Google and Direct traffic consistently drive the majority of traffic to the homepage. In January 2017, Google and Direct traffic accounted for 90% of all pageviews on the homepage.

**FY17 YTD**
- Google: 27%
- Direct: 63%
- Other: 10%

**JAN 2017**
- Google: 31%
- Direct: 59%
- Other: 10%

*Source: Google Analytics*
The homepage is the most visited page within virginia.edu, which accounted for 54% of all pageviews in January. 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. To date, average monthly pageviews in FY17 are up 56% compared to FY16.

*Average pageviews excludes views of UVA Today content off-site on platforms such as Facebook Instant Articles and Apple News.
In FY17 to date, social media has driven the most traffic to the UVA Today site, accounting for 51% of all site sessions.

**SOCIAL MEDIA**

FY17 YTD:
- SOCIAL MEDIA: 51%
- DAILY REPORT: 12%
- ORGANIC SEARCH: 10%
- DIRECT: 8%
- UVA HOMEPAGE: 3%
- ILLIMITABLE EMAIL: 1%
- OTHER: 15%

JAN 2017:
- SOCIAL MEDIA: 43%
- DAILY REPORT: 19%
- ORGANIC SEARCH: 17%
- DIRECT: 7%
- UVA HOMEPAGE: 4%
- ILLIMITABLE EMAIL: 2%
- OTHER: 7%

SOURCE: Google Analytics
In January 2017, University Communications published and promoted 69 stories.

<table>
<thead>
<tr>
<th>TOP STORIES</th>
<th>JANUARY 2017</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>STORY TITLE</th>
<th>BYLINE</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ELLEN DEGENERES HAD A BIG SURPRISE FOR UVA’S ‘TWO BLIND BROTHERS’</td>
<td>Caroline Newman</td>
<td>29,885</td>
</tr>
<tr>
<td>2. THESE FIVE UVA ALUMNae MADE FORBES’ PRESTIGIOUS ‘30 UNDER 30’ LISTS</td>
<td>Katie McNally</td>
<td>18,282</td>
</tr>
<tr>
<td>3. UVA PRESIDENT, PROVOST ADDRESS IMMIGRATION ISSUES</td>
<td></td>
<td>14,706</td>
</tr>
<tr>
<td>4. NEWEST ‘HOOS RIDING HIGH AFTER A RECORD NUMBER OF EARLY APPLICANTS</td>
<td>Katie McNally; Kelly Kauffman</td>
<td>11,985</td>
</tr>
<tr>
<td>5. BEFORE FRIDAY’S BIG PREMIERE, HEAR FROM ‘HIDDEN FIGURES’ AUTHOR, UVA ALUMNA</td>
<td>Caroline Newman</td>
<td>8,918</td>
</tr>
<tr>
<td>6. ALUMNUS RECALLS FIVE YEARS OF SPEECHWRITING IN OBAMA’S WHITE HOUSE</td>
<td>Katie McNally</td>
<td>7,397</td>
</tr>
<tr>
<td>7. UVA EXPANDS FINANCIAL AID PROGRAM FOR MIDDLE-INCOME VIRGINIANS, INCREASES IN-SATEENROLLMENT</td>
<td>McGregor McCance</td>
<td>7,174</td>
</tr>
<tr>
<td>8. STUDY IDENTIFIES A KEY TO PREVENTING DISRUPTIVE BEHAVIOR IN PRESCHOOL CLASSROOMS</td>
<td>Audrey Breen</td>
<td>6,076</td>
</tr>
<tr>
<td>9. UVA BOARD OF VISITORS TO BEGIN ORGANIZING PRESIDENTIAL SEARCH</td>
<td>Anthony de Bruyn</td>
<td>5,760</td>
</tr>
<tr>
<td>10. 7 THINGS TO KEEP IN MIND ABOUT THE U.S. ECONOMY IN 2017</td>
<td>Caroline Newman</td>
<td>4,891</td>
</tr>
<tr>
<td>11. 7 HAND-PICKED FICTION READS AND WHY THEY’RE IMPORTANT FOR BUSINESS LEADERS</td>
<td>Caroline Newman</td>
<td>4,873</td>
</tr>
<tr>
<td>12. DARDEN COUPLE CREATES STYLISH CLOTHING LINE YOU CAN SWEAT IN</td>
<td>Caroline Newman</td>
<td>4,705</td>
</tr>
<tr>
<td>13. POMP AND CIRCUMSTANCE: UVA HISTORIANS RECALL 6 UNUSUAL INAUGURATIONS</td>
<td>Katie McNally</td>
<td>4,555</td>
</tr>
<tr>
<td>14. UVA’S ECONOMIC IMPACT ON VIRGINIA: REVENUE, JOBS &amp; MORE</td>
<td></td>
<td>4,499</td>
</tr>
<tr>
<td>15. ‘HOOS UP FOR AN OSCAR? ‘HIDDEN FIGURES,’ ‘LIFE ANIMATED’ PUT UVA ON RED CARPET</td>
<td>Caroline Newman</td>
<td>4,357</td>
</tr>
<tr>
<td>16. AT UVA, FORMER POLICE CHIEF TIM LONGO PUTS EXPERIENCE TO WORK MAKING POLICE BETTER</td>
<td>Matt Kelly</td>
<td>4,184</td>
</tr>
<tr>
<td>17. HOOS NEXT: MEET SOME OF THE NEW FACULTY MEMBERS WHO WILL LEAD UVA’S THIRD CENTURY</td>
<td>Jane Kelly; Caroline Newman; Kaylyn Christopher</td>
<td>3,724</td>
</tr>
<tr>
<td>18. KIPPLINGER NAMES UVA AS NO. 2 ‘BEST VALUE’ AMONG PUBLIC UNIVERSITIES</td>
<td>Kaylyn Christopher</td>
<td>3,702</td>
</tr>
<tr>
<td>19. 5 THINGS YOU SHOULD KNOW ABOUT UVA’S HONOR SYSTEM</td>
<td>Kaylyn Christopher</td>
<td>3,667</td>
</tr>
<tr>
<td>20. ACCOLADES: UVA PROFESSOR’S WORK AMONG 2016’S TOP 10 ARCHAEOLOGY DISCOVERIES</td>
<td>Dan Heuchert</td>
<td>3,520</td>
</tr>
</tbody>
</table>

SOURCES: Google Analytics, Facebook Insights, Apple News
As of January 2017, UVA has nearly 290,000 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 added 10 new photos to the album: First Show of 2017 — with Golden Tilman.
January 8 at 8:37 pm
It was a snowy weekend on Grounds!

10% ENGAGEMENT RATE
972 LIKES
28 COMMENTS
50 SHARES
4,635 PHOTO VIEWS

INSTAGRAM
theuniversityofvirginia
University of Virginia
5,847 likes
theuniversityofvirginia Koop warm and stay safe! #GodWills #ElevateHere
mazarethniccuc: Awesome 😊
Jacarita: Love everything about this! #UVA
yasmineprincess: My school 💖
fernmyanwa: It’s so pretty
make_1013: depilo_13
thecrazyamam: I’m back
agbibe: #3 Reality in two years

12% ENGAGEMENT RATE
5,847 LIKES
18 COMMENTS

TWITTER
UVA @UVA
Congratulations to the four Hoos who made the @ForbesUnder30 lists! Wahoowa! ow.ly/m7Pn307H7ol

13% ENGAGEMENT RATE
64 LIKES
22 SHARES (“RETWEETS”)
VIDEO CONSUMPTION
Videos produced in Q2 earned nearly 895,000 views for the 9 videos produced.

<table>
<thead>
<tr>
<th>VIDEO TITLE</th>
<th>PRODUCER</th>
<th>TOTAL VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Holiday Video 2016</td>
<td>Erik</td>
<td>388,703</td>
</tr>
<tr>
<td>2. Trick or Treating on the Lawn 2016</td>
<td>Vinny</td>
<td>114,578</td>
</tr>
<tr>
<td>3. Lighting of the Lawn</td>
<td>Mitch</td>
<td>111,814</td>
</tr>
<tr>
<td>4. Welcome to UVA</td>
<td>Erik</td>
<td>91,985</td>
</tr>
<tr>
<td>5. Secret Societies</td>
<td>Mitch</td>
<td>86,304</td>
</tr>
<tr>
<td>6. The Story of Beta Bridge</td>
<td>Vinny</td>
<td>49,697</td>
</tr>
<tr>
<td>7. Peter Busigal</td>
<td>Mitch</td>
<td>31,237</td>
</tr>
<tr>
<td>8. Dean Harman</td>
<td>Vinny</td>
<td>17,161</td>
</tr>
<tr>
<td>9. UVA’s Affordability</td>
<td>Erik</td>
<td>3,111</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>894,590</strong></td>
</tr>
</tbody>
</table>

2016 HOLIDAY VIDEO

388,703 VIEWS
MEDIA SENTIMENT
In January 2017, negative media mentions were the second lowest they have been in the past year.

*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 both FY16 and FY17, positive/neutral mentions have exceeded negative 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”). 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 January 2017.

**Inspiring America: Two Blind Brothers Curing Blindness With Clothing**
**NBC News / (national) January 24**
Bradford and Bryan Manning are men of vision. The two brothers were diagnosed with an eye disease during childhood, Stargardt's, that has gradually caused them both to lose their vision. Rather than have it hold them back, it has become the essential fuel driving them forward.

**University of Virginia Study Seeks to Remedy False Witness ID in Criminal Cases**
**WCVE Public Radio (Richmond) / January 31**
Tens of thousands of people make eyewitness identifications in criminal cases each year, sometimes resulting in false convictions. But three University of Virginia researchers are about to begin a project to improve the outcomes. They have just received a $1.4 million dollar grant to help stop innocent people being convicted of crimes they didn’t commit. “Certainly, there can be miscarriages of justice, but it’s not intentional, it is because people’s memories are not perfect,” said Karen Kafadar, a principal investigator.

**Thomas Jefferson’s Rotunda Receives An A-Plus Renovation**
**Preservation Magazine / winter 2017**
Thomas Jefferson designed the University of Virginia’s Academical Village to fit his vision for learning as a lifelong and shared experience. Set around an expansive lawn, the village (now part of a UNESCO World Heritage Site) included classrooms, dining facilities, and housing. The centerpiece, though, was the dome-topped library. Known as the Rotunda, it was still under construction when Jefferson died in 1826.
“Our main goal was to respect the many layers of history in the building,” says Jody Lahendro, the university’s historic preservation architect.
At the end of the second quarter, University Communications received 147 FOIA requests and processed and closed 148 FOIA requests in fiscal year 2017.