UQ GATTON

www.facebook.com/uqgatton
@UQGattonUpdate
Why UQ Gatton went on FB

• Build our community ‘online’, our students are the stars of the page. Keep it fun and interesting!

• Communication hub! Place for sharing information about events, achievements and photos.

• Interactive newsletter, real time stories and information.
Current Snapshot

- 2910 likes – 2000 students
- 72% female, 28% male – similar to our student cohort
- 2468 – Australia, 47 – USA, 26 – Singapore, 24 – Pakistan, 21 – Indonesia, 19 – Brazil, 18 – Vietnam, 17 – Malaysia, 13 – UK
- 743 people are actually engaged with the page – regularly commenting, liking, sharing (changes all the time!)
- Engaged users - 625 – Australia, 21 – Brazil, 19 – Mexico
Where are you this Summer? Photo Comp

- Ran in Summer of 2012/2013 (sticker) and Summer 2013/2014 (t-shirts).
- Submitted a picture with a blurb that had the ‘I like UQ Gatton’ symbol.
- Approx 30 entries.
- Usually a time where students wouldn’t engage with the page.
- One entry can reach more than 3000 people! This is similar engagement to a photo album following an event.
Entries in Summer Competition
Summer 2010/2011 – no competition!

Post Reach
The number of people your post was served to.
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What to post?

- Should I post a video, picture or an album?

- Low performing album still reach 1000 people which is approximately the same as a high performing picture.

- Video – 1300 reach, seem to get more shares!

- Information post that is relevant will reach a lot of people, not much interaction but people are clicking on it for information.

- Depends on the situation and its good to have variety!
Useful Tips

- You can schedule posts for when you think they will get the best reach. 7am and 9pm are usually good times.

- It’s social media! Make it social. Raw images do better.

- Pictures of animals go crazy!

- Mix online with ‘real life’, polls, voting/handling out items for competitions, market day – students wrote what they were most looking forward to on paper – reached 3618 people.

- Create events

- Use pages to watch as it gives you a comparison.
Example of a ‘social’ post – doesn’t have to be serious!

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Post Clicks: 57

Photo Views: 57

Link Clicks: 0

Other Clicks: 0

Negative Feedback:

- Hide Post: 0
- Report as Spam: 0
- Hide All Posts: 0
- Unlike Page: 0
Example of an ‘animal’ post!

Pictured is Pixie, a 22 year old wombat who is in getting a check-up with Dr Bob Doneley at the Veterinary Medical Centre.
Example of a ‘raw’ post!

Congratulations on finishing exams from the staff at UQG! Enjoy your well deserved holidays!
Just keep posting!

What your posting doesn’t need to be ground breaking. Just keep posting and keeping people informed! This post of students modelling for an OMC photo shoot received 46 likes and reached just under 1900 people.
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