



Office of Strategic Communication

QUARTERLY IMPACT REPORT

Q2 | FY19 October-December

The Office of Strategic Communication supports the University of Iowa mission by using communication to build awareness and appreciation for the university's people and programs. We provide counsel and produce content that advances the priorities of the university, connects with people emotionally and intellectually, and compels them to act on our behalf.

PREVIOUS QUARTERLY REPORTS AT [OSC.UIOWA.EDU/REPORTS](https://osc.uiowa.edu/reports).

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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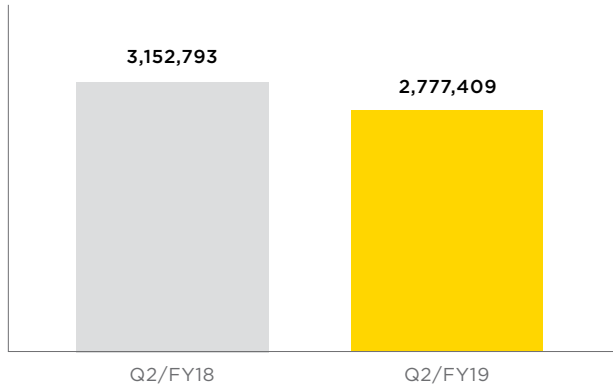
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UIOWA.EDU

UIOWA.EDU has seen a continuous year-over-year decline in overall traffic due to several factors, including updates to search engine algorithms that lead users directly to collegiate and unit-level pages. A comprehensive redesign project for the UI homepage site has begun and is currently in the early evaluation stage.

TOTAL PAGEVIEWS

12% ↓



AVERAGE SESSION DURATION

2:39

8% ↓

SESSIONS ORIGINATING IN IOWA

1,120,666

4% ↓

SESSIONS ORIGINATING OUTSIDE IOWA

276,268

19% ↓

SESSIONS ORIGINATING OUTSIDE THE U.S.

93,838

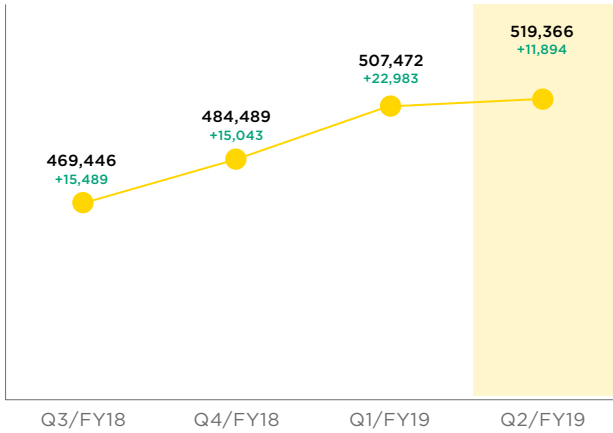
17% ↓

SOCIAL MEDIA

A viral post related to the Wave in December 2017 is skewing Q2 numbers. If you remove this outlier, we earned 19% more impressions and 98% more engagement compared to Q2 last year.

TOTAL FOLLOWERS

2% ↑



NEW FOLLOWERS

11,894

51% ↓

IMPRESSIONS

25,094,303

15% ↓

ENGAGEMENTS

2,474,052

23% ↑

TOP POSTS

University of Iowa
Published by Mike Benning [?] · December 12, 2018 at 5:20 PM · 🌐

The University of Iowa is ranked #2 in College Magazine's new list of top ten colleges for aspiring writers. <https://bit.ly/2C6Htgb>

University of Iowa @uiowa

We're not crying, you're crying. When is the last time you called home, Hawkeyes?

Hi, mom!

We asked Iowa students to call a parent or loved one.

17.3K views

0:03 / 0:44

8:30 PM - 9 Dec 2018

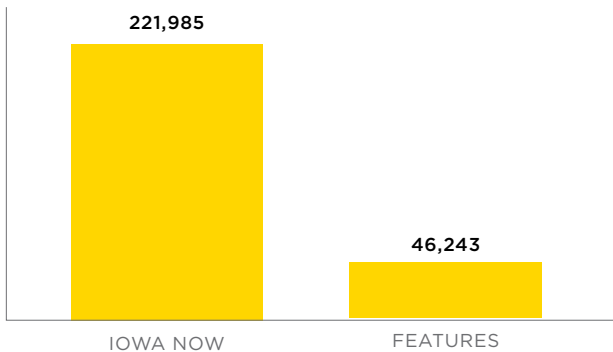
Note all percentage comparisons represent Q2/FY19 vs. Q2/FY18.

NEWS AND FEATURES

News you can use, institutional points of pride, and content with strong art or images continue to perform well in Iowa Now (now.uiowa.edu) while photo galleries and infographics draw significant traffic to the UI Home Page features site (uiowa.edu/stories).

PAGE VIEWS

6.5% ↓



AVERAGE TIME ON PAGE

Iowa Now	2:45
Stories	3:04
Overall	2:48

TOP NEWS PUBLISHED IN Q2 BY PAGEVIEWS

	PUB DATE	AVG TIME ON PAGE
3,548 Severe weather policies	11/14/18	8:05
3,308 Saving Brinton starts award campaign	10/24/18	6:09
2,983 Intricate tooth art helps UI dental students	10/3/18	4:51
2,686 Austin Hughes named Rhodes scholar	11/19/18	3:42
2,175 College of Nursing prepares next wave of health care leaders	10/10/18	3:40
2,030 USNWR ranks UI among world's best research universities	10/30/18	2:51
2,006 Steve Goddard named new CLAS dean	12/3/18	3:07

MOST VIEWED NEWS DURING Q2 REGARDLESS OF PUB DATE

	PUB DATE	AVG TIME ON PAGE
19,952 What's going on when babies twitch in their sleep	7/25/16	8:58

TOP FEATURES PUBLISHED IN Q2 BY PAGEVIEWS

	PUB DATE	AVG TIME ON PAGE
5,309 2018 at Iowa was something to see	12/19/18	4:25
4,089 Hawkeyes enhancing Hollywood legacy	10/31/18	6:05
3,660 Fall graduation 2018, by the numbers	12/6/18	2:16
2,852 Undergrads learn resilience by conducting research	11/15/18	3:28

TOP SOURCES OF TRAFFIC

67,800+ Google	12,400+ Iowa Now faculty/ staff email	1,500+ Iowa Now parents/ families email
26,000+ Direct		
23,500+ Facebook	3,900+ Twitter	
20,400+ UI Home Page	2,400+ Iowa Now student email	

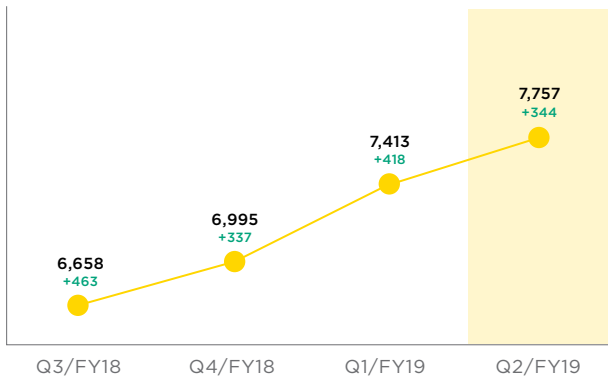
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VIDEO

The video “Anatomy of a Play: Stanley to Hockenson” is a short lecture by Associate Professor Justin Sipla explaining the neuroscience behind a Hawkeye football player’s physical and mental performance during a critical play. It represents a new effort to produce entertaining, brand-aligned educational content that reinforces the UI’s academic pillars. In only a few short weeks, the video attracted nearly 3,000 views with an average view-time of over seven minutes and was shared by The Gazette on their homepage and Twitter.

YOUTUBE SUBSCRIBERS

6.8% ↑



TOP VIEWED NEW YOUTUBE VIDEOS

- 17,627 2018: Another Blockbuster Year
Dec. 28, 2018
- 2,895 Anatomy of a Play: Stanley to Hockenson
Dec. 13, 2018
- 824 Engineering Serendipity: How to Tackle Scientific Problems in the 21st Century
Oct. 22, 2018

YOUTUBE TOTAL VIEWS

133,824

64.5% ↓

**Some of this is due to less paid promotion this year, and some of it is because buzz about the wave has died down*

YOUTUBE ORGANIC VIEWS *(not promoted)*

116,322

15.6% ↓

YOUTUBE MINUTES WATCHED

419,063

33.9% ↓

YOUTUBE ENGAGEMENTS

LIKES/DISLIKES/COMMENTS/SHARES

2,649

0.8% ↓

TOP LIVE-STREAMED EVENTS BY VIEWS

- 300 UI Symphony Orchestra
Nov. 18, 2018
- 261 Graduate College Commencement
Dec. 14, 2018
- 122 UI Bands
Oct. 4, 2018

VIDEO PERFORMANCE ON UI SOCIAL MEDIA

- 78,167 viewed the entire video
- 147,460 viewed at least 50%
- 67,976 engaged with the video post

MEDIA RELATIONS

The media and public remain intensely interested in space exploration stories featuring experts from the UI's Department of Physics and Astronomy.

MOST SUCCESSFUL PLACEMENTS

U.S. News & World Report: "Down on the Farm"
Tom Snee

Gizmodo: "Cassini Grand Finale reveals Saturn's rings blast the planet with organic rain"
Richard Lewis

IFL Science: "Saturn's 'Ring Rain' is actually more of a downpour, say scientists"
Richard Lewis

Quartz: "Successful virtual teams share these qualities"
Tom Snee

NewScientist: "Cassini revealed three big surprises before diving into Saturn"
Richard Lewis

Des Moines Register: "Editorial: Protecting seniors requires funding from the Iowa Legislature"
Tom Snee

MEDIA INQUIRIES MANAGED BY OSC

221

TOP INQUIRIES BY SUBJECT

Fraternity suspensions/decisions

Closing of centers, including the Labor Center and Confucius Center

CAMPUS MEDIA TRAINING SESSIONS PROVIDED BY OSC

4

MARKETING

The UI continues to invest in digital promotion to highlight areas of strategic importance like neuroscience, hydrosience and writing, in order to build our brand nationally with peer faculty as well as with prospective students. These focused campaigns allow us to promote the university at a fraction of the cost of traditional broadcast and print media and in a more targeted way, while providing metrics that allow us to continually learn and improve.

Campaign Description	Average Time on Page	Unique Pageviews	Impressions
National Brand Building—Faculty <i>Branded content delivered via Facebook, LinkedIn and Twitter introducing faculty in the areas of neuroscience, hydrosience, and writing nationwide to the expertise in those areas at the UI.</i>	6:43	2,300	1,100,000
Student Recruitment <i>Delivering targeted ads to high school students at various points in their college search journey via Googles Ads, Snapchat, Instagram, Instagram Stories, and Facebook.</i>	—	12,300	1,300,000
For Iowa digital campaign <i>Delivering localized content to geotargeted areas in Iowa to build and strengthen our reputation within the state via Facebook and Twitter.</i>	6:24	4,400	288,000

CREATIVE PARTNER PROJECTS OF NOTE

- Student Life viewbook *25,500 printed*
 - CVB Visitor's Guide*
 - Institutional Financial Report *77 printed*
 - Distance and Online Education Brochure and Inserts*
- *quantities not available*

VIDEO PARTNER PROJECTS OF NOTE

- Hawkeye Visit Day Video
Admissions
- Anatomy of a Play
Neuroscience
- State Hygienic Lab Video
State Hygienic Lab
- Stat Videos for Twitter
OSC, Office of the President Social Media

BRAND INQUIRIES ANSWERED

188

PHOTOSHOOTS

124

DEPARTMENTS SERVED BY OSC PORTRAIT STUDIO

55

PHOTOSHELTER DOWNLOADS

8,633

Note all percentage comparisons represent Q2/FY19 vs. Q2/FY18.