

2025

content

REPORT



UConn

CONTENT overview

UConn's digital footprint was more visible than ever in 2025, firmly establishing social media as the University's front door. Across platforms, UConn's brand reached new heights — from viral TikToks that expanded national awareness to record-breaking engagement around the Women's NCAA Division I basketball title. Prominent research stories and the naming and groundbreaking of the new School of Nursing building further elevated UConn's academic reputation and student experience.

With nearly 70% of the world using social media, platforms continue to serve as the primary source for news, recommendations, and research. UConn's content emphasized inclusion, research, innovation, and user-generated storytelling, while the social team advanced campaign support and maintained a strategic focus on high-quality, platform-specific video content.

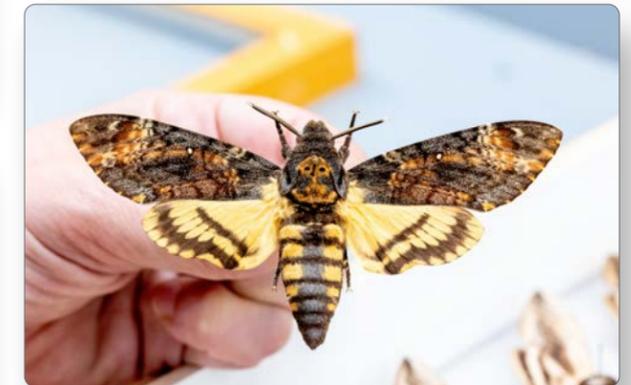
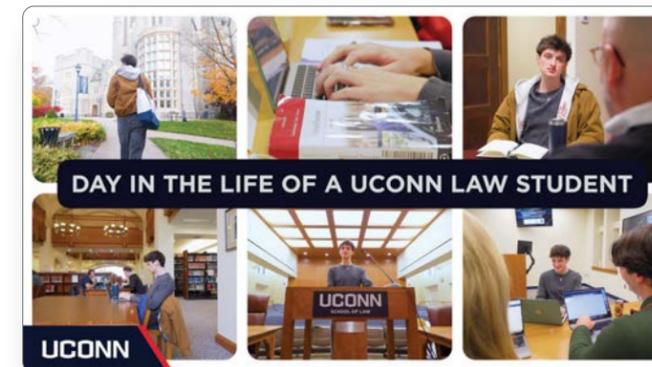
This year's Quid "Higher Education Social Media Engagement Report" ranked UConn's social engagement in the Top 10 nationally among Division I schools, including a No. 8 ranking on TikTok — up from No. 29 the year prior.

The news team delivered a standout year, publishing 552 stories and generating more than 651,455 pageviews, amplifying UConn's leadership in climate change, entrepreneurship, innovation, research, and community impact.

UConn experts remained in high demand, responding to 184 media inquiries through ExpertFile from top-tier outlets including The Washington Post, The Wall Street Journal, Time, The New York Times, CBS News, National Geographic, and regional Connecticut media — reinforcing UConn's role as a trusted national voice.

The digital content producer completed 119 photo shoots and delivered both short- and long-form video content for social media and institutional storytelling, while also contributing to UConn's archival video library for future use.

At UConn Health, the dedicated social media manager's third full year focused on meaningful growth — enhancing content quality, strengthening collaboration, and supporting major milestones, including the announcement and coverage of the Waterbury Hospital acquisition — further positioning UConn Health as a credible and engaging digital presence.



12-TIME champions

UConn lived up to its reputation as the “Basketball Capital of the World” in April as the women’s basketball team defeated South Carolina 82-59 in the championship game of the 2025 NCAA Division I Women’s Basketball Tournament in Tampa.

The title, UConn’s 12th, added to the record number of women’s basketball championships and ended a nine-year drought. The national championship also gave UConn a unique “three-peat” as the men’s basketball team won the NCAA title in 2023 and 2024.

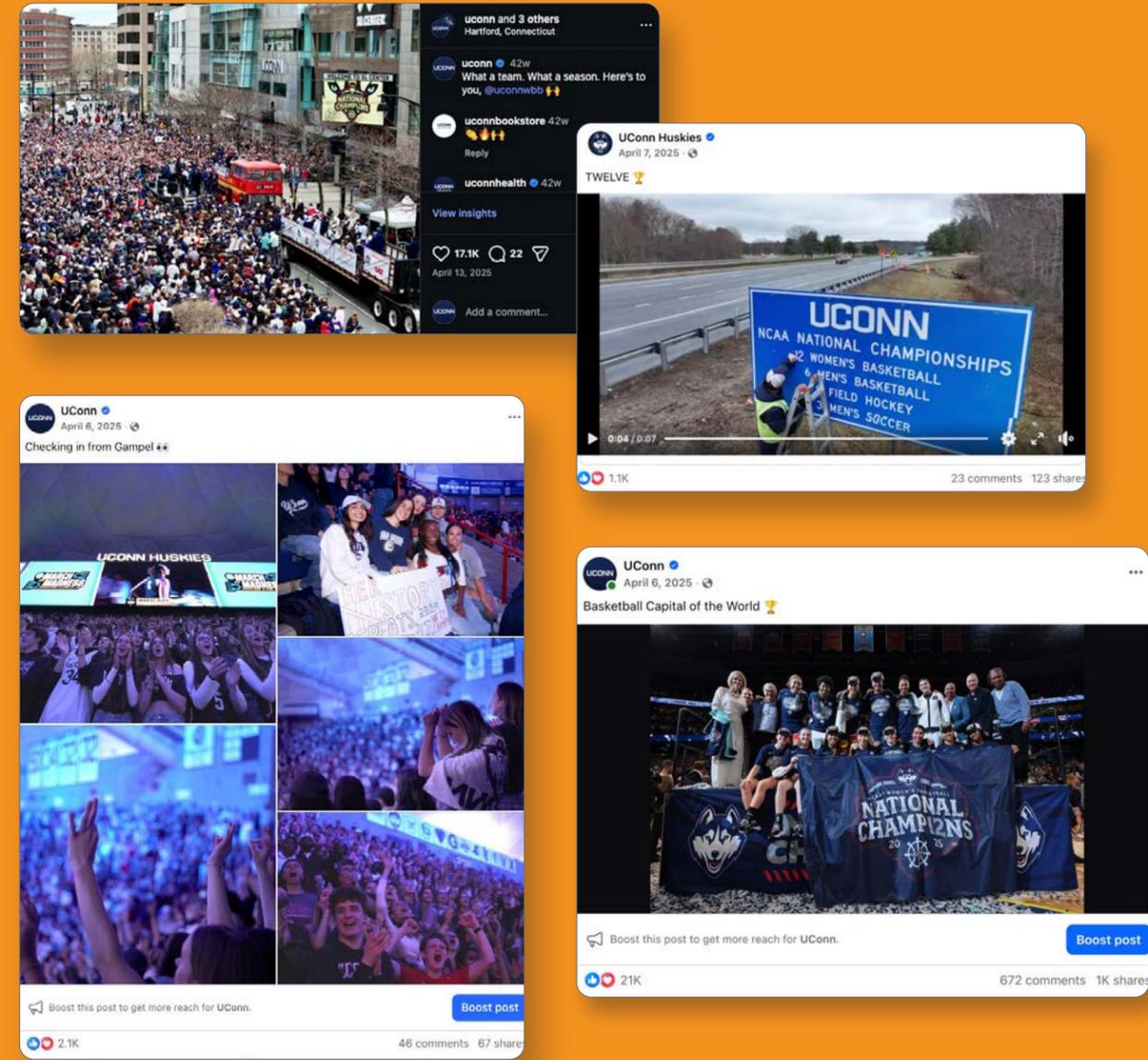
As in years past, University Communications’ goal was to bring the NCAA tournament to those who couldn’t attend in person, which was accomplished through real-time, on-the-ground social and video content produced in Tampa and in Storrs.

Having a member of UConn’s video team in Tampa proved to be an asset and further enhanced our presence — we were able to bring the fan experience to our followers and others who were interested in UConn’s run. UConn’s flagship accounts shared photos and videos from alumni events and the UConn fan and student sections at games, and videos from fans traveling to and from Tampa to support the team. Having boots on the ground allowed us to capitalize on trends and capture moments that would best resonate on social media and play into the organic engagement we were getting from the game.

While having a visible presence in Tampa, we maintained our coverage in Storrs, bringing our followers along to Gampel Pavilion watch parties, producing videos and taking photos of student celebrations, and lending a hand to our Athletics counterparts when needed. Support for Athletics included taking photos of the new banner being hung in Gampel and producing video of the I-84 signage being updated — a video that garnered over 1.4 million views on Instagram alone.

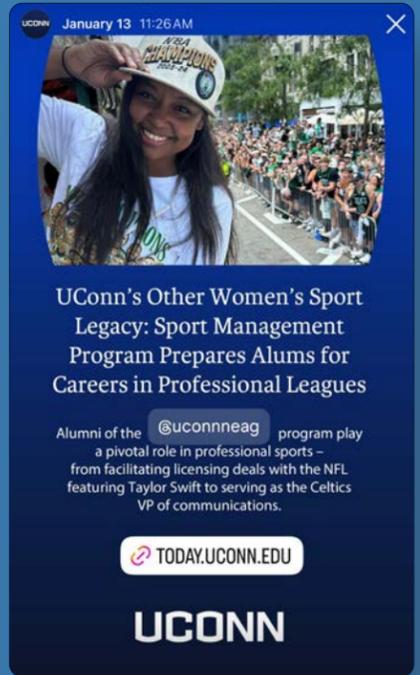
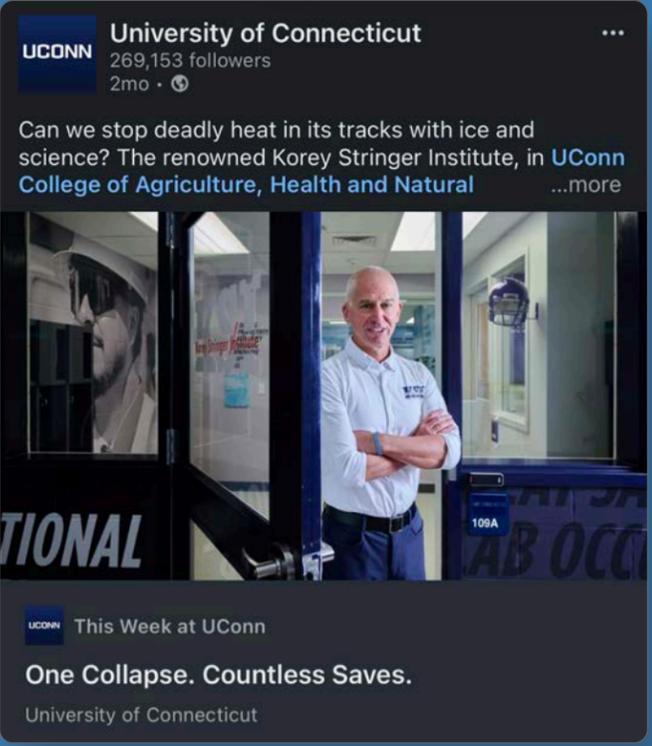
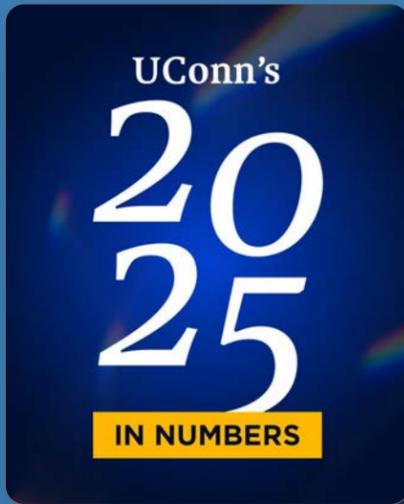
Final Four Social Media Stats:

- 78 POSTS**
- 10,403,617 IMPRESSIONS**
- 9,219,081 REACH**
- 399,768 ENGAGEMENTS**
- 960,883 VIDEO VIEWS**



OUT OF THE blue

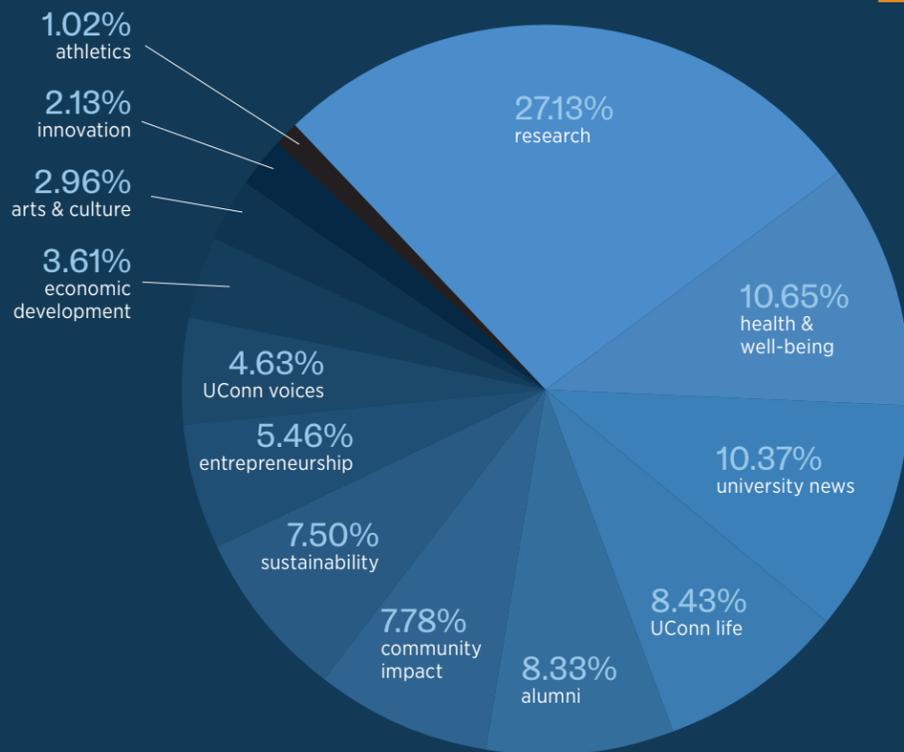
September 2025 marked the completion of the first full year of the University’s “Out of the Blue” brand campaign, a milestone supported consistently by UConn Today and the University’s flagship social media channels. Throughout the year, these platforms played an integral role in amplifying campaign stories and videos, extending the campaign’s reach and resonance across UConn’s digital audience. In tandem, the social team began rolling out the campaign’s visual identity across flagship accounts, ensuring a cohesive and recognizable brand presence that further strengthened the University’s overarching narrative.



2025 UCONN today

BY THE NUMBERS

Breakdown of UConn Today Homepage Stories by Content Categories



Referral Data:

ORGANIC	42.9%
DIRECT	29.6%
EMAIL	13.2%
SOCIAL	7.5%
REFERRAL	4.5%
OTHER	2.3%

Device Viewing:

DESKTOP	58%
MOBILE	40.8%
TABLET	1.2%

Gender Breakdown:

FEMALE	53.2%
MALE	46.8%

Age Range:

18-24	28.5%
25-34	16.7%
45-54	16.2%
55-64	15.1%
35-44	13.5%
65+	10%

TOP 20 stories OF 2025

Headline	Pageviews
Atorvastatin Recall May Affect Hundreds of Thousands of Patients and Reflects FDA's Troubles Inspecting Medicines Made Overseas	18,637
UConn Applications Reach New Heights as More Than 62,000 Seek First-Year Admission	17,365
Nguyen's Injectable Piezoelectric Gel Could Treat Osteoarthritis Without Surgery	15,410
'Turning Back Time': UConn Researchers Developing Treatment to Reverse Brain Damage From Stroke	13,988
Alum Hayley Segar Wows 'Shark Tank' Judges, Lands a Deal with Two of Them	13,573
Swimsuit Entrepreneur, UConn Alum Hayley Segar to Appear on 'Shark Tank'	9,876
Next Generation of Weight Loss Drugs Being Researched at UConn	9,166
How to Feel Your Best Self	6,464
The Child Boss in 'Severance' Reveals a Devastating Truth About Work and Child-Rearing in the 21st Century	6,175
World-First Gene Editing Trial for Rare Genetic Disease at UConn Health	6,154
111 UConn Medical Students Meet Their Residency Match	5,691
One Step Closer to Solving a Century-Old Crustacean Mystery	5,468
MFA Acting Alum Makes Name for Himself as Cast Member on 'The Chosen: Last Supper'	5,455
UConn Women Win 12th National Championship	5,040
2025 Commencement Speakers and Honorary Degree Recipients	5,020
UConn Health Begins New Chapter for Waterbury Hospital	4,657
UConn Graduate Programs Ranked Among the Best in the Nation	4,486
UConn Adopts New Budget With Strategic Adjustments to Address Funding Shortfalls	4,432
Teenagers Turning to AI Companions Are Redefining Love as Easy, Unconditional, and Always There	4,272
UConn Launches Largest Campaign in University History	4,210

emails

UConn Today's email system is a main driver 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 interact with these emails so we can make adjustments to help enhance user experience and ultimately bolster engagement.

Weekly Emails

The weekly emails get sent by 9 a.m. on Fridays to more than 59,000 people. These emails are both manually curated and approved by the digital team.

Monthly Emails

Wrapping up year five, the UConn Today team continued to collaborate with the UConn Foundation on monthly UConn Today emails — an email send that reaches roughly 134,000 alumni, donors, and friends of the University. For the months where UConn Magazine is not being sent, 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. Over the past couple of months, the open rate averaged 33.7% and the click-through rate averaged 1.3%.

Weekly Email Data	
33,423 SESSIONS (the number of sessions begun on site — one user can have multiple sessions)	1:04 AVERAGE ENGAGEMENT TIME PER SESSION (average length of session)
53.03% ENGAGEMENT RATE (the percentage of engaged sessions)	3.81 EVENTS/SESSIONS (average number of pages viewed during session)

ExpertFile

In 2025, ExpertFile continued to serve as a front door for reporters, editors, producers, and other members of external media seeking to connect with subject-matter experts among UConn's exceptional faculty. The University's customized design and easy access through UConn Today has made our ExpertFile a go-to resource for sharing our exceptional academic and research expertise with the world.

Used by both public and private universities as well as industry, ExpertFile is the world's largest open-access, curated search engine for experts, featuring only vetted experts from institutions like Vanderbilt University, Michigan State University, Carnegie Mellon University, Baylor University, Villanova University, Emory University, and the University of Massachusetts Amherst, among many others.

In 2025, UConn's experts received 39,907 profile views — a notable increase over 2024.

UConn's ExpertFile currently features 149 faculty experts from a range of disciplines across the University's schools, colleges, institutes, and Extension. Securing one of these limited profile spaces in the vendor-supported database has become a coveted achievement for many up-and-coming faculty.

Media mentions, bios, awards and accomplishments, and research links included in expert profiles are updated by University Communications staff daily, and experts are regularly added and removed from the platform as faculty transition into and away from the University.

Our experts received 203 inquiries through the platform last year, including from national and international outlets like The New York Times, CBS, Newsweek, The Boston Globe, the BBC, New England Public Media, Snopes, MassLive, Voice of America, and the Canadian Broadcasting Corporation as well as Connecticut-based news outlets and television stations like Hearst Connecticut Media, NBC Connecticut, and Connecticut Public.

Spotlight posts — which are prepared and published through the ExpertFile platform by University Communications staff to specifically highlight an expert's contribution to a newsworthy or trending topic — garnered more than 11,600 views last year, a 33% increase over the previous year.

By Comparison:			
	TOTAL VIEWS	TOTAL PEOPLE/PROFILE VIEWS	TOTAL POST VIEWS
2024	42,710	33,908	8,802
2025	56,038	39,907	10,790
% CHANGE	+31.21%	+17.69%	+22.59%

EARNED media

This past year saw UConn experts being asked to weigh in on trending and emerging news topics. In 2025, UConn researchers and experts appeared 74 times in major national news media outlets (print and digital) on a broad range of topics. UConn students, faculty, and staff also appeared 143 times in national publications, were quoted 12 times in international media, and made 198 appearances in statewide news publications.

198

Appearances in statewide publications

74

Appearances in major national news (print and digital)

143

Appearances in general nationwide news

12

Appearances in international publications

AP

What makes a Kentucky Derby champion? Big hearts, immense lungs and powerful legs

The Boston Globe

A professional puppeteer builds a world with its own set of rules

Forbes

Does Creativity Still Stand Out In The AI Era? Study Seeks Answers

NATIONAL GEOGRAPHIC

How junk food outsmarts our brains—by hiding in our memories

Cicadas are back—and this time it's the 'mother of all broods'

npr

Author of book on Hurricane Katrina debunks myths and misconceptions

The New York Times

The More Protein, the Better?

His Giant Puppets Look Like Day of the Dead Skeletons and Frida Kahlo

Reuters

MrBeast chocolate ads were misleading, US children's watchdog group says

SCIENTIFIC AMERICAN

HPV Infection May Increase the Risk of Heart Disease. Could Vaccination Lower It?

USA TODAY

Cicada map 2025: Here's where Brood XIV has already been spotted

THE WALL STREET JOURNAL

Black Americans Are Losing Jobs in a Warning for the Economy

SOCIAL media OVERVIEW

@UConn

Social media continues to evolve rapidly, and UConn remains committed to staying ahead of the pace. Across the University's five flagship accounts — Instagram, Facebook, TikTok, LinkedIn, and X — the social media team consistently monitors emerging trends, adapts to platform developments, and delivers timely, accurate information to diverse audiences. In October, Quid's "Higher Education Social Media Engagement Report" ranked UConn's flagship accounts seventh among all Division I institutions — an achievement that reflects the team's expertise in producing high-quality, platform-specific content that resonates and performs.

In 2025, UConn's social media operations were led by a social media manager, a digital content producer, a graduate assistant, and a social media specialist at UConn Health, all reporting to the director of Digital Content and Strategy. Together, this team delivers a unified digital presence that reinforces UConn's leadership in both higher education and health care, ensuring that institutional messaging remains consistent, strategic, and aligned with University priorities.

As social media increasingly becomes a primary news source for many audiences, the ability to communicate clearly and efficiently is more important than ever. This imperative has driven deep collaboration with partners across the University — including News, Marketing, UConn Magazine, Admissions, Athletics, and the UConn Foundation — to ensure information is accurate, timely, and accessible. At the heart of the team's work is a commitment to meeting audiences' needs while elevating the UConn story.

Each platform boasts a large and distinct following, requiring the team to remain attentive to trends that resonate with younger audiences and prospective students, while maintaining the level of quality and professionalism expected by alumni, parents, donors, and community members. This balance is achieved through ongoing collaboration with students, constant refinement of strategy, and a steadfast dedication to creative excellence. All content produced on behalf of UConn reflects the University's brand values and is crafted to present UConn in the strongest, most authentic light.



Campuswide Impact

One of the major components of the social media manager's job is to serve as the subject matter expert for all things related to social media across the University — meaning all schools and colleges, centers, institutes, and other offices. This responsibility manifests in hosting campuswide social media managers meetings, approving and consulting on new account creation and strategy, trainings for faculty and staff, and onboarding new school/college communications staff.

Across All Platforms

739,573

TOTAL FOLLOWERS

An 8.62% increase in followers.

2,941,893

TOTAL ENGAGEMENTS

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.

50,797,859

TOTAL IMPRESSIONS

A 61.48% increase from last year. 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 134 Reels in 2024. Threads does not yet have analytics that allow us to aggregate impressions on the platform.

PLATFORM analysis

Facebook

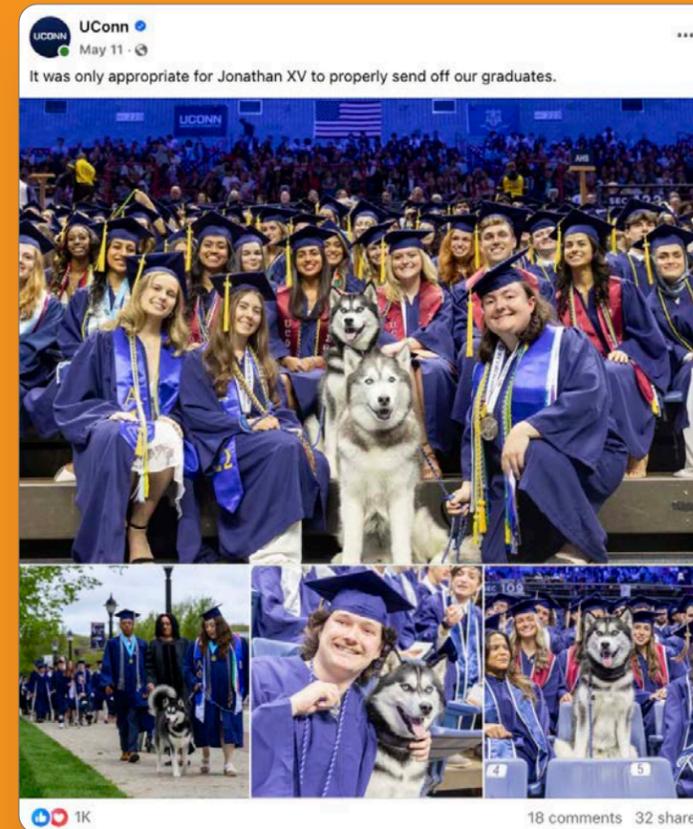
Facebook maintained steady, reliable growth throughout 2025. UConn's presence on the platform remains strong, using it as a key space to share timely news, highlight campus life through compelling photo and video content, and foster meaningful engagement. A significant portion of this audience is made up of parents who look to Facebook for connection, reassurance, and a window into their student's experience.

Content on UConn's Facebook page continues to balance student-focused information with stories that underscore the University's wider impact. In a time when higher education is navigating heightened public scrutiny, this channel plays an essential role in reinforcing UConn's value, showcasing its contributions, and helping our communities understand the profound difference the University makes locally and beyond.

130,678
TOTAL FOLLOWERS

20,976,845
TOTAL IMPRESSIONS

1,118,128
TOTAL ENGAGEMENTS



X

X (formerly Twitter) has continued to see a gradual decline in relevance since its 2022 ownership change. While it is no longer a priority platform, UConn still maintains a dedicated audience there — particularly alumni, athletics fans, and followers seeking timely updates. The channel remains a valuable space for sharing news, offering direct engagement, and responding to our community in real time.

Equally important, X functions as a critical listening tool. It enables ongoing monitoring of UConn-related conversations and provides early insight into emerging topics that may influence the University’s reputation, priorities, or communication needs.

98,433
TOTAL FOLLOWERS

1,234,321
TOTAL VIEWS

34,725
TOTAL ENGAGEMENTS



After the 2024 presidential election, there was a large migration from X to its competitor, Bluesky. Bluesky markets itself as “social media as it should be,” citing fewer ads and bots. Many researchers who had an active presence on X migrated to Bluesky, therefore UConn has added it as a platform to monitor for discourse. That said, we have recommended it as an option to schools, colleges, centers, and other offices on campus who saw most of their audience migrate to Bluesky from X.



LinkedIn

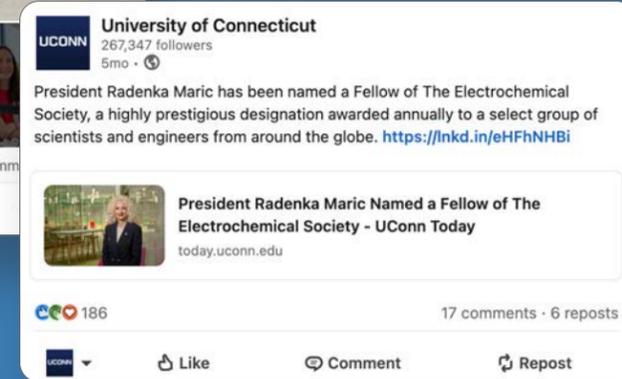
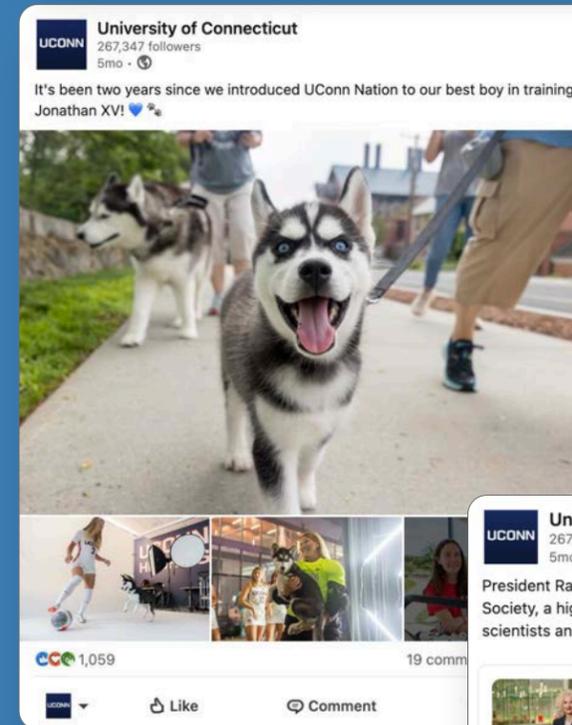
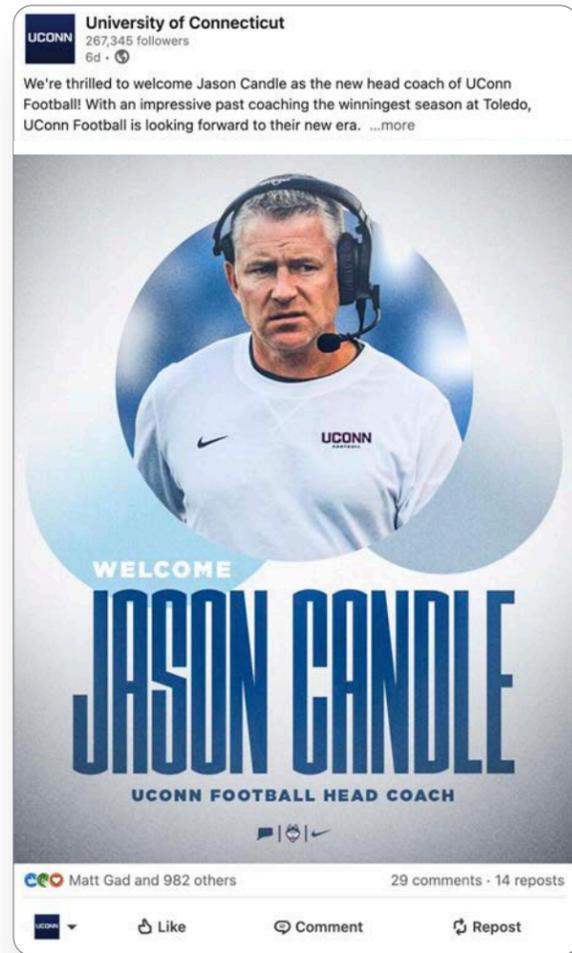
LinkedIn represents UConn's largest and one of its most dynamic social media audiences. The platform continues to trend younger each year, with a strong concentration in the 21-34 age range as recent graduates and current students use LinkedIn to build their professional presence and expand their networks. At the same time, the audience remains deeply rooted in alumni, donors, and longtime supporters, creating a unique blend of emerging professionals and established community members.

This diverse audience allows the social team to harness both institutional pride and nostalgia — whether through updates on campus life, major University milestones, or standout athletic achievements. Notably, the women's basketball team's national championship sparked an outpouring of engagement from alumni, illustrating the reach and resonance of UConn's institutional LinkedIn presence, particularly given that individual athletics programs do not maintain their own accounts on the platform.

267,877
TOTAL LINKEDIN CONNECTIONS

5,549,342
TOTAL IMPRESSIONS

341,785
TOTAL ENGAGEMENTS



Instagram

Instagram remains UConn's most direct line of communication with current students and continues to be the University's fastest-growing platform. Its highly visual nature makes it an ideal space for sharing photo galleries, short-form videos, and quick updates that resonate with a predominantly student audience. As such, Instagram plays a central role in delivering key information — ranging from leadership messages to campus life updates and select event promotion.

The UConn Instagram feed aims to capture the authentic experience of being a student, foster a sense of belonging, and appeal to prospective Huskies exploring campus culture. This is achieved by using a diverse mix of formats — including single images, photo carousels, Reels, and Stories — to offer both polished storytelling and real-time glimpses of campus life. Instagram Reels continued to drive strong performance throughout the year, aided by the platform's ongoing emphasis on short-form video. The social media team strategically balanced highly produced content from University Communications videographers with spontaneous, in-app creations that enabled quick participation in trends, ultimately providing an engaging and relatable experience for followers.

Collaboration features further extend the platform's reach and strengthen partnerships across the University. Regular collaborations with accounts such as @UConnHuskies allow co-authored posts to appear across multiple feeds, amplifying visibility and reinforcing shared institutional narratives. Strategic collaborations with regional campuses, schools and colleges, and major University offices also broaden the impact of key content while showcasing the depth and diversity of UConn's digital ecosystem.

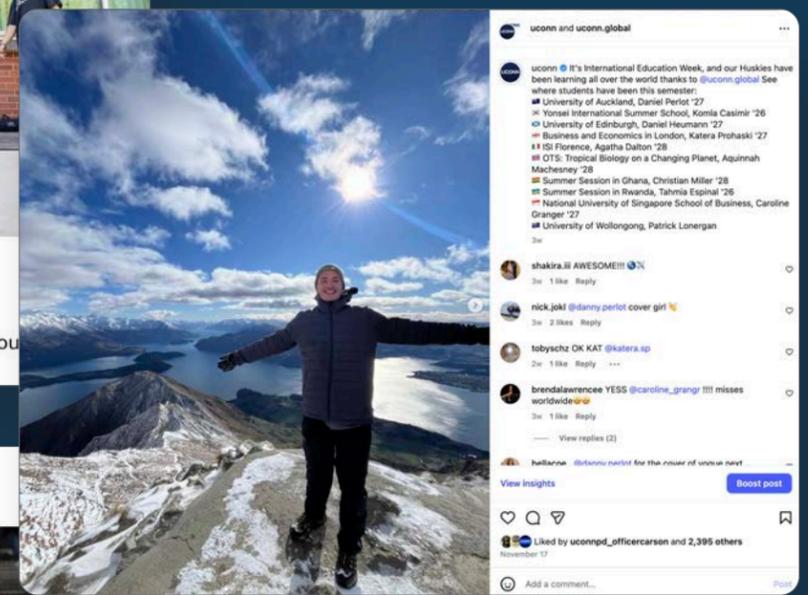
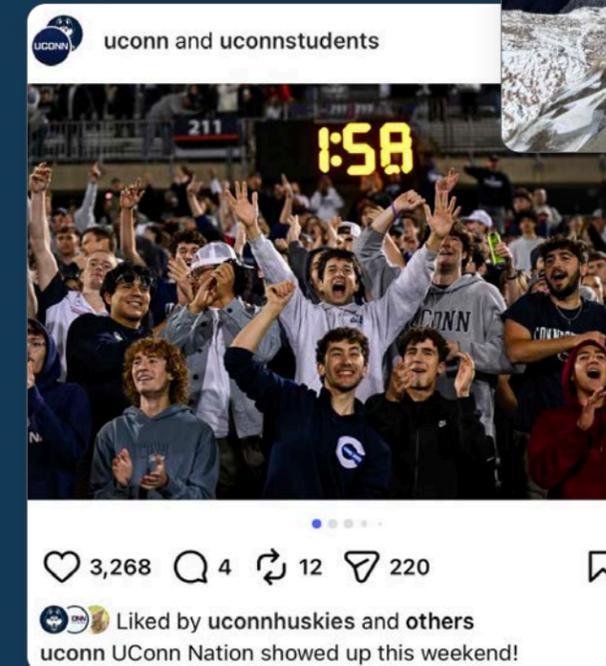
Instagram Stories provide an additional layer of connection, appearing at the top of users' feeds for 24 hours and offering a flexible, interactive way to engage. Features such as polls, question boxes, quizzes, and link stickers enable meaningful two-way communication. Because of their time-sensitive nature, Stories are particularly effective for delivering institutional announcements, timely updates, and weather-related alerts, making them an essential tool for reaching students quickly and directly.

167,718
TOTAL FOLLOWERS

15,273,165
TOTAL REACH

929,070
TOTAL ENGAGEMENTS

45,400
TOTAL SHARES



TikTok

TikTok continues to require a distinct and highly adaptive approach, standing apart from all other social platforms in both tone and strategy. Despite ongoing national conversations about a potential ban, the app has firmly established itself as a central channel for prospective and current students — making an active and intentional presence essential for UConn. The social media team has fully embraced TikTok’s culture of virality, trend participation, and informal storytelling. While many of our videos are tailored specifically to TikTok’s unique environment and are not repurposed elsewhere, they consistently deliver strong engagement and high visibility.

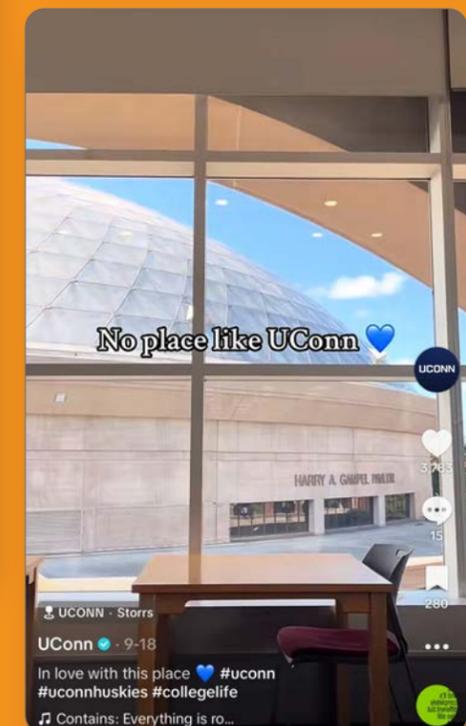
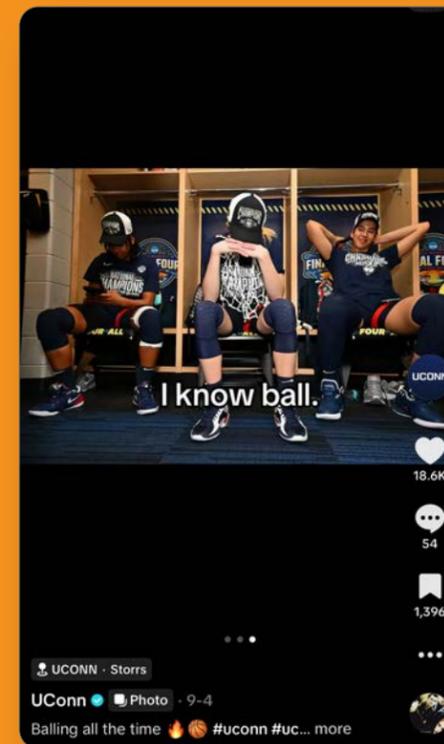
With a strategy grounded in relatability and trend-driven creativity, UConn’s TikTok presence saw substantial growth in 2025. The account gained more than 21,000 new followers and surpassed 1 million total likes, reflecting sustained momentum and resonance with its core audience. University Communications’ social media graduate student played a pivotal role, offering insight into emerging trends and ensuring content aligned with what would authentically connect with current students. As a result, the account experienced a 25% increase in comments — an especially meaningful metric on a platform built around participation and community interaction.

By tying content to major University moments — such as the Final Four, commencement, and other high-visibility events — and adapting those narratives to trending formats, TikTok posts frequently outperformed content on more established platforms, despite having the smallest overall follower base. This reinforces TikTok’s value as a critical space for meeting students where they are, amplifying UConn’s voice, and showcasing the vibrancy of student life in ways that feel immediate, relevant, and unmistakably authentic.

46,912
TOTAL FOLLOWERS

3,774,934
TOTAL VIDEO VIEWS

518,185
TOTAL ENGAGEMENTS



SOCIAL media

OVERVIEW

@UConnHealth

An ever-changing landscape, social media in 2025 seemed to have fewer major updates than past years (X vs. competitors, for example), allowing UConn Health to focus on determining the best platforms and tactics for our goals. We continued to rely heavily on analytics, retrieved both from within platforms and through our social media management system, to present communications strategically and to create content of value. In addition to reports pulled for specific campaigns or at the request of colleagues, the following regular analytical reports are shared with the noted frequency:

- Top Posts Across Platforms (weekly)
- Platform Analysis (monthly)
- News Story Performance (monthly)

Social media is a crucial tool for information dissemination, social listening, engagement, and learning. Often, it is the front line for major announcements, such as the coordinated efforts launched after the Waterbury Hospital press conference in November. It is a place to share the stories of UConn Health, whether from our news team or other outlets, as well as share the health-related

content that our audiences can rely on for accuracy and expertise. The mixture of content offered by our pages reflects our efforts to balance content by platform and audience type. At UConn Health, we have a unique mix of audiences who have chosen to follow our accounts for different reasons.

Audiences include:

- Staff/Faculty/Residents
- Current students
- Alumni from our schools
- Patients or prospective patients
- Fellow health professionals
- Those seeking health advice

These audiences can usually be found more frequently on specific platforms (for instance, our Instagram account has a large student following), but we make efforts to create and share content that can be found relatable to all groups across all platforms. Individual post analysis by platform, as well as staying actively engaged through listening and learning, are crucial for determining how and where we can best reach each group.

Examining Audiences

The greatest dichotomies of our audiences come in two forms: the first being internal (staff, students) vs. external (patients, health advice seekers); the second being academic (students, faculty) vs. clinical (patients, doctors). Creating valuable content across audience types can be difficult, but it also creates a unique opportunity to create, test, and track.

Oftentimes, the content already overlaps. For example, a story about one of our doctors winning an award is both a celebration of our internal staff while also sending a message to our external and clinical audiences that our providers are top-rated. For more niche content, such as photos from a student event, we may opt to share that news only on a platform that best serves the population who might find value in this content (in this case, Instagram). Sometimes it's simply a matter of how the content is written to determine which audience (and therefore platform) would be most appropriate. For example, a post on Facebook may announce revolutionary research, while that same article posted on LinkedIn would focus more on the researchers themselves.

It's a balancing act to find the right content for our audiences, ensuring that everyone finds value. Content is sourced through multiple avenues:

- UConn Health news stories
- UConn news stories
- Multimedia team
- User-generated/submitted content
- Content created specifically by the social media team

It's important to note that not all content is created equal: Some pieces require more work and follow-up, while others are simpler to source.

Through our social media management system, we track types of content to see how they perform and how often the content is produced. The following breakdown shows the frequency and popularity of patient stories, student stories, and staff/doctor stories. The goal is to help us determine what content we may want to place additional focus on or in which areas we appear to be meeting our goals.

With an understanding of our audiences, regular reporting throughout the year, and an expert understanding of the values of each platform, we are able to present this annual report.

Post Focus	Number of Posts (Across Platforms)	Total Engagements	Engagement Rate
STAFF STORIES (INCLUDING DOCTORS)	373	27,242	4.11%
PATIENT STORIES	133	10,688	3.54%
STUDENT STORIES	190	26,868	5.07%

A YEAR IN review

While this report represents the UConn Health flagship accounts, it is important to note that our institution has nearly 100 accounts across platforms associated with the UConn Health brand. The role of the social media specialist (SMS) is to loosely monitor those accounts, ensure they are following brand standards, ensure they are staying active, and supply advice or guidance as needed. Before an account can be opened, prospective account administrators must meet with the SMS, which resulted in 13 meetings in 2025 (and four presentations in front of incoming students and residents). Additionally, each year the SMS conducts an audit of accounts to ensure each is in good standing and that the proper contact information is on file. The 2025 account audit is ongoing, but at this time, 56 accounts have been contacted, with the majority responding back but a few requiring additional follow-up.

Additional valuable initiatives from 2025 include:

- 21 pieces of content created with doctors/specialists to provide accurate and reliable health advice
- 30 Instagram “collaborations” with external (and internal) partners including Hartford Marathon Group, EndoRISE, Connecticut Children’s, and UConn
- Established sponsorship social media opportunities with the Foundation
- Onsite coverage at events such as sponsored Yard Goats game, half marathon, and commencement
- A series of student-focused videos as requested by the Medical School Admissions Office
- Launch of the Healthcare Reimagined campaign, including paid ads
- Student worker assisting in auditing, content creation, and reports
- Play 4 Kay marketing initiative
- Collaborative Reel series with Orthopedics: Where Does It Hurt?



A Year in Review

ACROSS ALL PLATFORMS

56,824
TOTAL FOLLOWERS
Representing a 15% increase.

746,430
TOTAL VIDEO VIEWS
A 119% increase over last year.

208,982
TOTAL ENGAGEMENTS
A 22% increase over last year. Engagements include likes, comments, reactions, link clicks, and shares on posts for Facebook, X, Instagram, and LinkedIn. Threads and Bluesky do not yet have analytics that allow us to measure engagements on the platform.

4,353,992
TOTAL IMPRESSIONS
A 67% increase over last year. An impression is when a post is visible in a social feed. This is how many times people saw UConn Health’s content across Facebook, X, Instagram, and LinkedIn. Note that Instagram does not measure impressions on Reels, and we posted 134 Reels in 2025. Threads does not yet have analytics that allow us to aggregate impressions on the platform.



PLATFORM analysis

Facebook

While Facebook's growth certainly hasn't been as dramatic as its Meta counterpart Instagram, it remained a reliable platform for sharing news, especially with our external audience subsets. In 2025, we saw continued gradual growth with steady engagement rates.

Looking to 2026, the primary content on Facebook will continue to be news stories and videos with a focus on reaching external audiences. Facebook is crucial for setting ourselves up as leaders in the health care field, and therefore we need to share content that is relevant to followers from Connecticut and beyond.

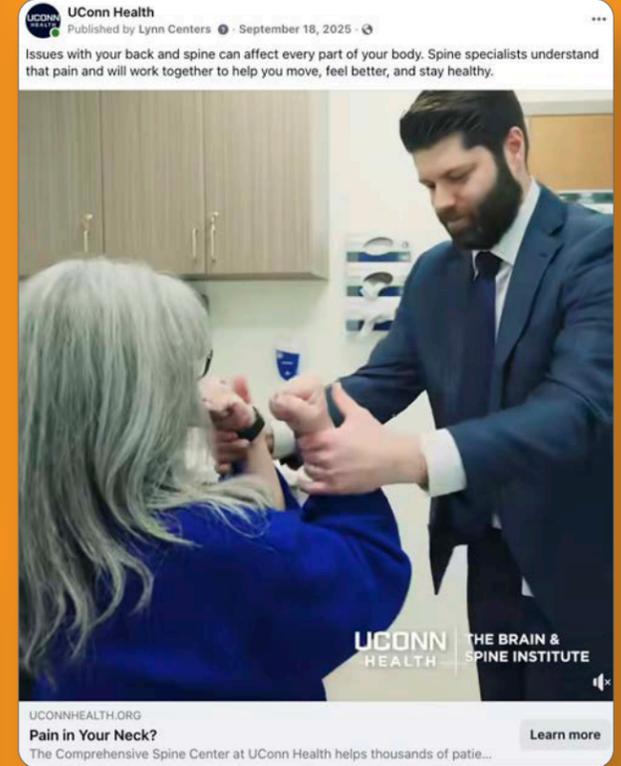
Working in collaboration with Marketing, the SMS also managed some of our Facebook/Instagram paid ads in-house, which allowed us to monitor performance. It's important to note that paid advertising, both in-house and led by external agencies, contributes to final numbers in our reporting.

15,067
TOTAL FOLLOWERS

457
TOTAL POSTS

805,515
TOTAL IMPRESSIONS

83,868
TOTAL ENGAGEMENTS



▲ An example of New Doc Ads, routinely run in-house for Marketing.

Instagram

We saw growth on Instagram, both in followers and reach. One reason for the success on the platform is likely the variety of content that can be shared. While it isn't the best location for content that requires or benefits from a click-through, we were able to experiment with more diverse content types that include Stories, interactive polls/quizzes, carousel posts, Reels, collaborations, and more. The overall tone of the platform also allows us to showcase more lighthearted ways of raising awareness and sharing expertise.

We typically see higher engagement on student/academic content, which aligns with what we know about our followers' demographics. Looking ahead into 2026, we will continue to increase our student-focused content, which acts as a valuable recruitment tool, while also balancing content that is applicable to a larger demographic. We will also continue to take advantage of the collaboration feature and create culturally relevant ("trending") content. A goal would be to increase our click-through rate on both Stories and our link in profile.

8,453
TOTAL FOLLOWERS

358
TOTAL POSTS

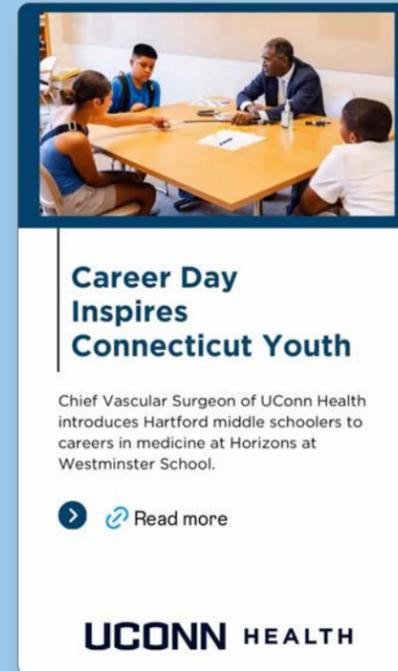
592
TOTAL STORIES

2,822,311
TOTAL IMPRESSIONS

66,747
TOTAL ENGAGEMENTS



Instagram Reel



Student content performs well on Instagram, which is a great place to showcase student life.

All news stories written by our team get posted on Instagram Stories with a link.



The collaboration feature on Instagram has allowed us to expand our reach to new audiences by working with both internal (Jonathan the Husky, UConn, etc.) and external (Hartford Marathon Foundation, EndoRISE, etc.) groups.



Live coverage at events like our annual half marathon allows greater reach and impact, especially for community events and marketing initiatives.

X and Its Competitors

The microblog format was made popular with the launch of Twitter. In more recent years, as Twitter underwent several changes, including a name change to X, the site has lost some momentum, leading several competitors to try to take up the mantle as the next big thing.

Two platforms, Threads (Meta) and Bluesky, stood out as numbers declined on X. Unfortunately neither has gained traction as initially anticipated. Due to the ease of scheduling the same content across all three platforms thanks to our social media management system, UConn Health has maintained a presence on all three sites for different lengths of time. And while we post on all three, our focus on analytics remains on limited reporting available from Threads and X.

Looking to the future, we will continue to monitor the sites and determine where our content fits best. Because we see diminishing engagement on X and limited growth on Bluesky and Threads, no unique content is created for these pages, and our posting is highly passive. With our other platforms performing strongly, there is no pressing reason to focus on these microblogs until we see more return on investment.

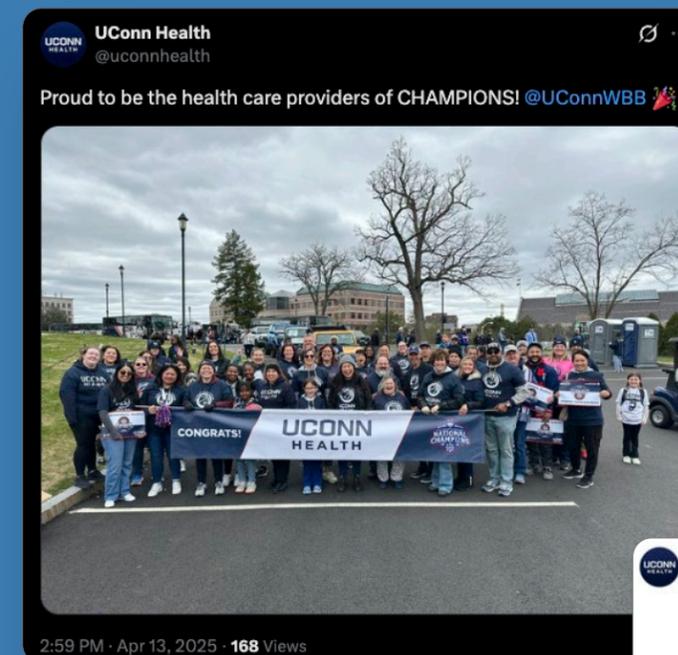


Example post from Threads

4,001
TOTAL FOLLOWERS

936
TOTAL POSTS

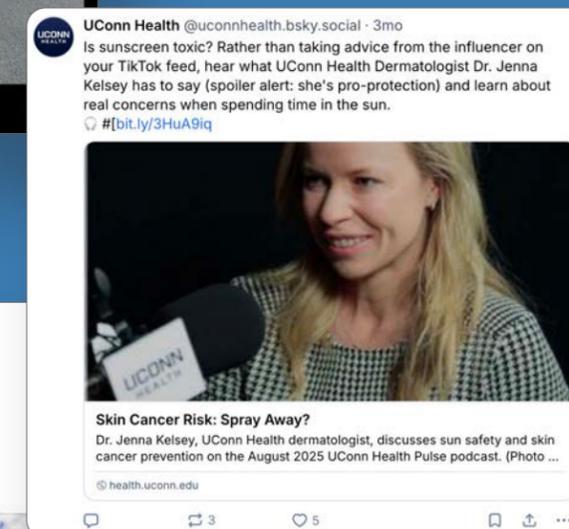
141,492
TOTAL IMPRESSIONS



Example post from X



Example post from Threads



Example post from Bluesky

PLATFORM ANALYSIS

27,810
TOTAL FOLLOWERS

482
TOTAL POSTS

584,674
TOTAL IMPRESSIONS

58,367
TOTAL ENGAGEMENTS

LinkedIn

LinkedIn is unique in its role as the only professional and career-oriented major social media platform. Because of this focus and the clear interest of those on the network, the site is a great place to provide more internally positioned content.

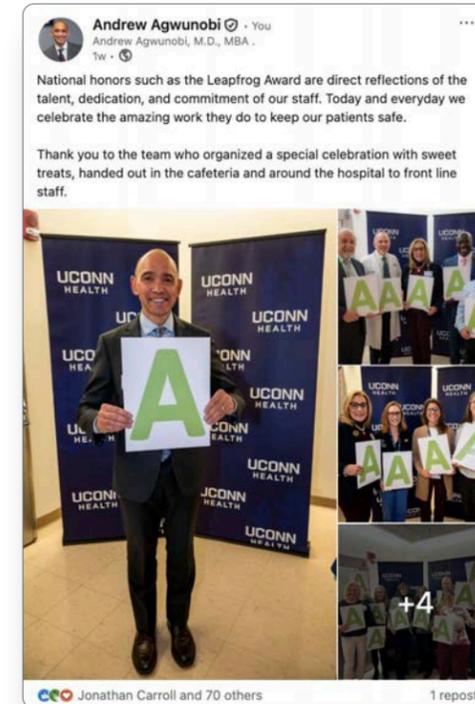
In addition to posts celebrating our staff or on-site events, content is specifically written to highlight the staff and doctors featured in the news. This is a place to share and appeal to staff, alumni, and even possible donors.



▲ LinkedIn is a valuable place to share our expertise and awards.

Dr. Andy

BRAND VOICE



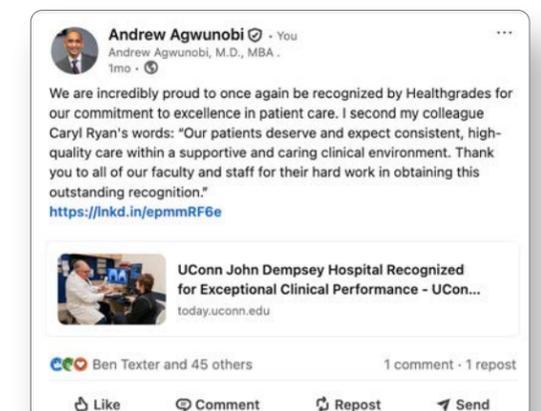
LinkedIn

Beginning in July 2025, the SMS took on the role of managing the personal LinkedIn page of CEO Dr. Andrew Agwunobi. Prior to this transition, a team gathered to speak with Dr. Agwunobi, presenting an outline that included benefits and opportunities, further information about the landscape of LinkedIn, content and management suggestions, and resources.

By reestablishing Dr. Agwunobi's personal LinkedIn profile in relation to his role as UConn Health Executive Vice President of Health Affairs and CEO, we are seeking to build our organization's brand and his personal brand, thereby establishing him as a thought leader in the health care industry.

The agreed upon management style was "hybrid with ghostwriter," meaning the content and account would be jointly managed by the CEO and institution staff (social media specialist). While most of the posts are created by the ghostwriter, maintaining the authenticity and credibility of the account is

crucial. Posts are constructed in a voice similar to Dr. Andy's own, with resources for reference including speeches, CEO Updates, and more. As the presence becomes more established, the strategist will begin to set goals and further analyze data. This will allow us to determine what content is working best. Examining social data can also help to drive future decisions about content, engagement, posting frequency, and more.



@JONATHANTHE
husky

The social media team oversees Jonathan XV's presence on Instagram, TikTok, Facebook, and X, working closely with his host family and student handlers to develop thoughtful content plans, identify key moments for engagement, and participate in trends that align with his personality and the UConn brand. This collaborative approach ensures that Jonathan's online presence not only reflects the University positively, but also strengthens institutional pride and deepens connection with the UConn community

His accounts feature a balanced mix of high-quality, professionally produced content — captured through photo and video shoots coordinated by the social media team — and authentic, everyday moments from his walks around campus or appearances

at University events. This combination allows followers to experience both the charm and the significance of UConn's beloved mascot.

In 2025, the social media team led several successful promotional efforts on Jonathan's behalf, including campaigns during UConn Gives that raised more than \$3,400 toward his care and contributed to Jonathan's annual calendar sale, which resulted in 1,150 calendars sold both online and in the UConn Bookstore. This year also marked the first full cycle in which Jonathan's content was managed exclusively by the social media manager, resulting in more than 2.3 million engagements, and a more than 30% increase in followers.



205,869
TOTAL FOLLOWERS

39,506,794
TOTAL IMPRESSIONS

1,866,576
TOTAL ENGAGEMENTS

Admissions

The social media team maintains a strong and collaborative partnership with the Office of Undergraduate Admissions to ensure that prospective students and their families receive clear, accessible, and timely information throughout the admissions cycle. This collaboration spans multiple platforms — Instagram Stories, TikTok, and Facebook — each used strategically to deliver important updates in formats that resonate with their respective audiences. Beyond conveying essential deadlines and requirements, the social team also focuses on showcasing what makes UConn an exceptional choice, using authentic, visually engaging content to highlight campus life, student experiences, and the distinctive qualities that set the University apart.

As application deadlines approached in 2025, the social media team amplified a video series produced in 2024 titled "Answers from Admissions." These concise, informative videos — featuring Admissions staff addressing frequently asked questions — were shared across Instagram, TikTok, and Facebook, ensuring broad reach among both prospective students and parents. With social media increasingly serving as a primary discovery and search tool for younger audiences, this cross-platform approach played a key role in meeting students where they already are.

The partnership between our two teams continues to evolve, with both teams working in tandem to plan content around high-impact moments in the

admissions timeline. Together, we develop creative, student-centered strategies that not only distribute critical information effectively, but also bring the UConn experience to life for those considering joining the Husky community.

37 INSTAGRAM STORIES

11 INSTAGRAM FEED POSTS

6 FACEBOOK POSTS

27 TIKTOKS

1,146,740
TOTAL IMPRESSIONS

32,719
TOTAL ENGAGEMENTS



UConn

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