

University social media activity (2018 Review)

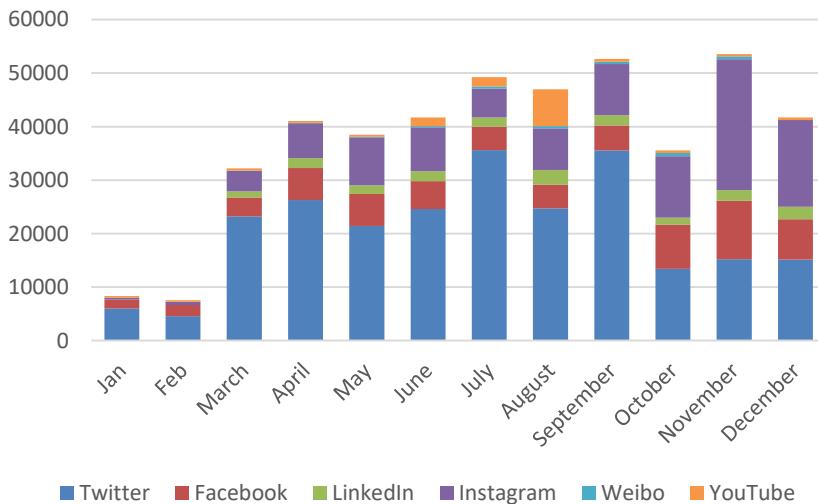
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2018 highlights

Engagement with our community in 2018



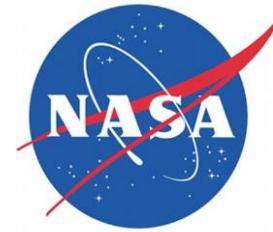
This report highlights the social media activity by the Department of Marketing & Communications over 2018.

- The University's community on social media grew to 248,515 users in 2018 (**+20%** over the year)
- The number of shares, likes or comments for strategic messages on Facebook increased to 85,029 on Facebook (**+25%** from 2017)
- Views of strategic messages on Facebook increased by **93%** compared to the previous year (41,701,856 total impressions in 2018)
- The number of shares and likes on Twitter grew to 32,000 in 2018 (**+111%** compared to 2018)
- Likes comments and shares for strategic messages on LinkedIn increased to 76,481 in 2018 (**+698%** compared to 2017)
- Social media sent 102,984 visitors to the University's website in 2018.

Notable users sharing content

Notable accounts and users sharing content created by the University of Bath over 2018 included:

- The Royal Family (3.68m followers)
- Kensington Palace (1.45m followers)
- BBC One (1.36m followers)
- Buzzfeed News (1.1 million followers)
- Channel 4 (945,000 followers)
- The European Space Agency (850,000 followers)
- The NASA account for research on the International Space Station (625,000 followers)
- The World Economic Forum (598,000 followers)
- BAFTA (497,000 followers)
- World Rugby (354,900 followers)
- Times Higher Education (279,000 followers)
- Wired UK magazine (272,000 followers)
- The Times Higher Education (274,800 followers)
- Bank of England (254,300 followers)
- The Royal Society (191,000 followers)
- Universities UK (77,300 followers)
- Microsoft UK (33,900 followers)



WORLD
ECONOMIC
FORUM



Supporting student recruitment

In March, the University was ranked fourth in the UK in the Times Higher Education Student Experience Survey. A video created for social media to celebrate the achievement was seen by 6,000 users on Facebook and viewed 12,300 times on LinkedIn.

In April, news that the University had been named the region's top institute by the Complete University Guide was promoted on social media with a graphic and a video. This video received 11,000 views on Facebook, gaining 78 shares and reaching 26,500 users.

Social media supported the promotion of the June Undergraduate Open Days. Video content created to promote the event gained 23,800 views on social media, while Open Day messages on Instagram and Facebook were seen by 51,310 users. (+313% from 2017). Engagements on social media around the June open day grew by 271% from 2017 to 1,129.

The Department of Marketing & Communications coordinated the social media campaign for Clearing 2018 in August. This campaign drove 5,866 clicks to the University website. 272,832 users saw an advertisement for the University during the campaign.

Social media was used to promote the University's Postgraduate Virtual Open Day in October. Facebook activity drove over 3,600 visits to the registration page for the event.



Supporting research

In January, it was announced that the University would be leading on the new Institute of Coding. The news, announced on social media, was seen by 24,838 users on Twitter.

In April, research from the University was sent to the International Space Station to measure lightning storms from space. A video interview with the academic involved gained 3,618 views on Twitter and social media activity generated shares from the UK Space Agency, the European Space Agency and the account for research on the International Space Station. Content promoting the research gained over 37,000 impressions on Twitter.

The University held its annual Images of Research competition in May. The University supported this across social media. Tweets promoting this competition and the shortlisted research projects received 447 engagements and 20,600 impressions. The award ceremony was broadcast using Facebook Live and viewed by 3,700 users.

Social media supported the launch of the Milner Centre for Evolution in September. Video content created for the launch event was seen on 21,193 occasions across all platforms.

Rugby research from the University was named as one of the UK's most significant breakthroughs in a Universities UK campaign. The video created to support this news was seen on 3,800 occasions on Facebook.



Supporting the student experience

The #BelongatBath campaign was created to support welcome and induction communications for students in September. A video created for the campaign gained 9,500 views on Facebook. The campaign theme will be used in the 2020 prospectus.

The University used Instagram and Snapchat to share wellbeing advice for students taking exams in May. This content gained 45,728 views. These channels were also used to share tips on making the most of the Library's services during exam season.

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.

Social media supported the launch of the new tool from the University and the Students' Union to report incidents of discrimination, misconduct and harassment. An update about the tool on Weibo gained 356,000 views and 35 likes.

The Department of Marketing & Communications collaborated with the Student Recruitment team to create content for both prospective and current students. A video of two ambassadors visiting the Christmas market in Bath gained 6,700 views on Facebook.



Supporting public engagement and outreach

In March, Social media supported the Bath Taps into Science Festival in order to highlight the University's engagement with the local community. A video interview with colleagues organising the festival gained 1,700 views on Facebook.

University researchers took part in the Pint of Science Festival in May. Two video interviews, filmed to promote the University's involvement, were viewed 2,600 times. Content promoting talks from researchers during the festival was very popular and gained 1,182 engagements.

Social media promoted the University's involvement in the Festival of Nature in May 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.

Social media promoted the University's role in the European Union's European Researchers Night. A video was created to highlight the event, gaining 921 views on Twitter, and was also shown on the digital screens outside We the Curious, one of the participating venues. Interviews with Bath academics taking part in European Researchers Night were also filmed. These were watched on 4,000 occasions on Twitter.



Supporting brand reputation

Social media announced the appointment of Professor Ian White as the University's new Vice-Chancellor in September. The activity gained 13,072 views on Twitter and 12,900 views on LinkedIn and drove 1,811 visits to the announcement on Bath.ac.uk (34% of traffic to the page).

Prince Harry and Meghan Markle visited campus in April in support of the UK trials of the Invictus Games. The University provided live coverage of the event on Twitter. This activity generated 4,083 likes and retweets on the platform and content was shared by the Twitter accounts for The British Royal Legion and the Invictus Games. Coverage on Instagram gained 6,001 views, while LinkedIn content was seen 79,305 times.

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.

The Department of Marketing & Communications, in partnership with the Equality and Diversity team, observed a number of significant religious dates. Graphics were created for social media to mark these occasions.

Social media celebrated the University's 52nd anniversary in October. A video announcing the event gained 11,000 views on Weibo and 4,224 views across Twitter and Facebook.



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.