

University social media activity (October 2018)

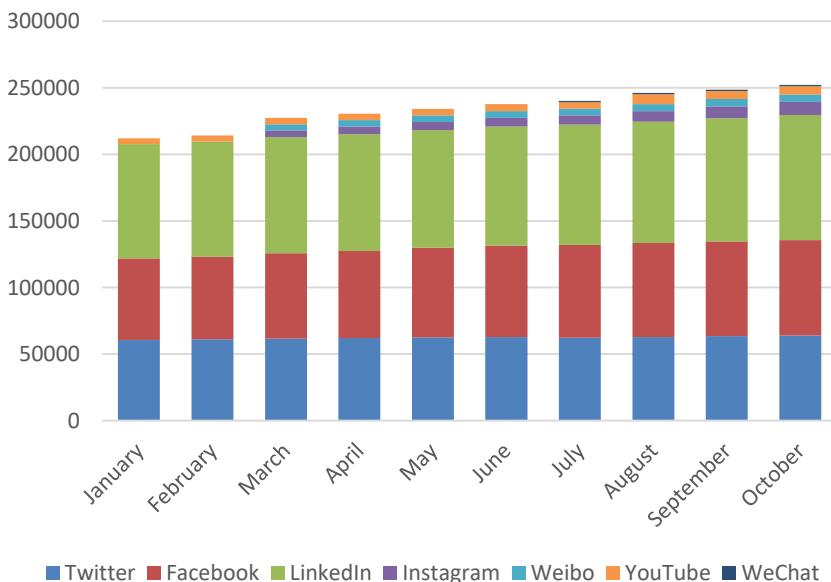
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October highlights

Social media community



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

- The University has a **total community of 251,125** users following its corporate social media accounts
- The University's followers on WeChat increased by **21%** to 1,056.
- The University enjoyed its best month for engagement on Instagram in 2018 with 11,517 likes and comments on its strategic messages (**+19%** from September).
- Instagram is the University's fastest growing channel for new followers (**+60%** over the previous 6 months).
- The number of shares, likes or comments for strategic messages on Facebook increased to 8,289 (**+76%** from September).
- Views of strategic messages on Weibo increased to 559,700 (**+200%** from September).
- Social media sent 16,386 visitors to the University's website (**+40%** from September).

Notable users sharing content

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

- Channel 4 (945,000 followers)
- Times Higher Education (279,000 followers)
- Bank of England (254,300 followers)
- Robert Llewellyn, Channel 4 presenter (148,000 followers)
- Get Into Teaching (102,200 followers)
- The University of Edinburgh (96,000 followers)
- The Royal Institution (69,000 followers)
- British Psychological Society (62,300 followers)
- BBC Radio Bristol (51,400 followers)
- Royal Society of Chemistry (42,600 followers)
- EPSRC (34,000 followers)
- EU Research (18,500 followers)
- Royal Society Publishing (15,300 followers)
- Code First: Girls (14,100 followers)
- Which? University (10,400 followers)
- Wera Hobhouse MP (9,647 followers)
- UK Science and Innovation Network (8,003 followers)



Supporting student recruitment

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

Social media supported the international postgraduate recruitment. Potential applicants who met with the University's representatives at a recruitment fair in Thailand were directed towards the University's Instagram where a Taiwanese student was sharing his experiences of Bath. This was seen by 3,141 users on the platform.

Social media was used to promote the placement opportunities for students at the University. A blog post featuring a student on placement at IBM gained 21,992 views on LinkedIn and reached 6,334 people on Facebook.

Placement videos, produced by the Faculty of Engineering & Design, were also shared on the University's social media channels. These gained 2,951 views across Twitter and Facebook.

The Faculty of Humanities and Social Sciences held a placement fair during October. The University promoted this across its social media channels; a video highlighting the event and placement opportunities gained 3,600 views on Facebook.

24 October was the anniversary of the founding of the United Nations. The University used this as an opportunity to promote its placements on Twitter, which gained 2,796 impressions.



Supporting research

A video interview was filmed with Dr Chris Dawson to promote new research into entrepreneurial optimism. This news was seen by 6,407 LinkedIn users.

Brad Evans, Professor in Political Violence, joined the University in October. A video interview with Brad was filmed for social media and received 4,200 views on Facebook.

A new series of Old People's Home for 4 Year Olds' was aired on Channel 4 in October. The University interviewed Professor Malcolm Johnson, who featured in the programme. This clip gained 1,037 views on Twitter and was seen by over 7,500 people. The video was seen on 5,200 times on LinkedIn.

A new podcast from Professor Anna Gilmore discussing her work with Bloomberg was promoted on social media. This was shared on Twitter by the Bloomberg account to its 96,000 followers.

Research into smart wound technology was celebrated with an award from the Royal Society of Chemistry. This news gained 9,368 impressions on Twitter

A new series of Brexit blogs was launched by the Department of Politics, Languages and International Studies. Several interviews were filmed to promote these posts, gaining 3,831 views across all channels



Supporting the student experience

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 University promoted a range of student wellbeing events over October, including meetups for Doctoral Collage students and activities from the Student Services for World Mental Health Day. A video filmed to promote a session on sleep gained 1,400 views on Facebook.

Social media supported the the extended induction timetable from Student Services. Three Instagram takeovers promoting events for the campaign were seen by 9,392 users

The Careers' Service Autumn Careers and Placement Fair took place in October. The University supported this on social media. An Instagram takeover by a student ambassador promoting the fair to students was seen 3,057 followers, while a video on Facebook had 2,700 views.

Aquapella, the University's acapella group, hosted a takeover on Instagram. The group shared their experiences at the University. The takeover was seen by 3,242 users on the platform.



Supporting public engagement and outreach

Social media promoted the final weekend of the Owls of Bath exhibition, highlighting the University's role in supporting the initiative. This gained 4,158 views on Twitter.

Social media was used to drive registrations for the October Minerva lecture on biodegradable plastics. 170 tickets were sold through a Facebook event.

Television presenter Robert Llewellyn delivered an I-SEE seminar in October about electric vehicles. Social media supported this event with one update on LinkedIn gaining 18,556 impressions.

Events taking place at The Edge were promoted through social media. One performance, User Not Found, was inspired by research from the University's Centre for Death and Society. One tweet promoting this event gained 3,562 views on Twitter.

Several departments of the University took part in the Bath Digital Festival. A video recorded with graduate and festival founder David Kelly gained 2,600 views on LinkedIn.

The University promoted the launch of a new MOOC for educators from FutureLearn and the Milner centre. This gained 2,826 views on Twitter.



Supporting brand reputation

Professor Carole Mundell was announced as the new Chief Scientific Adviser in the Foreign and Commonwealth Office. An update promoting this news was seen on 7,800 occasions on Twitter.

The Good Neighbour Campaign, a partnership between the University, Bath Spa University and Bath and North East Somerset Council, was promoted on social media. This was seen by 4,887 users on Twitter.

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

Avon Fire and Rescue held a training exercise on campus on 26 October. Social media was used to communicate this to staff and students. An Instagram story sharing key messages reached 3,120 followers.

Social media communicated the latest changes to the bus services to and from campus. This news reached 9,946 people on Facebook. Social media drove 3,050 visits to website pages related to the news.

The University highlighted an event, chaired by PhD student Alex Lathbridge, at the Royal Institution for Black History Month. This gained 3,289 views on Twitter.



On this day in 1966, our University was established by Royal Charter.

Engagement with our social media community

The University marked #WorldAnimalDay with a photo of one of the campus ducks from a follower on Instagram. This gained 680 likes on Instagram. A student's photograph of a deer on campus generated 577 engagements on Facebook.

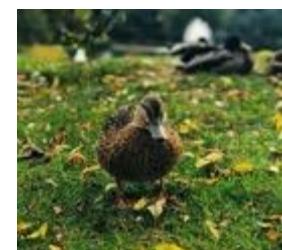
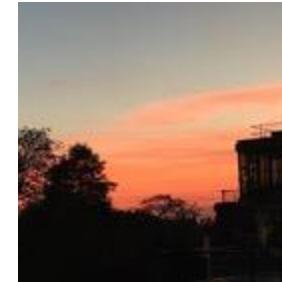
Photographs and videos from students were used to promote events taking place on campus as part of the extended induction campaign from Student Services. These photos gained 429 likes on Instagram.

The University highlighted the end of British Summer Time with a poll asking Twitter followers to vote on their favourite season on campus. 146 votes were cast. 'Summer' won the vote with 38%.

The University curated photographs from its social media community for a Facebook album of sunsets around campus. This generated 761 engagements on Facebook and reached 7,164 people on the platform. The album received 1,100 likes on Instagram. A video of these images was created and received 2,300 views on Facebook.

A video from a student capturing the University heron in flight gained 2,800 views on Facebook and generated 589 engagements.

The University hosted an Instagram takeover from a HSS student, representing the University at the One Young World conference in The Hague. This was seen by 3,422 users.





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Top content from October

Twitter: A photograph of campus from one of the University's social media followers (8,275 engagements)



Facebook: A photograph of campus from one of the University's social media followers (487 engagements)



Instagram: A photograph of Bath Abbey taken by one of our student followers (1,517 engagements)



LinkedIn: A video celebrating the anniversary of the University's Royal Charter (368 engagements)



Weibo: A video celebrating the anniversary of the University's Royal Charter (105 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.