



UNIVERSITY
of VIRGINIA

UNIVERSITY COMMUNICATIONS ANALYTICS

OCTOBER 2017

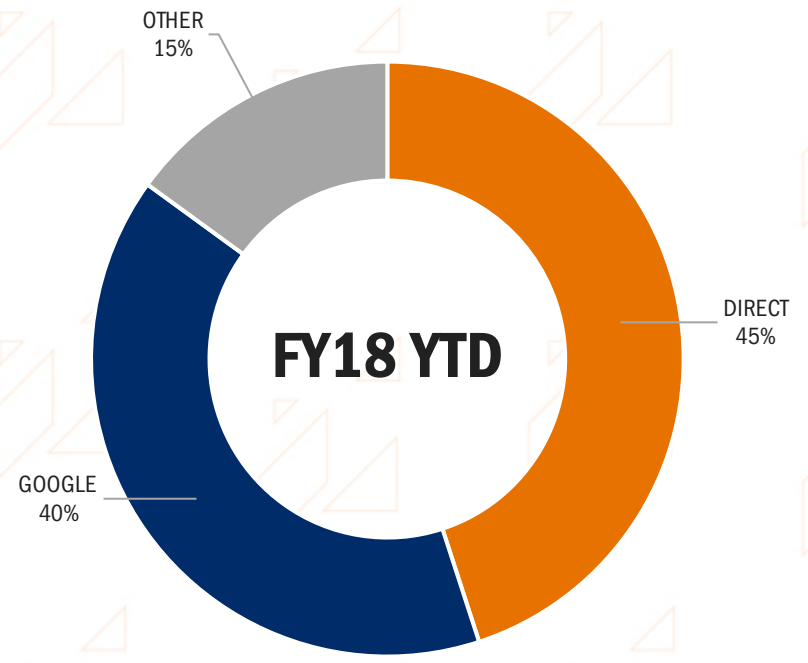
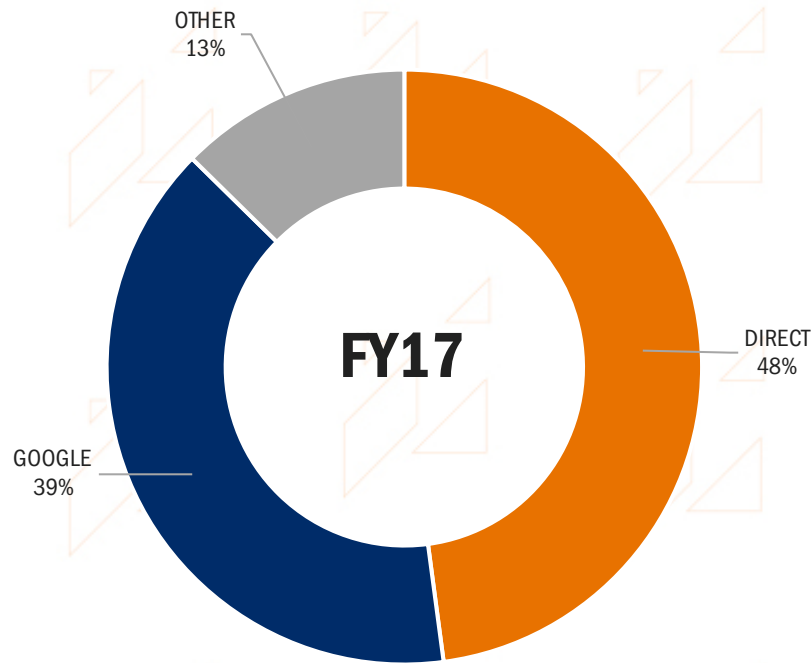




VIRGINIA.EDU

TOP TRAFFIC SOURCES

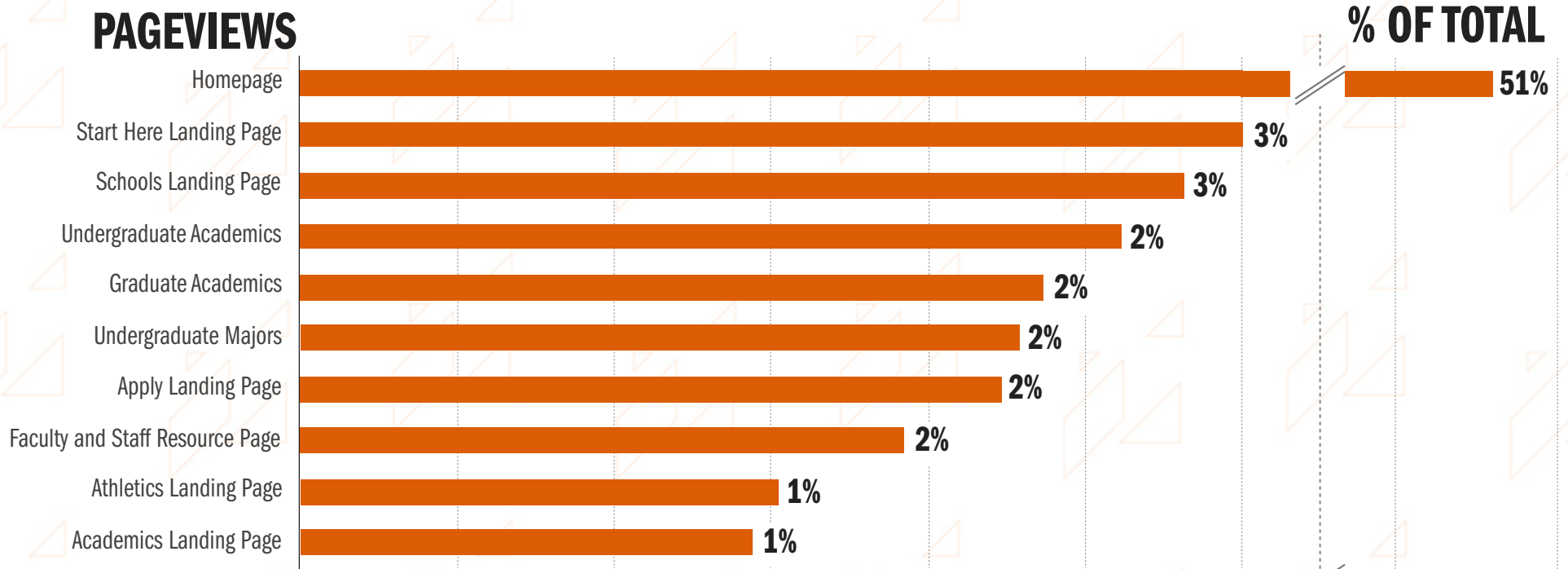
*Direct and Google traffic consistently drive the majority of traffic to virginia.edu.
In FY18 YTD, Google and Direct traffic accounted for 85% of all site pageviews.*



SOURCE: Google Analytics

TOP PAGES VISITED

The homepage is the most visited page within virginia.edu, which accounted for 51% of all pageviews in October.



SOURCE: Google Analytics



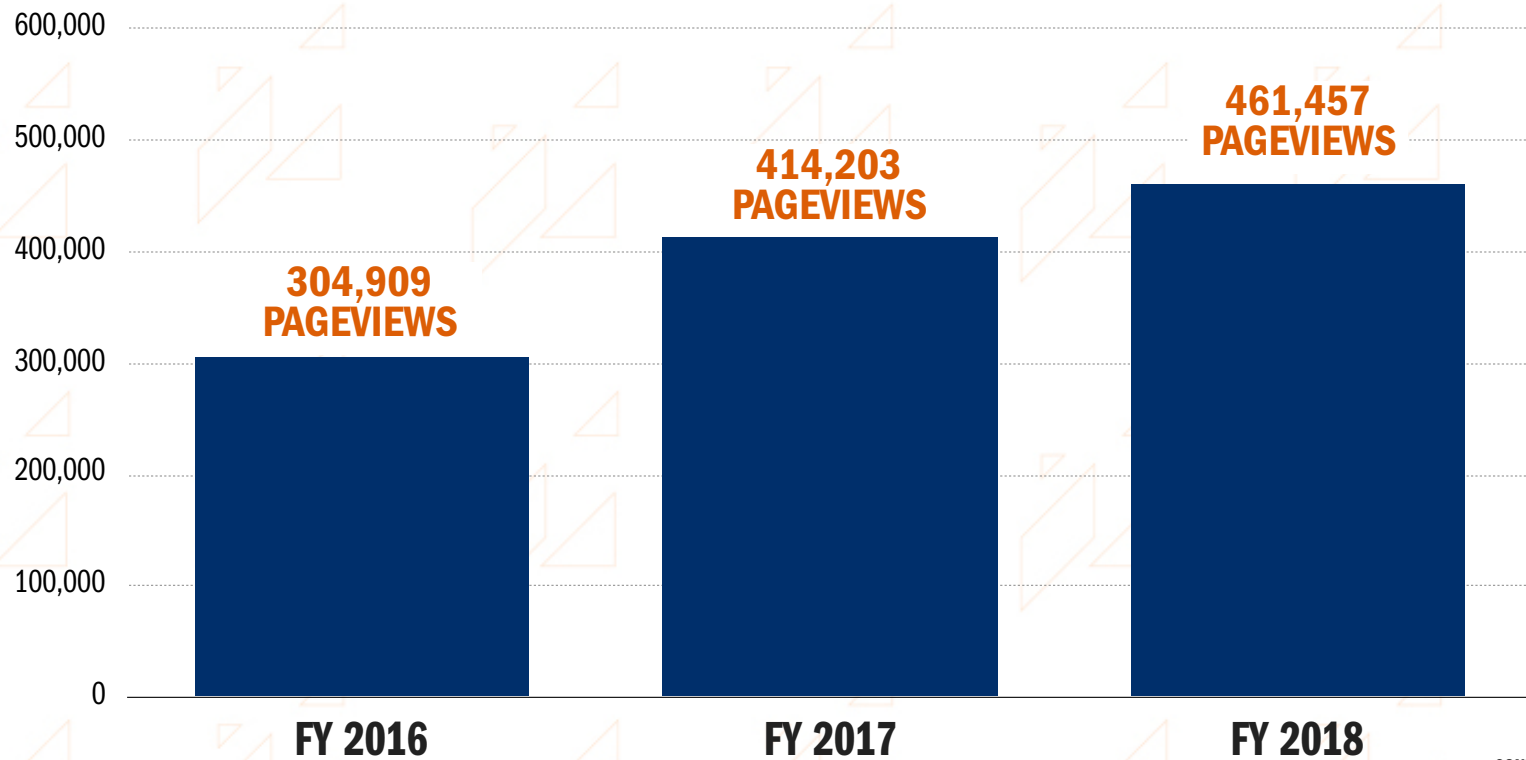
UVA TODAY



UVA TODAY SITE PERFORMANCE

Average monthly pageviews continue to increase year over year.

**AVERAGE
PAGEVIEWS
PER MONTH**

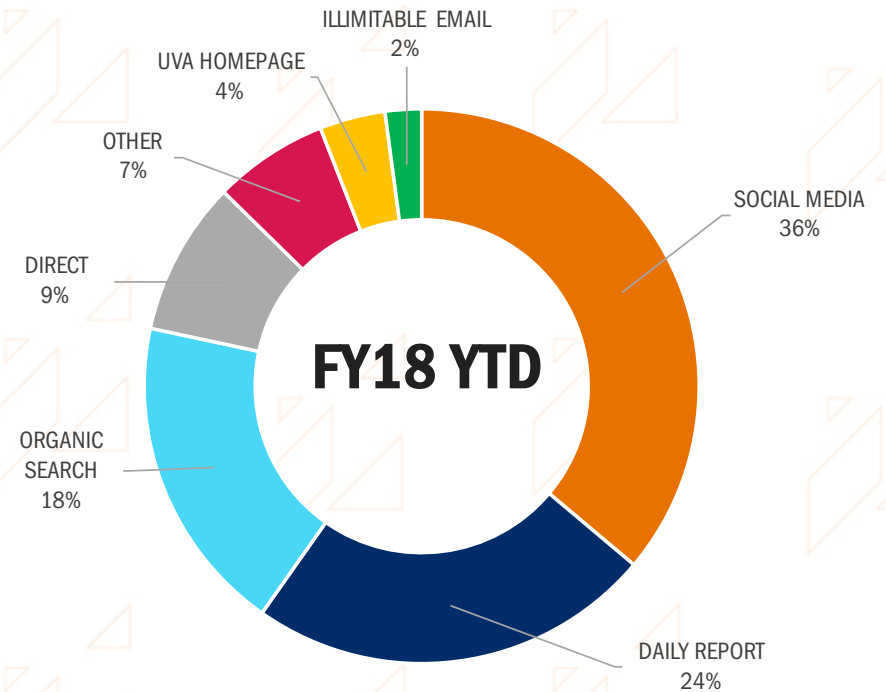
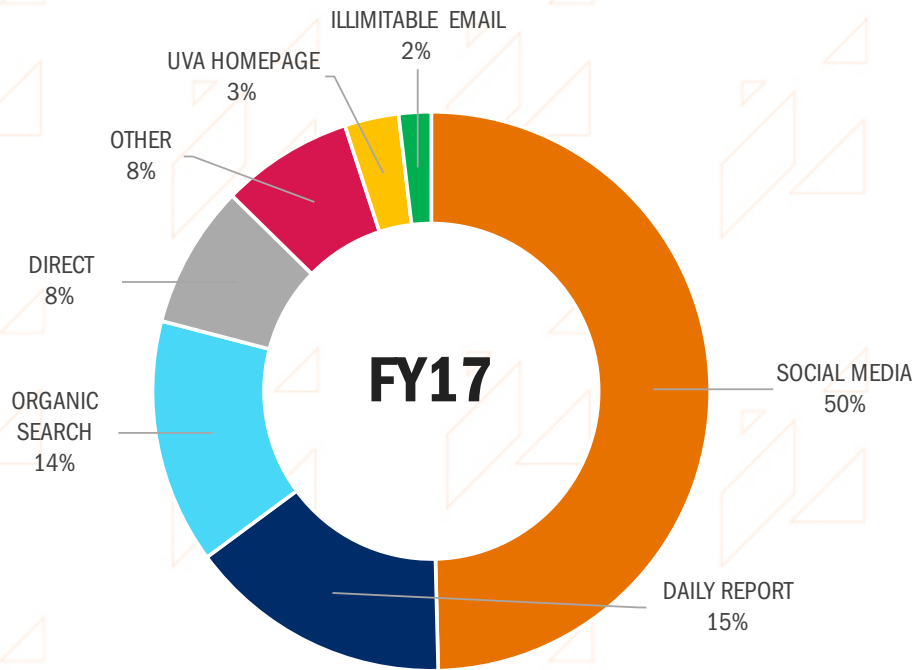


*Average pageviews excludes views of UVA Today content off-site on platforms such as Facebook Instant Articles and Apple News.

SOURCE: Google Analytics

UVA TODAY TRAFFIC

In FY18 to date, social media and the Daily Report continue to drive the most traffic to UVA Today.



SOURCE: Google Analytics

STORY PERFORMANCE THIS MONTH

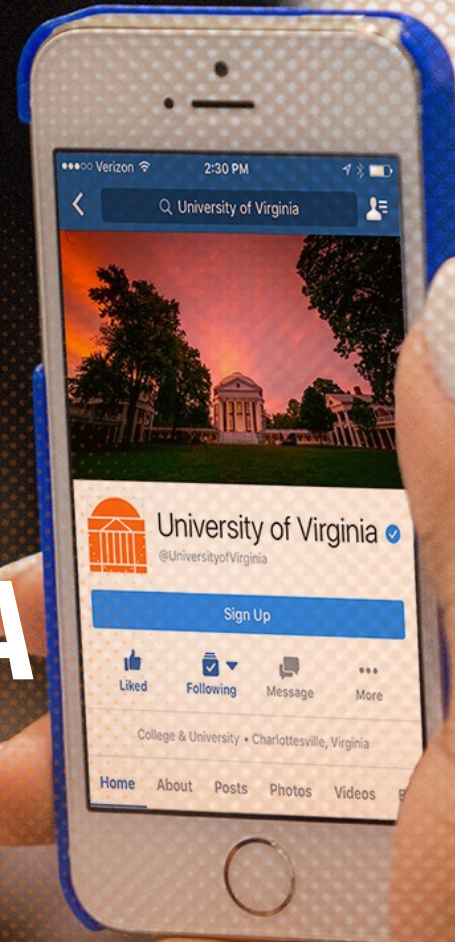
In October 2017, University Communications published and promoted 84 stories.

TOP STORIES OCTOBER 2017

STORY TITLE	BYLINE	PAGEVIEWS
1. HILLARY RODHAM CLINTON TO PARTICIPATE IN UVA FORUM ON WOMEN'S GLOBAL LEADERSHIP	Jane Kelly	18,288
2. UVA USHERS IN ITS THIRD CENTURY WITH HISTORIC CELEBRATION	Caroline Newman	14,100
3. #UVA200: 5 THINGS TO KNOW FOR THIS WEEKEND'S EXTRAORDINARY CELEBRATION	Caroline Newman	11,075
4. UNAFRAID TO ASK: ARTIFICIAL PANCREAS		10,413
5. SEE IMAGES, STORIES AND VIDEO FROM THE UNIVERSITY'S BICENTENNIAL LAUNCH CELEBRATION	Rob Seal	9,745
6. PARKING AND SECURITY INFORMATION FOR FRIDAY'S BICENTENNIAL LAUNCH CELEBRATION	Caroline Newman	6,970
7. VIDEO: WHY 'HOOS LOVE TO CALL CHARLOTTESVILLE HOME	Erik Duda	6,302
8. A STAGE LIKE NO OTHER	Caroline Newman	5,503
9. THE FRIGHTFULLY DELIGHTFUL HISTORY OF TRICK-OR-TREATING ON THE LAWN	Jane Kelly	5,336
10. CARLA WILLIAMS NAMED VIRGINIA DIRECTOR OF ATHLETICS	Jim Daves	5,288
11. EXERCISE DISCOVERY COULD SAVE LIVES OF SICKEST PATIENTS	Josh Barney	5,027
12. FASHION FORWARD	Caroline Newman	4,538
13. WHAT HAPPENS WHEN YOU INTERVIEW TWO OF UVA'S MOST FAMOUS JOURNALISTS?	Caroline Newman	4,059
14. RESEARCHER LANDS \$450K GRANT TO STUDY GUT BACTERIA'S ROLE IN BREAST CANCER	Josh Barney	4,025
15. A GOURD OL' SONG: CLASSIC VIRGINIA CARVING VOTED BEST JACK-O'-LANTERN		3,952
16. UVA RESEARCH FINDS SUSPENDING STUDENTS, IN OR OUT OF SCHOOL, IS PROBLEMATIC	Audrey Breen	3,843
17. THIS STUDENT HAS INVENTED A NEW WOUND CARE TECHNOLOGY	Abigail Lague	3,716
18. WHAT DOES HISTORY OF SLAVERY MEAN FOR TODAY'S COLLEGES AND UNIVERSITIES?	Anne Bromley	3,588
19. ALUMNA AMONG 24 'GENIUSES' CHOSEN FOR PRESTIGIOUS MACARTHUR FELLOWSHIP	Caroline Newman	3,440
20. 200 YEARS ON, ARCHITECTURAL EXPERIMENTS CONTINUE AT JEFFERSON'S UNIVERSITY	Caroline Newman	3,297

SOURCES: Google Analytics, Facebook Insights, Apple News

SOCIAL MEDIA

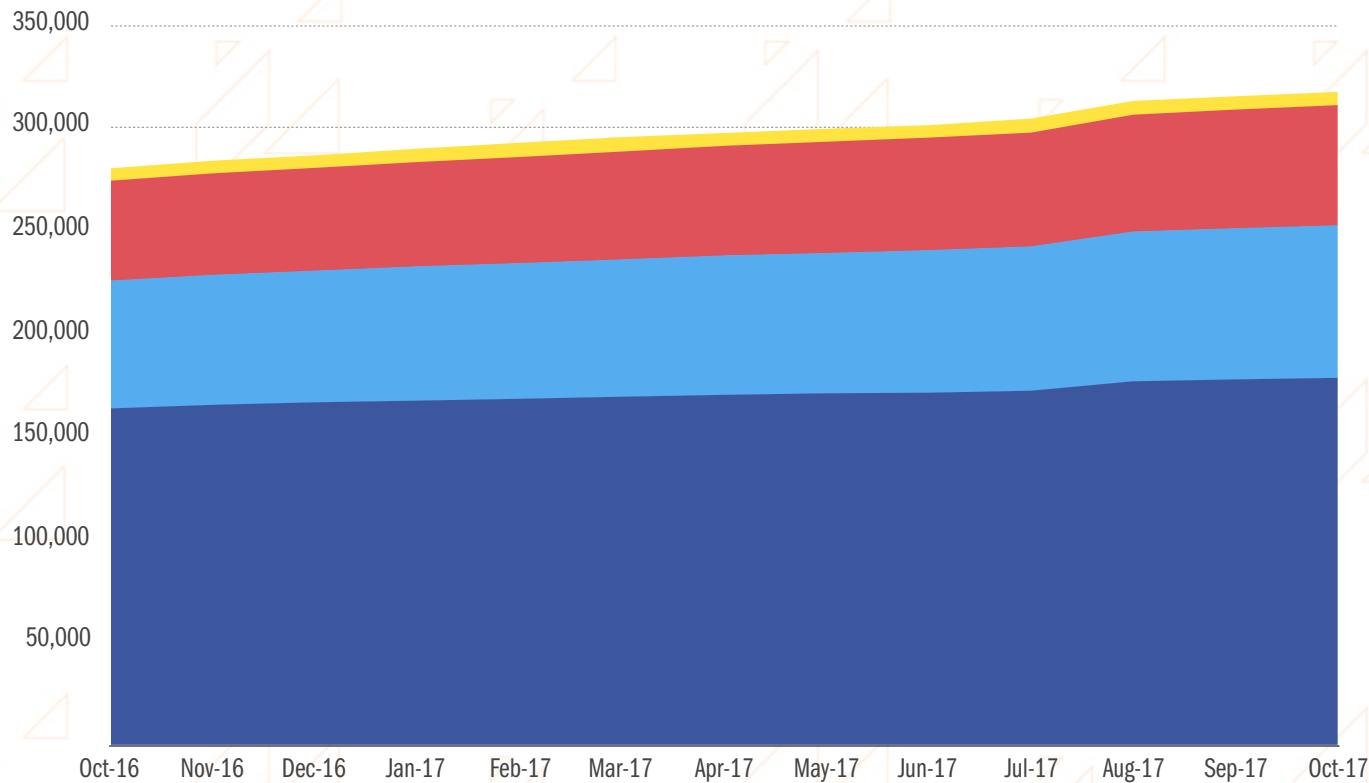


SOCIAL MEDIA FOLLOWERS

As of October 2017, UVA has more than 317,000 followers on social media. Total followers on social media has increased by 13% compared to last year.

SOCIAL MEDIA FOLLOWERS

- *SNAPCHAT
- INSTAGRAM
- TWITTER
- FACEBOOK



% CHANGE SINCE 2016

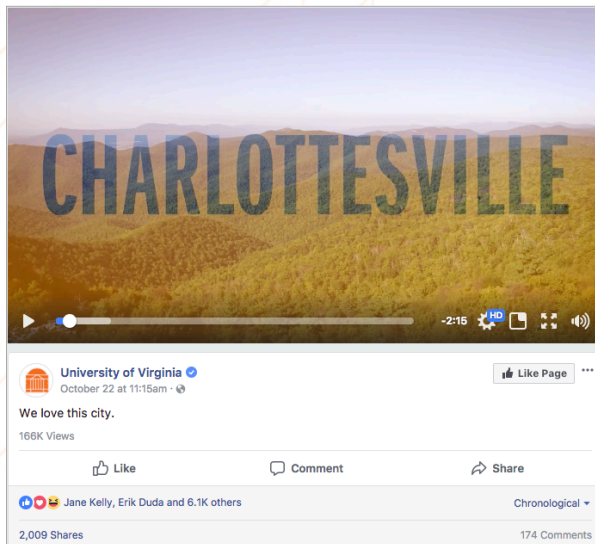
- +7%
- +20%
- +19%
- +9%

*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

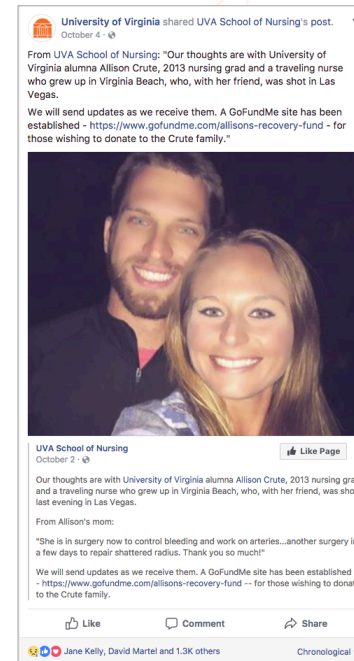


Most Engagements



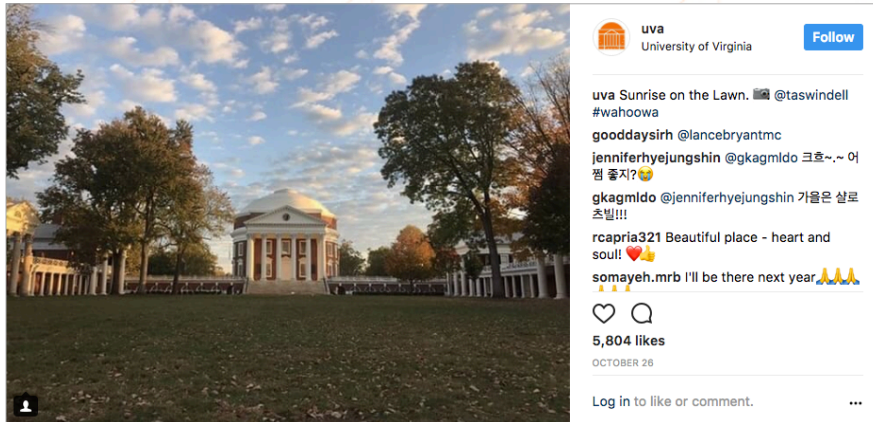
11,369 LIKES
2,074 SHARES
660 COMMENTS

Highest Engagement Rate



22% ENGAGEMENT RATE

MOST ENGAGING POSTS



10% ENGAGEMENT RATE

5,804 LIKES

11 COMMENTS



13% ENGAGEMENT RATE

96 LIKES

24 RETWEETS

1,352 MEDIA VIEWS



VIDEO CONSUMPTION

PERFORMANCE OF VIDEOS PRODUCED THIS QUARTER

Videos produced in Q1 earned **more than 340,000 views** for the 8 videos produced.



104,805 VIEWS

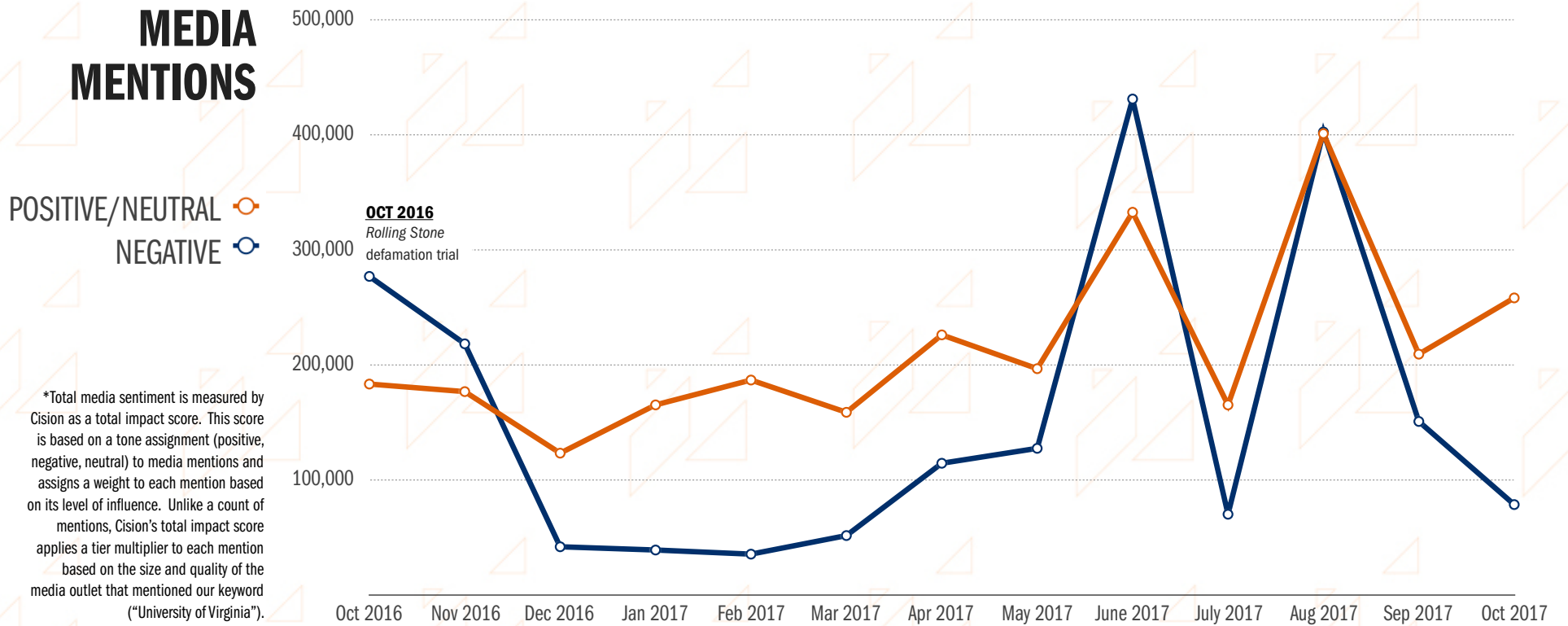
VIDEO TITLE	PRODUCER	TOTAL
1. Getting to Know President Elect James E. Ryan	Erik Duda	104,805
2. Convocation song	Vinny Varsalona	61,993
3. New Midshipman	Erik Duda	52,737
4. Allen Lynch football kicker	Mitch Powers	33,391
5. Move-in 2017: Kurien and Elza	Vinny Varsalona	27,396
6. Move-in 2017: Briana Jacobs	Erik Duda	24,659
7. Move-in 2017: Preston Newland	Mitch Powers	18,637
8. Preserving Life on a Sand Bar	Vinny Varsalona	17,557
TOTAL		341,175

The image features a stack of old, yellowed newspapers with a blue sunburst graphic on the left side. The sunburst is composed of many thin, white lines radiating from a central point, partially overlapping the dark blue background. The newspapers are stacked and slightly crumpled, showing their aged texture and color. The text "MEDIA SENTIMENT" is centered over the stack in a bold, white, sans-serif font.

MEDIA SENTIMENT

TOTAL MEDIA SENTIMENT BY TONE

Positive/neutral mentions are consistently greater than negative mentions around major media events.



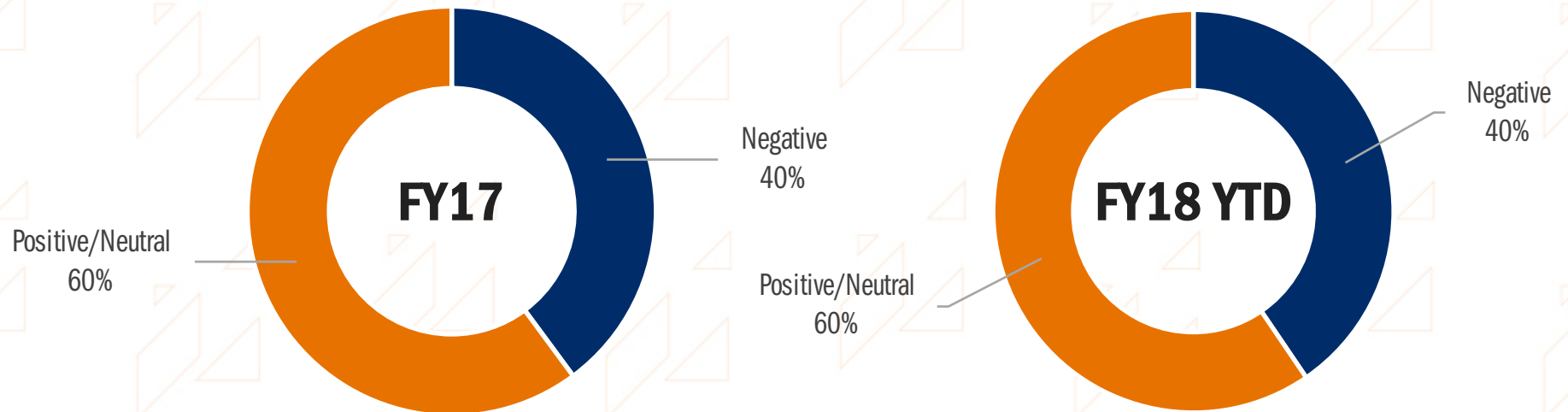
*Total media sentiment is measured by Cision as a total impact score. This score is based on a tone assignment (positive, negative, neutral) to media mentions and assigns a weight to each mention based on its level of influence. Unlike a count of mentions, Cision's total impact score applies a tier multiplier 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.

MEDIA SENTIMENT YEAR OVER YEAR

In both FY17 and FY18 YTD, positive/neutral mentions have exceeded negative mentions.

BREAKDOWN OF MEDIA SENTIMENT



*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

***The University of Virginia is frequently cited in national media.
The following represents a selection of national media coverage from October 2017.***

Here's Why There Is So Little Research On Gun Violence

CNN / Oct. 5

"A lot of times we're stuck," said Jennifer Doleac, a public policy professor at the University of Virginia and director of the school's Justice Tech Lab. Doleac has been trying to get data cities use to analyze gun violence but said her requests are often denied. She said that in her case private technology firms have been put in charge of data collection and are not required to share it. Other researchers face similar problems for a myriad of issues, from tracing guns from sale to crime to understanding whether a crime gun was an assault rifle. She said this limits publishing and funding.

'The Story Of UVA Is The Story Of America': UVA Launches Celebration Of Its Bicentennial

The Washington Post / Oct. 6

The celebratory weekend marking the University of Virginia's bicentennial promises to be colorful and star-studded, with a diverse slate of artists that includes Leslie Odom Jr., the performer who played Aaron Burr in the blockbuster musical "Hamilton."

Connecting Past To Present: Facing Uncomfortable Truths, Honoring UVA's Slaves At First Symposium

WTF Public Radio/Radio IQ (Roanoke) / Oct. 24

The Slave Dwelling Project recently held its largest ever event at the University of Virginia to commemorate the hundreds of enslaved men, women and children who built and ran the school in the 19th century. Nearly 3-dozen panels saw more than 100 speakers over the three days. But at the center was an outdoor sleepover in near freezing temperatures, where the enslaved would have slept.



FOIA TRACKING

FOIA REQUESTS

In the first quarter of FY18, University Communications received 98 FOIA requests and processed and closed 96 FOIA requests. University Communications received 24% more FOIA requests in FY18 compared to the first quarter of FY17.

