

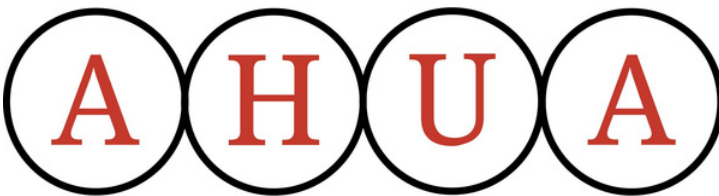
Media and Communications Report

April 2025

Activity Overview

During April, the following media and communications activity was carried out:

- Social media communications pre, during and post the AHUA Spring Conference 2025
- The delivery of 9 blog posts (the most published in a month to date)
- Published the April email update



Email Communications - AHUA Update

Open rate: 25% (52 opened)
Click rate: 7% (14 clicked)

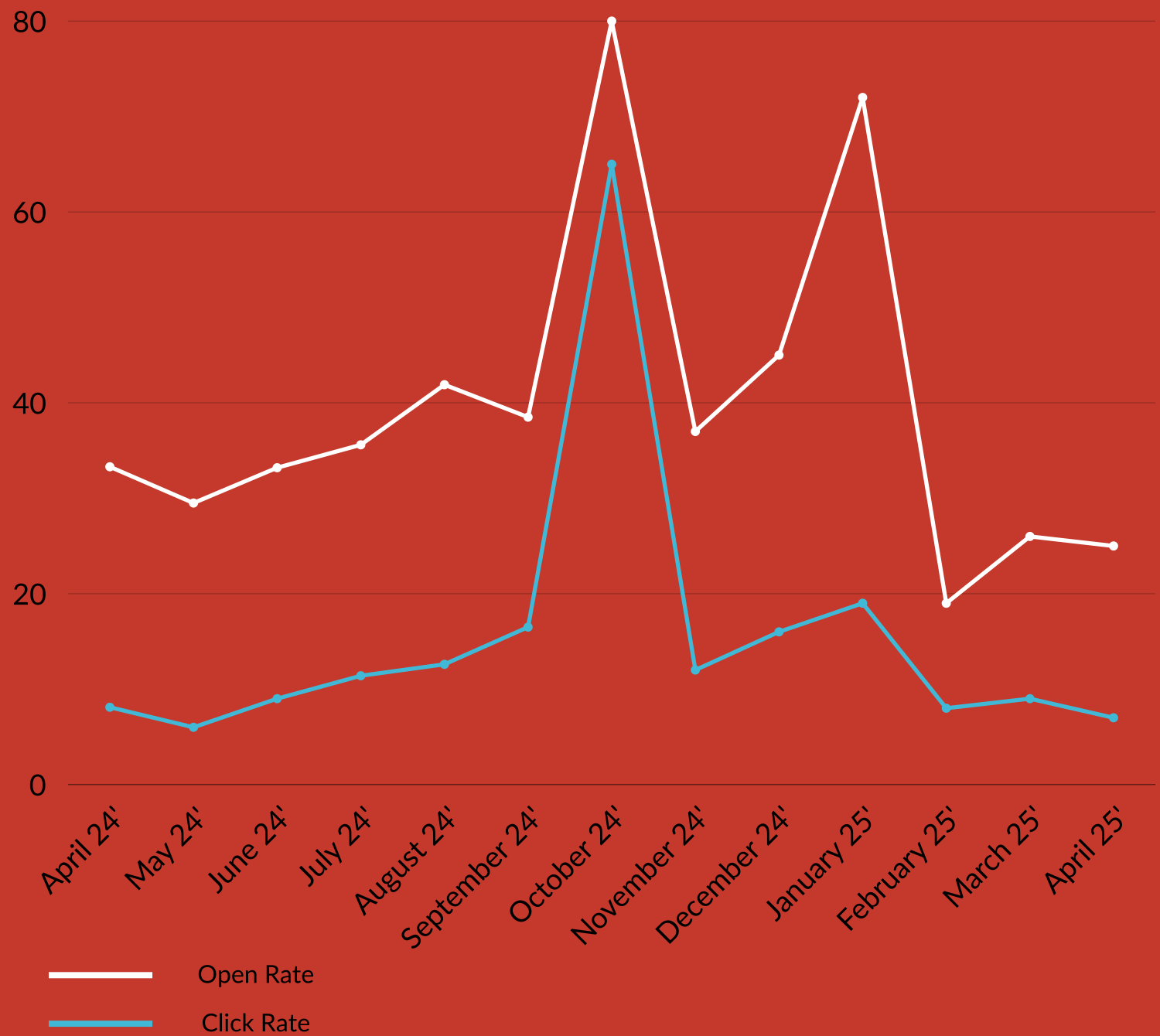
The graph shows the data for the open and click rates between April 2024 - April 2025

Compared to March, there has been a decrease in open rates by -4% and -22% in click rates.

Compared to April 2024, the open rate decreased by -24% and the click rate by -13%

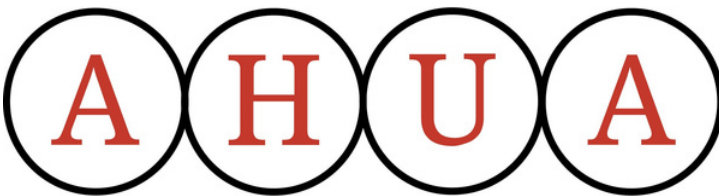
Most clicked links:

- [COO Job Vacancy at Roehampton University](#)
- [AHUA 2025 Post Conference Round-Up: Leading in Difficult Times](#)
- [The Venn Tickets](#)



Open Rate: the percentage of how many emails were opened by recipients

Click Rate: the percentage of how many recipients opened at least 1 link included in the email



Email Communications - Resources

Open rate: 30% (60 opened)
Click rate: 10% (20 clicked)

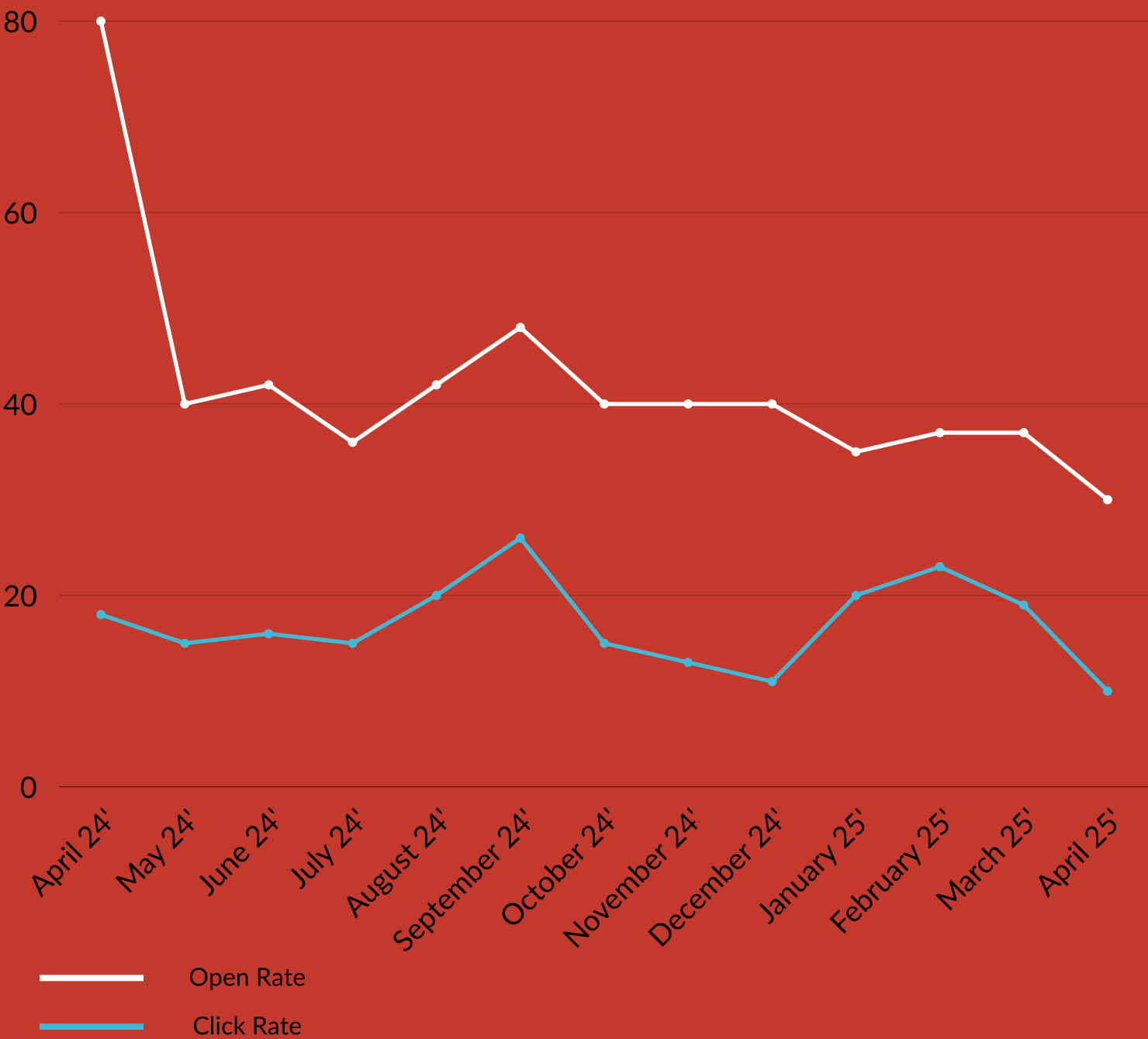
The graph shows the data for the open and click rates between April 2024 - April 2025

Compared to March, there was a decrease in the click rate by -19% and open rate by -47%

Compared to April 2024, the open rate decreased by -62% and the click rate by -44%

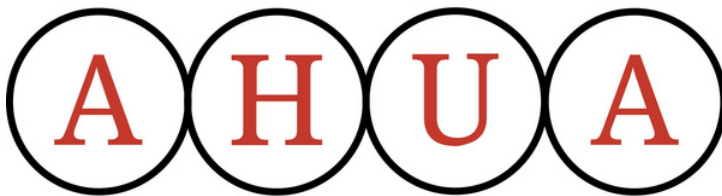
Most clicked resources:

- [AHUA March 2025 Update](#)
- [AHUA Events Update](#)
- [AHUA February 2025 Update](#)



Open Rate: the percentage of how many emails were opened by recipients

Click Rate: the percentage of how many recipients opened at least 1 link included in the email

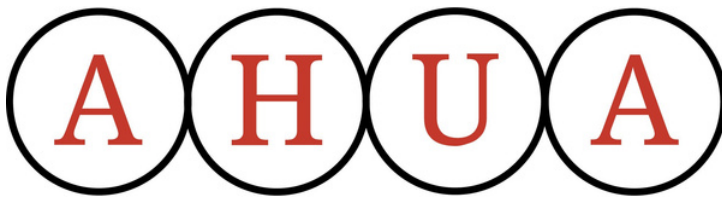


Blog Posts

In April 9 blogs were published on the AHUA website and promoted on the social media accounts.

Please note, blog posts published later in the month often show lower interaction in these reports. This is because the content has been available to users for a much shorter period than posts published earlier in the month.

Blog	Date Published	Page Views	Avg. time on page	Click rate from email notification
Universities and the Employment Rights Bill: how the proposed changes to employment law may impact the Higher Education sector	02/04/2025	114	00:02:13	6% (13 clicks)
Book Review: Surviving and Thriving in Higher Education Professional Services – A Guide to Success	09/04/2025	156	00:01:07	9% (19 clicked)
Why organisational change efforts fail (and how to make yours succeed)	11/04/2025	134	00:01:11	8% (16 clicked)
AHUA 2025 Post Conference Round-Up: Leading in Difficult Times	17/04/2025	116	00:01:23	8% (17 clicked)



Blog Posts

Blog	Date Published	Page Views	Avg. time on page	Click rate from email notification
Navigating Uncertainty: Strategic Actions for the Future of Higher Education	18/04/2025	32	00:00:28	6% (13 clicks)
Transformation Sceptics Anonymous	22/04/2025	66	00:01:07	5% (11 clicked)
Leading Positive Technological Change in Higher Education	24/04/2025	82	00:01:24	7% (15 clicked)
The Lifelong Learning Entitlement (LLE)	25/04/2025	131	00:01:09	2% (5 clicked)
Partnership for Students: How Sustainable Campus Development can Save Time and Money	29/04/2025	18	00:00:47	3% (6 clicked)

Social Media

LinkedIn

in

Posts: 26

Followers: 3,550 (+167 new followers)

Impressions: 11,925 (+104% MoM)

Link clicks: 692 (+2% MoM)

Reposts: 22 (+340% MoM)

Reactions: 239 (+335% MoM)

Comments: 13 (+333% MoM)

Bluesky

Butterfly logo

Posts: 14

Followers: 79 (+2 new followers)

Reposts: 4 (+300% MoM)

Reactions: 5 (+67% MoM)

Comments: 0

Impressions: the number of times the post has been seen by other accounts

Engagement Rate: the number of times an account has interacted with the AHUA account either by clicking a link, liking or sharing our post, leaving a comment, or replying to our post

Analysis

Newsletters - Update

- Once again, the most clicked link was the job vacancy at Roehampton University. This further strengthens member's interest in sector vacancies and is an area we will look at expanding into.

Blogs

- 9 blogs were published, with 5 authored by the spring conference sponsors

Social Media

- During the conference the BlueSky account was utilised to create threads, providing an overview of each workshop and plenary for our followers to track. Whereas the LinkedIn page acted as a more detailed account of both days.
- The new BlueSky account continues to grow slowly, and we encourage all members on that platform to add the account and interact with the posts.

[All metrics can be viewed here](#)

Upcoming Events & Programmes

During May, we will be promoting the following events:

- [Action Learning Sets](#)
- [AHUA - OfS Liaison Meeting, Summer 2025](#)
- [AHUA – DfE Liaison Meeting, Summer 2025](#)

Monthly Requests

Next month we are looking for:

- Volunteers to write a blog for AHUA (all themes are welcome)
- Continued support with sharing our posts on LinkedIn and Bluesky

Thank You