



Office of Strategic Communication

QUARTERLY IMPACT REPORT

Q1 | FY19 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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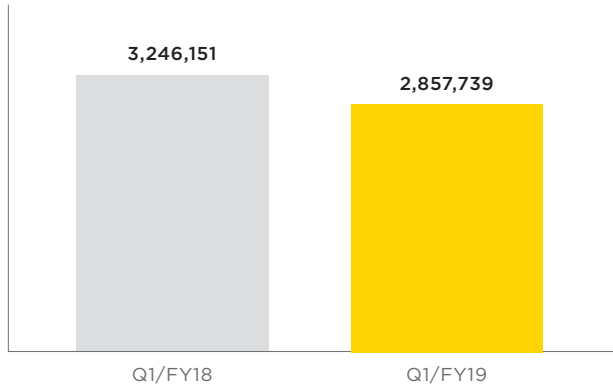
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UIOWA.EDU

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

12% ↓



AVERAGE SESSION DURATION

2:45

3% ↓

SESSIONS ORIGINATING IN IOWA

1,107,544

4% ↓

SESSIONS ORIGINATING OUTSIDE IOWA

304,273

25% ↓

SESSIONS ORIGINATING OUTSIDE THE U.S.

94,107

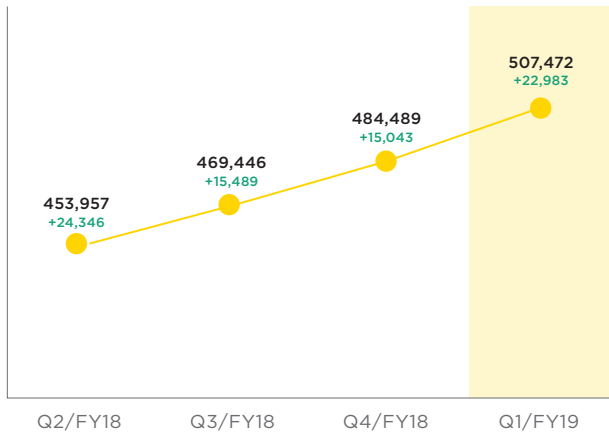
25% ↓

SOCIAL MEDIA

The University of Iowa was named the #3 most engaged on social media out of the 338 D1 institutions. This included a #1 ranking on Facebook, #25 on Twitter, and #21 on Instagram.

TOTAL FOLLOWERS

5% ↑



NEW FOLLOWERS

22,983

4% ↓

IMPRESSIONS

28,380,677

8% ↑

ENGAGEMENTS

2,692,067

33% ↑

TOP POSTS

University of Iowa @uiowa

Thousands of new Hawkeyes participate in the best new tradition in sports, waving to children inside @UIChildrens. #OnIowa18 #HawkeyeWave

197K views 0:03 / 0:11

8:44 PM - 17 Aug 2018

937 Retweets 5,264 Likes

University of Iowa
Published by Mike Benning [?] · September 26 at 5:23 PM · 🌐

Iowa City tops the charts as the #1 college town in the nation, according to this new ranking that uses data from the United States Census Bureau. It's great to be a Hawkeye! <https://bit.ly/2wFuWMI>

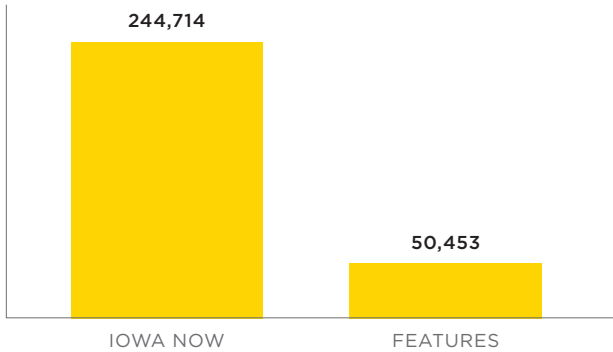
Note all percentage comparisons represent Q1/FY19 vs. Q1/FY18.

NEWS AND FEATURES

This content lives on Iowa Now (news) and the UI Home Page "Stories" site (features).

PAGE VIEWS

6% ↓



AVERAGE TIME ON PAGE

Iowa Now	2:20
Stories	2:46
Overall	2:24

TOP NEWS PUBLISHED IN Q1 BY PAGEVIEWS

	PUB DATE	AVG TIME ON PAGE
5,421 UI Department of Public Safety shares annual safety message	8/23/18	6:42
5,054 Planning your commute, parking during RAGBRAI	7/18/18	7:04
4,147 5 free things for students	8/16/18	5:49
3,884 UI forced to make difficult budget decisions following state funding cuts	7/10/18	5:03
3,639 2018 Kid Captains announced	7/20/18	5:03
2,748 UI receives Fiske Guide's "Best Buy" designation for 14th consecutive year	7/16/18	2:05
2,621 UI Art Building/new Innovation Center	8/30/18	3:58

MOST VIEWED NEWS DURING Q1 REGARDLESS OF PUB DATE

	PUB DATE	AVG TIME ON PAGE
21,905 What's going on when babies twitch in their sleep	7/25/16	8:28

TOP FEATURES PUBLISHED IN Q1 BY PAGEVIEWS

	PUB DATE	AVG TIME ON PAGE
6,241 Class of 2022 by the numbers	9/6/18	3:19
5,597 From Hawkeyes to Vikings	8/7/18	2:06
2,085 From science bench to global waterways	7/10/18	2:59

MOST VIEWED FEATURE DURING Q1 REGARDLESS OF PUB DATE

	PUB DATE	AVG TIME ON PAGE
7,108 Iowa dives into the future of water research	6/13/18	3:08

TOP SOURCES OF TRAFFIC

95,400+ Google	33,500+ UI Home Page	5,100+ Twitter
47,300+ Direct	26,500+ Facebook	4,800+ Iowa Now
40,700+ Iowa Now faculty/ staff email	15,800+ Iowa Now parents/ families email	student email

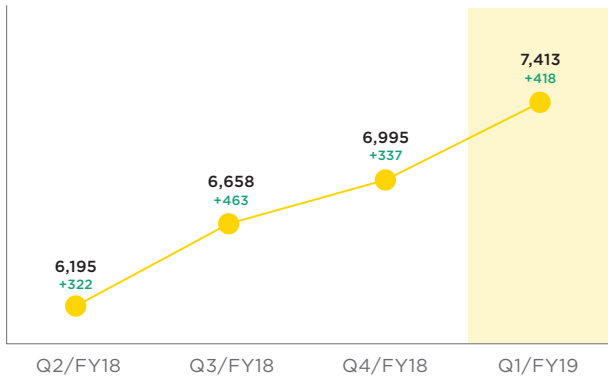
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VIDEO

Our 2018 University of Iowa halftime spot debuted in August and has since been viewed by 4.5 million TV viewers across the nation, 275,000 fans in Kinnick Stadium, and watched to completion 10,000 times across Facebook, Twitter, and YouTube. bit.ly/2E2jq1f

YOUTUBE SUBSCRIBERS

37% ↑



TOP VIEWED NEW YOUTUBE VIDEOS

- 2,830 Iowa (2018) TV spot
Aug. 30, 2018
- 2,020 Billing office tutorial:
How to read your U-Bill
Aug. 7, 2018
- 787 Iowa Writers' Workshop
at any age panel
July 19, 2018

YOUTUBE TOTAL VIEWS

138,625

26% ↓

**Due to a decline in promoted videos*

TOP LIVE-STREAMED EVENTS BY VIEWS

- 215 Board of Regents Meetings
Sept. 12-13, 2018
- 133 UI Carver College of Medicine White
Coat Ceremony
Aug. 10, 2018

YOUTUBE ORGANIC VIEWS *(not promoted)*

137,462

13% ↑

VIDEO PERFORMANCE ON UI SOCIAL MEDIA

- 123,324 viewed the entire video
- 206,612 viewed at least 50%
- 173,518 engaged with the video post

YOUTUBE MINUTES WATCHED

422,454

9% ↑

YOUTUBE ENGAGEMENTS

LIKES/DISLIKES/COMMENTS/SHARES

2,825

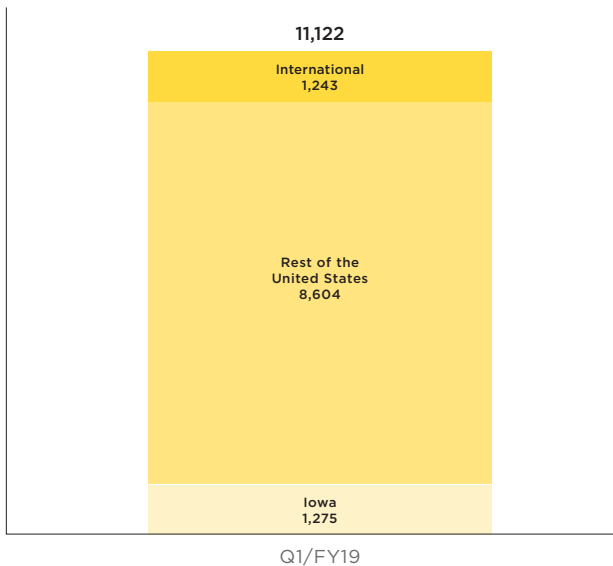
34% ↑

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MEDIA RELATIONS

Online media mentions during Q1 were dominated by coverage of the disappearance of UI student Mollie Tibbetts and the announcement the university would be closing centers following state budget cuts.

ONLINE MEDIA MENTIONS BY GEOGRAPHY



MOST SUCCESSFUL PLACEMENTS

Fox News: “ADHD diagnoses may be rising in US”
Tom Snee

Fox News: “Tiny satellite begins hunt for missing Milky-Way matter”
Richard Lewis

TheStreet: “Drivers rely too heavily on new vehicle safety technologies in spite of limitations”
Tom Snee

Business Standard: “Older people recognize their mistakes less often: Study”
Richard Lewis

Deccan Chronicle (India): “Turning exercise into a game can motivate you to stay active: Study”
Lee Hermiston

MEDIA INQUIRIES MANAGED BY OSC

230

TOP INQUIRIES BY SUBJECT

State funding cuts force the closure of several centers and furloughs

Lecturer Jeffrey Nock accused of harassment

Mollie Tibbetts

CAMPUS MEDIA TRAINING SESSIONS PROVIDED BY OSC

9

MARKETING

The UI updated and expanded its street banner program with the introduction of branded banners in the heart of campus and near Hancher Auditorium. The new artwork was also installed in the existing banner locations: Iowa Avenue on both the east and west sides of the Pentacrest.

Campaign Description	Investment	Impressions
Student Recruitment <i>Channels: Select newspapers in Iowa/bordering state</i>	\$23,000	310,000
Student Recruitment <i>Channels: YouTube, Google Adwords, Instagram Stories, Instagram, Snapchat</i>	\$5,700	1,300,000
National Campaign/School Counselors <i>ASCA State e-Newsletters, email display ads</i>	\$1,700	32,000
TOTAL PAID MEDIA	\$30,400	1,642,000

CREATIVE PARTNER PROJECTS OF NOTE

Travel recruitment viewbook	60,000 printed
Academic recruitment viewbook	55,200 printed
Junior recruitment brochure	40,000 printed
Dept. of Public Safety brochure	2,000 printed
EOD Transgender Inclusive Tip Sheet	10,350 printed
Provost Prospectus	100 printed
Maps.uiowa.edu	launched new site

VIDEO PARTNER PROJECTS OF NOTE

Class of 2022 Learns Iowa Fight Song <i>Student Life/OnIowa/Orientation</i>
Iowa Writers' Workshop at any age panel discussion <i>Writers' Workshop</i>
Lucy's Story: Online degrees at Iowa <i>Distance and Online Education promotional video</i>

BRAND INQUIRIES ANSWERED

202

PHOTOSHOOTS

90

DEPARTMENTS SERVED BY OSC PORTRAIT STUDIO

55

PHOTOSHELTER DOWNLOADS

6,261