

UNIVERSITY OF TORONTO COMMUNICATIONS

U ogether2020

DAVID ESTOK, VICE-PRESIDENT



BOUNDLESS

PRINCIPLES

- Open and transparent communications – plain language is key
- Commitment to regular, sustained communications across multiple platforms
- Coordination and sequencing of all key announcements
- If we don't have the answer yet, we say so and give a deadline
- Creation of new products to engage audiences moving forward

THREE THEMES

- UofT and the work it was doing on COVID-19 research
- UofT and the “mobilization” of UofT resources to help community and country battle COVID-19
- UofT is a caring and resilient community

INCREASED DEMAND FOR OUR CONTENT

UofT News page views (year over year):

- March 2020: Pageviews increased by 71%
- April 2020: Pageviews increased by 102%

Breaking News Experts (year over year)

- March/April 2020: increased by 694%

CREATION OF EXPANDED DIGITAL ENGAGEMENT TOOLS

UTC Created several new digital products:

- **COVID-19 website** – launched March 13, 2020 – 425,404 pageviews
- **What's Next podcast w/ Vivek Goel** – [first episode](#) posted on March 30, 2020; more than 1.65M views over 20 episodes, 2.8M impressions
- **The New Normal podcast with Maydianne Andrade** – [first episode](#) posted on April 19, 2020; more than 223k views over 6 episodes and preview, 374k impressions
- **3 Qs at the U with Science Sam** – YouTube series with Dr. Samantha Yammine (UofT alumna), [first episode](#) posted on May 4, 2020; more than 529k views across 5 episodes and preview, 1M impressions
- **Biology in your Backyard** – YouTube series with UTM Professor Marc Johnson & his children; [first episode](#) posted on April 6, 2020; 26 videos, about 6,000 total views



Home / News / Backyard biology: UTM professor takes home-schooling outside, launches



UTM's Marc Johnson and his family spent three months living on the Gaspagoré Island and traveling while conducting research together. Photos supplied by Marc Johnson

Backyard biology: UTM professor takes home-schooling outside, launches Youtube series with his children

Wednesday, April 8, 2020 - 1:59pm
 Laurie Wallace-Lynch
 news.utm@utoronto.ca

U of T Mississauga Biology Associate Professor Marc Johnson says adults and children can learn many things about nature by exploring their own backyards while staying safe during the current COVID-19 crisis.



To our hospital partners and the many U of T researchers, clinicians, students and alumni working to address the unprecedented global COVID-19 crisis...

THANK YOU

Amid this difficult but necessary disruption to our daily lives, you are accelerating the search for diagnostics, treatments and vaccines, scaling up the production of critical materials and equipment, modelling the spread of the virus, advising the public through our federal, provincial and municipal governments, and offering life-saving care in our health-care institutions.

Your efforts offer us hope as Canada and the world strive to mitigate the impact of this virus and bring this pandemic to an end. From all of us in the University of Toronto community, thank you for all you do.

To learn more about how the U of T community is working every day to address the COVID-19 crisis, visit utoronto.ca/news



U ogether2020



BOUNDLESS |

CREATION OF EXPANDED DIGITAL ENGAGEMENT TOOLS

- **UTogether** – COVID-19 e-newsletter; Five editions published since April 16, 2020, Average Open Rate: 42.58%, Average Click-Through Rate: 8.92%
- **UTM Connects** – weekly e-newsletter for faculty & staff; first issue distributed on April 3; Faculty – Opens: 58%, Clicks: 11.4%, Staff – Opens: 48.4%, Clicks: 11.6%
- **UTSC Daily Update** – daily staff/faculty e-newsletter; Average Open Rate: 55%
- **Thank You initiative** – [Advertisement](#) thanking UofT hospital partners, researchers, clinicians, students & alumni appeared in the Globe & Mail and the Toronto Star on April 4, 2020 then again in the Toronto Star on April 11, 2020. Over 22,000 clicks to the U of T News story from paid social media, 1.6 million impressions and a high engagement rate of 10%.
- **“This is U of T” video by President Gertler** – posted on May 9, 2020; 627k views, 1.39M impressions, 34k+ likes/reactions on Facebook



UTogether2020

Looking ahead to September 2020

A message from U of T President Meric Gertler

May 19, 2020

To members of the University of Toronto community:

I hope that you and your families are in good health and spirits in these extraordinary and challenging times.

I am writing with an update on the University's emerging plans for the Fall 2020 semester. Much still remains uncertain. While Ontario has begun a staged approach to reopening the province, it is difficult to predict which stage we will be in when September arrives. Indeed, with the University of Toronto spread across different parts of the Greater Toronto Area, each of our three campuses may experience unique conditions, requiring distinctive responses. Local context will matter.

Nevertheless, I am acutely aware of our community's need to plan for the fall, just as I am conscious of the many different concerns and priorities we must balance in making those plans. Accordingly, our planning has focused on three guiding principles: promoting health and safety, advancing academic excellence, and meeting the needs of our community – our students, faculty, librarians, and staff.



Information about Fall 2020 at U of T

- [U of T roadmap](#)
- [Latest updates](#)
- [Frequently asked questions](#)
- [Quick links](#)

The 2020-21 academic year will be different at the University of Toronto. Our community of students, faculty and staff will learn, teach, research and work in new ways. But what won't change is our shared commitment to creating rich, inclusive environments for learning, and to pursuing research that unlocks solutions to global challenges, while protecting the health and safety of every member of our community.

Read the full [roadmap for the University of Toronto](#) here.

Latest updates

Looking ahead to September 2020: A letter from President Gertler

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[Read more on the President's website](#)

Sign up for updates

Sign up to receive important updates from the University of Toronto via email.

Email Address *

Last Name

First Name

Relationship to the University

[Read our privacy policy](#)

[SIGN UP](#)

Frequently asked questions

Have questions? Please refer to our detailed FAQ section for more information.

[VIEW FAQS](#)

Quick links

U of T resources

- Information for Students
- Academic Continuity Plan
- Research Labs FAQ
- Human Resources & Equity
- Library Services and Operations
- Mental Health and COVID-19
- Admissions and COVID-19
- Resources for Academic Administrators
- Business Continuity Plan
- Volunteer Opportunities
- Resources for researchers, faculty, industry and clinicians

Health resources

- Ontario Ministry of Health
- Toronto Public Health
- Peel Public Health
- Public Health Ontario
- Public Health Agency of Canada
- World Health Organization

Travel resources

- Global Affairs Canada
- Immigration, Refugees and Citizenship Canada
- Government of Canada Travel Advice (COVID-19)



UTOGETHER2020: MOVING TOWARDS THE FALL

- Move from reactive crisis communications to more proactive, strategic communications
- Build and implement an integrated rollout across the University
- Develop a research-based content strategy that makes our community feel safe and prioritizes a first-rate educational experience
- Tone: Our Caring Community
- Create content on different channels for specific audiences with key objectives in mind
- Innovation Lab: creating new products, working with Student Life, Student Recruitment, Divisions, Federated Colleges.

COMMUNICATIONS FRAMEWORK FOR UTOGETHER2020

- Safety
- Academic excellence
- Student Experience – Building on our caring, connected and resilient community

These key messages should be developed and refined, and the language should be used consistently across all communications

PHASES FOR COMMUNICATION FOCUS

- May - July – recruitment and retention
- August- September “Welcome Class of 2024”
- September – January – “Life at UofT” ”staying connected”

THANK YOU

