Driving Thought Leadership to Advance UF Faculty’s National/International Stature

Nancy Paton
Vice President, Strategic Communications and Marketing
October 21, 2021
UF Faculty as National Thought Leaders in Higher Education

• Faculty expertise drives national stature

• Showcasing trusted experts builds and sustains reputation

Goal:

• Create communications platforms that strengthen faculty expert reputation
A Robust Content Ecosystem

1. Identify Opportunities
   Identified through campus monitoring and/or awareness of faculty scholarship/research

2. Develop & Execute Ideas
   Understand the scale and possible application(s) of the opportunity, then execute

3-A. Media Outlets
   Story and/or expert pitched to most suitable news outlets (national vs. regional vs. specialty)

3-B. UF Channels
   Story and/or expert featured in rich content formats (video, podcast, etc.) and published to owned channels (UF News, social media, etc.)

3-C. Direct Outreach via Digital
   Stories shared with higher education leaders, government officials, advocates, national influencers via campaigns (email, social media, special publications, etc.)

4. Measure & Optimize
   Constant analysis of performance across paid, owned and earned channels leads to continuous strategy refinement to maximize efficacy
A Robust Content Ecosystem

1. Identify Opportunities
   Connected with Professor Williams on upcoming article in Science on Mars images

2. Develop & Execute Ideas
   Worked with NASA and other entities to coordinate release and promotion

3-A. Media Outlets
3-B. UF Channels
3-C. Direct Outreach via Digital

4. Measure & Optimize
   Monitor performance across paid, owned, earned channels
National & International Media Interest

Primary Targets:
Higher Education Influencers, Professional Public

Secondary Targets:
Higher Ed Leaders/Faculty, UF Community, Advocates, Influencers

PHOEBE STUBBLEFIELD, Ph.D
Forensic Anthropology

Revealing the truth about the Tulsa Race Massacre

5M IMPRESSIONS
46K ENGAGEMENTS

4.1M IMPRESSIONS
29K ENGAGEMENTS

11M IMPRESSIONS
8K ENGAGEMENTS

Total Reach

352K ENGAGEMENTS

60 MINUTES

17M IMPRESSIONS
5K ENGAGEMENTS

National & International Media Interest
BRUCE SPIESS, MD

UF Health anesthesiologist develops respirator mask from existing hospital materials

Primary Targets:
Higher Education Influencers, Professional Public

Secondary Targets:
Higher Ed Leaders/Faculty, UF Community, Advocates, Influencers

Social Media Amplification

Primary Targets:
Higher Education Influencers, Professional Public

Secondary Targets:
Higher Ed Leaders/Faculty, UF Community, Advocates, Influencers

68K ENGAGEMENTS
137K ENGAGEMENTS

Total Reach

10K
100K
200K
500K

400K PEOPLE REACHED
325K PEOPLE REACHED

University of Florida anesthesiology department invents two new mask prototypes that can be made from Halyard H600 material, which many hospitals may have on hand.

Wow – the University of Florida has developed an "innovative mask" that is supposedly 4% more effective than N95 respirator masks.
Showcasing UF Faculty Across All Multi-Media Channels
UF is #4 in Share of Voice Among Top 5 Public Universities: Q3

*Share of voice is defined as the percentage of UF-related media coverage compared to total coverage for the USNWR Top 5 public institutions*
National Media Coverage of UF Continues to Rise

24,396 ▲ 5% vs 2020

mentions in national media outlets with 100k+ monthly visitors

Q3 2021

TOP PUBLICATIONS

1. Associated Press
2. The Hill
3. Forbes
4. Chicago Tribune
5. USA Today
6. ABC News
7. NY Times
8. Washington Post
9. CNN
10. Reuters
Initiatives to Boost Faculty Prominence

- Amplifying our expertise to new digital news outlets and audiences
- Expanding national broadcast presence
- Partnering with external organizations
Spotlighting Faculty in UF Media Channels
news.ufl.edu
Faculty Commentary in the News

With rooftop solar, it's not just about the carbon reduction

By Prabir Baromah, Opinion Contributor — 10/28/21 03:00 PM EDT
The views expressed by contributors are their own and not the view of THE HILL

42 SHARES

Florida Wildlife Corridor legislation represents progress — and points to next steps | Column

But there are approximately 8 million acres within the Florida Wildlife Corridor that have yet to be protected.

Haiti’s Foreign Language Stranglehold

Around 90 percent of Haitians speak only Haitian Creole. So why is school mostly conducted in French?

By Benjamin Hebblethwaite, an associate professor in the department of languages, literatures, and cultures at the University of Florida.

Help Balancing Kids’ Safety and Re
Thank you!