

AHUA COMMUNICATIONS ACTIVITY MONTHLY REPORT

NOVEMBER 2020

Provided by Pickle Jar Communications



OVERVIEW OF ACTIVITY

*A summary of the communications activity undertaken this month,
alongside key metrics for each activity*



EMAIL COMMUNICATIONS



These two columns show the equivalent figures from October 2020 to allow for a comparison with last month. The blog round-up is only sent every three months

In November 2020, we sent the following emails to our members.

	November 2019		October 2020		November 2020	
Email	Open rate	Click rate	Open rate	Click rate	Open rate	Click rate
AHUA Opinion	37.1%	17.6%	38.10%	19.9%	39.5%	16.4%
AHUA Update	45.2%	15.1%	38.10%	20.0%	36.2%	14.1%
AHUA blog round-up	Not sent	Not sent	Not sent	Not sent	Not sent	Not sent
AHUA automatic resources email	37.2%	15.0%	33.20%	12.40%	35.3%	8.5%

Compared to last month:

- Opinion has remained stable
- Update has seen a decrease in click rate
- Resources has remained stable.

Compared to last year:

- Opinion has remained stable
- Update has seen a decrease in open rate
- Resources has seen a decrease in click rate.

EMAIL COMMUNICATIONS - TOP STORIES

In November 2020, the following stories were the most clicked in Update and Opinion. We have listed the Top 3 most popular stories for each email communication.

AHUA Update	Description	CTR	Clicks
AHUA online conference	Event	49%	34
Advance HE: Remuneration code survey	Article	20%	14
AHUA South Spring 2021	Event content	14%	10

AHUA Opinion	Description	CTR	Clicks
Asking the provost	Blog post	27%	23
Health and safety director	Forum post	14%	12
OfS reporting	Forum post	9%	8

BLOG POSTS

In November 2020, we edited, published, and promoted five blog posts.

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 amount of time than posts published earlier in the month.

Blog post	Date published	Traffic	Bounce rate	Click rate from notification email
Asking the Provost: How should registrars change in these changing times?	Monday 2 November	124	82%	5.0%
Rip it up (and start again): Lessons for crisis management	Thursday 12 November	110	92%	7.9%
Facilitating successful change in a university environment	Tuesday 17 November	128	86%	4.4%
Podcast: Starting term in a pandemic	Tuesday 24 November	73	77%	4.9%
Podcast: Learning and teaching reimagined	Monday 30 November	49	87%	2.9%

SOCIAL MEDIA

In November 2020, we posted the following content on social media:

Theme	LinkedIn posts	Twitter posts
Curated content	8	12
Promoting virtual events	6	9
New blog post	5	5
ICYMI blog post	3	3
Reblogged blog post	3	3
Live tweeting	1	28

This is a total of 86 social media posts, compared to 62 last month. The increase is due to us live tweeting at the online conference.

Summary of themes:

- Curated content - articles that may interest our members, posted by education sector publications, such as WonkHE, HEPI, UUK, the Guardian, University World News, and similar.
- Promoting virtual events - posts about our upcoming webinars, support sessions, and regional group meetings to encourage attendance.
- New blog post - announcing the publication of a new AHUA blog post to encourage people to read it.
- ICYMI blog post - a reminder about the above, posted 10 days after the blog post was published.
- Reblogged blog post - a final reminder about the above, posted 30 days after the blog post was published.
- Live tweeting - this refers to the live-tweeting which took place during the online conference, which captured key points and quotes from the sessions.

SOCIAL MEDIA ENGAGEMENT

In November 2020, we generated the following activity on social media.

LinkedIn	Followers	Posts	Clicks	Shares	Reactions	Comments	Impressions
November 2020	727	26	94	12	30	5	2,670
November 2019	287	4	39	2	4	0	641
Twitter	Followers	Tweets	Clicks	Retweets	Likes	Comments	Impressions
November 2020	1,913	60	85	25	41	28	32,700
November 2019	1,678	24	74	10	21	1	14,800

On LinkedIn, we continue to see much greater engagement compared to last year, due to our increased social media activity.

On Twitter, there was also greater engagement compared to last year, due to our prolific live tweeting during the conference.

Similarly, both LinkedIn and Twitter showed greater engagement this month compared to last month. This is likely due to the increased number of blogs (five instead of three) and the aforementioned live tweeting on Twitter.

LINKEDIN - TOP 3 POSTS

Our top three posts on LinkedIn are shown below.

These received the most engagement, as determined by total likes, comments, shares, and clicks.

1

 Association of Heads of University Administration (AHUA)
727 followers
2w · 🌐

How has COVID affected education around the world?

Register for our online conference on 27 November to hear international perspectives from Dr [Stephan van Galen](#) and [Judy McGannon](#).

View the full programme and book your place: <http://ow.ly/2AsB50CfUAq>

[#AHUA](#) [#HigherEducationLeadership](#)



Online conference
27 November 2020

Hear international perspectives on COVID in higher education from guests Dr Stephan van Galen, University of Groningen, and Judy McGannon, RMIT University



2

 Association of Heads of University Administration (AHUA)
727 followers
2w · 🌐

NEW BLOG

We cannot stand in the way of change.

Our challenge is to manage that change as best we can, for the benefit of our students, our colleagues, our institutions.

[Kim Newton-Woof](#), AHUA coach and facilitator, offers guidance on facilitating successful change in a university environment.

Read more: <https://lnkd.in/djahM8E>

[#AHUA](#) [#HigherEducation](#) [#HigherEducationLeadership](#)



Facilitating successful change in a university environment

Written by Kim Newton-Woof,
AHUA coach and facilitator



3

 Association of Heads of University Administration (AHUA) ...
727 followers
1w · 🌐

ICYMI

Bowie. Soul II Soul. Adam and the Ants.

The 1980s hold the answers to the pandemic.

[Caroline Thomas](#) from [Leeds Beckett University](#) and [Alison Kennell](#) from [R3S Global Ltd.](#) offer seven lessons for managing crisis at our universities.

Read more: <http://ow.ly/ZHPQ50ChWib>

[#AHUA](#) [#HigherEducation](#)



Rip it up (and start again):
Lessons for crisis management

Written by Caroline Thomas,
University Secretary, Leeds Beckett University,
and Alison Kennell, R3S Global



TWITTER - TOP 3 POSTS

Our top three posts on Twitter are shown below.

Again, these received the most engagement, as determined by total likes, comments, shares, and clicks.

1

AHUA @AHUAUK · Nov 5
"It is possible to answer the door, feed the cat, boil a kettle, and chair a Teams meeting, all at the same time."
[@AlastairMerrill](#), Vice-Principal (Governance) at [@univofstandrews](#), shares his lockdown experience.
Read more: ow.ly/FTUI50BA3P1
#AHUA #HigherEd

AHUA members share their personal experiences of life in lockdown

1 3

2

AHUA @AHUAUK · 22h
NEW PODCAST
A new dawn for the sector. A digital dawn.
[@JonFBaldwin](#), Managing Director for Higher Education at [@Jisc](#), asks university leaders for their thoughts on the future of digital learning and teaching.
Listen to the podcast: bit.ly/3o8T0jT
#AHUA #HigherEd

Podcast: Learning and teaching reimagined
Hosted by John Baldwin, Managing Director of Higher Education, Jisc

6 3

3

AHUA @AHUAUK · Nov 5
"We either believe in equality or we don't."
[@MaryCurnockCook](#) considers white under-achievement in education, in response to the inquiry into white pupils from disadvantaged backgrounds.
Read more on the [@HEPL_news](#) blog: ow.ly/QPGm50C8VA5
#AHUA #HigherEducation

4 3 4

AHUA ONLINE CONFERENCE

In November, we continued to post about the upcoming AHUA online conference on our social media channels.

Across September, October, and November, we posted a total of 25 times about the conference.

We also varied our wording and imagery, particularly drawing attention to the two primary topics.



Online conference
27 November 2020

Hear international perspectives on COVID in higher education from guests Dr Stephan van Galen, University of Groningen, and Judy McGannon, RMIT University



Online conference
27 November 2020

Hear international perspectives on COVID in higher education from guests Stephan van Galen, University of Groningen, and Judy McGannon, RMIT University



Online conference
27 November 2020

Learn how to lead transformational change with Nicola de Iongh, University of Gloucestershire
Rupert Taylor, Pro4 Solutions
Jim Dickinson, WonkHE



AHUA ONLINE CONFERENCE

During the event itself, we live tweeted coverage of the conference using the hashtag #AHUA2020.

This involved paraphrasing the experiences being shared by our speakers, and sometimes quoting speakers verbatim. Occasionally, we turned these quotes into social media banners to further catch the interest of our audiences.

This activity resulted in our impressive social media performance reported earlier in this report.



AHUA
Conference
2020

LEARNING FROM COVID-19:
INTERNATIONAL PERSPECTIVES

In July 2020, it was reported that some 36,000 education workers had lost their jobs in Australia... It is something that weighs on my mind when we think about how to rebuild after COVID

Judy McGannon
Director, Planning and Resources,
RMIT University

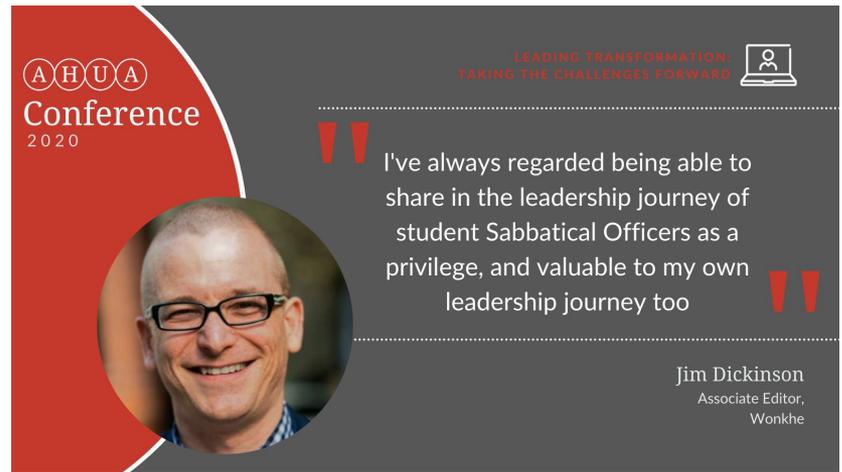


AHUA
Conference
2020

LEADING TRANSFORMATION:
TAKING THE CHALLENGES FORWARD

Either we need to change the promise, or we need to change the budget

Nicola de longh
Chair of Council,
University of Gloucestershire



AHUA
Conference
2020

LEADING TRANSFORMATION:
TAKING THE CHALLENGES FORWARD

I've always regarded being able to share in the leadership journey of student Sabbatical Officers as a privilege, and valuable to my own leadership journey too

Jim Dickinson
Associate Editor,
Wonkhe

TIME SPENT ON ACTIVITIES

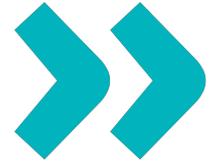
Activity	Days spent per month
Client management (meetings, admin)	0.25
Newsletters	0.5
Social media (posting, creating graphics, live tweeting)	1.25
Blogs (editing and posting)	1
Monthly metrics (ongoing collation and report)	0.5
Total	3.5

ANALYSIS AND RECOMMENDATIONS

Our analysis of our activity, what this might mean, and recommendations for next month



ANALYSIS



We have drawn the following conclusions after reviewing the November 2020 analytics:

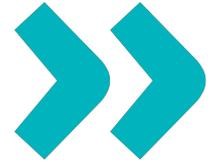
NEWSLETTERS

- Compared to last November, Opinion remained stable in terms of opens and clicks. Update and the resources email both saw a decrease in open rate.
- Compared to last month, both Opinion and the resources email remained stable. Update saw a decrease in click rate.
- In Update, the most popular article was the AHUA online conference, which had the highest click rate by quite some way.
- In Opinion, the second instalment of the “Asking the...” blog post series by Mike Shore-Nye was the most popular article. The first instalment of this series was the most popular article in last month’s Opinion. Happily, Mike has more planned.

BLOGS

- We published five blog posts this month, which has contributed to our greater level of social media engagement.
- Our most popular blog post published in November was Kim Newton-Woof’s blog post about facilitating change. This is even more impressive considering it was published in the second half of the month. Kim is proactive in promoting her blog posts on social media, which explains why her posts receive high traffic despite having one of the lower CTRs from our notification emails. It is possible that she is reaching an audience beyond AHUA membership.
- The average time spent on each blog post is above two minutes, and even higher for longer blog posts, and the podcasts. This is reassuring. It suggests that members are enjoying the blog posts, and the content is holding their attention.

ANALYSIS



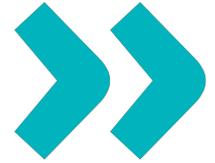
SOCIALS

- Our total number of social media posts was higher than last month, due to two reasons: firstly, we published more blog posts, and secondly, we live tweeted during the online conference.
- Live tweeting was a successful experiment, which has contributed to an impressive increase in our overall Twitter performance this month. Equally, our single summary post on LinkedIn about the conference also generated lots of engagement.
- On LinkedIn, our Top 3 posts all featured banners using our custom AHUA branding, and tagged relevant individuals. The top post promoted the AHUA online conference, with an image of Stephan, and the other two promoted blog posts.
- On Twitter, our Top 3 posts all promoted blog posts: the first two were AHUA blog posts, and the third was a HEPI blog post. All three tagged the authors. The top post promoted a blog post launched 30 days previously, which shows the benefit of “reblogging” in this manner. This post was an instalment in our Life in Lockdown series, which shows there is still interest in these personal stories. Equally, the popularity of the tweet which promoted the HEPI blog post shows there is value in our ongoing efforts to curate content on other sites in this manner.

ALL ANALYTICS

- You can [view the full set of analytics at anytime](#).

NEXT MONTH



In response to our analysis, we plan to undertake the following activity next month, or in future months.

NEWSLETTERS

- We are not suggesting any further changes to our newsletters for now. Our ongoing research for the new marketing and communications strategy, due to be delivered in January 2021, will inform our recommendations around future email activity.

BLOGS

- Request that authors of blogs posts share their efforts on social media. This is common when the author is an associate member or guest, but less common when the author is an AHUA member.
- Continue to include podcasts among our blogging efforts. These receive good engagement, and diversify our methods.
- Continue to request “Meet our Members” stories from our members, to keep the personal element present in our blogs.

SOCIALS

- Invest similar efforts into promoting the Spring Conference, with branded, varied imagery, and more speaker photos.
- Live-tweet during the Spring Conference with hashtag #AHUA2021, following the success of our recent live-tweeting.

MARKETING AND COMMUNICATIONS STRATEGY

- Analyse the findings from our 14 executive member interviews.
- Analyse the pop-up survey results about the AHUA website.
- Carry out “competitor” research for five similar organisations: AUA, BUFDG, HEPI, UUK, and Wonkhe.
- Carry out further stakeholder interviews with non-members.

We hope this monthly report offers a concise and helpful overview of our communications activity for AHUA. If you have any questions about this report, or you would like to discuss future activity, then please contact [Linda Jameson](#) at Pickle Jar Communications

