

UConn

2024

content

REPORT



CONTENT overview



In 2024, UConn's digital footprint was more visible than ever and served as the front door to the University. From viral TikToks to back-to-back Men's Basketball championships to multi-million-dollar research grants to a new dining center and residential hall, UConn content was in the national spotlight.

Social media has become the go-to search engine, with social platforms quickly becoming a main source of news, recommendations, and research. While the focus of UConn's social content was campus inclusion, research, innovation, 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 UConn digital team had lots to celebrate this year after RivalIQ's 2024 Higher Ed Social Media Engagement Report ranked UConn second overall among DI higher education institutions. Per RivalIQ, "UConn earned 1.49 million engagements, which is about 3x the competitor median, and an impressive engagement rate of 4.33% that was about 50% higher than the competitor median. The school had plenty of engaging strategies to catapult them towards Instagram greatness, but posting a little more frequently than their competitors at 5.5 posts per week definitely helped."

The news team published 584 stories on UConn Today, culminating in more than 784,889 page views. University Communications writers were instrumental in elevating UConn's expertise on all things related



to climate change, entrepreneurship, innovation, research, 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 2024, UConn's experts received more than 260 inquiries via ExpertFile, an online resource that helps external media connect with subject-matter experts at UConn — including from notable national media outlets like the Washington Post, the Wall Street Journal, Newsweek, The Hill, CBS News, CBS Sports, HuffPost, Glamour Magazine, and USA Today as well as Connecticut-based news outlets and television stations like Hearst Connecticut Media, WFSB, and the Connecticut Mirror.

The digital team's content producer saw a busy 2024, holding 118 photo shoots — 40 for UConn Today, 40 for social media, 27 portraits for the 2024 UConn Today commencement package, and 11 shoots for other special projects. They also produced 19 videos, including 16 short-form videos for Instagram reels and TikTok and three long-form videos for UConn Today/institutional purposes. And while that's enough to keep one busy, they held seven shoots to gather archival video footage throughout the year.

This was also the second full year of UConn Health having a social media manager. The first year was focused on setting the baseline for all social accounts. This year was spent moving the needle on social media content and developing social media collaboration and awareness among UConn Health faculty and staff. Notable campaigns included jumping on trending content topics, bringing our experts to our audiences, and myth-busting social trends that ramped up in 2024.



BACK-TO-back

The UConn Men's Basketball team set out to do what very few teams have been able to do: win back-to-back NCAA Division I national championships, and it did just that in April after defeating Purdue 75-60. Phoenix was buzzing and the energy from the title game could be felt throughout the country. And with the Huskies defending their title, all eyes were once again on UConn.

University Communications' goal was to bring the NCAA tournament to those who couldn't attend in person, which was accomplished by real-time, on-the-ground social and video content produced in Phoenix and in Storrs.

Having a member of UConn's social media team in Phoenix proved to be an asset and further enhanced our presence — we delivered the fan experience to our followers and others who were interested in UConn's run but were unable to attend in person. UConn's flagship accounts shared photos and videos from alumni events and the UConn fan and student sections at games, vlogs from students and pep band members, and even a video of an entire commercial airline participating in the UConn chant on the flight home. Being in person also allowed us to capitalize on trends and capture moments that would best resonate on social media.

Even with our visible presence in Phoenix, 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 for content needs like photos of the new banner being hung and a video of the I-84 signage being updated.

UConn's social media accounts benefited greatly from our boosted presence throughout Final Four weekend, with substantially higher reach, engagements, and video views compared to the 2023 championship. This would not have been possible were it not for our ability to capture the fan experience on site and in real time.

Final Four Social Media Stats:

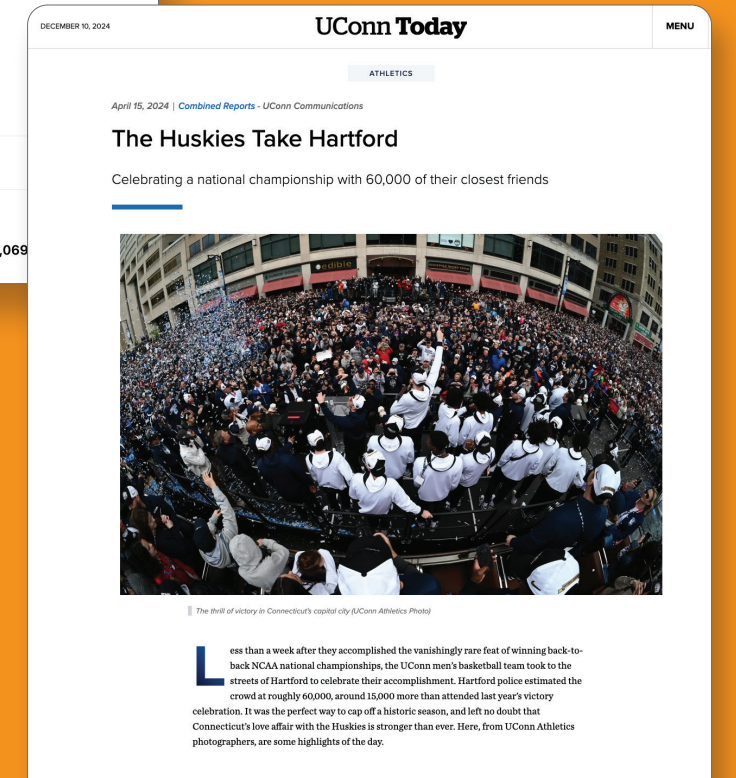
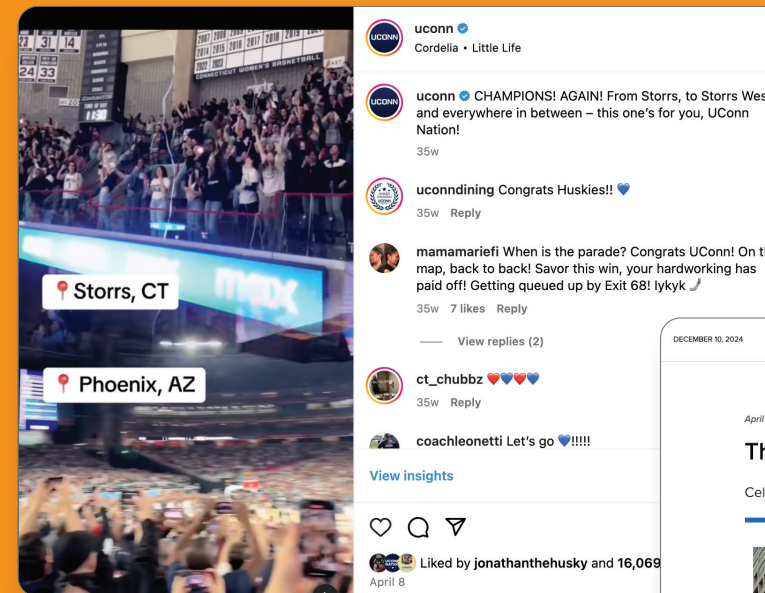
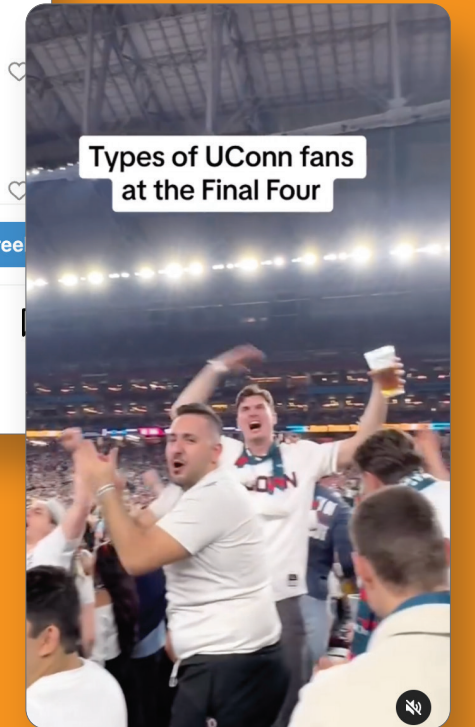
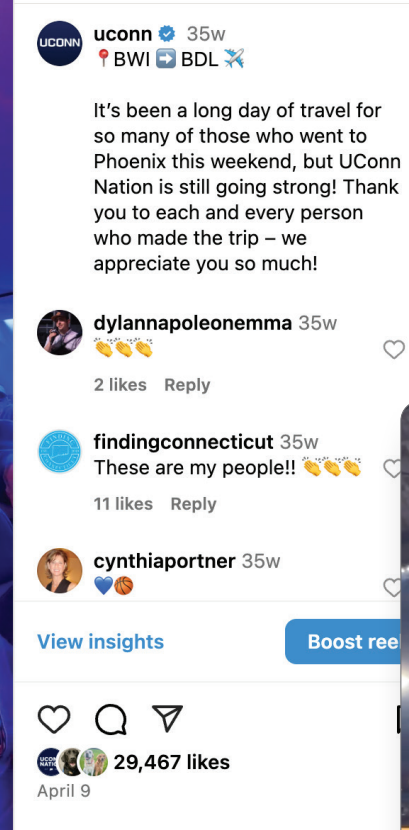
103
POSTS

5,553,622
IMPRESSIONS

4,288,788
REACH

476,583
ENGAGEMENT

1,629,161
VIDEO VIEWS

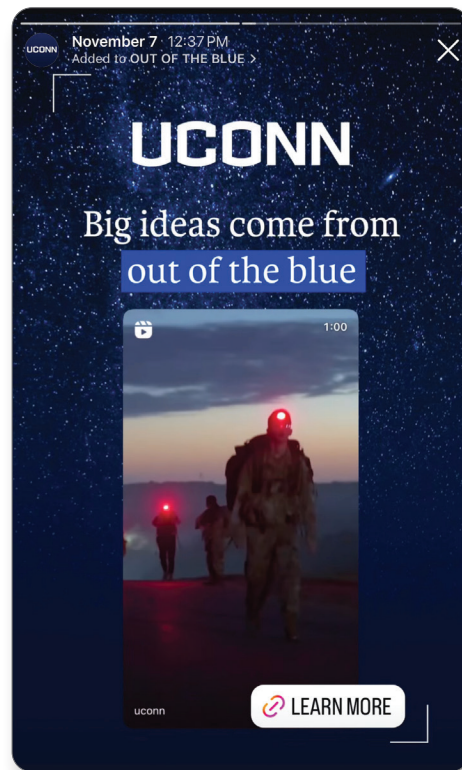


OUT OF THE blue

Fall 2024 saw the launch of an exciting University brand campaign — our first in a decade — appropriately named “Out of the Blue.” UConn Today and UConn’s flagship accounts worked to help launch and provide continuous support for the campaign over the last several months.

Along with publishing the brand campaign anthem video, which captured the essence and themes of the campaign, the social media team has shared subsequent “Out of the Blue” themed videos. The team also collaborated with the marketing team to develop social media graphic templates in the style of the “Out of the Blue” campaign to sustain a prominent visual campaign identity on the flagship social accounts.

To complement the brand campaign, UConn Today launched its “UConn Firsts” series this fall. UConn Firsts celebrates important and impactful milestones across the more than 140 years of UConn history. From the first class at UConn to the first U.S. president to visit campus, from the first campus newspaper to the first national championship, UConn Firsts highlights, in short and engaging pieces, some of the momentous premieres and debuts that make up the UConn Story.



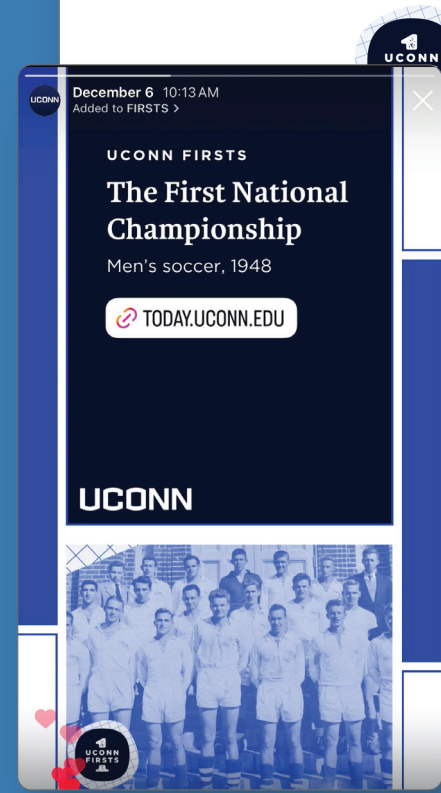
October 24, 2024 | Tom Breen - UConn Communications

UConn Firsts: First Visit from a US President

Gerald Ford visited campus on Sept. 23, 1986



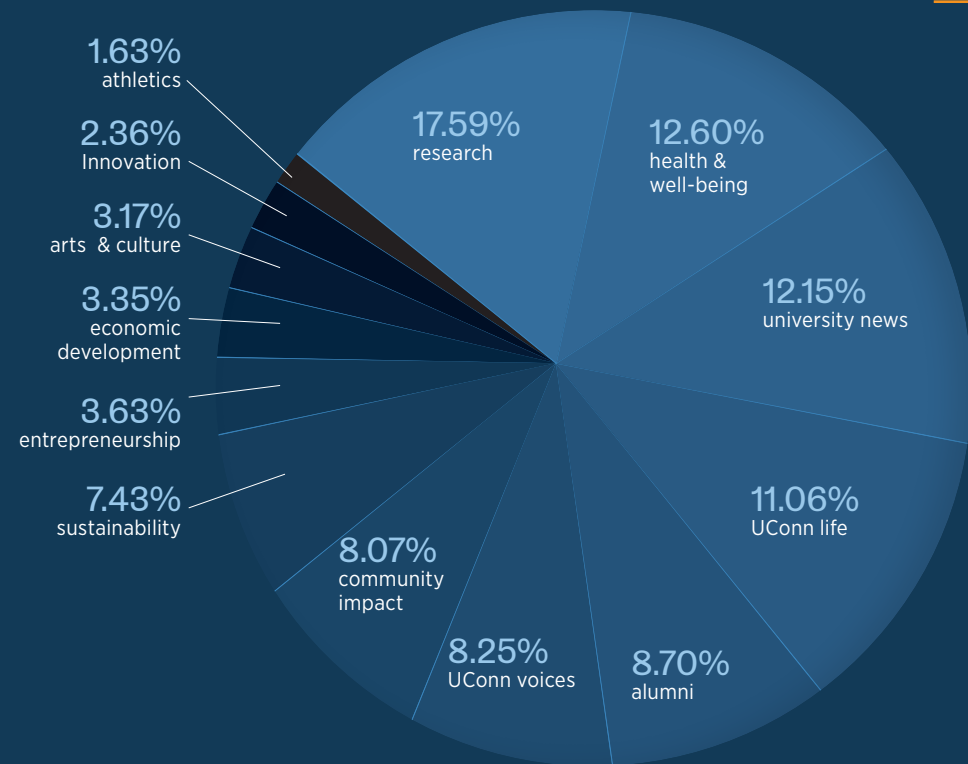
Gerald Ford had been out of the White House for nearly 10 years when he spoke to a packed Jorgensen Center for the Performing Arts on Sept. 23, 1986, but that occasion was nonetheless the first visit to UConn by someone who had served as President of the United States. Ford, a Michigan congressman who became vice president after the resignation of Spiro Agnew in 1973, would become the country's 38th president the following year, after Richard Nixon's resignation. At UConn, Ford addressed issues of the day – the Soviet Union, the apartheid regime in South Africa, the federal budget – and joked about his “Saturday Night Live” portrayal as a clumsy oaf. “I knew I was a fairly decent athlete, but most of those critics were much less capable,” said Ford, a star linebacker on two national champion University of Michigan football teams in the 1930s. “I enjoy a good laugh.” Subsequent presidential visits included Bill Clinton in 1991, for the dedication of the Thomas J. Dodd Research Center; George H.W. Bush in 1997, as commencement speaker; and Joe Biden in 2021, for the rededication of what is now the Dodd Center for Human Rights.



2024 UConn today

BY THE NUMBERS

Breakdown of UConn Today homepage stories by content categories



Referral Data:

| | |
|----------|-------|
| ORGANIC | 45.2% |
| DIRECT | 22.0% |
| EMAIL | 17.4% |
| SOCIAL | 9.2% |
| REFERRAL | 4.4% |
| OTHER | 1.8% |

Device Viewing:

| | |
|---------|-------|
| DESKTOP | 51.8% |
| MOBILE | 46.9% |
| TABLET | 1.3% |

Gender Breakdown:

| | |
|--------|-------|
| FEMALE | 53.5% |
| MALE | 46.5% |

Age Range:

| | |
|-------|-------|
| 18-24 | 28.4% |
| 25-34 | 16.6% |
| 45-54 | 16.0% |
| 55-64 | 14.6% |
| 35-44 | 13.5% |
| 65+ | 10.8% |

TOP 20 stories OF 2024

| Headline | Page Views |
|---|------------|
| Seeing a Path to Nerve Regeneration | 28,688 |
| Prepare Now to Shelter From the Storm | 24,403 |
| UConn Applications Skyrocket to Record High, Far Surpassing 50,000 for First Time | 21,388 |
| UConn Welcomes Record-Setting New Class at Storrs, Regional Campuses | 12,002 |
| With the 'Changing of the Collar,' Jonathan XV Becoming UConn's Top Dog | 11,668 |
| New Study Provides Insight to Why Covid Vaccines Hit Some Harder Than Others | 9,718 |
| The Kratom Controversy: Nearly 2 Million Americans Are Using a Substance Banned in Multiple States | 7,662 |
| An 'Ode to Buckley': Music Students Pay Their Respects to Soon-to-Close Dining Hall | 6,955 |
| New Rules Govern Residential Property Sales Beginning in Mid-August | 6,796 |
| Dr. Andrew Agwunobi to Return as UConn Health CEO | 6,689 |
| Alzheimer's Drug Offers Hope for Early-Stage Patients | 6,302 |
| Talkative Parents a Key Factor in Children's Language Development | 6,050 |
| UConn Rated Among Best in Nation in Affordability, Value | 5,924 |
| UConn Storrs Will Soon Welcome a New Home-Grown, and Home-Built, Classroom With an Iconic View | 5,797 |
| Graduate Education at UConn Soars in New National Rankings | 5,660 |
| Neurobiologists Reveal a Secret of Ondine's Curse | 5,646 |
| UConn Health Is the First and Only in Connecticut to Offer Innovative New Procedure to Treat Uterine Fibroids | 5,539 |
| \$10 Million USDA Poultry Sustainability Grant Making Progress on All Initiatives | 5,287 |
| Pratt & Whitney Engineering Building Unveiled | 4,923 |
| Study Suggests Blackcurrant Supplementing Mitigates Postmenopausal Bone Loss | 4,668 |

emails

UConn Today's email system is a main driver of delivering content to our audience. In fact, 17.4% of UConn Today page views 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 that enhance the user experience and ultimately bolster engagement.

Weekly Emails

The weekly emails are sent by 9 a.m. on Fridays to more than 61,000 people. These emails are manually curated and approved by the digital team.

Weekly Email Data:

31,963

SESSIONS

(the number of interactions started on site — one user can have multiple sessions)

1:05

AVERAGE ENGAGEMENT TIME PER SESSION

(average length of session)

53.51%

ENGAGEMENT RATE

(the percentage of engaged sessions)

3.95

EVENTS/SESSIONS

(average number of pages viewed during session)

Monthly Emails

The UConn Today team continued to collaborate with the UConn Foundation on monthly UConn Today emails — an email that reaches roughly 180,000 alumni, donors, and friends of the University. For the months in which UConn Magazine is not 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 digital team builds the email in WordPress and shares it with the Foundation's digital team, who tweaks it to fit their email platform specifications. Both digital teams meet a few weeks after each send to review the 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 33.6% and the click through rate averaged 1.9%.

The fourth year of this partnership included leadership changes within the Foundation and a chance to re-evaluate these monthly sends. It was decided to expand the scope of who was included in the sends beyond user opt-in preferences to reach a broader and more diverse audience. This will serve as a baseline for content distribution goals moving forward both on the Foundation side and the University Communications side.

ExpertFile

Over the last several years, University Communications has dedicated increased attention to ExpertFile, an online resource that helps external media connect with subject-matter experts at UConn, and that effort has transformed a little-used database into a go-to resource that helps share our exceptional academic and research expertise with the world.

Used by both public and private universities, 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, Baylor, and the University of Massachusetts Amherst, among many others.

This year marked the first full year since University Communications launched a complete redesign of UConn's ExpertFile web presence, an important step that professionalized the appearance of our expert profiles, made it easier to search for experts by topic, and relocated the primary access point for the platform to the UConn Today homepage.

These changes helped boost our engagement with UConn's ExpertFile to nearly 34,000 profile views in 2024.

UConn's ExpertFile currently features 152 experts from a range of disciplines across the University's schools, colleges, and institutes. 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.

In 2024, UConn's experts received more than 260 inquiries through the platform, including from notable national media outlets like the Washington Post, the Wall Street Journal, Newsweek, The Hill, CBS News, CBS Sports, HuffPost, Glamour Magazine, and USA Today, as well as Connecticut-based news outlets and television stations like Hearst Connecticut Media, WFSB, and the Connecticut Mirror.

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 8,800 views last year.

By Comparison:

| | TOTAL VIEWS | TOTAL PEOPLE/PROFILE VIEWS | TOTAL POST VIEWS |
|----------|-------------|----------------------------|------------------|
| 2023 | 35,061 | 30,510 | 4,551 |
| 2024 | 42,710 | 33,908 | 8,802 |
| % CHANGE | +21.82% | +11.14% | +93.41% |

EARNED media

This past year saw UConn experts being called on to weigh in on trending and emerging news topics. In 2024, UConn researchers and experts appeared 76 times in major national news media outlets (print and digital) on a broad range of topics. UConn students, faculty, and staff also appeared 94 times in national publications, were quoted 15 times in regional media, and made 213 appearances in statewide news publications.

213

Appearances in statewide news outlets

76

Appearances in major national news (print and digital)

94

Appearances in general nationwide news

15

Appearances in regional publications

AP

Mediterranean diet or not, eating seasonally can be good for you

The Boston Globe

In a summer of severe flooding in New England, a 1,000-year storm hit Connecticut. Here's how.

CNN

Some hospitals are changing their response when babies are born exposed to drugs

Forbes

Several Universities Report Double-Digit Gains In Their Endowments

NATIONAL GEOGRAPHIC

This little bird tells the story of the East Coast's disappearing marshes

npr

Older adults are often misdiagnosed. Specialized ERs and trained clinicians can help.

The New York Times

A 'Life Review' Can Be Powerful, at Any Age

For Historic Gardens, Climate Change Offers Particular Challenges

Reuters

Wide swath of US will get buggy as two cicada broods intrude

SCIENTIFIC AMERICAN

People Who Are Fat and Healthy May Hold Keys to Understanding Obesity

Sports Illustrated

What's in Storrs: How UConn Became a Basketball Powerhouse

TIME

What Vaccine Side Effects Really Mean

Here's Exactly What to Do If You Find a Tick on You

USA TODAY

Surprisingly, cicada broods keep going extinct. Some experts are working to save them.

THE WALL STREET JOURNAL

\$500,000 Pay, Predictable Hours: How Dermatology Became the 'It' Job in Medicine

SOCIAL media OVERVIEW

@UConn

In the last year, social media has continued to evolve as rapidly as it has since its rise more than two decades ago. UConn has continued to keep pace with current and emerging platforms and share news and information with audiences on six flagship accounts: Instagram, TikTok, LinkedIn, Facebook, X, and Threads. In September, RivalIQ released their Higher Education Social Media Engagement Report and had UConn's flagship accounts ranked second among all Division I universities — recognizing the quality of content, the strength and cohesion of our digital presence, and our knowledge of each platform, our brand, and our audiences.

UConn's social media team remained the same in 2024, with a social media manager and digital content producer in Storrs and a social media specialist at UConn Health, each reporting to the director of digital content and strategy. The team continues to make strides together to maintain UConn's position as a leader in both the higher education and health care digital spaces.

Since social media is often seen as a way to disseminate information quickly and to a large audience, the social media team works closely with partners within University Communications and across the University — for example, the news team, marketing team, Magazine team, Admissions, the Foundation, and UConn Athletics — to ensure all our relevant audiences are getting content they want and need to see.

Managing six platforms, all with unique audiences and large followings, means the UConn social media team must be plugged into current practices that appeal to Gen Z as well as classic approaches and high production values that parents, donors, and alumni expect from us. UConn's social media team achieves this balance by working closely with students to better understand how to connect with younger audiences while simultaneously sharpening our writing, creative, and strategic skills to maintain a level of professionalism where necessary. That said, all content disseminated from UConn's accounts is high quality, meaningful, and represents the University in the best possible light.

Across All Platforms

680,871

TOTAL FOLLOWERS

A 14.7% increase in followers.

3,567,938

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

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.

Campus-Wide 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 campus-wide social media managers meetings, approving and consulting on new account creation and strategy, offering trainings to faculty and staff, and onboarding new school/college communications staff. In addition to these standard tasks, this year the social media manager onboarded 17 campus offices to our new social media management software, Meltwater, which offers robust scheduling, monitoring, and analytics tools. This included both training and integration into Meltwater as well as offboarding from the previous platform.

TOTAL FOLLOWERS:



123,762



109,594



249,859



143,258



29,700



28,498

PLATFORM analysis

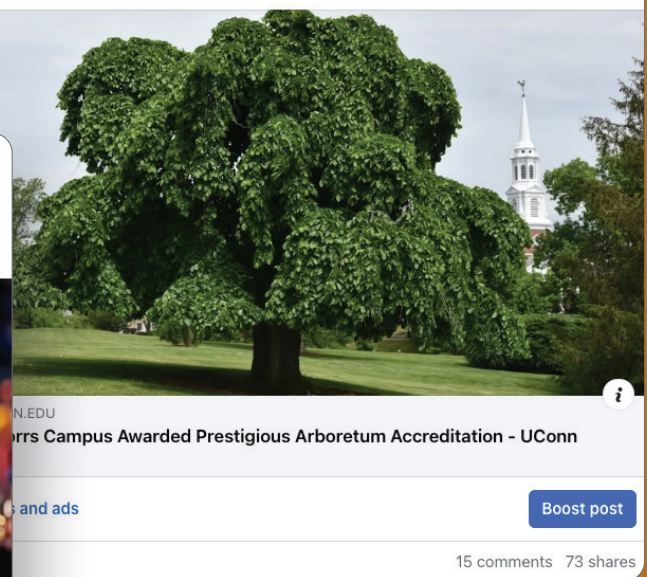
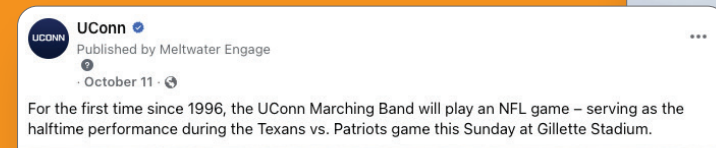
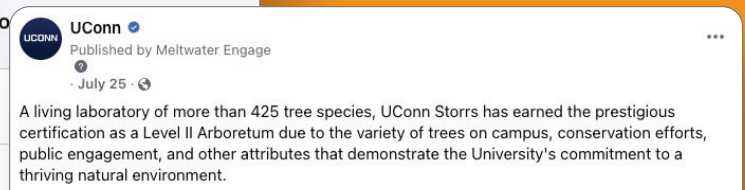
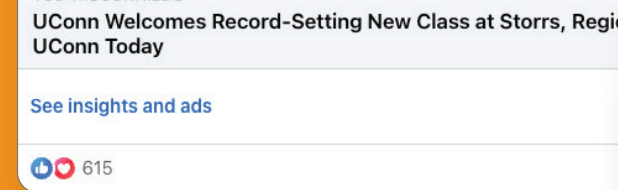
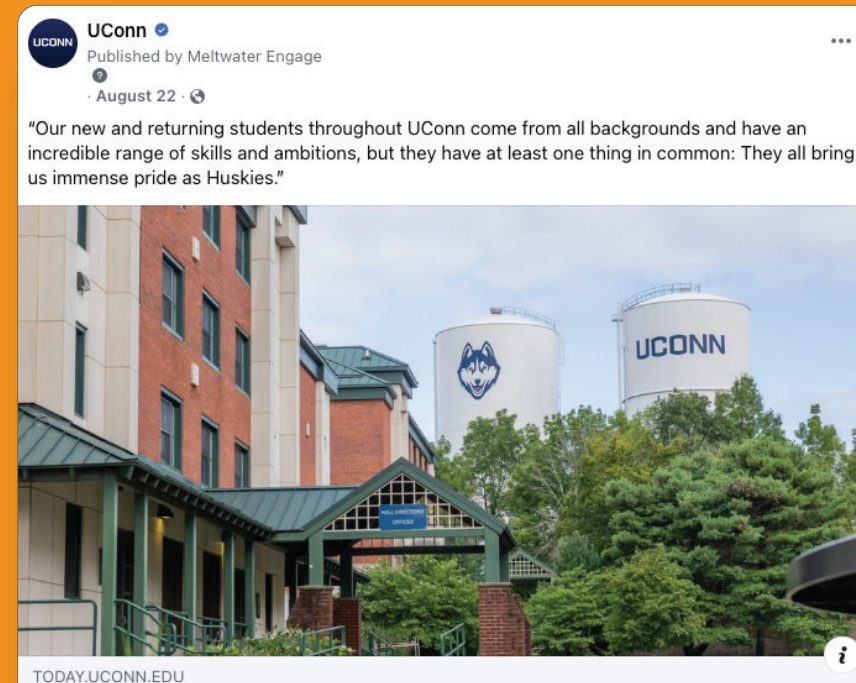
Facebook

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 more important to communicate information that is primarily meant for students – and as the social landscape changes and higher education gets put under the microscope more and more, it’s critical that community members see the impact UConn is having in their backyards.

123,762
TOTAL FOLLOWERS

9,702,030
TOTAL IMPRESSIONS

1,348,218
TOTAL ENGAGEMENTS



Instagram

When looking to communicate with students, we turn to Instagram. It remains one of our fastest-growing platforms and serves as a photo and video sharing app as well as a place to distribute university news, such as statements from leadership, and campus life information, including, but not limited to, event promotion.

The social media team leverages single photos, photo carousels, and reels in UConn's Instagram feed with the goal of connecting with current and prospective students and sharing what it's like to be a UConn student. Instagram reels, vertically shot short-form videos, remain the dominant form of content. While reels of a higher production level perform well, so do more raw, real-time videos edited directly in the app — opening the door for more video content created by people who may not be video producers by trade.

When sharing photo and video content, UConn has built strong collaborative relationships with other accounts on campus as well, such as @UConnHuskies, and will often use the collaborations feature to have multiple authors on one post — allowing us to present our content to their followers and their content to ours. We also strategically collaborate with other accounts on campus, like schools/colleges, regional campuses, and offices like Student Health and Wellness, which increases their visibility.

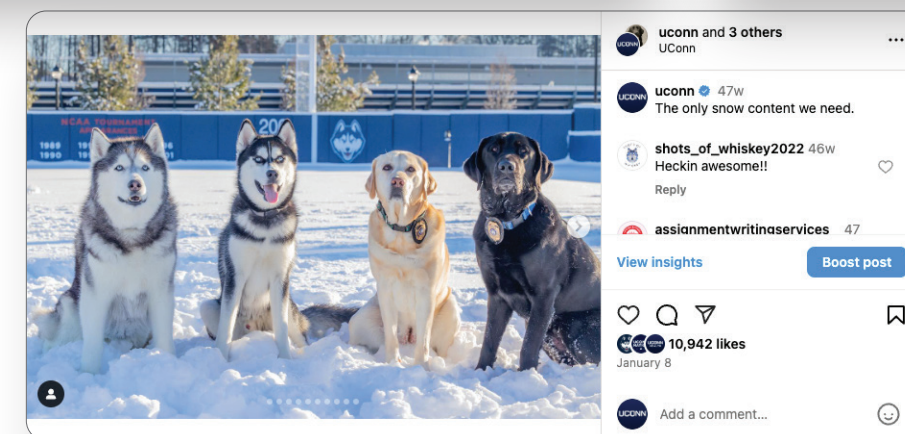
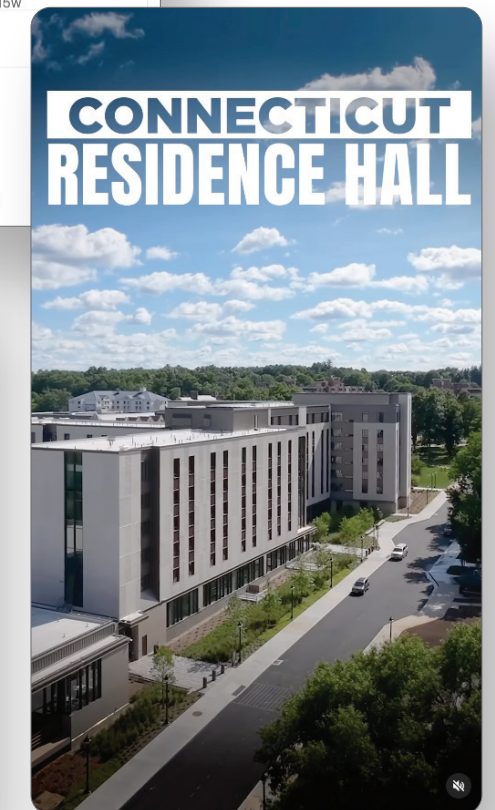
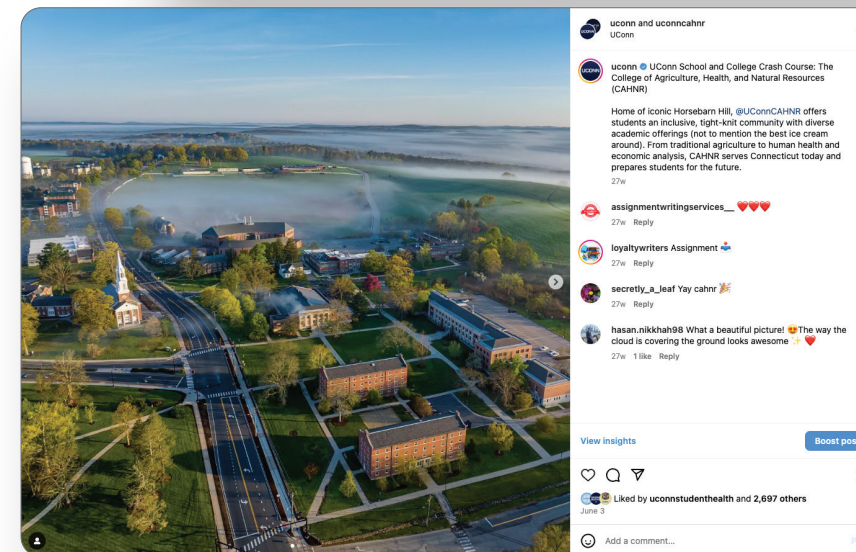
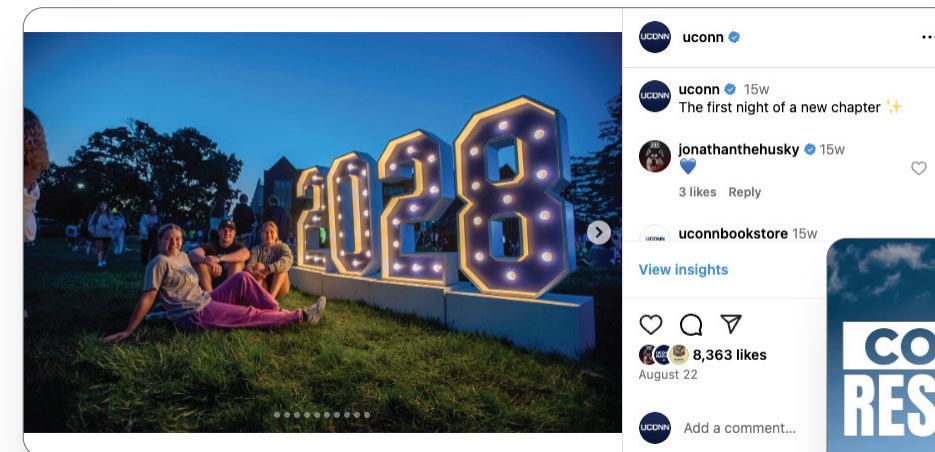
Instagram stories, which appear for only 24 hours, are useful tools to interact with our audiences outside of their main Instagram feeds. We share links, question boxes, polls, and quizzes in stories and also use them to share institutional announcements and statements as well as time-sensitive news like school closures.



143,258
TOTAL FOLLOWERS

19,280,700
TOTAL VIEWS

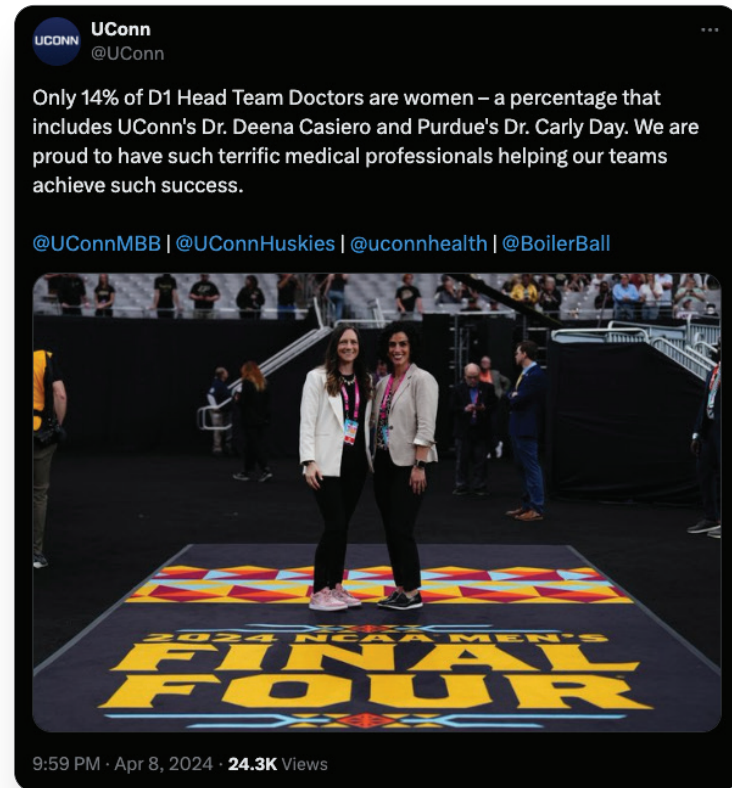
1,590,673
TOTAL ENGAGEMENTS



X

X, formerly known as Twitter, has continuously evolved since being purchased by Elon Musk in October 2022. The platform is still “pay to play,” meaning users can purchase a verified checkmark for preferential treatment in the algorithm. Last year, we purchased the blue checkmark but did not see a return on the investment and therefore forfeited the verified status.

As was the case last year, we maintained the status quo on X in 2024. While we still push out our news, engage with our Athletics audience and alumni, and monitor the platform for UConn-related discourse, X is not considered a priority platform.



109,594
TOTAL FOLLOWERS

4,815,234
TOTAL VIEWS

104,765
TOTAL ENGAGEMENT



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. Due to the fact that Bluesky has been a viable platform for so long but has never gained much traction beyond this recent bump, the social media team has opted to “watch and see” what happens in the coming months before formally establishing a presence on the platform. 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.

Threads

The University remains active on Threads, although due to low reach and the lack of robust native analytics to measure content performance, our strategy has not evolved beyond sharing popular stories, institutional videos, and major news. Although Threads got off to a hot start after last summer’s launch, growth has slowed and we find that our Threads audience can also be found in other places, like Instagram and X.

29,700
TOTAL THREADS FOLLOWERS

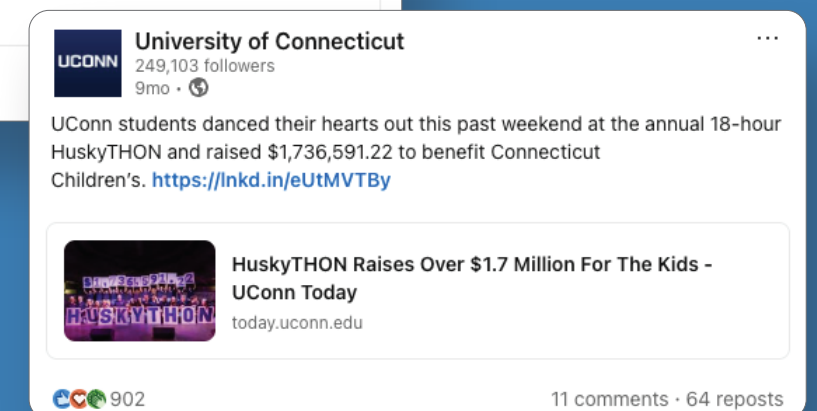
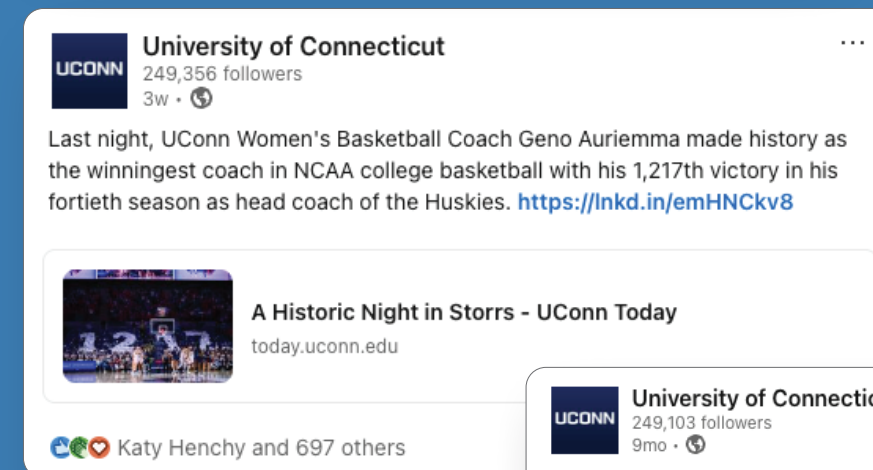
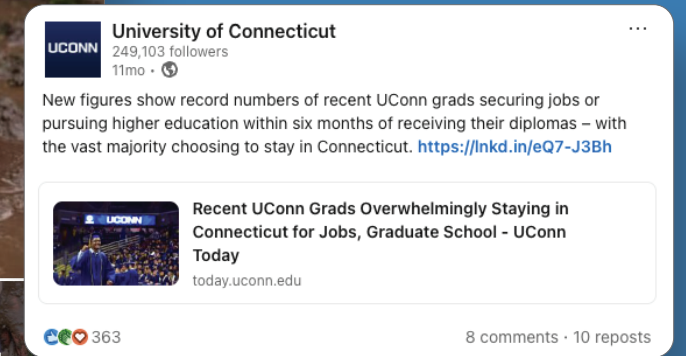
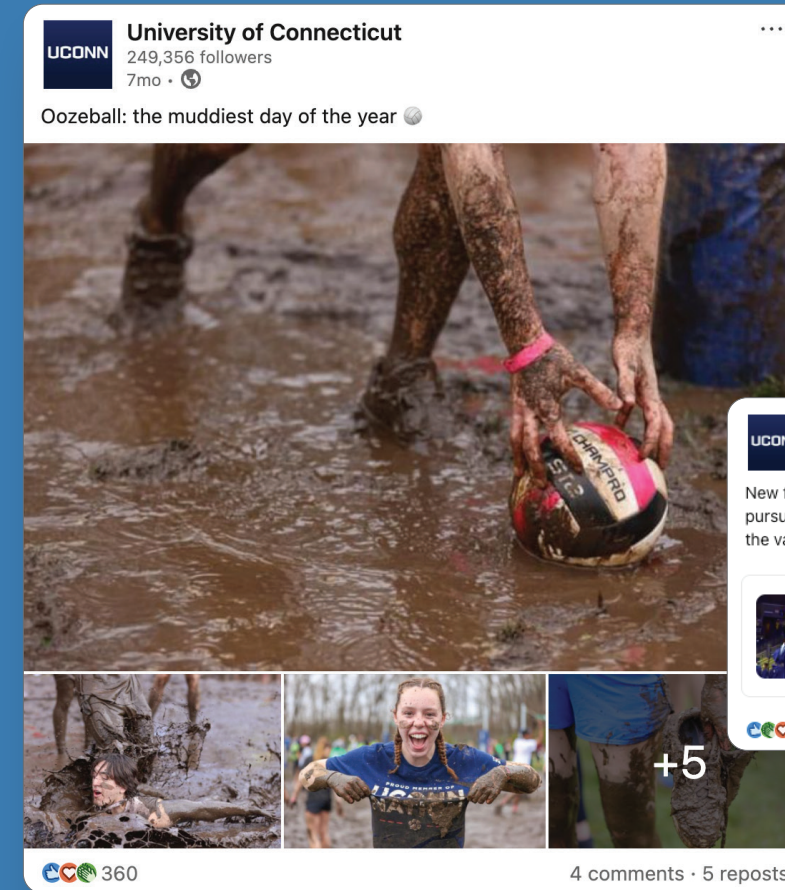
LinkedIn

LinkedIn is still our largest platform by following and our audience continues to trend younger as digital natives begin to graduate and start their professional careers — and current students recognize the value of beginning their career networking journey while still in school. As always, our content on LinkedIn appeals to donors and older alumni, and we've continued to leverage the nostalgia factor to engage with Gen X and millennial alumni. LinkedIn is also a good place to amplify Athletics-related news, for example Geno Auriemma's record-breaking win in November and our men's basketball team visiting the White House, since our Athletics programs do not have LinkedIn accounts.

249,859
TOTAL LINKEDIN CONNECTIONS

4,186,891
TOTAL REACH

708,586
TOTAL ENGAGEMENTS



TikTok

This year, the UConn Storrs social media team put special emphasis on TikTok. The short-form video app continues to grow in popularity and has proven to be a necessary avenue to reach current and prospective students. Because TikTok relies so heavily on trends and virality, content created for TikTok often does not get posted on other platforms — but it has the opportunity to make an impact that’s far larger. Our current TikTok strategy incorporates informal, trendy, and witty content that toes the line as well as material that current and prospective students will find relevant and informative.

In 2024, UConn posted 215 videos on TikTok, compared to 81 in 2023. In past years, it has not been a priority platform during major institutional events, however we changed that approach this year, focusing heavily on TikTok trends during the Men’s Final Four, commencement weekend, and move-in weekend. This strategy proved successful, as those events garnered an increase in following of 49%, 20%, and 10%, respectively. Compared to 2023, UConn’s overall TikTok following grew 348%, video views increased by 422%, and engagements increased by 665%.

28,498

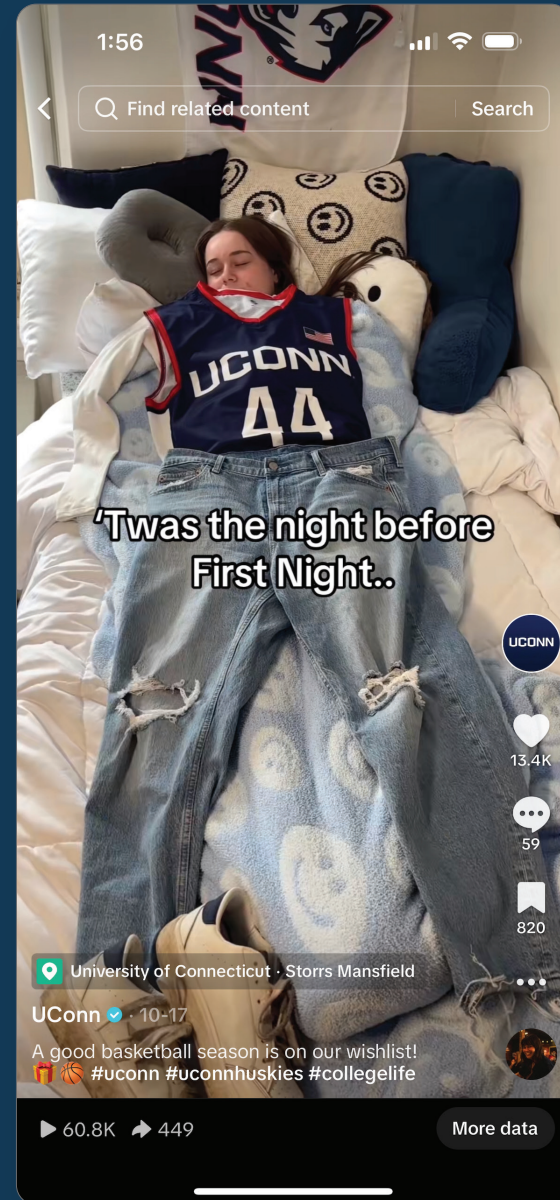
TOTAL FOLLOWERS

4,127,711

TOTAL VIDEO VIEWS

457,457

TOTAL ENGAGEMENTS



SOCIAL media

OVERVIEW

@UConnHealth

As the residency of a social media specialist at UConn Health enters its third year, evaluation of success goes beyond platform insights. Based on the three-year plan developed within year one, strides have been made accordingly to set standards, incorporate the role within the organization, and create a strong foundation for taking UConn Health's social media presence to new heights.

The following is the original outline that examines goals and achievements in Year One/Past (2023), Year Two/Present (2024) and Year Three/Future (2025).

Year One: As the social media strategist began to accustom themselves to the role and institution, there was a lot of groundwork to be laid. A major part of 2023 was to determine what we have, including accounts run by other departments and content opportunities; to evaluate how things were currently working; and to set a system in place for moving forward. It became standard practice to meet with new account admins and reach out to current admins to introduce the role and the expectations for accounts. To determine the effectiveness of content while learning the profile and audiences, weekly and monthly reporting was put into place. In this first year, effort was spent in determining the role of the social media specialist within the organization and in relation to other departments.

Year Two: 2024 was a crucial time for continuing growth across platforms. Based on year one's observation on best-performing content and the current high internal audience reach, content was developed to both meet their needs while pushing the boundaries with more externally focused content. The goal is to build platforms that can be referred to for health advice and expertise, showcasing our leadership in the field on a digital platform. Working within the organization, partnerships were strengthened through valuable new initiatives that included:

- Year ahead planning meeting with news and marketing
- Monthly new doc ads for marketing
- UConn+ collaboration with multimedia
- Media team onboarding to meet new doctors
- Admissions meetings to establish social media role in helping with recruitment and student-focused content
- Joining in collaboration on marketing initiatives to add social media insight
- Patient experience campaign
- Monitoring dental Google Reviews
- 29 overall social media trainings
- 14 social media specific collaborations with doctors or specialists

This work continues to display the importance of social media and further collaboration with marketing, news, and multimedia to determine mutually beneficial practices.

Year Three: Looking to 2025, we hope to really push platform growth with an external audience. The work thus far has positioned UConn Health as leaders in the health care world on social media, but now we need to find the tactics to give us the audience and reach. We are hoping to make further inroads, especially with leadership, to harness the power of thought-leaders on campus for raising awareness of our social media presence. And, of course, we look forward to further collaboration with many teams at UConn Health.

While overall engagement and reach has been increasing year over year, it's worth noting that last year's report featured numbers aggregated from a third-party company whose reporting was found to be less accurate than our current social media management platform. This year, the numbers within this report better mirror the statistics pulled for UConn analytics.

By the Numbers:

ACROSS ALL PLATFORMS

49,337
TOTAL FOLLOWERS

304,244
TOTAL VIDEO VIEWS


174,883
TOTAL ENGAGEMENTS

2,819,713
TOTAL IMPRESSIONS

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.

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.

FOLLOWERS

| |  |  |  |  |
|-----------------|--|--|--|--|
| EOY 2023 | 13,319 | 3,961 | 20,847 | 5,315 |
| EOY 2024 | 14,275 | 4,027 | 24,202 | 6,833 |

ENGAGEMENT

| |  |  |  |  |
|-----------------|---|---|---|---|
| EOY 2023 | 49,822 | - | 44,567 | 58,834 |
| EOY 2024 | 50,896 | - | 64,800 | 55,242 |

Note: Facebook engagement numbers reflect both paid and unpaid (organic) content. While the social media specialist did begin managing some of the paid promotions mid-way through 2024, the majority of it is still managed by a third-party company. The Marketing department determines the budgets and goals of all ads.

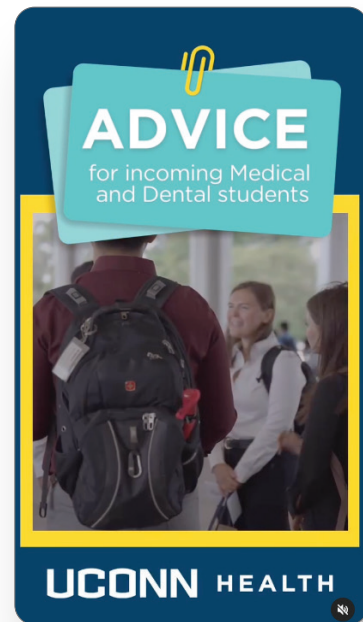
TELLING our story

Just as UConn Health is a unique institution, our social media presence is distinct in its scope and audience populations. Unlike many of our competitors who have segmented their accounts and therefore audiences, UConn Health social media represents a variety of voices, including the UConn School of Medicine, UConn School of Dental Medicine, UConn Health Graduate School, and UConn John Dempsey Hospital. Our goal is to take advantage of the many stakeholders of our institution, sharing a comprehensive and beautifully unique social media presence that truly represents our story.

Their Story: Our Schools

As digital natives, it's no surprise that our younger audience, and some of our most engaged followers, are the students and prospective students of our medical, dental, and graduate schools. As previously discussed, and based on audience analytics, Instagram has been a valuable tool for showcasing content most relevant to this group. By connecting with the Admissions departments of the schools, we've been better able to determine what makes our academics unique and connect directly with current students who can provide their individual perspectives. We have told the story of our schools through:

- Coverage of student events, including "Launch" orientation, awards/recognitions, community outreach, White Coat Ceremony, and Commencement
- Discussion with Admissions to understand priorities for recruitment
- Takeovers and student-generated content
- Featuring the student voice through quotes and reels
- Collaboration with news team responsible for school stories

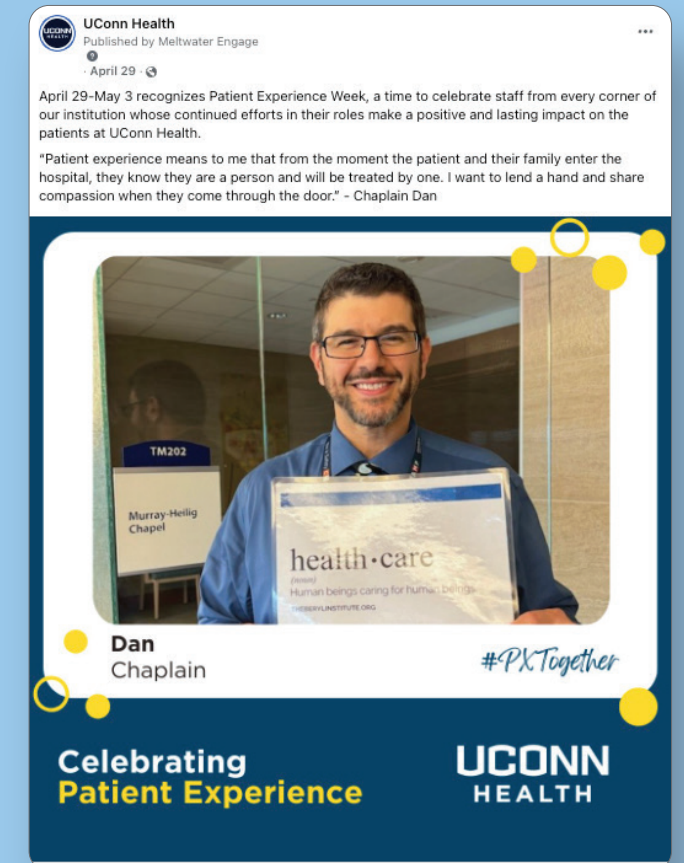


◀ A reel on Instagram featuring current students' advice to incoming students.

Their Story: Our Specialists

The amazing talent at UConn Health, from researchers in their labs to the doctors meeting directly with patients, is truly worthy of celebration and acknowledgment. In the past, much of the coverage for doctors, researchers, and other professionals came through news team stories. While that remains a major source of content, the social media specialist has been able to provide additional coverage to illustrate the talent within our institution. We have told the story of our specialists through:

- Doctor/specialist collaboration to share health-related tips and information with the public
- Determining new and multiple ways to release news and multimedia team content
- Working with marketing to place focus on clinical expertise
- Acknowledging national recognition and awareness months/days/weeks
- Campaign with patient experience
- Sharing and collaborating on content from our residency accounts



▲ This post was part of an initiative with the patient experience team and celebrates the many different people throughout the institution who make an experience at UConn Health comfortable and accessible.

There are many stories to tell at UConn Health, all of which are important and significant at the right time and for the right audience. The strategy behind determining where and how to tell these stories requires balance and is a key aspect of the job for the social media specialist. Working together with different departments and different groups, we can meet the needs of our current followers while reaching new audiences as well. By sharing our expertise, our people, and our stories, we set ourselves up as leaders on social media in the health care field.

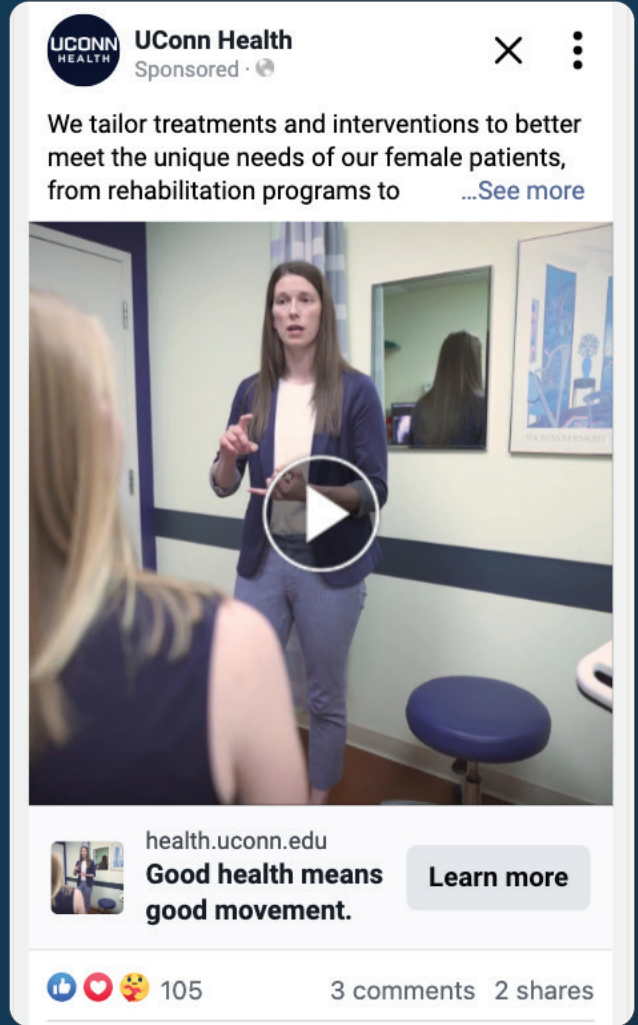
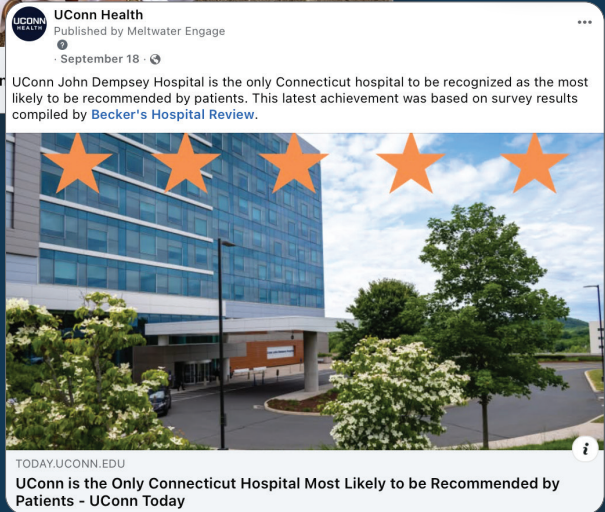
PLATFORM analysis

Facebook

Present (2024): While Facebook continues to struggle in its relevancy and appeal to younger audiences (such as medical and dental school students), it remains the largest social media platform in the world and a major source of news for users. 2024 saw continued, gradual growth in followers with steady engagement and reach. **Not reflected in the numbers below are the paid vs. unpaid distribution. This means that marketing efforts through paid promotion can have a direct impact on our final figures.** As part of the increased collaboration discussed above, the social media specialist has also begun helping with paid promotions on Facebook.

Future (2025): We will continue to use Facebook as a news outlet, highlighting the major accomplishments coming out of our institution, including patient stories, awards and recognition, and health tips. The primary content on Facebook will continue to be news stories and videos with a focus on reaching external audiences. The goal is to combat the decreasing number of active users to increase our growth and engagement. We are setting ourselves up as leaders in the health care field whose content is relevant and can be followed by users within Connecticut and beyond. A major step in establishing this goal is continuing to work with our news team to prioritize and create timely pieces that resonate beyond patient recruitment. Another step will be the Marketing team's development of the new patient-facing website, which will hopefully feature optimized SEO and informative content that can be featured beyond news stories (which currently link externally to UConn Today). These pieces to the puzzle make it clear that the collaboration that grew throughout this past year has been crucial to achieving social media goals.

| EOY 2023 | EOY 2024 |
|-------------------------------------|-------------------------------------|
| 13,319 TOTAL FOLLOWERS | 14,275 TOTAL FOLLOWERS |
| 483 TOTAL POSTS | 506 TOTAL POSTS |
| 624,839 TOTAL IMPRESSIONS | 561,166 TOTAL IMPRESSIONS |
| 49,822 TOTAL ENGAGEMENTS | 50,896 TOTAL ENGAGEMENTS |



▲ An example of paid marketing ads being run and overseen by the social media specialist.

Instagram

Present (2024): We have seen tremendous growth in both engagement and reach on our Instagram account, thanks in part to the versatility of the platform. In addition to creating fun, timely, and informative infographics, collaborations with accounts such as UConn, UConn Huskies, and department groups have helped increase the visibility of our account. There is a strong student and resident following on this platform, a relationship we will continue to foster and appreciate. In terms of versatility, we've continued experimenting with the best use of stories, especially in eliciting click-throughs to the website.

Future (2025): Continuing to take advantage of collaborations and culturally relevant content, the goal is to further extend the reach of non-followers, putting our health care knowledge in front of a wider audience. There remains a place for continuing to provide school- and organization-specific highlights, including content from some of our students, but the hope is to grow external interest in these accounts. Instagram is a great place to have a little fun with the brand so, while sticking to guidelines and standards, we'll continue testing the boundaries in creating more culturally topical content (see BRAT diet).

EOY 2024

6,833
TOTAL FOLLOWERS

355
TOTAL POSTS

1,291,711
TOTAL IMPRESSIONS

55,242
TOTAL ENGAGEMENTS

EOY 2023

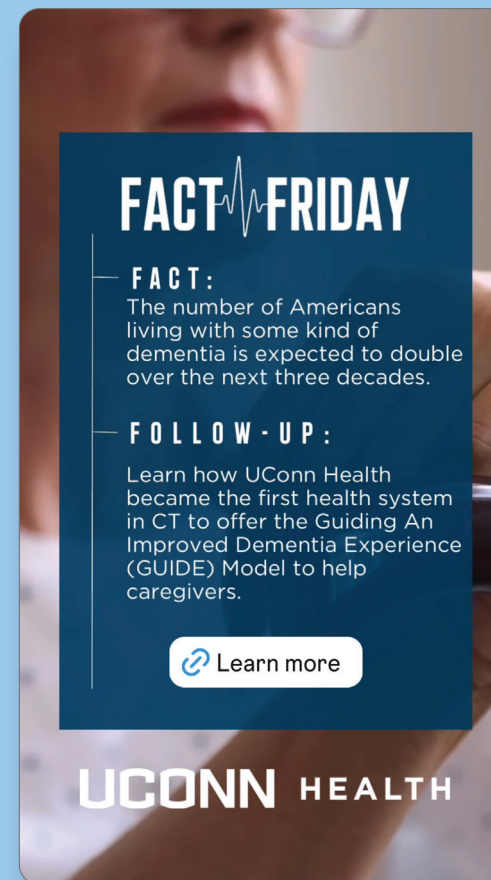
5,315
TOTAL FOLLOWERS

437
TOTAL POSTS

985,743
TOTAL IMPRESSIONS

58,834
TOTAL ENGAGEMENTS

A Note on "Total Posts": The decrease in post totals was an intentional decision to elevate our profile. Posting too frequently on the page can dilute your content, as well as put a strain on content creation which forces you to push out content that is not top quality. In 2024, we focused more on creating high-quality content and approaching Instagram with a strategic lens. The post total also doesn't include posts to stories, where we placed an increased effort this year as well. The thought process was that stories provide more interactivity and are a great place for quick tips, links, and news updates. Not everything needs to "live" on the feed, and we should take advantage of the different features available on Instagram. For next year we hope to increase engagement, but the engagement is lower this year likely because there was simply less content. Based on impressions, however, less content did not stop us from getting in front of more people, more often.



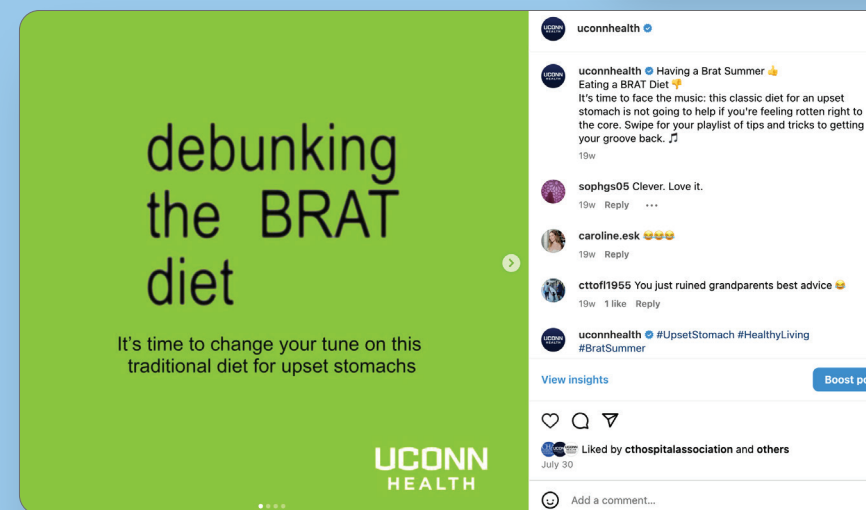
▲ The stories feature allows us to share out links and quick bites of content in a different format.



▲ With a strong resident and student following on Instagram, it's important for us to showcase their work and accomplishments.



▲ In addition to reworking news stories to create informative infographics, the social media specialist also coordinated nearly 15 doctor collaborations for just social media.



▲ Instagram is a platform where we can have some more "fun" with the content, like taking advantage of cultural trends.

X

Present (2024): As we'll detail further in the "Future" section, X as a platform has been consistently in flux throughout 2024 and earlier. We currently use the social media platform to share news and news coverage, while engaging with industry professionals and companies through tagging and shares. Historically, Twitter (now X) has hosted a strong academic community due to its conversational setup and the ability to connect with others. Some of our own top-performing content on the platform is associated with doctors or labs who are on the network and share the news among their followers. Despite the benefit of this connection, even these professionals remain minimal, and we have seen a continuous decline in engagement, coupled with X's decreasing metric tracking for unpaid accounts. With limited proof of ROI as well as seemingly diminishing responses, no unique content is currently made for X.

Future (2025): The X platform is not without its share of controversy; combined with several new policies implemented throughout the past year, we are not surprised by low engagement and an overall lack of growth on this platform. We have seen several of our most engaged followers announce their moves to other platforms, most notably Bluesky and Threads. And yet, there is still no consensus about X's future nor a clear replacement site. While we continue our observation and study of the shifting favorability and usability of X, we run into the danger of spreading ourselves too thin with all the possibilities. We must evaluate each platform individually, based on its value to our goals. However, we can't get an accurate understanding of Bluesky, Threads, or even X until we can confirm what is a passing fad and what has lasting value. It's unclear if 2025 will bring an answer to which platform or platforms will prevail with our audiences, but the year ahead will involve digging deeper into what each platform might be able to offer our institution, primarily in terms of connection with our audience. The micro-blog format of X, Threads, and Bluesky has traditionally lent itself well to academics, so we foresee our decision on platform(s) to be based on where that community migrates (or stays). In the meantime, with numbers remaining low and constant on X and similarly so on Threads, and each with varying levels of permanence in the field, the year ahead is focused on reevaluating these platforms rather than attempting new strategic plans of our students, but the hope is to grow external interest in these accounts.

| EOY 2023 | EOY 2024 |
|---|-------------------------------------|
| 3,852 TOTAL FOLLOWERS | 4,027 TOTAL FOLLOWERS |
| Due to limited insight availability and the changing level of access to metrics based on plan, we do not have access to 2023 numbers. | 1,089 TOTAL POSTS |
| | 266,268 TOTAL IMPRESSIONS |
| | 3,945 TOTAL ENGAGEMENTS |



▲ Relevant news coverage is shared on X.



▲ An example of a post on Threads. So far, we've primarily used this platform in a similar manner to Instagram, which is also owned by Meta. We reuse much of the same content going out on both X and Instagram.

LinkedIn

Present (2024): 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, celebrating our staff and community. For example, a post written for Facebook may exclude the names of key contributors (doctors, researchers, etc.) in favor of brevity, but a LinkedIn post is an opportunity for colleagues and other professionals within the fields to see these names and celebrate these achievements as directly tied to the professionals involved.

Future (2025): As we look to better engage staff in our social media strategy, especially those in leadership roles, LinkedIn is a key element. Since the platform is designed for professional networking, there should be no hesitancy in instructing and encouraging our community to share UConn Health content among their own followers. As thought leaders in their fields and with pre-built networks, getting our doctors, researchers, and health leaders to share and engage with UConn Health content is crucial to expanding our LinkedIn relevancy within the health care community. The goal for 2025 is to determine the best route to provide guidance and encouragement to staff. Inroads have already been made by simply making our workforce more aware of our online presence.

EOY 2024

24,202
TOTAL FOLLOWERS

443
TOTAL POSTS

700,568
TOTAL IMPRESSIONS

64,800
TOTAL ENGAGEMENTS

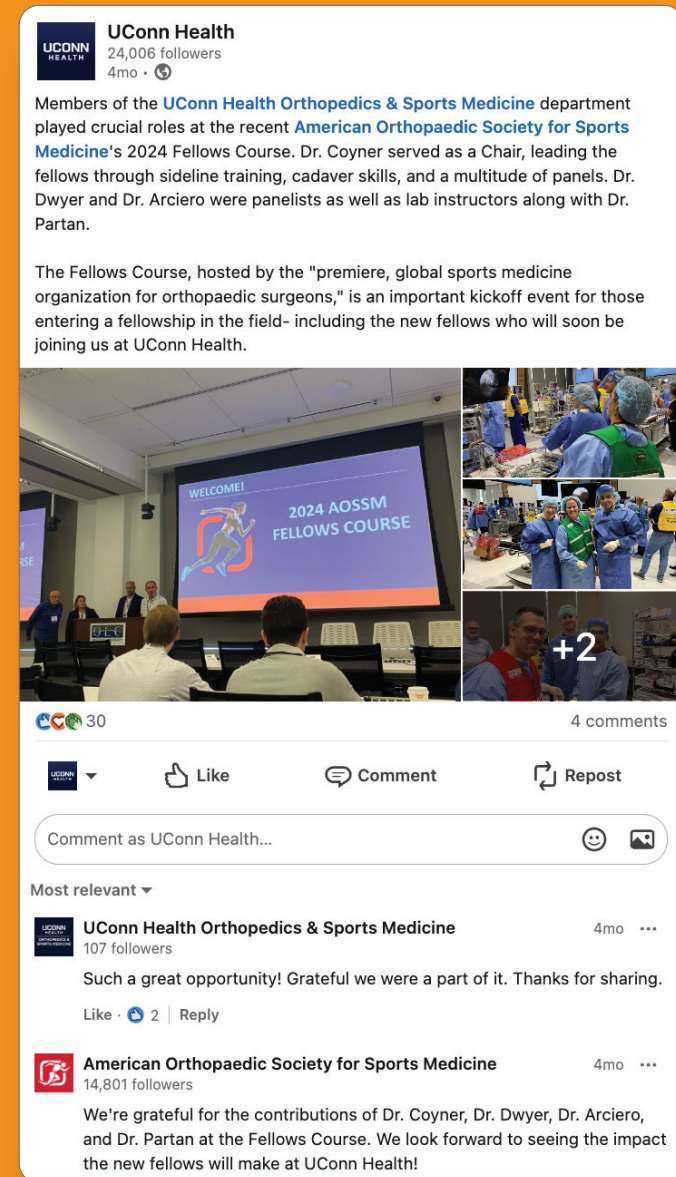
EOY 2023

20,847
TOTAL FOLLOWERS

431
TOTAL POSTS

575,687
TOTAL IMPRESSIONS

44,567
TOTAL ENGAGEMENTS



◀ An example of networking between professional groups, both within the UConn community and beyond.



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

@JONATHANTHE
husky

Since announcing Jonathan XV in June 2023, the UConn social media team has worked directly with the host family on managing Jonathan's social media presence. We draft content calendars, create videos, identify trends, and track analytics — ensuring that Jonathan's presence remains on-brand and serves as a positive representation of the University. The social media team also coordinates regular photo and video shoots for Jonathan, providing a bank of high-quality multimedia content to be used on Jonathan's accounts and UConn's. This year, the social team led a UConn Gives campaign for Jonathan, which raised more than \$7,400 for his care, and also led the planning and implementation of the "Changing of the Collar" event in March, which officially established Jonathan XV as mascot and Jonathan XIV as mascot emeritus. The host family posted regularly on his accounts until October, but that responsibility has since solely shifted to UConn's social media manager, who works closely with the family to share content and manage Jonathan's account.



178,428
TOTAL FOLLOWERS

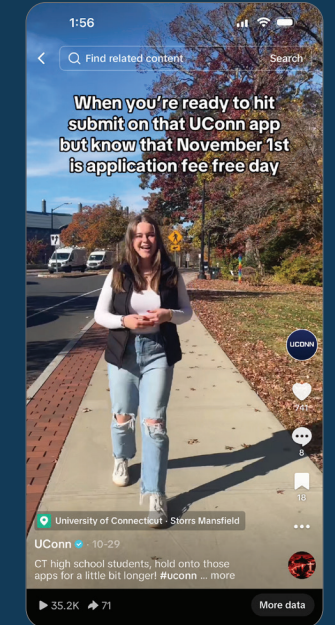
17,264,060
TOTAL IMPRESSIONS

2,196,493
TOTAL ENGAGEMENTS

Admissions

UConn's flagship accounts continue to be the source of admissions-related content for prospective students, and we continue to work with the Admissions team to push out accurate and relevant information in ways prospective students and their families will consume and understand, such as through Instagram story graphics, Facebook posts, and TikToks. Compared to previous years, we have taken a more proactive approach to Admissions-related TikToks — jumping on trends early and often — which is a big reason overall impressions on Admissions content increased by 95% and engagements by 184% compared to 2023.

As a special series this year, we created "Answers from Admissions," a five-part video series answering frequently asked questions from prospective students. The videos were shared on Instagram, TikTok, and Facebook, and the Admissions team translated them into Spanish and Mandarin to share with international applicants as well. Since social media has become such a major factor in student decision making, we are able to combine our expertise with Admissions' timelines into a comprehensive strategy.



30 INSTAGRAM STORIES

21 TIKTOKS

15 INSTAGRAM FEED POSTS

6 FACEBOOK POSTS

1,079,391
TOTAL IMPRESSIONS

74,131
TOTAL ENGAGEMENTS

UCONN