

Do You Know UCLA? (DYKU)

A vertical-first, short-form micro-discovery series
by UCLA Alumni Affairs · Digital Experience Team



1.8M+

Organic Views

+336%

Avg Shares / Post

7

Season 1 Episodes

\$0

External Cost

Season 1: Aug 26 – Dec 2025 · CASE Circle of Excellence Submission

What Is DYKU?

FORMAT

30–45 second vertical-first short-form video series across Instagram, LinkedIn, TikTok and Facebook.

AUDIENCE

670,000+ living UCLA alumni—the series is designed to reach them where they scroll, not where we broadcast.

PRODUCTION

100% in-house. 2–3 person team. Zero external spend. Every episode produced start to finish internally.

PARENT BRAND

DYKU is the experimental short-form pillar of the Story Of franchise—UCLA's flagship storytelling initiative.

Season 1 at a Glance

All organic · Zero paid media

1.8M+

Combined
Organic Views

+336%

Avg Shares/Post
(H1 → H2)

9.94%

Peak Instagram
Engagement Rate

+293%

Avg Saves/Post
(H1 → H2)

611

DYKU ep avg
shares/post (IG)

262

DYKU ep avg
saves/post (IG)

73,011

DYKU ep avg
reach/post (IG)

216,206

Peak reach
(Hollywood ep.)

H1 = Jan-Jul 2025 (pre-DYKU baseline) · H2 = Aug-Dec 2025 (DYKU live) · ep avg = average across 7 published episodes

Season 1 Episode Index

7 episodes · 4 thematic territories · All organic Instagram Reels



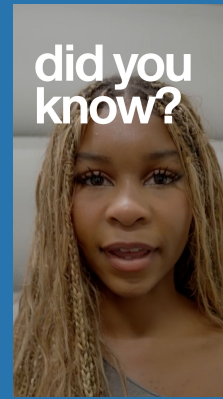
INNOVATION

Infodemiology & AI



RESEARCH & INNOVATION

Live Mascot Tradition



ALUMNI IMPACT

Sharon Chen '06 —
Peace Pods



CULTURE

UCLA as Hollywood's
Stand-In



CULTURE

Nobel Prize
Breakthroughs



CULTURE

Bruin Bear Birthday

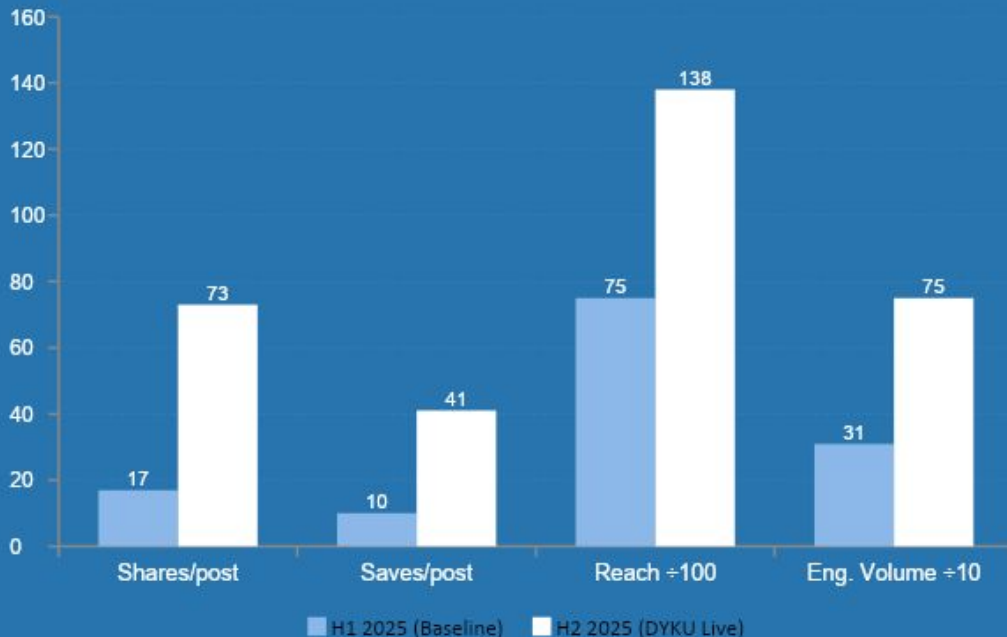
SEASON 2: Russell Stong · MLK 1965 UCLA Address · Underground Tunnels · Dining Halls · Nighttime Lighting · Baseball & Gymnastics

Objective-to-Outcome Mapping

7 of 7 met or exceeded

Objective	Target	Season 1 Result	Status
Increase Share Behavior (primary pride indicator)	2x over H1 (avg 17 shares/post)	H2 avg 73/post (+336%) DYKU ep avg 611 · Peak 3,117	EXCEEDED
Elevate Engagement Efficiency	Above-baseline engagement	Volume +145% H1→H2 Rate stable: 3.78% → 4.21%	MET
Expand Reach (non-follower exposure)	Expand beyond follower base	IG +84% · LI impressions +140% DYKU ep avg reach 73,011	EXCEEDED
Repeatable Content Pillar (zero cost)	Episodic series, zero external cost	7 eps, in-house, 2-3 person team	MET
Modernize Digital Presence	Vertical video across 4 channels	4-platform vertical live Aug 26, 2025	MET
Trigger Rediscovery & Nostalgia	Activate Bruin emotional connection	Hollywood, Bruin Bear, Mascot Tradition	MET
Extend Story Of Brand into short-form	Coherent brand extension	DYKU as formal Story Of pillar	MET

Instagram Results



+336%

Avg shares/post
(H1 → H2)

+293%

Avg saves/post
(H1 → H2)

9.94%

Peak IG engagement
rate

3,117

Shares on single
peak post

Engagement rate held stable (3.78% → 4.21%) while total volume scaled +145% — reach grew without diluting quality.

Cross-Platform Results

LinkedIn

+140% Impressions/post (H1 → H2)

+72% Clicks/post (H1 → H2)

14.5x H1 baseline at peak impressions

9.7x H1 baseline at peak clicks
(1,552)

TikTok

10–17%

Engagement Rate — Season 1 Episodes

vs. industry avg < 5% (Rival IQ 2024)
2–3x industry benchmark

Facebook

+89% Organic reach/post (H1 → H2)

+91% Views/post (H1 → H2)

+104% Engagement vol. (H1 → H2)

*Supporting distribution channel.
Strongest performance: IG + LinkedIn.*

Combined organic views across all 4 platforms, Season 1: 1.8M+

Season 2

What We Learned. What Comes Next.

Season 1 delivered a key insight: no single episode can serve a community of 670,000. Season 2 broadens narrative territory while deepening institutional ties.

- Russell Stong — engineering scholarship (debt-free 2030 goal)
- MLK 1965 UCLA Address
- Underground campus tunnels
- Nighttime lighting design · Dining halls
- Campus cleaning staff · Baseball & gymnastics



Institutional Impact

What DYKU proved

Zero-cost proof of concept

A 2–3 person team produced 1.8M+ organic views with no external spend — demonstrating strategic clarity outperforms budget.

Story Of brand extended

DYKU validated that the Story Of framework scales into short-form formats without losing narrative authority or institutional integrity.

Cross-campus collaboration

Season 2 required active partnership across Alumni Affairs, Samueli Engineering, and Athletics — elevating DYKU beyond a social campaign.

Mission-aligned storytelling

The Russell Stong episode directly supports UCLA's 2030 debt-free education goal, connecting alumni philanthropy to institutional strategy.