

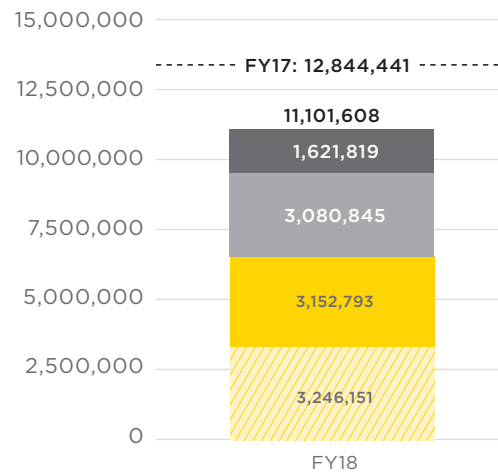
Office of Strategic Communication  
**QUARTERLY IMPACT REPORT: Q4 | FY18**  
*April-June*

**Q4 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.

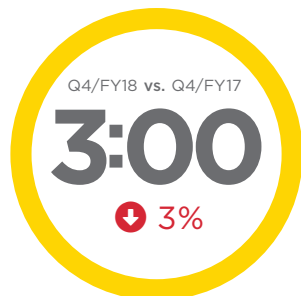
## Total Pageviews

Q4/FY18 vs. Q4/FY17

↓ 8%



## Average Session Duration



## Sessions Originating in Iowa

Q4/FY18 vs. Q4/FY17

↓ 6%

**979,834**

## Sessions Originating Outside Iowa

Q4/FY18 vs. Q4/FY17

↓ 10%

**288,134**

## Sessions Originating Outside the U.S.

Q4/FY18 vs. Q4/FY17

↓ 22%

**94,282**

## Navigation Bar

Q4/FY18 vs. Q4/FY17

About	24,890	↓ 9%
Admission	65,468	↓ 7%
Academics	82,602	↓ 6%
Arts	8,242	↓ 8%
Athletics	28,223	↓ 18%
Research	7,667	↓ 6%
Health Care	12,275	↓ 11%
Campus	21,041	↓ 8%
Outreach	3,865	↓ 20%

## Audience Links

Q4/FY18 vs. Q4/FY17

Students	127,706	↑ 2%
Parents	5,101	↓ 8%
Alumni/Friends	4,895	↑ 35%
Faculty/Staff	97,210	↓ 3%
Visitors	4,492	↓ 12%

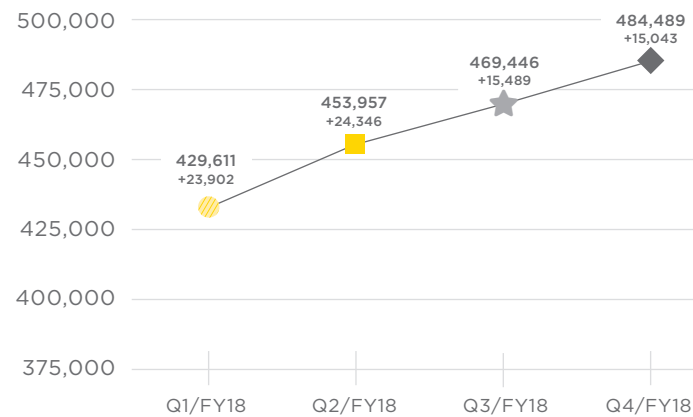
# SOCIAL MEDIA



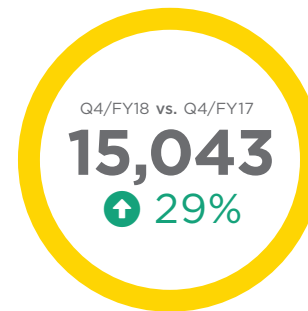
**Q4 Highlight:** Led all of the Big Ten in likes, comments, and shares on Facebook.

## Total Followers

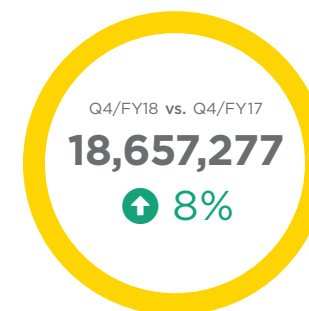
↑ 3%



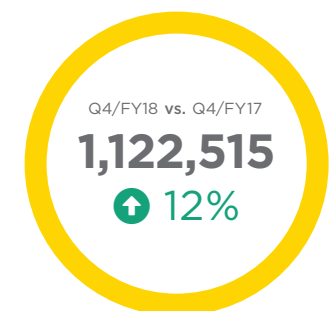
## New Followers



## Impressions



## Engagements



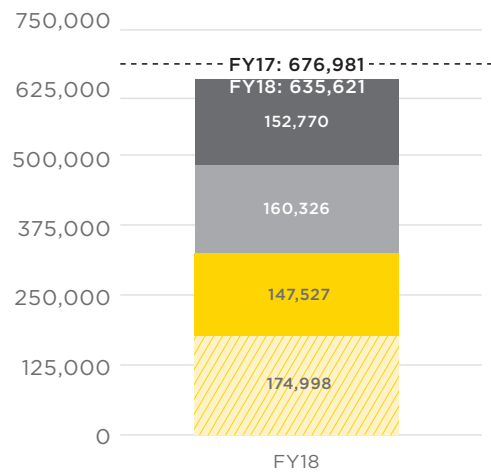
## Highlights of Quarter 4

- Handed out Hawkeye gift bags to several students we connected with on Twitter during finals week as an encouragement. Our gesture made it onto social media and spread to tens of thousands of people.
- Extremely successful graduation weekend, interacting with hundreds of students and parents on social media.

**Q4 Highlight:** Information? News you can use? Recognition? We've heard that's what the audience wants, and the stats bear out that feedback. Internal messaging continues to get clicks, with the salary decision and construction moratorium ranking among the top six Q4 articles.

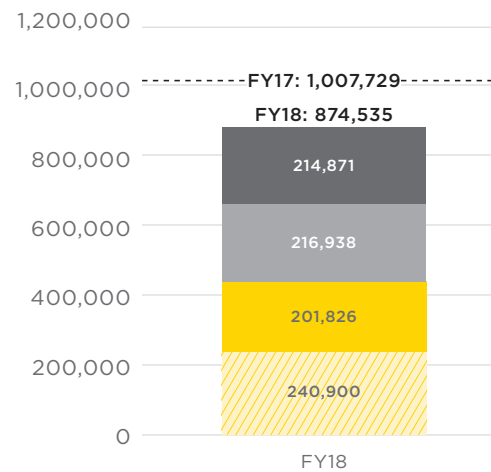
## Total Users

Q4/FY18 vs. Q4/FY17  11.1%



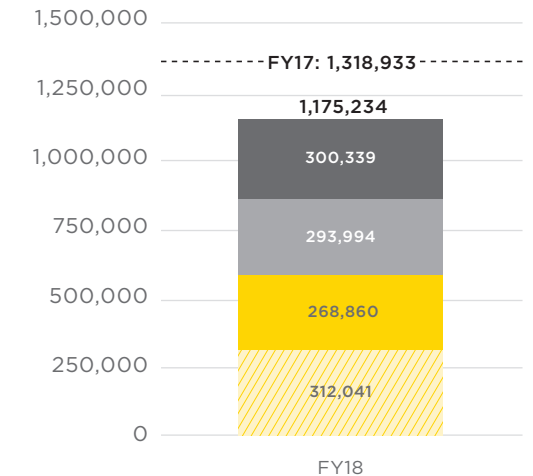
## Total Visits

Q4/FY18 vs. Q4/FY17  20.5%



## Total Pageviews

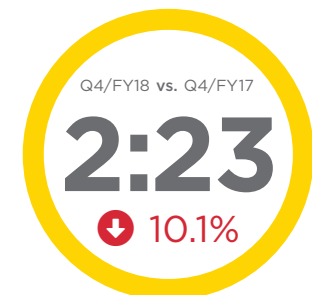
Q4/FY18 vs. Q4/FY17  14.6%



## Top Five Stories of Quarter 4

- 1 **23,704** "What's going on when babies twitch in their sleep?" (July 25, 2016)
- 2 **6,195** "How schizophrenia affects the brain" (Sept. 10, 2013)
- 3 **5,521** "University of Iowa graduates to celebrate commencement" (May 2, 2018)
- 4 **5,068** "UI students named to dean's list for spring 2018" (June 28, 2018)
- 5 **4,475** "State funding declines, salary decisions on hold until January" (May 10, 2018)

## 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: Q4 | FY18

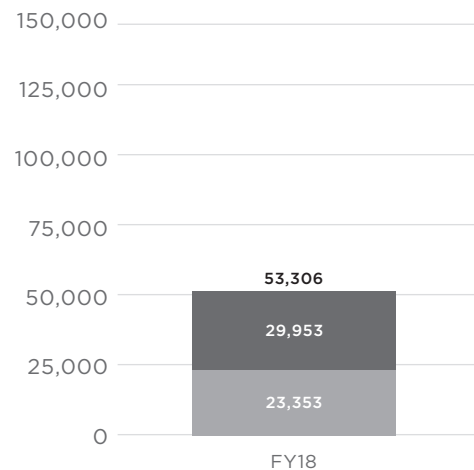
Source: Google Analytics

# UIOWA.EDU/STORIES

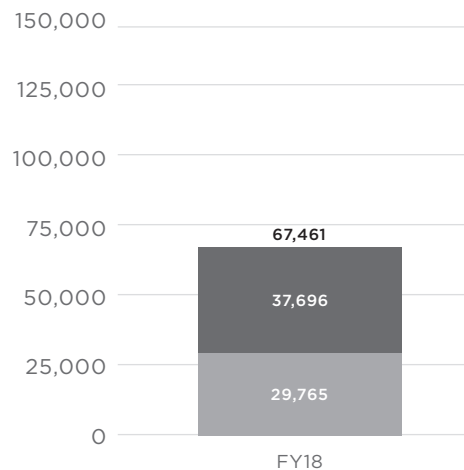


**Q4 Highlight:** We covered graduation in many ways: a statistical overview of the graduating class, features on a handful of stellar grads, and a visual recap of the festivities. Three of our top 6 stories were commencement-themed.

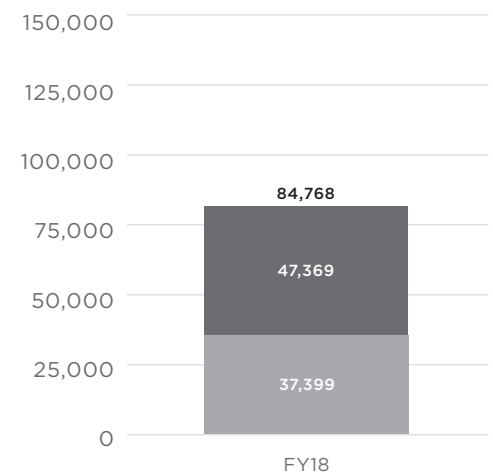
## Total Users



## Total Visits



## Total Pageviews



## Top Three Stories of Quarter 4

- 1 4,803** Get to know UI spring 2018 graduates
- 2 4,281** Grad profile: Alyssa and Olivia Ray
- 3 4,213** 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: Q4 | FY18

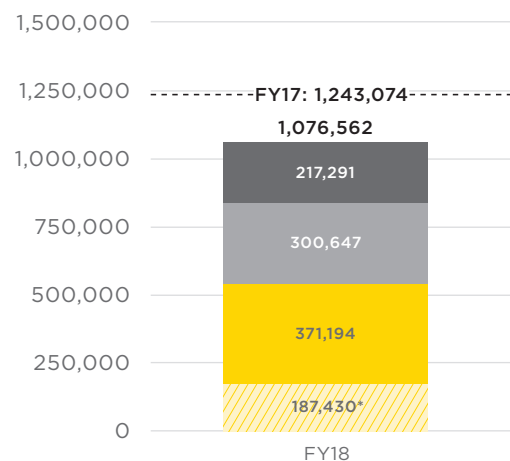
Source: Google Analytics

# VIDEO

**Q4 Highlight:** This quarter, we created a video, Celebrating Iowa, that played at 14 spring commencement ceremonies. The three-minute video tapped into the collective memories and shared experiences of the graduating class. This was the first time the university has provided a consistent video message for all UI graduates and their families to help build a greater sense of community and connection at this important milestone in their lives.

## YouTube Views

Q4/FY18 vs. Q4/FY17  **50.3%**



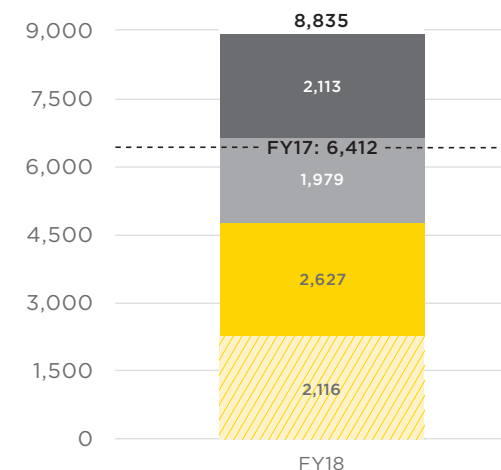
\*Year-over-year decline is 100 percent attributable to a planned reduction in videos that were included in a paid marketing campaign; organic video views for the quarter were, in fact, up year-over-year

## Top Paid Promoted Videos (by views)

<b>12,164</b>	Iowa Online Degrees: Jennifer's Story (Apr. 27, 2018)
<b>9,810</b>	UI Students Attend "Rocket School" (Feb. 7, 2018)
<b>7,487</b>	Augmented reality sandbox shows how gravity works (Apr. 30, 2018)

## YouTube Engagements

Q4/FY18 vs. Q4/FY17  **67.7%**



## Video Delivered by UI Social Media

**517,405**

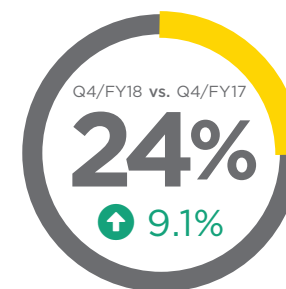
**100% Viewed: 80,020**

**50% Viewed: 46,220**

## Social Media Engagements

**71,302**

## YouTube Average Percentage Viewed



## Top Organic Videos (by views)

<b>12,635</b>	The Science of Ship Design (Feb. 24, 2011)
<b>8,876</b>	Iowa Fight Song (Aug. 17, 2010)
<b>5,596</b>	The Giant Horned Crocodile That Ate Our Ancestors (Mar. 29, 2013)

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

Definitions available on final page of this report



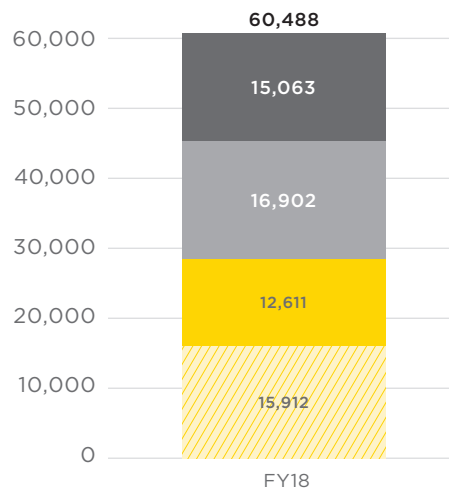
# NEWS

**Q4 Highlight:** UI research was featured prominently during Q4, with key placements in many prominent media outlets driven by Physics and Astronomy and Tippie College of Business.

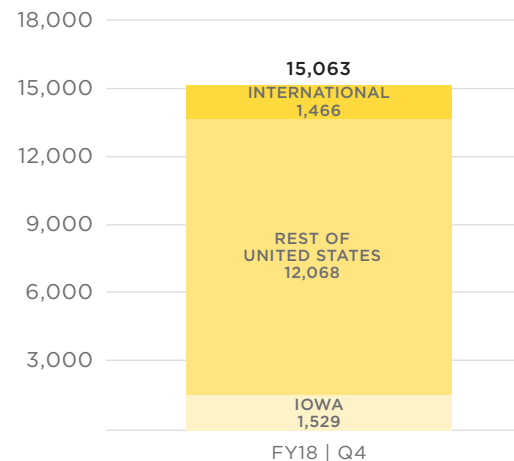
## Online Media Mentions

Q4/FY18 vs. Q4/FY17

 15%



## Online Media Mentions by Geography



## Media Inquiries Answered by OSC



## Most Successful Pitches

*Business Insider:* “You could sleep better if you were nicer to your work colleagues—or worse if you aren’t”

*Daily Mail:* “More US adults try vaping but current use is down, data show”

*USA Today:* “Lightning on Jupiter: NASA finally discovers why it’s there, and how bolts are similar to Earth’s”

*The Independent:* “Children with autism twice as likely to suffer from allergies, study finds”

*Gizmodo:* “Jupiter’s lightning is somehow more and less like Earth’s than scientists thought”

# MARKETING

**Q3 Highlight:** The University of Iowa realized a 50 percent increase in click through rate year-over-year by delivering content to school counselors that research indicated would resonate best in each of four regions of the United States.

## Total Paid Media

TOTAL INVESTMENT

**\$37,500**

TOTAL IMPRESSIONS

**2,767,000**

CPM

**\$13.55**

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

## Campaign Highlights

	INVESTMENT	IMPRESSIONS	CPM	OF NOTE
NATIONAL BRAND AWARENESS/ SCHOOL COUNSELORS	\$23,000	1,977,000	\$11.13	50 percent increase in click-through rate compared to 2017 changes
NATIONAL FACULTY CAMPAIGN— HYDROSCIENCE	\$3,000	393,000	\$6.17	More than 1,000 clicks to visit editorial package
RESEARCHGATE DISPLAY	\$9,000	387,000	\$25.00	Click-through rate of .34 percent

## Partner Projects

Admissions Search 2

**Reach: 17,000**

Admissions Internatiional Viewbook

**Reach: 10,000**



# 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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