



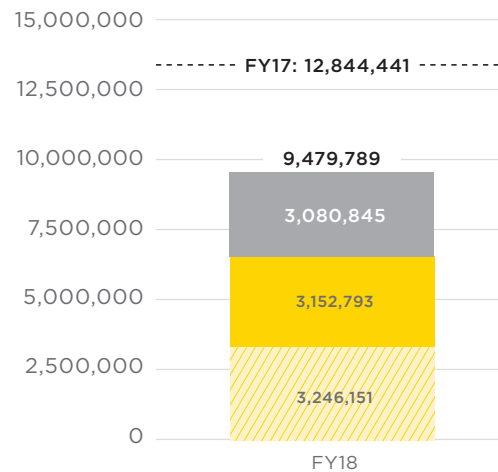
Office of Strategic Communication  
**QUARTERLY IMPACT REPORT: Q3 | FY18**  
*January-March*

**Q3 Highlight:** An improved Google algorithm is one large reason behind our decrease in traffic to the homepage over time. Users are more likely to be sent to a subpage within our domain.

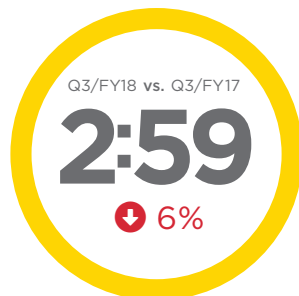
## Total Pageviews

Q3/FY18 vs. Q3/FY17

↓ 7%



## Average Session Duration



## Sessions Originating in Iowa

Q3/FY18 vs. Q3/FY17

↓ 5%

**1,114,684**

## Sessions Originating Outside Iowa

Q3/FY18 vs. Q3/FY17

↓ 12%

**314,862**

## Sessions Originating Outside the U.S.

Q3/FY18 vs. Q3/FY17

↓ 22%

**104,013**

## Navigation Bar

Q3/FY18 vs. Q3/FY17

About	28,586	New
Admission	92,359	↓ 12%
Academics	99,450	↓ 8%
Arts	10,216	↓ 9%
Athletics	41,763	↓ 21%
Research	9,230	↓ 6%
Health Care	14,741	↓ 6%
Campus	24,679	↓ 6%
Outreach	4,115	New

## Audience Links

Q3/FY18 vs. Q3/FY17

Students	153,824	↑ 4%
Parents	6,394	↓ 8%
Alumni/Friends	5,310	↑ 41%
Faculty/Staff	114,158	↓ 6%
Visitors	5,415	↓ 18%

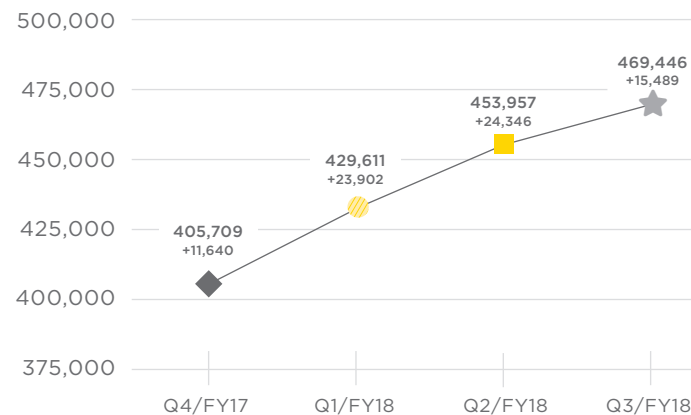
# SOCIAL MEDIA



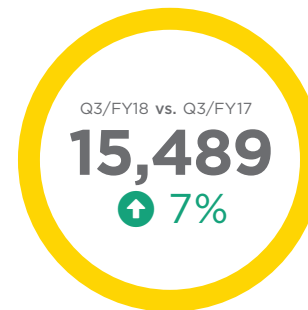
**Q3 Highlight:** This quarter the UI ranked 9th in Twitter engagement among 252 universities from 35 countries in the Word 100 Twitter Engagement Rank. This is the third quarter in the row the UI has placed in the top ten and we are the only #B1G school in the top 25.

## Total Followers

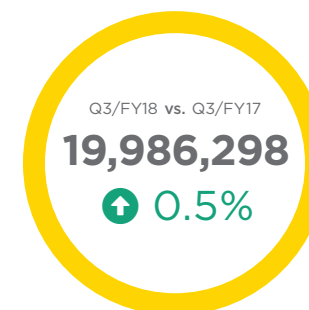
↑ 3%



## New Followers



## Impressions



## Engagement



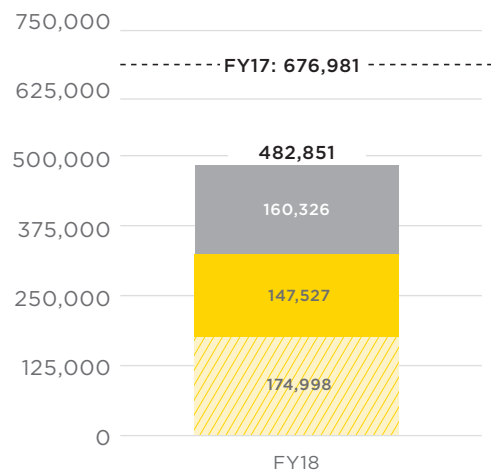
## Highlights of Quarter 3

- The #iloveUIOWA campaign was a huge collaborative effort. Campus partners did an awesome job promoting the campaign, as we saw a 20% increase in participation compared to last year.
- Despite considerable changes to Facebook's algorithm, we saw growth in several key performance indicators, beating last year's numbers by a healthy margin.

**Q3 Highlight:** Two compelling student profiles rounded out this quarter's top 10 viewed posts: Clint Henning, the Iowa veteran who found his passion as a college student in his 40s; and Malachai Zeitner, who put a challenging childhood behind him to take on rigors of dental school. Both found fans on Facebook en route to 3K+ page views.

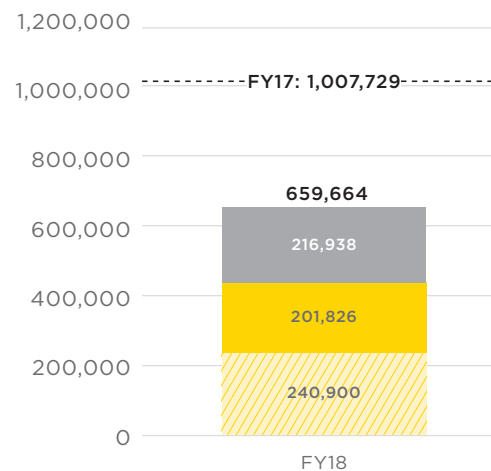
## Total Users

Q3/FY18 vs. Q3/FY17  17%



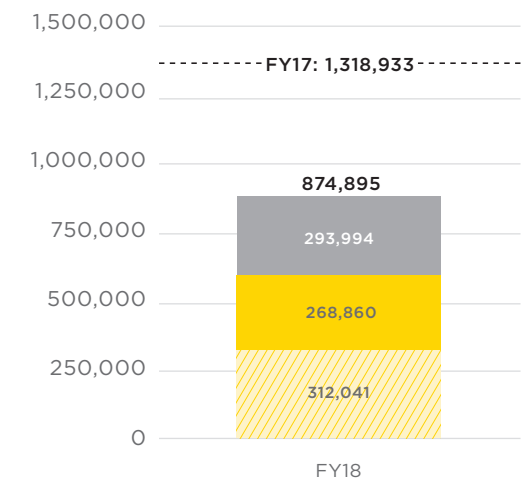
## Total Visits

Q3/FY18 vs. Q3/FY17  18%



## Total Pageviews

Q3/FY18 vs. Q3/FY17  14%







## Top Three Stories of Quarter 3

- 1 22,900** "What's going on when babies twitch in their sleep?" (July 25, 2016)
- 2 12,720** "UI students named to dean's list for fall 2017" (Jan. 31, 2018)
- 3 7,846** "UI students named to president's list for fall 2017" (Jan. 31, 2018)

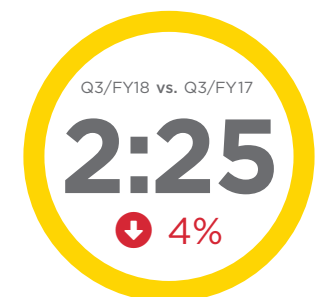
### Why the drop?

On Jan. 1, 2017 alone, one story saw nearly 50,000 pageviews from Reddit traffic.

But if we compare Jan. 2-Mar. 31, 2018 with Jan. 2-Mar. 31, 2017, here's the difference:

2018 Total Users  5% • 2018 Total Visits  2% • 2018 Total Pageviews  2% • 2018 Average Time on Page  3%

## Average Time on Page



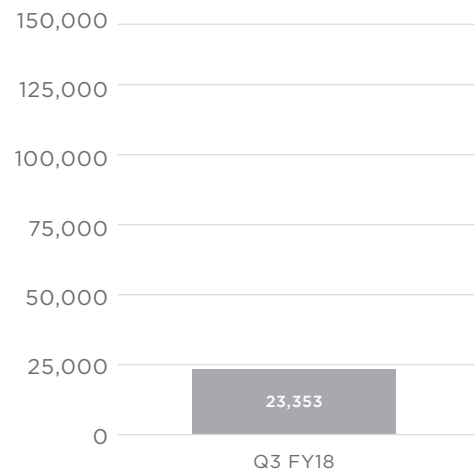
# UIOWA.EDU/STORIES



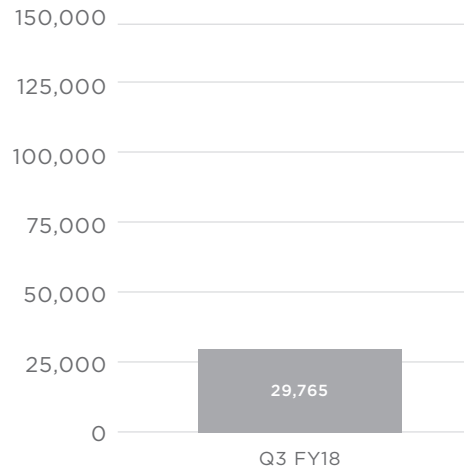
*This new page started as a place for OSC to try out new content presentation ideas, and will be used to house content that better fits the marketing component of OSC's content portfolio. Whereas Iowa Now content is more informational and time-sensitive, the content at Stories will be aspirational and "evergreen." This is our first quarter collecting data.*

**Q3 Highlight:** The main story in the neuroscience package performed well, attracting traffic from several sources, including some 7,000 views courtesy of its placement on the UI Home Page. Year-in-review and Dance Marathon photography also drew views.

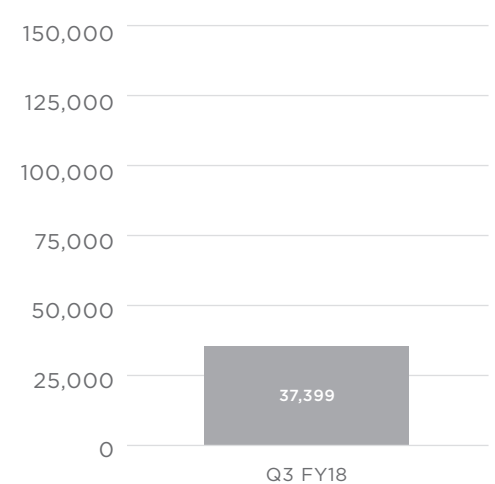
## Total Users



## Total Visits



## Total Pageviews



## Top Three Stories of Quarter 3

- 1 14,519** Breaking barriers in brain research
- 2 4,594** 2017 year in photos
- 3 3,798** Dance Marathon recap

## Average Time on Page



/// Q1 JULY-SEPT. ■ Q2 OCT.-DEC. ■ Q3 JAN.-MARCH ■ Q4 APRIL-JUNE

Definitions available on final page of this report

OSC QUARTERLY IMPACT REPORT: Q3 | FY18

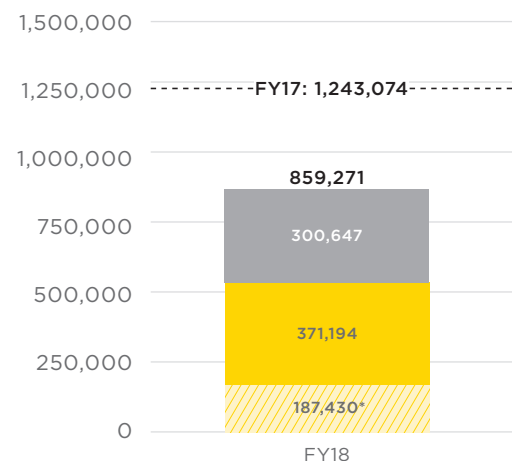
Source: Google Analytics

# VIDEO

**Q3 Highlight:** Our top organic video this quarter was a 6:43-minute piece from fall 2015 on tractor research conducted by the UIowa. It attracted 43,000 views, had an average watch time of two minutes, received 170 likes, 6 comments, was shared 27 times and netted us 83 new channel subscribers. All the traffic came from 'browse' or 'suggested' videos which means YouTube was recommending it as relevant content to another trending story. This is a good example of how our research stories can get an unexpected second wind.

## YouTube Views

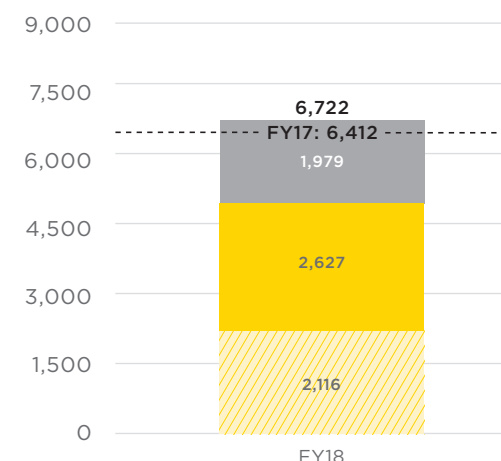
Q3/FY18 vs. Q3/FY17  59%



\*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

Q3/FY18 vs. Q3/FY17  48%



## Video Delivered by UI Social Media

**888,733**

100% Viewed: 286,475

50% Viewed: 172,435

## Social Media Engagements

**171,931**

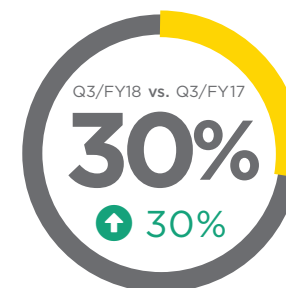
## Top Paid Promoted Videos (by views)

<b>81,869</b>	Iowa Neuroscience Institute: Breaking Barriers in Brain Research (Dec. 14, 2017)
<b>19,233</b>	Writing at Iowa—Teaser (Mar. 6, 2018)
<b>10,056</b>	Iowa (2017)

## Top Organic Videos (by views)

<b>43,388</b>	University of Iowa Tractor Simulator (Oct. 4, 2012)
<b>11,595</b>	Iowa Fight Song (Aug. 17, 2010)
<b>10,676</b>	The Science of Ship Design (Feb. 24, 2011)

## YouTube Average Percentage Viewed



 Q1 JULY-SEPT.  Q2 OCT.-DEC.  Q3 JAN.-MARCH  Q4 APRIL-JUNE

Definitions available on final page of this report



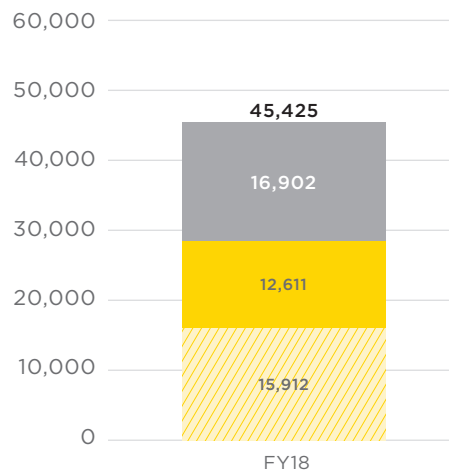
# NEWS

**Q3 Highlight:** A Tippie professor's autism research, published and pitched from *Iowa Now*, received significant attention worldwide.

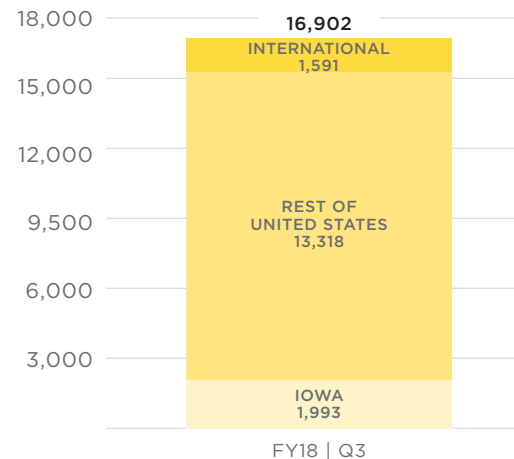
## Online Media Mentions

Q3/FY18 vs. Q3/FY17

 40%



## Online Media Mentions by Geography



## Media Inquiries Answered by OSC



## Most Successful Pitches

*Daily Mail Online:* "No rise in autism in US in past three years: study"

*Daily Mail Online:* "Tom Brokaw collection opens to public at University of Iowa"

*Forbes:* "Nanorobots target and attack malignant tumors without harming healthy tissue"

*Business Insider:* "Little change in proportion of U.S. kids with autism"

*Associated Press:* "University of Iowa students propose wastewater solutions"

*CBS News:* "U.S. autism rates appear to be stabilizing, new study suggests"

# MARKETING

**Q3 Highlight:** Traffic to the home page of the Iowa Neuroscience Institute increased by 30 percent when national campaign advertising was in the marketplace; traffic to the careers page of the INI site doubled during those same periods.

## Total Paid Media

TOTAL INVESTMENT

**\$48,332**

TOTAL IMPRESSIONS

**3,706,838**

CPM

**\$13.04**

CHANNELS: ResearchGate display and promoted email, Google Display, Google Video, Facebook, LinkedIn, Instagram, and Twitter

## Campaign Highlights

	INVESTMENT	IMPRESSIONS	CPM	OF NOTE
FOR IOWA	\$2,750	348,279	\$12.60	Pageviews: 9,092 Average Time on Page: 7:42
ADMISSIONS	\$1,484	142,145	\$9.60	Online registrations for campus visit: 55 Average Time on Page: 4:52
NATIONAL FACULTY CAMPAIGN— WRITING	\$3,398	178,577	\$18.98	Social media video views (10 or more seconds): 21,744
NATIONAL FACULTY CAMPAIGN— NEUROSCIENCE*	\$35,700	2,292,663	\$15.58	Pageviews: 17,740 (14,519 of "Breaking barriers..." landing page) Pre-roll and embedded video views (30 or more seconds): 81,869
NATIONAL BRAND AWARENESS/ SCHOOL COUNSELORS: FLIGHT I	\$5,000	745,174	\$6.71	Pageviews: 1,074

\*Includes activities AAAS in Dallas

## Partner Projects

Admissions Closer Piece

**Reach: 4,000**

Admissions Search Viewbook

**Reach: 65,000**

Iowa City CVB Visitors Guide

**Reach: 30,000**

Definitions available on final page of this report



# 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:** YouTube's definition of a view is a viewer initiated intentional play of a video (organic).

**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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