Google and Direct traffic consistently drive the majority of traffic to the homepage. In August 2016, Google and Direct traffic accounted for 90% of all pageviews on the homepage.
The homepage is the most visited page within virginia.edu, which accounts for 54% of all pageviews in August. Second to the homepage, the most visited page is the Schools’ Landing Page.
Average monthly pageviews on UVA Today continues to increase year over year. Average monthly pageviews in 2016 (YTD) are nearly three times the number of average monthly pageviews in 2015.

**Average Monthly Pageviews**

- **2014:** 143,876 pageviews
- **2015:** 186,549 pageviews
- **2016:** 546,199 pageviews

_SOURCE: Google Analytics_
Social media continues to drive the most traffic to UVA Today, accounting for 77% of all traffic in fiscal year 2017 (to date).
In August 2016, University Communications published and promoted 67 stories in the Daily Report.

<table>
<thead>
<tr>
<th>STORY TITLE</th>
<th>BYLINE</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. AT OPENING CONVOCATION, NEW STUDENTS ACCEPT RESPONSIBILITIES OF HONOR</td>
<td>Kaylyn Christopher; Sanjay Suchak; Dan Addison</td>
<td>8,636</td>
</tr>
<tr>
<td>2. 10 THINGS FOR NEW AND RETURNING STUDENTS TO KNOW ABOUT MOVE-IN WEEKEND</td>
<td>Kaylyn Christopher</td>
<td>8,501</td>
</tr>
<tr>
<td>3. ORANGE, BLUE ... AND GOLD?</td>
<td>Dan Heuchert</td>
<td>7,967</td>
</tr>
<tr>
<td>4. U.S. NEWS RANKS UVA NO. 1 HOSPITAL IN VIRGINIA, HONORS 8 SPECIALTIES</td>
<td>Eric Swensen</td>
<td>7,880</td>
</tr>
<tr>
<td>5. MUSLIM UVA ALUM EULOGIZED AT DNC AS EXAMPLE OF PATRIOTISM</td>
<td>Jane Kelly</td>
<td>6,487</td>
</tr>
<tr>
<td>6. ARCHAEOLOGISTS UNEARTH EARLY ELEMENTS OF THE MEWS</td>
<td>Matt Kelly</td>
<td>5,776</td>
</tr>
<tr>
<td>7. CLASS OF 2020'S FIRST DAY FEATURES FIRST-CLASS ACCESS INSIDE RENOVATED ROTUNDA</td>
<td>Matt Kelly</td>
<td>5,097</td>
</tr>
<tr>
<td>8. SILVER AND GOLD: CAVALIER WOMEN BRING HOME TWO MORE MEDALS</td>
<td></td>
<td>4,872</td>
</tr>
<tr>
<td>9. SOMETHING NEW IS BREWING IN CHARLOTTESVILLE</td>
<td>Caroline Newman</td>
<td>4,672</td>
</tr>
<tr>
<td>10. SUPERCENTERS MAY BE SUPERSIZING AMERICANS</td>
<td>Katie McNally</td>
<td>3,770</td>
</tr>
<tr>
<td>11. 2020 VISION: A LOOK INSIDE UVA'S NEWEST CLASS</td>
<td>Katie McNally</td>
<td>3,713</td>
</tr>
<tr>
<td>12. UNINTENDED CONSEQUENCES: HOW 'BAN THE BOX' BACKFIRE FOR MINORITY JOB-SEEKERS</td>
<td>Katie McNally</td>
<td>3,544</td>
</tr>
<tr>
<td>13. AGGRESSIVE CANCER'S AGGRESSIVENESS COULD BE ITS ACHILLES' HEEL, UVA RESEARCHERS FIND</td>
<td>Josh Barney</td>
<td>3,308</td>
</tr>
<tr>
<td>14. UVA COMPUTER SCIENTISTS WIN $1 MILLION IN NATIONAL CYBERSECURITY CHALLENGE</td>
<td>Elizabeth Thiel Mather</td>
<td>3,304</td>
</tr>
<tr>
<td>15. UVA'S LEAH SMITH SWIMS TO A BRONZE MEDAL AT 80 OLYMPICS</td>
<td></td>
<td>3,243</td>
</tr>
<tr>
<td>16. DOES MARRIAGE AFFECT DRINKING? A NEW STUDY PROVIDES INSIGHTS</td>
<td>Fariss Samarrai</td>
<td>3,010</td>
</tr>
<tr>
<td>17. UVA STUDENT GOES INSIDE THE 2016 OLYMPICS WITH NBC</td>
<td>Katie McNally</td>
<td>2,998</td>
</tr>
<tr>
<td>18. THE COMPELLING CASE FOR UVA’S STRATEGIC INVESTMENT FUND</td>
<td>William H. Goodwin Jr.</td>
<td>2,884</td>
</tr>
<tr>
<td>19. SABATO DISCUSSES 25 YEARS OF POLITICAL ‘FEEDING FRENZIES’</td>
<td>Katie McNally</td>
<td>2,871</td>
</tr>
<tr>
<td>20. SYMBOLIC CHANGES MARK NEW ERA AT SCOTT STADIUM</td>
<td>Jeff White</td>
<td>2,871</td>
</tr>
</tbody>
</table>

**SOURCES:** Google Analytics, Apple News
Follower size on social media continues to increase steadily across all platforms.

**SOCIAL MEDIA FOLLOWERS**

% CHANGE SINCE 2015

- Snapchat: +131%
- Instagram: +86%
- Twitter: +25%
- Facebook: +25%

*Snapchat followers are estimated by dividing average starting views by 66%, the percentage of users who check Snapchat on a regular basis. This calculation roughly accounts for followers who did not see the post because they were not logged in to Snapchat at the time of the post.*
MOST ENGAGING POSTS

**FACEBOOK**

University of Virginia added 23 new photos to the album: UVA Move-In 2016 — with Annie Kane at University of Virginia.

The Class of 2020 began arriving on Grounds today. Take a look.

*14% ENGAGEMENT RATE*
- 476 LIKES
- 30 COMMENTS
- 6 SHARES
- 29,614 PHOTO VIEWS

**INSTAGRAM**

The University of Virginia.

*12% ENGAGEMENT RATE*
- 5,401 LIKES
- 21 COMMENTS

**TWITTER**

Tonight: live acapella at Rotunda Sings! #UVA

*8% ENGAGEMENT RATE*
- 77 LIKES
- 0 COMMENTS (“REPLIES”)
- 19 SHARES (“RETWEETS”)
- 11 URL CLICKS
VIDEO CONSUMPTION
In the fourth quarter of FY 2016, University Communications earned **nearly 400,000 views** for the 8 videos produced.

<table>
<thead>
<tr>
<th>VIDEO TITLE</th>
<th>PRODUCER</th>
<th>TOTAL VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Year in Review: 2015-2016</td>
<td>Erik Duda</td>
<td>131,621</td>
</tr>
<tr>
<td>2. Final Exercises Highlights</td>
<td>Mitch Powers</td>
<td>92,023</td>
</tr>
<tr>
<td>3. Women’s Rugby</td>
<td>Mitch Powers</td>
<td>89,134</td>
</tr>
<tr>
<td>4. Sandy Williams Profile</td>
<td>Mitch Powers</td>
<td>50,368</td>
</tr>
<tr>
<td>5. The Big Event</td>
<td>Erik Duda</td>
<td>16,070</td>
</tr>
<tr>
<td>6. Ken Kong Profile</td>
<td>Erik Duda</td>
<td>8,905</td>
</tr>
<tr>
<td>7. Teacher’s in the Movement</td>
<td>Sanjay Suchak</td>
<td>7,903</td>
</tr>
<tr>
<td>8. Student Start-Ups Entrepreneurs</td>
<td>Mitch Powers</td>
<td>2,088</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>398,112</strong></td>
</tr>
</tbody>
</table>
Total media sentiment by tone:

Positive/neutral media mentions consistently exceed negative media mentions.

*Total media sentiment is measured by Cision as a total impact score. This score is based on a tone assignment (positive, negative, neutral) to media mentions and assigns a weight to each mention based on its level of influence. Unlike a count of mentions, Cision’s total impact score applies a tier multiplier to each mention based on the size and quality of the media outlet that mentioned our keyword (“University of Virginia”).

Source: Cision media monitoring service.
In fiscal year 2016, positive/neutral mentions represented 65% of all media sentiment. To date, media sentiment is more positive/neutral in fiscal year 2017 than it was in fiscal year 2016.

**BREAKDOWN OF MEDIA SENTIMENT**

- **FY 2016**
  - Positive/Neutral: 65%
  - Negative: 35%

- **FY 2017**
  - Positive/Neutral: 74%
  - Negative: 26%

*Total media sentiment is measured by Cision as a total impact score. This score is based on a tone assignment (positive, negative, neutral) to media mentions and assigns a weight to each mention based on its level of influence. Unlike a count of mentions, Cision’s total impact score applies a tier multiplier to each mention based on the size and quality of the media outlet that mentioned our keyword (“University of Virginia”). Mentions in larger, more prestigious outlets (“Tier 1”) are weighted more heavily than smaller, less prestigious outlets (“Tier 3”) when calculating the total impact score.

Source: Cision media monitoring service.
HIGHLIGHTS OF NATIONAL COVERAGE IN AUGUST 2016

The University of Virginia is frequently cited in national media. The following represents a selection of national media coverage from August 2016.

How Khizr and Ghazala Khan, parents of a soldier killed in Iraq, came to challenge Donald J. Trump and reshape a presidential campaign. 
**New York Times / Aug 5**
Leroux called University Communications seeking guidance before he spoke to the NYT reporter, who was on his way to Charlottesville. We agreed it would be appropriate that he show the reporter the various items around Grounds named in Khan’s honor. There are several images of those places in this piece.

“The Army R.O.T.C. program became a part of their restoration. Tim Leroux, who was the commander from 2009 to 2012 and retired a lieutenant colonel, saw them as the “mom and pop of the department.” It became one of their rocks. They attended all its formal events. At the annual commissioning ceremony, Mr. Khan always spoke [...] Then there would be an award presented, the Khan award, that went to that year’s outstanding scholar-soldier.”

Moving the Earth’s Prime Meridian
**Space.com / Aug. 5**
Tourists who want to take photographs at the prime meridian often stand at the Royal Observatory in Greenwich, England. But improved technology reveals that the actual site of the imaginary north-south line that cuts the Earth in half at zero degrees longitude lies 334 feet (102 meters) east of the historical marker. “Most people stand on the stripe and have their picture taken, with the sundial in the background,” said Ken Seidelmann, an astronomer at the University of Virginia. “If they stood there with their GPS receiver, it wasn’t zero degrees.”

Real Fact: University of Virginia Team Wins Snapple Advertising Competition
**WVTF / (Virginia) August 5**
While the University of Virginia was celebrating victories on the baseball field, a small team of students was cleaning up in another contest - beating more than 150 other schools with a campaign to sell Snapple.

Study: Teacher-Student Racial Gap Matters - Even in Pre-K
**Education Writers Association / August 12**
Young Latinos who are not proficient in English are more likely to develop higher early literacy skills when their teachers are also Latino, according to a University of Virginia study released this week examining the teacher-student racial gap in pre-K.

Ban on criminal history question for US job seekers reveals deeper issue: racism
**The Guardian / Aug. 13**
Professors Jennifer Doleac of the University of Virginia and Benjamin Hansen of the University of Oregon, suggested in a paper earlier this month that by removing data about the criminal histories of job applicants, employers were more likely to make assumptions about these people’s backgrounds. That in turn, the authors suggested, could lead to a reduction in the hiring of young black and Hispanic men because of racial bias by prospective employers.

Drinking alone - singles booze more than married and cohabitating couples
**New York Daily News / Aug. 15**
Single people knock back more alcohol more frequently than married and cohabitating couples, according to a new study. Previous reports have suggested that married adults liquor up less than single or divorced ones, but researchers at the University of Virginia wanted to determine what role genetics play in this lonely hearts drinking club.

University of Virginia Scholar Works to Preserve the History of the House of Slaves
**The Journal of Blacks in Higher Education / (nationwide) August 16**
Louis Nelson, a professor of architectural history at the University of Virginia, who has participated in several restoration projects relating to the slave trade, is a member of the international team working on the House of Slaves project. “It is an incredibly important historic site, especially for the Sengalese schoolchildren as they are grappling with the historical implications of slavery in Senegal and the legacy of the Middle Passage.”

New tool helps citizens reduce nitrogen load on Chesapeake Bay
**UPI / Aug. 30**
Scientists have developed a new tool to help citizens do their part to reduce the amount of nitrogen flowing into the Chesapeake Bay. “Food production, particularly of meat products, is responsible for more nitrogen emissions than any other sector,” James Galloway, an environmental economist at Virginia, said in a news release. “The typical U.S. citizen consumes roughly 30 percent more protein than he or she needs.” The nitrogen footprint calculator developed by Galloway and his colleagues suggests significant nitrogen reductions could be had if everyone living in the Chesapeake watershed consumed only the recommended amount of meat.
FOIA TRACKING
As of August 31, University Communications received 56 FOIA requests and processed and closed 52 FOIA requests in fiscal year 2017.