PURPOSE
Responsible for building, enhancing, and protecting U of M Family Medicine and Community Health’s image and reputation through marketing and communications.

RESPONSIBILITIES
» Develop and implement marketing and communications strategies and guidelines.
» Ensure messaging is clear, concise, compelling, and consistent across channels.
» Adhere to department and U of M branding standards and guidelines.
» Report on effectiveness of marketing, and identify strategies for improvement.

SERVICES
Provide management, strategy, and analysis and/or serve as point-of-contact for the following:
» Writing and editing
» Design and layout
» Print materials
» Social and interactive media
» Web and digital signage
» Video and new media
» Events (with a community relations focus)
» Media and public relations
» Photography
» Stationery

TEAM
Nkauj Vang
Communications Specialist
nsvang@umn.edu
612-625-4123
Web management / E-newsletter / Photography / Video / Strategy

Kristen Carlyon
Communications Associate
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612-625-3851
Design / Social media / Digital signage / Outreach / Strategy

AWARDS/HONORS
» 2013, U of M Communicators Forum Green Award, Residency Recruitment Materials.
WEBSITE

2015 Highlights: familymedicine.umn.edu

- Number of visits: 81,279
- Number of visitors: 51,774 (62.5% new)
- Number of page views: 290,164
- Average number of page views/visit: 3.57
- Average duration of visit: 3:19 minutes
- Launched on new platform: September 2014

The average web user stays on a web page for less than one minute, according to the Nielson Norman Group. Our users are staying on our web pages for more than three times that long.

TWITTER

2015 Highlights: twitter.com/UMNFamilyMed

- New followers: 423 (of 1,122 total followers)
- Number of profile visits: 6,233
- Number of tweet impressions: 132,123
- Top influencers: #FMMidwest, #STFM15, #MAFP15, #AAFPNC for Jul-Aug
- Launched page: March 2012

FACEBOOK

2015 Highlights:

- New likes: 114 (of 771 total likes)
- Reach: 8 posts with 1k+, 2 at 1.9k
- Engagement: 8 posts with 1k+ clicks, 2 with 2k+
- Top referrals: Our website, Google
- Launched page: Winter 2009

According to Visible Measures, the average YouTube viewer = 20% leave videos at 10 seconds, 33% at 30 seconds, 44% at 60 seconds. Our viewers are watching our videos longer.

YOUTUBE

2015 Highlights:
youtube.com/UMNFamilyMedicine

- New videos posted: 1 in late October
- Number of video views (across all 28 videos): 18,150
- Average percent of videos viewed: 1:77 min/63%
- Launched channel: August 2009

BLOGGER

2015 Highlights:

- New blog posts: 9
- Average views per posts: 230
- Average impressions per post on Twitter: 304
- Launched blog: January 2014

E-NEWS

2015 Highlights

- Number of issues: 10
- Average views per publication: 191 times or 95% of intended audience
- Quality of content: 93% of survey respondents rated content good