,927 Fall 2018 dean’s list	02/06/19	0:24
9,047 Fall 2018 president’s list	02/06/19	0:20
4,630 Fuentes named provost	03/05/19	4:13
4,588 Hawkeye State’s geologic promise	01/07/19	6:38
4,458 Instagram chooses UI student to take over account	01/29/19	4:39
3,380 Fuentes open forum announcement	02/06/19	3:42
3,012 US News & World Report graduate program rankings	03/12/19	4:08

MOST VIEWED NEWS DURING Q3 REGARDLESS OF PUB DATE

	PUB DATE	AVG TIME ON PAGE
18,822 What’s going on when babies twitch in their sleep	7/25/16	8:43

TOP FEATURES PUBLISHED IN Q3 BY PAGEVIEWS

	PUB DATE	AVG TIME ON PAGE
5,325 Committed to conquering cancer (Dance Marathon)	01/24/19	6:30
2,486 “Student Outcomes” page (published for UI accreditation purposes)	01/11/19	2:08
2,190 Afro House: Empowering, supportive, inclusive	02/27/19	2:45
1,749 Best feet forward (Ponseti method)	03/14/19	3:09

TOP SOURCES OF TRAFFIC

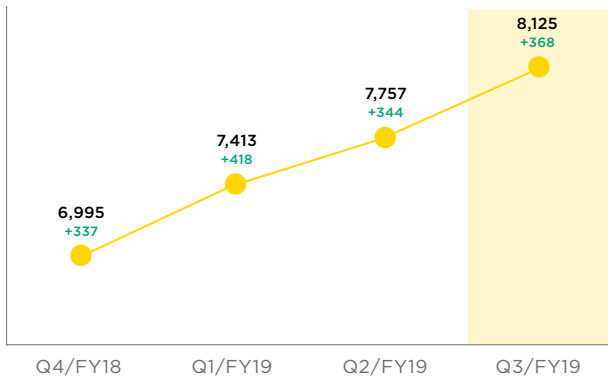
123,000+ Google	26,000+ UI Home Page
46,000+ Direct	20,000+ Parent email
28,000+ Faculty email	20,000+ Twitter
27,000+ Facebook	

Note all percentage comparisons represent Q3/FY19 vs. Q3/FY18.

VIDEO

YouTube views and minutes watched are down compared to this time last year, due in part to a reduction in spending on paid advertising. However, engagement is up by 8% suggesting we are sharing more relevant content to our viewers. We are also capitalizing on engagement through more intentional use of hashtags, related links, and calls to action on all our published content.

YOUTUBE SUBSCRIBERS



TOP VIEWED NEW YOUTUBE VIDEOS

- 705 [2019 Snow on University of Iowa Campus](#)
Jan. 14, 2019
- 486 [Bernie Franks on NBC's Today Show](#)
Jan. 4, 2019
- 350 [UI Dance Marathon: 25 Years](#)
Jan. 24, 2019

TOP LIVE-STREAMED EVENTS BY VIEWS

- 1,800 [Gathe Raho](#)
Feb. 23, 2019
- 633 [UI Symphony Orchestra Concert](#)
Fe. 27, 2019
- 593 [Choir Concert](#)
Mar. 8, 2019

YOUTUBE TOTAL VIEWS

147,380

51.0% ↓

**Some of this is due to less paid promotion this year, and some of it is because buzz about the wave has died down*

YOUTUBE ORGANIC VIEWS (not promoted)

117,029

33.2% ↓

YOUTUBE MINUTES WATCHED

471,950

40.7% ↓

YOUTUBE ENGAGEMENTS

LIKES/DISLIKES/COMMENTS/SHARES

3,413

8.0% ↑

VIDEO PERFORMANCE ON UI SOCIAL MEDIA

- 222,395 viewed the entire video
- 382,531 viewed at least 50%
- 150,256 engaged with the video post

Note all percentage comparisons represent Q3/FY19 vs. Q3/FY18.

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.

MOST SUCCESSFUL PLACEMENTS

Wall Street Journal: “Ning Li studies find that extra milers can help, hinder a business”

Tom Snee

U.S. News & World Report: “Deyak discusses how STEM can enhance graduate business education degree”

Tom Snee

MEDIA INQUIRIES MANAGED BY OSC

258

TOP INQUIRIES BY SUBJECT

Government issues (Title IX proposed changes, proposed legislation, budget proposals, etc.)

White privilege workshops and
#DoesUlowaLoveMe

The death of Gerald Belz

CAMPUS MEDIA TRAINING SESSIONS PROVIDED BY OSC

6

MARKETING

Highlights this quarter include a sponsored content promotion on NYT.com featuring Ted Abel and the Iowa Neuroscience Institute that generated 8.5 million brand impressions, 26,000 unique page views, and an average time on page 67% better than the benchmark. OSC also led the UI's first institutional presence at the Association of Writers and Writing Programs (AWP) conference in Portland, OR in March, promoting Iowa's unmatched array of writing offerings and connecting many of our writing students, faculty, and alumni in the process.

Campaign Description	Average Time on Page	Unique Pageviews	Impressions
Student Recruitment <i>Delivering targeted ads to high school students at various points in their college search journey via Googles Ads, Snapchat, Instagram, Instagram Stories, and Facebook.</i>	NA	17,600	4,000,000
National Brand Building—Faculty <i>Delivering branded content via targeted social media and NYT.com digital promotion to raise awareness of UI in areas of excellence including neuroscience, hydroscience, and writing.</i>	4:59	43,700	12,100,000
For Iowa digital campaign <i>Delivering localized content to geotargeted areas in Iowa via Facebook and Twitter helped build and strengthen the UI's reputation within the state.</i>	6:59	9,700	600,000
National Brand Building—School Counselors <i>Delivering branded content via targeted digital, social, and print advertising to introduce the University of Iowa to prospective student influencers nationwide.</i>	NA	NA	326,300

CREATIVE PARTNER PROJECTS OF NOTE

Admissions—Search Viewbook	75,000 printed
UI Public Safety—Student Security Officer Brochure	2,000 printed
Admissions—Iowa Update Mailer	17,590 printed
Admissions—Junior Viewbook	20,000 printed
Admissions—Yield Postcards	46,000 printed
Admissions—Closer Brochure	10,000 printed
College of Nursing PhD Brochure	1,000 printed

VIDEO PARTNER PROJECTS OF NOTE

[Iowa Days Outreach Video](#)
UI Center for Advancement

[UI Diversity, Equity, and Inclusion Update](#)
Division of Diversity, Equity, and Inclusion

B-roll of UI nuclear waste research
National Science Foundation

Video Editing Training (2 sessions)
Campus Communicators

BRAND WEBSITE INQUIRIES ANSWERED

119

PHOTOSHOOTS

81

DEPARTMENTS SERVED BY OSC PORTRAIT STUDIO

41

PHOTOSHELTER DOWNLOADS

5,997

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