

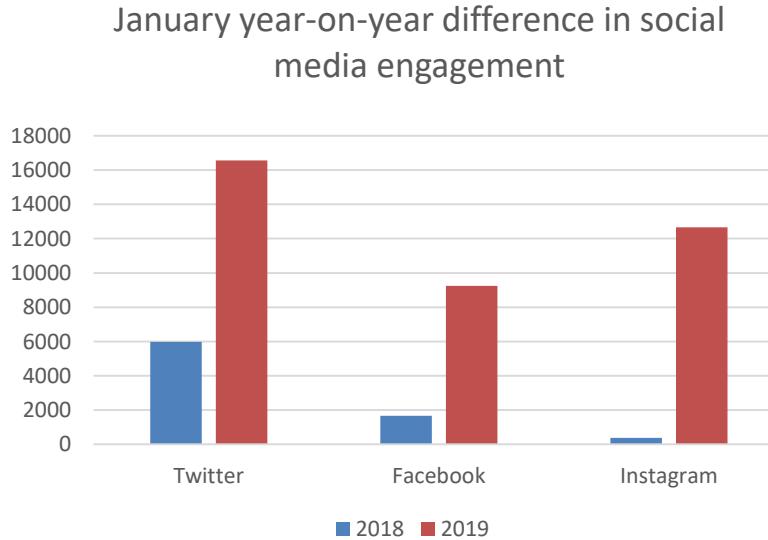
University social media activity (January 2019)

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

t.m.mason@bath.ac.uk



January highlights



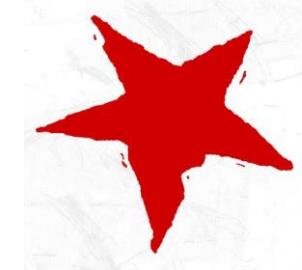
This report highlights the social media activity by the Department of Marketing & Communications over January 2018.

- The University has a **total community of 257,353** users following its corporate social media accounts.
- Engagement across Twitter, Facebook and Instagram has increased by **378%** year-on-year from 8,038 in January 2018 to 38,463 in January 2019
- The number of impressions for content on LinkedIn increased to **(+4.80%)** compared to December 2018
- Engagements on Weibo grew **+109%** to 1,033 in January compared to 527 in December 2018
- The impressions for Instagram Stories increased **+37%** from 335,984 in December 2018 to 494,797 in January 2019
- Video views on Facebook increased **+101%** in January to 159,865 compared to 79,434 views in December 2018
- Social media traffic to Bath.ac.uk increased to 14,112 in January **(+36%)** compared to December 2018

Notable users sharing content

Notable accounts and users to have shared content created by the University of Bath over January included:

- European Space Agency (911,600 followers)
- JP Morgan (452,000 followers)
- Open Data Institute (51,200 followers)
- Physics World (189,500 followers)
- Innovate UK (110,200 followers)
- Independent Voices, the opinion desk at The Independent (71,700 followers)
- Aardman Animations (58,400 followers)
- National Environment Research Council (42,100 followers)
- Living Wage Foundation (21,300 followers)
- Academy of Medical Sciences (16,000 followers)
- The Embassy of Japan in the UK (15,100 followers)
- British Mensa Society (12,200 followers)
- Natasha Hunt, England Women's Rugby player (6,671 followers)
- British Society for Immunology (5,646 followers)
- Royal United Hospitals Bath NHS Foundation Trust (5,395 followers)
- Made at Uni (3,163 followers)
- Koji Tsuruoka, Japanese Ambassador to the UK (1,451 followers)



Supporting student recruitment

Collaboration between the Department of Marketing & Communications and Admissions produced a number of video blogs from student ambassadors for use on social media. One vlog, a tour of Eastwood Accommodation, was seen on 9,100 occasions on Facebook.

To coincide with the UCAS deadline in January, we held a number of student 'ask me anything' sessions on Instagram, giving potential applicants the ability to ask student ambassadors questions about Bath. Overall, this activity generated 10,342 views and 103 questions were asked, ranging from life in the city and placements, to graduate employment.

We supported marketing activity for the Undergraduate and Postgraduate Virtual Open Day. 1,900 people were reached through a Facebook event for the Postgraduate event. A Facebook Live video was held on 28 January which saw postgraduate students answer questions about their studies at Bath. This activity was viewed 1,800 times.

The University's social media continued to support recruitment content from faculties. A video promoting the University's Natural Sciences courses was seen on 7,800 occasions on Facebook.

We supported a new series from The Edge which interviewed its Arts Scholar students ahead of the Platform evening in March.



Supporting research

PhD candidate Russell Arnott began a six-week research mission in the Southern Ocean with the British Antarctic Survey. We collaborated with Russell to produce content during the voyage, repurposing video and images to promote the University's research. One video gained 1,200 views on Facebook.

New research from CAMERA has produced a smartphone app that can be used to monitor arthritis. We produced a video which received 1,200 views on Facebook.

We created a video to promote new research from the Milner Centre about monogamy in animals. This was seen on 2,400 occasions on Facebook. The video reached 4,553 users on Twitter.

We filmed a video interview with James Cowburn, a PhD student working with the European Space Agency to understand how space affects the body. This was seen on 1,400 occasions on Facebook and shared by the official account for the European Space Agency on Twitter.

We marked the two-year anniversary of the start of construction for the Milner Centre for Evolution on social media. This was liked on 230 occasions on Instagram.

We created a video to promote new research about global values. This was seen 2,400 times on Facebook.



Supporting the student experience

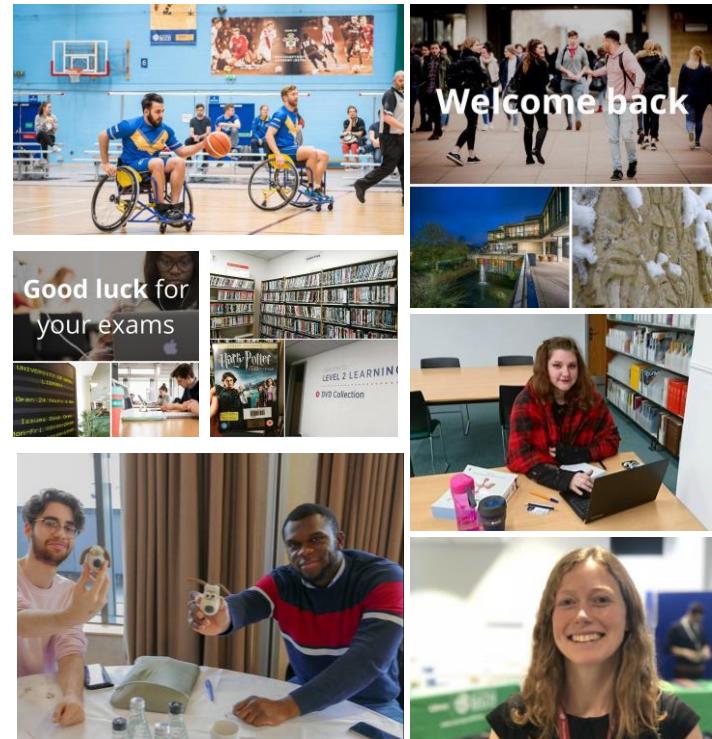
The University used social media to support students over the exam period. An Instagram takeover shared tips from Student Services on minimising exam stress (seen by 3,784 users), while students were invited to share their own tips for managing stress later in the month (this was seen by 3,749 users). Social media also highlighted support for students, including library facilities and wellbeing information. Tips on how to study for exams were shared on Weibo and viewed 176 times.

The University created a graphic to welcome students back to the University following the Christmas break. This reached 10,386 people on Facebook.

A graphic was created to welcome new PhD students joining the University. Welcome events were also promoted through the University's channels. A PhD student also hosted a Facebook Live from the Doctoral College Information Fair to showcase support for students. This was watched 1,900 times.

Social media supported the communications activity around the applications for the Alumni Fund Grant. One update, promoting the deadline to students, was seen on 5,582 occasions on Twitter.

The University promoted a Gold Scholars event in January as our students attended a workshop with Aardman Animations. The students hosted an Instagram takeover and a tweet promoting the event gained 613 engagements.



Supporting public engagement and outreach

We promoted a number of its key messages to the public through a 'new year' theme in January. One video, which highlighted research from Dr Dylan Thompson about the difficulties of weight loss, was seen 12,000 times on Facebook. A video promoting the University's MOOCs was watched 4,100 times on LinkedIn.

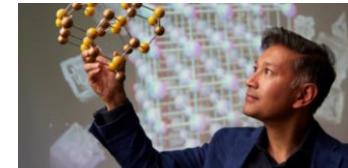
We promoted the start of the 2019 Minerva Lectures. A graphic was created to support the first lecture in January and a Facebook event was set up to promote tickets which reached 804 people.

We promoted a number of 'Taster Talk' videos created by the Faculty of Engineering and Design. These videos offered teachers five minute lectures for their classes. These were seen by 3,947 people on Twitter.

A Facebook event was set up to promote tickets for an Institute for Mathematical Innovation event on electric goods vehicles. 104 tickets were registered directly through this event.

The Pathway to Bath programme launched in January. We promoted a video to support the launch. This gained 3,706 views on LinkedIn.

We promoted a talk from Professor Saiful Islam at the Royal Institution in January. This generated 129 engagements on Twitter.



Supporting brand reputation

We recorded an interview with Mike Nicholson, Director of Undergraduate Admissions, to supplement an announcement about Bath's position on unconditional offers. This was watched on 1,074 occasions on LinkedIn and YouTube.

We welcomed the Japanese ambassador to the UK to campus to discuss research taking place at the University. A tweet promoting this news was shared by the Twitter accounts for both the ambassador and the Japanese embassy in the UK.

The University shared its support for the Technician Commitment on its Twitter profile. This was seen by 3,386 users on the platform.

Social media was used to promote a number of sporting events taking place at the University. This included February's Fed Cup and the January competitions for the Modern Pentathlon European Championships.

A series of video interviews with our Gold Scholars were created and shared on social media. These were posted on Twitter, Facebook, LinkedIn and Instagram. Over 4,000 views were registered on LinkedIn and 16,000 on Facebook.

The University marked the anniversary of a campus visit from Prince Harry. This gained 238 engagements on Twitter and was seen on 6,994 times by users.



Engagement with our social media community

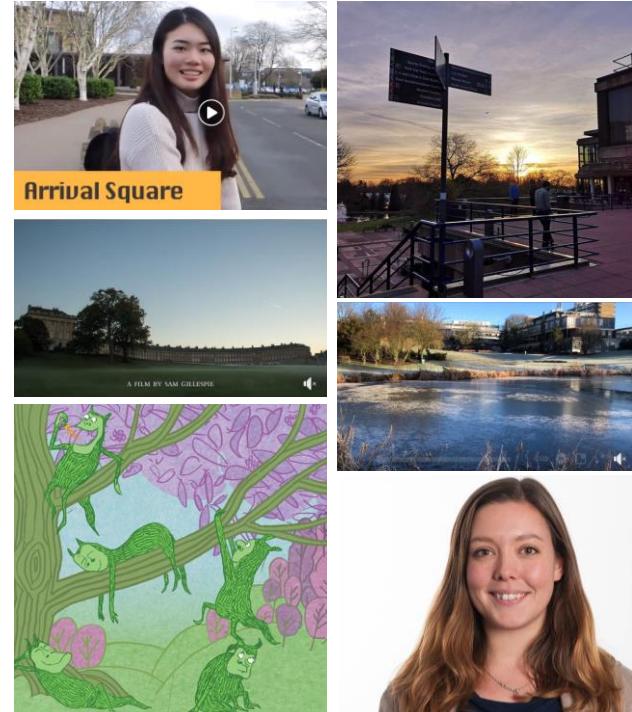
The Department of Marketing & Communications repurposed a timelapse video of Bath from an alumnus. This was the most popular piece of content on Facebook, LinkedIn and Weibo in January. On Facebook, the video was watched 45,000 times and was shared on 507 occasions. It was watched 233,000 times on Weibo and was shared 268 times. The Weibo account for Visit Britain shared the clip.

Two Chinese undergraduate students recorded their own tour of campus. This was shared on Weibo and received 2,171 views.

The University utilised a number of trending topics on Twitter to amplify its messages. A book from academic Tiffany Taylor was promoted during National Storytelling Week, while the University thanked its community for the constant photographs of campus ducks as part of National Compliment Day.

The University continued to curate photographs from its community for its social media activity. A photo from Bath at night generated 758 likes, while a picture of the Library at sunset was liked on 985 occasions. An album of sunset photos from the University's Instagram followers was created on Facebook, generating 351 engagements.

Snow fell across Bath in January and the University used this opportunity to showcase the campus. A video of snow around the grounds reached 65,534 people and generated 663 reactions on Facebook. A video of the frozen University lake was seen on 4,3200 occasion on Facebook.



Top content from January

Twitter: A slow-motion video of snow falling around campus (16,024 engagements).



Facebook: A timelapse video of Bath, filmed by one of our alumni community (19,350 engagements).

Instagram: A slow-motion video of snow falling around campus (1,300 engagements).

LinkedIn: A timelapse video of Bath, filmed by one of our alumni community (564 engagements).

Weibo: A timelapse video of Bath, filmed by one of our alumni community (426 engagements)



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.