UCLA

COVID-19 Communications Social Media

January 27, 2022

Overview

During the COVID-19 pandemic from July 2020 through December 2021, @UCLA social media looked for bold, new ways to share engaging, factual information and to showcase inspiring COVID-related stories from across campus and within the community. Social media was especially effective in reaching our audience of current students, turning COVID and vaccine updates and protocols into concise, engaging content.

@UCLA social media distributed 489 total posts across multiple social media channels including Facebook, Instagram, LinkedIn, TikTok and Twitter. Social media posts engaged a diverse audience including students, faculty and staff, alumni, and the community, generating nearly 11 million impressions and 1 million organic (unpaid) social engagements (video views, likes, shares, comments) across all UCLA-owned social media channels.

What makes your entry distinctive?

Unique science and technology: UCLA scientists created several COVID-19 testing and vaccine breakthroughs giving @UCLA the opportunity to tell unique stories, including SwabSeq testing technology, and vaccine technology breakthroughs.

Empathy: @UCLA shared important content regarding Covid-related mental health issues, giving emotional support to those who experienced or lost someone due to Covid. These posts including recognizing UCLA's healthcare professionals, a doctor's support of a dying patient, and an emotional support robot, amongst others, generated more than 36K total engagements.

Associated posts and measurements
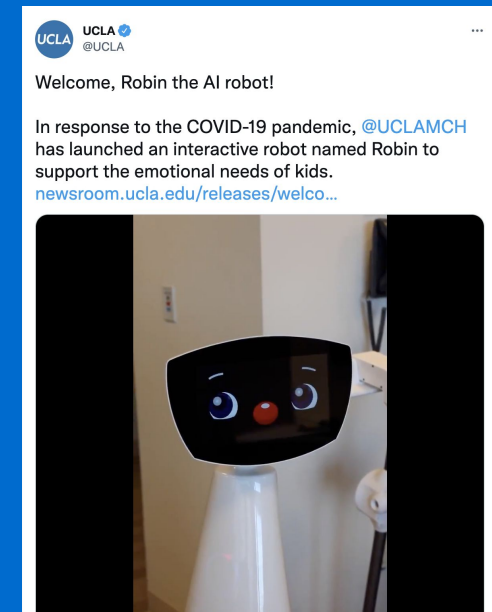**(Time period 7/1/20 - 12/31/21)**

Support of a Dying Patient
(materially exceed median engagements for Facebook by 100x)

Celebrating Healthcare Workers
(generated 29% increase over Instagram median engagement)

Emotional Support Robot for Children (video)
(materially exceeded median engagements on Twitter)

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Welcome, Robin the AI robot!

In response to the COVID-19 pandemic, @UCLAMCH has launched an interactive robot named Robin to support the emotional needs of kids.

newsroom.ucla.edu/releases/welco…

Successful use of emerging platforms:
To reach students, @UCLA leveraged TikTok, our fastest growing social channel with a 47% YOY growth rate. TikTok content captured Student Health Center staff on camera and included trending music, resulting in peer-to-peer messaging that captured the attention of our student audience where they are on social media and resulted in 47,810 social engagements.

Associated posts (hyperlinks):

- **How to get a COVID Test at UCLA**
- **COVID test in less than 2 minutes**
- **Why is the symptom monitoring survey so important?**

Goals and Outcomes

University-wide COVID-related goals:

Increase student participation in the Daily Symptom Monitoring Survey, vaccine verification, and awareness for COVID-19 testing options on campus and university protocols.

Social media-specific engagement goals included the below, measured as compared to our total post median and if our COVID-19 specific posts fell above median:

- Reach/awareness
- Engagement (likes, shares, comments, video views)
- Link clicks for website content

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How did you accomplish your goals?

Audience-Driven Approach: The @UCLA social media team took a proactive and audience-driven approach in crafting communications that directly supported and reinforced our campus' needs as well as local/state COVID-19 compliance requirements. @UCLA social media was able to reach students on the platforms where they spend their time, in a tone and approach that appealed to them.

Cross-Campus Collaboration: @UCLA's emphasis on cross-campus collaboration was a key factor in our success. Whether leading or participating in regular collaboration meetings with leaders and peers, the team was able to quickly identify communication priorities related to COVID-19 and vaccines. Working alongside peers outside of Strategic Communications, we collected diverse perspectives around campus which contributed invaluable input for effective creative development.

Timeliness: COVID-related content was created in-house with same day turnarounds and posted to social channels.

Nimble Video Production: To save resources and avoid COVID risks, videos were created by one team member driving to campus, interviewing and capturing footage, researching trending songs, editing and publishing to TikTok.

Student Focus Groups: @UCLA employs a team of student workers with diverse backgrounds and skills. In weekly meetings and on Slack, the team sources ideas, solicits feedback and collaborates closely with current students to ensure that creative assets speak to students with clarity and relevance.

Actionable Insights: UCLA Strategic Communications' Data and Insights team provided @UCLA with invaluable insight, helping us craft and refine effective results-driven content strategies

Content Portfolio

Bruin For Bruin Campaign: A call for Bruin's artistic expression of what Bruin for Bruin means to them. Selected works were featured on campus, in Westwood and on UCLA social channels. Then, the design language extended on social media into a campaign to remind Bruins of COVID-19 protocols in a friendly way.

http://uclaspecialevents.ucla.edu/bruinforbruin
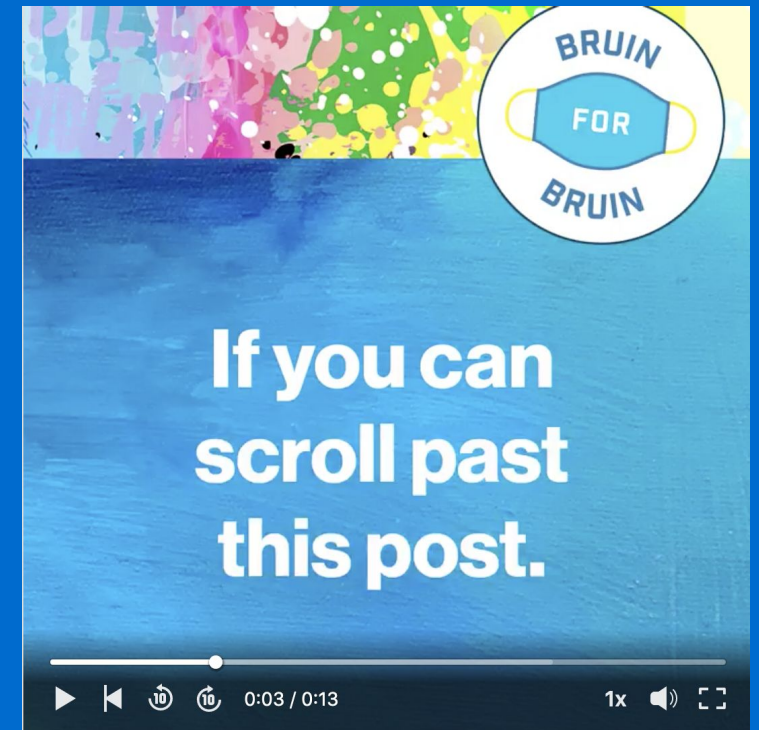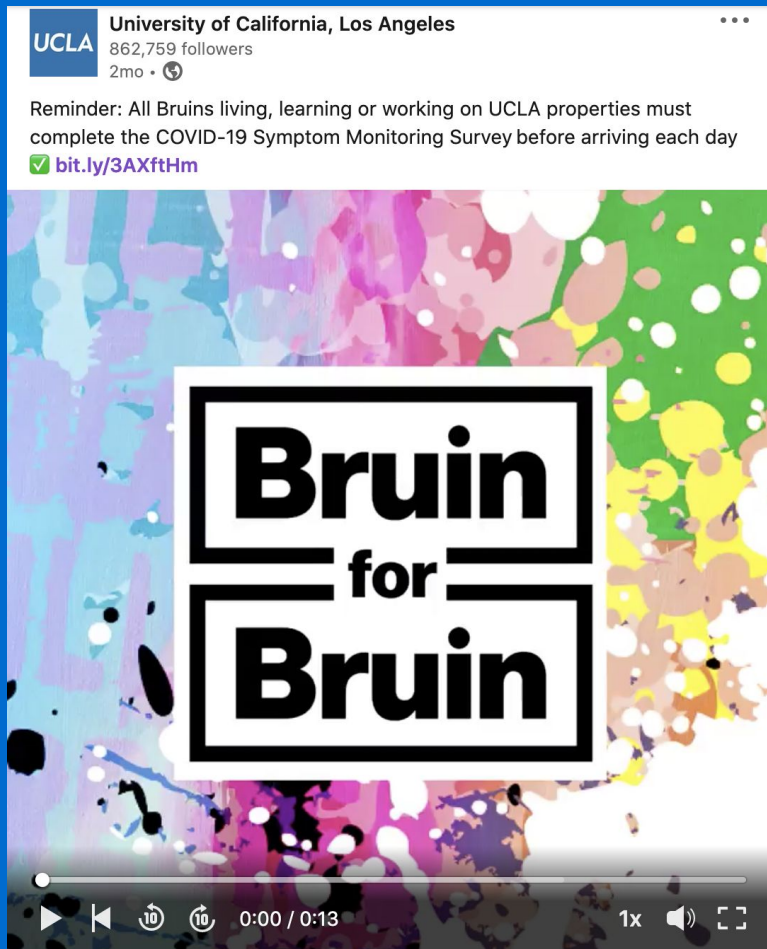
Example on LinkedIn

COVID-19 Instagram Stories highlight

TikTok posts/links:

UCLA Nurse Encourages Students to take the Symptom Monitoring Survey

COVID Test Vending Machines on Campus

Schedule your on-campus COVID test in less than 2 minutes

ucla ✓ UCLA · 2021-10-15
Why is the symptom monitoring survey so important? #ucla #college #collegelife #covid19
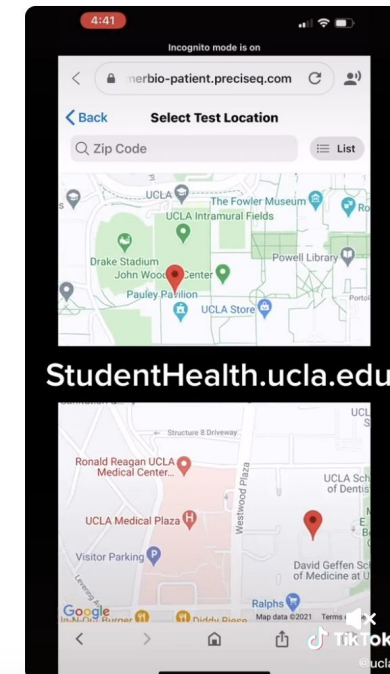♫ original sound - UCLA

289
7
2

ucla ✓ UCLA · 2021-9-24
Vending machine tests, using technology developed at UCLA
♫ original sound - UCLA

2815
33
120

ucla ✓ UCLA · 2021-4-6
Schedule your on-campus COVID test in less than 2 minutes. Let's keep each other safe, Bruins. #tiktokuniversity #covidtest #ucla
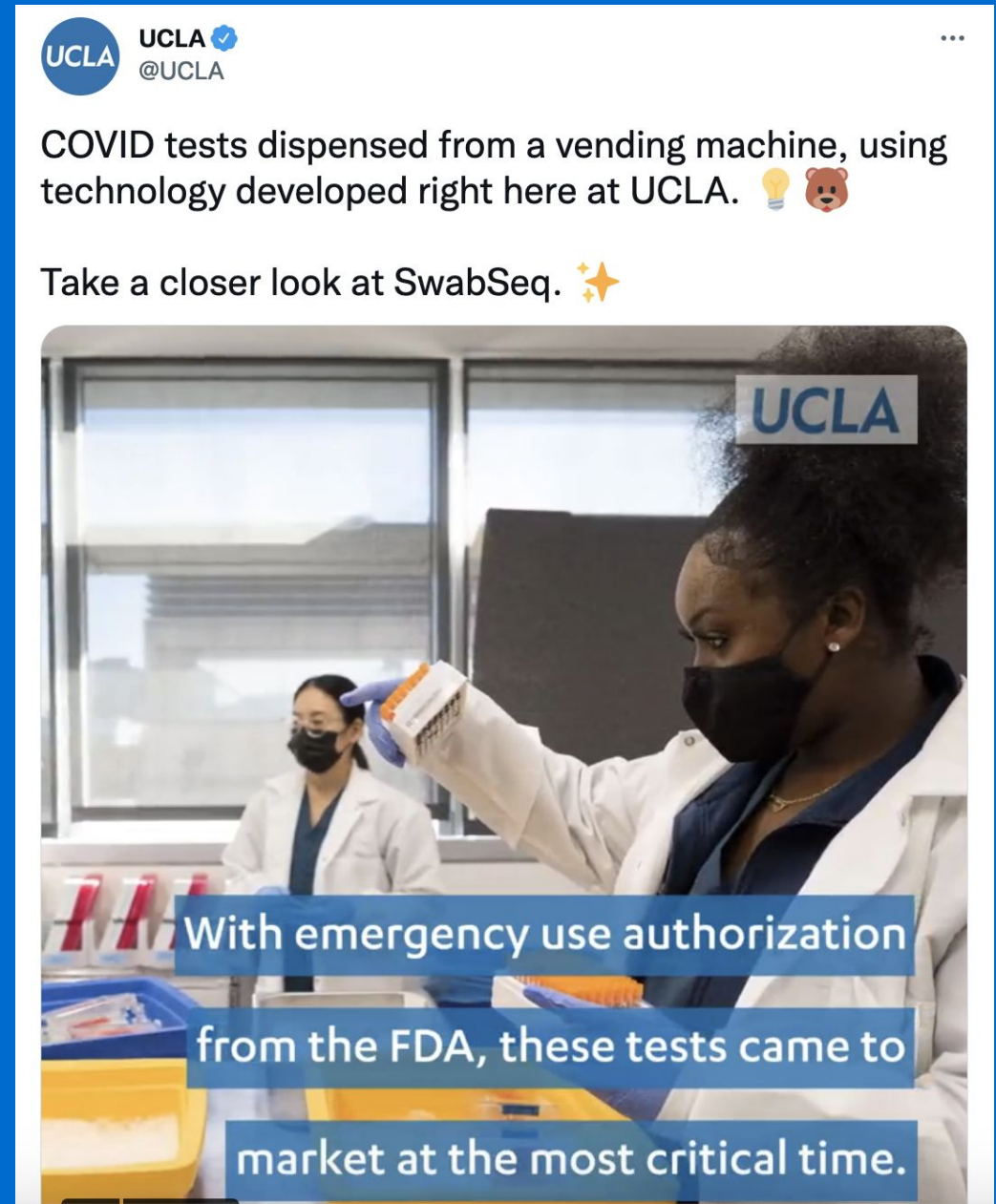♫ Lazy Sunday - Official Sound Studio

592
18
5

UCLA

January 31, 2022

Social Media Videos (links):

SwabSeq Technology Developed at UCLA

Robin the AI Robot

A Final Hug With Mi Amour

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Welcome, Robin the AI robot!

In response to the COVID-19 pandemic, @UCLAMCH has launched an interactive robot named Robin to support the emotional needs of kids.
newsroom.ucla.edu/releases/welco…

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@UCLA
...

COVID tests dispensed from a vending machine, using technology developed right here at UCLA. 💡🐻

Take a closer look at SwabSeq. ✨

With emergency use authorization from the FDA, these tests came to market at the most critical time.
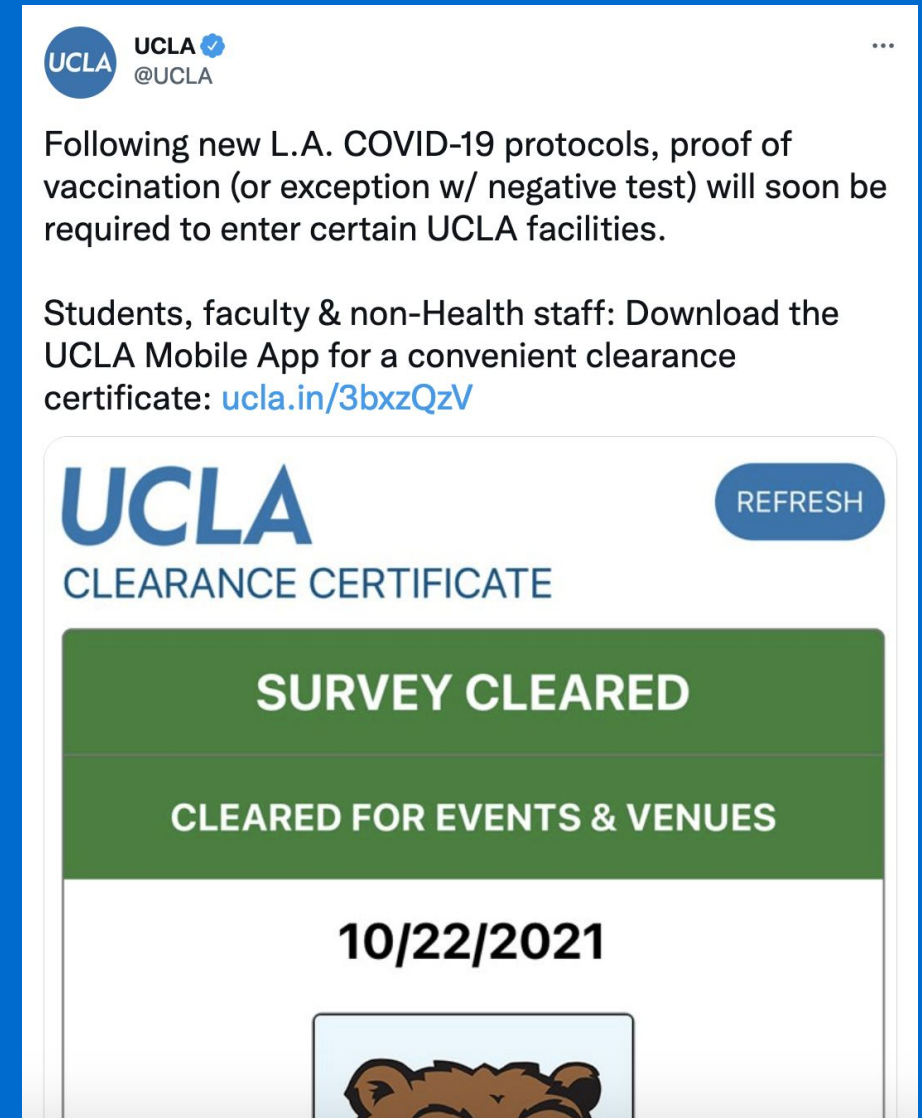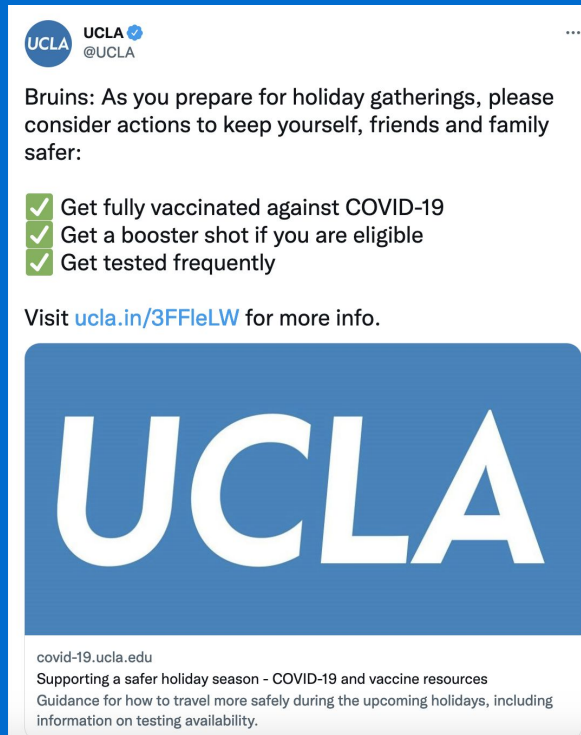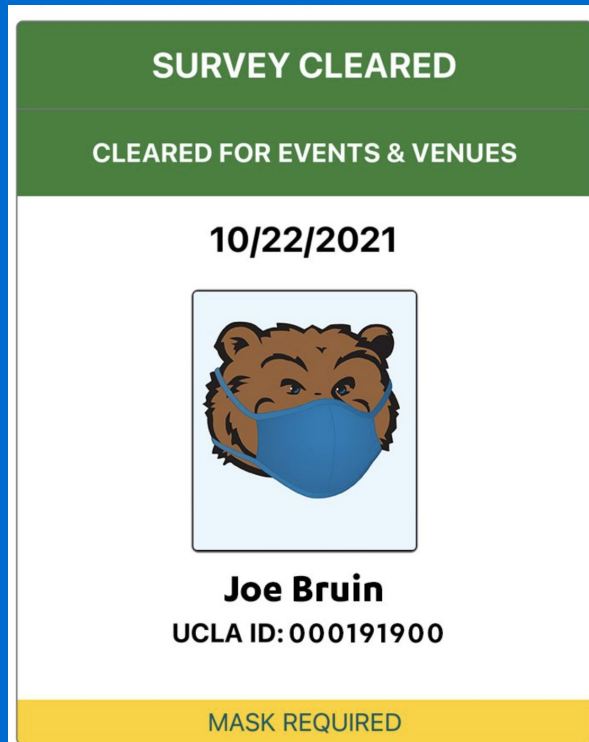
Retro Creative Promoting Vaccines

Upgraded Masking Requirements and COVID-19 Protocols – Jan 13, 2022

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Let's get back to campus, Bruins!

A reminder to students, faculty and staff: Upload your vaccination info by September 9 to return in-person in the fall. Visit ucla.in/3ALnEWO for more information.

IT'S GOOD TO BE BACK

BRUINS
UCLA

5:28 PM · Aug 24, 2021 · Sprout Social

View Tweet activity

Promote

25 Retweets   2 Quote Tweets   151 Likes

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Bruins: As of today, Jan. 13, upgraded masking requirements and shortened COVID-19 isolation and quarantine options are in effect for UCLA. More details: ucla.in/3zXl94k

MASK UP, BRUINS!
Students, staff and faculty are now required to wear **upgraded** masks in all areas where masking is required on UCLA property.

Medical-grade/Surgical ✓   N95 ✓   KN95 ✓

8:47 AM · Jan 13, 2022 · Twitter Web App

View Tweet activity

Promote

31 Retweets   3 Quote Tweets   113 Likes

Upgraded Masking Requirements and COVID-19 Protocols – Jan 13, 2022
COVID-19 Instagram Stories highlight

MASK UP, BRUINS!

Students, staff and faculty are now required to wear **upgraded** masks in all areas where masking is required on UCLA property.

KNOW YOUR UPGRADED MASKS:

Medical-grade/Surgical ✔

N95 ✔

KN95 ✔

UPGRADED MASKS WILL BE PROVIDED TO ALL STUDENTS, FACULTY AND STAFF.

STUDENTS:
Upgraded masks for students will be available free of charge soon at various campus locations including (but not limited to) the John Wooden Center, Student Activities Center and ASUCLA locations.

FACULTY AND STAFF:
Departments are required to provide these upgraded masks to all faculty and staff working on site.

More details:

STUDENTS:

Upgraded masks will be available free of charge starting Jan. 19 at various campus locations, including the John Wooden Center, Student Activities Center and ASUCLA locations. Upgraded masks are available now at Housing front desks for residential students.

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Joining Mayor of L.A.'s COVID-19 Memorial with Support from UCLA

Royce Hall Lighting Coverage

Mascot Engagement
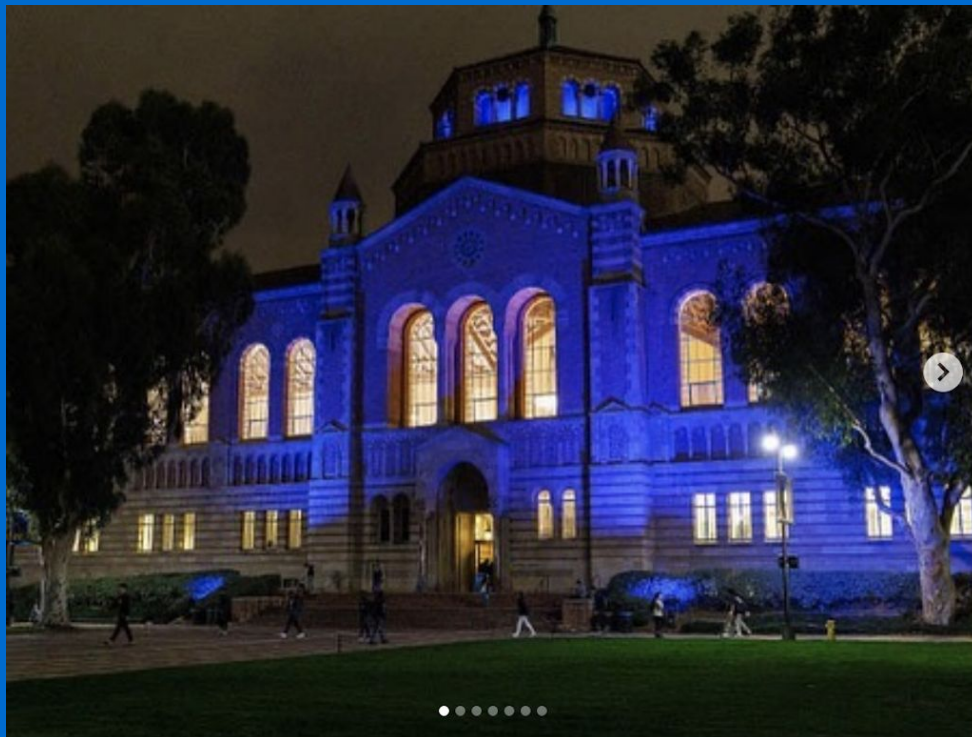
ucla ✓ • Follow

ucla ✓ Powell Library and Royce Hall glow blue tonight in remembrance of those we lost due to the pandemic.

Royce and Powell join City Hall, the Central Library, LAX, the Griffith Observatory, Santa Monica Pier and other L.A. landmarks as part of @mayorofla's #StrengthandLoveLA memorial. 💙

7w

13,428 likes

NOVEMBER 19, 2021

Log in to like or comment.

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💙🐻🐻💛 #StrengthandLoveLA

0:03 1.5K views

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News of Vaccine Science Advances   ## Variant FAQs   ## Three Wishes COVID-19 Memorial Art

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UCLA scientists have identified a potential path to a vaccine with a more robust, enduring immune response.

newsroom.ucla.edu
A longer-lasting COVID vaccine? UCLA study points the way
Research brief: Adding a protein called viral polymerase to vaccines could potentially create a more robust, enduring immune response, scientists say.

7:00 AM · Dec 12, 2021 · True Anthem

View Tweet activity   Promote

58 Retweets   **6** Quote Tweets   **209** Likes

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🤔 How is the omicron variant different than delta?

🤔 Do our current vaccines protect against it?

✅ @UCLAHealth's Shangxin Yang shares what everyone needs to know.

SARS-CoV-2 Coronavirus Variant B.1.1.529
OMICRON

newsroom.ucla.edu
Understanding omicron, the new COVID-19 variant
UCLA Health pathologist Shangxin Yang shares what scientists know thus far and what the public needs to know to try to prevent infection.

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After Jess Margarito died from COVID-19, his family received an unexpected gift: A portrait of him reimagined as an Aztec eagle warrior.

The painting arrived "at the depth of our grief, helping us start to recover."

Story about an alumna who led the Vaccine Team at Pfizer

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Bruin Carly Daniels, who leads the Pfizer scientists developing vaccines for pneumonia and the coronavirus, always remembers that patients are waiting.

newsroom.ucla.edu
How a COVID-19 Vaccine Arrived Quickly and Without Compromise
Bruin Carly Daniels, who leads the Pfizer scientists developing vaccines for pneumonia and the coronavirus, always remembers that patients are waiting.

8:00 PM · Nov 11, 2021 · True Anthem

Thank You