BACKGROUND INFORMATION

OBJECTIVES AND BULLET POINTS

• Social media coverage of Åbo Akademi in social media during September 2014 and February 2015?

• Bullet points

ÅBO AKADEMI

• Social media volume and conversation spikes
• Sentiment analysis and topics
• Top social media channels
• Top posters on Twitter and blog
• Own and earned media
• Themes cloud and themes

UNIVERSITY COMPARISON

• Social media share of voice

SOCIAL MEDIA:

• 300M+ sources globally
• blogs, forums, Facebook, Twitter & Youtube

SEARCH WORDS:

• Åbo Akademi

TIME RANGE:

1.9.2014 – 28.2.2015
• Åbo Akademi gained a lot of social media visibility during September and February. Compared to other Finnish universities, ÅA was more visible than the universities of Vaasa and Lapland.

• There were nearly 2000 hits and more than 4,5 million impressions.

• ÅA’s social media image is very positive.

• Biggest conversation spikes were due to the two major researchs regarding the gender differences and obligatory Swedish language taught in Finnish schools.

• ÅA attended actively to the discussion in all relevant social media channels. It created 29 per cent of all Twitter content and 15 per cent of all Facebook content.

• Twitter was the most importatnt social media channel in terms of the number of hits, but blog was the most remarkable channel in terms of impressions (reached people).
- There were 1948 hits in social media during September and February.
- September: gender differences research and new semester happenings.
- October: new principal Mikko Hupa and the interview of architect Benito Casagrande on Youtube regarding the future of universities.
- November: energy technical study subject moves to Vaasa.
- December: language study and the role of Swedish language in Finland, the new leadership of the university as well as TedxTurku event. In addition, students arose the topic of future's free education in Finland.
- January: role of Swedish language and Science’s Days in Helsinki
- February: role of Swedish language, new study lines as well as Kimmo Grönlund saving a man's life in a swimming hall.
Most of the social media visibility was positive or neutral.

Many news articles were shared and discussed in social media. For example new study mode was good news for many. [http://bit.ly/1FA4dPW](http://bit.ly/1FA4dPW)

Net Tonality Score of 20 per cent is very good. (Net Tonality Score): the percentage of unfavorable coverage is subtracted from the percentage of Favorable coverage.)

There was some more negative conversation on anonym discussion forums regarding to the question about the role of Swedish language in Finland. [http://bit.ly/1O4Ptwz](http://bit.ly/1O4Ptwz)
There were nearly 2000 social media hits and over 4,5 million impressions.

In terms of hits, most important social media channel was Twitter.

However, in terms of impressions, most important channel was blog.

Facebook’s share was roughly a quarter.

Most popular discussion forum was Suomi24.

Impression: how many saw a mention about ÅA in social media?

**HITS:**
- Blog: 15%
- Twitter: 43%
- Facebook: 26%
- Forums: 14%
- Youtube: 2%

**IMPRESSIONS:**
- Blog: 41%
- Twitter: 17%
- Facebook: 29%
- Forums: 12%
- Youtube: 1%

**HITS: 1948**

**IMPRESSIONS: 4 533 743**
@aboakademi generated conversation by attending with 165 tweets.

Most of the top tweeters were students, student associations as well as regional medias.

Top bloggers most often wrote about their master's thesis or researches. http://bit.ly/1BwGLx6
OWN AND EARNED MEDIA

FACEBOOK
HITS: 520
earned 85 %
own 15 %

TWITTER
HITS: 851
earned 71 %
own 29 %

- Amount of own media was twice as big on Twitter than on Fb.
- @aboakademi created 29 per cent of the Twitter content and 15 per cent of the Fb content.
- Own media: how much visibility ÅA generated by tweets, retweets and Facebook posts?
- Earned media: how much visibility was created by others by tweets, retweets and Facebook posts?
Akademi Åbo
There was a lot of conversation concerning the study about the obligatory Swedish language taught in Finnish schools.

Conversation went on from December until February.

AA’s study about the popularity of obligatory Swedish led to a larger conversation about the role of Swedish language.

Politicians and political parties attended the discussion.

Noisiest bilingualism opponents were Perussuomalaiset (for example Timo Soini, Jussi Niinistö and Reijo Tossavainen) [http://bit.ly/1Btb3k9 and http://bit.ly/1CqXqZK]
The most visible study was the one led by Jan Antfolk surveying the gender differences of women and men. [http://bit.ly/1DwsJSX](http://bit.ly/1DwsJSX)

The research made big headlines and led to many blog posts.

In addition, there were mentions about the elections survey and the treatment for cuts.
• The most visible members of the personnel were new principal Mikko Hupa, vice principal Christina Nygren-Landgärdsll and chancellor Ulrika Wolf-Knuts.

• Kimmo Grönlund and Jan Antfolk gained a lot of mentions due to their researches.
ÅBO AKADEMI 9/2014 – 2/2015

UNIVERSITY COMPARISON

ÅA was the 7th most visible university in terms of social media visibility.

Most visible of all was the University of Helsinki with the share of 36 %.

Next most visible was Aalto university with the share of 29 %.

Universities of Lapland and Vaasa got mentioned less than ÅA.