



Office of Strategic Communication
QUARTERLY IMPACT REPORT: Q3 | FY17

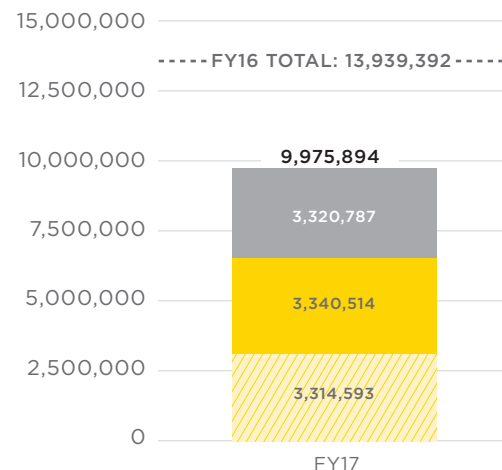


Q3 Highlight: Sessions on uiowa.edu originating from outside the United States had a 35 percent increase compared to the same quarter a year ago, exceeding 130,000.

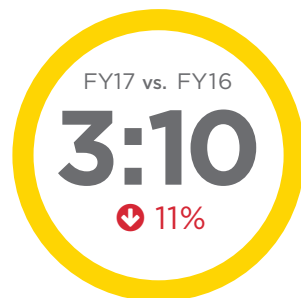
Total Pageviews

FY17 vs. FY16

↓ 6%



Average Session Duration



Sessions Originating in Iowa

FY17 vs. FY16

↓ 15%

1,200,898

Sessions Originating Outside Iowa

FY17 vs. FY16

↓ 47%

357,584

Sessions Originating Outside the U.S.

FY17 vs. FY16

↑ 35%

132,919

Navigation Bar

FY17 vs. FY16

About	6,530	New
Admission	52,749	↓ 22%
Academics	58,410	↓ 14%
Arts	5,102	↓ 3%
Athletics	18,896	↓ 23%
Research	3,792	↓ 9%
Health Care	6,657	↓ 14%
Campus	12,036	↓ 21%
Outreach	769	↓ 18%

Audience Links

FY17 vs. FY16

Students	114,482	↑ 30%
Parents	3,923	↑ 42%
Alumni/Friends	1,700	↓ 8%
Faculty/Staff	58,323	↑ 1%
Visitors	3,017	↓ 9%

SOCIAL MEDIA

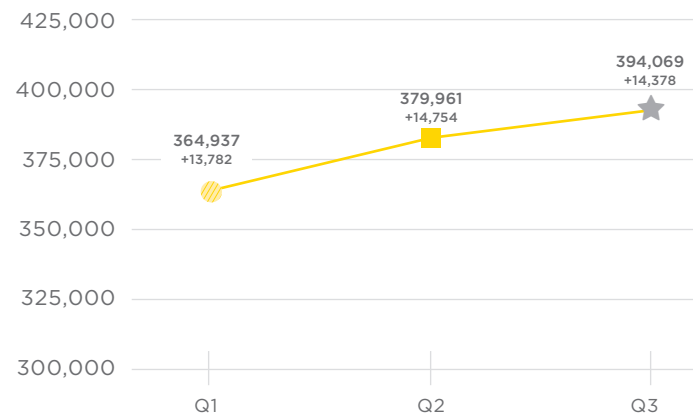


Q3 Highlight: UI social media achieved year-over-year double-digit percentage increases in total users and total new users, as well as a robust triple-digit percentage gain in total reach.

Total Users

FY17 vs. FY16

↑ 16%



New Users

FY17 vs. FY16

14,378

↑ 57%

Reach

FY17 vs. FY16

16,018,626

↑ 145%

Engagement

FY17 vs. FY16

931,904

↑ 60%

Highlights of Quarter 3

- Led social media portion of “#iloveUIOWA” initiative, which garnered significant campuswide participation and resulted in more than 500 posts to social media during the month of February from friends of the UI sharing why they love Iowa.
- Engagement with UI tweets soared to a rate of 5.4 percent, 2-plus points better than Q3FY16 and 3 points better than the brand average across the Twitter universe.
- Videos produced by OSC were viewed in their entirety more than 30,000 times on UI social media channels.

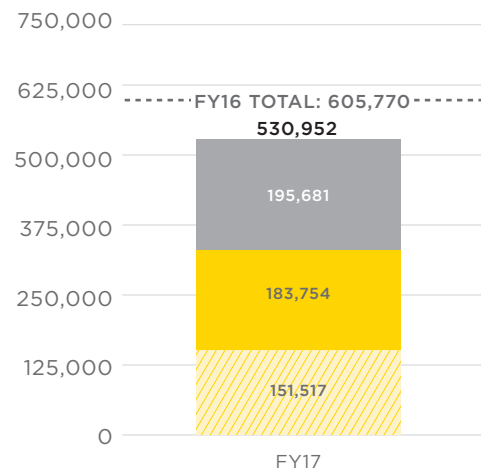
IOWA NOW

Q3 Highlight: *Iowa Now* experienced double-digit year-over-year growth in total users, in addition to solid upticks in total visits and total pageviews.

Total Users

FY17 vs. FY16

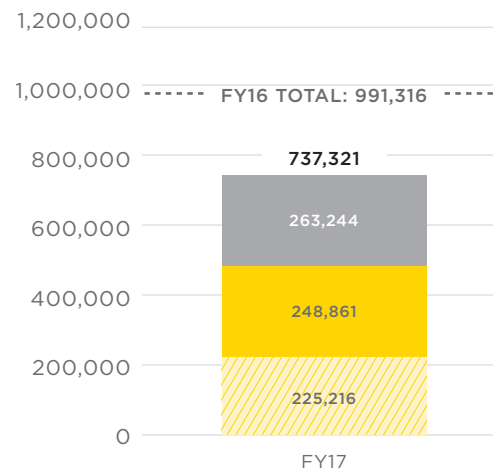
↑ 16%



Total Visits

FY17 vs. FY16

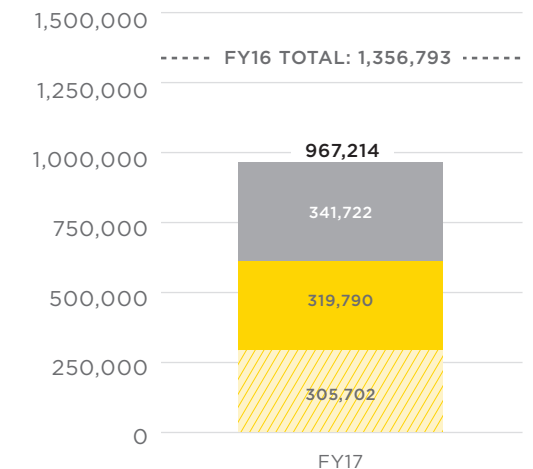
↑ 8%



Total Pageviews

FY17 vs. FY16

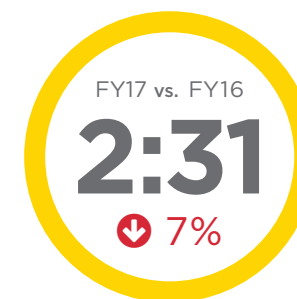
↑ 6%



Top Five Stories of Quarter 3

- 1 46,301** "Flood threats change across the US" (Dec. 12, 2016)
- 2 11,907** "Best campus clicks of the year" (Dec. 22, 2016)
- 3 7,718** "UI students named to Dean's List for fall 2016" (Feb. 6, 2017)
- 4 6,708** "Offering what no classroom can" (Feb. 28, 2017)
- 5 6,418** "Why high-dose vitamin C kills cancer cell" (Jan. 10, 2017)

Average Time on Page



/// Q1 JULY-SEPT. ■ Q2 OCT.-DEC. ■ Q3 JAN.-MAR. ■ Q4 APR.-JUNE

Definitions available on final page of this report.

OSC QUARTERLY IMPACT REPORT: Q3 | FY17

Source: Google Analytics

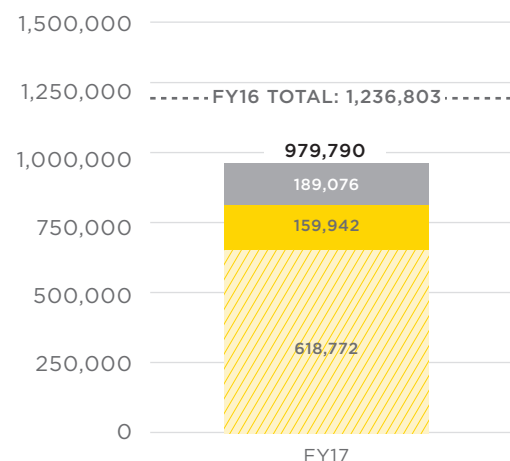
VIDEO

Q3 Highlight: More than 37,000 friends of the UI celebrated the new year and the Iowa football team's participation in the 2017 Outback Bowl by enjoying the OSC-produced video "Happy New Year, Hawkeyes!"

YouTube Views

FY17 vs. FY16

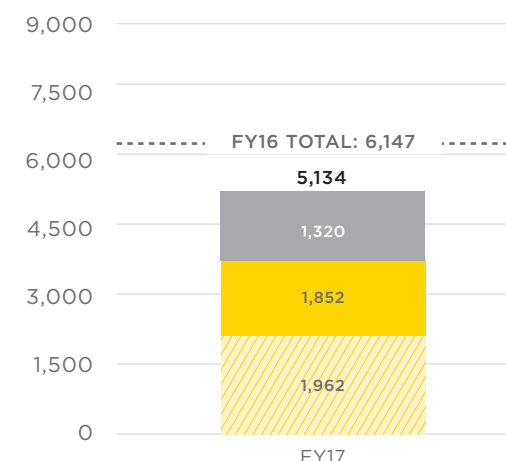
↓ 17%



YouTube Engagements

FY17 vs. FY16

↓ 3%



Social Media Views

420,882

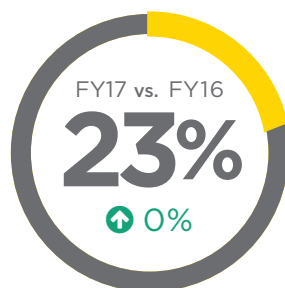
Watched 100%
30,858

Watched 50%
64,982

Social Media Engagements

83,000

YouTube Average Percentage Viewed



Top Five YouTube Videos of Quarter 3

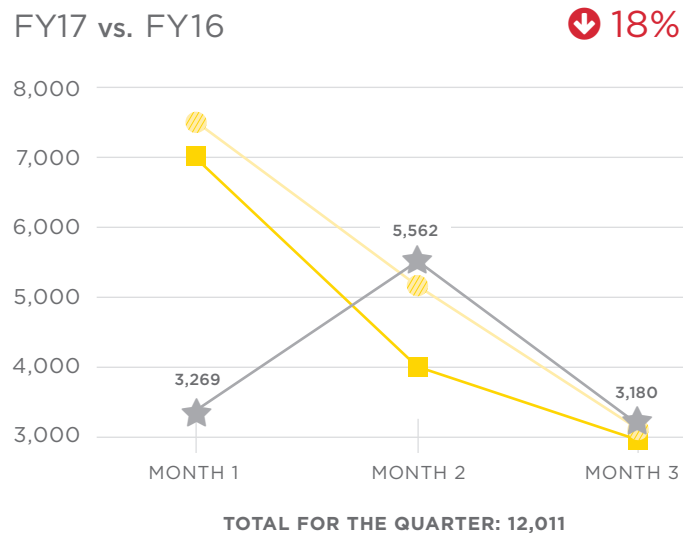
- 37,683** "Happy New Year, Hawkeyes" (Dec. 30, 2016)
- 24,026** "The UI Visual Arts Building: Creativity Lives Here" (Feb. 8, 2017)
- 14,539** "See the World: University of Iowa India Winterim" (Feb. 28, 2017)
- 7,917** "The Science of Ship Design" (Feb. 24, 2011)
- 7,162** "Voxman Music Building: A New Home for University of Iowa's School of Music" (Oct. 14, 2016)

MEDIA

Q3 Highlight: Staff of the Office of Strategic Communication fulfilled 210 requests from local, regional, and national media during the third quarter of FY17.

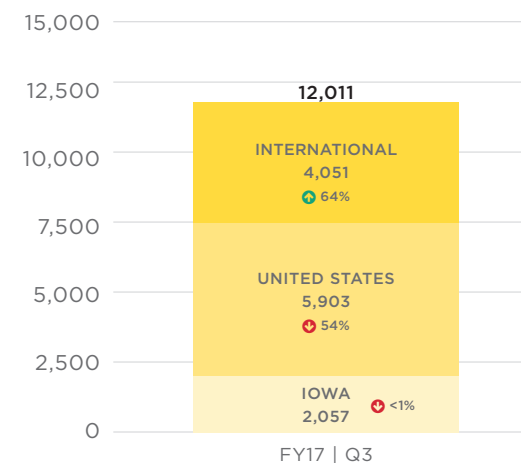
Online Media Mentions By Month

FY17 vs. FY16

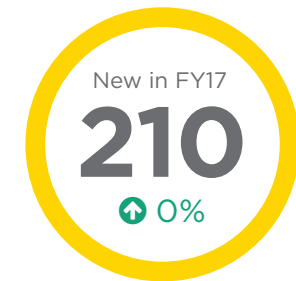


Online Media Mentions By Geography

FY17 vs. FY16



Media Inquiries Answered by OSC



Top Five Online Stories of Quarter 3

- 1 Reach 45M** Daily Mail Online: "Beat Cancer with ORANGES: High doses of vitamin C weaken tumors and leave them vulnerable to chemotherapy" (Mar. 31, 2017)
- 2 Reach 30M** Medium: "Why the quest for clean cookstoves in India is a women's rights issue" (Mar. 3, 2017)
- 3 Reach 22M** Mirror.co.uk: "Lives of brain cancer patients 'extended' by taking 1,000 times recommended dose of vitamin" (Mar. 31, 2017)
- 4 Reach 20M** National Public Radio: "That time American women lost their citizenship because they married foreigners" (Mar. 17, 2017)
- 5 Reach 14M** *The Atlantic*: "What it means to defund Planned Parenthood" (Mar. 27, 2017)

● Q1 JULY-SEPT. ■ Q2 OCT.-DEC. ★ Q3 JAN.-MAR. ◆ Q4 APR.-JUNE

Definitions available on final page of this report.

MARKETING

Q3 Highlight: The UI leveraged targeted digital media to achieve 2.7 million impressions at a cost of \$3.48 CPM in the first of three five-week paid advertising flights designed to secure the attention of public school counselors nationwide.

Total Paid Media

TOTAL INVESTMENT

\$34,100



TOTAL IMPRESSIONS

5,283,238



CPM

\$6.56

CHANNELS: Google Display, YouTube, Facebook, event sponsorship, email, and print (magazine)

Campaign Highlights

NATIONAL BRAND AWARENESS/ SCHOOL COUNSELORS

- 2.7 million impressions
- \$3.48 CPM
- 3,300 unique views of campaign landing pages

“HAPPY NEW YEAR, HAWKEYES!”

- 2.4 million impressions
- \$5.83 CPM
- 48,000 video views

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.



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Questions about this report?

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