



Office of Strategic Communication

QUARTERLY IMPACT REPORT

Q4 | FY19 April-June

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

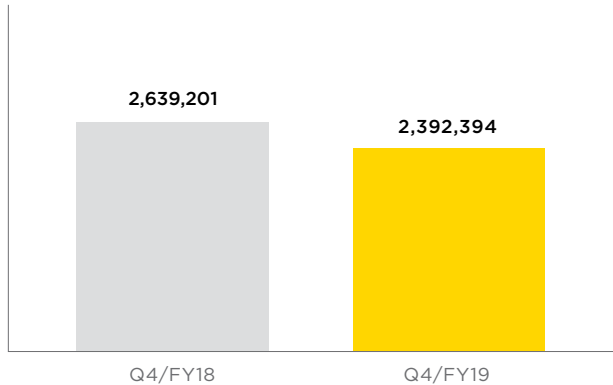
Senior director for marketing communications
319-384-3400
benjamin-hill-1@uiowa.edu

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

9% ↓



AVERAGE SESSION DURATION

2:43

10% ↓

SESSIONS ORIGINATING IN IOWA

243,437

11% ↑

SESSIONS ORIGINATING OUTSIDE IOWA

144,458

14% ↓

SESSIONS ORIGINATING OUTSIDE THE U.S.

62,831

12% ↓

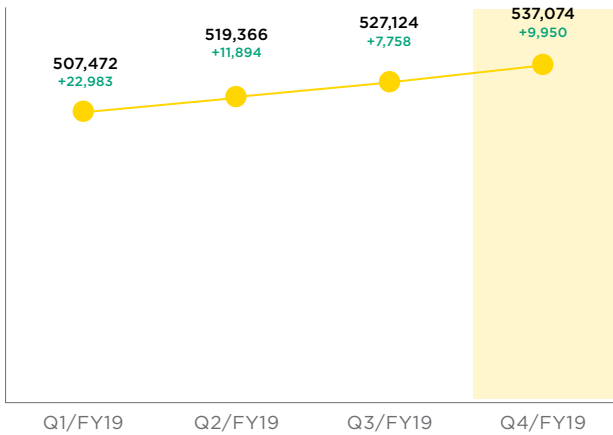
Note all percentage comparisons represent Q4/FY19 vs. Q4/FY18.

SOCIAL MEDIA

Instagram Stories, Snapchat, and Facebook Stories are an increasingly vital part of our social media strategy. This quarter, our "stories" content on these channels was viewed in its entirety more than 550,000 times. For instance, we ran a three-part series on prevention in honor of Sexual Assault Activism Month. The stories were viewed more than 18,000 times.

TOTAL FOLLOWERS

1.8% ↑



NEW FOLLOWERS

9,550

IMPRESSIONS

21,005,401

11% ↑

ENGAGEMENTS

1,916,835

42% ↑

TOP POSTS

University of Iowa
Published by Mike Benning [?] · May 31 · 🌐

Like Page

Two Hawkeyes started a headband business to raise money for their semester abroad. Now back stateside, Iowa natives Taylor Williams and Kennedy Voss hope to turn profits into scholarships for other students who hope to study abroad. <https://bit.ly/2WGoel0>

NOW.UIOWA.EDU

Hawkeyes start new business to fund semester at sea Learn More

932,567 People Reached 28,490 Engagements Boost Again

Boosted on Jun 6, 2019 By Mike Benning Completed

People Reached **855.0K** Link Clicks **20.6K** View Results

2.9K 108 Comments 107 Shares



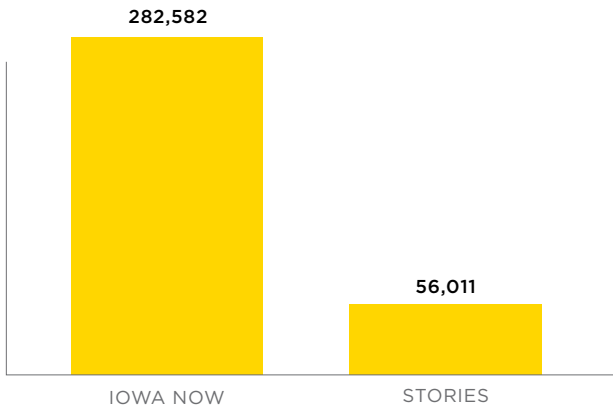
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NEWS AND FEATURES

Our academic honors lists are always top performers and this semester was no exception. Also, to take advantage of the perennially popular "babies twitching in sleep" story, we added a new video and as a result saw an uptick in views and average time on page.

TOTAL PAGE VIEWS

2.6% ↓



AVERAGE TIME ON PAGE

Iowa Now	2:35
Stories	3:30
Overall	2:43

TOP NEWS PUBLISHED IN Q4 BY PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
15,416	UI students named to dean's list	06/12/19	3:58
14,562	Hawkeyes start new business to fund semester at sea	05/08/19	2:04
8,857	UI study: Skipping breakfast associated with higher risk of cardiovascular death	04/22/19	4:15
7,135	UI graduates celebrate commencement	05/01/19	5:57
6,641	UI students named to president's list	06/12/19	2:33

MOST VIEWED NEWS DURING Q4 REGARDLESS OF PUB DATE

		PUB DATE	AVG TIME ON PAGE
23,717	What's going on when babies twitch in their sleep	7/25/16	9:17

TOP FEATURES PUBLISHED IN Q4 BY PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
8,625	Getting to know Iowa's spring 2019 graduates	05/01/19	5:11
1,988	UI art museum to build on decades of brilliance	05/29/19	16:23
1,936	Channeling a career in entertainment	04/05/19	4:34

TOP SOURCES OF TRAFFIC

Iowa Now:		Stories:	
38.4%	Google	32.4%	UI Home Page
13.7%	Direct	16.1%	Direct
12.0%	Facebook	10.1%	Twitter
10.6%	Faculty/staff email		

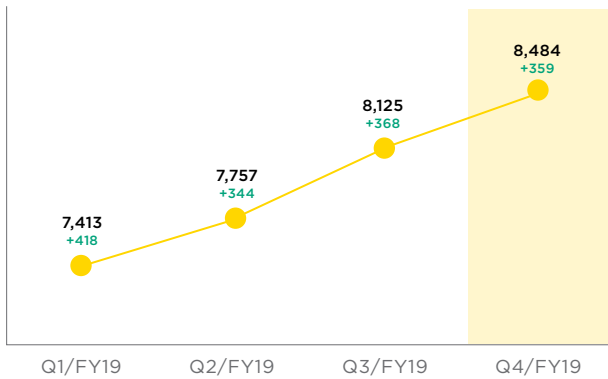
Note all percentage comparisons represent Q4/FY19 vs. Q4/FY18.

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 11.7% suggesting we are sharing more relevant content with our viewers. We are also boosting engagement through more intentional use of hashtags, related links, and calls to action on all our published content.

YOUTUBE SUBSCRIBERS

6.5% ↑



TOP VIEWED NEW YOUTUBE VIDEOS

- 2,392 [Iowa student created business for amputees](#)
May 8, 2019
- 1,496 [Why do babies twitch in their sleep?](#)
May 20, 2019
- 350 [Lauren Palmer helps rehabilitate injured marine mammals](#)
Apr. 4, 2019

TOP LIVE-STREAMED EVENTS BY VIEWS

- 275 [College of Liberal Arts and Sciences PM Commencement](#)
May, 11, 2019
- 240 [Doctoral Graduation](#)
May 10, 2019
- 192 [College of Liberal Arts and Sciences AM Commencement](#)
May, 11, 2019

YOUTUBE TOTAL VIEWS

144,264

33.6% ↓

YOUTUBE ORGANIC VIEWS *(not promoted)*

127,365

1.3% ↑

YOUTUBE MINUTES WATCHED

463,867

31.6% ↓

YOUTUBE ENGAGEMENTS

LIKES/DISLIKES/COMMENTS/SHARES

3,701

11.7% ↑

VIDEO PERFORMANCE ON UI SOCIAL MEDIA

- 211,822 viewed the entire video
- 400,757 viewed at least 50%
- 170,000 engaged with the video post

Note all percentage comparisons represent Q4/FY19 vs. Q4/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

Associated Press (picked up by print and broadcast outlets nationwide): “Team led by physicist Craig Kletzing wins \$115 million from NASA”

Richard Lewis

Wall Street Journal: “Tippie graduates its last full-time MBA class as it beefs up its offerings of professional degrees that have more student demand”

Tom Snee

MEDIA INQUIRIES MANAGED BY OSC

201

TOP INQUIRIES BY SUBJECT

Modern Piping

Government issues (stun gun law, tuition, etc.)

Potential public-private partnership involving the utility system

CAMPUS MEDIA TRAINING SESSIONS PROVIDED BY OSC

1

MARKETING

Highlights this quarter include another strong performance of targeted digital content in the state as evidenced by an average time on page greater than six minutes, and ongoing outreach to school counselors nationwide.

Campaign Description	Average Time on Page	Unique Pageviews	Impressions
<p>For Iowa digital campaign</p> <p><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></p>	6:25	9,725	677,231
<p>ASCA National Conference, print and digital advertising</p> <p><i>Sponsorship of the annual national conference of the membership of the American School Counselors Association paired with strategic print and digital advertising helped introduce, build and/or strengthen the University of Iowa's relationship with these important influencers of prospective UI students.</i></p>	NA	NA	105,000

CREATIVE PARTNER PROJECTS OF NOTE

Admissions—Search 2 Brochure	17,800 printed
College of Engineering Viewbook	3,200 printed
College of Pharmacy Viewbook	200 printed
State Fair Booth Redesign	

VIDEO PARTNER PROJECTS OF NOTE

Spring Commencements
Registrar

Celebrating Iowa (video played at commencements)
Office of the President

New student orientation video
Orientation Services

#AlwaysAHawkeye-Megan Ranegar
Social Media, Admissions

BRAND WEBSITE INQUIRIES ANSWERED

152

PHOTOSHOOTS

107

DEPARTMENTS SERVED BY OSC PORTRAIT STUDIO

52

PHOTOSHELTER DOWNLOADS

8,526