



UNIVERSITY OF  
BATH

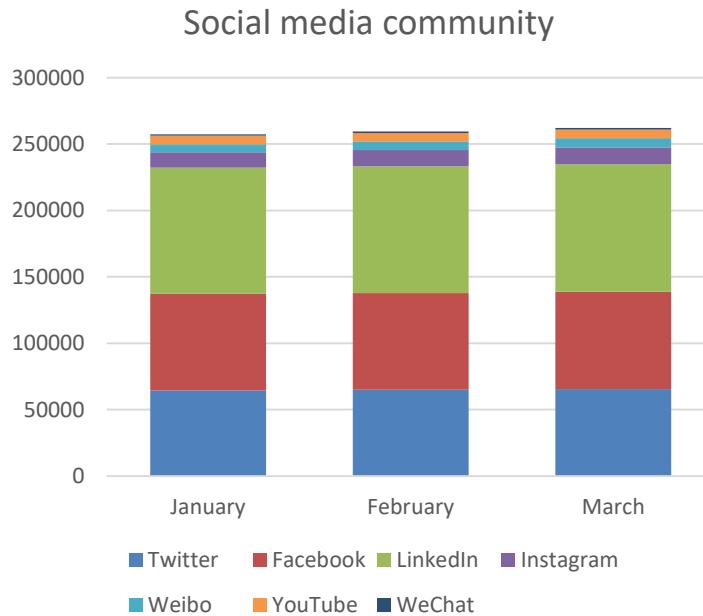
# University social media activity (March 2019)

**Tom Mason**, Social Media Manager, Department of Marketing & Communications

[t.m.mason@bath.ac.uk](mailto:t.m.mason@bath.ac.uk)



# Topline statistics



This report highlights the social media activity by the Department of Marketing & Communications over March 2019.

## March highlights

- The University has a total community of **262,055** users following its corporate social media accounts.
- The number of new followers on LinkedIn increased by 70% compared to the previous month (487 in February compared to 824 in March)
- Followers on WeChat increased to 1,187 in March (**+9%** month-on-month increase)
- 6,783 users now follow the University on Weibo (**+4.5%** increase since February)
- Video views on Facebook increased to 90,521 in March (**+33%** increase compared to February)
- An update from the University on Twitter was seen on 990,500 occasions during March (**+24%** compared to February)
- University content was liked, commented on or shared on 15,586 occasions on Facebook in March (**+57%** compared to February)
- Website visitors from social media sites spend three minutes and 14 seconds reading content on Bath.ac.uk (**+23%** compared to March)

# Notable users sharing content

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

- Russell Brand (11 million followers)
- The Royal Family (3.91 million followers)
- Mike Bloomberg (2.3 million followers)
- BBC Radio 4 Today (629,000 followers)
- Oxford University (514,000 followers)
- Chemistry World, Royal Society of Chemistry (415,000 followers)
- The British Medical Journal (322,000 followers)
- UK Government Department for Digital, Culture, Media and Sport (218,000 followers)
- Fairtrade Foundation (128,000 followers)
- TEDMED (123,000 followers)
- BAFTA Games (84,000 followers)
- Universities UK (81,900 followers)
- The Engineer (59,000 followers)
- University of Chicago (50,900 followers)
- British Science Association (49,000 followers)
- Wolverhampton City Council (17,900 followers)
- The Institute of Mathematics (11,900 followers)
- HM Government in the South West (5,136 followers)



# March social media outcomes

Notable outcomes from the University's social media activity in March included:

- 440 tickets were booked directly through Facebook for the March Minerva Lecture.
- 85 students entered an Instagram competition which required entrants to learn about the University's Fairtrade credentials.
- The University reunited a student with their lost wallet following a Facebook message from a member of the public.
- The University helped a member of the public find their way to campus for a job interview by providing public transport information through Facebook.



# Supporting student recruitment

We created a behind-the-scenes video of a student photoshoot to promote the launch of the 2020 Undergraduate prospectus. This recorded 1,589 views and reached 7,106 people on Facebook.

A day-in-the-life video from BSc Maths and Statistics student Anisah gained 5,613 views on Facebook and reached 9,296 users on the platform.

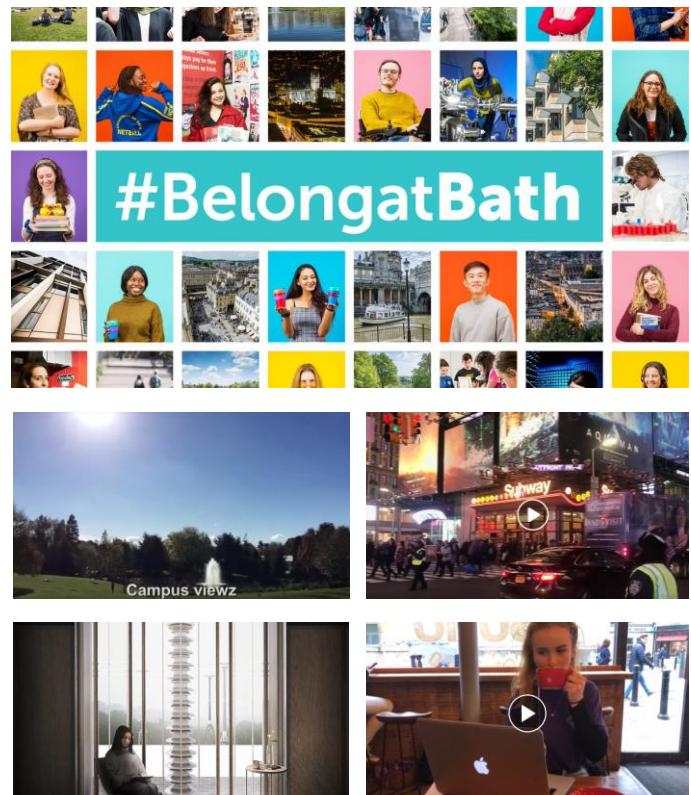
Ellie, a student vlogger for the School of Management, created a video showcasing her favourite cafés in Bath. This video was watched on 17,099 occasions on Facebook.

We shared a video from Biochemistry student Hannah who recorded some scenes from her placement in New York. This was watched on 9,000 occasions and generated 2,070 likes, shares and comments.

One of our international students created a video tour of campus. We contacted the student and gained permission to share this on our Weibo channel, where it gained 8,404 views.

A video promoting the news that the University had five subjects in the 2019 QS World University Rankings gained 6,917 views on Weibo.

We promoted the March Postgraduate Virtual Open Day on the University's social media channels. A Facebook event reached 7,000 people on the network.



# Supporting student experience

We collaborated with Student Support to film a video with Becky, a PhD student, to mark University Mental Health Day. In the video, Becky shares her tips for mental wellness and discusses the University's support services for students. The video was seen on 4,378 occasions on Facebook and reached 11,982 people. Social media drove 63% of all traffic to Becky's blog post on the topic (109 visits).

We supported the Be Well Week campaign from Student Support through the University's social media channels. Promotion on Instagram and Facebook generated 382 visits to the Be Well Week event guide (7% of all traffic to the page).

Platform, the University's annual showcase from its Arts Scholars, was promoted on social media. An Instagram takeover from one of the performers was seen by 3,648 people.

During Shrove Tuesday, the University highlighted the pancake menu at the Café in Edge Arts. We filmed a video with the chefs creating pancakes, which gained 7,442 views on Facebook. An Instagram promotion for the menu was seen by 3,057 users.

The SETSquared Innovation Award took place in March with a number of University students pitching in the competition. We promoted a blog post highlighting the 2018 winners of the competition, which was seen by 2,509 Twitter users.

We promoted ticket sales for TEDx Bath University. This was seen by 2,728 Twitter users.



# Supporting research

The University's Professor Brad Evans featured on *Under the Skin*, the podcast from comedian and activist Russell Brand. The University's promotion of the appearance was shared by the Twitter account for Russell Brand, generating 103,103 impressions.

A video interview was filmed with Dr Sheree Bekker to promote her research into testosterone and female athletes. This was viewed on 6,675 occasions on LinkedIn.

Her Majesty The Queen met with two of the University's academics during the Royal Visit to Somerset. This was promoted by the official Twitter account of the Royal Family to their four million followers. The University shared this news on its social media pages, generating 43% of all traffic to the announcement (770 site visits).

We celebrated the news that Dr Apala Majumdar won the Academic category of the FDM Everywoman in Technology Awards. A post about the news on LinkedIn generated 191 clicks to the website and gained 14,456 impressions.

We shared a blog promoting the work of PhD student Russell Arnott as he embarked on a mission to Antarctica to investigate the impact of climate change. This post generated 6,658 impressions.

We shared the TED talk from social psychologist Thomas Curran, who shared his research into the rise of perfectionism. This tweet generated 6,688 impressions.



# Supporting brand reputation

The University was awarded a gold award for the Best Fairtrade University in the 2019 South West Fairtrade Business Awards. This news was shared on LinkedIn and was viewed on 12,602 occasions.

Social media celebrated the anniversary of Amy Williams' gold medal in the Vancouver 2010 Olympic Winter Games. A video created to mark the date gained 1,202 views.

We shared a timelapse video of the construction work for the new School of Management building. This video was watched on 23,123 times on Facebook and generated 180 likes, comments and shares. 93,092 people were reached with this post.

We celebrated International Women's Day by sharing inspirational stories about the achievements from our academics, students and alumni on Instagram. This story was seen by 3,117 people.

We welcomed guests to a University event in Brussels on social media. This was shared on Twitter by Clare Moody MEP, the guest of honour, resulting in 4,874 impressions.

We recorded an interview with Junieh, a Fairtrade coffee farmer from Nicaragua, who was on campus as part of the University's activity around Fairtrade Fortnight. This video was shared by the official Twitter account for Fairtrade UK.

A photo of the University's first ever prospectus gained 5,987 views on Weibo.



Seven of our Computer Science students were awarded prizes at the 2018 BCSWomen Lovelace Colloquium in 2018



#IWD2019

# Supporting public engagement and outreach

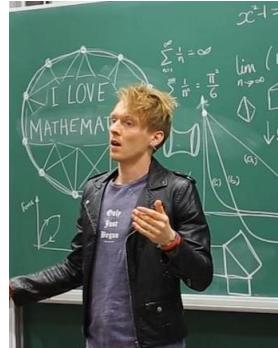
We recorded a video interview with James, a Bath student diagnosed with autism, to highlight the opening of registrations for the Bath Employment Spring School for Autism. This video was seen on 6,109 occasions on LinkedIn and the news reached 20,429 individuals on the platform.

We promoted the latest Minerva Lecture with a Facebook event. 440 tickets were directly sold through Facebook for the lecture.

The Bath Half Marathon took place in March. We used this as an opportunity to engage a public audience with our research, filming video interviews with three academics sharing their advice for runners prior to the race. This video content generated 4,221 views on Twitter and 5,311 views on Facebook. The three academics also answered queries about their research live on Instagram which saw 26 users pose questions.

Bath Taps into Science Festival took place in March. We supported this across Twitter and Facebook, promoting events to our public audience. We created a video showcasing the festival events which was seen on 3,300 occasions on Facebook. We also recorded an interview with the student volunteers taking part in the festival which was watched 569 times on Twitter.

We supported a public event from The Department of Politics, Languages and International Studies to mark International Women's Day. We interviewed organiser and lecturer Fran Amery about the event, which gained 4,925 impressions.



# Top content from March

**Twitter:** A tweet promoting Professor Brad Evan's appearance on *Under the Skin*, the podcast from comedian and activist Russell Brand (368 engagements)

**Facebook:** An image promoting the campus to celebrate the first day of Spring (654 engagements)

**Instagram:** A photo of a sunset over campus, shared by one of our students (763 engagements)

**LinkedIn:** An update promoting a meeting between The Queen and two of our researchers (192 engagements)

**Weibo:** A video of a campus tour curated from one of our students (31 engagements)

"Today we discuss power, corruption, revolution and new systems. This is a proper academic episode, you're gonna learn."

@PoLIS\_Bath's @HistoofViolence appears on the latest episode of @rustyrockets' Under the Skin. Listen here: [russellbrand.com/podcast/069-fi ...](http://russellbrand.com/podcast/069-fi ...)





# 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.