



Managers Report

We have continued to increase our capacity and skillset to produce video content in house, with recent video content leading to greater online engagement (>120K views on Facebook) and improved internal communications (click through rates on staff newsletters have risen to over 40%). Awareness of our Faculty team and the services we can provide has increased in the first quarter of 2017 and the media team continue to generate outstanding coverage for our researchers. Upcoming highlights for the team include a virtual reality video for Open Day, release of UQ Medicine Magazine, development of audience personas to guide our internal and external activities and the launch of several new websites for our research centres.



Social Media

The Faculty's social media accounts continue to see steady growth with more than 2,000 followers (100% growth in 12 months) on Facebook and more 1,400 followers on Twitter. More than **120,000** video views have been recorded on UQ Medicine videos in the first quarter of the year, an exceptional result given the ability to target audiences on social. The addition of a UQ Medicine-Research Facebook page in January has seen the establishment of a new research focused social community, a place to share research impacts from the Faculty.



News and Media

2017 has seen a very busy start to the year with 35 media releases going out in January – March with a reach of 2.36 million people and equivalent advertising value of \$568,000. In addition to media releases, we have also been producing news articles for Faculty websites, a channel for stories that are unlikely to generate media interest.



Video production

The team has filmed and edited 31 videos in the year to date. Ranging from internal communications to student recruitment and event reporting to research impacts, we have improved our ability to film and edit video content in house, a necessary step to function as a modern marketing team. A video library sits on the intranet for staff and research videos are available on the research tab of the Faculty website as well as TV screens located within Faculty buildings.



Websites report

New websites have recently been launched for SBMS, SPH, and CRE Stillbirth. New sites for UQDI, CHSR and Advanced Surgical Anatomy course and CRE Cerebral Palsy are on track to go live in the coming months. A web governance framework was introduced early in the year, listing content owners for sites and sub sections of sites across the Faculty.



Internal Communications

Nine editions of The Rounds and The Bulletin have been released so far this year, with an open rate of approximately 40% across both paid and unpaid audiences. The addition of video content has seen an increase in clicks through to the Faculty website and anecdotal feedback has been positive. A process for crisis communications has also been created in partnership with the curriculum and client services team. We are also looking to phase out the use of Vision 6 for internal communications and the team will be training in the Uni CRM (Oracle) in mid April.



Strategic marketing

The marketing team are currently preparing a set of marketing personas to help guide our activities for a range of internal and external audience groups. The six personas to be created include current students, future students, clinicians, researchers, professional staff and external community. Refined audience descriptions and narrow segments will then be ranked to guide and prioritise our activities as well as our tone and messaging.



Publications and design

The 2018 undergraduate and postgraduate course guides have been finalised and gone to print, ready for student recruitment activities in 2017. The UQ Medicine Magazine, formerly the SOM magazine, will be relaunched as a Faculty wide publication in June with stories from across the Faculty. It will be sent to all alumni and donors of the Faculty. A digital version will also be launched which will allow greater measurement of the activity.



Team changes

Kirsten Dodd has been appointed Marketing and Communications Manager and is the contact point for UQDI, CHRC, CHSR and MRI-UQ. Kirsten had been working in the Health at UQ role since mid 2016 and her vacant role will be filled in April/May.



Student Recruitment

The peak student recruitment season is just around the corner with plans well underway for Careers that Shape the World, TSXPO, and Open Day. Open Day in 2017 will see a new approach with a joint Health precinct being run with HABS and Biomedical Sciences participating in the Science precinct. The highlight of this year's open day will be the creation of a virtual reality video that will transport future students (and their families) into life as a UQ medicine student. The video will act as a lead generation exercise as well as an exciting event activation for our future students.



Job tracker

More than 150 jobs have been logged with the marketing team in 2017 with a range of services being offered across media, design, video, events and website creation. Assistance can be requested by contacting the relevant account manager or by emailing med.marketing@uq.edu.au