June Open Day social media report (2018)

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UNIVERSITY OF BATH

Introduction

This report highlights the outcomes from the social media activity which took place in June and July to support the undergraduate opens days (22-23 July).

The campaign operated across Twitter, Facebook, Instagram, YouTube and Snapchat.

The campaign aimed to:

- Generate engagement with prospective students during open day.
- Promote key University messages and USPs.
- Create 'evergreen' content which could be reused to promote future open days.

Campaign highlights

26,600
The number of 16-18 year olds who saw an advertisement for the University shared through Snapchat by their friends at Open Day.
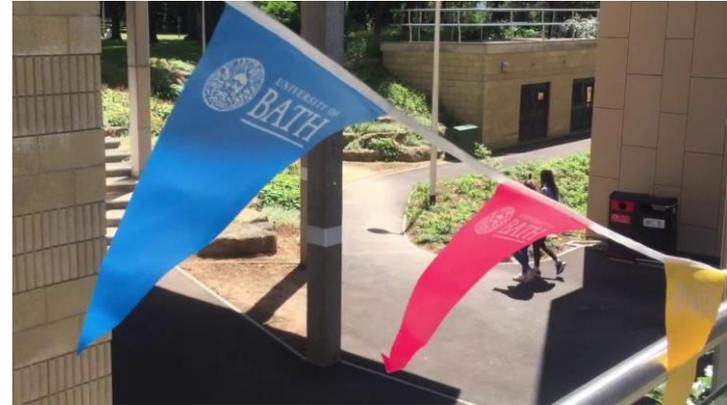
23,800
The number of views of video content produced for social media promotion of Open Day (+385% from 2017).

51,310
The number of people on Instagram and Facebook who have seen social media content promoting Open Day (+313% from 2017).

56,898
The number of people visiting the Open Day page on bath.ac.uk

Promoting key messages

The University used social media to promote key messages during open day. This included:

- Highlighting the University's position in league tables and its TEF Gold award
- Promoting its placement programmes
- Promoting its on-campus accommodation and facilities

Promotion through video content

The University created a number of videos to promote open day to its social media audiences.

- Sharing key logistical messages through a guide to #BathOpenDay in 60 seconds.
- Broadcasting Facebook Live streams from open day to showcase campus facilities.
- Resharing legacy content (e.g. accommodation guides).
- Creating a highlights video for use in future open day promotion.
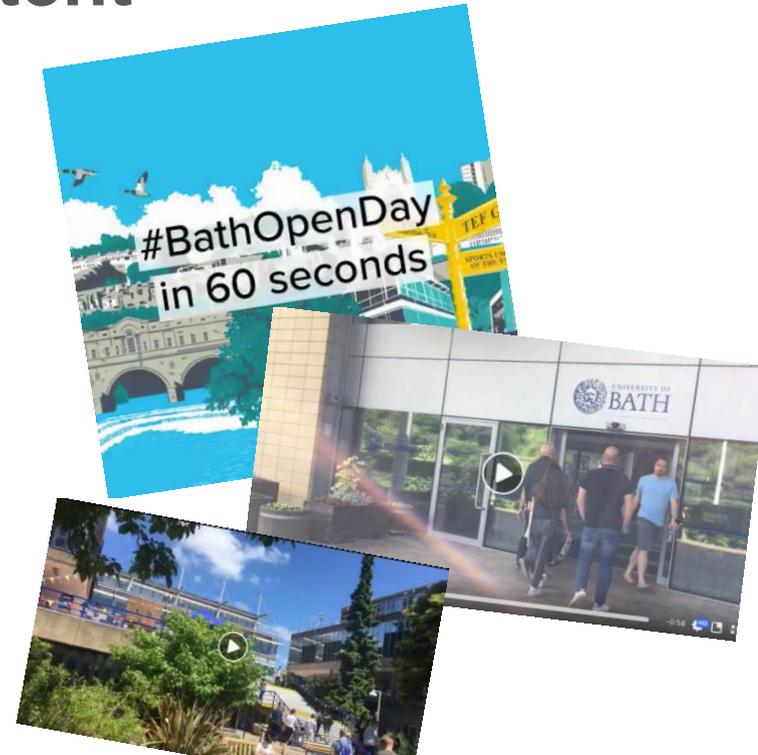
Using paid advertising to engage visitors

The University created a paid-for Snapchat filter. This is the first time the University has done this for Open Day. Visitors using Snapchat had the opportunity to add this branded advertisement when they shared photographs and videos with friends.

- The Snapchat filter was used on 843 occasions.
- 25% of users who saw the filter used it on their photos
- The filter was seen by 26,600 users on the social network

Social media customer service

Social media activity extensively engaged with visitors during Open Day to provide social media customer service. This activity included:

- Responding to visitors who mentioned the University on Twitter with a personalised video
- Commenting on Instagram photographs posted by visitors
- Answering questions and comments posed by students and parents on Twitter and Facebook
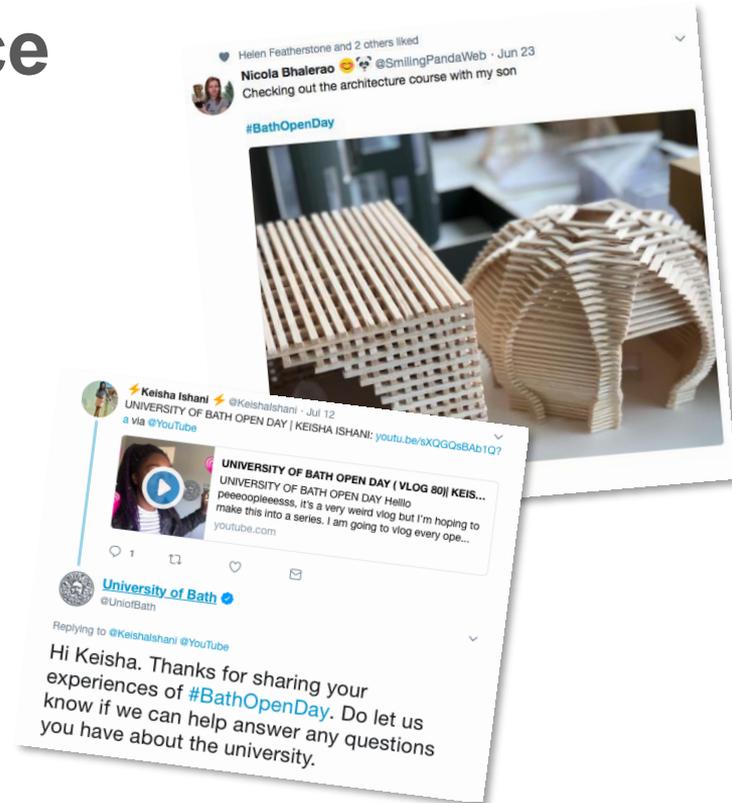
Interactive open day

The University hosted an interactive open day on Instagram, letting followers choose which locations to visit through a public vote.

- More than 2,056 users took part in the interactive open day
- Content created for the interactive open day was viewed on 55,587 occasions.
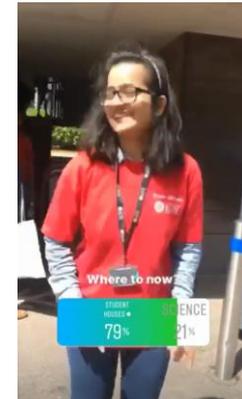
A co-ordinated campaign

Content created for open day was shared with marketing practitioners across social media to use on their own channels. This included graphics and videos.

Video content created for social media was hosted onto the forthcoming September open day to promote registrations.

Calls to action to follow the University on social media were included in the open day programme, digital screens and at the end of the introduction to Bath seminar.

Results

	Open day 2018	Open day 2017	Percentage change
Engagements (The number of times users shared, comments or replied to a message on social media)	1,129	304	+271%
Impressions (The number of times a user has seen a message from the University of Bath)	203,781	148,800	+37%
Video views (The number of video views)	56,356	23,357	+141%