



# Social Media in the Faculty of Life Sciences

May 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



ucllifescien... Edit Profile View archive Ad tools ⚙️

228 posts 1,496 followers 170 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)

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

+ 3 10

## Pharmacy Instagram



uclschoolofpha... Edit Profile View archive Ad tools ⚙️

425 posts 3,450 followers 419 following

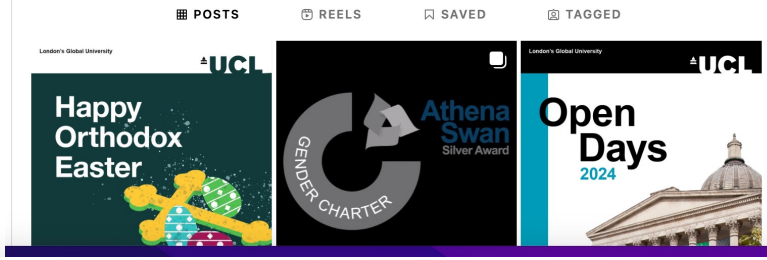
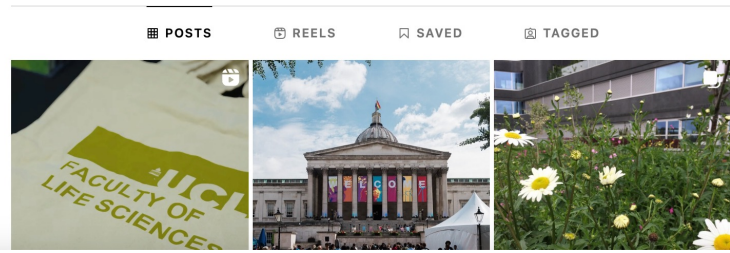
UCL School Of Pharmacy  
 @uclschoolofpharmacy

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

1.2K accounts reached in the last 30 days. [View Insights](#)

+ 2 4 26

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.



# FLS X

# Top Tweet



**UCL Faculty of Life Sciences**  
5,698 posts

**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.

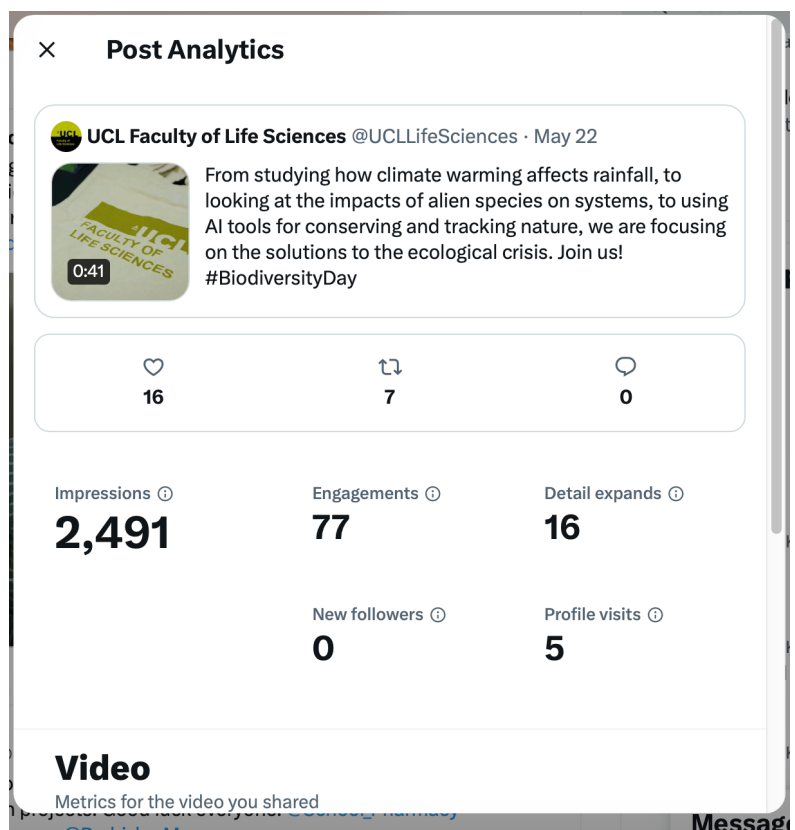
London | [ucl.ac.uk/lifesciences-f...](https://ucl.ac.uk/lifesciences-f...) | Joined June 2020

1,003 Following | 2,076 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 @TopUnis.



**Post Analytics**

**UCL Faculty of Life Sciences** @UCLLifeSciences · May 22

From studying how climate warming affects rainfall, to looking at the impacts of alien species on systems, to using AI tools for conserving and tracking nature, we are focusing on the solutions to the ecological crisis. Join us! #BiodiversityDay

16 Likes | 7 Retweets | 0 Replies

Impressions	Engagements	Detail expands
<b>2,491</b>	<b>77</b>	<b>16</b>
	New followers	Profile visits
	<b>0</b>	<b>5</b>

**Video**  
Metrics for the video you shared

FLS X currently has 2,076 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 May 2023 so year on year comparisons are not available.

# Biosciences X

←

**UCL Biosciences**

3,916 posts



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

650 Following 1,900 Followers

Posts

Replies

Highlights

Articles

Media

Likes

📌 Pinned



**UCL Biosciences**  
@uclbiosciences · May 24

Our People & Nature Lab's rooftop garden @UCEast 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...) #RHSCelsea

...

## Top Tweet

←

**Post**

...



**UCL Biosciences**  
@uclbiosciences

...


Our People & Nature Lab's rooftop garden @UCEast 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...) #RHSCelsea



10:02 AM · May 24, 2024 · 1,360 Views

×

**Post Analytics**



**UCL Biosciences**  
@uclbiosciences · May 24

Our People & Nature Lab's rooftop garden @UCEast 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...) #RHSCelsea

📍

15

🔄

10

💬

0

Impressions ⓘ

**1,359**

Engagements ⓘ

**81**

Detail expands ⓘ

**25**

New followers ⓘ

**0**

Profile visits ⓘ

**7**

Link clicks ⓘ

**16**

Biosciences is our smallest X channel with 1900 followers.



## Pharmacy X

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



**UCL**  
School of Pharmacy

**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

1,359 Following 8,490 Followers

Posts Replies Highlights Articles Media Likes

**UCL School of Pharmacy** @School\_Pharmacy · May 31  
We have two new studentships available in the fields of lung cancer and Alzheimer's research. The deadline for applications is 30th June. Take a look at our Studentships page for further details. [ucl.ac.uk/pharmacy/study](https://ucl.ac.uk/pharmacy/study)

## Top Tweet

← **Post**

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

If you're a Home student who has applied to study our MSc Drug Discovery and Development in 24-25, you may be eligible for the Laura Anderson Scholarship, which offers full fees and £20,000 maintenance. [👇](#)



**Laura Anderson Scholarship**

From ucl.ac.uk

3:41 PM · May 23, 2024 · 1,191 Views

🗨️ View post engagements

🗨️ 7 📄 7 ❤️ 7 📌 1 📤

× **Post Analytics**

**UCL School of Pharmacy** @School\_Pharmacy · May 23

If you're a Home student who has applied to study our MSc Drug Discovery and Development in 24-25, you may be eligible for the Laura Anderson Scholarship, which offers full fees and £20,000 maintenance. [ucl.ac.uk/scholarships/l...](https://ucl.ac.uk/scholarships/l...)

📍 7 🔄 7 💬 0

Impressions ⓘ	Engagements ⓘ	Detail expands ⓘ
<b>1,189</b>	<b>38</b>	<b>5</b>
	New followers ⓘ	Profile visits ⓘ
	<b>0</b>	<b>3</b>
	Link clicks ⓘ	
	<b>15</b>	

Pharmacy is our largest X channel with 8,490 followers.

# FLS LinkedIn



**UCL Faculty of Life Sciences**

2,492 followers

+ Create

View as member

Dashboard

## Analytics

Content Visitors Followers Leads Competitors Employee advocacy

May 1, 2024 - May 31, 2024

Export

## Highlights

Data for 5/1/2024 - 5/31/2024

**423**

Reactions  
▲17.8%

**79**

Comments  
▲393.8%

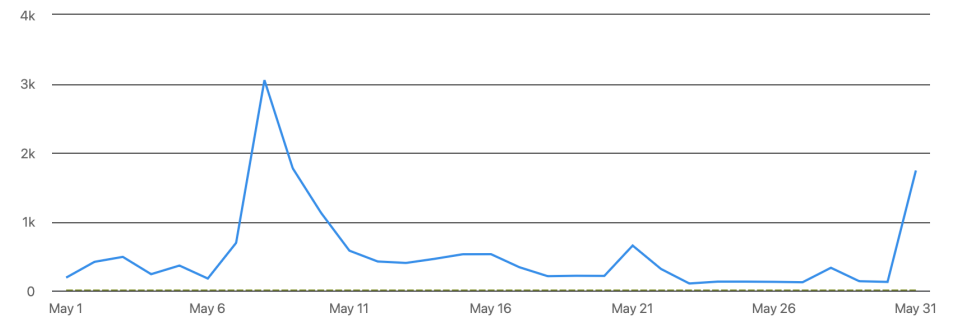
**7**

Reposts  
▲250%

The FLS LinkedIn account currently has 2492 followers

## Metrics

Impressions



Organic

16,320

Sponsored

0