191 SHP STORIES, EVENTS AND PROJECTS

RESULTED IN 767 MEDIA PLACEMENTS

WITH A REACH OF 162.1 MILLION PEOPLE

AND AN ADVERTISING VALUE EQUIVALENT OF $1.68 MILLION

64,723 PHOTO VIEWS OF MORE THAN 11,000 IMAGES UPLOADED TO SHP SMUGMUG GALLERIES

37 SHP VIDEOS WERE VIEWED 47,400 TIMES FOR A TOTAL OF 545 HOURS OF WATCH TIME

106,487 UNIQUE VISITORS GENERATED 525,664 UNIQUE PAGE VIEWS ON THE SHP WEBSITE

76 EMAIL NEWSLETTERS SENT
Communications Department Metrics

Productivity Analytics
- 191 Stories, Projects, Events Completed
- 76 Newsletters Sent
- 2.88 Average Effort Rating
- Category Breakdown: 50% Strategic, 42% Create, 8% Share
- Media Exposure: 767 Placements
- Ad Value Equivalent: $1.7 million
- Total Reach: 162.1 million people

Content Categories:
1. Share: someone else created the content, we shared and distributed it. Effort Rating = 1
2. Create: someone provided the lead, we created the story. Effort Rating = 2
3. Strategic: we developed the idea and created the story. Effort Rating = 3
4. Occasionally effort ratings of 4 or 5 are assigned to projects that are particularly complex and/or time consuming. These ratings occur only in the Strategic Category.

Campus/SHP Committees: 7
1. MU Senior Communicators (MLG)
2. MU MarCom Council (MLG/ZRL)
3. MU Engagement Council (MLG)
4. SHP Enrollment Management Task Force (MLG)
5. MU Health EMS Education Advisory Committee (MLG)
6. SHP Staff Council (ZRL)
7. MU Wellness Ambassador (ZRL)
Web Analytics:
- Manage/Maintain 20+ sites
- Unique Users: 106,487
- Unique Pageviews: 525,664
- 10% increase in mobile traffic vs. previous year
- 12% increase in direct traffic vs. previous year
- 415% increase in referrals from social vs. previous year

Social Analytics:
- Manage/Monitor 18+ social sites
  - Twitter
    - 1288 Followers
    - 1670 Followers across all SHP Accounts (SHP, PT, ATP, Career Services, SHP Dean, Health Sciences, Advising)
    - 500+ impressions per day
    - Engagement Rate: 2% (Top 25 Brand Average: 1.5%)
  - Facebook
    - 2197 Followers
    - 6649 Followers across all SHP Accounts (SHP, PT, OT, Health Sciences, Career Services, Advising, Adult Day Connection, Diversity Alliance, Radiography, DMU, MPH)
    - 2912 Post Engagements (Like/Share) per month
  - YouTube
    - 89 Subscribers
    - 34 Videos Uploaded
    - 47,400 Views
    - 545 Hours of Watch Time
- SmugMug
  - 11,000+ photos uploaded
  - 64,723 photo views

Newsletter Analytics

- SHP Faculty / Staff News: 38
  - Average Open: 34.9%
  - Average Click: 8.1%
- SHP Deans’ Briefing: 11
  - Average Open: 38.2%
  - Average Click: 3.9%
- External Whole Audience: 7
  - Average Open: 22.5%
  - Average Click: 4.0%
- External Targeted Audiences: 20
  - Average Open: 34.2%
  - Average Click: 14.4%