



Social Media in the Faculty of Life Sciences

March 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.

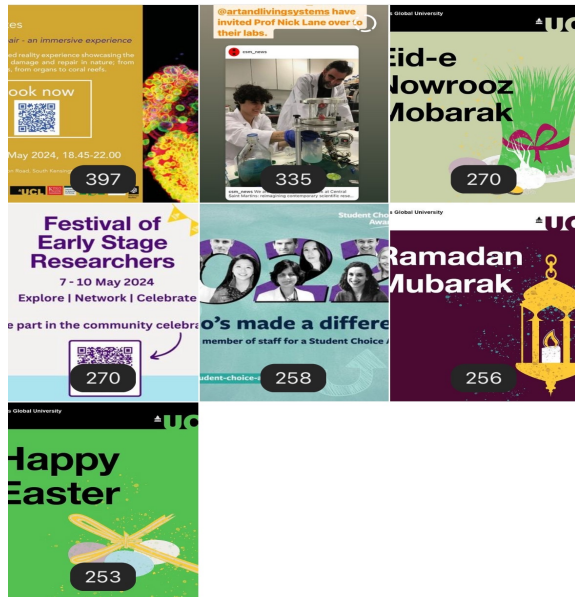
We reach a wide variety of audiences from prospective students at all levels, current students, future and current staff, alumni and the media. LinkedIn is proving successful for staff recruitment, events and thought leadership, and Instagram works well for students and alumni.

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

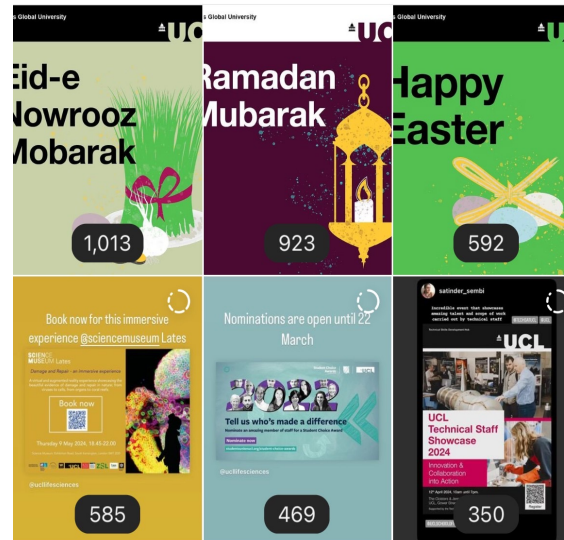
Faculty of Life Sciences Instagram

Pharmacy Instagram

Accounts reached



Accounts reached

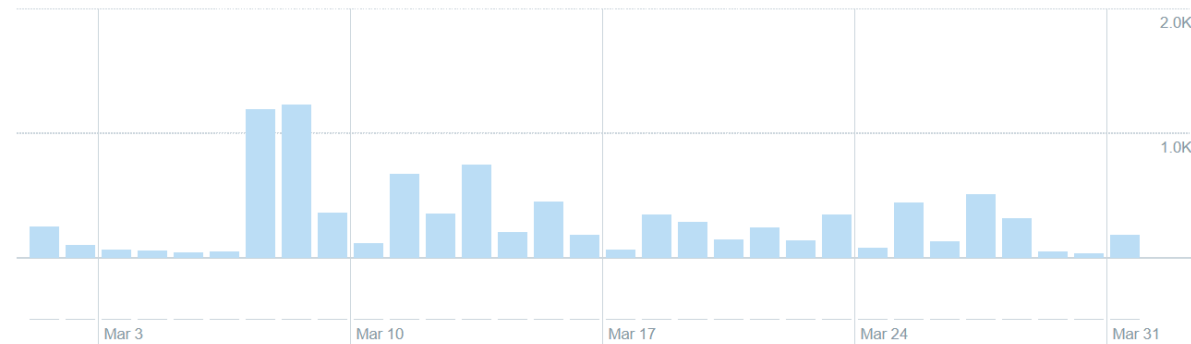


Impression figures are much higher on the Pharmacy Instagram account as the account is much older than the Life Sciences account. Data shows that our main audience is females in the 18-34 category across a variety of countries. The data below shows that our Life Sciences account (left) reaches fewer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

Professional dashboard		Professional dashboard	
Insights	10 Mar-8 Apr	Insights	10 Mar-8 Apr
Accounts reached	709 -19.1%	Accounts reached	1.7K +27.4%
Accounts engaged	70 -35.8%	Accounts engaged	135 +58.8%
Total followers	1.4K +2.1%	Total followers	3.3K +0.3%
Content you shared	7	Content you shared	6

FLS X

Your posts earned **9.4K impressions** over this **31 day** period



YOUR POSTS
During this 31 day period, you earned **304 impressions** per day.

Engagement rate
3.1%



FLS X currently has 2,027 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 March 2023 so year on year comparisons are not available.

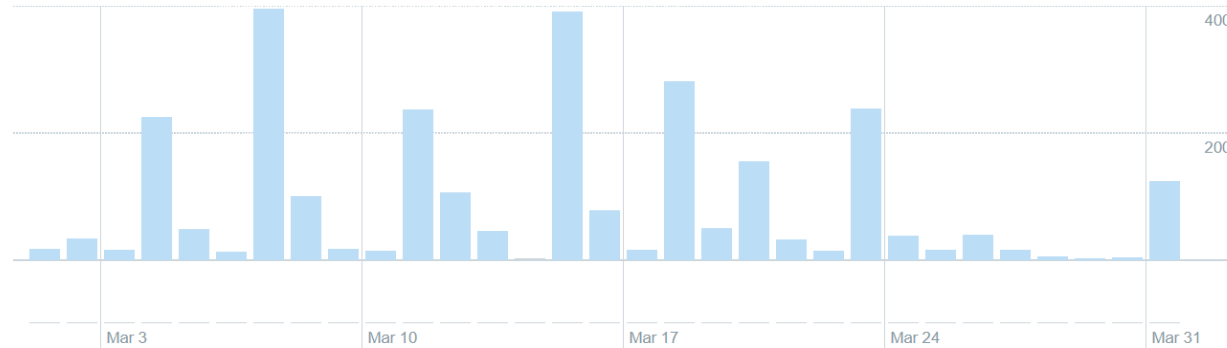
Top Tweet

UCL Faculty of Life Sciences @UCLLifeSciences
Join us on 24 April at 4pm for the 2024 FLS Anne McLaren Lecture celebrating Women in Science. Professor Ijeoma Uchegbu will speak on using nanotechnology to control in vivo drug transport. The lecture will be followed by a reception from 5-7pm. Book now <https://www.ucl.ac.uk/lifesciences-faculty/events/2024/apr/2024-fls-anne-mclaren-lecture-celebrating-women-science> ...

Impressions	1,945
Total engagements	71
Detail expands	32
Likes	15
Link clicks	15
Retweets	8
Profile clicks	1

Biosciences X

Your posts earned **2.8K impressions** over this **31 day** period



YOUR POSTS

During this 31 day period, you earned **90 impressions** per day.

Engagement rate
1.6%



Biosciences is our smallest X channel with 1,863 followers.

X Analytics is showing no data for March 2023.

Top Tweet

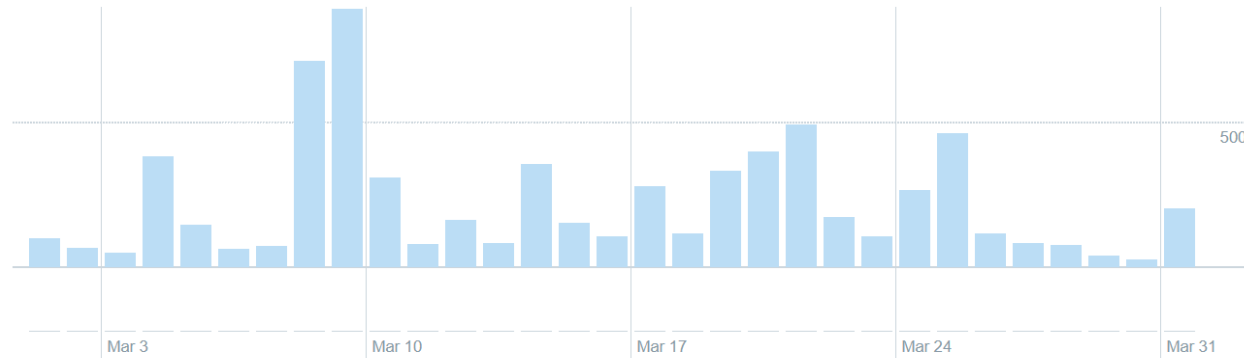


UCL Biosciences @uclbiosciences
Nominations for Students' Union UCL's Student Choice Awards are open until 22 March. The Student Choice Awards are a way for students to thank a member of staff, and let them know that their hard work makes a difference. Nominate at <https://studentsunionucl.org/student-choice-awards> ... pic.twitter.com/reFKrKSoEU

Impressions	530
Total engagements	10
Link clicks	4
Retweets	2
Media engagements	2
Likes	2

Pharmacy X

Your posts earned **6.9K impressions** over this **31 day** period



YOUR POSTS

During this 31 day period, you earned **223 impressions** per day.

Engagement rate
5.3%



Pharmacy is our largest X channel with **8,474 followers**.

X Analytics is showing no data for **March 2023**.

Top Tweet



UCL School of Pharmacy @School_Pharmacy
We're thrilled to commemorate **#InternationalWomensDay2024** by showcasing the remarkable accomplishments of our female staff at UCL School of Pharmacy! Join us in celebrating their achievements and discovering Women's Day activities here:
[https://www.ucl.ac.uk/news/2024/feb/womens-history-month-and-international-womens-day-2024-ucl ... #WomenInScience](https://www.ucl.ac.uk/news/2024/feb/womens-history-month-and-international-womens-day-2024-ucl...#WomenInScience)
<pic.twitter.com/fBTdPFrmVK>

Impressions	2,106
Total engagements	202
Detail expands	82
Media engagements	50
Likes	31
Link clicks	21
Profile clicks	8
Retweets	4
Hashtag clicks	4
Replies	2



UCL

FLS LinkedIn

UCL Faculty of Life Sciences
2,209 followers
2w • Edited •

We are saddened to announce that our former Divisional Manager for the UCL School of Pharmacy, Dr Frank Sowrey, has passed away. Read our tribute to Frank here. [...see more](#)



Tribute to Dr Frank Sowrey
ucl.ac.uk • 3 min read

Shorooq Abukhamees and 112 others 19 comments • 3 reposts

Like Comment Repost

Organic impressions: 7,041 Impressions [Hide results](#)

Post performance

Targeted to: All followers

7,041 Impressions	728 Engagements	10.34% Engagement rate
593 Clicks	8.42% Click-through rate	113 Reactions
19 Comments	3 Reposts	

UCL Faculty of Life Sciences
2,209 followers
3w •

We are delighted to announce that we have received a major funding boost for a new Centre for Doctoral Training (CDT) in Accelerated Medicines Design & Development. [...see more](#)



New EPSRC Centre for Doctoral Training funded
ucl.ac.uk • 2 min read

Julia Weston (MCIM, Chartered Marketer) and 86 others 6 reposts

Like Comment Repost

Organic impressions: 3,760 Impressions [Hide results](#)

Post performance

Targeted to: All followers

3,760 Impressions	295 Engagements	7.85% Engagement rate
202 Clicks	5.37% Click-through rate	87 Reactions
0 Comments	6 Reposts	

UCL Faculty of Life Sciences
2,209 followers
2w •

Calling all qualified **#pharmacists!** The UCL School of Pharmacy is now offering a PG Certificate in Advanced **#Pharmacy** Practice (Critical Care). This is a 12-month course, with distance and on-site components aimed at pharmacists wo [...see more](#)



Asma Buanz, PhD and 38 others 17 reposts

Like Comment Repost

Organic impressions: 3,107 Impressions [Hide results](#)

Post performance

Targeted to: All followers

3,107 Impressions	216 Engagements	6.95% Engagement rate
160 Clicks	5.15% Click-through rate	39 Reactions
0 Comments	17 Reposts	

Our strongest LinkedIn post or March was the obituary for Dr Frank Sowrey. This was seen by over 7K people and has had a strong engagement. The next two most popular items were EPSRC funding for a Doctoral Training Centre, and a new course for pharmacists, which has NHS funding and has been widely shared across the sector. These three posts show very strong figures of organic engagement for this platform.



Linktree from social posts

Our social posts all contain our Linktree link which has links to all of our sites, and also important sites like the funding pages and Open Day pages. This enables us to track web page links clicked on from the social media posts. The most popular link is the School of Pharmacy website. The data to the right shows that there was good engagement during the Easter break.

