



UNIVERSITY OF
BATH

University social media activity (June 2018)

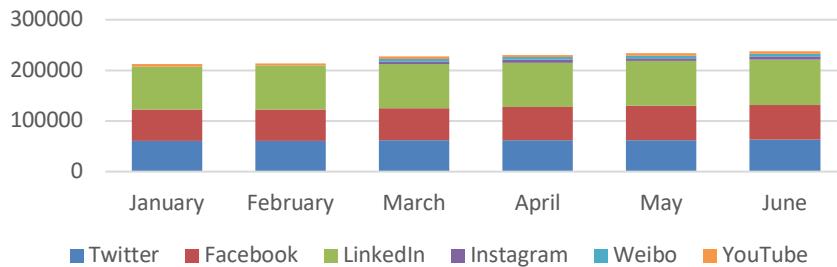
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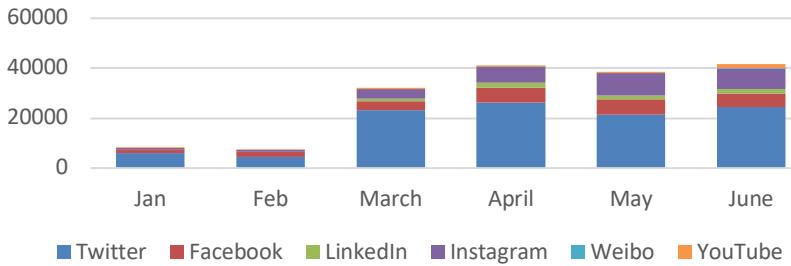


Topline statistics

Social media community



Engagement with our community



This report highlights the social media activity by the Department of Marketing & Communications over June 2018.

June highlights

- The University has a total community of 237,846 users following its corporate social media accounts.
- The number of video views on LinkedIn rose to 52,806 in June (+20.1% from May).
- Total engagements with strategic messages on Twitter increased to 24,613 (+15% from May).
- Instagram content was viewed on 174,843 occasions (+16% from May).
- Strategic content was shared on over 400 occasions on Facebook (+15% from May).
- Messages from the University reached 404,659 unique users on Facebook (+15% from May).
- Videos on YouTube were seen 92,425 times in June (+227% from May).
- Strategic messages on Weibo were seen on 69,700 occasions (+157% from May).
- Social media visitors to bath.ac.uk viewed 2.8 pages per visit (+10% from May).

Notable users sharing content

Notable Twitter users to have shared content created by the University of Bath over June included:

- Kensington Palace (1.6 million followers)
- Oxford University (455,000 followers)
- The Royal Society (191,000 followers)
- UK Sport (107,000 followers)
- Bristol City Council (98,700 followers)
- Imperial College (80,400 followers)
- Universities UK (77,300 followers)
- Jazz FM (44,200 followers)
- The International Baccalaureate (48,400 followers)
- Colin Jackson (41,200 followers)
- UK Green Building Council (37,300 followers)
- Liam Byrne, MP and Shadow Minister for Digital (29,300 followers)
- Sky Sports Netball (22,900 followers)
- Williams Advanced Engineering (6,908 followers)
- UCAS Corporate (4,764 followers)
- The Scottish Affairs Committee (3,645 followers)
- Zoe Forsey, Daily Mirror reporter (2,227 followers)
- Karen Holford, Deputy Vice-Chancellor Cardiff University (1,067 followers)



Supporting student recruitment

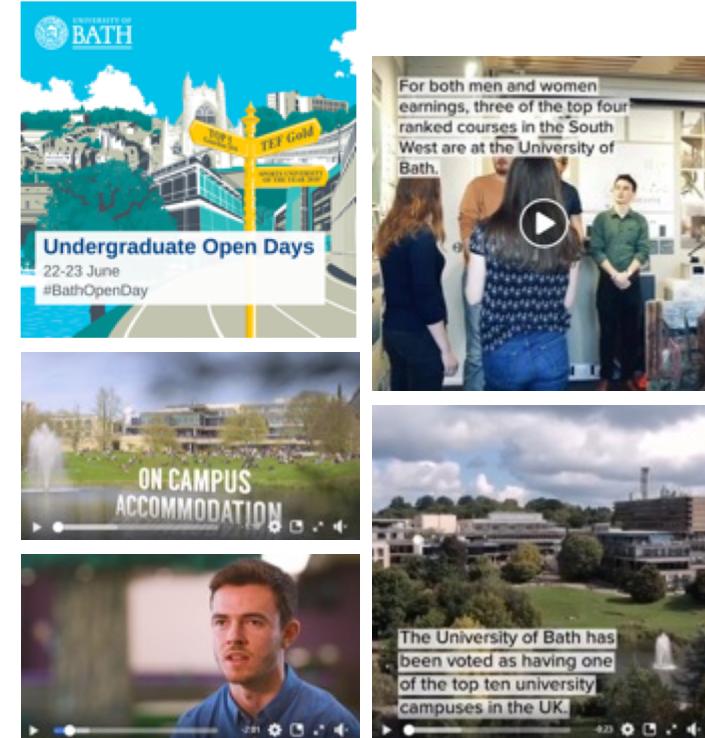
The Department of Marketing & Communications ran a coordinated social media campaign to promote attendance to its June Open Days. Graphics and a Facebook event were created to drive registrations. Video produced in promotion for the open day generated 23,800 views. A full report on social media open day activity is available upon request.

The University's student halls were named as one of the top ten in the UK by Cosmopolitan UK. A video created by ahs was posted onto social media, gaining 5,100 views on Facebook.

A new report from the Department of Education ranked the University as one of the best for graduates' future salaries. A video created by the Department of Marketing & Communications to promote this news gained 4,600 views on Facebook and 13,123 views on LinkedIn.

A survey from Student Crowd voted the University as having one of the best campuses in the UK. A video created for social media gained 18,215 views on LinkedIn.

Course videos, produced by faculty marketing teams, were promoted on the University's corporate Facebook page. These include Sport Management and Coaching (1,000 views) and Management with Marketing (3,000 views).



Supporting research

New research from the University found that health damage from cars and vans cost the NHS over £6 billion per year. The University's social media accounts shared an infographic created by *The i Paper* to promote the news. This gained 12,061 views on LinkedIn.

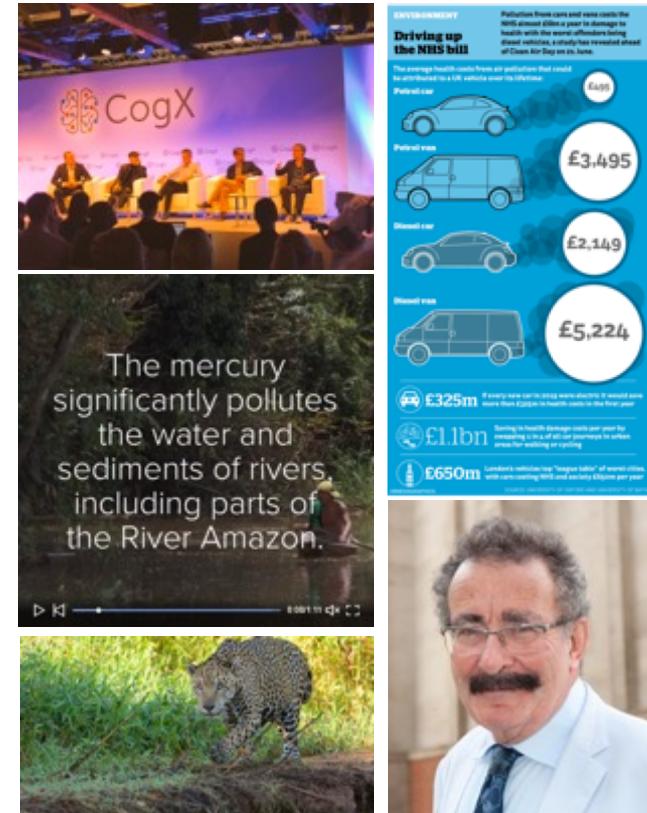
The Department of Marketing & Communications supported the annual conference from the Centre for Sustainable Chemical Technologies. This coverage gained 12,417 views on Twitter and 329 engagements. The Twitter account for Imperial College shared the coverage.

Joanna Bryson and Andreas Theodorou from the Department of Computer Science spoke at the CogX conference in London in June. These tweets gained 133 engagements and were seen by 9,255 users.

Javier Gonzalez from the Department for Health was chosen to give the Julie Wallace Lecture at the annual Nutrition Society Conference. A video interview with Javier about the award was watched 1,657 times on Twitter.

The University highlighted Brexit commentary from Dr Maria Garcia in The Department of Politics, Languages and International Studies. This was shared by the Twitter account of the House of Commons Scottish Affairs Committee.

A video was created to promote a project to test unsafe water in Columbia. This gained 5,312 views on LinkedIn. The University also leveraged initiatives like #DiabetesWeek, #WorldOceansDay, #WorldRefugeeDay and #NaturePhotographyDay were used to promote previous pieces of research.



Supporting the student experience

The University congratulated students for completing their exams. This was seen over 4,600 times on Twitter and reached 7,632 users on Facebook. The Department of Marketing & Communications promoted a variety of end of year events on social media, working with the Students' Union to amplify messages about events for undergraduate and postgraduate students.

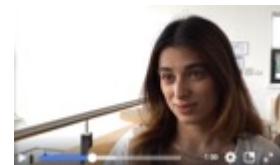
Social media promoted the final league fixtures of the Team Bath Netball squad as part of its student engagement remit. A video clip produced for one match gained 1,409 views on Instagram.

Social media promoted the students participating in the Team Bath Zero electric motorcycle project. A photo of the Duke of Cambridge meeting the team gained 295 engagements on Twitter and was seen on 7,606 occasions.

The final of the Three Minute Thesis took place in June. A video interview was recorded with three of the participants, gaining 1,900 views on Facebook.

Social media promoted the student exhibition from the Department of Architecture and Civil Engineering to support student experience. Several video pieces were created to promote the department's key messages, including a Facebook Live tour of the exhibition, which gained 2,300 viewers.

Social media promoted the Doctoral College's Bake Your Doctorate Showcase. A video, promoting key wellbeing messages, was created, gaining 3,800 views on Facebook.



Supporting public engagement and outreach

Social media promoted the University's involvement in the Festival of Nature and video content filmed to support this gained 1,326 views on Twitter. A team of PhD students from CSCT were given access to the University's Instagram channel for a 'takeover' during the festival. This reached 15,305 users on the channel and gained 448 engagements.

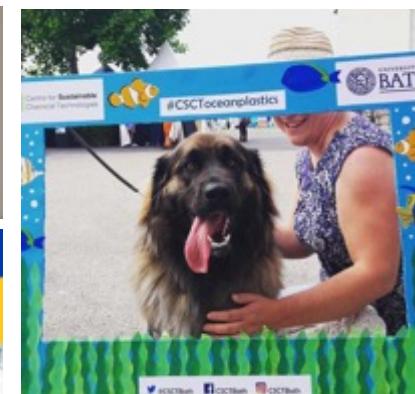
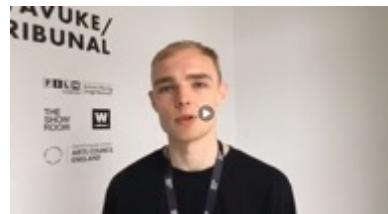
Researchers from the University contributed to the Owls of Bath sculpture trail. A video interview with the academics involved gained 2,200 views on Facebook and 4,612 impressions on Twitter.

A number of public lectures from Bath academics were promoted in June. A video interview with Nick Startin, Head of PoLIS, in support of a lecture at the Bath Royal Literary and Scientific Institution, gained 788 views on Twitter.

Social media supported Team Bath's Family Fun Day. Content repurposed for the event gained 17,584 impressions and 566 engagements on Twitter.

Social media held a Facebook Live tour of the Collected Shadows exhibition at The Edge to promote its final week. This tour, hosted by a student ambassador, was seen 2,000 times.

A video was created to promote the final lecture of the Minerva series. This was seen 705 times on Twitter.



Supporting brand reputation

Social media promoted a guest lecture from Labour MP Liam Byrne in June. This was shared by the MP and gained 46 engagements on Twitter.

The University promoted the anniversary of athletics legend Colin Jackson's entry into the University of Bath Sport Hall of Fame. This was shared by Colin Jackson on Twitter and reached 7,488 users.

The University promoted its widening-participation Summer School on social media. A video showcasing the programme gained 2,300 views on Facebook.

Social media amplified the news that Aquapella, the University's a cappella group, had recorded a cover of Prince's *Purple Rain* in support of Mind, the mental health charity. This video was shared on 103 occasions on Facebook and was viewed on 9,700 occasions.

The University's engagement with local businesses was promoted in June as events from PoLIS, GW4 and Setsquared were promoted on social media. The later gained 6,061 impressions on Twitter.

A graphic was created to celebrate the students, staff and followers celebrating Eid al-Fir in June. This reached 2,815 people on Instagram.

The University highlighted two community engagement projects in June, promoting additional rubbish collections in the city during summer and donations to the British Heart Foundation through the Pack for Good campaign.



Engagement with our social media community

The University curated content from its social media community in order to generate engagement online.

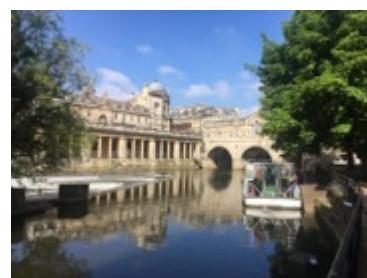
The University curated a number of photographs from students celebrating the end of the academic year. A photo album taken by students at the campus sign reached 8,367 people on Facebook.

Hot Air Balloon Day took place on 5 June and social media posted photographs, taken by its community, of the campus from the air. This gained 688 engagements on Instagram and reached 4,425 users.

Social media used student photos to promote the School of Management Global Residency Programme. Photos from students on the programme reached 2,908 users on Instagram.

The weather during June provided a number of picturesque photographs of Bath from the University's social media community. These were used to promote engagement; one photograph gained 3,000 views on Twitter.

The University curated content from athletes participating in the British Modern Pentathlon. A video on Facebook gained 1,000 views.

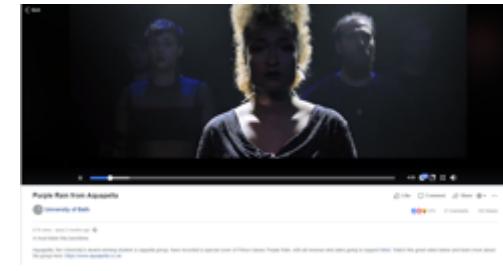


Top content from June

Twitter: A photo of the campus accommodation taken during Open Day (758 engagements)



Facebook: A video promoting the University acapella band's charity single (633 engagements)



Instagram: A photo of Bath from a hot air balloon ride (688 engagements)



LinkedIn: A video promoting the University as having one of the best campuses in the UK (695 engagements)



Bookings now open for the Social Media Café

Tom Mason, Social Media Executive, in the Department of Marketing & Communications, is hosting a monthly Social Media Café; an opportunity for colleagues across the University to book a 30-minute appointment to discuss a social media question.

The session is being held on 24 August. Colleagues can book an appointment by emailing t.m.mason@bath.ac.uk.

Glossary

Engagements: The number of times a user has interacted with a social media update by commenting, liking or sharing it.

Impressions: The number of times a social media update is displayed to users on a platform.

Reach: The number of users who have seen a social media update.

Views: The number of times a video has been watched.