

2023

# content

REPORT



UConn



## CONTENT

# overview



In 2023, social and digital content was more visible than ever and served as the front door to the University. From viral TikToks to the announcement of a new mascot to a NCAA Men's Basketball championship, UConn content was in the national spotlight.

Social media is on pace to become the go-to search engine, with social platforms quickly becoming a main source of news, recommendations, and research. So while the main focus of social content was on-campus inclusion, research, overall togetherness, and user-generated content, the social team helped promote new campus-wide initiatives and retained its focus on a strong approach to video content on all relevant platforms.

The news team saw an impressive year with 568 stories posted on the homepage of UConn Today, culminating in more than 891,000 pageviews. University Communications writers were instrumental in elevating UConn's expertise on all things climate change, research, entrepreneurship, innovation, and community impact.

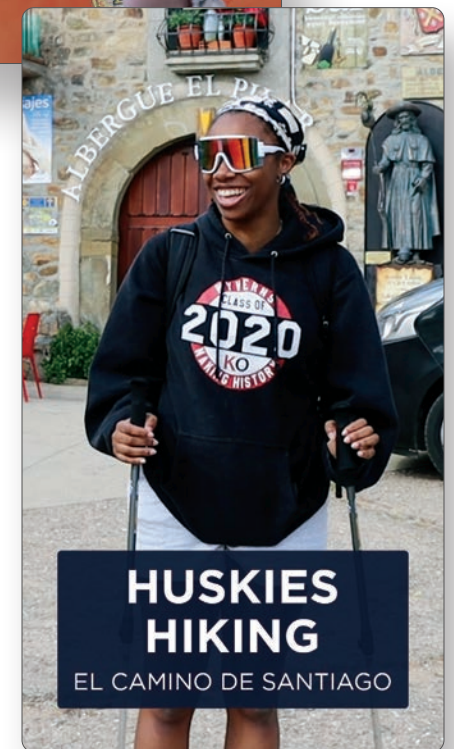


UConn's experts continued to be in demand this year, being called to weigh in on topics ranging from politics to current events to health behaviors and beyond. In 2023, UConn contributed to The Conversation with 18 articles from 13 faculty members in seven schools and colleges, garnering more than 866,000 views.

The digital team's content producer was busier than ever in 2023, holding 116 photo shoots — 46 for UConn Today, 44 for social media, and 26 portraits for the 2023 UConn Today commencement package. They also produced 14 videos including 10 short-form videos for Instagram Reels and TikTok and four long-form videos for UConn Today/institutional purposes. And while that's enough to keep anyone busy, they assisted on six shoots directed by other videographers and/or student workers throughout the year.

Before the inaugural role of social media specialist was filled in mid-January 2023, UConn Health's social media accounts were often managed by communications team members with competing responsibilities. Social media at UConn Health historically has never been a primary focus.

Since January, 2023 UConn Health's social presence has become a priority, which has caused the quantity, quality, and engagement of content to triple. As the social space continues to evolve, UConn Health is now well-positioned to adapt and pivot to maintain brand loyalty and to emerge as thought leaders in the health digital space.





# FINAL four

The UConn's Men's Basketball team set out to bring an NCAA Division I national championship trophy back to the Basketball Capital of the World, and it did just that in April after defeating San Diego State 76-59. Houston was buzzing, the Storrs campus was alive, and the energy from the title game could be felt throughout the country. And with that win, all eyes were on UConn.

Engagement on UConn's social and news platforms was at an all-time high during March Madness, and with such an enormous victory for both UConn Athletics as well as the University as a whole, extensive collaboration was critical to ensure all of UConn's content was on-brand leading up to, during, and after this historic run.

Teams from University Communications, Athletics, and the Foundation collaborated and managed the ongoing division of labor in real time with an ease and collegiality one might not associate with busy, high pressure situations, and the content outcome was flawless as a result.

University Communications' goal was to bring the NCAA tournament to those who couldn't attend in person, which was accomplished by publishing real-time social content, videos produced on the ground in Houston and in Storrs, user-generated content, and timely news articles.

**Some of the top performing content included:**

- UConn's Men's Basketball team hoisting the championship trophy
- Jonathan XIV meeting actor (and UConn fan) Bill Murray
- The freshly painted words 'NATIONAL CHAMPIONS' adorning Fairfield Way
- UConn is in Houston video
- UConn student hype video (Reel)

**FINAL FOUR CONTENT STATS**

**Social Media:**

71 posts

5,003,059 impressions

64,230 reach

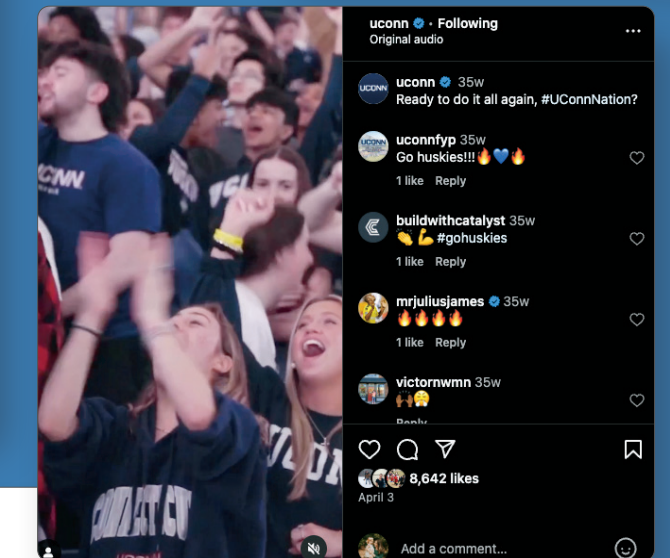
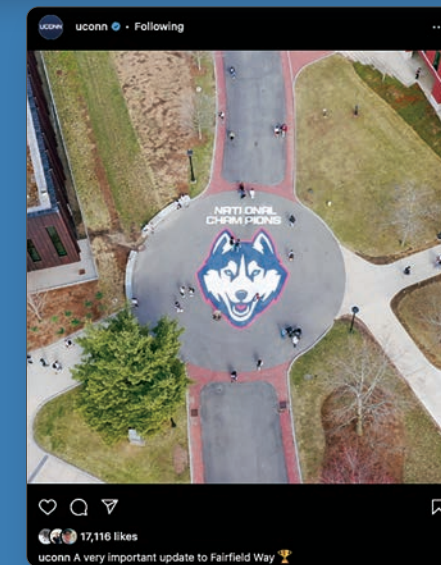
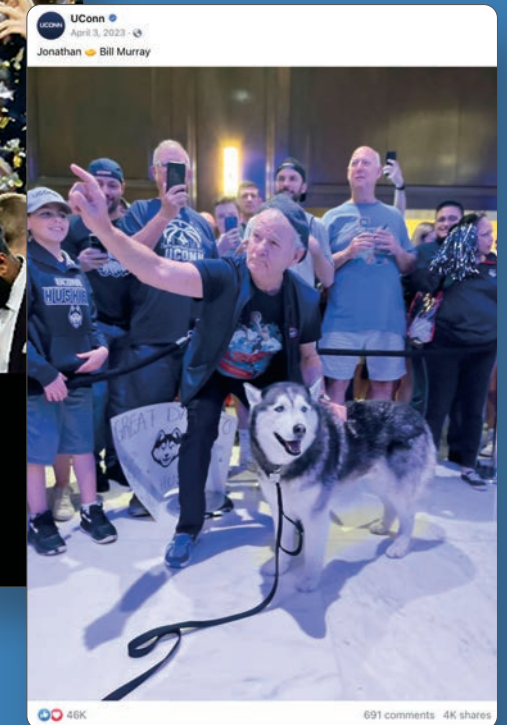
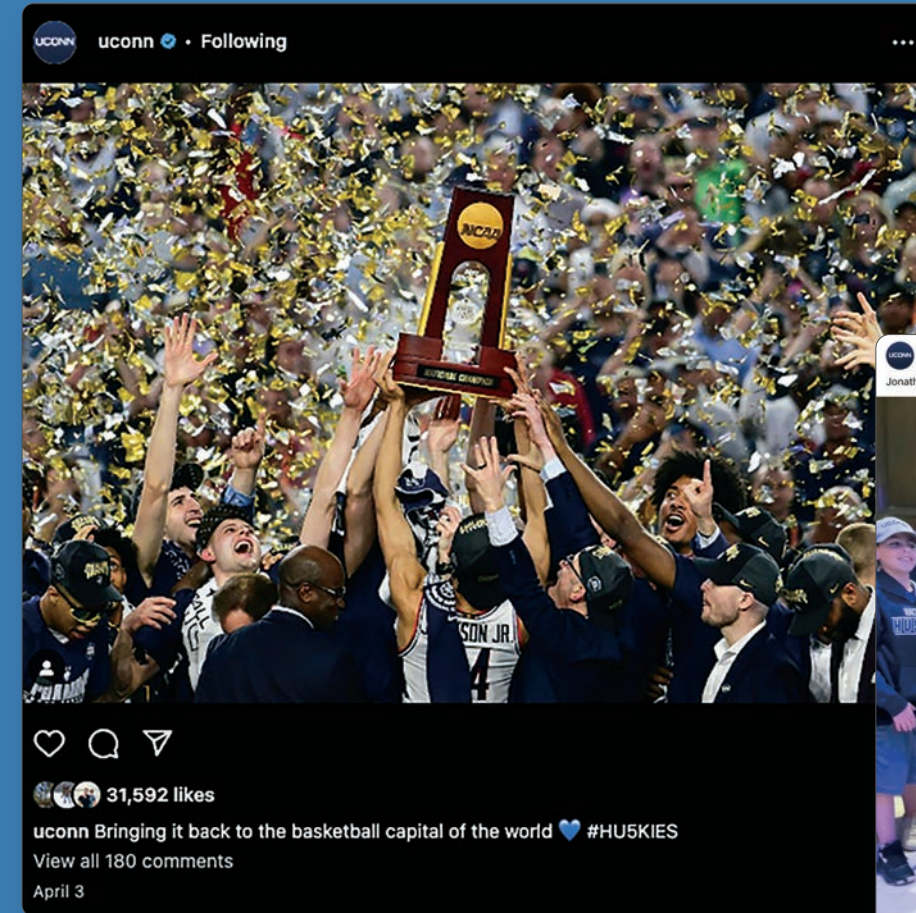
253,652 engagement

83,871 video views

**UConn Today:**

4 stories

12,477 pageviews



**President Biden** @POTUS  
United States government official

Meanwhile, @UConnMBB returned to glory with a series of dominant performances that were often incredible to watch.

Congratulations to the team for building a program that is set up to build on that success. And @UConnPresident, maybe I'll see you next time I'm back up on campus.



# jonathan xv

## ANNOUNCEMENT

The students had left, the campus was in its quiet summer buzz, and yet, University Communications was diligently preparing for a big announcement: a new mascot.

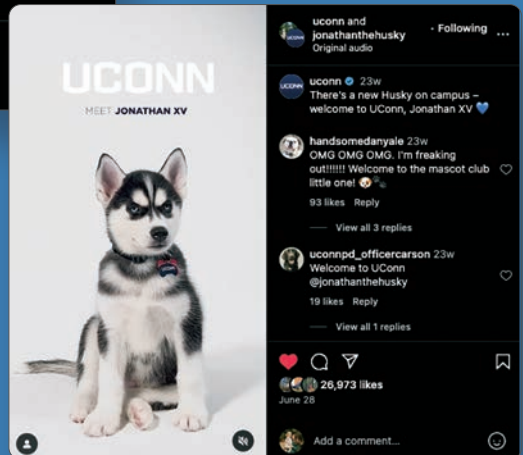
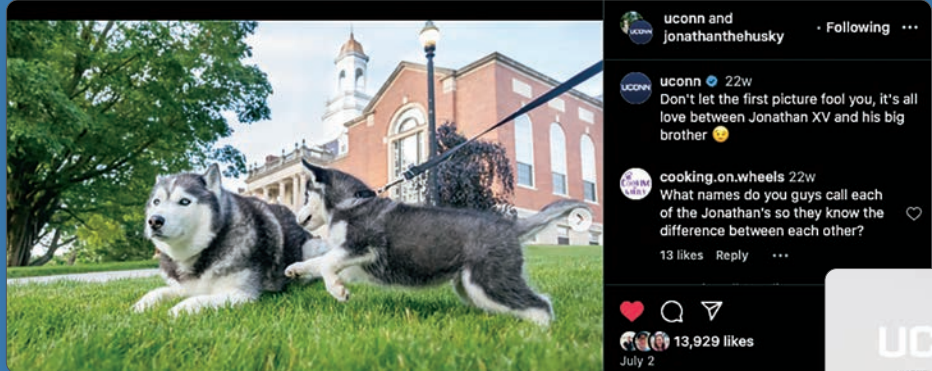
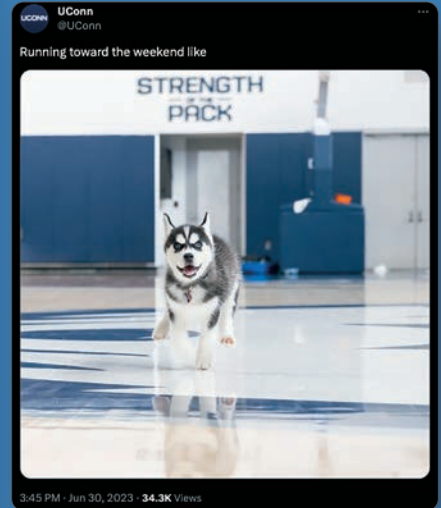
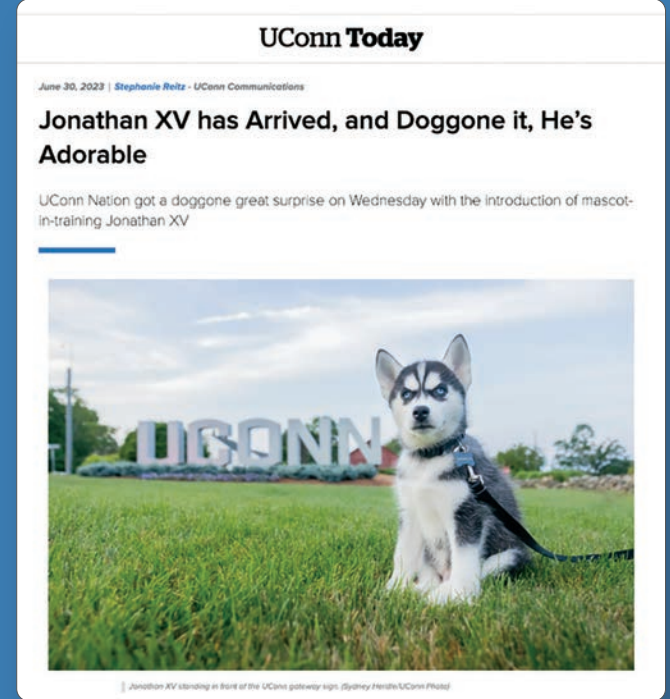
Jonathan XV, UConn's newest canine mascot, arrived on campus in mid-June and made his public debut at the UConn Board of Trustees meeting less than two weeks later. In the weeks leading up to the June 28 announcement, staff in University Communications planned, plotted, schemed, and acted to produce the best and most comprehensive introduction of an animal in the University's history. The multimedia and digital teams worked together and directly with the outgoing and incoming dogs' host family to stockpile content for use across multiple platforms. This involved some cloak and dagger, such as bringing the dogs to campus locations really early in the morning to avoid being spotted and photographed.

There's a distinct love for UConn's huskies and an emotional connection like no other. The love and treasure surrounding the Jonathans, by extension, helps cultivate and strengthen the University's connection with alumni, students, donors, and friends, which is why this mascot rollout needed to be the perfect well-kept secret that it was.

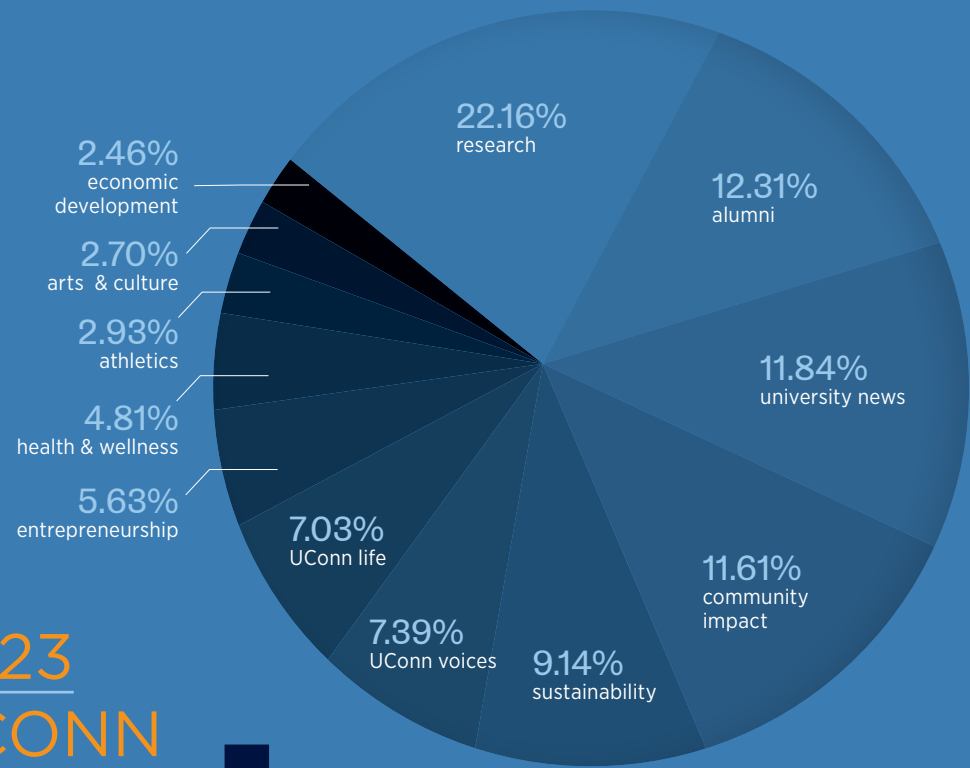
A UConn Today story, a media alert, and a plethora of social content was disseminated in line with the mascot announcement. In addition to sharing general announcement content, the social media team supported the announcement by changing all of Jonathan's social media handles to make them generic to the role rather than specific to the dog, updating profile and header photos on UConn and Jonathan's accounts, and managed and advised Jonathan's accounts to streamline announcement content and to engage with his audiences.

### ANNOUNCEMENT CONTENT STATS

<b>Social Media:</b>	<b>UConn Today:</b>
20 posts	21,474 pageviews
1,319,235 impressions	
55,782 reach	
72,830 engagement	



Breakdown of UConn Today homepage stories by content categories



# 2023 UConn today

BY THE NUMBERS

**Referral Data:**

ORGANIC	45.7%
DIRECT	22.7%
EMAIL	13.1%
SOCIAL	12.6%
OTHER	3.8%
REFERRAL	2.1%

**Device Viewing:**

MOBILE	50%
DESKTOP	48.1%
TABLET	1.9%

**Gender Breakdown:**

FEMALE	51.8%
MALE	48.2%

**Age Range:**

18-24	24.1%
35-44	18.7%
25-34	18.2%
45-54	16.8%
55-64	13.1%
65+	9.1%

TOP 20

# stories OF 2023

Headline	Pageviews
Connecticut and UConn are Leaders in Clean Energy and Sustainability	50,840
Mitochondria Linked to Major Depression in Older Adults	47,391
UConn Soars in Wall Street Journal National College Rankings	35,591
Jonathan XV has Arrived, and Doggone it, He's Adorable	30,862
Mercury Helps to Detail Earth's Most Massive Extinction Event	25,080
Gampel Pavilion Court, Iconic but Wearing Out, to be Replaced After Current Hoops Season	19,348
UConn Holds Steady at No. 26 Rank Among Public Universities	13,033
Turning Passion into Action in Support of UConn Women's Basketball	10,896
Depressed, and Aging Fast	11,041
Strong as Glass	10,627
UConn Welcomes Impressive Class of 2027	10,190
With Record 48,000+ Applications, UConn's Class of 2027 Promises a Wealth of Talent, Diversity	9,799
UConn Mourns the Loss of Carole Neag, the University's Most Generous Benefactor	8,780
Welcome Back! What to Know About Returning to UConn for Fall 2023	8,632
The Stronger the Side Effects, the Longer Lasting the Vax	7,731
UConn Elevating its School of Engineering to Become a College	6,263
Top of the Class: Student Develops Brown Butter Brickle Ice Cream for UConn Dairy Bar	6,216
UConn Health Gives First US Dose of New Drug Offering Hope to Those with Multiple Myeloma	6,071
UConn School of Nursing Receives Largest Gift in University's History	6,056
Match Day Exhilaration Returns to UConn Medical School	5,229

# emails

## Weekly Emails

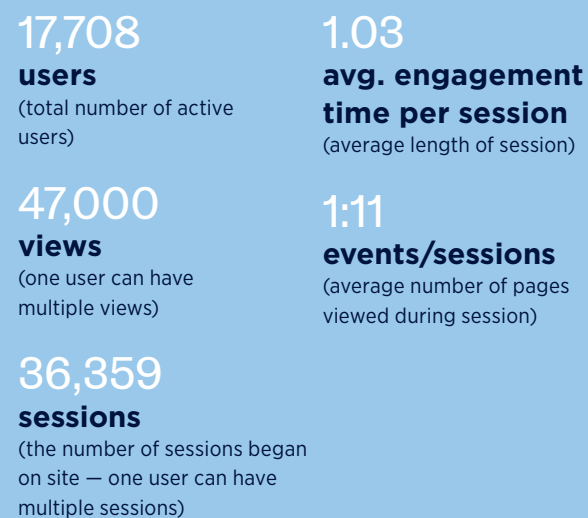
UConn Today's email system is extremely important in terms of getting content out to our audience. In fact, 13.1% of UConn Today pageviews come from the weekly and monthly emails. It is imperative that we understand how people are interacting with these emails so we can make adjustments to help enhance user experience and ultimately bolster engagement.

The weekly emails get sent by 9 a.m. on Fridays to more than 79,000 people. These emails are both manually curated and approved by the digital team.

## Monthly Emails

The UConn Today team has worked with the Foundation this past year on monthly UConn Today emails — an email send that reaches roughly 200,000 alumni, donors, and friends of the University. For months that there isn't a UConn Magazine issue dropping, the digital team works with the Foundation to identify UConn Today stories and 'In The News' features to spotlight in the monthly email. The email is built by the digital team in WordPress and shared with the Foundation's digital team who tweaks it to fit their email platform specs. Both digital teams meet a few weeks after each send to review data and discuss potential adjustments or additional A/B testing that might need to be done to ensure we're getting the most engagement out of these email sends. Over the past couple months, the open rate averaged 35.6% and the click-through rate averaged 1.6%.

### Weekly Email Data:



The third year of this collaboration continued with A/B content testing to identify whether the order of the content affected the click-through rate. The subject lines for both emails were kept the same regardless of the leading story, but the lead story was chosen based on audience, with one appealing to a more general audience and the other tailored toward UConn's "GOLD alums" — those who graduated in the last 10 years. This year, we expanded the scope of who was included in the "GOLD" demographic to reach a broader and more diverse audience.

# THE conversation

In 2023, UConn contributed 18 articles from 13 faculty members in five schools and colleges (CLAS, Pharmacy, CAHNR, Neag, Business), garnering more than 866,000 views. Articles were translated into Spanish, French, and Portuguese. Of these views, 57% came from within the United States, with the rest coming from other countries; Canada, the United Kingdom, France, and Singapore were the four other nations with the most readers. The most popular single article was "Anesthesia Can Cause Disturbing Sexual Hallucinations, Leading to Lifelong Trauma," published on May 24 with nearly 57,000 views to date. By subject, our most popular area was health, with articles in that category accounting for more than 311,000 views, followed by science and technology, with roughly 152,000 views.

All 18 articles appeared in major national news sources, including the Washington Post, PBS, U.S. News & World Report, the Daily Mail, Smithsonian Magazine, Business Insider, the Religion News Service, the Daily Beast, and National Geographic.

Articles appeared in eight major U.S. newspapers and newspaper chains, including the Chicago Sun-Times, the Houston Chronicle, the San Antonio Express-News, the Albany Times Union, and the wire service of the Hearst Newspapers chain.

Non-traditional, online, or atypical news sources also published articles, including Neuroscience News; ScienceAlert; the Raw Story; Salon; Psy Post; Slate; Snopes; the Nieman Journalism Lab; the World Economic Forum; The Hindu, the second-largest English language newspaper in India; El Pais, the largest newspaper in Spain; and RTE, the Irish national broadcaster.

**18**  
articles in 2023

**18**  
articles in major national news sources

**13**  
faculty members

**866K**  
views

### By comparison:

	Articles	Views
YALE	14	412,351
WISCONSIN-MADISON	13	350,964
TEXAS-AUSTIN	15	862,867
RUTGERS	19	730,108
MARYLAND	24	554,199
PENN STATE	67	2,061,028
WASHINGTON	58	3,250,764
FLORIDA	42	2,054,465



# EARNED media

This past year saw UConn experts being called on to weigh in on trending and emerging news topics. In 2023, UConn researchers and experts appeared 90 times in major national news media outlets (print and digital) on a broad range of topics. UConn students, faculty, and staff also appeared 13 times in international publications, were quoted eight times in regional media, and made 271 appearances in statewide news publications.

**271**

Appearances in statewide news outlets

**90**

Appearances in major national news (print and digital)

**13**

Appearances in international media

**8**

Appearances in regional publications

**AP**

**Their stories were lost to slavery. Now DNA is writing them**

**BBC**

**King Charles III's Coronation: The surprising power of pomp and ceremony**

**Bloomberg**

**City Life Is Too Lonely. Urban Planning Can Help.**

**POLITICO**

**Puerto Rico's power play: How should billions of energy dollars be spent**

**SCIENTIFIC AMERICAN**

**School's Out. Should You Worry about the 'Summer Slide'?**

**Smithsonian**  
MAGAZINE

**How Stone Walls Became a Signature Landform of New England**

**The Boston Globe**

**Could a meat tax help fight climate change?**

**The Guardian**

**Wired differently: how neurodiversity adds new skillsets to the workplace**

**THE NEW YORKER**

**THEY STUDIED DISHONESTY. WAS THEIR WORK A LIE?**

**The New York Times**

**Leaders of Japan and South Korea Vow to Deepen Ties**

**THE TIMES OF ISRAEL**

**Back to school: Exhibits custom-tailored for US pupils make Holocaust a local issue**

**The Washington Post**

**The food industry pays 'influencer' dietitians to shape your eating habits**

# SOCIAL media OVERVIEW

## @UConn

After nearly two decades of growth, it goes without saying that social media is more popular than it's ever been with nearly 5 billion users in 2023. What started as a way to connect virtually with friends about two decades ago has evolved into a major source of news, a method to share short and long-form video, and even a legitimate profession.

Social media is inescapable — a critical part of daily life — and a necessity for brands looking to connect with their audiences. UConn's six flagship social media accounts — Instagram, TikTok, LinkedIn, Facebook, X (formerly known as Twitter), and Threads — offer an opportunity for us to share University news, recruit new students, engage with current students, and stay connected with alumni and donors. Due to the sheer number of platforms and the diversity of content that is needed for each, the UConn social media team works closely with multiple departments to ensure we're producing the best and most appropriate content — from news, to video, to marketing and Admissions materials — for each.

Video content is still crucial to social media success; however the delivery for video has evolved from longer, horizontally shot videos to short-form videos that are shot vertically, don't always have high production value, and are often based on trends that disappear as quickly as they arrived. To that end, it's more important than ever for UConn's social media team to be plugged into campus happenings and into what's trending among Gen Z on TikTok and Instagram Reels — while also ensuring the alumni, donors, and parents who follow us on our other platforms are consuming quality content created with them in mind as well.

UConn's Storrs-based social media team stayed the same in 2023, comprising a social media manager and digital media producer led by the Director of Digital Content and Strategy, but the University's central social media team grew by one overall with the hire of a social media manager at UConn Health in Farmington. The establishment of the first full-time UConn Health social media manager has elevated UConn's social presence as a whole and has established us not only as a leader in the higher education digital space, but also in health care.

Since 2019:  
Across all platforms

**Total followers:**  
593,586

a 31% increase in followers (451,950 in 2019, 593,586 in 2023)

**Total engagement:**  
6,622,095

Engagements include likes, comments, reactions, link clicks, and shares on posts for Facebook, X, Instagram, LinkedIn, and TikTok. Threads does not yet have analytics that allow us to measure engagements on the platform.

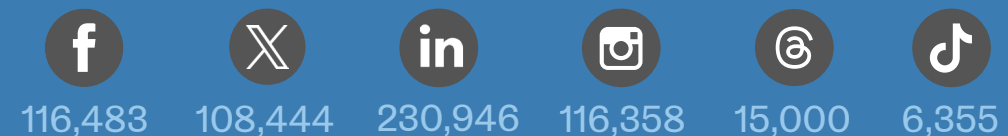
**Total impressions:**  
209,519,832

An impression is when a post is visible in a social feed. This is how many times people saw UConn's content across Facebook, X, Instagram, and LinkedIn. Note that Instagram does not measure impressions on Reels, and we posted 72 Reels in 2023. Threads does not yet have analytics that allow us to measure impressions on the platform.

## An Evolution

It has now been five full years since UConn declared social media management as a full-time position and began building a team to specifically focus on UConn's social presence, and this is our fifth annual report. With that said, the way we utilize social media today has drastically evolved in the past five years: We've added platforms to our presence, sunsetted platforms, and then added some more. We've completely changed our content strategies on all of them at least once to meet the evolving needs of our changing (and growing) audiences. Despite all of the changes, we've maintained our commitment to creating and disseminating high-quality content that presents the University in the best possible light.

## TOTAL FOLLOWERS:





# PLATFORM analysis

## Facebook

While slowing in growth compared to other platforms, our Facebook presence is still strong and active. As parents have become more involved in their children's education, Facebook has become an important tool for communicating information primarily meant for students through our ever increasing and active community of parent followers. Moreover, as the social landscape changes and higher education finds itself under the microscope more and more, it's critical that community members see the impact UConn has in their backyards and globally.

**14,381,910**  
Total reach

## PLATFORM EVOLUTION: FACEBOOK

	2019	2023
<b>Total followers</b>	100,553	116,483 15.8% increase in following from 2019
<b>Primary goal</b>	Sharing content with campus partners	Communicating with parents and community members
<b>Total impressions</b>	6,608,242	17,238,398
<b>Total engagements</b>	99,002	316,374



**X**

Formerly known as Twitter, X has changed far more than just its name and logo in the last year. In Elon Musk's first full year of owning the platform, updates have included, but are not limited to:

- Limiting the number of posts (formerly called "tweets") users can read each day.
- Removing reach from its analytics reporting and no longer allowing access to analytics for accounts without paid subscriptions.
- Redesigning link cards to eliminate an intuitive click-through.
- Limiting the use of long-form video to paying subscribers.

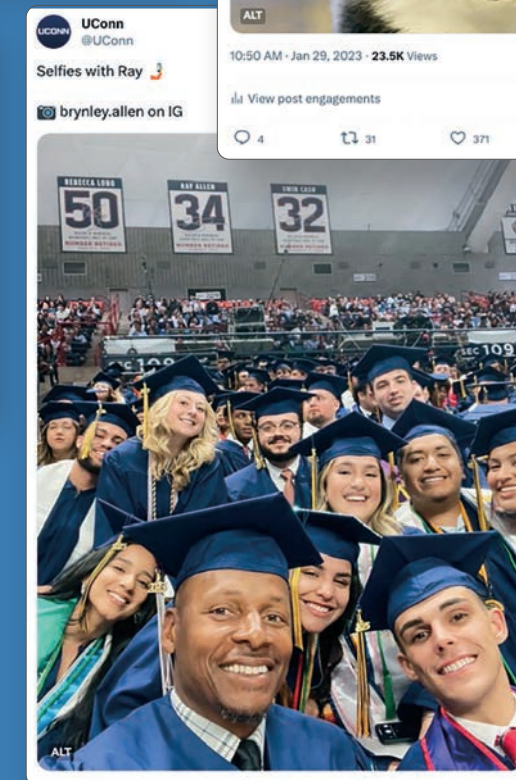
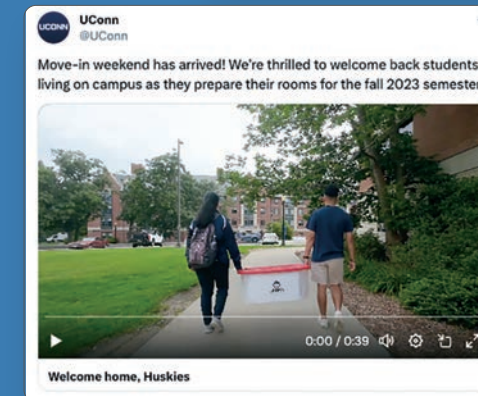
In addition to dealing with these platform-wide changes, UConn lost its verified badge. When Musk purchased Twitter, he was quick to establish a new method of verification — payment. Subscribing to

X Premium, according to Musk, would increase an account's reach, prioritize them in the algorithm, and give them the previously earned, not given, blue verification check mark. We chose to stay unverified rather than paying for X Premium for most of the year. However, after losing access to analytics, noticing a decline in performance of previously well-performing content, and realizing the importance of sharing our long-form video content on the platform, we purchased X Premium on September 1. However, after tracking our analytics for the rest of the year – and not seeing a return on our investment into the subscription – we opted to cancel X Premium on December 31.

Due to our lack of growth and the platform's increasing volatility, we have cut back on pushing content to X. We still treat it as our telephone, sharing most of our news stories and information relevant to our audience of journalists, the news media, and UConn Athletics fans. It is now clear that content should not be created for the sole purpose of sharing on X.

**PLATFORM EVOLUTION: X**

	2019	2023
<b>Total followers</b>	102,688	108,444 5.6% increase in following from 2019
<b>Primary goal</b>	Creating conversation surrounding breaking news and UConn stories	Amplifying stories around the University, from Athletics to Schools and Colleges to Jonathan the Husky
<b>Total impressions</b>	11,430,000	5,754,129
<b>Total engagements</b>	195,021	24,069





**4,621,048**  
Total reach

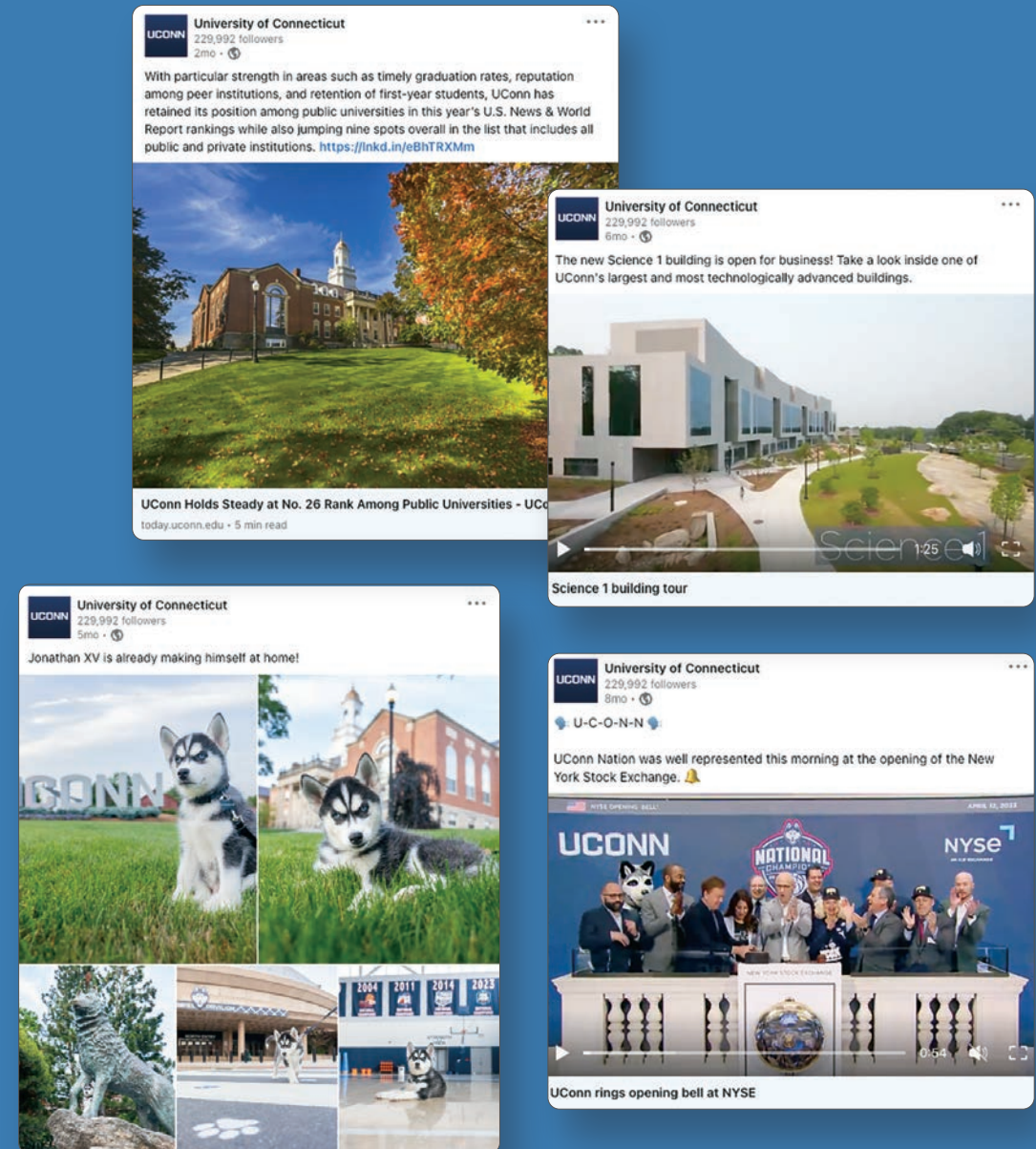
**197,487**  
Total engagements

**LinkedIn**

LinkedIn continues to be our largest platform by following (despite a mid-year bot purge) and our audience continues to trend younger as digital natives begin to graduate and start their professional careers and as current students recognize the value of beginning their career networking journey while still in school. We updated our LinkedIn strategy in summer 2022 to become more “social” and give a closer look into student life than ever before, while also ensuring that donors and older alumni are clearly seeing the University moving in a direction that aligns with our strategic goals. We continued that strategy in 2023 and saw success, further establishing that the increased investment into the platform is worth it, and our audience appreciates it.

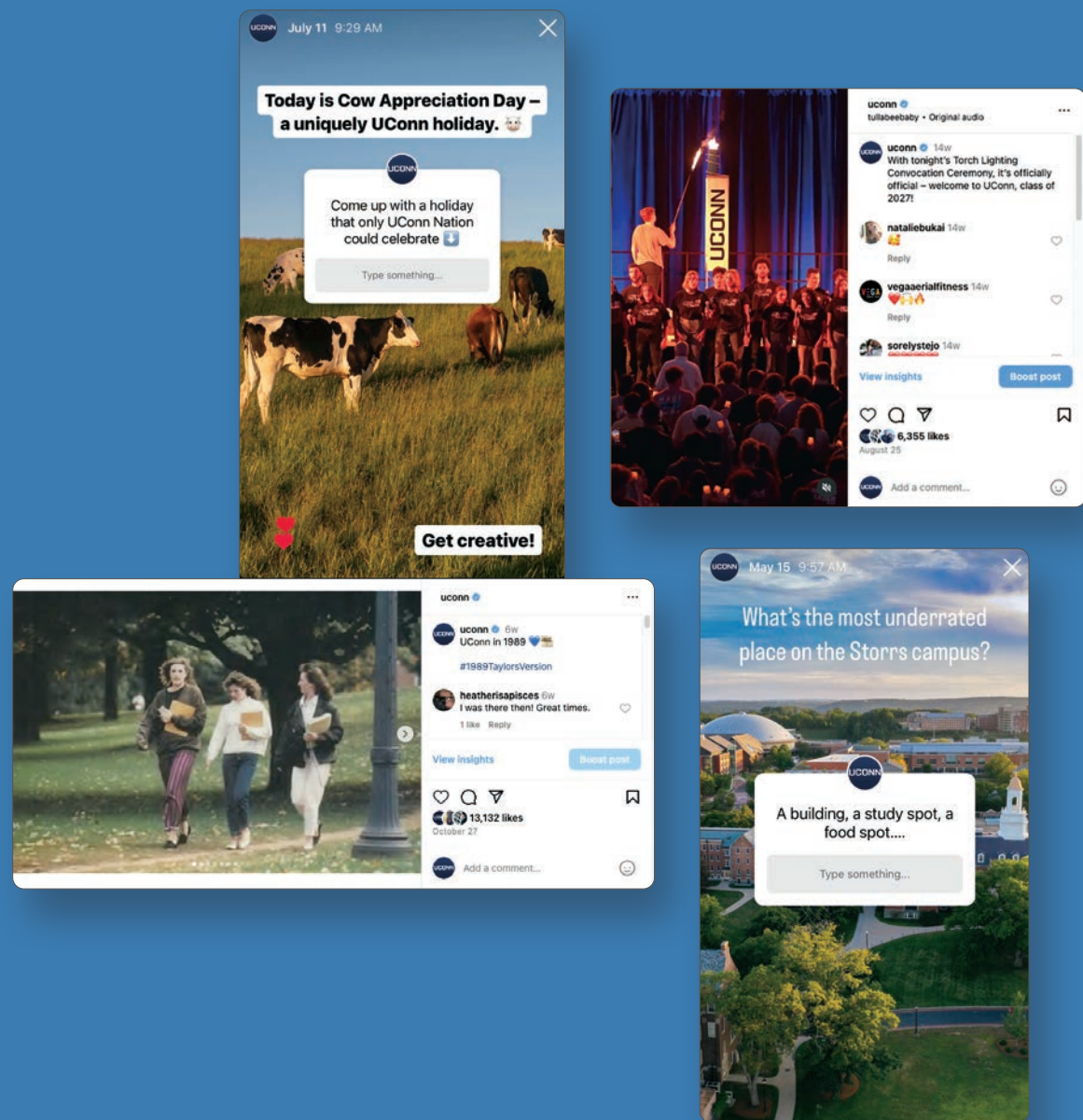
**PLATFORM EVOLUTION:LINKEDIN**

	2019	2023
<b>Total followers</b>	175,427	230,946 31.6% Increase in following from 2019
<b>Primary goal</b>	Connecting with alumni and donors through news and alumni stories	Connecting with alumni and donors through news and nostalgia
<b>Total impressions</b>	3,250,300	9,083,992
<b>Total engagements</b>	42,000	389,007



Instagram

When looking to communicate with students, we turn to Instagram. The photo-sharing app has evolved into so much more in the last five years, becoming one of our fastest-growing platforms and a place that students check for news even before checking their own emails. While we continue to share campus beauty through photos and videos on our feed, we lean into Instagram as an approach to disseminate information relevant to daily campus life — such as statements from leadership and event promotion — through Instagram Stories.



**Instagram Stories**, which appear only for 24 hours, are a growing way to connect with our audience. We use the interactive features in Stories, such as links, question boxes, polls, and quizzes, to garner engagement outside of the main feed. As more students who initially followed us while making their college decision are now UConn graduates, Stories are a way to connect with them by specifically tailoring stories to alumni and tapping into the nostalgia of being a college student. We also are able to use Stories as a means to quickly disseminate time-sensitive information such as snow day or school closure announcements.

Video continues to grow on Instagram, with **Instagram Reels** maintaining its throne as the dominant form of content on the platform. UConn leverages Instagram Reels and, when consulting on video production, will always consider whether or not to make a video into a Reel. These videos are short — 90 seconds or less — and shot vertically. While Reels of a higher production level perform well, so do more raw, real-time videos edited right in the app — opening the door for more video content created by people who may not be video producers by trade.

This year, Instagram increased its capacity for collaboration, allowing up to four accounts to be shown as authors on any given post. This has given us the opportunity to present our audience with content developed by campus partners, such as @UConnHuskies, without duplicating efforts. The same is true in reverse — @UConn is able to collaborate with other accounts, such as schools and colleges, to help increase their account visibility. We will continue to leverage the collaboration feature strategically to help other accounts get more eyes on their pages.

9,161,440  
Total reach

PLATFORM EVOLUTION: INSTAGRAM

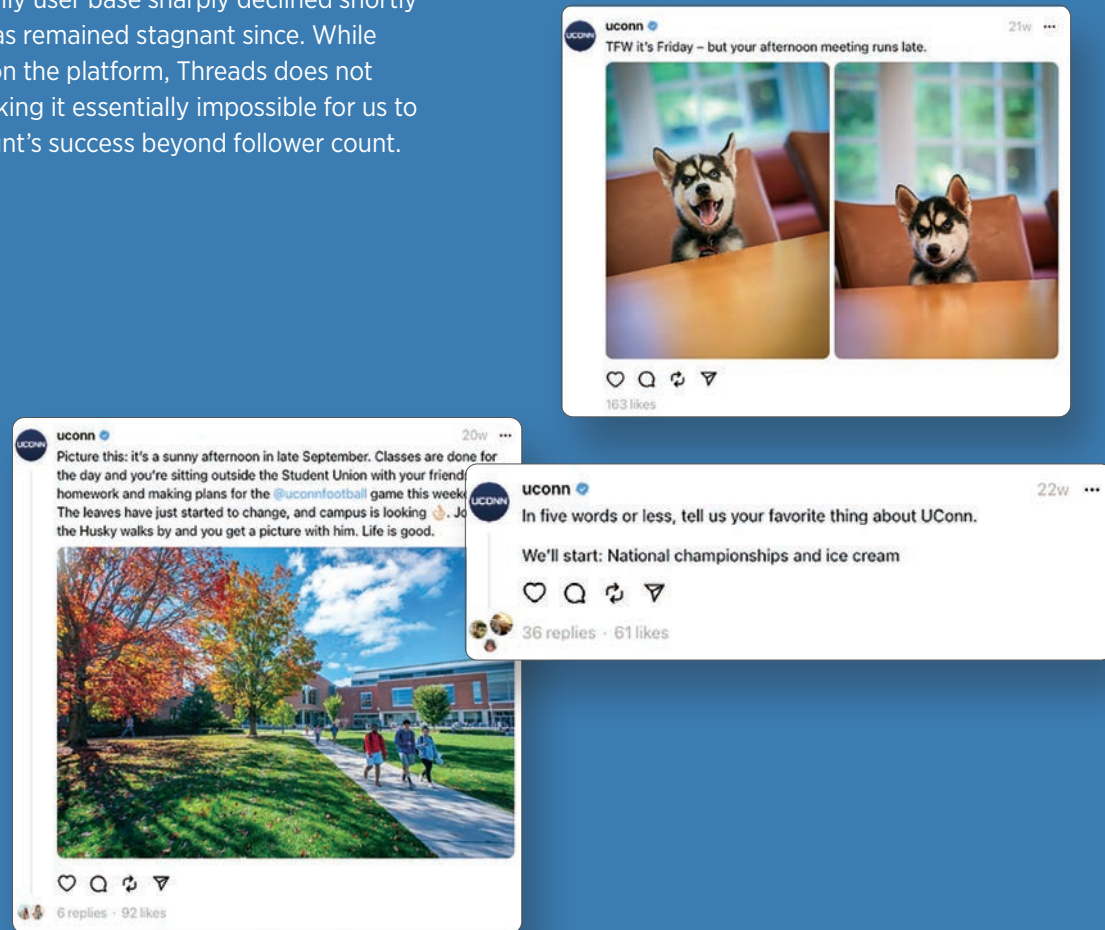
	2019	2023
<b>Total followers</b>	65,762	116,358 76.9% Increase in following from 2019
<b>Primary goal</b>	Communicating with current and prospective students through photos	Showcasing student life and delivering institutional messages through photo, video, and interactive elements
<b>Total impressions</b>	16,730,000	20,818,251
<b>Total engagements</b>	692,361	1,233,828



**Threads**

Threads, a Twitter-like app from Meta (which owns Facebook and Instagram), shook up the social media landscape when it launched on July 5, 2023. In less than a week, Threads garnered over 100 million sign-ups, and UConn was an early adopter as the 1,102,984th Threads account in existence. We immediately started creating content and engaging with followers in the witty way other brands were using it and establishing ourselves as pioneers for higher education on the platform. However, with no clear roadmap for the platform's evolution, we had to quickly adjust as the platform did. Despite its promising start as a competitor of X (known as Twitter at the time), the daily user base sharply declined shortly after launch and has remained stagnant since. While we are still active on the platform, Threads does not offer analytics, making it essentially impossible for us to measure our account's success beyond follower count.

**15,000**  
Total followers



**TikTok**

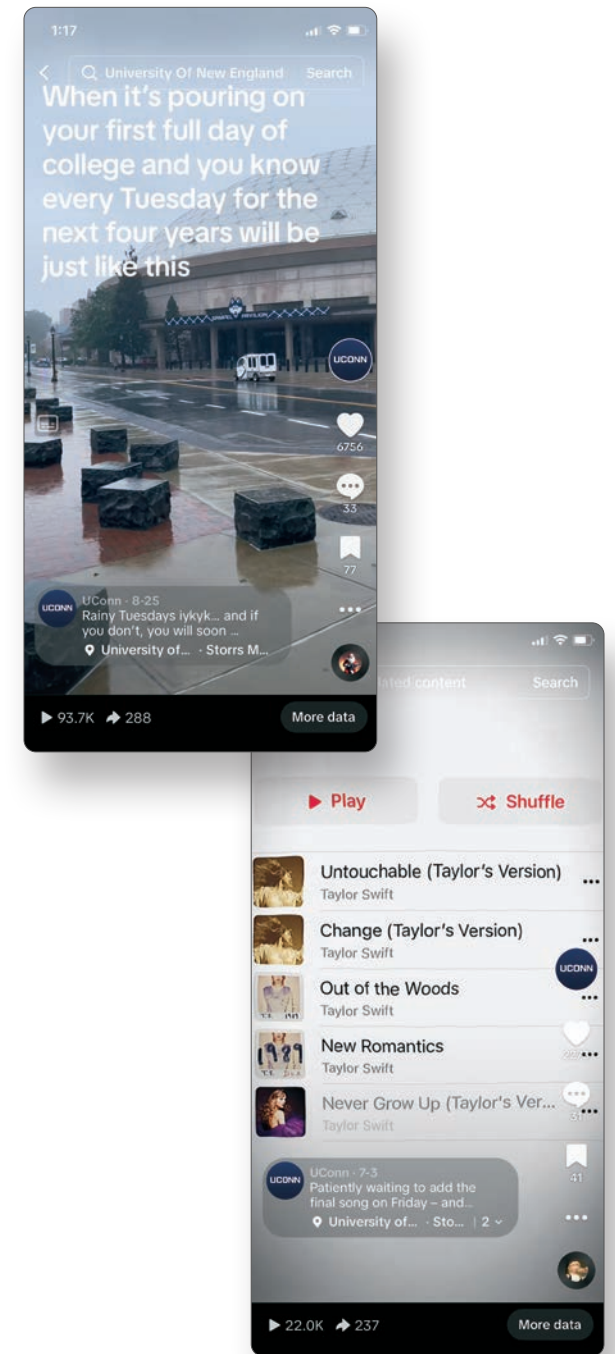
TikTok has continued to grow as a platform and as a necessary avenue for us to reach our current and prospective students. The short-form video sharing app relies heavily on trends and virality — with all creators developing content with the hope of racking up hundreds of thousands, if not millions, of views.

While @UConn shares the same goal of going viral, we've designed a strategy that incorporates both trendy and witty content that toes the line as well as material that current and prospective students will find relevant and informative. Thanks to diligence and staying on top of trends — and knowing how to make them uniquely "UConn" — we've had several videos go viral this year. We also successfully submitted to have our page verified, adding a level of legitimacy and recognition to our account.

**Total followers:**  
6,355  
growth rate: 55%.

**Total video views:**  
791,072



**Total engagements:**  
59,780



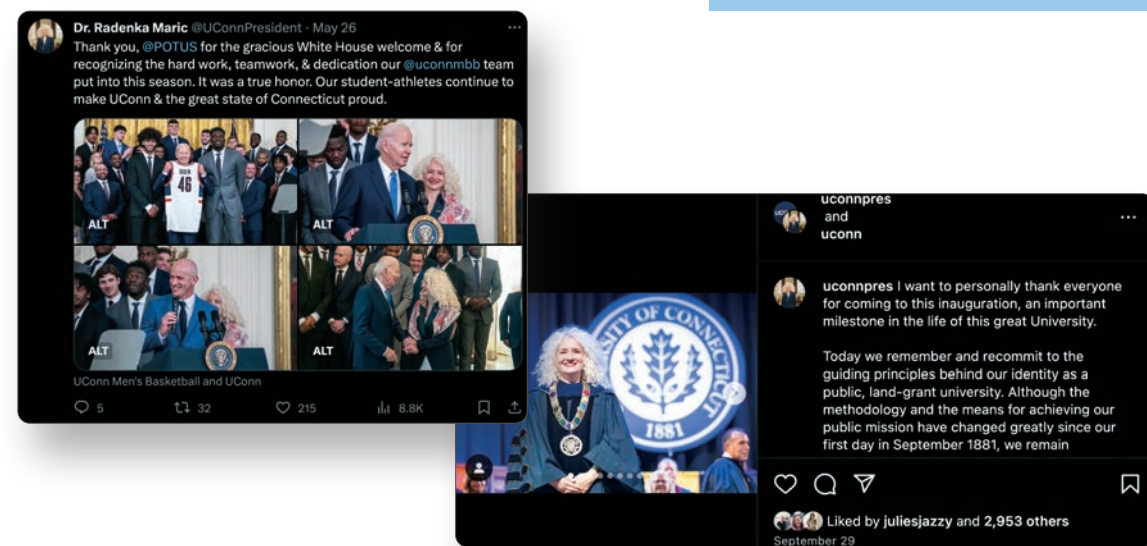
# @UConn president

University Communications oversees and manages the UConn President institutional social media accounts, which includes the ideation and execution of social content on Twitter, Instagram, and occasionally LinkedIn. President Maric has occupied the social accounts this past year with content focusing heavily on student, faculty, and staff engagement, notable sustainability research, national and international leaders visiting campus, and general campus updates.

This year, some of President Maric's notable content included her long-form video series titled "Worth Repeating," photos from donor events, photos from admitted student events, and content from a memorable Final Four championship title.

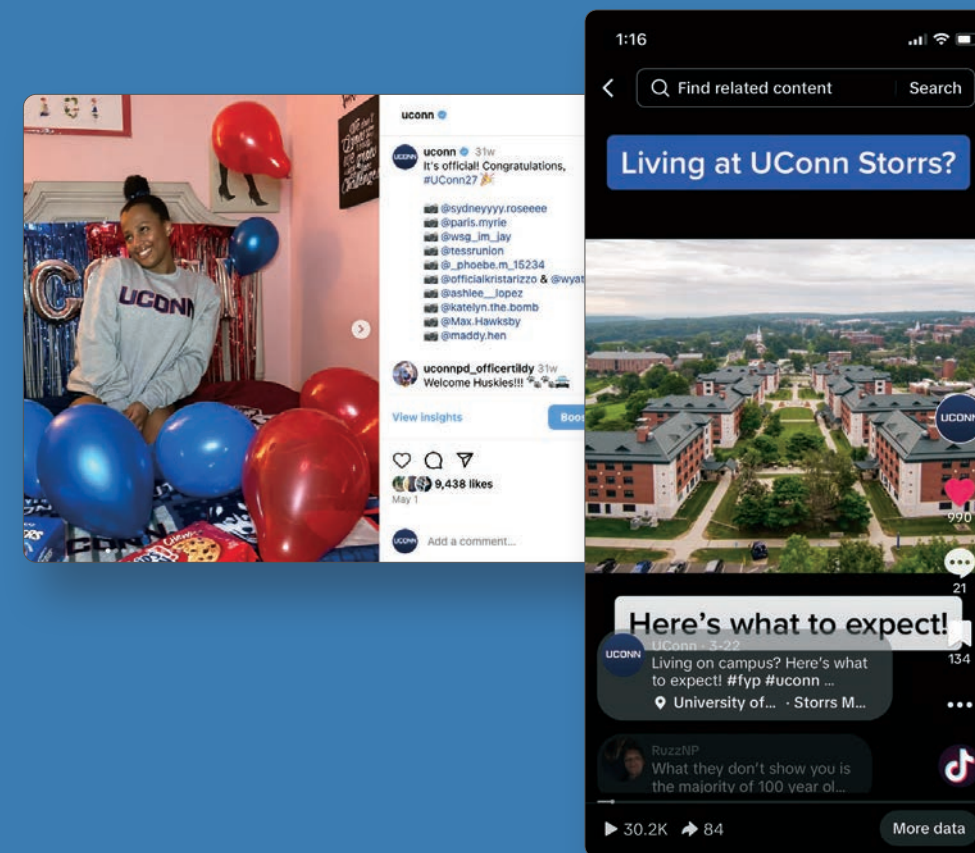
		
<b>Total followers</b>	1,932	1,437
<b>Number of posts</b>	73	200
<b>Total engagements</b>	14,743	0
<b>Total reach</b>	160,834	0
<b>Video views</b>	206,249	0

as with the UConn flagship accounts, @UConnPresident also lost access to data once Elon Musk took over and restricted analytics access to general accounts



# admissions

We've continued to work with Admissions to push out content using standard methods, but also have leveraged our expertise in social media to determine new avenues of sharing content that prospective students would enjoy. For example, we partnered with Orientation to give students a sneak peek into the program and identified trending sounds and applied them to Admissions-related concepts on TikTok. With social media becoming an increasingly important factor in prospective students' decision making, we will continue to share our knowledge and suggestions with Admissions to ensure the content we're sharing is appealing and stands out to an audience that consumes endless amounts of media.



<b>Feed Posts:</b>
<b>Total posts requested by admissions:</b>
28 (14-FB, 6-IG, 8-X)
<b>Total posts:</b>
50
<b>Total impressions:</b>
550,377
<b>Total engagements:</b>
25,609
<b>Instagram Stories Posts:</b>
15



# @JonathanThe husky

In June 2023, University Communications learned that Jonathan XIV would be preparing for retirement and a new husky, Jonathan XV, would begin training to become UConn's next mascot. The last time a new mascot (XIV) was announced was 2014, and the social media landscape was vastly different. Once we got this news, the digital team knew we needed to leverage social media to make this incoming mascot announcement a success. Therefore, we began to closely collaborate with the husky handlers who manage the Jonathan social media platforms and serve as the dogs' host family. Starting with the new mascot announcement on June 28, the social media team began co-managing Jonathan's Facebook, X, Instagram, and TikTok accounts. As co-managers, we develop draft content calendars, identify events for Jonathan to recognize or attend, find trending sounds to pair with

his videos, and track analytics. We are also able to plan collaborative posts to better distribute content to UConn's audiences and Jonathan's while still being able to track analytics.

While the host family still posts regularly, the success of XV's announcement and our contributions to the account has produced some viral videos and led to sharp growth on Facebook, Instagram, and TikTok. By lending our services, we've also been able to bank high quality, institutional photos taken by our digital media producer for both Jonathan's accounts and UConn's.

*UConn started tracking analytics for Jonathan the Husky's Instagram, TikTok, and Facebook accounts starting in July 2023. Twitter/X analytics are unavailable to his account since he does not pay for X Premium.*

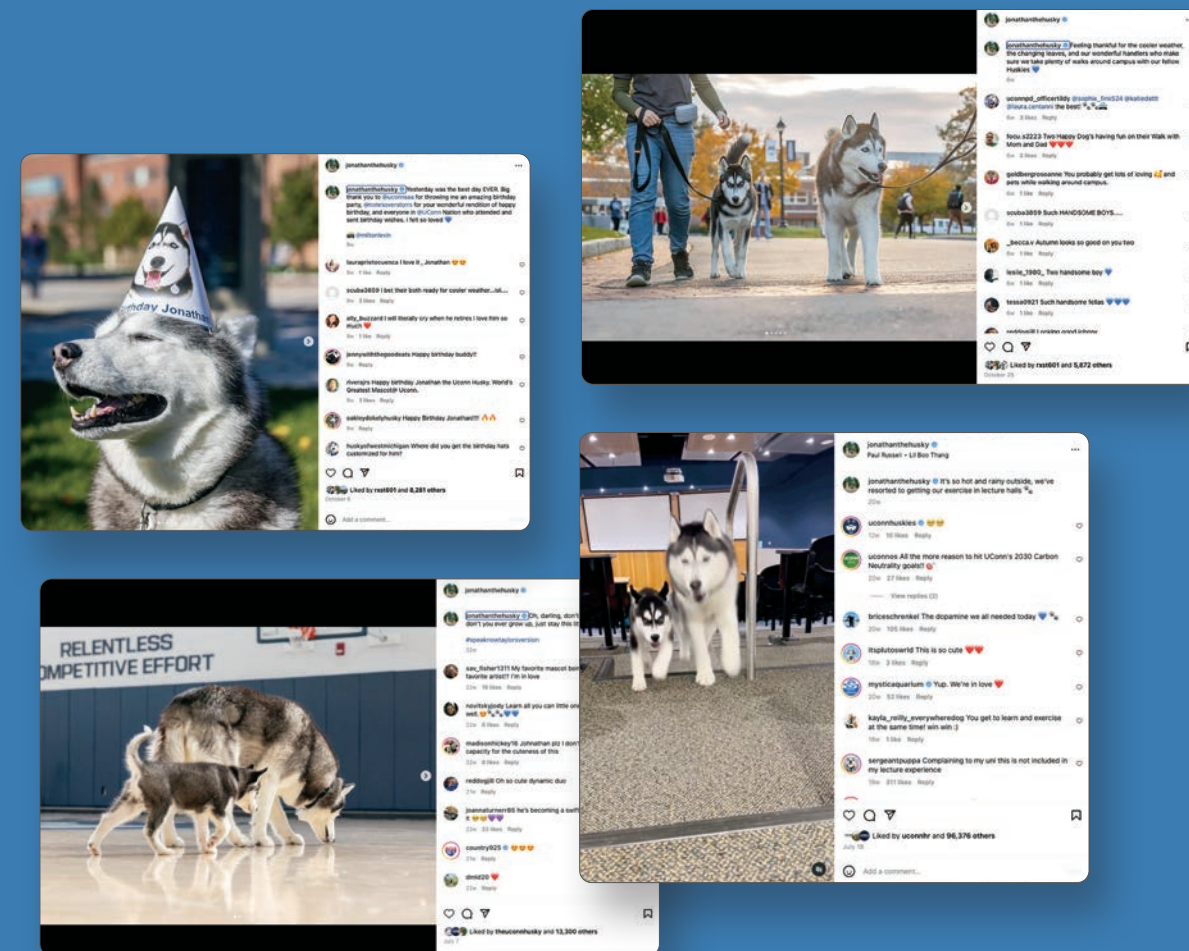
Posts related to Jonathan XV that were shared within a week of the announcement date performed as follows:

**Total impressions:**  
1,603,940

**Total reach:**  
1,359,917

**Total engagements:**  
107,657

**Total shares:**  
14,124



## FOLLOWERS AT THE START OF EACH MONTH

	Instagram	Facebook	TikTok
<b>July 2023</b>	72,069	24,442	8,850
<b>Aug 2023</b>	74,413	27,611	12,750
<b>Sept 2023</b>	80,533	30,570	13,951
<b>Oct 2023</b>	89,161	32,680	14,120
<b>Nov 2023</b>	91,293	35,250	14,323
<b>Dec 2023</b>	92,338	35,670	14,244
<b>Jan 2024</b>	94,241	36,314	14,247

Jonathan the Husky's following grew by 30.8% on Instagram, 48.6% on Facebook, and 70% on TikTok

# @UConn health

You do not need to be a communications expert to recognize the undeniable importance of social media for a brand. It promotes engagement, serves as a communications channel, it fosters a sense of community, is a customer service tool, and helps drive clinical revenue. After a peer review, it was clear that UConn Health needed to embrace the power of social media and dedicate a sole individual to develop and implement a robust social strategy to make the institution a digitally competitive health care entity.

In the past year, UConn Health's Facebook, X, LinkedIn, and Instagram presences have become a priority. Social content and graphics have undergone a complete overhaul, multiple campaigns have been created, real-time coverage has been prioritized, data has been analyzed to constantly sharpen the social strategy, and, overall, the quantity and engagement of content in most cases has increased.

As the social space continues to evolve, UConn Health is now better positioned to adapt and pivot to maintain brand loyalty and to emerge as a thought leader in the health digital space.

## By the numbers Across all platforms

**Total followers:**  
43,411

**Total engagements:**  
89,095

**Total impressions:**  
5,647,017

**Total video views:**  
73,574

	f	X	in	📷
<b>FOLLOWERS</b>				
<b>EOY 2022</b>	12,701	3,852	18,421	4,092
<b>EOY 2023</b>	13,319	3,961	20,847	5,315
<b>% Difference</b>	+4.6%	+2.8%	+12.4%	+26%
<b>ENGAGEMENT</b>				
<b>2022</b>	31,612	—	8,339	8,552
<b>2023</b>	24,400	—	12,217	58,458
<b>% Difference</b>	-25.6%	NA	+37.7%	+149.1%

Note: The decrease in Facebook engagement is partially do to paid content performance. Organic reach increased 100% while ad reach decreased 11.8%.

# PLATFORM analysis

## Facebook

Facebook, owned by parent company Meta, is consistently changing its own strategy, therefore affirming the importance of having an adaptable and ongoing strategy for UConn Health's presence. Despite its longstanding reign as a mainstay in the social media game, the trajectory of the site's growth has significantly slowed since its peak, with more competitors than ever before vying for users' attention. As the site adapts to its audiences' needs and wants, Pages continue to see a decrease in organic reach documented across industries.

To combat stagnated growth and keep the page robust to complement paid reach, a focused strategic plan and continued analytic evaluation is key.

UConn Health's organic Facebook efforts are coupled with paid digital ads run on the platform managed by the marketing department. It's important to note that, unlike any other platform, the analytics for Facebook are influenced by paid work being done by a separate department. The social media strategist works closely with this team while sharing a mutual interest in success.



Because of the priority of this advertising route, allowing for timely and segmented promotions, it is important for the Facebook page to remain active and valuable to visitors. Facebook remains one of the most commonly used social sites, with major benefits in driving brand awareness and website traffic. UConn Health relies on Facebook for news content dissemination and connecting with a broader audience. Facebook is a valuable vehicle in keeping UConn Health as a relevant and top-of-mind competitor in the health care industry.

	DEC 2022	DEC 2023
<b>Total followers</b>	12,701	13,312
<b>Total posts</b>	372	610
<b>Total impressions</b>	8,692,868	3,665,257
<b>Total engagements</b>	16,456	24,400

Note: The decrease in Facebook engagement partially due to paid content performance. Organic reach increased 100% while ad reach decreased 11.8%.



**X**

Formerly known as Twitter, X has experienced a major rebranding within the past year that extends beyond its name and logo. In the past, X has been a hub for academic researchers and professionals; UConn Health still has a number of employees who use the site to connect with peers or present work. X is also used for sharing news and coverage. It has been a connection with the academic community, news outlets, and professional organizations.

Evaluating the platform in 2023, many changes have made a direct impact on how effectively UConn Health has been able to use Twitter/X to achieve its goals. Some of the modifications that have proved problematic include:

- Account verification availability is only available for paid accounts.
- Organic analytics features are only available to those with a paid account.
- Reformatted link display removes headline and intuitive click-through process.

With the changes to the site and the tumultuous relationship between the public and platform owner Elon Musk, growth has been understandably limited, with some months even seeing a drop in followers resulting from both a purging of bots and the departure of users. However, a true impact of the site's changes is ultimately unavailable due to the previously reported removal of organic analytics. We will monitor the potential of X and if it continues to meet the needs of our institution.

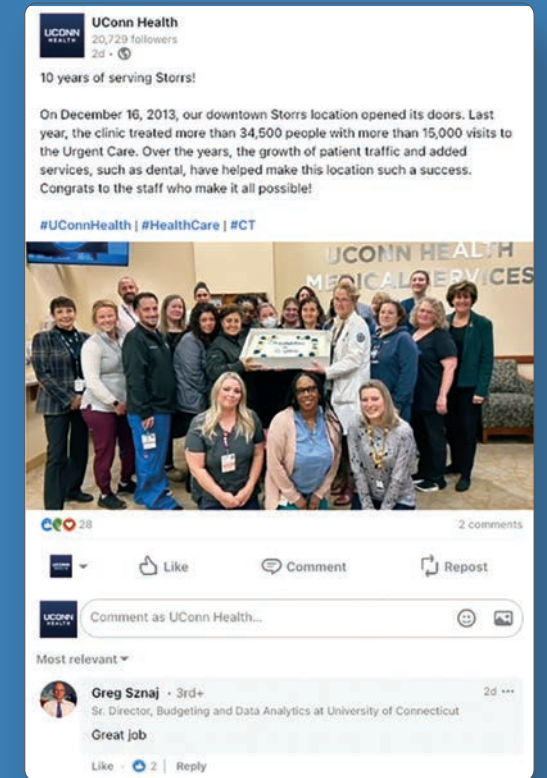


	DEC 2022	DEC 2023
<b>Total followers</b>	3,852	3,961
<b>Total posts</b>	345	1,171

**LinkedIn**

LinkedIn is a unique entity in the social media world, serving as the only platform solely focused on professional networking and collaboration. For UConn Health, LinkedIn allows us to easily communicate with our internal audience (employees, students) as well as reach potential future members of that audience (for employee, resident, and fellowship recruitment). The site also serves as a place to connect with organizations that work with and support UConn Health, especially those related to the health care industry.

Our content plan is focused on celebrating the work and excellence of our community members while building an awareness of the positive cultural and educational environment at our institution. We achieve this goal through a prioritization of staff-, faculty-, and student-focused stories with captions that are specifically written to reflect achievements and organizational pride.



	DEC 2022	DEC 2023
<b>Total followers</b>	18,421	20,847
<b>Total posts</b>	228	433
<b>Total impressions</b>	390,919	561,905
<b>Total engagements</b>	8,315	12,217

**Instagram**

In the past year, UConn Health has better harnessed the advantageous features that make Instagram unique, including Stories and Reels. The global Instagram audience trends younger, and we have seen the same pattern on our own accounts, making it a crucial site for connecting with current medical/dental students, prospective students, and residents. The goal is to optimize the content that appeals to these groups, while still providing engaging content for a more external audience (patients, prospective patients, those seeking health care news and advice). Capitalizing on the visual focus of Instagram, and often collaborating with doctors at UConn Health, we share a number of healthy living tips and best practices in the form of eye-catching and branded graphics. Using Instagram to share expertise helps us expand our reach and provide beneficial content to a wider audience.

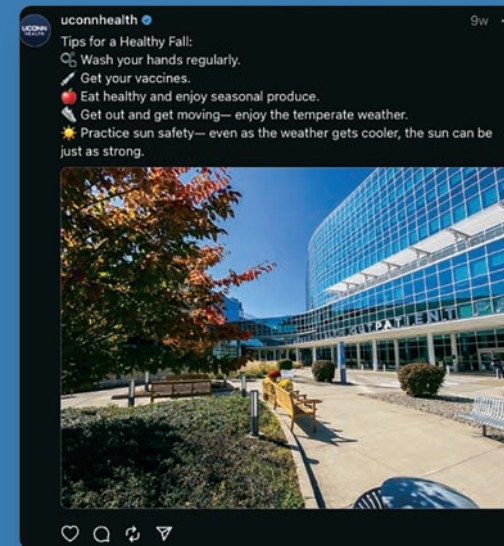
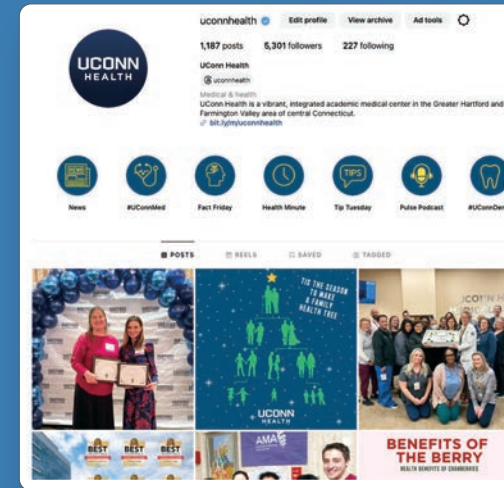
**How Are We Using Reels?**

- With the goal of showcasing our students and relating to both current and prospective students, we launched a series called “Ask A First Year.” Each month, a group of students is asked a question pertaining to their medical or dental education. The students film a short video and send it back to us, where it is edited into a short, minimally produced Reel. The content is real, personable, and informative.
- Working with the Multimedia Team at UConn Health, most traditional video content is now transformed into a 90-second (or less) vertical video feature that can be shared on Reels.
- Reels have been used to create event recaps or provide additional coverage at events, including UConn Health practitioners being honored at a Huskies game, Match Days, Graduation, minor in-hospital happenings, and the annual Road Race.

	DEC 2022	DEC 2023
<b>Total followers</b>	4,902	5,315
<b>Total posts (Feed, Reels, &amp; Story)</b>	235	1,234
<b>Total impressions</b>	369,368	1,020,397
<b>Total engagements</b>	18,859	58,485

**How Are We Using Stories?**

- Two recurring features have been introduced to our content calendar on Stories. “Tip Tuesday” shares healthy living tips and “Fact Friday” shares a health fact that revisits a former UConn Health story. These are saved to corresponding highlights.
- Every UConn Health news story is featured on Stories using a branded format. These are then saved to the News Highlight for one month.
- Special features, including Podcasts and Health Minute, are shared on stories and saved on corresponding Highlights.
- Stories allows us to share timely content, including live event coverage and exceptional posts from other UConn Health associated accounts.



**Threads**

Debuted in July of this year, Threads can roughly be described as Meta’s version of Twitter/X. UConn Health was an early adopter, signing up within 24 hours of launch, and has been continuously sharing content on the platform ever since. The platform is still very much in its early stages, however, and does not feature analytics nor does it currently connect with any publishing tools. Due to the ever-growing and changing nature of this young platform, a finalized strategy for the site has not yet been identified. Additionally, without metrics that can accurately identify a return on investment, it does not make sense to prioritize time and effort in creating content directly for this site. Therefore, at this time the content shared on Threads is a mix of story headlines, such as shared on X, and informational health tips, such as shared on Instagram. It is an exciting time to be on this platform and monitoring its growth and changes

**641**  
Total followers

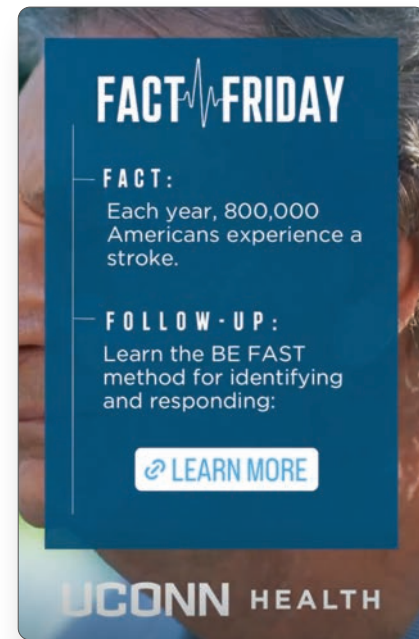


## What We're Doing Differently

### Optimizing and Repurposing

UConn Health has a wealth of high-quality content and stories that complement its presence on social media. By employing more deliberate and thoughtful strategies, we are ensuring that content is being optimized. The basis for this approach relies on an understanding of demographics and user experience while focusing on a goal of giving stories a greater reach and lifespan.

In addition to ensuring that every story related to UConn Health is shared appropriately across platforms, including with targeted copy and formatting, repurposing content from these stories promises even greater reach over an extended period of time. Forms of repurposed content include infographics, pull-out quotes, and the weekly campaign “Fact Friday.”

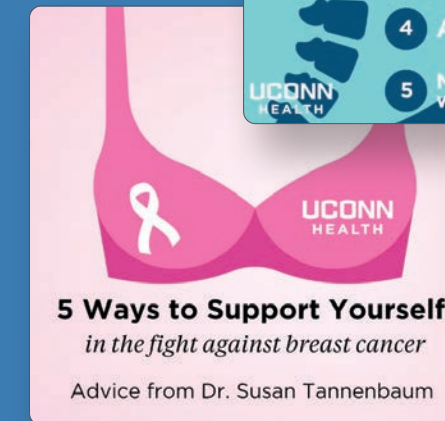


### Health Leaders and Doctor Collaboration

With the goal of reaching a greater external audience, we are setting ourselves and our platforms up as leaders in sharing informative, accurate, and engaging health information. Our profiles can be a powerful tool for raising public awareness and combating misinformation that often runs rampant on social media. Sharing valuable information in quick takes, such as infographics, Reels, or digestible lists, signals to our audience that they can expect high-quality information from professionals they can trust. To create this content, the social media specialist often collaborates directly with UConn Health doctors.

### Celebrating Our Internal Community

Acknowledging that our current social media audience consists largely of an internal audience, including staff, students, and alumni, a concentrated effort has been made to use our platforms to highlight and celebrate this group. Efforts include greater coverage of recognition, including faculty awards, PAWS awards, and the Nightingale nursing awards. Staff has also been asked to share their content with us, including campus beauty shots and staff group photos. This user-generated content (UGC) was especially effective at Halloween when UConn Health sites across the state sent in photos of their teams in costume. Showcasing employee events hosted by the Office of Staff Development also provides an opportunity for displaying our positive company culture, which translates well into recruitment efforts for future employees and students.



### Analytics and Demographics

One of the most important changes in the past year, and the benefits of having a specialist focused on social media, is that all posts and activity on our accounts are made with basis in best practices for both our own pages and within the social media community. Regular analytics reporting allows the social media specialist to analyze what works and what may need revision. Weekly reports are shared with leadership to show the top posts across platforms based on engagement. Monthly reporting takes a more holistic view looking at reach, interactions, and follower growth. A separate monthly report analyzes the engagement on UConn Health stories that were produced by our News team. This is shared with the team and discussed at meetings, so both groups get a better understanding of what is working and why.

### Increase in Content

With a dedicated staff member prioritizing social media, more posts and therefore more content is shared across all our platforms. One example of this increase is evidenced below with the example of the 2022 and 2023 Commencement Ceremony. The list below outlines how much content was shared on each platform in 2022, and how much content was shared this past year. The content increase corresponds directly to increased reach, meaning the more content being shared, especially strategically, the more people are seeing and interacting with it.



### COMMENCEMENT CONTENT SHARED PER PLATFORM

	f	X	in	📷
2022	6	0	Cannot access data	7
2023	10	13	9	21+

### What Comes Next

After almost one full year of an increased focus on social media thanks to the creation of the new role at UConn Health, it's exciting to imagine the possibilities moving forward as our audience continues to grow. With the key goal of positioning UConn Health as a leader in health care on social media, complementing the wider goal of maintaining that same image among the community as a whole, UConn Health's social media will continue to make strides that are strategic, focused in best practices, and malleable to continually changing platform adjustments. Some quantifiable goals for 2024 include:

- Increased collaboration with staff, faculty, and students at UConn Health. We will use their voices to communicate to our public.
- Increased follower growth among external communities, including current and prospective patients. Efforts are already underway to partner with Marketing in raising awareness of our social presence.
- A continued census of UConn Health-affiliated pages and outreach to admins to ensure these accounts are maintaining branding guidelines and best practices. Steps are being taken to ensure that accounts run by a variety of groups, including residents, staff, and students, have a better understanding of their responsibilities and expectations.
- Reflect on the past year of strategy to determine what has worked and what has not worked. This is especially applicable to ongoing campaigns. Are they worth the time and effort? How can we change them to see more return on investment?



**UCONN**