

2022

# content

REPORT



UConn

# CONTENT overview

In 2022, social and digital content continued to foster connections and serve as the front door to the University. From viral TikToks to spotlighting the student-led clothing Swap Shop to UConn Football making a name for itself to a new University President announcement, the University was engaged with UConn Nation more than ever before.

While the main focus of social content was on campus inclusion, overall togetherness, and expanding the use of 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 — which included launching the University’s flagship TikTok account.

The news team saw an impressive year with 580 stories posted on the homepage of UConn Today, garnering 2.3 million pageviews, a 15% increase in pageviews from 2021. University Communications writers were instrumental in elevating UConn’s expertise on all things climate change, research, entrepreneurship, innovation, and community impact.

UConn’s experts were in high demand this year, being called to weigh in on topics ranging from politics to current events to health behaviors and beyond. In 2022, UConn contributed 41 articles from 28 faculty members in seven schools and colleges plus the Rudd Center to The Conversation, resulting in nearly 2.2 million views.

In the summer of 2022, the social and news teams added a digital media producer to support increased video and photography needs. In the last seven months, this person has exceeded expectations by providing 12 full-length and Reel-style videos for social media and UConn Today, fulfilling more than 46 photo requests, and assisting on three videos produced by the video team to ensure the content all teams are disseminating is fresh, relevant, and engaging. This digital media producer role has also been instrumental in supporting our video team’s needs as well as serving as a mentor to colleagues and student workers.



# CONTENT spotlight

With the recent revamp of UConn Today, the digital team spent the better half of 2021 conceptualizing and developing interactive and engaging story templates, with the goal to find ways to better package UConn Today content and to present it to our audience in a way that makes them want to engage and share our stories.

In 2022, those templates were put to good use and took important content to the next level, resulting in more pageviews and an overall better user experience. At right are a few examples of content that utilized our full-width video capabilities, interactive stats displays, and the ability to add color for a more stylized approach to the delivery of content.

DECEMBER 30, 2022

UConn Today

MENU

Q, NEWS

August 22, 2022 | Kimberly Phillips

Abortion in Colonial America: A Time of Herbal Remedies and Accepted Actions

UConn historians discuss abortion in Colonial America




Illustration courtesy of Midjourney

Copy Link

Two hundred eighty years ago, nine generations in the past, more than four decades before the signing of the U.S. Constitution – and Sarah Grosvenor had the ability to choose.

In towns like Pomfret, that eventually would comprise the new country, women had a name for what the teen did. Sometime in May 1742 she started “taking the trade,” or an abortifacient to induce a miscarriage. The herbs, berries, and plants in the recipe were plentiful in New England, oftentimes cultivated by women for women.

When that didn’t work after months of trying, around this time of year, sometime in early August, a doctor performed a manual abortion. She miscarried a few days later and because medical care wasn’t near the modern standards of today, developed an infection, probably sepsis, and died on Sept. 14.

Despite the tragic outcome, and putting aside that she hesitated along the way, conflicted by her choices, Sarah Grosvenor’s actions in the early days of her pregnancy weren’t outright illegal leading up to the signing of the U.S. Constitution and in the immediate years that followed.

Doing what was needed to regulate a woman’s menses, even if that meant inducing a miscarriage before the stage of quickening, was more common than what today’s audience might believe. Early term abortion in the founding days of the country was a morality issue, not a criminal one.

“The recent U.S. Supreme Court decision on abortion elides the fact that in English common law, going back to the medieval period and up through the early 19th century, attempts to miscarry or abort before quickening were not illegal. To repeat, these were not criminalized,” says Corwella H. Dayton, UConn history professor and author of the 1991 article “[Taking the Trade: Abortion and Gender Relations in an Eighteenth Century New England Village](#),” which traces the story of Sarah Grosvenor.

“Until the early 19th century, there were so few prosecutions of people providing abortions that it’s very hard to understand how concerned people were about the practice,” she says. “They did not seem terribly concerned that this was a widespread societal issue. General public opinion seemed quite tolerant of young women and their decisions.”

Simply put, if Sarah Grosvenor had lived, Dayton says, charges would not have been brought.

**Children wrestle with family control**

Life in the mid-to-late 1700s was different than today.

“With the exception of a relatively small number of port cities, society was heavily rural,” retired UConn history professor Christopher Clark says. “Nearly 90 percent of the population of the United States lived in the countryside after the Revolution, and many of them lived from the land in one way or another.”

Slavery was legal, albeit stronger in the South than in the North, and the Industrial Revolution was just beginning to take root, Clark says, which meant mechanized machinery hadn’t made its way to most towns and villages in rural America, so working with one’s hands was the way to get things done.

DECEMBER 30, 2022

UConn Today

MENU

Q, NEWS

UConn VOICES

March 16, 2022 | Jazlyn Sewerance

UConn and Scholars at Risk: A Life-Saving Partnership, A Transformative Educational Experience

A journalist and activist, Marvi Sirmed faces threats of violence in her home country of Pakistan, but has found safety and academic freedom through UConn’s unique and longstanding partnership with the Scholars at Risk Network




Illustration by Sean Flynn / University Communications

Copy Link

In 1991 in Pakistan, there was a surge of women being burned.

A stove would burst, the official report would say – a terrible accident – and only the young bride of the family would be injured or, more often, killed.

“It was very intriguing for me,” says Marvi Sirmed, a journalist and activist who was one of the rare young women working at a newspaper in Pakistan at the time. “When I started digging, first they said, ‘Oh, you know, because in the kitchen, only the daughter-in-law works, so everyone else remains silent.’


Most newspapers in Pakistan at that time employed only one woman, says Sirmed, and that woman was known as the “lady reporter” who would exclusively write for women. Articles about the latest fashions, or recipes, or romantic short stories were the sorts of topics that women in the patriarchal society should be reading, according to the men who ran the newspapers.

Sirmed, who was working as the editor of her newspaper’s weekly women’s edition, felt otherwise.

“I kept digging for four or five months for this story, and some of those incidents would be accidental,” she says, “but most of it was because the daughter-in-law did not bring enough dowry. So, it was a dowry killing, or an honor killing, concealed into accident.”

Her enterprising journalism was not welcomed.

Copy Link




Contributed Photo

“I brought several stories of the survivors of these ‘accidents,’ and my editor just refused to entertain that,” she says. “He said that women buy the women’s edition because they want to read more about the pleasant subjects. But what you are doing is exactly what they don’t want to know and what we don’t want to put in our publication, because these are not pretty faces. If you want to do a modeling session with a high-ranking model girl who would display good apparel, we are all for it. But these faces of burned women, it’s absolutely a ‘no’ story.”

The stories of the burned women were far from the last time Sirmed would face opposition, controversy, harassment, personal attacks, and outright violence for the stories she wanted to tell and the light she aimed to shine on some of the darkest corners of Pakistani life and governance.

In fact, she’s still telling those stories, and working as an activist for change in Pakistan and other South Asian countries, though she’s now more than 7,000 miles away from her home country in the United States and teaching at UConn through the University’s longstanding and unique partnership with the international network [Scholars at Risk](#).

Copy Link



INTERVIEW WITH MARVI SIRMED  
Marvi Sirmed (Exclusive Interview) with Hadda Raza  
Watch Us: Marvi Sirmed, Khalil Ur Rehman Spat & Feminism

Copy Link

“It was invaluable to understand her experiences first hand and recognize the position she is in today,” Russell says. “It was one of those things that I immediately had to bring up in conversation with people outside the class. It was something that lingered in my mind throughout the semester, not just during class time. I was compelled to share and discuss with other people because I just couldn’t believe the reality of what was going on in her life and in her colleagues’ lives.”

“She told us the details of her story and how she was exposed to government pressure and the government would threaten her, how they tried to imprison her,” says Riel. “It was a different experience than just to hear on the news of journalists abroad facing violence. To actually hear my professor talk about how that violence has affected her personally and how it had changed her life and how she had to leave her home, that was very different than anything I’d ever heard before.”

Though Russell says she doesn’t see herself ever becoming a journalist, her experience in the course changed how she views the work of journalists around the world and opened her eyes as to how she can be a part of a greater movement of supporting journalists and holding governments accountable.

“It is the type of learning that impacts you for a long time, that lives with you,” says Russell. “Those types of stories change your understanding of the world. It’s discouraging, on one end, to understand what her reality is, but it was hugely inspiring to know that this kind of citizen journalism is alive and well, that it’s spreading, and that it’s sounding the alarm on human rights abuses.”

The interaction of SAR scholars with UConn students – through coursework and teaching but also through other opportunities, like independent studies or through engaging the [Learning Communities](#) – is not just a way to give students hands-on and transformative learning and advocacy opportunities. [Liberal arts](#).

Illustration by Sean Flynn / University Communications

UConn  
Today

DECEMBER 30, 2022

UConn Today

MENU

Q, NEWS

COMMUNITY IMPACT

July 6, 2022 | Steacy Brooms, UConn Extension & Jessica McBride, PhD

Who You Gonna Call? UConn Extension!

Part of a national network of Cooperative Extension Systems at land-grant universities across the country, UConn Extension reaches every community in the state to help real people solve real problems




Photo courtesy of Ann Soper Photography

Copy Link

“There’s something strange in your backyard – or flock, or water, or garden – who you gonna call? You could try Ghazibusters, but Connecticut residents might have better luck with a UConn Extension office. Part of a national network of Cooperative Extension Systems at land-grant universities across the country, [UConn Extension](#) reaches every community in the state to help real people solve real problems.

“It’s something UConn Extension is extremely good at and has been doing for over 100 years – empowering people with the information and training they need at the pace of innovation,” says Indrajit Chaudhry, dean of [College of Agriculture, Health and Natural Resources \(CAHNR\)](#) and director of UConn’s Cooperative Extension System.

UConn Extension’s reach is bolstered through extensive collaborations with state agencies, non-profit organizations, and municipalities to serve Connecticut communities. The collective strengths lead to innovative programs and more benefit for state residents.

“The key is that we all work in a complementary fashion,” says Mike O’Neill, senior associate dean for Extension and diversity in CAHNR. “We augment and enhance the services our partners provide, and this offers residents solutions and services to the challenges they face.”

UConn Extension’s partnerships aren’t just strong, they’re varied too, says O’Neill. In alignment with the needs of state residents and CAHNR’s research expertise, UConn Extension and their partners offer programming in agriculture and food, climate adaptation, enhancing health and well-being, and sustainable landscapes.

**Agriculture and Food**

Many organizations and agencies have a unique role to play in serving the agriculture and food industries.

- The Connecticut Department of Agriculture is one of UConn Extension’s most important partners. The Department of Agriculture focuses on regulatory oversight of agricultural products and promotes the Connecticut Grown brand.
- Connecticut Agricultural Experiment Station is another valued partner. UConn Extension implements their research findings to enhance our educational outreach.
- The Department of Energy and Environmental Protection (DEEP), the Natural Resources Conservation Service, and the Farm Service Agency are a few of our other partners.

Number of jobs supported by CT Sea Grant through 46 aquaculture companies involved in shellfish restoration work.

300

**Climate Adaptation and Resilience**

UConn Extension engages and educates citizens in climate adaptation through programs that promote resilient and well-adapted coastal Connecticut communities and economies. Climate adaptation and resilience is a strategic initiative that cuts across all Extension program areas. Connecticut Sea Grant and the UConn Center for Land Use Education and Research (CLEAR) lead our climate adaptation initiatives.

- Both of these UConn Extension programs partner with Connecticut DEEP, the National Oceanic and Atmospheric Administration, the Long Island Sound Study, the National Science Foundation, and municipalities across Connecticut, among others.
- DEEP is an important partner on UConn Extension’s climate adaptation and sustainable landscapes initiatives as it is the state regulatory agency for climate and environmental issues. Extension’s educational outreach helps municipalities adapt to and follow DEEP’s regulations.

ann forest preserve in Shingler in development to improve forest health and adapt to climate change.

198

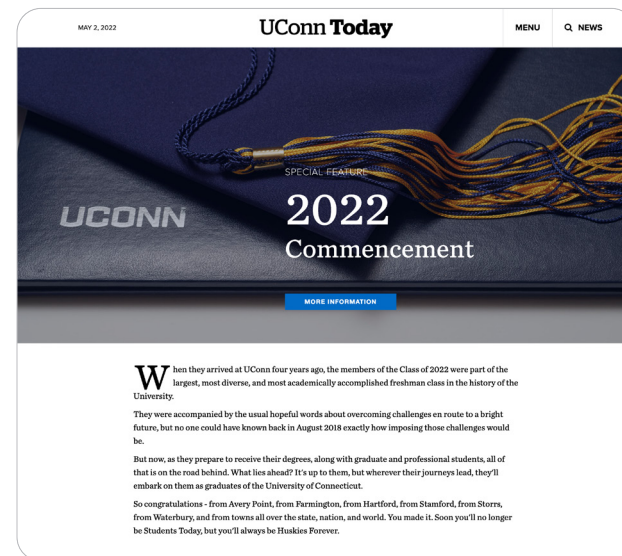
2

3

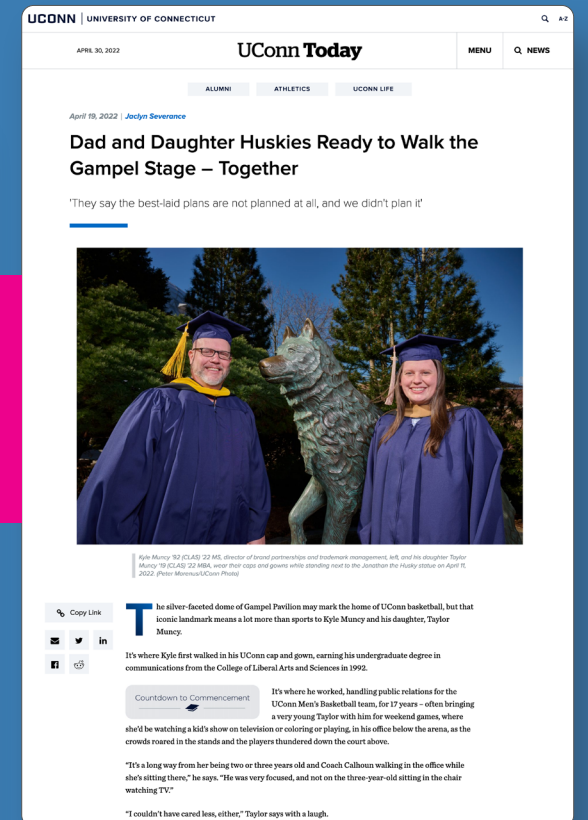
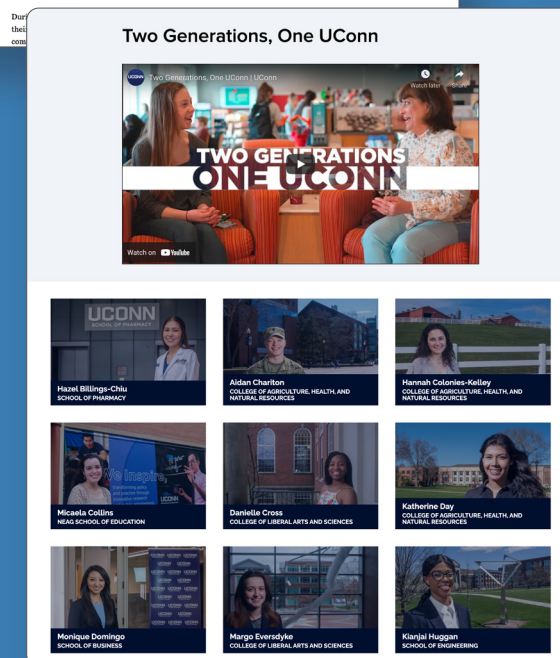
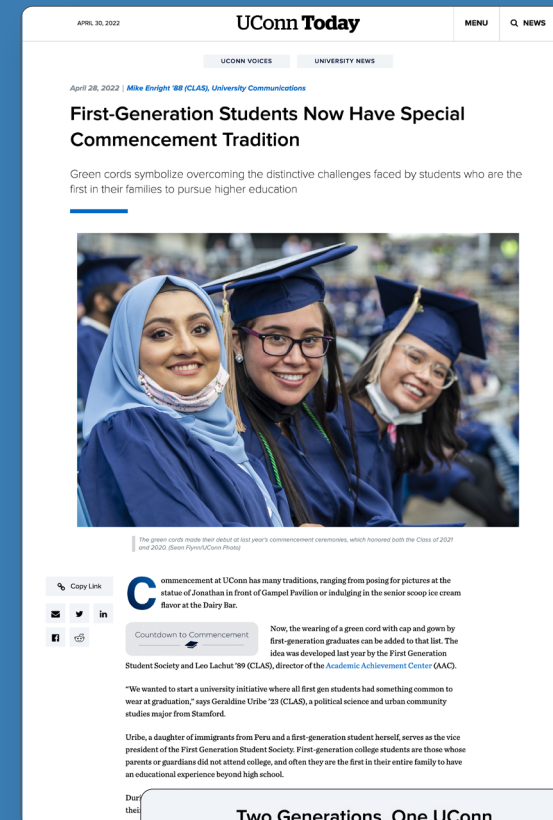
## COMMENCEMENT PACKAGE

# rebrand

In 2022, University Communications shifted its commencement content strategy, launching UConn’s first-ever “Countdown to Commencement” series and revamping the annual commencement package. Historically, any and all commencement content would culminate the week before commencement in the form of a commencement package that lived on UConn Today. This package would spotlight various graduates from every school and college accompanied by a user-submitted photo and a filled-out Q&A. The team decided in early 2022 that something different was needed to keep up user engagement and to enhance overall user experience. It was decided that the best way to do that was to make the entire package more visually appealing. To achieve this, 28 graduates were spotlighted. University photographers took every photo at a spot around campus to keep the photos professional-grade and UConn-branded, and the student questions were revamped to add some variety into the mix. The UComm video team created three accompanying commencement videos, one of which spoke to one of UConn’s oldest graduates and one of its youngest with the goal to draw a parallel between their UConn college experiences.

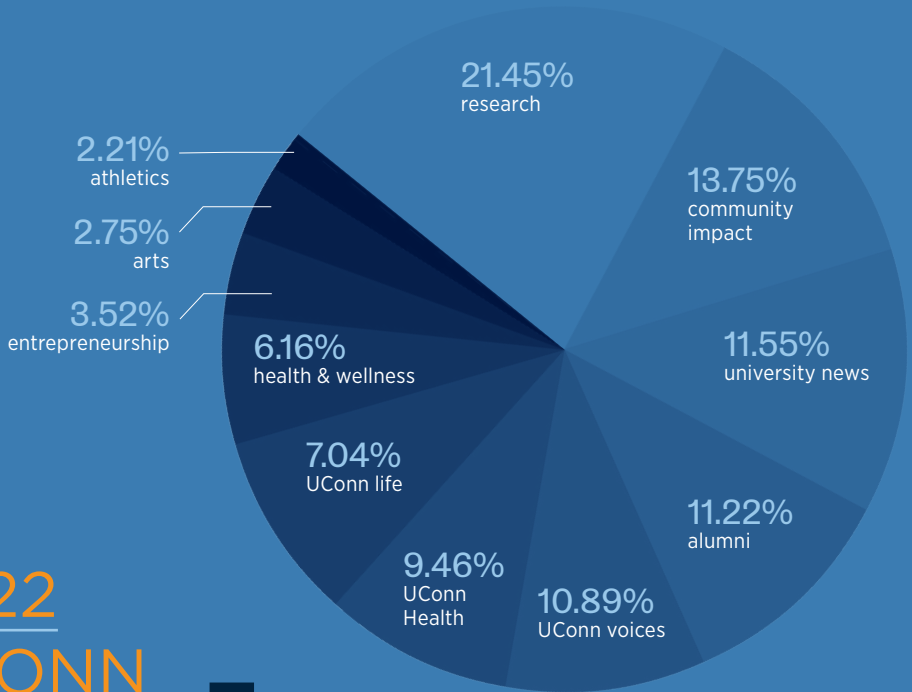


UConn has so many unique commencement-related stories to tell and the news team set out to do just that. The month before commencement, UConn Today’s “Countdown to Commencement” series began, publishing a couple stories per week spotlighting graduate stories in more depth. From stories of husband and wife nurses walking the commencement stage together to a father and daughter graduation duo to a piece about first-generation students having their own special commencement tradition, the stories were wholesome and plentiful.





Homepage stories by content categories



2022 UConn today BY THE NUMBERS

Referral Data:

ORGANIC	42.3%
REFERRAL	19.2%
NONE	23.1%
EMAIL	13.6%
SOCIAL/ OTHER	1.8%

Device Viewing:

MOBILE	49.8%
DESKTOP	48.2%
TABLET	2.0%

Gender Breakdown:

FEMALE	54%
MALE	46%

Age Range:

18-24	22.7%
25-34	20.5%
35-44	20%
45-54	15.9%
55-64	12.4%
65+	8.5%

TOP 20

stories OF 2022

Headline	Pageviews
Breaking Barriers: The First Patient in the World Receives Moderna mRNA Trial Infusion for Glycogen Storage Disease at UConn Health	122,449
Regrowing Cartilage in a Damaged Knee Gets Closer to Fixing Arthritis	69,007
Know Thyself: The Philosophy of Self-Knowledge	50,332
Study: Electroshock Therapy More Successful for Depression than Ketamine	28,349
Statins Provide Protective Immune Benefits for Females, Nutritional Scientist Finds	28,169
What you need to know about Pfizer’s anti COVID-19 drug Paxlovid	24,125
Why is the FDA Funded in Part by the Companies It Regulates?	21,645
A Message to UConn Students Concerning the Spring 2022 Semester	19,268
Ground-Breaking Clinical Trial Participant First in the World to Receive Phase III Infusion for GSD Type Ia	17,308
Record-Setting 40,000+ Applicants Seek to Join UConn’s Class of 2026	16,411
What’s in a Name? It’s UConn, not UCONN	15,479
COVID is Not Just a Respiratory Illness – It Can Cause Strokes Too	13,784
Board of Trustees Approves Construction of New South Campus Residence Hall	13,057
What You Need to Know About Your Next COVID Booster	12,519
UConn Names Radenka Maric as 17th President	11,371
Ovarian Cancer Diagnosis Discovered During Visit to Emergency Department for Cough	11,199
The Price of Fame: Celebrities and the Right to Privacy	10,830
University to Launch UConn+ Streaming Digital Network	10,087
Radenka Maric Named UConn’s Interim President	9,170
Five Questions About the Surging Outbreak of Respiratory Syncytial Virus	9,156

In 2022, COVID-19 content continued to capture our audiences’ interest. And between surges in RSV and a first-ever mRNA infusion trial for GSD, topical and relevant information was in high demand and so was the need for UConn experts to weigh in and shed light on topics that were of high interest to our readers. It’s worth noting that stories of research, expertise, alumni, climate change and sustainability, and current events were just as important in establishing UConn as a thought leader in this space.

2022/2021  
TOP  
STORY

comparison

2022

Headline	Page views
Breaking Barriers: The First Patient in the World Receives Moderna mRNA Trial Infusion for Glycogen Storage Disease at UConn Health	122,449
Regrowing Cartilage in a Damaged Knee Gets Closer to Fixing Arthritis	69,007
Know Thyself: The Philosophy of Self-Knowledge	50,332
Study: Electroshock Therapy More Successful for Depression than Ketamine	28,349
Statins Provide Protective Immune Benefits for Females, Nutritional Scientist Finds	28,169
What you need to know about Pfizer’s anti COVID-19 drug Paxlovid	24,125
Why is the FDA Funded in Part by the Companies It Regulates?	21,645
A Message to UConn Students Concerning the Spring 2022 Semester	19,268
Ground-Breaking Clinical Trial Participant First in the World to Receive Phase III Infusion for GSD Type Ia	17,308
Record-Setting 40,000+ Applicants Seek to Join UConn’s Class of 2026	16,411

2021

Headline	Pageviews
Know Thyself: The Philosophy of Self-Knowledge	53,903
Why is the FDA Funded in Part by the Companies it Regulates?	48,643
A Message to UConn Students Concerning the Spring 2022 Semester	30,042
President Joe Biden to Visit UConn for Dedication of Dodd Center for Human Rights	25,423
What Does Full FDA Approval Mean for a Vaccine Already Authorized for Emergency Use?	24,764
UConn Health’s David Banach Explains the COVID-19 Vaccine	21,351
Largest Research Grant in UConn History Awarded by the National Science Foundation	20,985
Supply Chain Disruptions Create Shortages of Goods Just in Time for the Holidays	15,960
UConn Health Researchers Find a Simple Oral Rinse Can Inactivate the COVID-19 Virus	15,911
Huskies Heading to Tokyo for Summer Games Will Represent Six Nations	12,262



# emails

## Weekly Emails

UConn Today's email system is extremely important in terms of getting content out to our audience. In fact, 13.6% of UConn Today pageviews come from the weekly and monthly emails. It is imperative that we understand how people are interacting with these emails so we can make adjustments to help enhance user experience and ultimately bolster engagement.

The weekly emails are sent by 9 a.m. on Fridays to more than 90,000 people. These emails are both manually curated and approved by the digital team.

### Weekly email data:

238,302

#### sessions

(a period of time a user is actively engaged with UConn Today)

82,398

#### new users

(number of first-time users during the past year)

1:00

#### average session duration

(average length of session)

1.33

#### pages/session

(average number of pages viewed during session — repeated views of a single page are counted)

## Monthly Emails

The UConn Today team has worked with the Foundation this past year on monthly UConn Today emails — an email send that reaches roughly 181,000 alumni, donors, and friends of the University. For months that there isn't a UConn Magazine drop, the digital team works with the Foundation to identify UConn Today stories and 'In The News' features to spotlight in the monthly email. The email is built by the digital team in WordPress and shared with the Foundation's digital team who tweaks it to fit their email platform specs. Both digital teams meet a few weeks after each send to review data and discuss potential adjustments or additional A/B testing that might need to be done to ensure we're getting the most engagement out of these email sends. Over the past couple months, the open rates tend to average 30.2% and the click-through rate tends to be between 0.4%-1.5%

The second year of this collaboration was spent using A/B content testing to identify whether the order of the content affected the click-through rate. The subject line for both emails was kept the same regardless of the leading story, but one lead story was chosen based on a more general audience and the other tailored toward UConn's "GOLD alums" — those who graduated in the last 10 years. Since this slight shift in audience segmentation, we noticed open rates remained consistent between both audiences, but found a lower click rate for GOLD alumni. Both audiences tend to have similar "top 5" articles based on clicks, however the Non-GOLD audience appears to be more inclined to click through to the full story in comparison to GOLD alumni.

# EARNED media

Over the past year, numerous UConn experts were called on to weigh in on trending and emerging news topics. In 2022, UConn researchers and experts made 98 appearances in major national news media outlets (print and digital), with topics ranging from politics to the formula shortage to climate change and beyond. UConn students, faculty, and staff also made 7 appearances on major cable networks, appeared 12 times in international publications, were quoted 13 times in regional media, and made 352 appearances in statewide news publications.

12  
appearances in  
international media

13  
appearances in  
regional publications

98  
appearances in  
major national news  
(print and digital)

7  
appearances in major  
cable networks

352  
appearances in  
statewide news outlets

# THE conversation

In 2022, UConn contributed 41 articles from 28 faculty members in seven schools and colleges (CLAS, Pharmacy, CAHNR, Engineering, Neag, Law, Medicine) plus the Rudd Center to The Conversation, garnering nearly 2.2 million views. Four of the articles were translated into French, and three were translated into Spanish. Of total views, 61% came from within the United States, with the rest coming from other countries; France, Canada, Australia, and the United Kingdom were the four other nations with the most readers. The most popular single article was “Schools Will Stop Serving Free Lunch Soon — A Pandemic Solution Left Out of a New Federal Spending Package,” published on March 14 with more than 282,000 views to date. By subject, our most popular area was health, with articles in that category accounting for more than 711,000 views, followed by science and technology, with roughly 688,000 views.

## By comparison:

	Articles	Views
YALE	9	483,556
WISCONSIN-MADISON	15	527,991
TEXAS-AUSTIN	15	688,533
RUTGERS	4	228,688
MARYLAND	20	775,866
PENN STATE	81	3,101,844
WASHINGTON	77	3,586,458
FLORIDA	50	4,600,971



From those 41 articles, 31 appeared in major national news sources, including *The Washington Post* (4), PBS (4), *U.S. News & World Report* (4), the Daily Mail (4) *Smithsonian Magazine* (3), Business Insider (3), the Religion News Service (2), CNN (2), the Daily Beast (2), CBS News (1), and *National Geographic* (1).

Articles appeared in eight major U.S. newspapers and newspaper chains, including the *Chicago Sun-Times*, the *Houston Chronicle*, the *St. Louis Post-Dispatch*, the *Seattle Post-Intelligencer*, the *San Antonio Express-News*, the *Albany Times Union*, and the respective wire services of the Lee Enterprises and Hearst Newspapers chains.

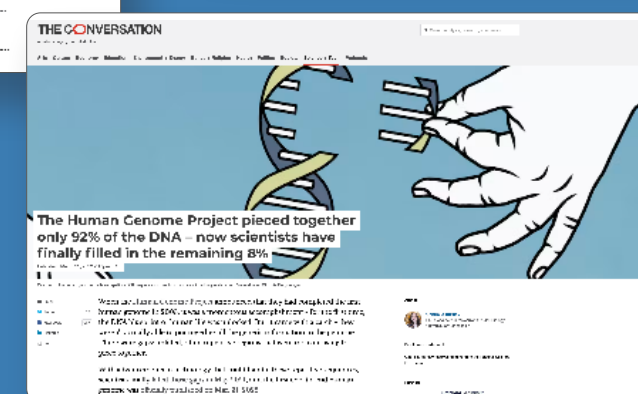
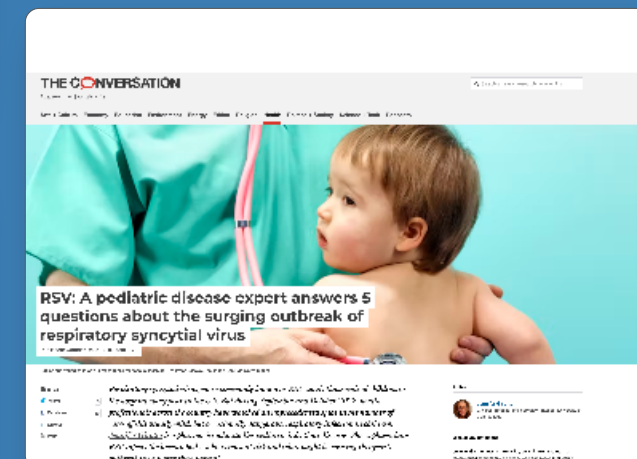
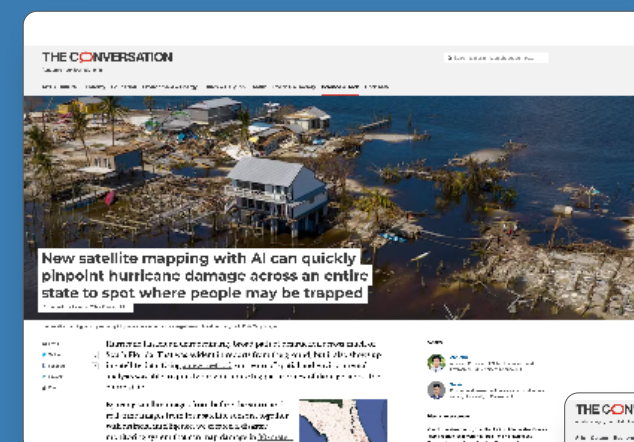
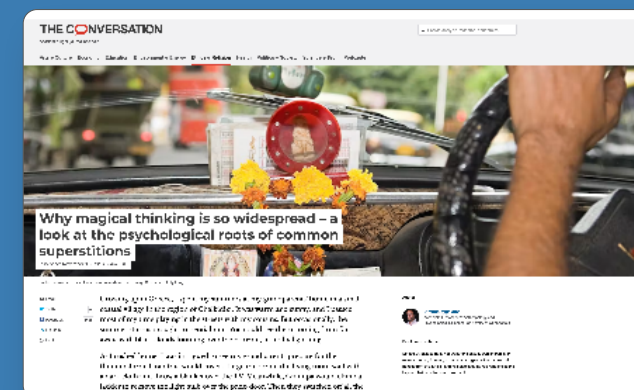
Non-traditional, online, or atypical news sources also published articles, including Neuroscience News, ScienceAlert, the Raw Story, Salon, Snopes, Talking Points Memo, Fast Company, the Nieman Journalism Lab, the World Economic Forum, *El Pais* – the largest newspaper in Spain, and RTE, the Irish national broadcaster.

41  
articles in 2022

31  
articles in major  
national news sources

2,169,109  
views

28  
faculty members



# SOCIAL media

## OVERVIEW

**Total followers:**  
541,388

Our growth rate was 8.3% overall.

**Total engagement:**  
1,173,388

Engagements include likes, comments, reactions, link clicks, and shares on posts for Facebook, Twitter, Instagram, LinkedIn, and TikTok.

**Total impressions:**  
35,355,646

An impression is when a post is visible in a social feed. This is how many times people saw UConn's content across Facebook, Twitter, Instagram, and LinkedIn. Note that Instagram does not measure impressions on Reels, and we posted 37 Reels in 2022 — which was due to a mid-year change in Instagram's video strategy and a large increase from past years.

**Total video views across all five platforms:**  
1,466,086

### @UConn

Since 2004, social media has become more integrated into everyone's daily lives. It has changed the way people get news, how people interact with each other, and provides a way to share user-generated content. There are currently approximately 4.5 billion social media users, and that number is projected to increase to almost 6 billion by 2027.

At the start of 2022, the University still maintained some COVID-related guidelines, like wearing masks in classrooms. However, those guidelines began to dissolve and the 2022 school year has been the closest to the pre-pandemic atmosphere since before the initial outbreak in March 2020.

The University's flagship accounts have played an important role in communicating this shift into a "new normal" as well as portraying the return to most pre-pandemic operations.

As video content continues to evolve and take precedence in the algorithms, the social media team has retained its focus on a strong approach to video content on all relevant platforms — which included launching the flagship TikTok account. Given that the University's two largest student audiences are on TikTok and Instagram, which both prioritize vertical video, the social media team has collaborated closely with the multimedia team to determine ways to incorporate vertical video as strategically as possible. The social team also grew by a member, a Digital Media Producer, who has been tasked with developing content — both photo and video — specifically for social media.

### Growth in Social Media Followers

As it did in each year since 2019, Instagram saw unprecedented growth in 2022. Outpacing Twitter, Facebook, and LinkedIn, Instagram added about 31 followers a day. UConn's LinkedIn following continued to grow substantially as well, leading to a change in strategy to better serve our LinkedIn audience. Our TikTok following grew to more than 4,000, which may seem small compared to the other platforms, however

the TikTok algorithm allows for small accounts with good content to perform just as well as larger accounts. Although Twitter and Facebook didn't see the growth the other two platforms did, our increase in following was comparable to 2021, which is an accomplishment given the drastic changes in the platforms — specifically Twitter due to its change in leadership and subsequent drastic change in platform prioritization.

**Facebook followers:**  
108,676



**Twitter followers:**  
107,708

**Instagram followers:**  
100,064

**TikTok followers:**  
4,107

**LinkedIn connections:**  
218,763

**YouTube subscribers:**  
12,053

					
Jan	105,136	104,850	88,833	201,188	—
Feb	105,274	105,357	90,035	202,524	—
Mar	105,535	105,877	91,488	203,264	—
Apr	105,846	106,436	93,110	204,762	—
May	105,974	106,717	93,747	206,146	—
June	106,522	107,000	94,164	207,012	1,660
July	106,787	107,210	94,697	208,509	2,288
Aug	107,514	107,506	96,189	210,044	3,192
Sept	108,279	107,683	97,121	213,086	3,670
Oct	108,456	107,885	98,155	215,092	3,873
Nov	108,593	107,601	99,347	217,259	3,999
Dec	108,676	107,708	100,064	218,763	4,107

Note: While we launched our TikTok account in late February 2022, our follower counts were not available to us until Falcon, our social media management tool, integrated with TikTok. In order to connect our TikTok account to Falcon, we needed to switch our account to a Business account, which we did on June 9, 2022.



HOW  
UConn  
COMPARES

Each year the social team utilizes Crowdtangle to take a deeper dive into Facebook and Instagram data. This platform helps dig deeper into engagement data when comparing UConn to other institutions in the social media realm. Twitter was removed from the Crowdtangle tool, so the only stats available on this platform are followers.

UConn’s social channels aren’t far behind a handful of aspirant institutions. In fact, UConn’s Instagram and Facebook channels lead the way in follower growth percentage and engagement rate year over year. UConn continues to be a top player among comparator institutions as well.

And, taking Yale out of the equation, UConn dominates institutional social media in Connecticut.

instagram

	FOLLOWERS	INTERACTIONS	VIDEO VIEWS	GROWTH % (FOLLOWERS)
Aspirant				
UVA	143,853	893,056	383,862	15.91%
MICHIGAN	353,754	885,745	152,908	9.65%
UNC	153,790	627,756	238,777	9.91%
PENN STATE	231,147	718,925	248,301	11.77%
UConn	100,066	623,287	145,572	13.76%
Comparator				
SYRACUSE	123,019	476,891	143,572	16.04%
UMASS	69,422	454,355	53,447	16.89%
RUTGERS	79,161	299,094	50,903	15.63%
MARYLAND	77,654	339,858	28,460	27.91%
UConn	100,066	623,287	145,572	13.76%
Connecticut				
YALE	656,411	1,424,259	599,029	11.93%
QUINNIPIAC	35,816	266,510	115,053	8.73%
FAIRFIELD	27,154	224,101	16,342	17.40%
TRINITY	14,826	73,411	39,377	11.59%
UConn	100,006	623,287	145,572	13.76%

# facebook

	FOLLOWERS	INTERACTIONS	VIDEO VIEWS	GROWTH % (FOLLOWERS)
<u>Aspirant</u>				
UVA	203,290	369,415	230,022	2.50%
MICHIGAN	782,963	406,474	3,430,000	1.87%
UNC	286,029	151,546	269,868	0.44%
PENN STATE	398,893	141,769	564,939	0.66%
UConn	110,826	110,848	91,722	2.14%
<u>Comparator</u>				
SYRACUSE	190,574	114,823	1,130,000	3.07%
UMASS	106,877	60,183	24,117	3.55%
RUTGERS	108,282	77,079	31,586	2.72%
MARYLAND	173,103	68,543	123,763	4.56%
UConn	110,826	110,848	91,722	2.14%
<u>Connecticut</u>				
YALE	1,409,270	125,126	93,797	0.51%
QUINNIPIAC	52,169	88,852	79,712	1.49%
FAIRFIELD	27,504	41,102	39,347	8.42%
TRINITY	32,094	24,894	29,987	1.84%
UConn	110,826	110,848	91,722	2.14%

# twitter

	FOLLOWERS
<u>Aspirant</u>	
UVA	104,301
MICHIGAN	272,596
UNC	143,206
PENN STATE	226,933
UConn	107,698
<u>Comparator</u>	
SYRACUSE	88,910
UMASS	58,154
RUTGERS	141,660
MARYLAND	104,965
UConn	107,698
<u>Connecticut</u>	
YALE	687,507
QUINNIPIAC	36,873
FAIRFIELD	12,971
TRINITY	9,095
UConn	107,698



# PLATFORM analysis

## Facebook

Facebook is the largest social network in the world with more than 2.9 billion monthly active users. It's the world's third-most visited website (outranked by Google and YouTube) and was the third most downloaded app in the last year, behind only Instagram and TikTok. However, the length of time spent on Facebook has decreased in the last 5 years, and the platform's growth rate has slowed substantially in just the last year. Therefore, we have paid careful attention to the time invested in the platform and prioritized content relevant to our audience — parents and community members interested in how UConn benefits their children and Connecticut as a whole.

**Total followers:**  
108,676

UConn added roughly 8 followers per day and saw the largest growth during the month of September.

**Total impressions:**  
16,843,349

UConn averaged 31,191 impressions per post.

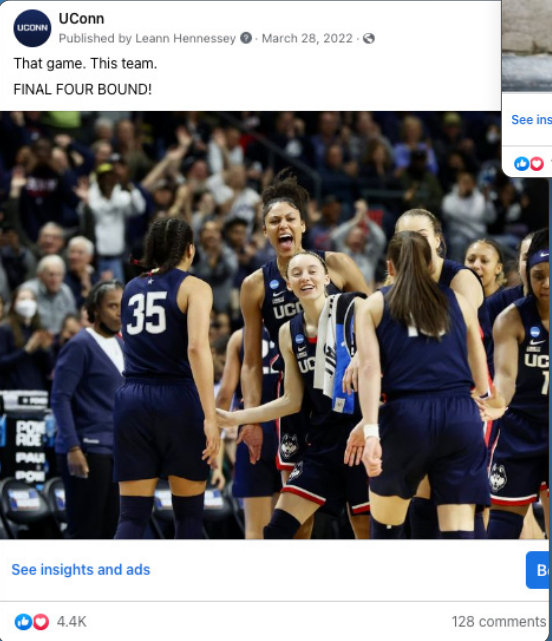
**Total engagements:**  
166,988

UConn averaged 309 engagements per post.

**48  
videos posted**

**117,646  
video views**  
UConn averaged 2,451 views per video.

**2.8%  
increase in  
following**



PLATFORM ANALYSIS

Twitter

With 211 million daily active users, Twitter’s steady growth continues to lend itself to being the go-to platform for news and real-time updates. Elon Musk acquired the platform in late October and has promised to make sweeping changes to the platform — some of which we have already seen, and to which we will adjust our strategy as necessary. It’s important to note that this change in leadership has already resulted in a non-transparent upheaval to the verification process, allowing users to pay for verification and algorithm prioritization and hurting previously verified accounts like UConn’s — resulting in sharp declines in our stats in the last quarter of the year.

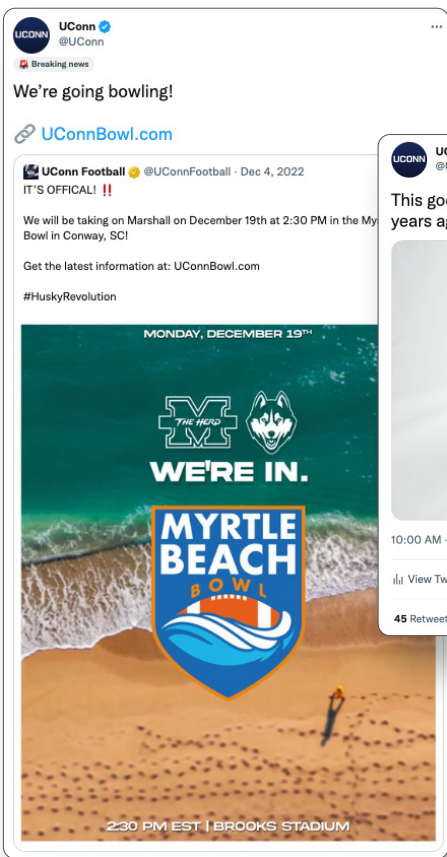
While Twitter’s user base is getting younger, Gen Z is still much more likely to be using YouTube, Instagram, and TikTok. Although Twitter is not our top-performing platform in terms of reach or engagement, it is our most frequently used platform to talk about the University. We engage with our audience and create conversation. Content is timely, urgent, and fresh. Whether it be breaking news, University stories, or an emergency response, everything is getting pushed to Twitter.

Total followers:  
107,708  
UConn added roughly 4 followers per day and saw the largest growth in March.

Total impressions:  
5,109,856  
UConn averaged 5,373 impressions per post. Our biggest month for impressions was January.

Total engagements:  
42,280  
UConn averaged 44 engagements per post. Our biggest month for engagement was March.

1.3% increase in following



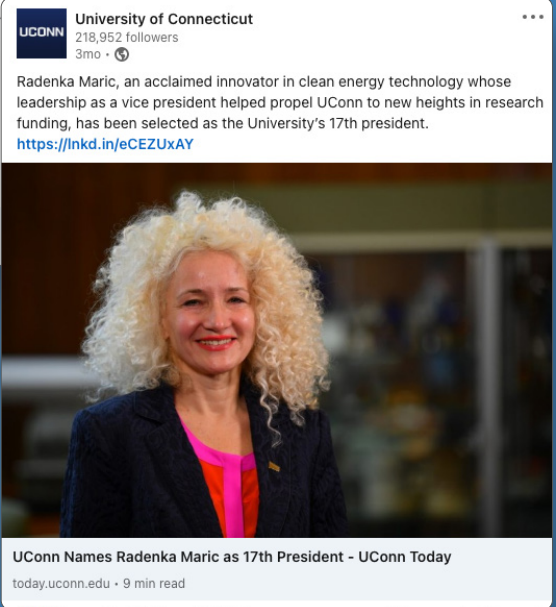
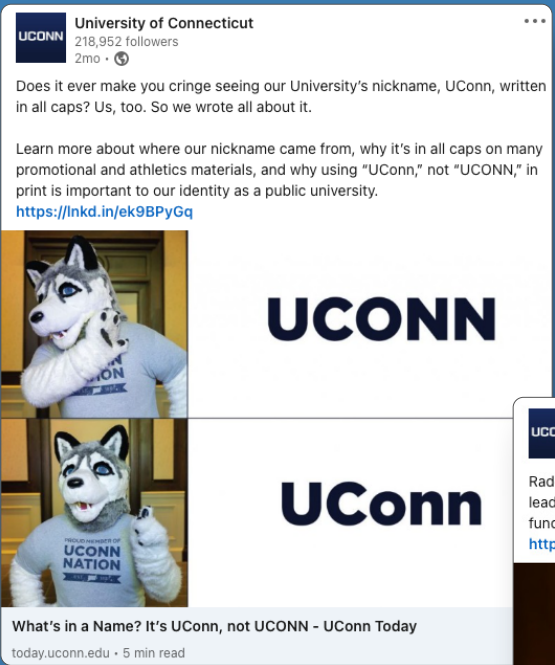
Linkedin

LinkedIn is UConn’s largest platform by sheer following and our audience has become more and more diverse — and is increasing at a significantly faster rate than Twitter and Facebook. While it mostly consists of alumni and donors, the alumni base spans decades and we’re seeing many young alumni engaging with our content. After reviewing metrics from past years, it was clear that it’s worth spending more time and pushing out more content on LinkedIn. To this end, we updated our LinkedIn strategy to increase our daily posting to an average of 1.5 posts each day, share every single news stories directly related to our strategic pillars, and post at least one “campus life” feature each week — for example, fall foliage, move-in weekend photos, and athletics stories. Since we have increased our posting frequency, we are able to make our feed slightly more “social” and less “news” while still ensuring that our primary audience knows where the University is headed.

Total connections:  
218,763

Total impressions:  
5,220,778

Total engagements:  
83,667  
7.5% Increase in following

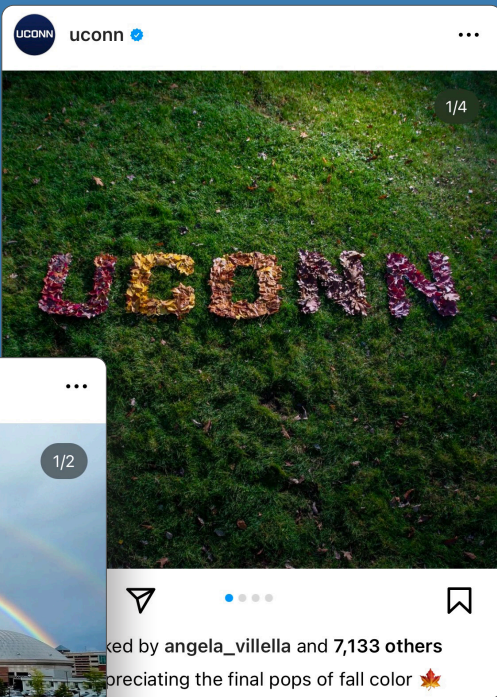




PLATFORM ANALYSIS

Instagram

Even with the rise in popularity of platforms like TikTok, with more than 1.3 billion active users, it's no surprise that Instagram is still the platform to be on. This platform is where the majority of our student audience lives and is also how we connect with prospective students, young alumni, and a growing number of parents. For Instagram, aesthetics are key and video content continues to evolve. Strong imagery and short copy tend to appeal to the general audience. We tap into UConn's main feed to feature campus life, spotlight *UConn Magazine* content, share student stories, and overall drive the University brand through batches of photography and short- and long-form video.



Total followers:  
100,064

UConn added about 31 followers per day and saw the largest growth in August.

Total post impressions:  
7,507,464

Post impressions includes single photo and carousel posts. UConn averaged 39,933 impressions per post.

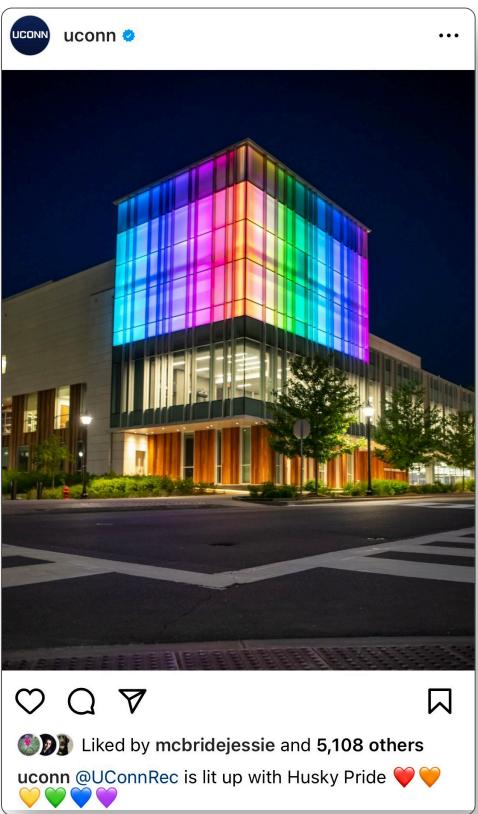
Total post engagements:  
843,013

Engagements includes single photo posts, carousel posts, and Instagram Reels. UConn averaged 3,747 engagements per post.

PLATFORM ANALYSIS

**Instagram Reels** — short, snappy videos similar to those on TikTok – are the dominant form of content on the platform. In 2022, Instagram made a number of changes to its video strategy and we've adjusted to keep up with their changes knowing that video content is served to audiences at an ever-increasing rate. Adjustments have included collaborating with the multimedia team to determine when vertical video is and isn't necessary for a video going on social media, working with students to develop content for reels, and increasing the number of videos we produce overall.

**Instagram Stories** are photos and videos that post for only 24 hours. As in years past, we've continued to leverage Stories to get important information and updates in front of students. Since so many students see social media as their most immediate way of connecting to the University as a whole, we also use Stories to engage with our audience through interactive polls, questions, stickers, links to web content, event promotions, and campus takeovers. The "link" feature of Stories lets us share websites, UConn Today stories, and other general links with our audience without making them leave the app, resulting in more engagement. Instagram Stories provide a way for us to communicate important, institutional messaging while also appealing to the younger generations through the aesthetics of our main feed.



Total Story impressions:  
8,675,564

UConn averaged 8,826 impressions per Story.

13.5% Increase in following

Total Reel reach:  
1,349,111

UConn's reels reached an average of 37,475 accounts.

Total Reel engagement:  
104,524

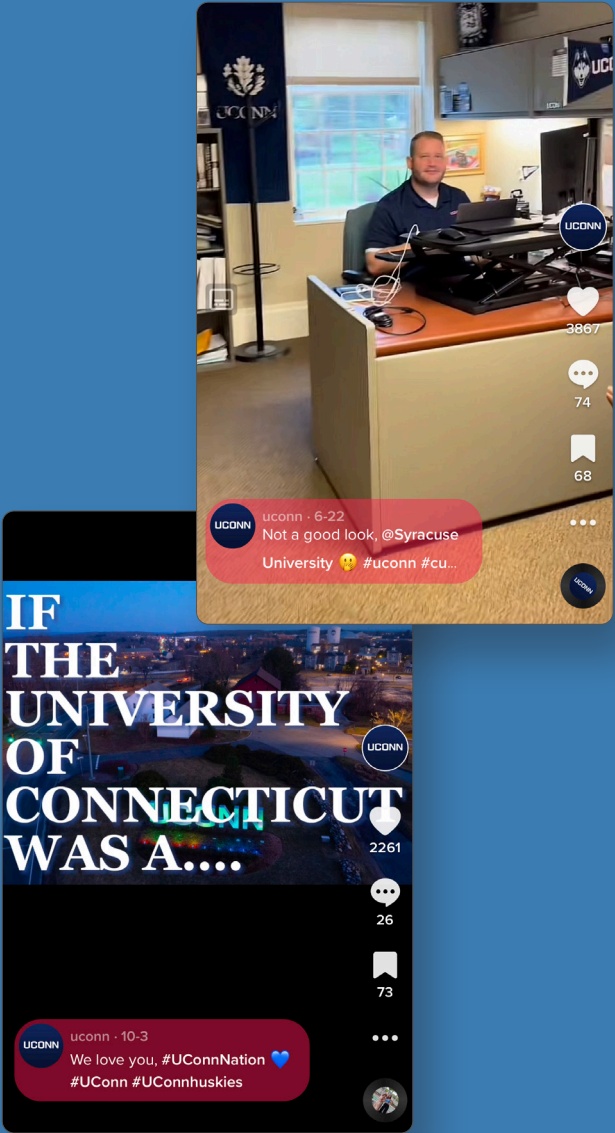
UConn averaged 2,823 engagements per Reel.



TikTok

TikTok is a short-form, video-sharing app that allows users to create and share up to 10-minute videos — although most are under a minute — on any topic. Creators have access to an assortment of filters and effects, as well as a massive music library. TikTok makes content discovery central to its experience. The ‘For You Page’ delivers an endless stream of videos curated by the TikTok algorithm. The video feed plays the minute the app opens and finds success by ultimately taking the decisionmaking out of the equation for users. It’s no surprise it’s the app of choice for the hyper-influential Gen Z.

As of 2021, TikTok commands more attention per user than Facebook and Instagram combined. It has more monthly users than Snapchat, LinkedIn, and Twitter combined. The app was 2021’s most-visited website and it essentially went from a dance app for teens to the world’s most influential social media company. As some would say, TikTok is on the Iron Throne of the content Kingdom. The platform grew to 1 billion users faster than any application in history (Instagram now holds the number two spot), and 55% of its user-base consists of creators.

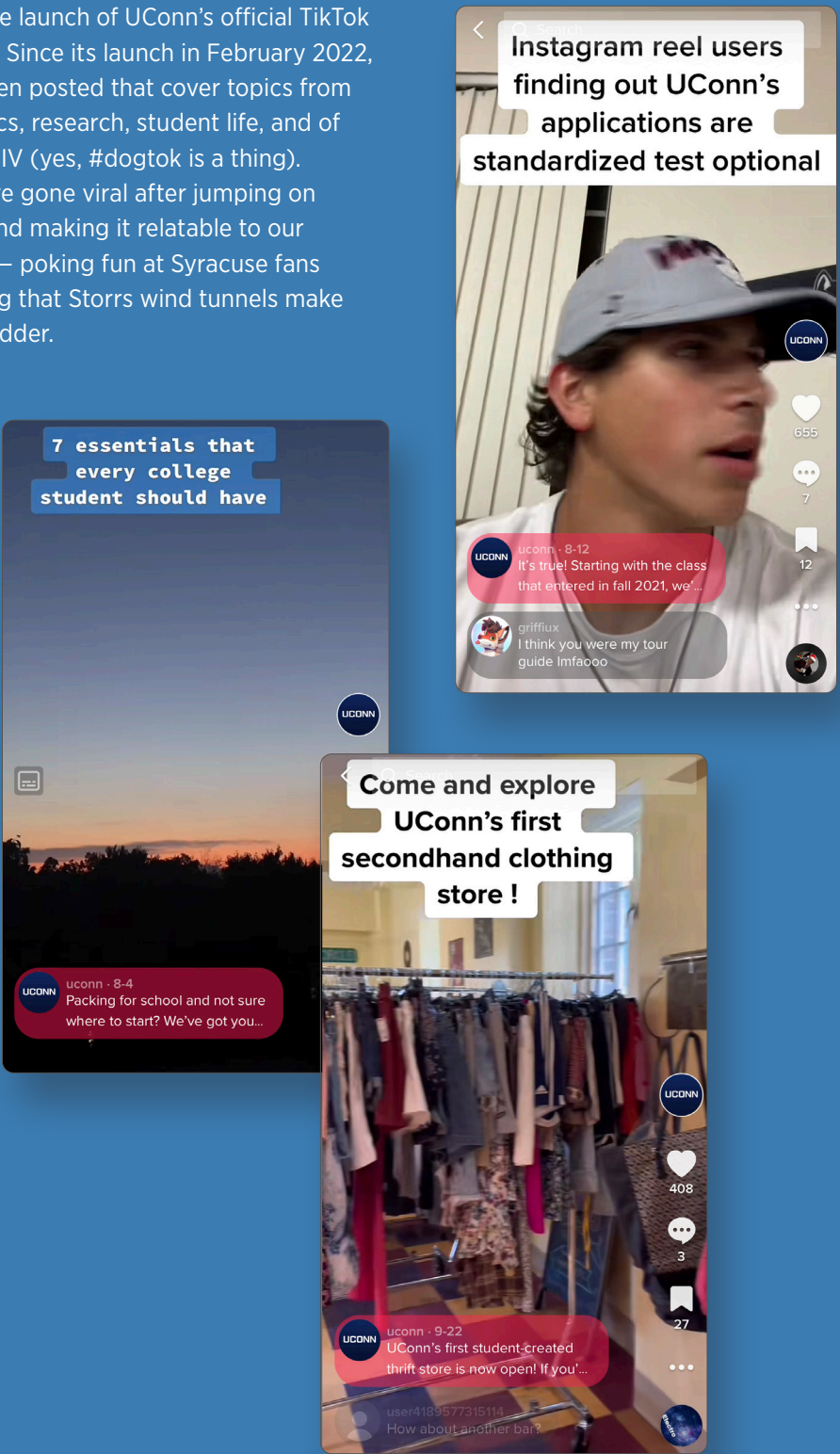


**Total followers:**  
**4,107**  
UConn added about 13 followers per day since launching and saw the largest growth in August.

**Total video views:**  
**1,024,021**  
UConn averaged 17,356 views per video.

**Total engagements:**  
**77,365**  
UConn averaged 1,311 engagements per video.

All of this led to the launch of UConn’s official TikTok account: @UConn. Since its launch in February 2022, 59 videos have been posted that cover topics from academics, athletics, research, student life, and of course Jonathan XIV (yes, #dogtok is a thing). Several videos have gone viral after jumping on trending sounds and making it relatable to our specific audience — poking fun at Syracuse fans and acknowledging that Storrs wind tunnels make for good TikTok fodder.





YouTube

Total subscribers:  
12,053

Total public uploads:  
35

Total (public and unlisted) video views:  
369,368

With more than 2.6 billion monthly users, YouTube is the most popular video platform out there. Nearly 81 percent of U.S. adults use YouTube and with 1 billion hours of video being watched every day, YouTube continues to be an important platform for us. In 2022, UConn's YouTube page contained research features, student life profiles, and the brand new, long-form interview series "Worth Repeating" with President Radenka Maric.



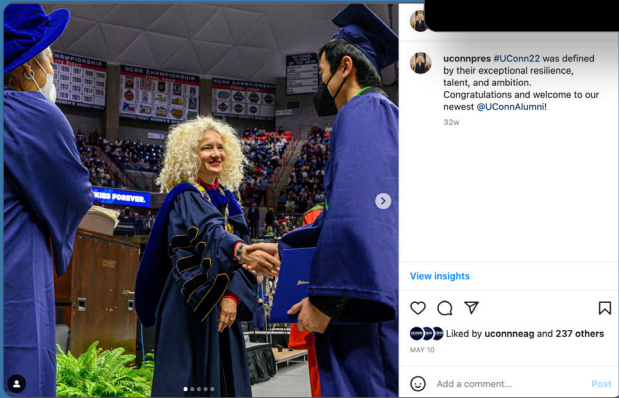
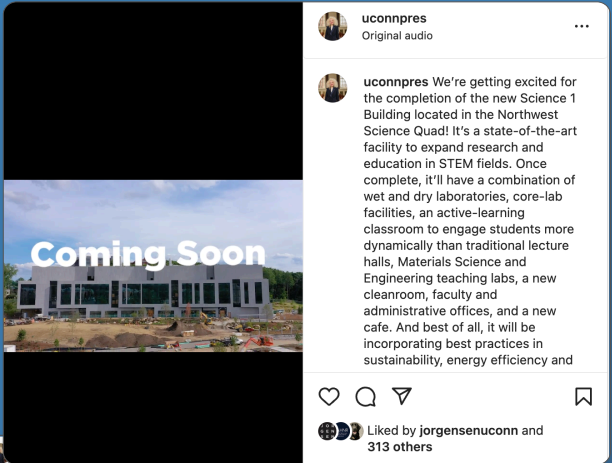


@UConn  
president

University Communications launched and branded a standard social media presence for University leadership on social media in 2021 with the launch of the @UConnPresident (Twitter) and @UConnPres (Instagram) handles. President Maric has occupied the social accounts since early 2022 with content focusing heavily on student, faculty, and staff engagement; notable sustainability research; national and international leaders visiting campus; and campus updates.

President Maric also launched a long-form video series titled “Worth Repeating,” where the President sits down with distinguished students, faculty, staff, and alumni to talk about their UConn connection, projects they are working on, where their careers have taken them, and, overall, what impact UConn has had on their lives. A new episode of the series debuts each month on YouTube with promotional trailers posted to both the President social accounts and the flagship social accounts.

	Twiter	Instagram
Total followers:	988	1,456
# of posts:	97	61
Total engagements:	3,150	14,080
Engagement rate:	0.86%	7.15%
Total reach:	188,360	159,890
Total impressions:	365,100	117,560
Video views:	10,260	6,650





# admissions

We've continued to build our relationship with Admissions this past year, which has led to new methods of pushing out Admissions-related content that students will better connect with. For example, instead of doing a standard Instagram takeover with a student to answer questions about life at UConn, we produced an Instagram Reel of a student answering common questions that included engaging b-roll and offered Admissions an opportunity to link to the video in their marketing materials, as opposed to having the takeover disappear after 24 hours on Instagram Stories. In addition, Admissions helped us connect with students at the Lodewick Visitors Center that have been instrumental in maintaining our TikTok account and growing our following.



Feed Posts:

Total posts:  
44  
(15-FB, 10-IG, 14-TW)

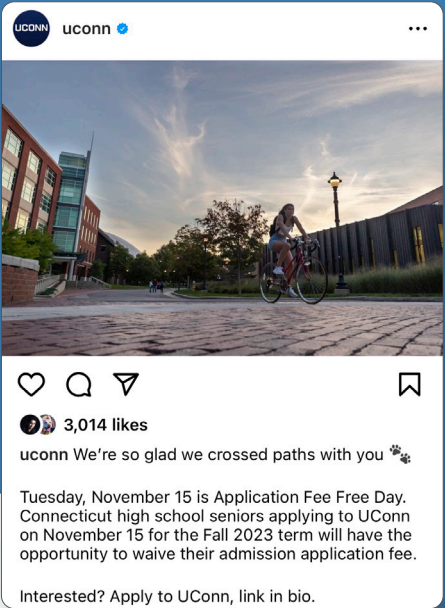
Total impressions:  
666,325  
This does not include two Instagram reels, "How to Apply to UConn" and a Husky Insider takeover.

Total engagements:  
41,053

Instagram Story Posts:

Total posts:  
66

Total impressions:  
446,143



# @UConn health

UConn Health leverages its social media channels to position it as a leader in the state with medical experts at the forefront of clinical care, conducting groundbreaking research while educating the next generation of physicians.

UConn Health's social media channels focus on providing a balance of timely and relevant content to our audiences by accentuating stories of the impressive work taking place in all our settings including clinical, research,

community outreach, patient, the School of Medicine, and School of Dental Medicine areas. In 2022, in addition to our stories of clinical and patient care, we provided a well-rounded volume of student, resident, and fellow stories focusing on their educational experience and work in the community and their respective fields. Cutting-edge research was highlighted in traditional posts and increased video posts utilizing our recurring Science in Seconds and UConn Health Minute segments.

At the end of 2022, we hired UConn Health's first-ever social media manager to support the academic medical center's ever-growing social media presence. This person started in early 2023 and is responsible for managing and maintaining UConn Health's social media strategy, serves as a social media expert for other social media accounts within the UConn Health realm, and continuously provides guidance on industry best practices.

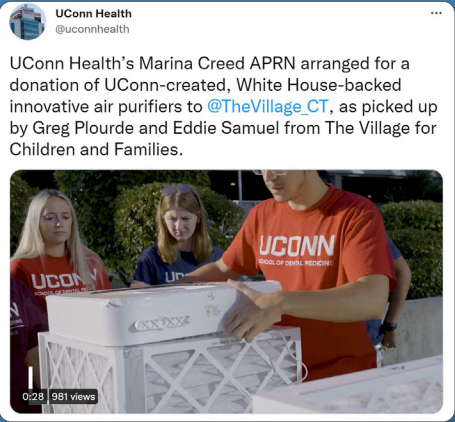
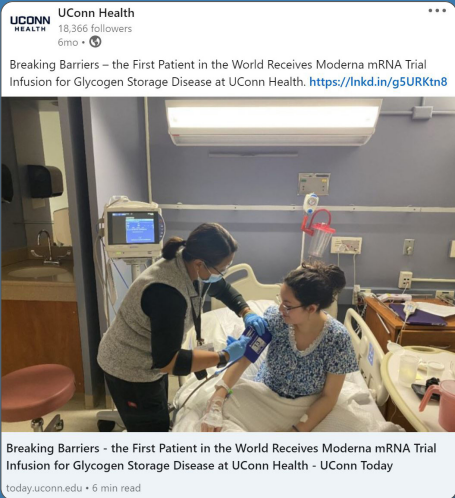
**Total followers:**  
**45,352**  
Our growth rate was 10.35% overall.

**Total engagement:**  
**43,460**  
Engagements include likes, comments, reactions, link clicks, and shares on posts for Facebook, Twitter, Instagram, and LinkedIn.

**Total impressions:**  
**7,230,000**  
An impression is when a post is visible in a social feed. This is how many people saw UConn's content across Facebook, Twitter, Instagram, and LinkedIn.

**Total reach:**  
**3,030,000**  
An impression is when a post is visible in a social feed. This is how many people saw UConn's content across Facebook, Twitter, Instagram, and LinkedIn.

**Total video views:**  
**36,430**  
An impression is when a post is visible in a social feed. This is how many people saw UConn's content across Facebook, Twitter, Instagram, and LinkedIn.



**Total Facebook followers:**  
**13,204**

**Total Twitter followers:**  
**3,855**

**Total Instagram followers:**  
**4,073**

**Total LinkedIn connections:**  
**8,350**

**Total YouTube subscribers:**  
**5,870**

**UConn**