



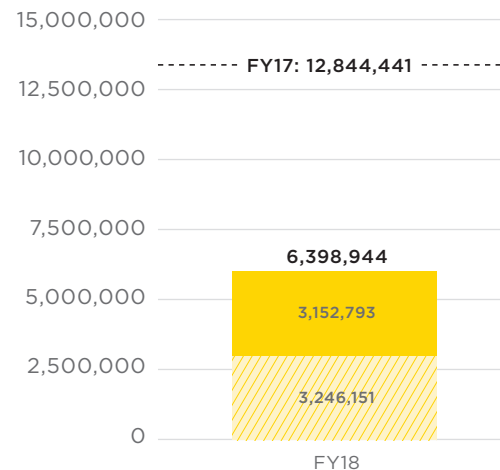
Office of Strategic Communication
QUARTERLY IMPACT REPORT: Q2 | FY18
October-December

Q2 Highlight: UI students continued to utilize the uiowa.edu home page as a gateway more detail information and the services provided them by the institution.

Total Pageviews

Q2/FY18 vs. Q2/FY17

↓ 6%



Average Session Duration

Q2/FY18 vs. Q2/FY17

2:50

↓ 17%

Sessions Originating in Iowa

Q2/FY18 vs. Q2/FY17

↓ 3%

1,162,527

Sessions Originating Outside Iowa

Q2/FY18 vs. Q2/FY17

↓ 12%

342,284

Sessions Originating Outside the U.S.

Q2/FY18 vs. Q2/FY17

↓ 23%

13,855

Navigation Bar

Q2/FY18 vs. Q2/FY17

About	11,834	New
Admission	63,376	↓ 12%
Academics	58,468	↓ 11%
Arts	4,896	↓ 12%
Athletics	20,560	↓ 6%
Research	3,325	↓ 18%
Health Care	7,019	↑ 1%
Campus	10,915	↓ 20%
Outreach	1,463	New

Audience Links

Q2/FY18 vs. Q2/FY17

Students	124,787	↑ 10%
Parents	3,040	↓ 17%
Alumni/Friends	1,574	↓ 9%
Faculty/Staff	41,961	↓ 16%
Visitors	2,169	↓ 26%

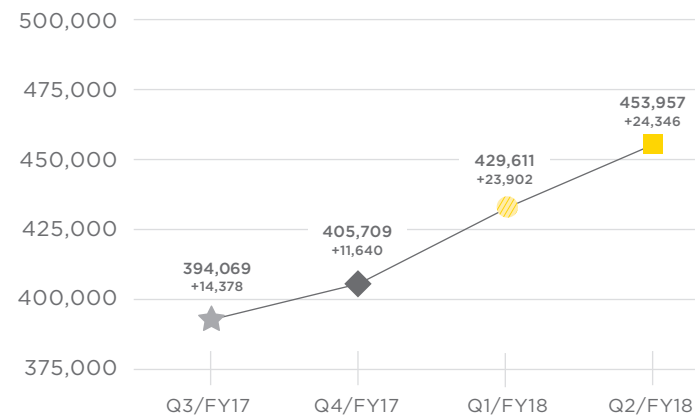
SOCIAL MEDIA



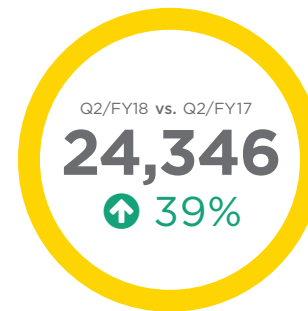
Q2 Highlight: UI social media recorded its best quarter ever in the last three months of 2017, an impressive feat but even more so today given the change in Facebook's algorithm which is reducing the number of people who see UI posts organically by up to 40 percent.

Total Followers

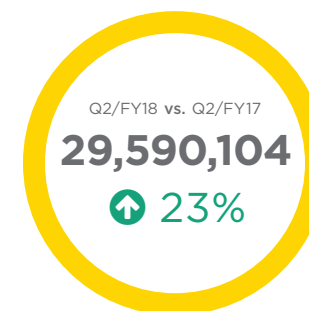
↑ 16%



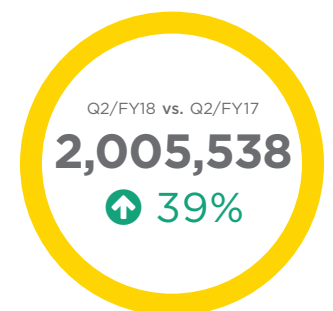
New Followers



Impressions



Engagement



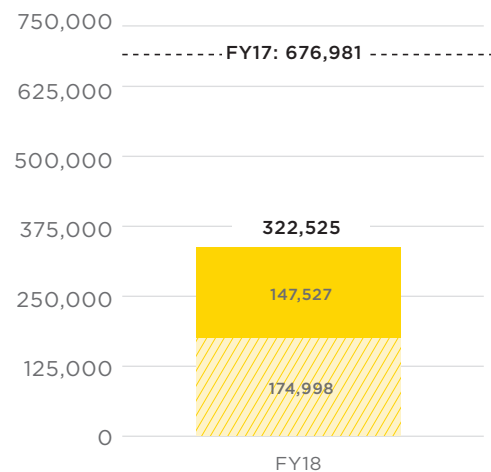
Highlights of Quarter 2

- One of our posts went viral for the second time in 2017. This single Facebook post related to “The Wave” received more than 5 million impressions, and 700,000 engagements. For perspective, it was 5 times more successful than anything we’ve ever posted.
- A Hawkeye marriage proposal post grabbed the attention of ABC National News and CNN, and was featured by a handful of media including these outlets.

Q2 Highlight: Interest in the UI research story, “What’s going on when babies twitch in their sleep?” continued to be strong as views topped 20,000 after having surpassed 18,000 in Q1.

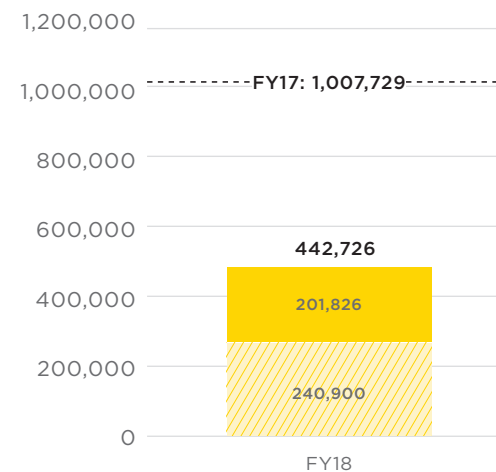
Total Users

Q2/FY18 vs. Q2/FY17  20%



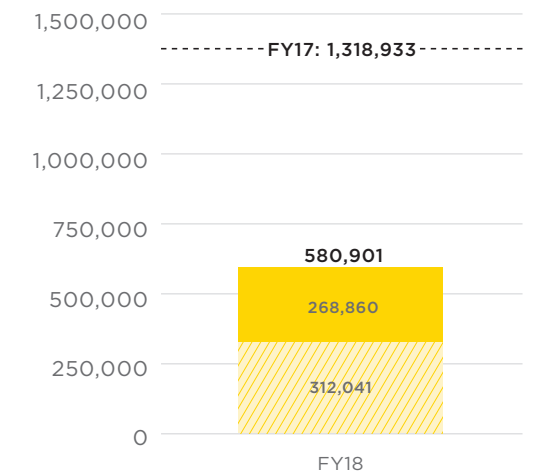
Total Visits

Q2/FY18 vs. Q2/FY17  19%



Total Pageviews

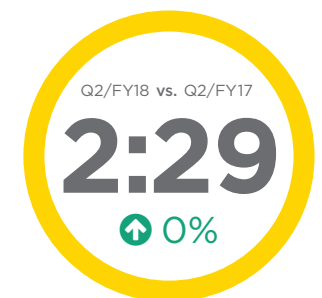
Q2/FY18 vs. Q2/FY17  16%



Top Five Stories of Quarter 2

- 20,067** “What’s going on when babies twitch in their sleep?” (July 25, 2016)
- 6,060** “UI names J. Brooks Jackson vice president for medical affairs of the Carver College of Medicine (Oct. 16, 2017)
- 5,764** “How schizophrenia affects the brain” (Sept. 10, 2013)
- 4,918** “UI honors 6 with Hawkeye Distinguished Veterans Memorial Awards” (Nov. 8, 2017)
- 4,851** “Homecoming 2017, in pictures” (Oct. 9, 2017)

Average Time on Page

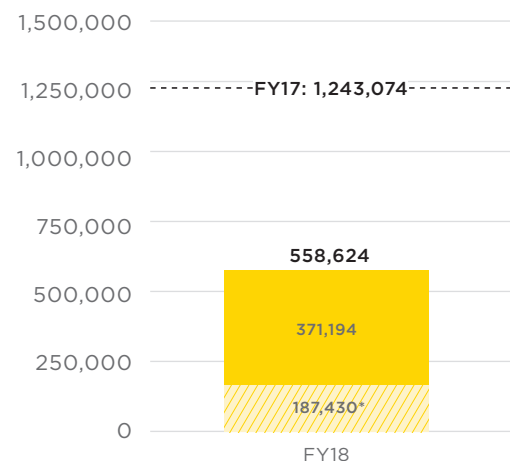


VIDEO

Q2 Highlight: Video views soared almost 60 percent year-over-year as a result of more than 160,000 views of the extended cut of the UI institutional message that was the centerpiece of the UI's end-of-the-year paid media campaign.

YouTube Views

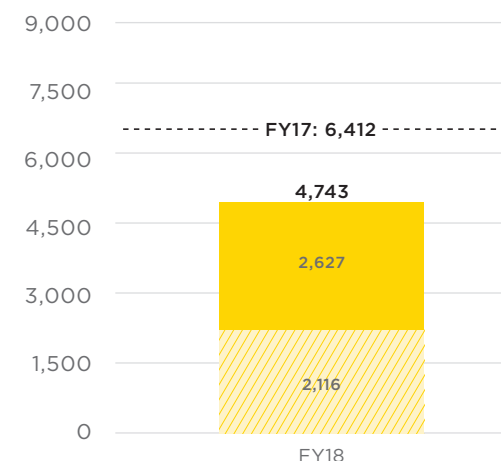
Q2/FY18 vs. Q2/FY17  **59%**



*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

Q2/FY18 vs. Q2/FY17  **41%**



Video Delivered by UI Social Media

2,230,411

100% Viewed

304,582

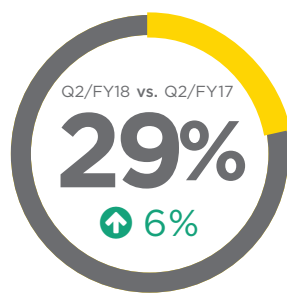
50% Viewed

423,053

Social Media Engagements

843,344

YouTube Average Percentage Viewed



Top Paid Promoted Videos (by views)

164,596 Iowa (2017) Extended Cut (Nov. 9, 2017)

26,042 2017: A Look Back (Dec. 22, 2017)

19,008 Iowa (2017) (Sept. 5, 2017)

Top Organic Videos (by views)

25,252 Iowa Fight Song (Aug. 17, 2010)

11,600 Iowa accepts Disney Spirit Award for "The Wave" (Dec. 8, 2017)

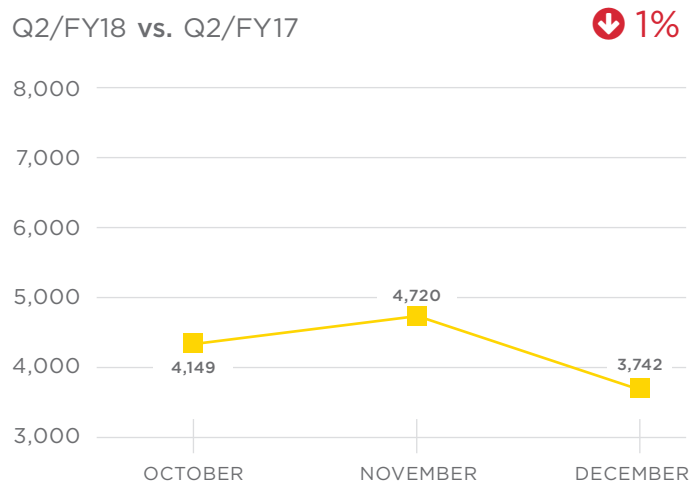
9,249 The Science of Ship Design (Feb. 24, 2011)

NEWS

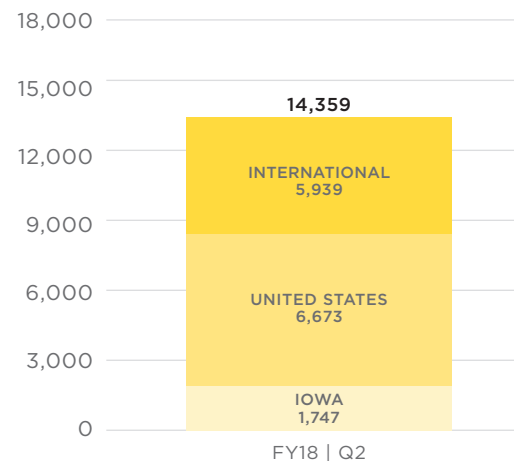
Q2 Highlight: UI staff responded to 216 requests for assistance from media during the quarter, one shy of the highwater mark of 217 responded to during the fourth quarter of 2017.

Online Media Mentions by Month

Q2/FY18 vs. Q2/FY17



Online Media Mentions by Geography



Media Inquiries Answered by OSC



Most Successful Pitches

Forbes: “Hunter-Killer Nanoparticle Bullets Target Tumors While Bypassing Healthy Tissue”

Popular Science: “A man who’s participated in 41 space missions remembers the Sputnik launch”

New York Post: “Pigeons are way smarter than we thought”

USA Today: “Tom Rinaldi’s ‘GameDay’ segment on Iowa children’s hospital made college football fans sob”

The Atlantic: “Rural America’s neglected higher-education problem”

US News & World Report: “Find an Undergrad B-School that helps you stand out”

MARKETING

Q2 Highlight: Preroll video proved instrumental in introducing the Iowa Neuroscience Institute to the neuroscience community in general and the audience attending the Society for Neuroscience's annual conference in Washington D.C. in November.

Society for Neuroscience 2017

DISPLAY

Investment	\$1,200
Impressions	413,000
Clicks/CTR	483/0.12 percent

VIDEO

Investment	\$9,600
Impressions	390,000
Clicks/CTR	1,233/0.32 percent
Views	103,995 (30 or more seconds: 43,056)
Average Duration	54 seconds (of 59 seconds)

SNAPCHAT FILTER

Times Used	112
Reach	2,500+

End of Year Video

PAID

Investment	\$6,640
Impressions	610,683
CPM	\$10.87
Video Views	103,995 (30 or more seconds: 43,056)

ORGANIC

Impressions	292,514
Video Views	60,122 (30 or more seconds: 6,791)

Recruitment Projects Completed for Campus Partners

Admissions	Student Life Viewbook Reach: 60,000
Admissions	Cost/Aid Viewbook Reach: 45,000
Admissions	Iowa Update School Counselor Newsletter Reach: 2,000
College of Public Health	Undergrad Viewbook Reach: 770

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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