Google and Direct traffic consistently drive the majority of traffic to the homepage. In November 2016, Google and Direct traffic accounted for 92% of all pageviews on the homepage.
TOP PAGES VISITED

The homepage is the most visited page within virginia.edu, which accounts for 56% of all pageviews in November. Second to the homepage, the most visited page is Start Here, which accounts for 3% of all pageviews.
Average monthly pageviews on UVA Today continues to increase year over year. Average monthly pageviews in FY 2017 (YTD) are nearly twice what they were in FY16.

*Average pageviews excludes views of UVA Today content off-site on platforms such as Facebook Instant Articles and Apple News.

SOURCE: Google Analytics
In FY17 to date, social media has driven the most traffic to the UVA Today site, accounting for 54% of all site sessions.

**UVA TODAY TRAFFIC**

- FY17 YTD:
  - Social Media: 54%
  - Daily Report: 10%
  - Organic: 8%
  - Direct: 8%
  - UVA Homepage: 2%
  - Other: 17%

- NOV 2016:
  - Social Media: 33%
  - Daily Report: 24%
  - Organic: 23%
  - Direct: 7%
  - UVA Homepage: 4%
  - Other: 4%

**SOURCE:** Google Analytics
In November 2016, University Communications published and promoted 68 stories.

<table>
<thead>
<tr>
<th>STORY TITLE</th>
<th>BYLINE</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. TAKE A LOOK AT TODAY’S VERSION OF 9 ICONIC UVA IMAGES</td>
<td>Rob Seal, Sanjay Suchak, Dan Addison</td>
<td>14,019</td>
</tr>
<tr>
<td>2. TWO UVA FOURTH YEARS NET RHODES SCHOLARSHIPS</td>
<td>Matt Kelly</td>
<td>12,300</td>
</tr>
<tr>
<td>3. LARRY SABATO: ‘MEA CULPA’ AND PERSPECTIVE ON TRUMP’S SURPRISE VICTORY</td>
<td>Katie McNally</td>
<td>11,948</td>
</tr>
<tr>
<td>4. HOW UVA SHAPED GEORGIA O’KEEFE</td>
<td>Caroline Newman</td>
<td>8,742</td>
</tr>
<tr>
<td>5. AFTER LOSING LEG IN FOOTBALL INJURY, JACOB RAINNEY FINDS NEW OPPORTUNITY AT UVA</td>
<td>Kaylyn Christopher</td>
<td>7,841</td>
</tr>
<tr>
<td>6. TRIO AWARDED MARSHALL SCHOLARSHIPS</td>
<td>Matt Kelly</td>
<td>7,767</td>
</tr>
<tr>
<td>7. NEW COURSE CONNECTS STUDENTS WITH AUTISTIC ‘TRIBE’</td>
<td>Jane Kelly</td>
<td>6,242</td>
</tr>
<tr>
<td>8. UVA LAW GRAD, ‘MAKING A MURDERER’ LAWYER TALKS LATEST DEVELOPMENTS</td>
<td>Jane Kelly</td>
<td>5,886</td>
</tr>
<tr>
<td>9. VIRGINIA FILM FESTIVAL OPENS THURSDAY AS STARS GATHER IN CHARLOTTESVILLE</td>
<td>Caroline Newman</td>
<td>4,509</td>
</tr>
<tr>
<td>10. WHAT HAPPENS WHEN YOU HAND STUDENTS THE KEYS TO UVA’S SNAPSHOT ACCOUNT?</td>
<td>Kelly Kauffman</td>
<td>4,015</td>
</tr>
<tr>
<td>11. AN AERIAL TOUR OF GROUNDS; ACADEMICAL VILLAGE STILL REPRESENTS JEFFERSON’S VISION</td>
<td>Matt Kelly</td>
<td>3,534</td>
</tr>
<tr>
<td>12. EXPERTS WEIGHT IN ON KEY ISSUES FACING NATION AFTER TRUMP WIN</td>
<td></td>
<td>2,972</td>
</tr>
<tr>
<td>13. LIGHTING OF THE LAWN 2016: AN EVENING OF LIGHTS, MUSIC, DANCE AND INCLUSIVITY</td>
<td>Kaylyn Christopher</td>
<td>2,907</td>
</tr>
<tr>
<td>14. WHEN DO CHILDREN SHOW MORALITY?</td>
<td>Jane Kelly</td>
<td>2,747</td>
</tr>
<tr>
<td>15. SO YOU THINK YOU WANT TO BE A WRITER? FOUR AUTHORS OFFER ADVICE</td>
<td>Anne Bromley</td>
<td>2,698</td>
</tr>
<tr>
<td>16. DARDEN ALUMNA NAMED AMONG PEOPLE’S ‘25 WOMEN CHANGING THE WORLD’</td>
<td>Caroline Newman</td>
<td>2,694</td>
</tr>
<tr>
<td>17. SURVEY SHOWS UVA MILLENNIAL ALUMNI A CUT ABOVE IN JOB PROSPECTS, WELL-BEING</td>
<td>Caroline Newman</td>
<td>2,613</td>
</tr>
<tr>
<td>18. 5 TRANSFORMATIVE IDEAS AT UVA (ENDLESS PURSUITS)</td>
<td>Kaylyn Christopher</td>
<td>2,576</td>
</tr>
<tr>
<td>19. GOLD STAR FATHER OF MUSLIM UVA ALUM TALKS INCLUSION, TOLERANCE AT PUBLIC FORUM IN OLD CABELL HALL</td>
<td>Jane Kelly</td>
<td>2,574</td>
</tr>
<tr>
<td>20. TRICK-OR-TREATING ON THE LAWN DELIVERS A HAPPY COMMUNITY HALLOWEEN</td>
<td>Katie McNally</td>
<td>2,562</td>
</tr>
</tbody>
</table>

Sources: Google Analytics, Facebook Insights, Apple News
SOCIAL MEDIA
As of November 2016, UVA has nearly 284,000 followers on social media. Follower size on social media continues to increase steadily across all platforms.

* 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 posted 4 new photos — with Nick Elizarraraz Luna and 2 others.

The finalists for the UVA Photo Contest are in! The image with the most combined likes from Facebook and Instagram by Nov. 4 at 12 p.m. wins. Check the UVAAMPhotoContest tag on Instagram to see more images, and please to everyone who submitted.

11% ENGAGEMENT RATE
44 LIKES
971 COMMENTS
50 SHARES
3,600 PHOTO VIEWS

**INSTAGRAM**

9% ENGAGEMENT RATE
243 LIKES
50 SHARES (“RETWEETS”)

**TWITTER**

Happy Thanksgiving, UVA!

11% ENGAGEMENT RATE
5,537 LIKES
17 COMMENTS

9% ENGAGEMENT RATE
243 LIKES
50 SHARES (“RETWEETS”)
MOST STARTING VIEWS

SNAPCHAT
1 SNAP, 25 ELEMENTS
73,200 IMPRESSIONS, 39 SCREENSHOTS

My name is Anna Carey. I am a first year studying chemistry and today is my Snapchat take over 😊

So right now I am braving the rain to get some Einstein bro's at Rice Hall 😂

Bagels and my homegirl whose name is also Anna 😊

Follow me on insta and snapchat, annaforcarey and/or you can email me at afc39@virginia.edu
VIDEO CONSUMPTION
In the first quarter of 2017, UVA earned more than 515,000 views for the 10 videos produced.

<table>
<thead>
<tr>
<th>VIDEO TITLE</th>
<th>PRODUCER</th>
<th>TOTAL VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Rotunda</td>
<td>Erik; Vinny</td>
<td>119,204</td>
</tr>
<tr>
<td>2. The Rotunda in 360°</td>
<td>Erik; Vinny</td>
<td>105,469</td>
</tr>
<tr>
<td>3. UVA Move-In</td>
<td>Erik; Vinny</td>
<td>91,874</td>
</tr>
<tr>
<td>4. Endless Pursuit 2.0</td>
<td>Erik; Vinny</td>
<td>64,306</td>
</tr>
<tr>
<td>5. Plight of the Bumblebees</td>
<td>Mitch</td>
<td>38,048</td>
</tr>
<tr>
<td>6. A Race to Learn</td>
<td>Sanjay</td>
<td>31,532</td>
</tr>
<tr>
<td>7. UVA Orientation</td>
<td>Vinny</td>
<td>31,061</td>
</tr>
<tr>
<td>8. Dominica</td>
<td>Erik</td>
<td>15,887</td>
</tr>
<tr>
<td>9. Republican National Convention</td>
<td>Mitch</td>
<td>13,169</td>
</tr>
<tr>
<td>10. Commonwealth of Virginia Campaign</td>
<td>Vinny</td>
<td>5,373</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>515,923</td>
</tr>
</tbody>
</table>

The Rotunda video | 119,204 views
MEDIA SENTIMENT
In Fall 2016, negative media mentions exceeded positive/neutral mentions due to a surge in negative media coverage around the *Rolling Stone* defamation trial.

*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.
To date, media sentiment is more negative in fiscal year 2017 than it was in fiscal year 2016. This is due to a surge in negative mentions surrounding the *Rolling Stone* defamation trial in Fall 2016.

**BREAKDOWN OF MEDIA SENTIMENT**

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

**FY 2017**
- **Positive/Neutral**: 57%
- **Negative**: 43%

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

**Why Do Colleges Have So Much Art?**
*The Atlantic / November 1*

Campus art collections were meant to push conversations not only in art-history courses, but across disciplines and departments, too. And often, they still do—while filling a cultural gap in college towns. A recent exhibit at the University of Virginia’s Fralin Museum of Art titled Andy Warhol: Icons, for instance, showed, as the interim co-director Jordan Love described, numerous, epic Warhol silkscreens. “The Fralin is one of two fine-art museums in Charlottesville,” Love said. “We take pride in providing visitors with the opportunity to view works by world-renowned artists, without having to go to Richmond or D.C.” As a teaching tool, this show asked the university’s sociology, English, history, and media students: From medieval times to the age of Instagram, how do icons gain their status?

**This is where NAFTA hurts American workers the most**
*Yahoo Finance / November 1*

New research published in the “Review of Economics and Statistics” provides a picture of the workers and regions harmed and helped most by NAFTA. Economists John McLaren of the University of Virginia and Shushanik Hakobyan of Fordham University used Census data to estimate the effect of NAFTA on wages in every region of the United States. They also analyzed incomes for four different educational groups—high school dropouts, high-school grads, those with some college, and college grads—to determine which types of workers were hurt and harmed most.

**Could These College Inventors Tackle the Global Pesticide Problem?**
*Smithsonian / November 11*

Up on stage, Elizabeth Dougherty opened the folded paper, the foil seal flickering in the lights. “And the winner is,” she paused for dramatic effect, “from the University of Virginia....” This triumphant moment belonged to a team of undergraduates and their adviser, participating in the Collegiate Inventors Competition at the U.S. Patent and Trademark Office’s headquarters in Alexandria, Virginia. Dougherty, the USPTO’s director of inventor education, outreach and recognition, and others in attendance honored Ameer Shakeel and Payam Pourtaheri for their group’s revolutionary product AgroSpheres, created with a goal of eliminating the damaging side effects of pesticides worldwide.

**The University of Virginia Honors the Late Julian Bond With an Endowed Chair**
*Journal of Blacks in Higher Education / November 3*

The University of Virginia has announced that it is creating an endowed professorship to honor the late Julian Bond. Professor Bond, who was a civil rights pioneer and led the NAACP for 12 years, taught at the University of Virginia for 20 years.

**UVA student selected as Rhodes Scholar for 2017**
*Associated Press / November 20*

A college student from Arkansas is among 32 Americans selected as Rhodes Scholars and will pursue post-graduate studies at Oxford University in England. Little Rock resident Lauren C. Jackson is a senior at the University of Virginia where she is majoring in political and social thought.

**What’s Wrong With Literary Studies?**
*Chronicle of Higher Education / November 27*

The Danish National Research Foundation had awarded roughly $4.2 million to a literary-studies project led by an English professor at Virginia, Rita Felski. This money would help Felski assemble a team of scholars to investigate the social uses of literature. For Felski, the windfall validates a nearly decade-long push to change the way literature and other art forms are studied.

**News Organizations Rethink Usage of the Term ‘Alt-Right’**
*The New York Times / November 28*

“In the case of the alt-right, I think that the tendency has been to want to simply do away with the term and use the term ‘white nationalist,’ but I don’t think that captures the stew of hate,” said Nicole Hemmer, an assistant professor at the Miller Center at the University of Virginia, who studies conservatism and the media. Existing terms, including white nationalism, do not reflect the group’s distinct history, media tactics or myriad hostilities, including its “hard-core misogyny,” she said.
In the first quarter of fiscal year 2017, University Communications received 82 FOIA requests and processed and closed 80 FOIA requests.