Welcome to our November newsletter

WEBSITE PROJECT UPDATE
The Website and Portal project has started and DIT are working closely with external agency Worth to plan the first few weeks of activity.

Interviews with user groups will begin in the new year with new sections of the website being delivered after they are developed and tested.

Find out more

SOCIAL MEDIA UPDATE
This month we’ve been focusing on our new social media listening software Talkwalker. The platform is the only one that analyses online, social, print and TV/radio content in one and can drill down into the sentiment, tone and themes around the UEA brand in real-time. The use of Talkwalker means we’ll never miss a conversation across the globe about UEA.

We’ve also created a social media content request form for the official UEA channels. This form has been created to audit and manage the corporate social media channels. It must be completed for all social media requests. All requests will automatically be put forward for consideration by the social media team and prioritised.

Find out more

SEO UPDATE

SOCIAL MEDIA CALENDAR
The UEA social media calendar is a 12 month document highlighting the key student engagement themes, activities and potential awareness days on social media.

The calendar highlights the focuses for UEA on brand level for each month. It is designed to assist and help social media administrators across UEA with planning social content and targeting key dates for awareness. Please feel free to use the calendar as you see best fits the social content, theme and tone of your channel.

This is a live document and will be updated regularly with new events and activities.

Find out more

DIGITAL STATS FOR NOVEMBER
• Reached 12k followers on Instagram
• Received over 24k engagements across all channels
• Over 20k website page views generated by social posts
• Over 1m page views on the website
In October 2017, we saw a 102% increase in the number of organic keywords we are ranking for on page 1 of Google compared to the previous year - this is equivalent to an extra 1,000 search terms!

With the help of BrightEdge, we have access to more information about our search visibility than ever before. This is giving us a real insight into how our website is performing in search engines and where we can improve. We hope to be able to share more information with you in a future update.

WEB EDITOR OF THE MONTH
Congratulations to our first ‘Web Editor of the Month’ Paul Vazquez in PGR!

Paul has always been proactive in ensuring the PGR pages are up-to-date and adhere to best practice guidelines. He also is also always proactive on Siteimprove each month ensuring his web pages are free of broken links and fixing any that arise promptly.

DIGITAL ROUND UP OF 2017

- We have welcomed three new staff members this year and waved farewell to another. Martin, Adam and Nick have all joined us and we expanded the team to include Adam White (SEO) and Laura Deakin (Social Media).

- We sadly said goodbye to Harry after 2 years in the team but happy to report he is currently enjoying life studying for a Master’s degree in Berlin.

- The website project commenced this year with proceedings well underway to deliver a new and innovative website and portal in 2019.

- New platforms have been launched this year including Hootsuite, Brightedge plus various digital projects including Open Day initiatives. We are

USEFUL LINKS
- Social media request form
- Liferay summary sheet

DROP-IN SUPPORT SESSIONS
- Weds 6th Dec, 11-12pm (ARTS 1.01)
- Fri 15th Dec, 10-11am (ARTS 1.01)
  (last one of the year)

COMING UP IN JANUARY

- Website and Portal project team will be joined by the newly appointed design and content agency.

- Improvements to the Study with Us section of the website will be implemented.

- SEO and Social auditing dashboards will be publicised.
currently busy working on new projects to be launched in 2018.

We have helped over 175 people so far this year in our drop-in sessions and received a whopping 1645 emails into our Digital inbox. We have also trained 132 new website administrators.

Have a great Christmas!

Martin Season-Earl
Big Bells Beavis
Claire Zamorski-ing
Adam White Christmas
Laura Dea 3-kings
Adam Brussel Sprott
Saint Nicholas Glenister