

Digital Analytics Report

Full Year 2016

UQ Advancement
Marketing &
Communications



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

Create change



Central Advancement Website

Compared to 2015: **Sessions +7%; Users +5.5%.**

Overview	
Sessions	103,000
Users	72,634
Page views	185,941
Best day	18 Aug (eNews)

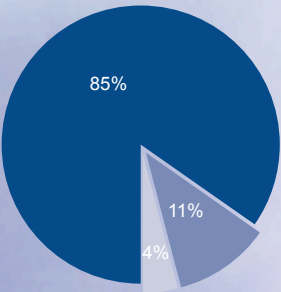
Most popular pages – full year (excl. Home page)			
1	Volunteers needed (linked from eEvents)	5	Alumni awards
2	Update your details	6	Global networks
3	UQ confirms Vitamin D link (from eNews)	7	Events
4	Notable alumni	8	UQ Rockets up rankings (from eNews)

New v. Returning



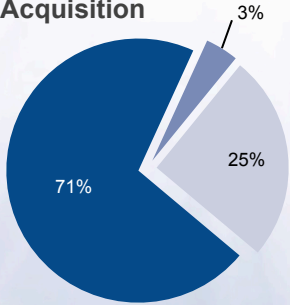
■ New ■ Returning

Device

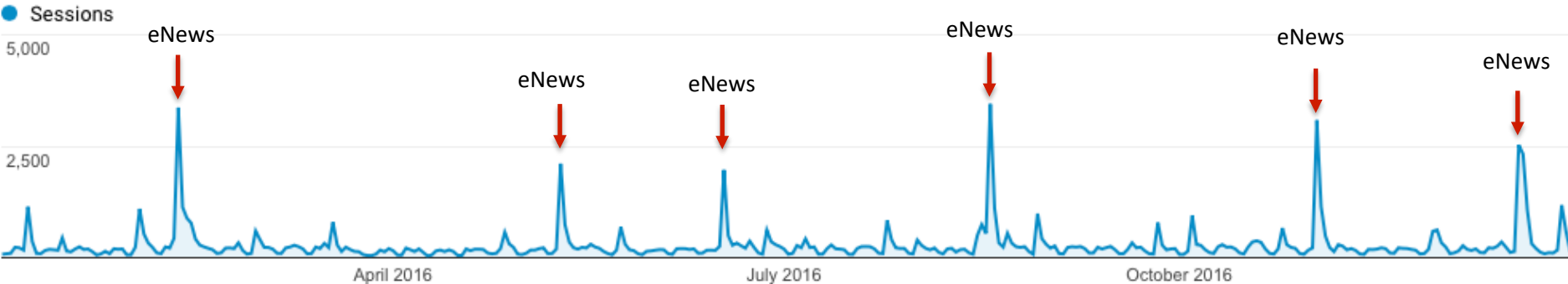


■ Desktop ■ Mobile

Social Media Acquisition



■ Facebook ■ Twitter



Donation Page

Compared to 2015: **Sessions** +43%; **Users** +99.5%.

The number of **users** rose from 3,706 in 2015 to 7,396 in 2016

Overview

Sessions	10,517
Users	7,396
Page views	14,359
Best day	1 November

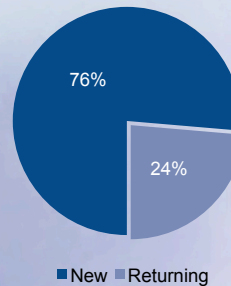
Most popular pages (excl Home page)

1	QBI	5	Engineering Class Gift
2	Library	6	Young Achievers
3	Blood Coagulation Research	7	Centre for Advanced Imaging
4	IMB	8	Reading

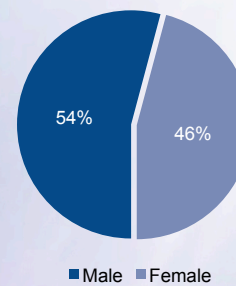
Leading referral source

1	qbi.uq.edu.au	5	imb.uq.edu.au
2	alumni.uq.edu.au	6	my.uq.edu.au
3	uq.edu.au	7	library.uq.edu.au
4	web.library.uq.edu.au	8	concussion.qbi

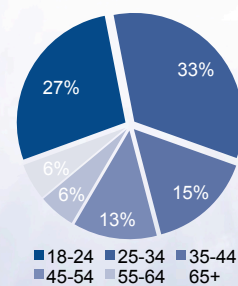
New v. Returning



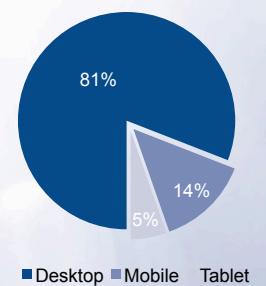
Gender



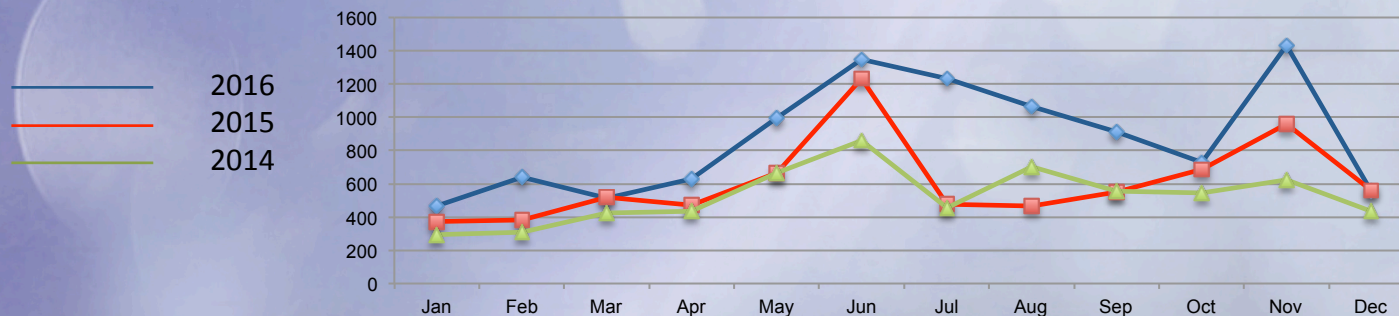
Age



Device




Sessions in 2016 vs. 2015 vs. 2014



eNewsletters (EDMs)


eNews

December 2016 | To optimise your view of this email, please [click here](#).

 **Alumni and Community eNews**
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UPDATE DETAILS EVENTS DONATE NOW

HELLO, MR PRESIDENT
Game changing meeting between JFK, Rupert Murdoch and alumnus Zell Rabin




[Read more...](#)

CONGRATULATIONS!
December's 'Class of 2016' welcomes more than 8000 new UQ alumni



[Read more...](#)

Hero credits MBA for transition from battlefield to corporate suite




[Read more...](#)

UQ confirms Vitamin D link to autism traits

eEvents

December 2016 and January 2017 | To optimise your view of this email, please [click here](#).

 **Alumni & Community eEvents**
Create change

SUMMER HOLIDAY ENROLMENTS NOW OPEN

Summer Kids Programs with UQ Sport
From Monday 12 December (register now!)


Entertain your junior champions these school holidays with UQ Sport Kids! Keep their legs moving with tennis, swimming and athletics programs. You can also entertain them at the Kids Club, our vacation care program catered to primary age children of all skill levels. Beat the rush and enrol today!
[Read more...](#)

THE [GLOBAL] CONNECTION end of year celebration

The Global Connection
Thursday 1 December


Connect socially with fellow UQ alumni at your local [Global] Connection end-of-year event. This series of informal meet-ups is held regularly in over 22 cities around the world and is open to all UQ Alumni.
[Read more...](#)

UQ Gatton Back to College Weekend
Friday 2 December




Past students and staff of UQ Gatton are invited to the annual campus reunion, featuring a packed schedule of tours, fun activities and social events, and proudly coordinated by the UQ Gatton Past Students' Association.
[Read more...](#)

UQ Business School: Insider Trading Public Lecture
Monday 12 December

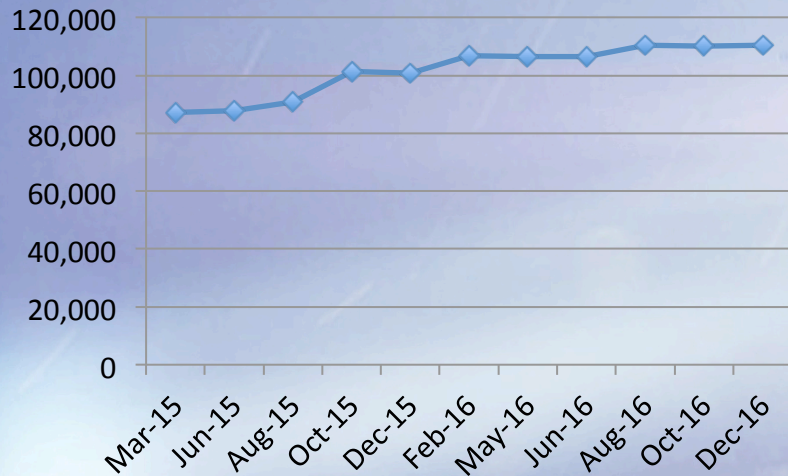


UQ Business School invites you to attend a public lecture on 'Insider Trading' presented by alumnus Professor Allan Kleidon, Head of the Silicon Valley Office for Cornerstone Research, Inc.
[Read more...](#)

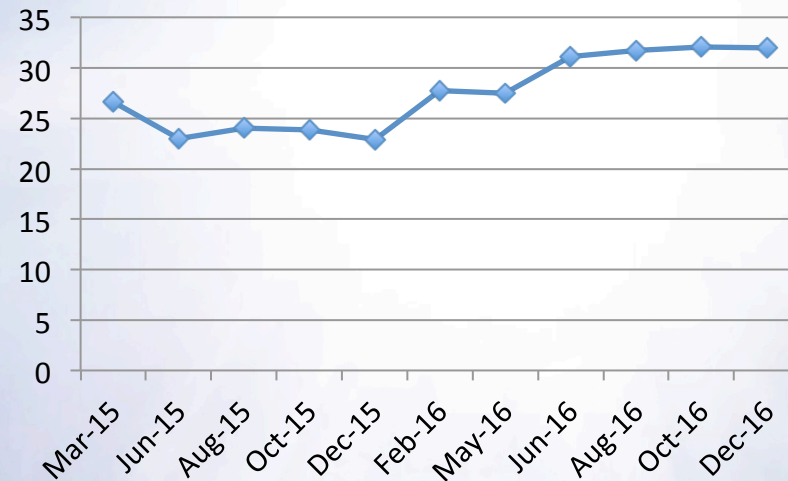
OP Results Advice Night



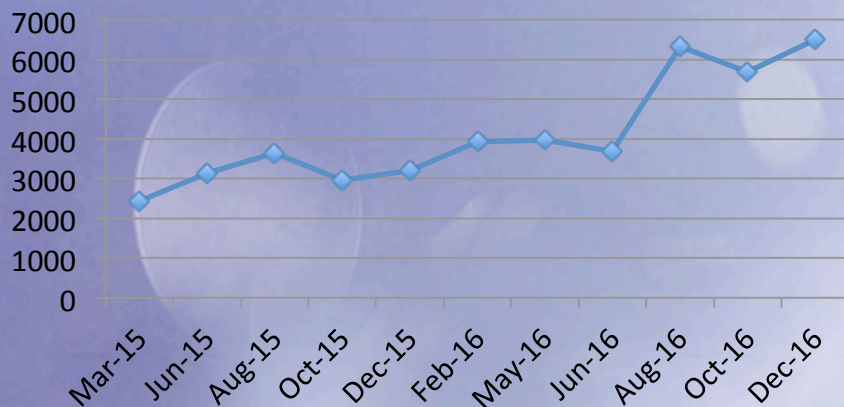
Total number of recipients



Open rate % *



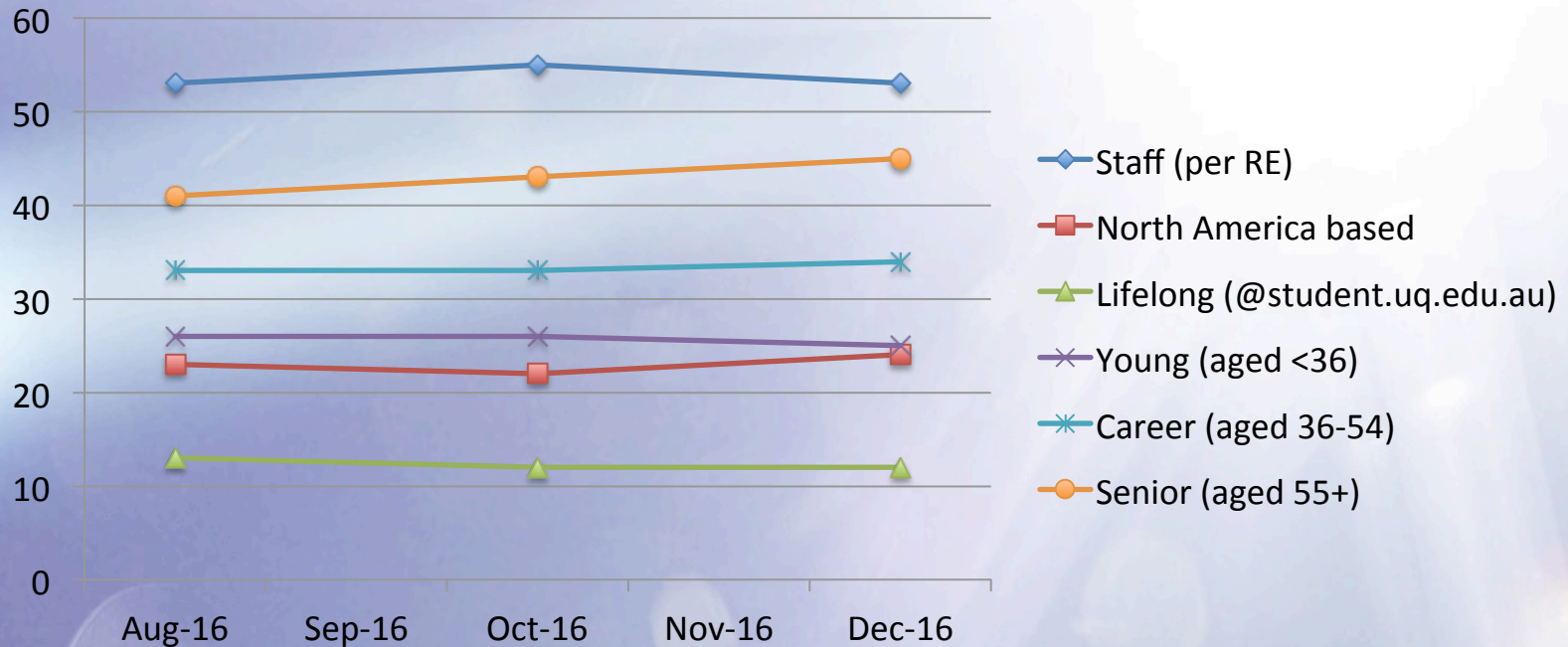
Number of people who clicked on at least one article **



Total number of clicks to articles **



Open rates (%) by segment



Note: Data segmentation for eNews started in August 2016.

December 2016 | To optimise your view of this email, please [click here](#).



UPDATE DETAILS EVENTS DONATE NOW

HELLO, MR PRESIDENT

Game changing meeting between JFK, Rupert Murdoch and alumnus Zell Rabin



Read more...

CONGRATULATIONS!

December's 'Class of 2016' welcomes more than 8000 new UQ alumni



Read more...

Hero credits MBA for transition from battlefield to corporate suite



Read more...

UQ confirms Vitamin D link to autism traits

December 2016

Distribution Mon 19 Dec 2016

Recipients ** 110,492

Open rate * 32.1%

No. of people who clicked on at least one link ** 6,507

Total link clicks ** 7187

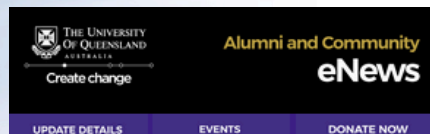
Versions sent General, Young Alumni, North America.

** Including lifelong student addresses

* Not including lifelong student addresses

Most popular links – clicks to article

- 1 Autism and Vitamin D link
- 2 Zell Rabin alumnus and JFK
- 3 Ben Roberts-Smith MBA
- 4 Welfare Dependency GLS
- 5 Andrew Liveris appointed by US Pres.
- 6 Ben Milbourne Food Lab
- 7 24 Hours on campus
- 8 2016 Thank You video



UPDATE DETAILS EVENTS DONATE NOW

GARDASIL - 10 YEARS OF SAVING LIVES

Reducing new HPV infections by almost 90% in Australia and now moving into China



Read more...



THE ART OF JUSTICE

How one alumna's arts-based diversion programs are changing the NY criminal justice system

Read more...



Click to see UQ's jacarandas in bloom



October 2016

Distribution Wed 2 Nov 2016

Recipients ** 110,215

Open rate * 32.1%

No. of people who clicked on at least one link ** 5,693

Total link clicks ** 8,279

Versions sent General, Young Alumni, North America.

** Including lifelong student addresses

* Not including lifelong student addresses

Most popular links – clicks to article

- 1 Jacaranda video
- 2 Gardasil
- 3 Rankings
- 4 Redback Technologies
- 5 Customs House
- 6 Courting the Greats
- 7 The Great Court Carvings (book)
- 8 Young New Yorkers



August 2016

Distribution	Thu 18 Aug 2016
Recipients **	110,306
Open rate *	31.7%
No. of people who clicked on at least one link **	6,318
Total link clicks **	9,039

Versions sent General, Young Alumni, North America.

** Including lifelong student addresses
* Not including lifelong student addresses

Most popular links – clicks to article

- 1 UQ rockets up rankings
- 2 Kinnane Bequest
- 3 Olympics (alumni)
- 4 Concussions and QBI
- 5 Alumni Awards
- 6 Bucket list
- 7 Reunions
- 8 What's been happening on campus photo gallery



June 2016

Distribution	Fri 17 Jun 2016
Recipients **	106,230
Open rate *	31.1%
No. of people who clicked on at least one link **	3,694
Total link clicks **	5,015

** Including lifelong student addresses
* Not including lifelong student addresses

Most popular links – clicks to article

- 1 Ann Sherry – 1,485
- 2 Queen's Birthday Awards - 517
- 3 GLS – Pharma revolution - 473
- 4 Peter Tesch: Russia - 267
- 5 PayPal and UQ alumni - 247
- 6 Reunions - 244
- 7 Alumni and disabled surfing - 180
- 8 Freeda Thong (alumna) - 180

eNews

May 2016 | To optimise your view of this email, please [click here](#).



May 2016

Distribution	Tue 10 May 2016
Recipients **	106,672
Open rate *	27.5%
No. of people who clicked on at least one link **	3,969
Total link clicks **	6,408

** Including lifelong student addresses
* Not including lifelong student addresses

Most popular links – clicks to article

- 1 Dami Im and Tim Munro – 1,135
- 2 Fighting cane toads - 979
- 3 Renovating Forgan Smith - 676
- 4 Reaching Stars (Emile Victor) - 463
- 5 RBA appointment (Ian Harper) - 400
- 6 Reappointment of VC - 343
- 7 Gift for Chair in Finance - 314
- 8 Reunions - 301

February 2016 | To optimise your view of this email, please [click here](#).



February 2016

Distribution	Thu 11 Feb 2016
Recipients **	106,777
Open rate *	27.8%
No. of people who clicked on at least one link **	3,929
Total link clicks **	5,850

** Including lifelong student addresses
* Not including lifelong student addresses

Most popular links – clicks to article

- 1 Is she really going out with him? – 1,237
- 2 Wake up with Sylvia – 1,120
- 3 Cleaning up - 512
- 4 The Obesity Epidemic - 504
- 5 A lasting legacy - 466
- 6 Antarctic Days - 274
- 7 Reunions - 182
- 8 The University of Queensland - 176

eEvents – 2016

Distribution is to alumni living within 100km of the events being promoted.

** Including lifelong student addresses

* Not including lifelong student addresses

February 2016			
Distribution	2 February	Total clicks **	3,000
Recipients **	48,492	Most popular links – clicks to link	
Open rate *	29.6%	1. Global Leadership Series - 789	
Unique clicks **	1,842	2. Research volunteers - 736	
March 2016			
Distribution	29 February	Total clicks **	2,768
Recipients **	50,132	Most popular links – clicks to link	
Open rate *	27.9%	1. Research volunteers - 535	
Unique clicks **	1,708	2. UQ Science breakfast - 369	
April 2016			
Distribution	N/A - Embargo	Total clicks **	-
Recipients **	-	Most popular links – clicks to link	
Open rate *	-	-	
Unique clicks **	-	-	
May 2016			
Distribution	27 April	Total clicks **	3,141
Recipients **	49,139	Most popular links – clicks to link	
Open rate *	27.5%	1. Research volunteers - 526	
Unique clicks **	1,712	2. Global Leadership Series - 352	
June 2016			
Distribution	24 May	Total clicks **	3,233
Recipients **	57,938	Most popular links – clicks to link	
Open rate *	28.1%	1. Research volunteers - 538	
Unique clicks **	2,186	2. Broncos v Storm alumni event - 404	

July 2016			
Distribution	27 June	Total clicks **	2,226
Recipients **	50,175	Most popular links – clicks to link	
Open rate *	25%	1. Research volunteers - 378	
Unique clicks **	1,347	2. Broncos v Storm alumni event - 293	
August 2016			
Distribution	25 July	Total clicks **	2271
Recipients **	46,620	Most popular links – clicks to link	
Open rate *	31.5%	1. Volunteers	
Unique clicks **	1,567	2. Reunions	
September 2016			
Distribution	29 August	Total clicks **	2,742
Recipients **	50,137	Most popular links – clicks to link	
Open rate *	29.4%	1. Volunteers	
Unique clicks **	1,673	2. BrisScience	
October 2016			
Distribution	26 September	Total clicks **	3,269
Recipients **	53,087	Most popular links – clicks to link	
Open rate *	29.1%	1. Women in Law	
Unique clicks **	1,847	2. Volunteers	
November 2016			
Distribution	25 October	Total clicks **	2,704
Recipients **	51,395	Most popular links – clicks to link	
Open rate *	28.6%	1. Volunteers	
Unique clicks **	1,584	2. GLS	
December 2016 – January 2017			
Distribution	2 December	Total clicks **	1,766
Recipients **	49,158	Most popular links – clicks to link	
Open rate *	31%	1. Volunteers	
Unique clicks **	1,288	2. Reunions	

eEvents

Distribution is to alumni living within 100km of the events being promoted.

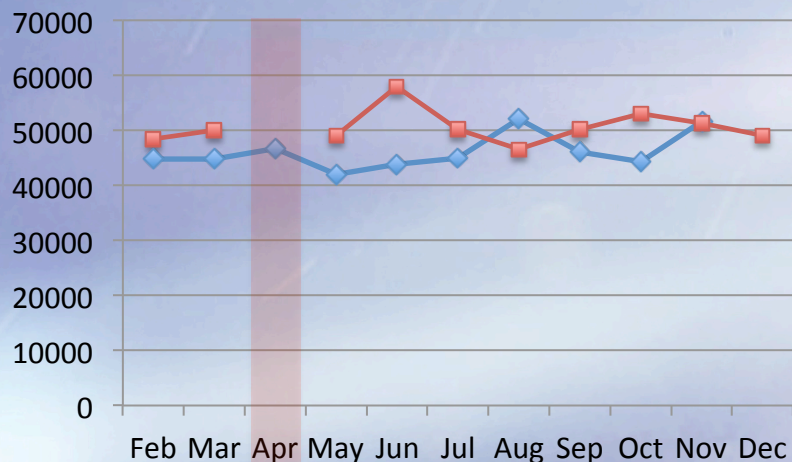
Embargo

— 2016
— 2015

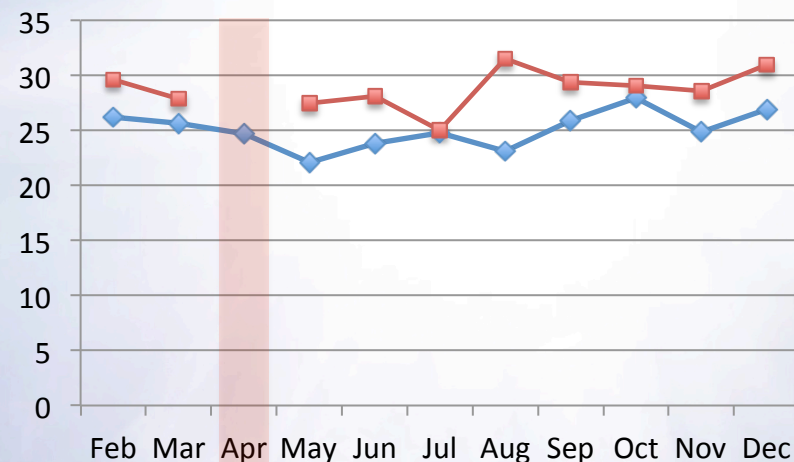
** Including lifelong student addresses

* Not including lifelong student addresses

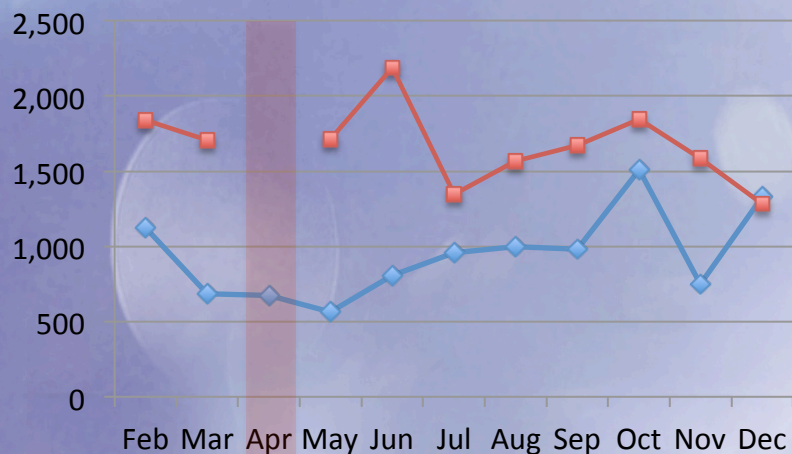
Total number of recipients



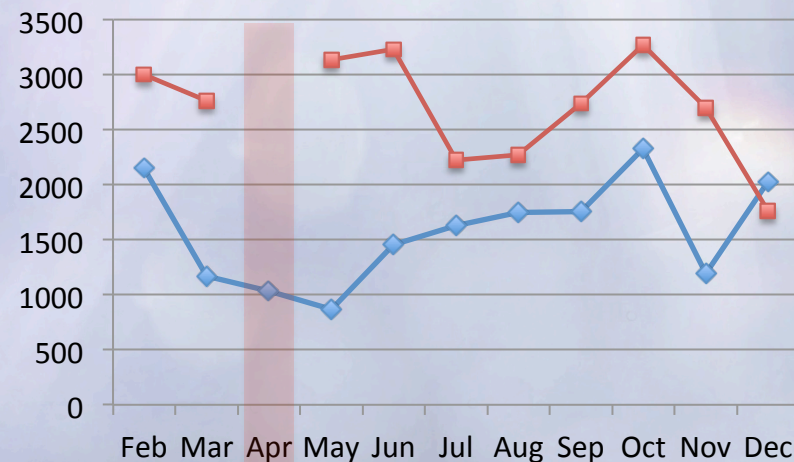
Open rate % *



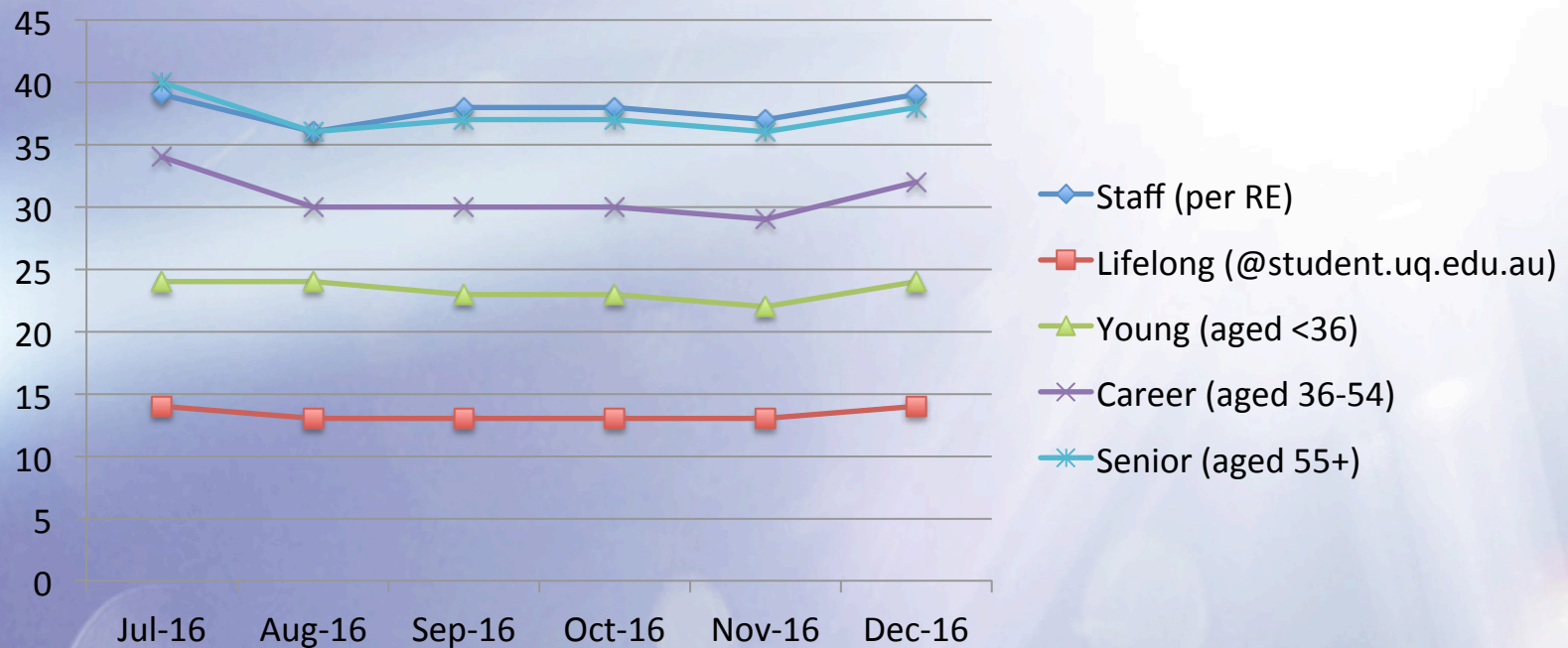
Number of people who clicked on at least one article **



Total number of clicks to articles **



Open rates (%) by segment



Note: Data segmentation for eEvents started in July 2016.

Social Media

Facebook

LinkedIn

Twitter

Instagram

Facebook (Dec 31: 17,431 followers)

Alumni Facebook Page Engagement Comparison

Engagement ranking measures post likes, comments, shares and clicks across 26 university alumni pages in Australia and New Zealand.

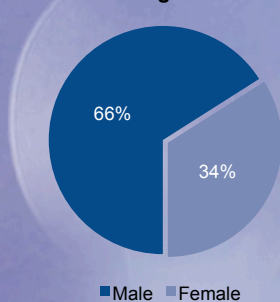
2016: Top 10

1	UQ Alumni	6	ANU
2	Melbourne	7	Canterbury (NZ)
3	La Trobe	8	Curtin
4	QUT	9	Tasmania
5	Canberra	10	Western Sydney

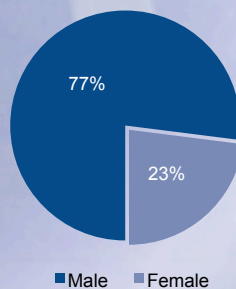
Note: USyd and UNSW do not have central Alumni pages.

Most engaged alumni page in Australia, third most followed.

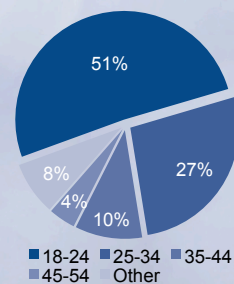
Gender - Page Followers



Gender - Post Engagement



Age - Page Followers



Engagement – Top Post for 2016

UQ Alumni

Published by Genevieve Worrell [?] · October 28, 2016 ·

Spring at St Lucia. Just look at those Jacaranda blooms!

UQ Purple
00:53

300,817 people reached
 [View Results](#)

1.5K
 184 Comments
1.3K Shares

Like
 Comment
 Share

LinkedIn

Company page

In late 2016, LinkedIn combined the Education and Company pages for universities into a single location. Therefore comparisons in performance across that year are no longer relevant. Following is a snapshot of the new page and some recent post performances in early 2017.

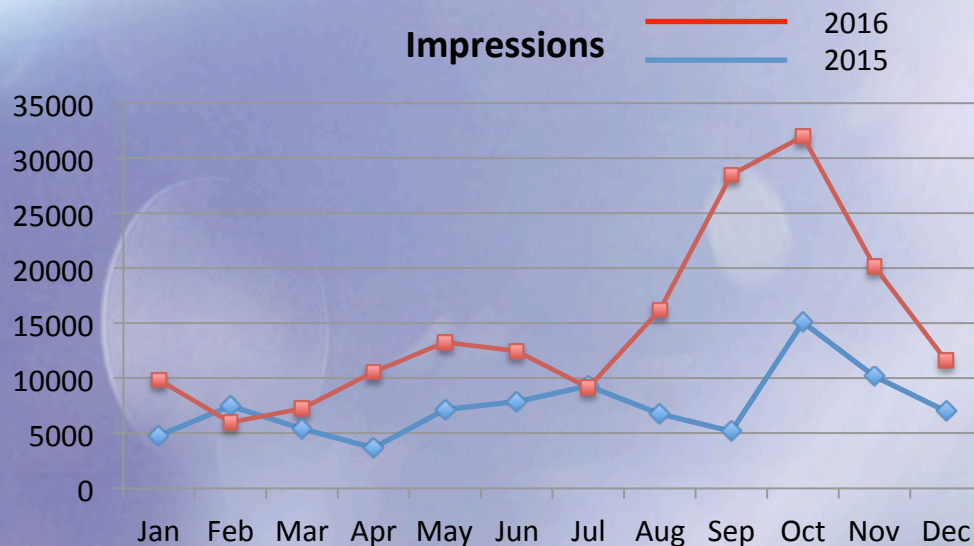
Overview		Location by country or noted location within				Location within Australia		International cities	
Followers	154,561	1	Australia (96,728)	6	Malaysia (1,497)	1	Brisbane (65,789)	1	London (2,432)
Identify as alumni	133,059	2	USA (6,320)	7	Canada (1,492)	2	Sydney (7,545)	2	Hong Kong (1,335)
Third most followed Australian university page.		3	UK (4,034)	8	Indonesia (1,107)	3	Melbourne (5,835)	3	New York (1,134)
		4	Singapore (3,963)	9	Norway (665)	4	Perth (1,500)	4	San Francisco (718)
		5	China (1,658)	10	Germany (549)	5	Canberra (1,450)		

What they do (as defined by LinkedIn)				Date	Leading posts for January 2017	Impressions	Likes
1	Education	6	Social Services	20 Jan	Tayla is creating change through	39,435	33
2	Business Dev.	7	Research	23 Jan	Trial could revolutionise treatment of spinal cord injury patients	38,095	72
3	Operations	8	Sales	24 Jan	Meet the 2017 Australian of the Year Finalists (featuring Prof Perry Bartlett)	48,343	56
4	Healthcare	9	Finance	27 Jan	Jessica is creating change in aircraft design	47,709	33
5	Engineering	10	Entrepreneurship	29 Jan	Thank you for supporting UQ in 2016	43,191	40

What they studied			
1	Psychology	6	Marketing
2	Economics	7	Law
3	Business admin.	8	English Lit.
4	Accounting	9	Political Sc.
5	Finance	10	IT

Twitter (Dec 31: 1,675 followers)

Month	Tweets	Impressions	Profile visits	Mentions
January	7	9,864	639	29
February	10	6,009	763	33
March	13	7,226	653	28
April	7	10,600	760	77
May	8	13,300	804	72
June	14	12,500	1,196	27
July	13	9,146	888	33
August	23	16,200	1,155	50
September	49	28,500	1,306	27
October	71	32,000	1,369	63
November	23	20,200	952	21
December	15	11,600	936	33



Four leading tweets in 2016 by engagement

Top Tweet earned 3,935 impressions

Congratulations to UQ Alumnus
[#ANLiveris](#) on 40 years at [@DowChemical](#)
[#uqalumni](#) [twitter.com/DowChemical/st...](#)

Top Tweet earned 3,148 impressions

Look out for [#uqalumni](#) contact magazine
 landing soon. This edition features [#UQ](#)
 alumna [@pacificann123](#)
[twitter.com/UQMedicine/sta...](#)

Top Tweet earned 3,136 impressions

[@Fishburners](#) co-founded by [#UQalumni](#)
[@PeterDavison](#) set to expand into China
[goo.gl/RDF8mF](#) via [@brisbanetimes](#)
[@UQIdeaHub](#)


Top Tweet earned 3,034 impressions

Cancer survivor graduates as doctor today
 at UQ [uq.edu.au/news/article/2...](#)
[pic.twitter.com/meaZmZCnLF](#)




Instagram (2,824 followers)

Three posts in 2016 with highest engagement

26 Oct, 2016 - 11:55



246 likes
3 comments

OK, we get it- You want to see more #UQPurple! Well, we love it too, so here you go! 🍷💜. #UQ #UQalumni #universityofqueensland #uniofqld

17 Oct, 2016 - 09:31


238 likes
2 comments

A sunny spring day with blooms on the breeze. The Otto Hirschfeld Building has never looked prettier. #UQPurple #uqalumni #uq #uniofqld

21 Oct, 2016 - 17:32


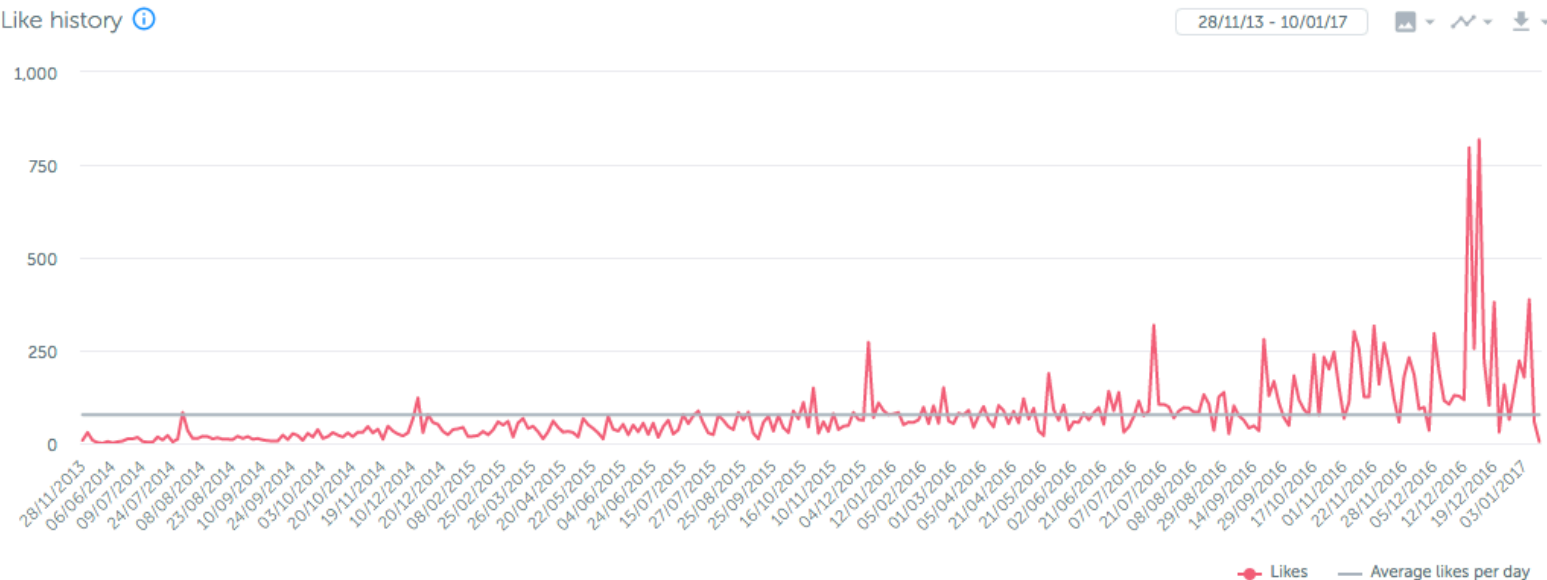
232 likes
1 comments

This pretty lady is blooming her heart out. #UQPurple #universityofqueensland #UQalumni #UQ

2015 vs. 2016 comparison

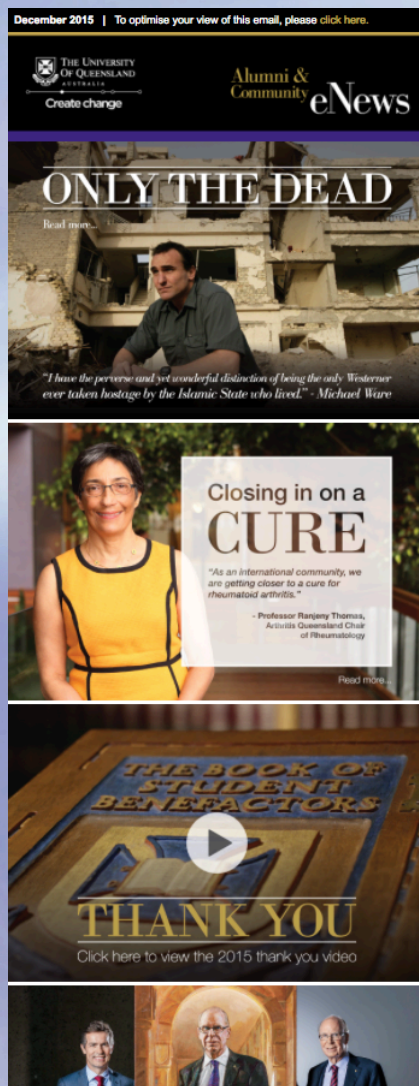
2015	2016
Total posts 99	Total posts 187
Total likes 4,578	Total likes 15,434
Total comments 113	Total comments 189

Like history



Archive – 2015 eNews

2015 Archive



December 2015

Distribution	Wed 16 Dec 2015
Recipients **	100,900
Open rate *	22.9%
No. of people who clicked on at least one link **	3,214
Total link clicks **	4,726

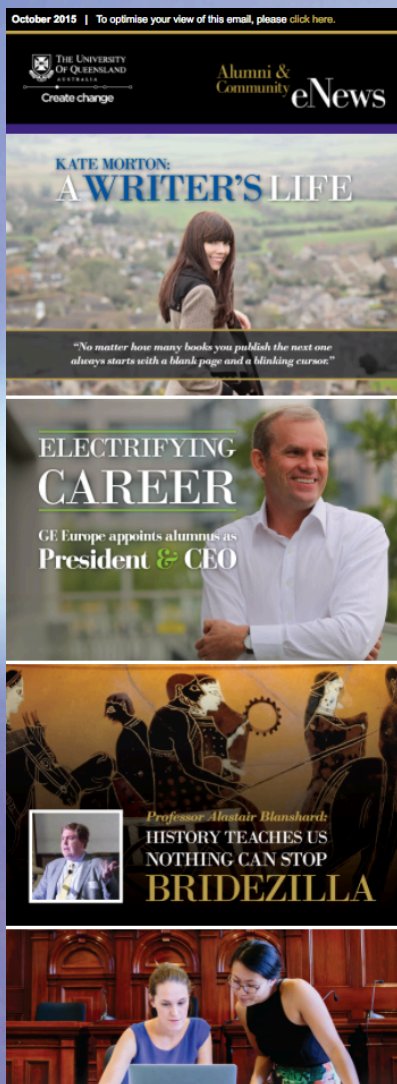
** Including lifelong student addresses

* Not including lifelong student addresses

Most popular links – clicks to article

- 1 Only the Dead – 1,734
- 2 Closing in on a cure - 382
- 3 Picture of Integrity - 302
- 4 UQ welcomes new Chancellor - 278
- 5 Thank you video - 208
- 6 Reunions - 203
- 7 The University of Queensland - 192
- 8 Changemakers: Max Lau - 167

2015 Archive



October 2015

Distribution	Thur 15 Oct 2015
Recipients **	101,299
Open rate *	23.9%
No. of people who clicked on at least one link **	2,954
Total link clicks **	4,643

** Including lifelong student addresses

* Not including lifelong student addresses

Most popular links – clicks to article

- 1 Kate Morton – A Writer's Life - 749
- 2 Mark Hutchinson – Elect. Career - 544
- 3 Nothing can stop bridezilla - 448
- 4 Photo gallery: UQ Purple - 318
- 5 Carnival of Flowers - 273
- 6 Senate – What do you do? - 263
- 7 Reunions - 222
- 8 UQ Law Pro Bono Centre - 214



August 2015

Distribution	Mon 17 Aug 2015
Recipients **	90,930
Open rate *	24.0%
No. of people who clicked on at least one link **	3,649
Total link clicks **	5,732

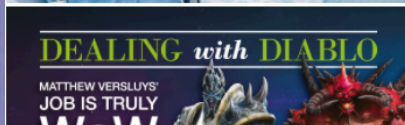
** Including lifelong student addresses

* Not including lifelong student addresses

Most popular links – clicks to article

- 1 Courting the Greats awards - 1060
- 2 Sky's the Limit - 923
- 3 Doing it for the kids - 384
- 4 Global rankings - 379
- 5 Wild at work - 364
- 6 Reunions - 353
- 7 Events - 221
- 8 Change Makers: Julie McKay - 213

2015 Archive



June 2015

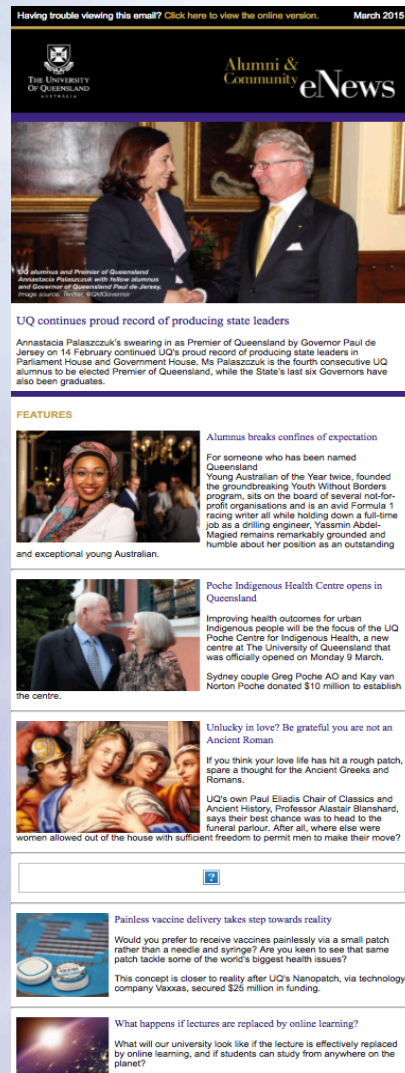
Distribution	Tue 2 Jun 2015
Recipients **	87,767
Open rate *	23.0%
No. of people who clicked on at least one link **	3,144
Total link clicks **	5,004

** Including lifelong student addresses

* Not including lifelong student addresses

Most popular links – clicks to article

- 1 Epic Production - 638
- 2 Resilience – Matthew Ames - 450
- 3 Dealing with Diablo - 449
- 4 Euro Inventor Awards: Ian Frazer - 383
- 5 Update Details - 360
- 6 UQ Master Plan - 360
- 7 Tippy Toe Co - 241
- 8 Research Wrap - 229



March 2015

Distribution	Wed 11 Mar 2015
Recipients **	87,210
Open rate *	26.6%
No. of people who clicked on at least one link **	2,428
Total link clicks **	3,851

** Including lifelong student addresses

* Not including lifelong student addresses

Most popular links – clicks to article

- 1 UQ producing state leaders - 535
- 2 Unlucky in love? - 393
- 3 Yassmin Abdel-Magied- 339
- 4 The University of Queensland - 305
- 5 Kate Row - 220
- 6 Global Leadership Series - 189
- 7 50 powerful women - 173
- 8 Poche gift - 145