



UNIVERSITY OF
BATH

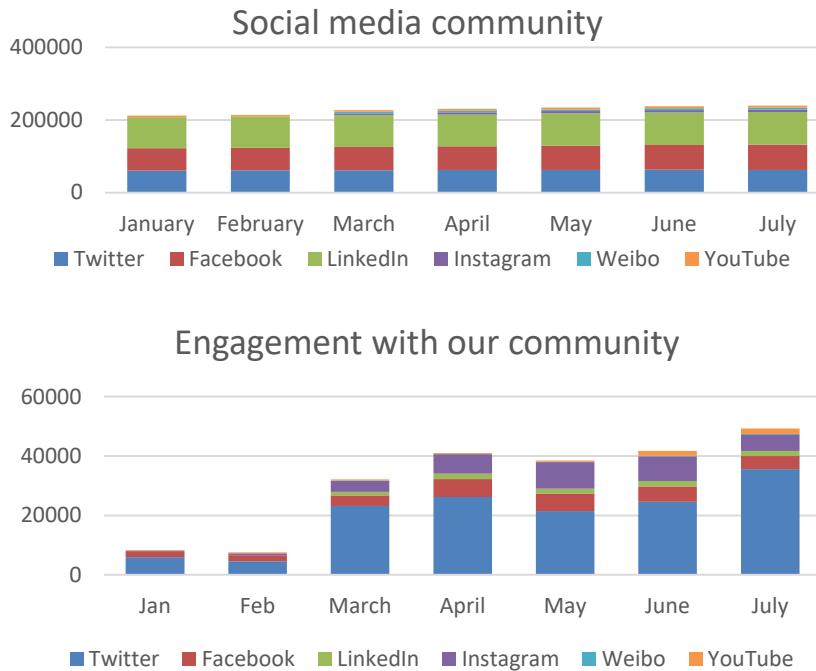
University social media activity (July 2018)

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July highlights



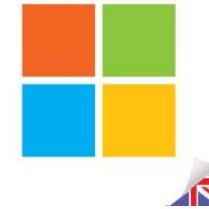
This report highlights the social media activity by the Department of Marketing & Communications over July 2018.

- The University has a **total community of 239,337** users following its corporate social media accounts.
- LinkedIn activity generated 4,801 clicks (**+87%** from June)
- Total engagements with strategic messages on Twitter increased to 35,626 (**+45%** from June).
- Videos on Twitter were viewed on 59,530 occasions (**+15%** from June).
- Total engagements with strategic messages on YouTube increased to 1,747 (**+8%** from June)
- Key messages on Weibo were viewed on 15,400 times in July (**+151%** increased from June)
- Social media referrals to the website increased to 11,664 in July (**+47%** in July). This is the largest number of social media visitors in 2018.
- Social media visitors resulted in **5% of visitors** to blog posts on the University of Bath.

Notable users sharing content

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

- Bill Bailey (3.39m followers)
- Jenson Button (2.9m followers)
- Innocent Drinks (284,000 followers)
- Wired UK magazine (272,000 followers)
- The Royal Society (196,000 followers)
- Diabetes UK (167,000 followers)
- The Twitter account of the city of Montréal (167,000 followers)
- Institute of Physics (165,000 followers)
- Noel Fitzpatrick (103,000 followers)
- The Church of England (83,100 followers)
- Humanists UK (81,000 followers)
- National Careers Service (40,500 followers)
- Microsoft UK (33,900 followers)
- British Rowing (33,600 followers)
- Olympic Council of Ireland (31,200 followers)
- Liam Byrne, Shadow Minister for Digital (29,400 followers)
- Royal Academy of Dance (22,000 followers)
- IntoUniversity (6,359 followers)



Supporting student recruitment

Details of a postgraduate student evening held in Thailand was shared across Twitter and Facebook. This was seen 3,373 times on Twitter.

A GIF was created to wish students good luck for their International Baccalaureate results. This was shared by the International Baccalaureate account on Twitter to their 49,000 followers.

Recruitment videos created by faculty marketing teams were amplified on the University's corporate channels. A video promoting chemical engineering gained 1,800 views on Facebook, while a video interviewing bioscience students was viewed on 2,700 occasions.

The University promoted registration for the Year 12 Engineering Summer School and the Humanities and Social Sciences residential programme on social media.

A video filmed by the School of Management with a student on placement at Innocent Drinks was viewed 1,800 times on Facebook. This video was shared by the Facebook page for Innocent Drinks.

A Twitter post promoting a blog from Amy Clarke, a student on placement in Canada, was shared by the account for the city of Montreal to its 166,000 followers





Supporting research

The University promoted research from Ken Bray on how to take the perfect penalty to coincide with the World Cup. This video received 2,300 views on Facebook and was shared by the Twitter account for Wired Magazine to its 272,000 followers.

Martin Parsons in CAMERA, was interviewed about augmented reality research. This was seen 474 times on Twitter.

Carole Mundell in the Department of Physics was interviewed about research into stellar explosions. The video was viewed 1,800 times on Facebook.

The news that Alma Harris from the Department of Education had advised the Scottish Government on education reforms was shared on social media.

Social media promoted the 138th European Study group. The news of this event, which saw academics and industry collaborate on business challenges, was shared by Skanska, one of the participating organisations.

A graphic was created to promote the inaugural conference of the Milner Centre. This gained 5,518 views on Twitter.

Researchers from CSCT were invited to MIT for the New Harvest Conference. This was shared on Twitter and gained 4,569 impressions.



Supporting the student experience

Social media promoted key messages over the summer graduation ceremonies. Graduation content gained 13,556 engagements on Twitter (**+246%** from 2017) and 2,588 engagements on Facebook (**+161%** from 2017). Website traffic to graduation pages from Twitter increased by 238% from 2017 to 1,089. A social media video of highlights from the summer graduations was viewed 7,300 times. A live video of the procession was seen on 4,500 occasions.

Social media highlighted the progress of Aquapella as they performed during the Edinburgh Fringe Festival.

Social media promoted a video of the tennis facilities available at the University to coincide with Wimbledon. This was seen on 2,000 occasions.

The University highlighted the progress of Team Bath Racing and Team Bath Racing Electric as the teams competed in the Formula Student competition. A video interview with the project managers was seen 2,600 times on Facebook. A photo of the team meeting Jenson Button was liked on 434 occasions on Twitter.

Students from Humanities and Social Science and the School of Management hosted an Instagram takeover to promote their experiences of a placement at Microsoft. This was seen on 2,000 occasions.



Supporting public engagement and outreach

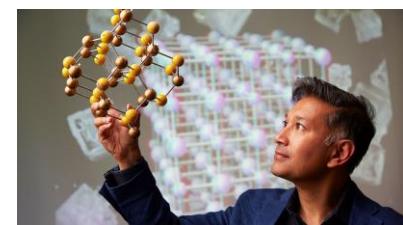
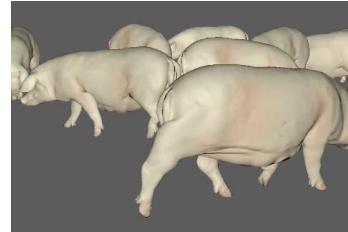
Social media promoted the launch of the Edge's Fantastical Multimedia Pop-up Project. A video of one of the exhibitions gained 3,300 views on Facebook. This content was also shared by the Twitter account for Visit Bath.

A video interview was filmed with Kit Yates in the Department of Mathematical Science to explain why summer holidays seemed to last longer for younger people. This was seen on 3,000 occasions on Facebook and generated press coverage in Cosmopolitan and the Bristol Post.

Victoria Scowcroft in the Department of Physics shared tips on how to get the best views of Mars as it orbited close to the Earth. This was seen on 2,000 occasions on Facebook.

Social media promoted the Department of Chemistry's Faisal Islam's talk to the Humanists UK convention. This was shared by its Twitter account to 8,520 followers.

Researchers from the University presented their work at the WOMAD music festival in July. This update was shared on social media by the festival and the Institute of Physics.



Supporting brand reputation

The University promoted the honorary graduates of summer graduation. Video interviews with Bill Bailey and Noel Fitzpatrick gained 5,100 views and 4,000 views on Facebook respectively, while clips from speeches of the honorary graduate were seen on 14,000 occasions across all social media sites.

Previous honorary graduates were also promoted. This content was shared by Rob Law, founder of Trunki and the Twitter account for the Church of England. A video of Jenson Button receiving his honorary degree was seen 3,000 times on Facebook.

The approval of planning permission for the new School of Management building received 332 likes on LinkedIn.

Updates celebrated the selection of five students to the Bath Rugby squad for the upcoming Premier Rugby 7s competition in Northampton. This was seen on 14,344 occasions.

A graphic was created to celebrate U.S. Independence Day.

Updates also welcomed visitors from Yamaguchi University to campus and highlighted the Team Bath summer schools, the later gaining 5,164 impressions on Twitter.



Engagement with our social media community

A campaign from ahs saw influential social media users visit campus to promote the University's accommodation. The University's social media amplified the posts from these vloggers to increase engagement.

Photos and videos from our graduates were used on social media to promote the summer graduations. One video of a hat toss gained 3,000 views on Facebook.

A Twitter poll was held to capture students' feelings about graduates. This poll gained over 3,000 views on Twitter.

The University harnessed trends from within its social media community to amplify its reach. A tweet to mark World Emoji Day gained 173 likes, while a photo to commemorate International Friendship Day was seen on 4,103 occasions.

A number of photographs from the University's social media community were used on Instagram. The most popular photograph of the University at dusk gained 594 engagements.



Ranking the best emojis to use for [#WorldEmojiDay](#):

15. It's
14. hard
13. to
12. pick
11. the
10. best
9. emoji
8. as
7. their
6. usage
5. depends
4. on
3. specific
2. circumstances
1. 🐾

Top content from July

Twitter: A post sharing the news that students from Team Bath Racing and Team Bath Racing Electric met with Jenson Button at the Formula Student competition (6,163 engagements)

Facebook: A repurposed news story about Yoda, the University's on-campus owl (589 engagements)

Instagram: A photo of campus at night (594 engagements)

LinkedIn: A post promoting the news that planning permission was received for the new School of Management building (338 engagements)



Book an appointment in the Social Media Café

Tom Mason, Social Media Manager 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 their social media questions.

The next session is being held on 26 September. Colleagues can book an appointment by emailing t.m.mason@bath.ac.uk.

Testimonials for the Social Media Café

“It was very relaxed and it easy to discuss anything social media related without feeling silly about it!”

“Great opportunity to ask questions.”

“The café was able to advise how our activity will be able to be used across all the universities social media accounts.”



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.