

FACULTY OF LIFE SCIENCES



UCL

# Social Media in the Faculty of Life Sciences

June 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

## Pharmacy Instagram

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.



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

240 posts 1,544 followers 172 following

**UCL Faculty of Life Sciences**

[@ucllifesciences](#)

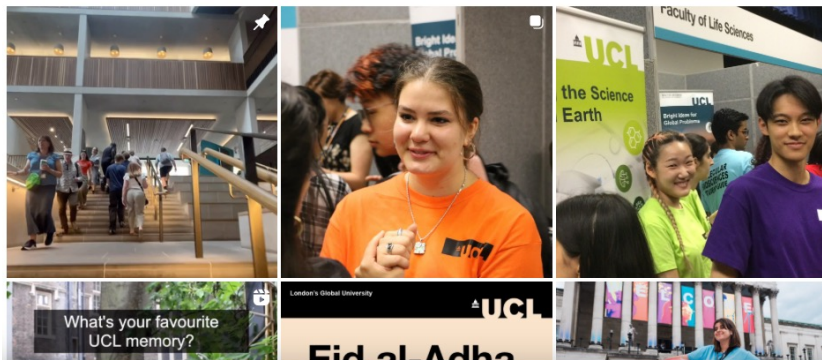
Home to a vibrant community of outstanding students, researchers and academics  
[linktr.ee/ucllifesciences](https://linktr.ee/ucllifesciences)

3.6K accounts reached in the last 30 days. [View Insights](#)



New

**POSTS** [REELS](#) [SAVED](#) [TAGGED](#)



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

428 posts 3,464 followers 419 following

**UCL School Of Pharmacy**

[@uclschoolofpharmacy](#)

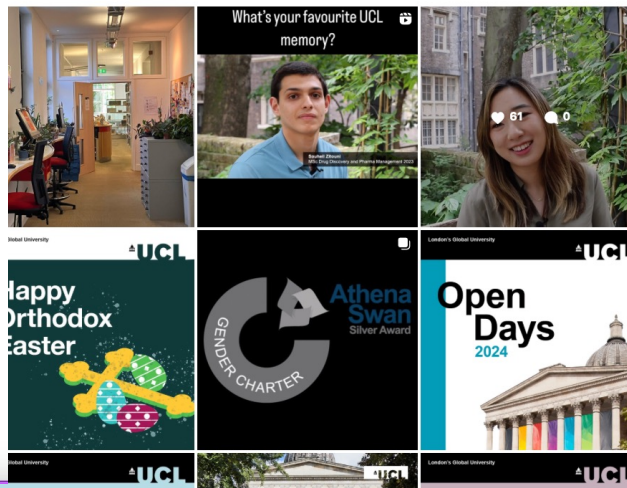
Bringing health to the world since 1842. @ucl  
[linktr.ee/ucllifesciences](https://linktr.ee/ucllifesciences)

3.2K accounts reached in the last 30 days. [View Insights](#)



New

**POSTS** [REELS](#) [SAVED](#) [TAGGED](#)



## FLS X



UCL Faculty of Life Sciences  
5,815 posts

**UCL**  
Faculty of Life Sciences

**UCL Faculty of Life Sciences**  
@UCLLifeSciences

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

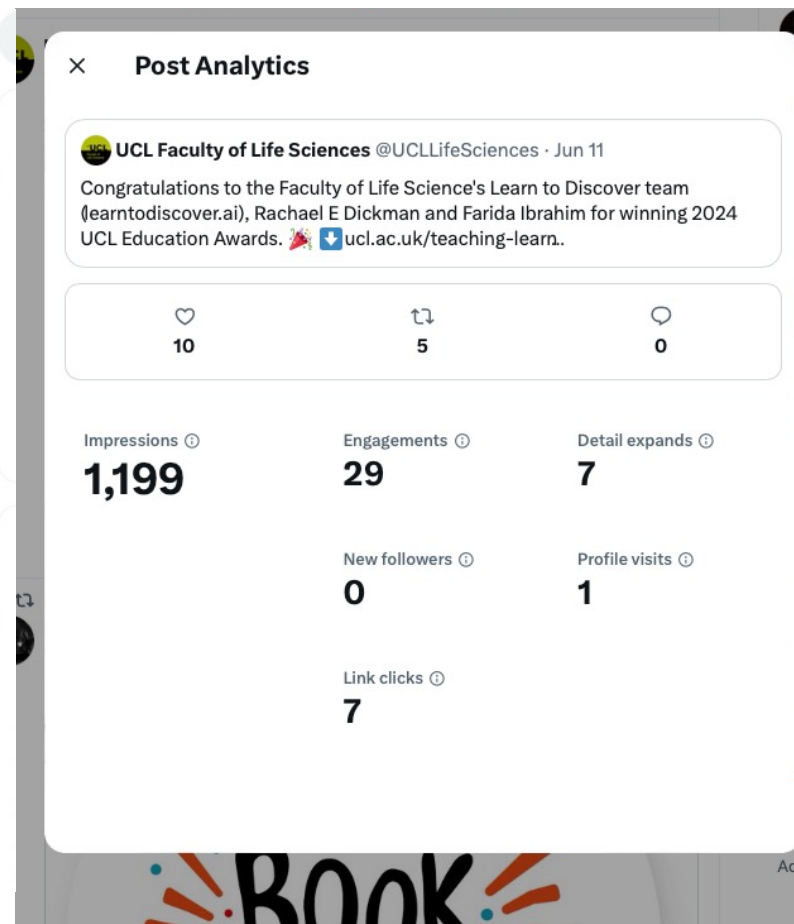
London [ucl.ac.uk/lifesciences-f...](https://ucl.ac.uk/lifesciences-f...) Joined June 2020

1,003 Following 2,101 Followers

Posts Replies Highlights Articles Media Likes

**Pinned**  
UCL Faculty of Life Sciences @UCLLifeSciences · Apr 11  
We're delighted to be ranked 4th in the world for Pharmacy & Pharmacology, =6th for Biological Sciences, and 9th in the world for Life Sciences & Medicine by the QS World Rankings. @TeachUCL

## Top Tweet



**Post Analytics**

UCL Faculty of Life Sciences @UCLLifeSciences · Jun 11  
Congratulations to the Faculty of Life Science's Learn to Discover team (learntodiscover.ai), Rachael E Dickman and Farida Ibrahim for winning 2024 UCL Education Awards. [ucl.ac.uk/teaching-learn..](https://ucl.ac.uk/teaching-learn..)

10 Likes 5 Retweets 0 Replies

Metric	Value
Impressions	1,199
Engagements	29
Detail expands	7
New followers	0
Profile visits	1
Link clicks	7

FLS X currently has 2,101 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 June 2023 so year on year comparisons are not available.





## Biosciences X

UCL Biosciences  
3,989 posts



**UCL**  
Division of Biosciences

Edit profile

**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/](https://ucl.ac.uk/biosciences/) Joined May 2019

657 Following 1,929 Followers

Posts Replies Highlights Articles Media Likes

Pinned  
**UCL Biosciences** @uclbiosciences · May 24  
Our People & Nature Lab's rooftop garden @UCLEast was designed by #ChelseaFlowerShow Gold Medal winner Mathew Bell. Learn more about the garden and the sensors we've installed there to track biodiversity: [ucl.ac.uk/biosciences/pe...](https://ucl.ac.uk/biosciences/pe...) #RHSCChelsea

## Top Tweet

**UCL Biosciences** @uclbiosciences

The UCL MRes Biosciences Scholarship 2024-25 supports UK Black, Asian and ethnic minority students at the start of their academic career in biosciences research on any stream of the UCL MRes Biosciences programme in 2024-25. Find out more. [👇](#)



**UCL MRes Biosciences Scholarship 2024-2025**

From [ucl.ac.uk](https://ucl.ac.uk)

1:56 PM · Jun 4, 2024 · 3,039 Views

[View post engagements](#)

23 Retweets 21 Likes 1 Bookmark

You reposted  
Dan Brierley @DrDanBrierley · Jun 4

**Post Analytics**

**UCL Biosciences** @uclbiosciences · Jun 4

The UCL MRes Biosciences Scholarship 2024-25 supports UK Black, Asian and ethnic minority students at the start of their academic career in biosciences research on any stream of the UCL MRes Biosciences programme in 2024-25. Find out more. [ucl.ac.uk/lifesciences-f...](https://ucl.ac.uk/lifesciences-f...)

21 Likes 23 Retweets 0 Comments

Impressions	Engagements	Detail expands
3,036	99	23
New followers	Profile visits	Link clicks
0	2	32

23 Retweets 21 Likes 3K Views

Biosciences is our smallest X channel with 1929 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/](https://ucl.ac.uk/pharmacy/) 📅 Joined July 2009

1,360 Following 8,477 Followers

Posts Replies Highlights Articles Media Likes

You reposted

**UCL Alumni** @UCLAlumni · 3h  
Happy Fourth of July to our stateside alumni 🇺🇸

If you're in the US and enjoy building new connections with the @UCL community over a virtual cup of joe ☕, then sign up to UCL Coffee Connect United States: [bit.ly/3KOEtod](https://bit.ly/3KOEtod)

Registrations close on Monday 22 July.

# Top Tweet

← **Post**

**UCL School of Pharmacy**  
@School\_Pharmacy

Work by @fab\_ethnopharm has been featured in French paper, Libération. The study looked at the plant diets of chimpanzees and how they impact on their health.

**Libération** @libe · Jun 21  
Des chercheurs ont observé des chimpanzés se nourrir de différentes plantes en fonction de leur état de santé. Une piste de recherche intéressante pour comprendre le comportement des primates mais aussi pour l'industrie pharmaceutique.  
[iberation.fr/environnement/](https://iberation.fr/environnement/)

7:26 PM · Jun 21, 2024 · 810 Views

View post engagements

1 4 6

The study looked at the plant diets of chimpanzees and how they impact on their health.

**Post Analytics**

**UCL School of Pharmacy** @School\_Pharmacy · Jun 21  
Work by @fab\_ethnopharm has been featured in French paper, Libération. The study looked at the plant diets of chimpanzees and how they impact on their health. [x.com/libe/status/18...](https://x.com/libe/status/18...)

6 4 1

Impressions	Engagements	Detail expands
<b>807</b>	<b>29</b>	<b>13</b>
	New followers	Profile visits
	<b>0</b>	<b>5</b>

Pharmacy is our largest X channel with 8,477 followers.

# FLS LinkedIn



**UCL Faculty of Life Sciences**

2,709 followers

+ Create

View as member

Dashboard

## Analytics

Content Visitors Followers Leads Competitors Employee advocacy

May 28, 2024 - Jun 26, 2024

Export

## Highlights

Data for 5/28/2024 - 6/26/2024

207

Reactions  
▼48.6%

18

Comments  
▼76.6%

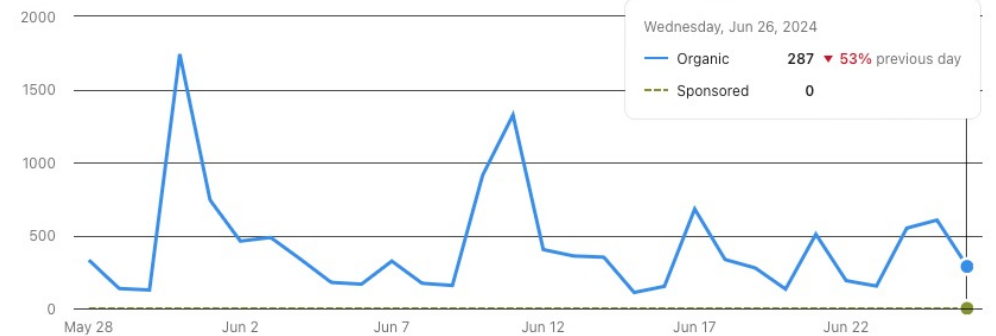
10

Reposts  
▲42.9%

The FLS LinkedIn account currently has 2709 followers

## Metrics

Impressions



Organic

12,685

Sponsored

0

# Follower profiles

Jun 1, 2024 - Jul 2, 2024

Export

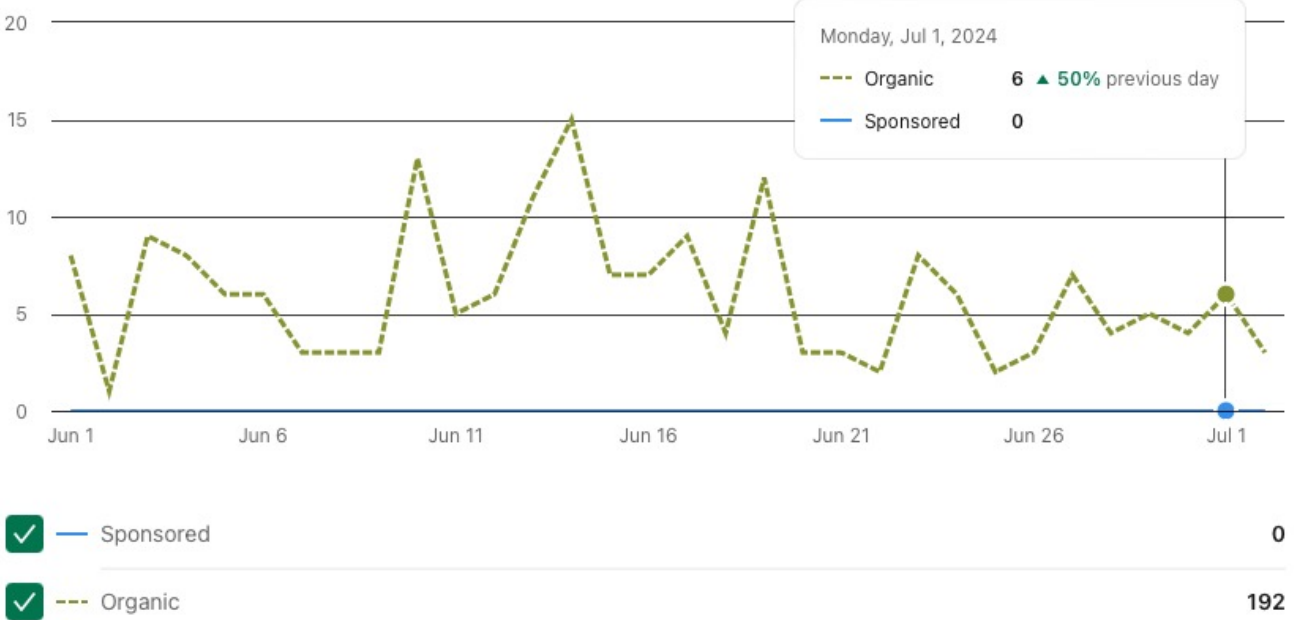
## Follower highlights

2,744  
Total followers

192  
New followers in the last 32 days  
▼5.9%

Pages that post at least once a week see 5x more followers. [Start a post](#)

## Follower metrics



38.1% of the FLS LinkedIn followers are based in London/ Greater London.

## Follower demographics

Location

- London Area, United Kingdom, United Kingdom · 1,046 (38.1%)
- Greater Cambridge Area, United Kingdom · 38 (1.4%)
- Cairo, Egypt · 30 (1.1%)
- Manchester Area, United Kingdom, United Kingdom · 28 (1%)
- Greater Oxford Area, United Kingdom · 24 (< 1%)
- Greater Delhi Area, India · 24 (< 1%)
- Greater Paris Metropolitan Region, France · 18 (< 1%)
- Greater Leeds Area, United Kingdom · 18 (< 1%)
- Greater Istanbul, Türkiye · 17 (< 1%)
- Jakarta Metropolitan Area, Indonesia · 17 (< 1%)

Show all →



# Visitor Highlights

## Visitor highlights

**408** Page views ▲14.9%

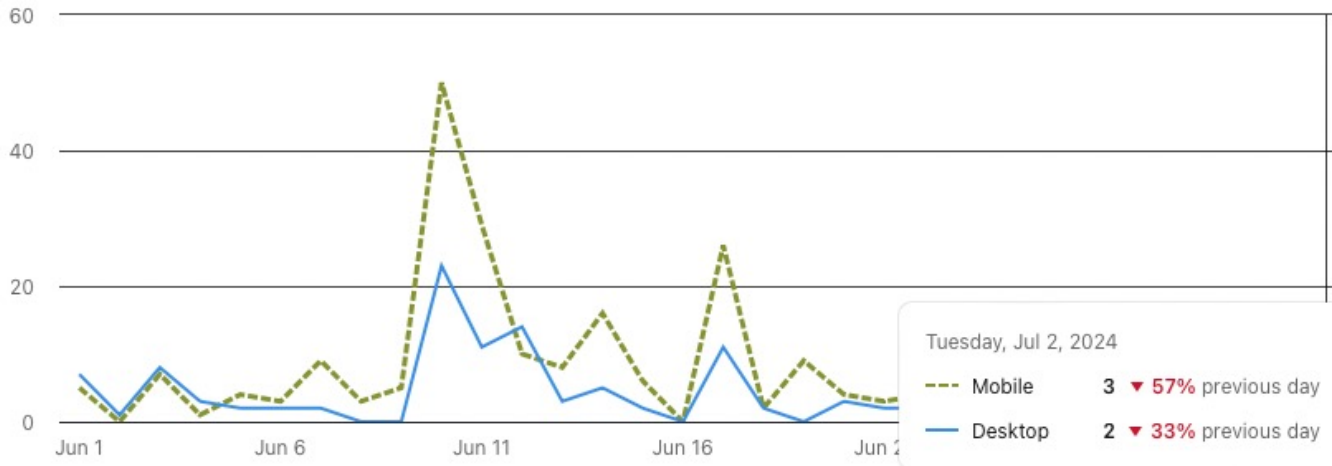
**191** Unique visitors ▲17.9%

**1** Custom button clicks

💡 Pages that post at least once a week see 5x more followers. [Start a post](#)

## Visitor metrics

Page views | All pages | All filters



Desktop 124

Mobile 28

FLS LinkedIn has a lot more mobile user visits.

Our Graduate Open day on June 11<sup>th</sup> attracted more visitors to our LinkedIn hence the sudden increase.

## Visitor demographics

Job function

