



Monthly Media & Communications report

February 2023



Activity overview

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

- Posting on social media and community management
- Chasing up blogs for March
- Creating and distributing Update for February
- Continuing with media conversations
- Outreaching to members to develop 'Meet our Members' and 'Spotlight on' blogs
- Liaising with guest authors for blogs
- Continuing with website updates
- Began discussions on potential position papers



Email communications

	January 2023		February 2022		February 2023	
Email	Open rate	Click rate	Open rate	Click rate	Open rate	Click rate
AHUA Update	32.1%	8.3%	48.5%	30.8%	39.4%	7.6%
AHUA blog round-up	N/A	N/A	N/A	N/A	N/A	N/A
AHUA automatic resources email	63%	49%	36%	19%	39%	24%

MOM comparison:

- Engagement remains fairly consistent on Update.
- Open and click rate has a dipped quite a lot for the Resources email. It is interesting to note that the January Resources email was sent out on a Bank Holiday and performed best on this day.

YOY comparison:

- Click rate has decreased on Update. Looking back, the February 2022 Update focused heavily on the early bird discount for the Spring Conference as well as Director level learning sets which gained lots of clicks
- Engagement is fairly consistent on the Resources email.



Email communications

In February 2023, the following three stories were the most clicked in Update:

AHUA Update	Description	CTR	Clicks
Spring Conference registration	Conference	30%	9
Spring Conference programme and summary	Conference	13.3%	4
Reciprocal Mentoring: getting comfortable with being uncomfortable talking about race	Blog	10%	3

Blog posts

In February 2023 three blog posts were edited, published and promoted.

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 of time than posts published earlier in the month.

Blog	Date published	Traffic	Bounce rate %	Click rate from notification email
Spotlight on: Royal Agricultural University (RAU)	06/02/2023	127	90.52%	3.4
Reciprocal Mentoring: getting comfortable with being uncomfortable talking about race	14/02/2023	51	90.91%	3.4
Higher Education in devolved nations	23/02/2023	166	88.39%	4.8

Media relations

Media outreach officially began in May 2022 and we have created an evaluation grid to keep track of coverage. This includes articles in national and sector publications, broadcast and newsletters.

No coverage in February however conversations with journalists have continued.

[The full evaluation grid can be viewed at any time.](#)

Social media

Theme	Twitter	LinkedIn
Curated content	4	2
Promoting events	13	13
New blog posts	3	3
ICYMI blog posts	7	6
Coverage	0	0

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 online events - posts about our upcoming webinars, support sessions, training programmes, 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 posts – reminders about blog posts



Social media engagement

LinkedIn	Followers	Posts	Clicks	Shares	Reactions	Comments	Impressions
February 2023	1,646	24	122	8	46	2	4,462
February 2022	1,071	31	232	6	97	12	6,503
Twitter	Followers	Tweets	Clicks	Retweets	Likes	Replies	Impressions
February 2023 (true figures)	2,397	25	59	10	14	33	21,400
February 2023 (estimated)	2,397	25	39	6	14	0	7,032
February 2022	2,232	34	53	23	32	0	9,100

*Note: On the day we posted the Spotlight on: RAU blog, a crisis broke at the institution. At this point, they had retweeted our tweet therefore we received lots of backlash from protesters. We have reported on the 'true figures' which includes more impressions and engagement as protesters were including us in their tweets. The 'estimated' show how the figures may have looked if this hadn't have happened.



LinkedIn – top 3 posts

The below posts were the top performing during December based on engagement, as determined by total likes, comments, shares, and clicks.

 Association of Heads of University Administration (AHUA)
1,655 followers
1mo • 

Spotlight on... Royal Agricultural University 

Based in the beautiful 'Capital of the Cotswolds', the Royal Agricultural University (RAU) is the UK's smallest public university. Graham Pollard, COO at RAU shines a light on an institution which, though small, has a big impact.

Read more here: <http://ow.ly/Lnn150MJ9Kh>

 **Spotlight on...
Royal Agricultural
University**



Written by Graham Pollard,
Chief Operating Officer,
Royal Agricultural University

 Association of Heads of University Administration (AHUA)
1,655 followers
3w • 

Interesting read from AHUA member [Andrew M B.](#) on quality assurance in HE.

 Higher Education Policy Institute

 Higher Education Policy Institute
8,601 followers
3w • 

"There is widespread alarm in universities that, at the end of next month, the Quality Assurance Agency – which has been the official protector of quality for over 25 years – will cease to be the Designated Quality Body for England. No one yet knows what, if anything, will take its place."

<https://lnkd.in/eqHfmVeN>



 Where do we go from here? Quality assurance in English higher education - HEPI
hepi.ac.uk • 2 min read

 Association of Heads of University Administration (AHUA)
1,655 followers
1w • 

New blog 

With a career working for universities in Northern Ireland, England and, since 2021, Wales, [Niamh Lamond](#), Registrar and Chief Operating Officer, [Swansea University](#), discusses the differences in the devolved nations' approach to HE.

Read more here: <http://ow.ly/ufxY50N1EN8>

 **Higher Education in
devolved nations**



Written by Niamh Lamond,
Registrar and Chief Operating Officer,
Swansea University

Twitter – top 3 posts

The below posts were the top performing during January based on engagement, as determined by total likes, replies, retweets, and clicks.



AHUA
@AHUAUK

Spotlight on... Royal Agricultural University 🔍

Graham Pollard, COO, @RoyalAgUni shines a light on an institution which, though small, has a big impact.

Read more here: ow.ly/AW7C50MJ9GO

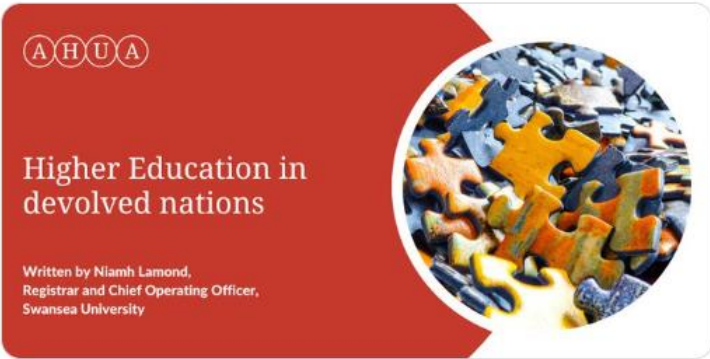


AHUA
@AHUAUK

New blog 🗣️

With a career working for universities in NI, England and, since 2021, Wales, Niamh Lamond, Registrar and Chief Operating Officer, Swansea University, discusses the differences in the devolved nations' approach to HE.

Read more here: ow.ly/ufxY50N1EN8



AHUA @AHUAUK · Feb 16
Interesting read from AHUA member [@andrewboggs](#) on quality assurance in HE.

[@HEPI_news](#)

Higher Education Policy Institute @HEPI_news · Feb 16
Where do we go from here? Quality assurance in English higher education hepi.ac.uk/2023/02/16/%ef...





February 2023

Upcoming events

During March, we will be supporting the following events through social media and communications:

- AHUA Spring Conference 2023
- Summer Regional meetings



Analysis & recommendations



Analysis

Newsletter

- Engagement has dipped on the Resources email however, it is up from previous months.
- Engagement on Update has remained consistent.

Blogs

- Three blogs went live in February which exceeds the target.
- Niamh Lamond's blog focusing on devolved nations performed well, especially on social media where it created conversation with people within the sector.

Social

- Although the statistics are slightly skewed due to a crisis, engagement has still been good due to the blog on devolved nations.

[All metrics can be viewed at any time.](#)





February 2023

Recommendation of the month

We are still keen to receive quotes on members' experiences of personal development programmes as well as suggestions for curated content, book reviews and Twitter threads. We are also happy to receive any quick thoughts/comments which can be developed into a media comment.

In March we're looking for:

- Opinions on when you most likely open and read an AHUA Update. The metrics show Thursday is most popular however, as statistics have fluctuated the past few months, we'd like to hear when you'd be more likely to engage with newsletters.



Thank you

