



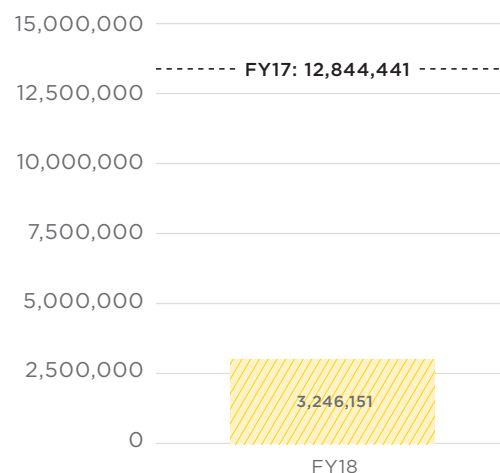
Office of Strategic Communication
QUARTERLY IMPACT REPORT: Q1 | FY18
July-September

Q1 Highlight: Year-over-year growth in total page views and total sessions.

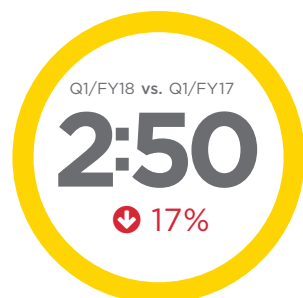
Total Pageviews

Q1/FY18 vs. Q1/FY17

↑ 2%



Average Session Duration



Sessions Originating in Iowa

Q1/FY18 vs. Q1/FY17

↑ 1%

1,152,601

Sessions Originating Outside Iowa

Q1/FY18 vs. Q1/FY17

↑ 1%

405,402

Sessions Originating Outside the U.S.

Q1/FY18 vs. Q1/FY17

↑ 1%

125,201

Navigation Bar

Q1/FY18 vs. Q1/FY17

About	11,204	New
Admission	54,131	↓ 16%
Academics	49,936	↓ 15%
Arts	4,559	↓ 19%
Athletics	19,784	↓ 18%
Research	3,400	↓ 16%
Health Care	6,826	↓ 16%
Campus	12,588	↓ 19%
Outreach	1,479	New

Audience Links

Q1/FY18 vs. Q1/FY17

Students	139,812	↑ 15%
Parents	5,644	↑ 1%
Alumni/Friends	1,627	↓ 17%
Faculty/Staff	43,757	↓ 18%
Visitors	2,460	↑ 28%

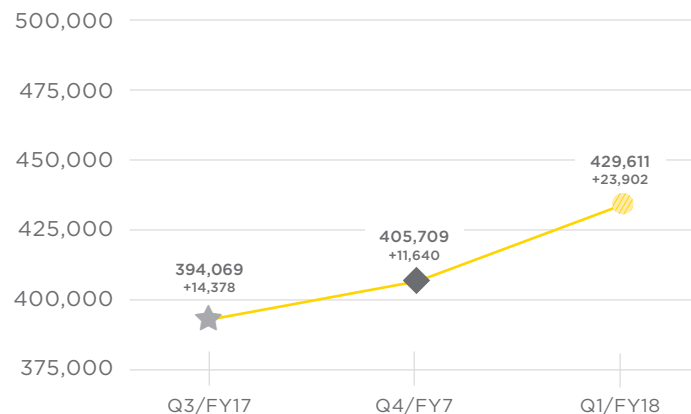
SOCIAL MEDIA



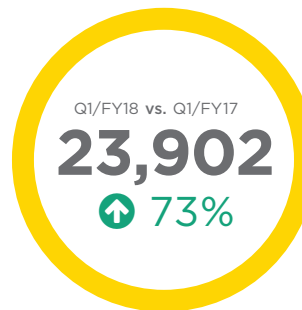
Q1 Highlight: Facebook and Twitter posts targeting specific communities across the state as part of the ongoing “For Iowa” effort generated more than 330,000 impressions and almost 5,000 clicks to nine different pieces of content resting in either the Iowa Now, UI Hospitals and Clinics, or Hawkeye Caucus digital environments.

Total Followers

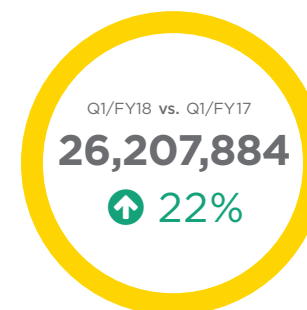
↑ 16%



New Followers



Impressions



Engagement



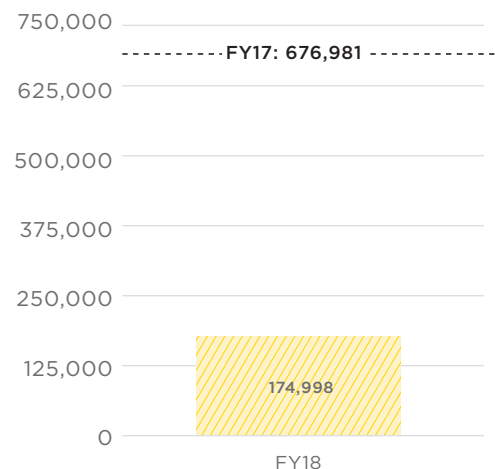
Highlights of Quarter 1

- The University of Iowa Stead Family Children’s Hospital “Wave” went viral, generating nearly 4 million impressions. Posts about the “Wave” helped us surpass last year’s totals which were boosted by the grand openings of Hancher Auditorium, the Visual Arts Building, and the Voxman Music Building.
- The UI’s official Twitter account flourished, outperforming engagement numbers posted during the first quarter of 2016 by up to 200 percent. The World Reputation Network also ranked this channel 6th among all universities worldwide and third in the U.S. in total engagement.

Q1 Highlight: Double-digit year-over-year growth in total users.

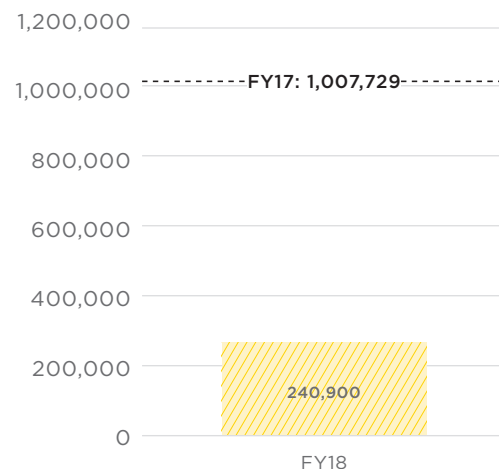
Total Users

Q1/FY18 vs. Q1/FY17  16%



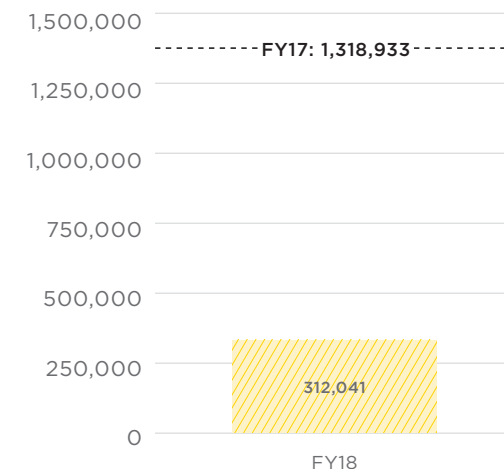
Total Visits

Q1/FY18 vs. Q1/FY17  7%



Total Pageviews

Q1/FY18 vs. Q1/FY17  2%



Top Five Stories of Quarter 1

- 1 **18,369** "What's going on when babies twitch in their sleep?" (July 25, 2016)
- 2 **10,310** "UI moves up to No. 31 among best universities in the latest 'US News' rankings" (September 12, 2017)
- 3 **8,324** "The University of Iowa celebrates opening of Elizabeth Catlett Residence Hall" (July 28, 2017)
- 4 **7,819** "UI announces date for Catlett Hall grand opening" (June 26, 2017)
- 5 **7,301** "UI welcomes most academically accomplished class in its history" (September 7, 2017)

Average Time on Page

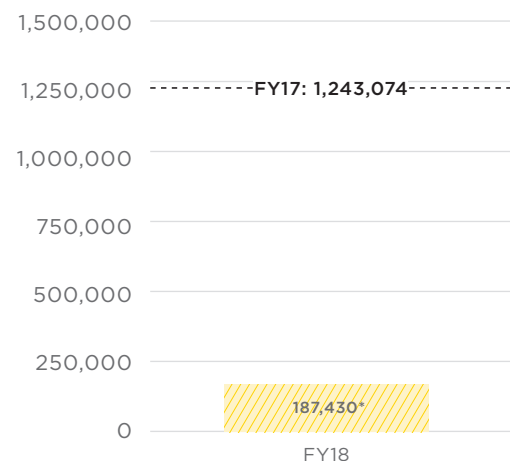


VIDEO

Q1 Highlight: Views of UI-produced video delivered inside a UI social media channel soared to almost 1 million for the quarter.

YouTube Views

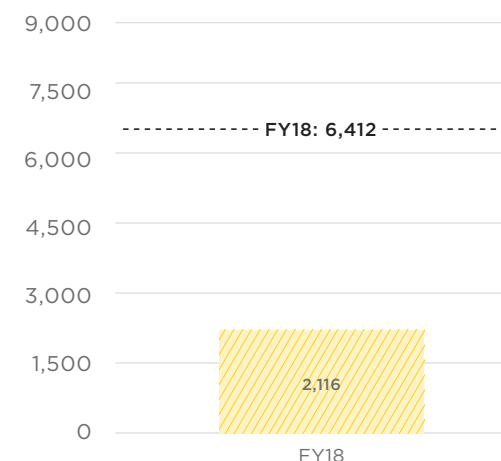
Q1/FY18 vs. Q1/FY17  **70%**



*Year-over-year decline is 100 percent attributable to a planned reduction in videos that were included in a paid marketing campaign; organic video views for the quarter were, in fact, up year-over-year

YouTube Engagements

Q1/FY18 vs. Q1/FY17  **8%**



Video Delivered by UI Social Media

906,783

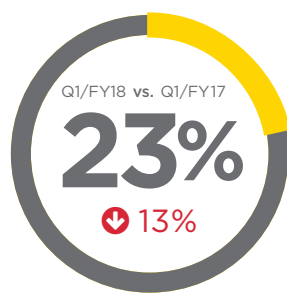
100% Viewed
147,108

50% Viewed
281,837

Social Media Engagements

172,682

YouTube Average Percentage Viewed



Top Five YouTube Videos of Quarter 1

- 1 60,801*** "Teaching, learning, working for Iowa" (May 5, 2017)
- 2 7,031** "The Science of Ship Design" (February 24, 2011)
- 3 5,741** "Billing Office Tutorial: How to Make a Payment" (July 25, 2016)
- 4 4,628** "Iowa 2017" (September 5, 2017)
- 5 4,496** Billing Office Tutorial: How To Read Your U-Bill (July 25, 2016)

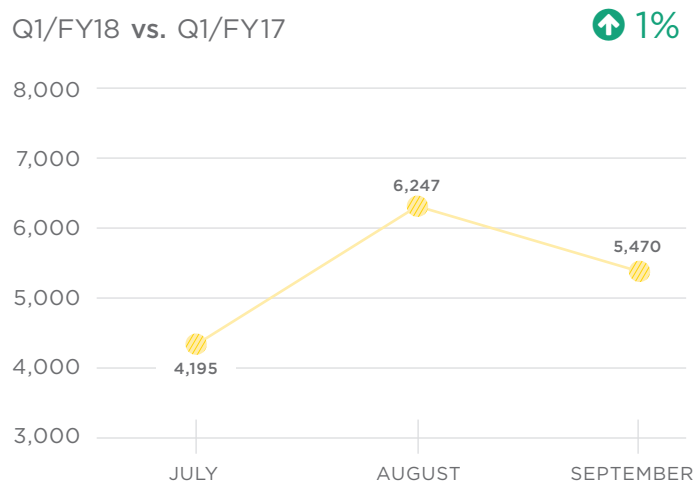
*Video was part of paid marketing campaign; total includes both organic and paid traffic

NEWS

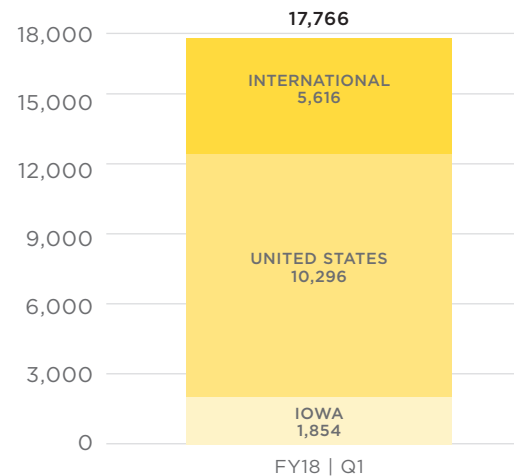
Q1 Highlight: Modest growth year-over-year in online media mentions.

Online Media Mentions by Month

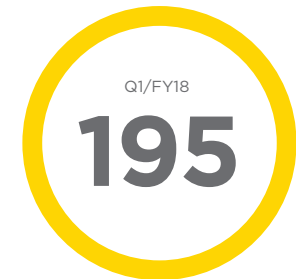
Q1/FY18 vs. Q1/FY17



Online Media Mentions by Geography



Media Inquiries Answered by OSC



Most Successful Pitches

Wired.com (UK): “Quasars may answer how early starburst galaxies were extinguished”

The Atlantic: “UI expert, student discuss why so few rural students go to college”

Forbes: “Voyager 1 marks 40 years of space travel, UI’s Don Gurnett a principal investigator on the mission”

The Wall Street Journal: UI phases out its full-time MBA program”

MARKETING

Q1 Highlight: Targeted social media ads highlighting how the University of Iowa impacts the state are garnering thousands of clicks from Iowans in targeted geographic areas in Iowa and high-quality visits to various UI websites.

Total Paid Media



CHANNELS: Google Display, Google Video, Facebook, Snapchat

**Digital media only*

Campaign Highlights

BRAND AWARENESS: DISCRETIONARY SOCIAL MEDIA “BOOST” PROGRAM

Investment	\$3,700
Impressions	812,000
CPM	\$4.56
New Followers	5,000+

Recruitment Projects Completed for Campus Partners

Admissions	Undergrad Travel Viewbook Reach: 60,000
Admissions	Academic viewbook Reach: 45,000
School of Music	Undergrad Viewbook Reach: 2,000
College of Pharmacy	Undergrad Viewbook Reach: 1,525

DEFINITIONS

UIOWA.EDU

Total Pageviews: The total number of pages viewed during the defined time period. Repeated views of a single page are counted.

Sessions Originating in Iowa: The total number of sessions during the defined time period that originated from a device located at the time of the start of the session in the state of Iowa. A session is a period of time a user is actively engaged with the website.

Sessions Originating Outside Iowa: The total number of sessions during the defined time period that originated from a device located at the time of the start of the session inside the United States and excluding all sessions originating from inside the state of Iowa. A session is a period of time a user is actively engaged with the website.

Sessions Originating Outside the United States: The total number of sessions during the defined time period that originated from a device located at the time of the start of the session outside the United States. A session is a period of time a user is actively engaged with the website.

Average Session Duration: The average length of a session during the defined time period

Navigation Bar: The series of links displayed prominently near the top of the uiowa.edu home page

Audience Links: The series of links that appears in the upper right-hand corner of the uiowa.edu home page

IOWA NOW

Total Users: Individuals who have initiated at least one session during the defined time period

Total Sessions: The total number of sessions during the defined time period. A session is a period of time a user is actively engaged with the website.

Total Pageviews: The total number of pages viewed during the defined time period. Repeated views of a single page are counted.

Average Time on Page: The average amount of time users spent viewing a single page during the defined time period

SOCIAL MEDIA

Total Users: Number of followers, friends, et cetera, across all six of the UI's social media platforms (Facebook, Instagram, LinkedIn, Pinterest, Snapchat, and Twitter)

Total New Users: Number of new users accumulated during the quarter of the year that is being examined and how that number compares as a percentage to the corresponding quarter one year prior

Total Reach: The total number of unique users who received a particular post or posts in their feed. Improved reach (and impressions) increases awareness of the UI and the UI's engagement in the market, strengthening the UI's overall brand.

SOCIAL MEDIA (cont.)

Total Engagement: Total likes, retweets, shares, clicks, and comments. Research indicates customers who engage with brands on social media are shown to be more loyal to that brand. Those loyal to a brand are more likely to share that content and be a brand ambassador.

VIDEO

YouTube Views: Total views for the selected date range, region, and other filters

YouTube Engagement: Total number of likes, dislikes, comments, and shares

YouTube Average Percentage Viewed: Average percentage of a video your audience watches per view

Social Media Views: Total number of views of videos presented in a social media channel

100% Viewed: Total number of views of videos presented in a social media channel that were viewed from start to finish

50% Viewed: Total number of views of videos presented in a social media channel during the defined time period for which viewers watched at least the first half of the total length

Social Media Engagement: The total number of likes, retweets, shares, clicks, and comments about posts that include a particular video during the defined time period

MEDIA

Online Media Mentions By Month: Number of online media mentions for each of the three months of the quarter

Online Media Mentions By Geography: Number of online media mentions for each of the three months of the quarter by region

Media Inquiries Answered by OSC: Number of media requests fulfilled by OSC staff

Top Five Online Stories: Top five stories by reach that appeared in online media worldwide

MARKETING

Paid Media: All forms of marketing, advertising, promotion, or communication in a traditional or nontraditional sense where there is investment to pay for viewers, readers, participants, et cetera

Investment: Total amount spent on paid media

Impressions: Total number of impressions generated by paid media efforts

CPM: Cost per thousand impressions

CPV: Cost per view



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Questions about this report?

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