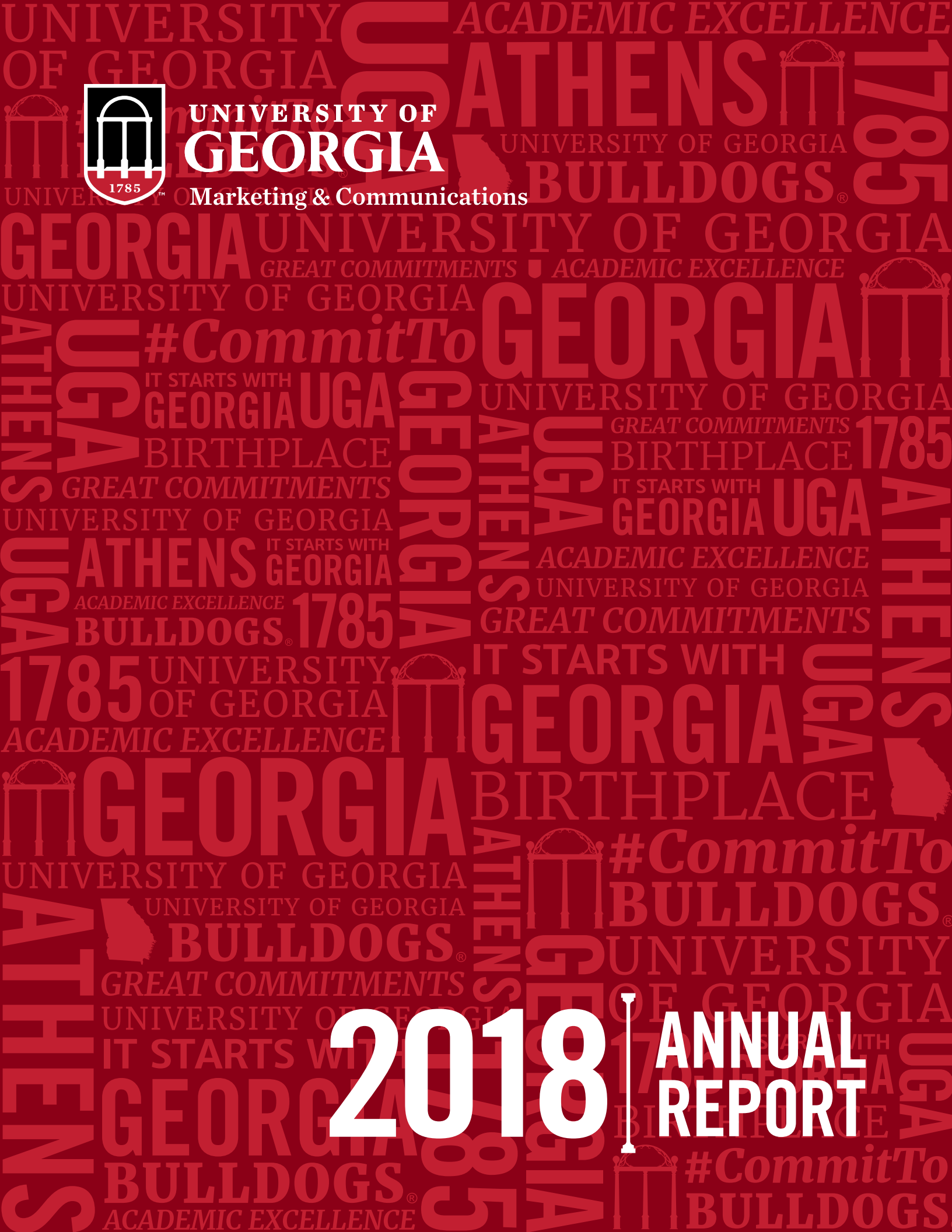




UNIVERSITY OF
GEORGIA

Marketing & Communications

2018 | ANNUAL REPORT



ANALYSIS OVERVIEW | @UNIVERSITYOFGA

In 2018, 2.3 billion people—over 75 percent of the global population—were active on social media. Increasingly, social media is where people discover new brands, but it takes effective strategy and messaging to build an audience. To elevate the UGA brand across social channels and encourage interaction, we combined our strategic brand messages with visually-engaging media. We've developed an editorial calendar to ensure consistent delivery of UGA's messaging pillars and topmost initiatives. We also initiated an engagement strategy designed to increase visibility and humanize the UGA brand.

TOTAL FOLLOWERS

699,781

Our growth rate was **18.6%**, compared to 7.9% across other higher ed schools.

TOTAL ENGAGEMENT

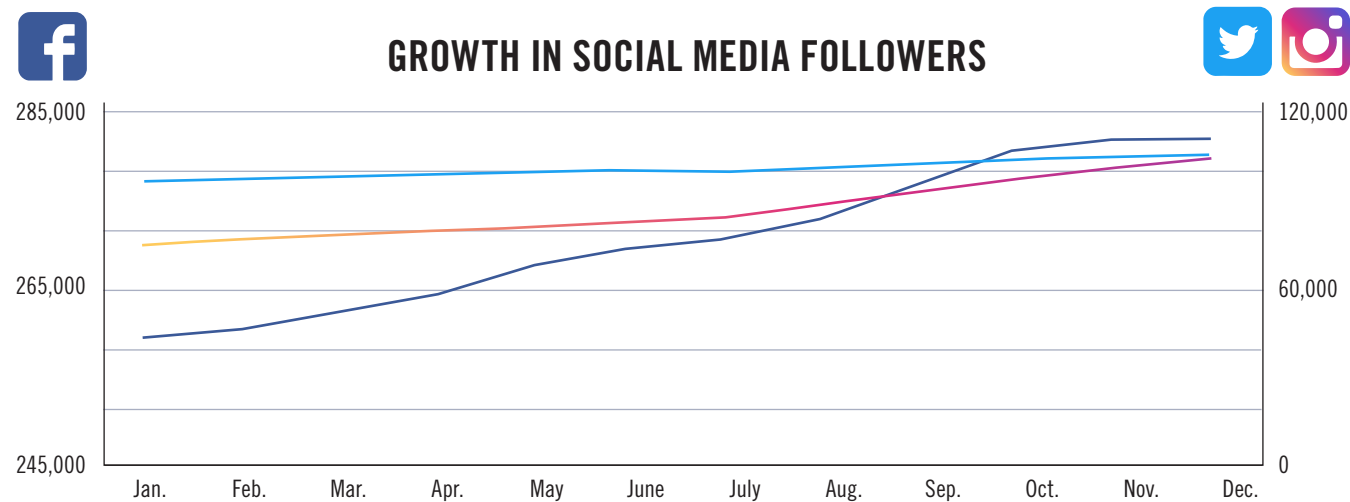
3,954,636

Engagements include likes, comments and shares on posts.

TOTAL IMPRESSIONS

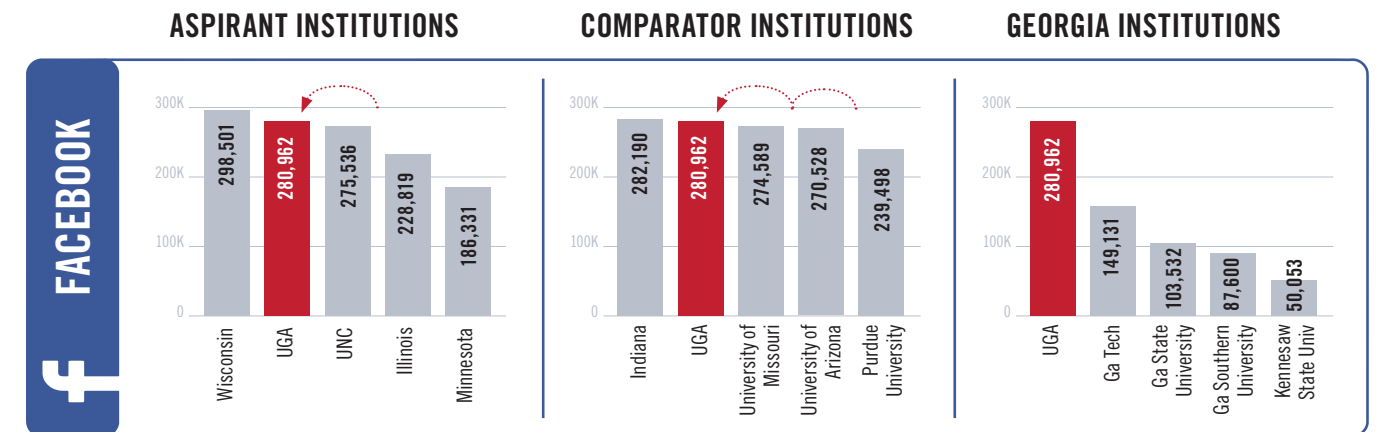
64,237,198

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.

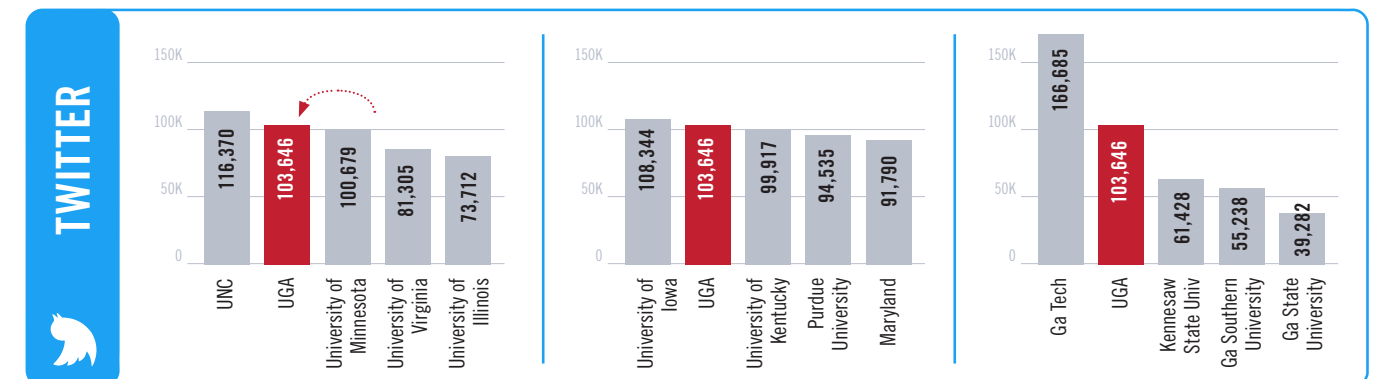


Instagram stood out as the clear leader this year with unprecedented growth. It outpaced Twitter and Facebook throughout 2018, adding about 90 followers a day. By the end of 2018, all our major social channels have more than 100,000 followers.

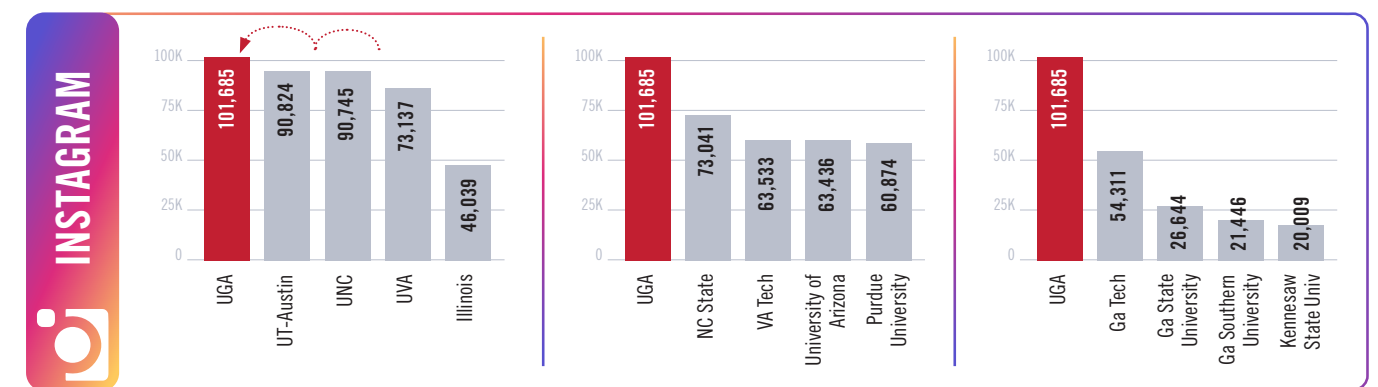
This year started off with a bang. Thanks to UGA's success on the field and our strategy of capitalizing on that, we saw an influx of new followers that energized our approach to social media engagement. UGA's engagement strategy focuses on attracting new followers with strategic, high-quality content and then interacting with our audience. We saw tremendous growth across our social channels by doing just that. UGA social channels surpassed a number of peer and aspirant schools in followers, securing the lead spot in our bracket of closest competitors. And when it comes to institutional social media use in Georgia, we run this state.



In 2018, UGA's Facebook following **grew by 11%**, which was above average compared to **3% growth** across aspirant schools and **4% growth** across comparator schools. We surpassed the University of North Carolina, the University of Missouri, and the University of Arizona in Facebook followers.




UGA's Twitter following **grew by 15%**, which was above average compared to **10% growth** across both aspirant and comparator schools. We surpassed the University of Minnesota in Twitter followers.



UGA's Instagram following **grew by 46%** compared to **29% growth** across aspirant schools and **30%** across comparator schools. We surpassed the University of North Carolina and the University of Texas-Austin in Instagram followers.


f PLATFORM ANALYSIS | **FACEBOOK**

With 2.2 billion active monthly users, Facebook is the largest social network in the world, which also makes it our largest social media account on campus. Facing increased privacy concerns and content, Facebook announced changes to their algorithm to prioritize personal interactions over brand placement in the news feed. On UGA's Facebook page, we focused on posts that enticed response or engagement, such as posing a question or a fill-in-the-blank post. The majority of followers who engage with our posts are women over 35 years old (mothers and alumna), so we tend to see increased engagement on campus photos, nostalgia and UGA traditions. We also prioritized responsiveness with our followers—replying promptly and authentically to comments and messages—in an effort to motivate more conversation and humanize our brand.




280,962
TOTAL FOLLOWERS

In 2018, we added **29,270** net followers, averaging **89** new followers per day. Our largest follower growth occurred in January.



23,928,273
TOTAL IMPRESSIONS

UGA averaged **53,056** impressions per post. Our biggest month for impressions was May.



1,748,966
TOTAL ENGAGEMENTS

UGA averaged **3,878** engagements per post. We saw the most engagements in January.

VIDEO

Multimedia is a top driver of organic audience engagement on Facebook. Over 100 million hours of video are watched on the platform every single day. Facebook also gives higher priority to video uploaded directly to the platform over links to video hosted elsewhere. Our creative team has increased the production of videos and motion graphics to help the UGA brand stand out in feeds. A majority of Facebook video views occur on mobile devices, which means that attention spans are extremely short. So, we optimized our videos to be short, sweet and mobile friendly.

139 VIDEOS POSTED

2,845,686

VIDEO VIEWS

Great Commitments: Building a Better Flu Vaccine

 **University of Georgia**
about 11 months ago · 🌐

UGA researcher Ted Ross is committed to developing the last flu vaccine you'll ever need.

<https://greatcommitments.uga.edu/.../broa...>



The annual **influenza vaccine** is our **best defense** against the viruses that cause flu.

 PLATFORM ANALYSIS | **TWITTER**

With 326 million active monthly users, Twitter may not 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 2018, we prioritized engagement posts that encouraged followers to answer a question or vote on a poll. These interactions, along with strategic messaging, helped us grow 12% year over year and surpass 100,000 followers in September.

 **UGA** @universityofga

As Georgia's flagship institution, we are committed to the economic vitality of our state. Check out this interactive map where you can see #UGA's impact on your county. itstartswith.uga.edu

View impact map by

State

\$5.7 billion
Annual Economic Impact

1,249,966
Programs created by UGA Extension in FY 17

197,479
UGA alumni in Georgia

33,142
Students enrolled in 2016-2017

[Download Report](#)



12% INCREASE
in following

SURPASSED 100K!


 **UGA** @universityofga

#CommitTo excellence at UGA! We were just named the No. 13 Best Public University by @usnews! t.uga.edu/4oz #BestColleges

#13


TOP PUBLIC NATIONAL UNIVERSITY

U.S. NEWS & WORLD REPORT 2019




103,646
TOTAL FOLLOWERS

In 2018, we added **14,060** net followers, averaging **39** new followers per day. Our largest follower growth occurred in January.



25,715,579
TOTAL IMPRESSIONS

UGA averaged **17,434** impressions per post. Our biggest month for impressions was January.



1,192,896
TOTAL ENGAGEMENTS

UGA averaged **809** engagements per post. We saw the most engagements in January.



PLATFORM ANALYSIS | INSTAGRAM

With 1 billion active monthly users—32% of whom are 25-34 year olds—Instagram is the fastest growing social network in 2018 and is the preferred platform for younger audiences. This is where the University of Georgia connects with prospective students and young alumni. With that being the case, Instagram was the perfect platform to launch our Social Media Ambassador program. We have seen considerable growth in engagement on our account. UGA posts typically feature campus life, behind-the-scenes stories and highly-visual branding opportunities as the platform functions primarily on lifestyle photography.



101,654
TOTAL FOLLOWERS

In 2018, we added **33,011** net followers, averaging **90** new followers per day. Our largest follower growth occurred in January.



14,593,346
TOTAL IMPRESSIONS

UGA averaged **45,680** impressions per post. Our biggest month for impressions was November.



187,654
TOTAL ENGAGEMENTS

UGA averaged **3,265** engagements per post. We saw the most engagements in November.

STORIES & TV

Instagram Stories are photos and videos that post for only 24 hours, similar to Snapchat. Instagram stories launched in August 2016, and the feature has quickly grown to over 400 million active daily users—twice as many as Snapchat. Because of this, the University of Georgia has shifted 24-hour story use from Snapchat to Instagram. The number of users and ease of brand account management within Instagram justify the transition. Since incorporating stories into our strategy, we've seen our average daily story views grow to over 17,000. With a majority of our followers being between 18-25 in Athens, we're using Instagram stories to showcase our campus community. The ability to share from a friend's story to your own is an added benefit, as we have 30+ Social Media Ambassadors aka "Digital Dawgs", who supply content through stories daily.



33,011 NEW FOLLOWERS



PLATFORM ANALYSIS | YOUTUBE

YouTube is now pulling in over 1.8 billion users every month, making the online video streaming site Google's most popular service. YouTube's monthly user number is nearing that of Facebook, which has over 2 billion users and has been dabbling in live and streaming video for the past few years. The University of Georgia utilizes both Facebook and YouTube for video promotion—Facebook for engagement and YouTube for archival and search engine optimization because of its affiliation with Google. In 2018, we reorganized our YouTube channel and playlists to better categorize and archive videos. We've also developed a strategy for archiving videos that have expired brand worth.



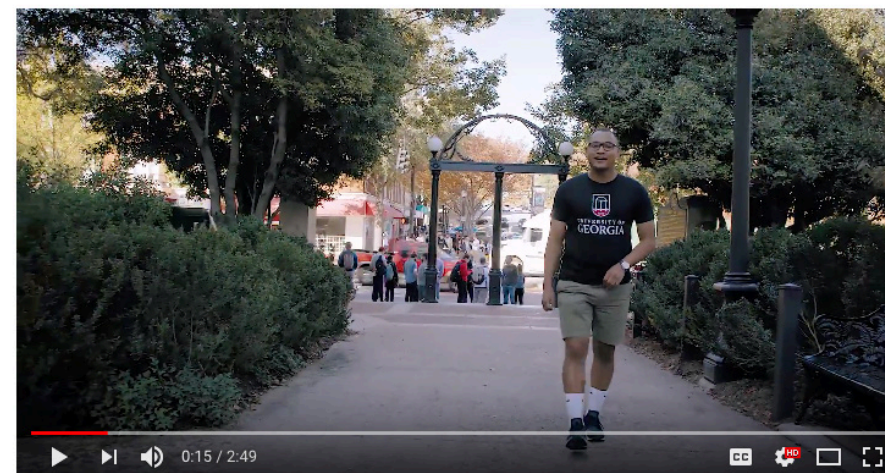
10,411
SUBSCRIBERS



45
UPLOADS



45K
VIEWS



Campus Tour of the University of Georgia



PLATFORM ANALYSIS | LINKEDIN

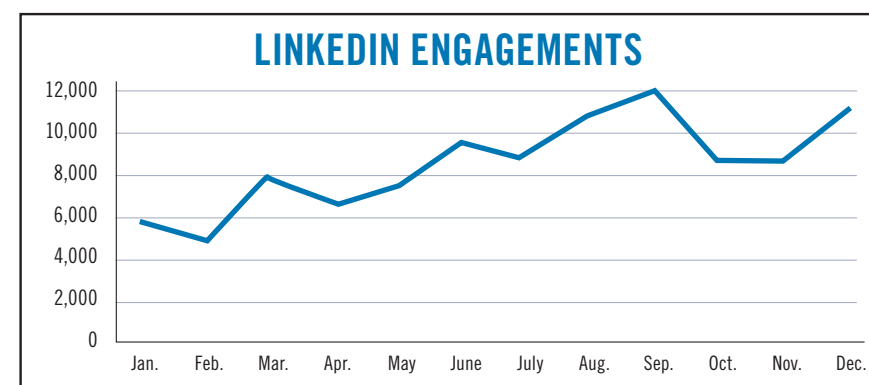
A social network for working professionals, LinkedIn averages 260 million active monthly users. The basis of LinkedIn's networking requires all users to list their education and work history in profiles, so we see substantial activity with our alumni and faculty on this channel, adding 11,544 new followers this year. Our audience on LinkedIn is a bit different than on other social networks, so 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 0.6% engagement rate on our posts.



203,077
FOLLOWERS



104,563
ENGAGEMENTS

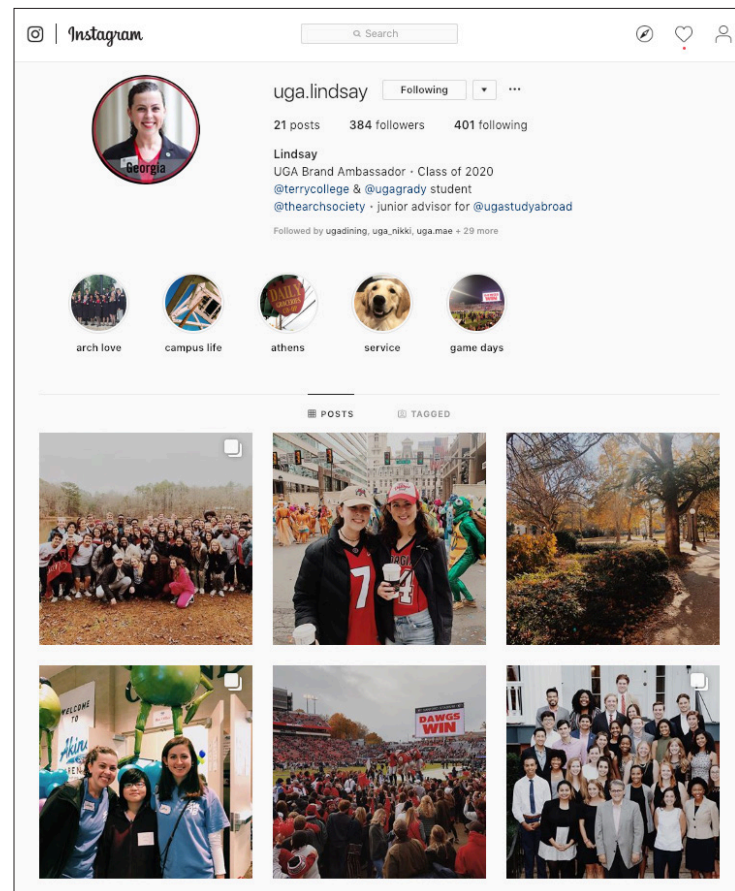


AMBASSADOR PROGRAM | DIGITAL DAWGS

In Spring 2018, we launched a social media ambassador program for undergraduate students. These 30+ Digital Dawgs were chosen from some of our most highly selective student organizations, including the New Student Orientation, the Arch Society, the Student Government Association and the Visitor's Center. These students are often asked to represent UGA in person while giving tours and attending donor/alumni events on behalf of the Office of the President; this program gives them an opportunity to do the same in a digital space.

They 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 and Communications, our team is in frequent communication with the students and offers suggestions of events on campus to cover or initiatives to highlight.

19,921 DIGITAL DAWG FOLLOWERS



TESTIMONIALS

"Digital Dawgs is at the forefront of integrating social media and UGA student perspectives, providing a holistic view into our illustrious university for those unable to experience it firsthand. I've been ecstatic to work with such a thoughtful and creative leadership team and with fellow Dawgs as ambassadors. And I have truly enjoyed sharing my experiences and love for the G with as large of an audience as is possible."

- Andrew Gryder, Class of 2019

"I have loved serving as a Digital Dawg this year because it has provided a unique platform from which to share my experiences at UGA! From this program, I have had several potential students reach out to me about my posts and resulting questions they have had about UGA. Having the opportunity to shape and inform perspectives about the student experience here has been so rewarding!"

- Lindsay McSwigan, Class of 2020

"Thanks to the Digital Dawgs program, I have experienced growth in my leadership on campus and in my professional development. I have thoroughly enjoyed showcasing student life to the University's social media audience through posts and stories. In addition, this program complemented public relations coursework by providing real-world experience in strategically promoting a large brand and in maintaining a professional digital footprint."

- Austin Gibbons, Class of 2020

HASHTAG STRATEGY | COMMIT TO

Hashtags link posts and conversations together on Twitter and Instagram by topic and trends. The University of Georgia had utilized several event-focused and generic branded hashtags but had yet to develop one to support our new "Commitment" brand identity. 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.

#CommitTo opens up the conversation to include more topics than just sports. Now, we can use the hashtag in posts promoting anything from research and institutional initiatives to campus and student life. We promote #CommitTo across digital screens on campus, encourage use among our Digital Dawgs and include it on all posts from UGA accounts. Since launching the hashtag in July of 2018, we've seen 654 uses across Twitter and Instagram and look forward to watching that number continue to grow year over year.

#CommitTo helping entrepreneurs: #UGA Innovation Gateway helps aspiring entrepreneurs get to know the market for their product 2wsb.tv/2TH5Syk

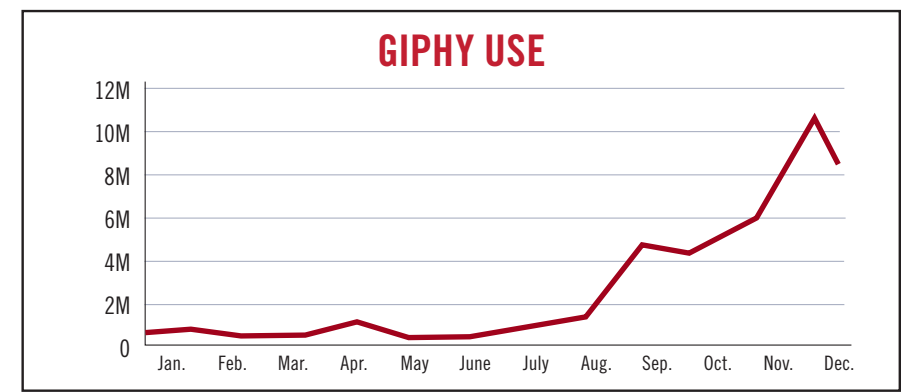


#CommitTo
Staying Connected
@universityofga
[Instagram, Twitter, Facebook icons]

654
NUMBER OF USES
IN SIX MONTHS

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 2018, we focused on developing new and timely GIFs that would be utilized by our social audiences and would elevate recognition of the UGA brand. We've uploaded 337 UGA-themed GIFs—from pride points to common reactions to moving text—that have been viewed 52,500,000 times!



337
UPLOADS
52,500,000
VIEWS





UNIVERSITY OF
GEORGIA

#CommitTo

Staying Connected

@universityofga

