



Social Media in the Faculty of Life Sciences

April 2024



You can keep up to date with the Faculty social media accounts as listed on the FLS Intranet <https://www.ucl.ac.uk/lifesciences-faculty/fls-intranet>. These are a great way to showcase your news, events, research and to promote courses and share other relevant information.

We reach a wide variety of audiences from prospective students at all levels, current students, future and current staff, alumni and the media. LinkedIn is proving successful for staff recruitment, events and thought leadership, and Instagram works well for students and alumni.

If you're on social media please do follow us.



Faculty of Life Sciences Instagram

ucllifesciences [Edit Profile](#) [View archive](#) [Ad tools](#)

226 posts 1,475 followers 170 following

UCL Faculty of Life Sciences

[@ucllifesciences](#)

Home to a vibrant community of outstanding students, researchers and academics
linktr.ee/ucllifesciences

1K accounts reached in the last 30 days. [View Insights](#)

New

POSTS REELS SAVED TAGGED

Pharmacy Instagram

uclschoolofpharmacy [Edit Profile](#) [View archive](#) [Ad tools](#)

425 posts 3,434 followers 419 following

UCL School Of Pharmacy

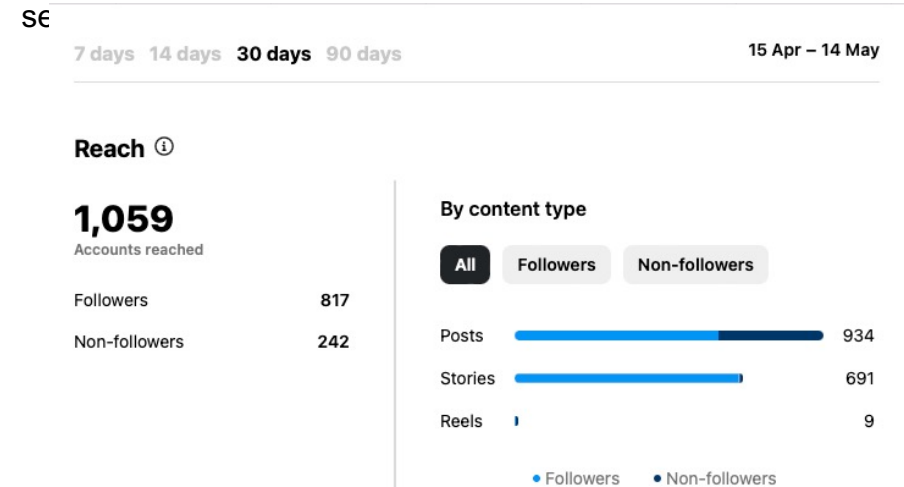
[@uclschoolofpharmacy](#)

Bringing health to the world since 1842. @ucl
linktr.ee/ucllifesciences

New

POSTS REELS SAVED TAGGED

Impression figures are much higher on the Pharmacy Instagram account as the account is much older than the Life Sciences account. Data shows that our main audience is females in the 18-34 category across a variety of countries. The data below shows that our Life Sciences account (left) reaches fewer people than the Pharmacy account (right), We are targeting this and awareness is improving as can be



FLS X



UCL Faculty of Life Sciences
@UCLLifeSciences

5,665 posts

UCL Faculty of Life Sciences

UCL Faculty of Life Sciences
@UCLLifeSciences

Home to a thriving community of students, researchers and academics, who together research, teach and study the science and biology of life.

London ucl.ac.uk/lifesciences-f... Joined June 2020

1,002 Following 2,064 Followers

Top Tweet



Post

You reposted

UCL Faculty of Life Sciences
@UCLLifeSciences

Remember to join us for our 2024 Faculty of Life Sciences Anne McLaren Lecture. This year it will be given by an outstanding #WomanInSTEM, Professor Ijeoma Uchegbu. ucl.ac.uk/lifesciences-f-. #IWD #IWD2024



2024 FLS Anne McLaren Lecture celebrating Women in Science

From ucl.ac.uk

2:07 PM · Mar 8, 2024 · 2,129 Views



Post Analytics

UCL Faculty of Life Sciences @UCLLifeSciences · Mar 8

Remember to join us for our 2024 Faculty of Life Sciences Anne McLaren Lecture. This year it will be given by an outstanding #WomanInSTEM, Professor Ijeoma Uchegbu. ucl.ac.uk/lifesciences-f-. #IWD #IWD2024

👍	🔄	🗨️
12	9	0


Impressions	Engagements	Detail expands
2,128	44	10
	New followers	Profile visits
	0	3
	Link clicks	
	11	

FLS X currently has 2,064 followers. News stories and events attract good engagement, especially when the Tweet references a UCL academic with a strong media profile.

X Analytics has no data for April 2023 so year on year comparisons are not available.

Biosciences X

← **UCL Biosciences**
3,886 posts



UCL
Division of Biosciences

UCL Biosciences
@uclbiosciences

The Division of Biosciences at UCL is one of the world's foremost centres for research and teaching in the biological sciences.

📍 London, UK ucl.ac.uk/biosciences/ 📅 Joined May 2019

646 Following 1,888 Followers

[Edit profile](#)

Top Tweet

← **Post**

UCL Biosciences
@uclbiosciences

The Windsor Fellowship is working with UCL to offer scholarships funded by DeepMind to students who will be starting the Neuroscience MSc at UCL in September 2024, and who have an interest in AI. Application deadline: Monday 15 July 2024 at 11.59pm BST. 📄



From windsor-fellowship.org

11:40 AM · Apr 22, 2024 · 662 Views

× **Post Analytics**

UCL Biosciences @uclbiosciences · Apr 22

The Windsor Fellowship is working with UCL to offer scholarships funded by DeepMind to students who will be starting the Neuroscience MSc at UCL in September 2024, and who have an interest in AI. Application deadline: Monday 15 July 2024 at 11.59pm BST. 📄windsor-fellowship.org/programmes/goo...

👍 1 🔄 4 💬 0

Impressions 📄	Engagements 📄	Detail expands 📄
662	20	4
	New followers 📄	Profile visits 📄
	0	2
	Link clicks 📄	
	9	

Biosciences is our smallest X channel with 1,888 followers.

Pharmacy X

← **UCL School of Pharmacy**
13.7K posts



UCL School of Pharmacy
@School_Pharmacy

Our mission is to lead in pharmacy education, research and policy development that benefits patients, healthcare practice and society. Follow @ucl for news.

📍 London, England 🌐 ucl.ac.uk/pharmacy/ 📅 Joined July 2009

1,360 Following 8,495 Followers

[Edit profile](#)

Top Tweet

← **Post**

UCL School of Pharmacy
@School_Pharmacy


We're delighted to be ranked 4th in the world for Pharmacy & Pharmacology by the QS World Rankings @TopUnis. Find out more about our world-class courses and book a place at one of our online undergraduate Q&A sessions (22-26 April) ➔ ucl.ac.uk/prospective-st..



Pharmacy & Pharmacology **4th** in the world

Post Analytics

UCL School of Pharmacy @School_Pharmacy · Apr 11




We're delighted to be ranked 4th in the world for Pharmacy & Pharmacology by the QS World Rankings @TopUnis. Find out more about our world-class courses and book a place at one of our online undergraduate Q&A sessions (22-26 April) ➔ ucl.ac.uk/prospective-st..

👍 21 🔄 8 💬 2

Impressions ⓘ	Engagements ⓘ	Detail expands ⓘ
1,834	85	11
	New followers ⓘ	Profile visits ⓘ
	6	21
	Link clicks ⓘ	
	14	

Pharmacy is our largest X channel with 8,495 followers.

FLS LinkedIn



UCL Faculty of Life Sciences
2,478 followers

[+ Create](#)

[View as member](#)

Feed

Analytics

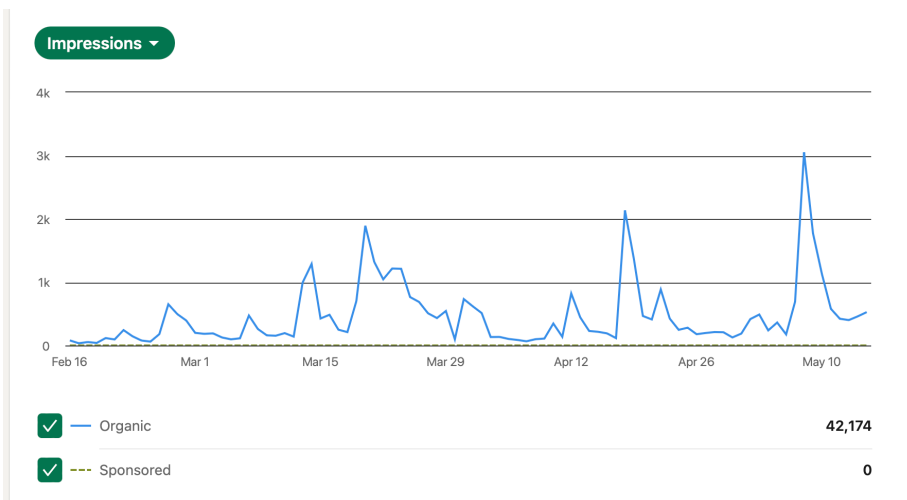
Content | Visitors | Followers | Leads | Competitors | Employee advocacy

Feb 16, 2024 - May 15, 2024 [Export](#)

Highlights

Data for 2/16/2024 - 5/15/2024

1,050 Reactions ▲ 379.5%	100 Comments ▲ 2,400%	15 Reposts ▲ 1,400%
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The FLS LinkedIn account currently has 2478 followers