

ANALYSIS OVERVIEW @UNIVERSITYOFGA

In 2019, UGA focused on refining our social media footprint as a brand while continuing to grow and reach new audiences. The growth and popularity of private social groups has led to a decline in organic reach and intensified the use of peer-to-peer sharing and influencer marketing. To keep the UGA brand ahead of these trends, we turned to innovative engagement tactics that we laid the groundwork for in 2018 — from leveraging user-generated content to activating our Digital Dawgs to public exchanges with other large national brands.

TOTAL FOLLOWERS

2 759,133

Our growth rate was 9.8%, compared to 6.7% across other higher ed schools.

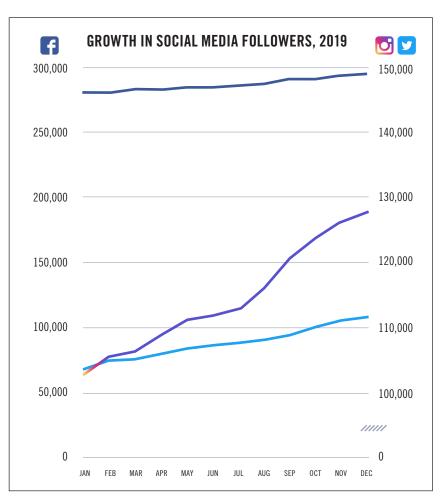
TOTAL ENGAGEMENT

Engagements include likes, comments and shares on posts.

TOTAL IMPRESSIONS

Q 58,086,428

An impression is when a post is visible in a social feed. This is how many people saw the UGA brand across all social channels.







294,786



127,759



TWITTER TOTAL FOLLOWERS



111,364



212,228



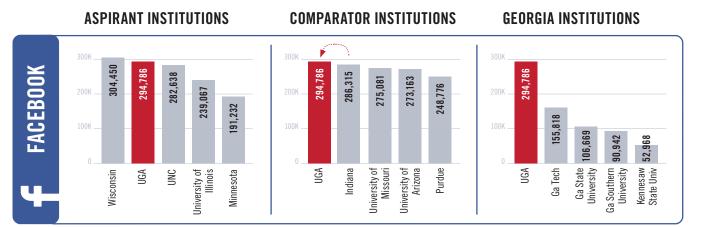
12,996

For the second year in a row, Instagram stood out as the clear leader this year with unprecedented growth. It outpaced Twitter and Facebook throughout 2019, adding about 71 followers a day. By the end of 2019, we had 533,909 followers across our three largest social media platforms.

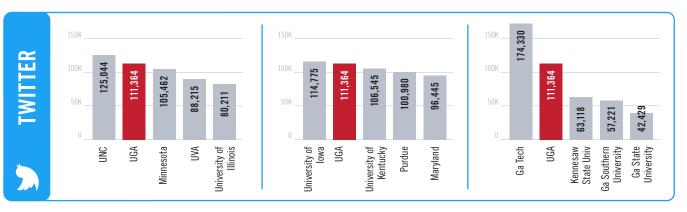
2 University of Georgia | Division of Marketing & Communications 2019 Year End Report

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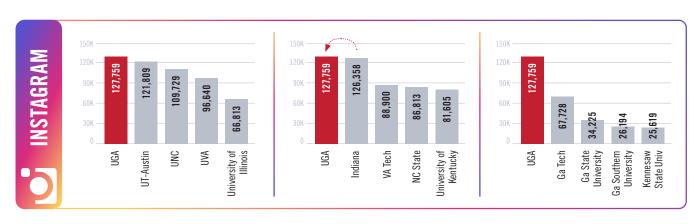
GROWING OUR SOCIAL AUDIENCES



In 2019, UGA's Facebook following grew by 4.9%, which was above average compared to 2.8% growth across aspirant schools and 1.9% growth across comparator schools. We surpassed Indiana University in Facebook followers.



UGA's Twitter following grew by 7.4%, which was above average compared to 7.1% growth across aspirant schools and 5.2% growth across comparator schools.



UGA's Instagram following grew by 25.6% compared to 26.6% growth across aspirant schools and 26.1% growth across comparator schools. We surpassed Indiana University in Instagram followers.

PLATFORM ANALYSIS | FACEBOOK

A post's average organic reach on Facebook is only around 6.4%. So when Facebook changed its algorithm in 2018 to favor human interactions and private group content, we adjusted our strategy to ignite more conversation on our threads. In 2019, we used more conversational posts to motivate response from our followers — like asking a question or giving them a statement to complete. We also adjusted our post text and video styles to offer more fun facts or takeaways that would get people talking and sharing our content forward.



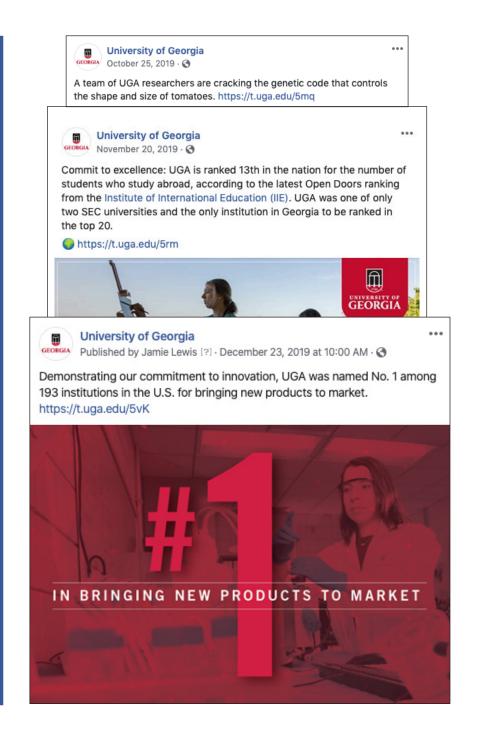
In 2019, we added **13,824** net followers, averaging **38** new followers per day. Our largest follower growth occurred in September.



UGA averaged **34,400** impressions per post. Our biggest month for impressions was January.



UGA averaged **2,064** engagements per post. We saw the most engagements in August.



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PLATFORM ANALYSIS TWITTER

With 321 million active monthly users, Twitter may not be the largest social channel, but its real-time news feed makes it the go-to social platform for emerging news and trends. We post our breaking research and major announcements to Twitter. In 2019, we continued to prioritize engagement posts that encouraged followers to answer a question or vote on a poll and identifying trending topics or memes we could participate in while staying on brand. These interactions, along with strategic messaging, helped us grow 7.4% year over year and surpass 110,000 followers in October.







In 2019, we added **7,718** net followers, averaging **21** new followers per day. Our largest follower growth occurred in September.



UGA averaged **16,451** impressions per post. Our biggest month for impressions was September.



UGA averaged **768** engagements per post. We saw the most engagements in September.

PLATFORM ANALYSIS INSTAGRAM

With 1 billion active monthly users—71% of whom are under 35 years old—Instagram is our fastest growing platform and the preferred platform for reaching current students and younger audiences. UGA posts typically feature campus life, behindthe-scenes stories and highly visual branding opportunities as the platform functions primarily on lifestyle photography. This year we focused on developing more strategic Instagram Highlights to help answer some of our most frequently asked questions and showcase strategic university initiatives.

In 2019, Instagram enabled crosspromotion of IGTV videos into the main Instagram feed and as a result, we saw a spike in IGTV views. To capitalize on this, we focused on telling "short doc" stories (2-3 minute videos) about our students, which resonated with our audience.









In 2019, we added **26,074** net followers, averaging **71** new followers per day. Our largest follower growth occurred in September.



13,299,528

TOTAL IMPRESSIONS

UGA averaged **56,594** impressions per post. Our biggest month for impressions was August.

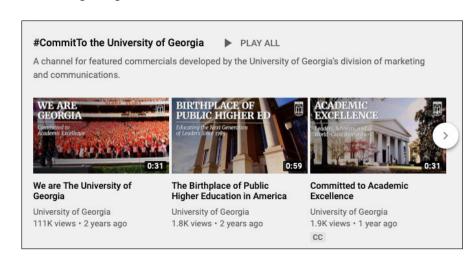


977,476 **TOTAL ENGAGEMENTS**

UGA averaged **4,159** engagements per post. We saw the most engagements in November.

YOUTUBE PLATFORM ANALYSIS

YouTube is the new Google when it comes to prospective students and has replaced television for many Gen Z'ers. With more than 2 billion users every month, it became clear in 2019 that YouTube needed to become less of a repository for videos and more of an active social and advertising platform. This year, we continued to refine our playlist structure, video titles and descriptions, and strategically redesigned our video thumbnails to make our channel more aesthetically pleasing and most importantly branded. We also began diving into the world of paid advertising on YouTube and look forward to growing that initiative in 2020.



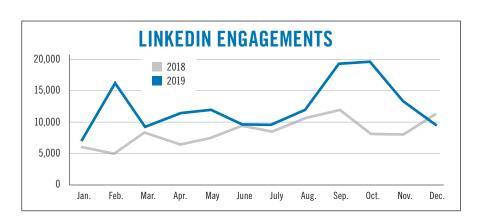






LINKEDIN PLATFORM ANALYSIS

A social network for working professionals, LinkedIn averages 303 million active monthly users. The basis of LinkedIn's networking requires all users to list their education and work history in profiles, so we see substantial activity with our alumni and faculty on this channel, adding 9,956 new followers this year. Given the professional focus of LinkedIn, we partner with the Alumni Association, Public Service and Outreach and the UGA Career Center to tailor our content programming for alumni. Research, service and alumni success stories resonate the most on LinkedIn, and we see a 2.54% engagement rate on our posts.





In 2019, we added 9,956 followers



AMBASSADOR PROGRAM | DIGITAL DAWGS

In spring 2018, we launched a social media ambassador program for undergraduate students. These 30+ Digital Dawgs represent UGA and present an authentic behind-the-scenes look at the student experience on campus and in Athens from official UGA branded Instagram accounts. While their content is not dictated by the Division of Marketing & Communications, our team is in frequent communication with the students and offers suggestions of events on campus to cover or initiatives to highlight.

In 2019, we focused on refining our onboarding and exit process and worked with our graduating students to help identify their replacements to ensure a smoother transition for their followers.

13,421
DIGITAL DAWG
FOLLOWERS



Today I will be making my last post as uga.andrew, and handing this account over to Madison Drummond, one of the newest Digital Dawgs. It has been an honor to interact and engage with you all throughout this last year, from current students to future students, parents and alumni...We are choosing to hand over our pages to new students to show that even as one chapter might close, another Dawg will always step in to continue the journey and tradition that was started so long ago at UGA."

Andrew Gryder, Class of 2019

TESTIMONIALS

Continuously inspired by the work @universityofga has done with the #DigitalDawgs program — if you want to see a great example of influencer marketing in #hesm you need to check it out."

Liz Harter

Social Media Manager at University of Notre Dame



@universityofga created a brand ambassador program with students who were already influential on campus, taking their love for the university from IRL to the digital space. Genius."

Ellen Doepke

Senior Social Media Manager at Michigan State University

MICHIGAN STATE

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HASHTAG STRATEGY | COMMIT TO

Hashtags link posts and conversations together on Twitter and Instagram by topic and trends. In 2018, we launched the use of #CommitTo, a flexible and active brand hashtag that embraced the social equity of the previously used #CommitToTheG that had been used by Athletics. In 2019, we continued to encourage the use of #CommitTo and saw increased adoption by our campus partners.

After developing a new user-generated content campaign, which involved new social media swag (pins, stickers and T-shirts), we were able to make the hashtag more visible to students on campus. In 2019, we've seen 1,078 uses across Twitter and Instagram and look forward to watching that number continue to grow year over year. We were even able to get it used by several corporate partners on Twitter during a social media activation!

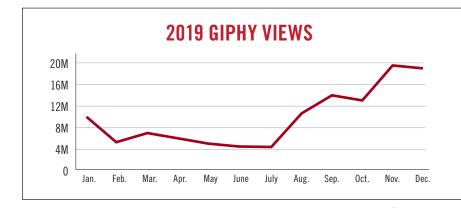






GIFS & STICKERS | GIPHY

Giphy is an online database for short, looping videos—commonly known as GIFs—that can be used on social media and in text messages. We created a brand channel on Giphy to host UGA-themed GIFs. During 2019, we continued to focus on the importance of maintaining just one UGA parent channel and offered to host GIFs for a number of units across campus, including UGA Athletics. Keeping all the UGA GIFs under one account improves our visibility when users are searching for GIFs and keeps us from competing against ourselves in the search algorithm. Since creating our Giphy channel in 2018, we have uploaded a total of 545 GIFs which have garnered 154.4M views — with 222 GIFs uploaded and viewed 120.2M times in 2019 alone.



222UPLOADS IN 2019

120,212,821 VIEWS















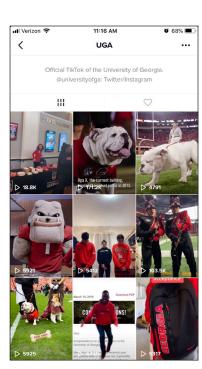
EMERGING PLATFORM | TIKTOK

Incoming students favor diverse and hyper-personal social media experiences. While we're not trying to make clear conversions from all social media networks, it's important for UGA to have a presence in these spaces — to meet these new audiences where they are — and subtly build awareness of our brand.

TikTok, the fastest growing social media platform in 2019, is a videosharing social networking service popular with Gen Z, which makes it ideal for staying front-of-mind with high school students as they begin to research colleges. According to the Chronicle of Higher Education, the audience for TikTok skews young, with most users falling between the ages of 16-24, which makes it particularly appealing to higher education. The University of Florida's Todd Sanders, who was an early adopter of TikTok among higher-ed peers, says that success on emerging platforms shows that your school is innovative and not resting on the standard platforms, like Facebook, Twitter and Instagram.

Aside from in-app views, TikTok's unique video editing features make it the perfect place to create content and jump to Instagram Stories, another platform which skews toward a younger audience.





E-MAIL ANALYSIS | UGATODAY

The UGA Today daily e-newspaper for the University of Georgia community is delivered to subscribers' email inboxes every weekday morning to keep them informed about Bulldog Nation. It includes In the News links to mentions about UGA in the news media — from breaking campus news to research and innovation to public service and outreach — and all the latest news from the UGA Today news center (news.uga.edu).



4,652 SUBSCRIBERS

36.5%
OPEN RATE
55% higher than

education average

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