Content Update

Joel Curran
Vice Chancellor
Communications and Public Affairs

Presentation to Board of Trustees
March 26, 2014
OWNED MEDIA
UNC Constituents

Corporate web site, campaign microsite, blog, brand community, Facebook fan page, mobile, etc.

EARNED MEDIA
Carolina Community

Word of mouth, Facebook comments, Twitter (@mentions, @replies), Vine, Blogs, forums, review sites

PAID MEDIA
The Public

Traditional advertising – Print, television, radio, display, direct mail, paid search, retail/channel
How big is Carolina?

Just how big is Carolina anyway?

You asked, so we'll tell you.

UNC isn't that big.

We like to think of it this way:

Big enough to feel inspired.
Small enough to feel like home.

Most classes at UNC have 40 students or less.
# Building the Millions

The University of North Carolina at Chapel Hill will soon become one of only 21 university libraries in North America to hold more than 7 million volumes.

<table>
<thead>
<tr>
<th>1-millionth volume</th>
<th>2-millionth volume</th>
<th>3-millionth volume</th>
<th>4-millionth volume</th>
<th>5-millionth volume</th>
<th>6-millionth volume</th>
<th>7-millionth volume</th>
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- **First book of poems**, published 1573 by Juan Latino

- **Poems** by John Keats

- **Poems** by William Butler Yeats
  - First edition (1895). Part of a collection of 1,200 items.

- **Several Poems** by Anne Bradstreet

- **300 volumes printed by the Estienne family of scholar-printers**

- **Book of Hawking, Hunting and Heraldry** by Dame Juliana Berners

- **Confessio Amantis** by John Gower

Graphic by Melanie Busbee, UNC News Services
OWNED MEDIA
UNC Constituents
Building better batteries

In studying a material that prevents marine life from sticking to the bottom of ships, researchers led by UNC-Chapel Hill chemist Joseph DeSimone have identified a surprising replacement for the only inherently flammable component of today’s lithium-ion batteries: the electrolyte.

The work, published in the Feb. 10 issue of the Proceedings of the National Academy of Sciences, paves the way for developing a new generation lithium-ion battery that...

Antidote can deactivate new form of heparin

Low-molecular-weight heparin is commonly used in surgeries to prevent dangerous blood clots. But when patients experience the other extreme — uncontrolled bleeding — in response to low-molecular-weight heparin, there is no antidote.

Now researchers at the University of North Carolina at Chapel Hill and Rensselaer Polytechnic Institute have created a synthetic form of low-molecular-weight heparin that can be reversed if things go wrong and would be safer for patients with poor kidney function.
National Print Media
January to March 17, 2014
336 stories
After the Protests
March 20, 2014

Budding Liberal Protest Movements Begin to Take Root in South
March 19, 2014

Billionaires With Big Ideas Are Privatizing American Science
March 15, 2014

A Concussion Monitor to Measure Hard Knocks
March 11, 2014

Mental Illness Risk Higher for Children of Older Fathers, Study Finds
February 27, 2014

New F.D.A. Nutrition Labels Would Make ‘Serving Sizes’ Reflect Actual Servings
February 27, 2014

Obesity Rate for Young Children Plummets 43% in a Decade
February 26, 2014

Some Bot to Watch Over Me
February 20, 2014
Fast food isn’t making our kids fat.
It’s the rest of their diet.
January 17, 2014

Toxin shows promise in killing off lurking HIV
January 10, 2014

Senate hearing to press for quicker commodity bank curbs
January 15, 2014

Screen pregnant women for gestational diabetes: panel
January 14, 2014
At 50, landmark libel case relevant in digital age
March 8, 2014

SAT to drop essay requirement and return to top score of 1600 in redesign of admission test
March 6, 2014

How our partisan loyalties are driving polarization
January 28, 2014

Dozens of colleges pledge to expand efforts to help students in financial need
January 17, 2014
Top 10 Best Value Colleges in 2014
January 28, 2014

The Law of Finders-Keepers and What Happens When You Find Buried Treasure
February 27, 2014
Gut Bacteria May Play Role in Crohn’s Disease
March 13, 2014

Best Graduate Schools – 2015 Edition
March 11, 2014

Report: 1 in 10 Community College Transfers Lose Nearly All Course Credits
March 19, 2014

Lower Obesity Rates Due to Better Diets, Not Economy: Study
January 30, 2014

Minority Patients Less Likely to Stick With Heart Attack Meds: Study
January 24, 2014

Most Crash Victims Don’t Plan to Sue: Study
January 30, 2014
Sugar vs. Artificial Sweeteners
January 16, 2014

Migrating Birds Use Precise Flight Formations to Maximize Energy Efficiency
January 16, 2014

3 Clever New Ways to Store Solar Energy
January 21, 2014
Google Glass: Coming Soon To A Campaign Trail Near You
March 17, 2014

New Report Shows Too Few Are Opting For Life-Saving HPV Vaccine
March 13, 2014

Shirley Temple Black Dies At 85
February 12, 2014

Colleges Guide Low-Income Students From Getting In To Graduating
January 16, 2014

Gates Memoir Tests Civilian-Military Rules of Engagement
January 11, 2014
Wall Street Fights to Keep Young, Restless Analysts
NBC News
February 20, 2014

Which public, private colleges offer the best value?
The Today Show (NBC)
January 28, 2014
Expert: Tsarnaev may avoid execution because of age
January 31, 2014

FDA Proposes New Food Labels
CNN (The News Room)
February 27, 2014
UNC.edu Site Visits
January 1 – March 17
UNC.edu Site Access
January 1 – March 17

- 2.61 million visits
- 934,960 unique visitors
- 5.35 million pageviews
- 3:38 minute average visit duration

Diagram:
- Direct visits from user devices: 36%
- Search engine referrals: 34%
- Links on other University sites: 23%
- Links on .com/.net sites: 4%
- Facebook: .5%
- Twitter: 1.5%
- LinkedIn: .5%
UNC.edu Site Access
January 1 – March 17

Percentage of Mobile Visits – by OS
- iOS: 80%
- Android: 20%
- Windows Phone: 0%

Percentage of Visits - by Browser
- Firefox: 27%
- Safari: 26%
- IE: 25%
- Chrome: 22%

UNC.edu Views - by Social Platform
- Facebook: 6%
- Twitter: 2%
- LinkedIn: 4%
- YouTube: 1%

Percentage of Visits on Mobile Devices - by Device
- Apple iPhone: 92%
- Apple iPad: 6%
- Samsung GT-19300 Galaxy S III & IV: 2%
- Unidentified: 1%
- Apple iPod: 2%
What is it that binds us to this place as to no other?

It is not the well or the bell or the stone walls.

Or the crisp October nights
or the memory of dogwoods blooming...

...No, our love for this place is based on the fact that it is, as it was meant be, the

University of the people.

-Charles Kuralt
Class of 1955