



UNIVERSITY
of VIRGINIA

UNIVERSITY COMMUNICATIONS ANALYTICS

NOVEMBER 2017

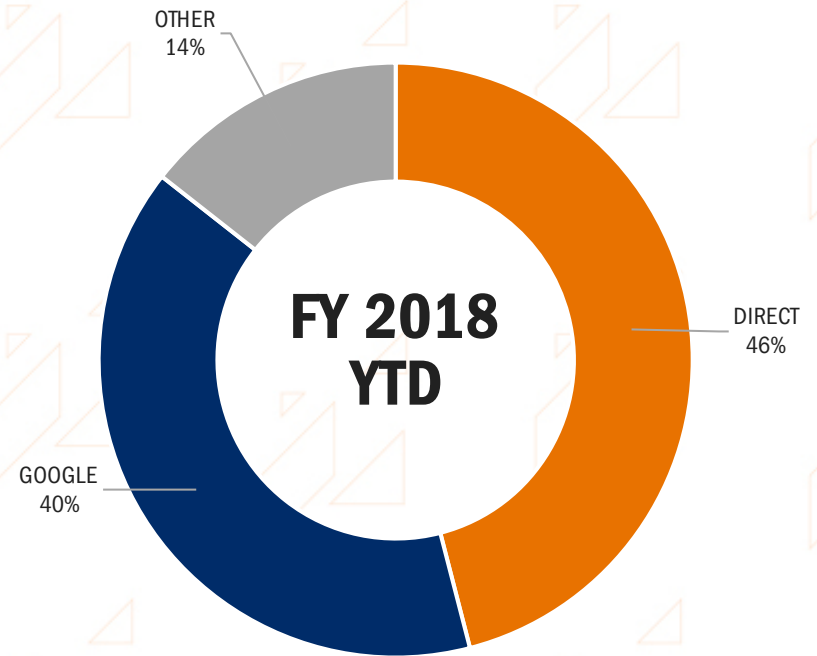
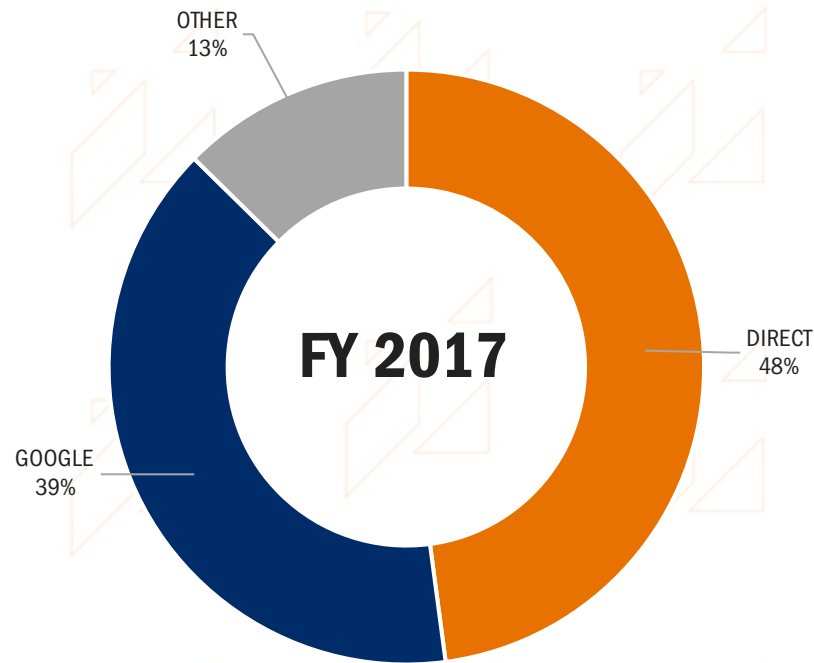




VIRGINIA.EDU

TOP TRAFFIC SOURCES

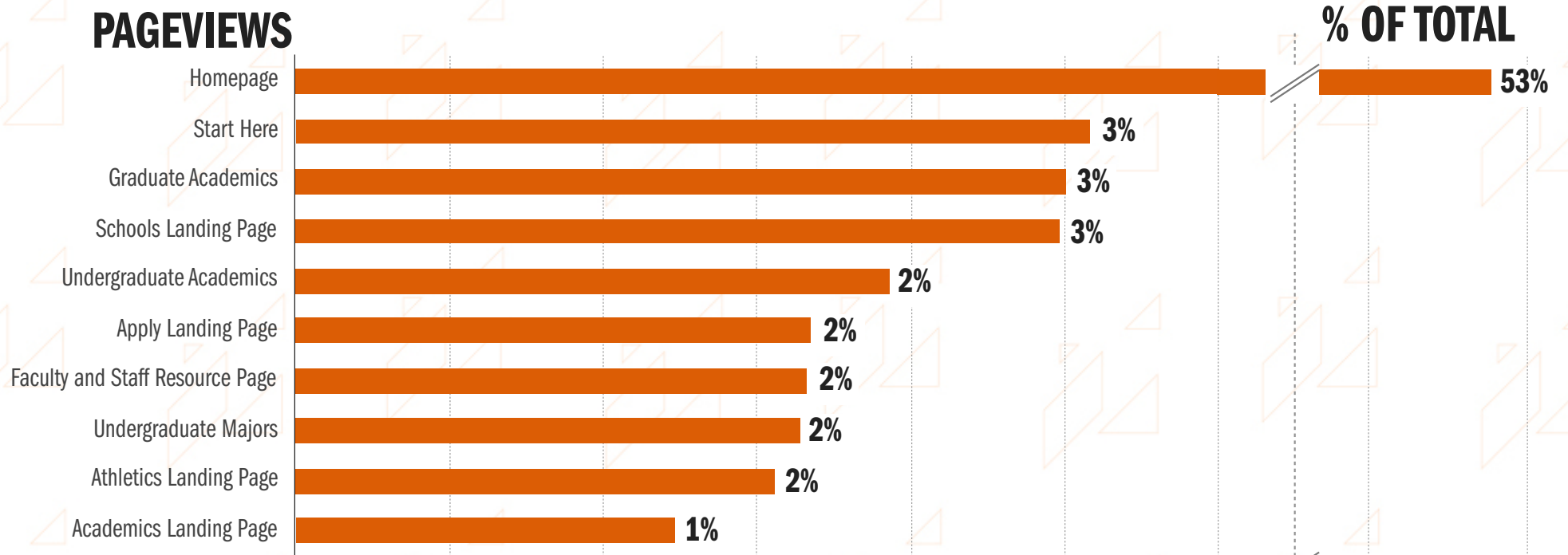
**Direct and Google traffic consistently drive the majority of traffic to virginia.edu.
In FY18 YTD, Google and Direct traffic accounted for 86% of all site pageviews.**



SOURCE: Google Analytics

TOP PAGES VISITED

The homepage is the most visited page within virginia.edu, which accounted for 53% of all pageviews in November.



SOURCE: Google Analytics



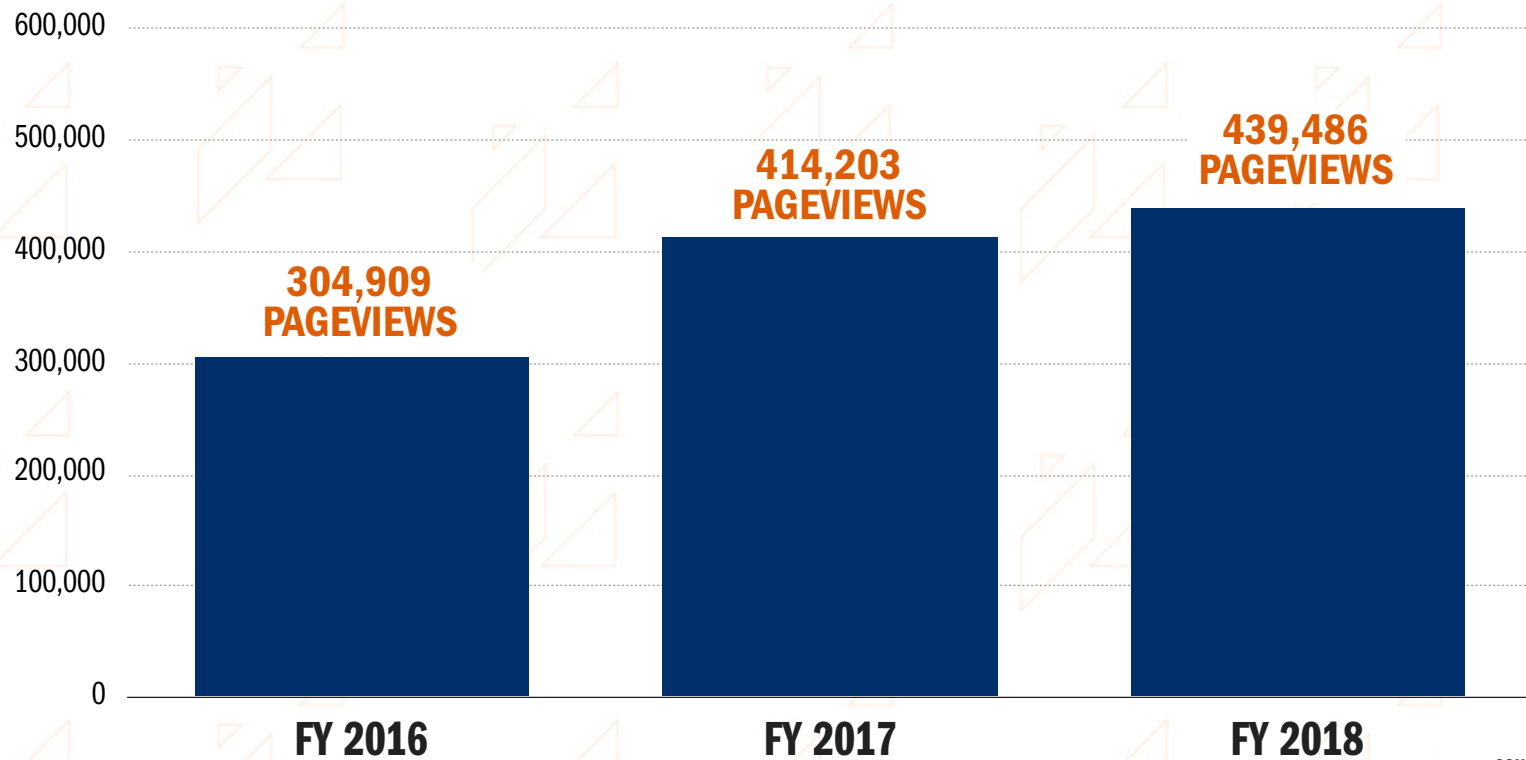
UVA TODAY



UVA TODAY SITE PERFORMANCE

Average monthly pageviews continue to increase year over year.

**AVERAGE
PAGEVIEWS
PER MONTH**

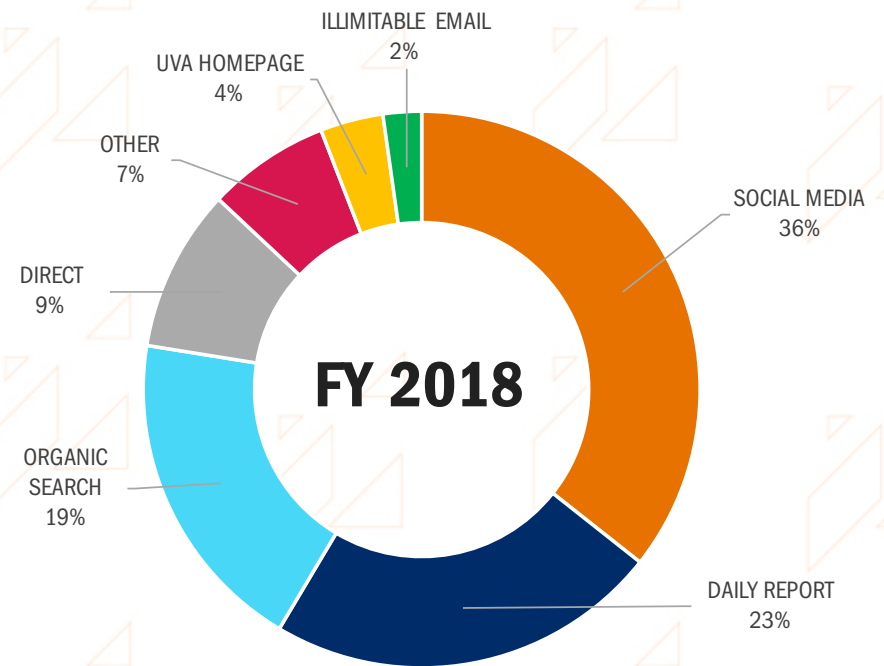
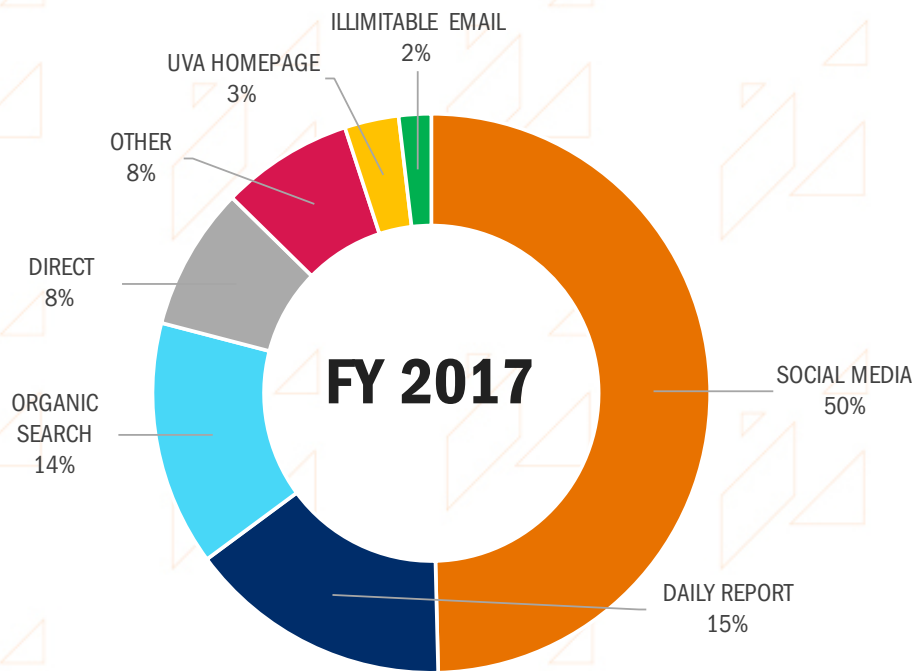


*Average pageviews excludes views of UVA Today content off-site on platforms such as Facebook Instant Articles and Apple News.

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

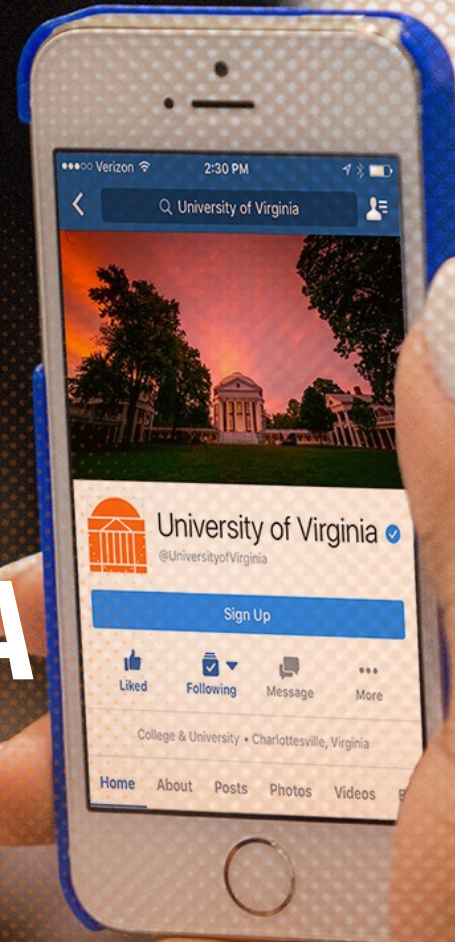
In November 2017, University Communications published and promoted 67 stories.

TOP STORIES NOVEMBER 2017

STORY TITLE	BYLINE	PAGEVIEWS
1. STUDY: MONTESSORI EDUCATION ERASES INCOME ACHIEVEMENT GAP	Jane Kelly	21,027
2. MEET THE 5 ALUMNI ON FORBES' NEW '30 UNDER 30' LISTS	Caroline Newman	14,497
3. UVA DISCOVERS TRIGGER FOR MACULAR DEGENERATION THAT ROBS MILLIONS OF VISION	Josh Barney	13,553
4. 17TH ANNUAL LIGHTING OF THE LAWN RETURNS TO ORIGINAL, HEALING ROOTS	Jane Kelly; Matt Charles	10,216
5. UVA SEES RECORD NUMBER OF EARLY ACTION APPLICATIONS	Rob Seal	7,162
6. UNAFRAID TO ASK MORE: DRIVERLESS CARS		6,728
7. A FORCEFUL HILLARY CLINTON CLOSES OUT UVA'S WOMEN'S GLOBAL LEADERSHIP FORUM	Jane Kelly	6,626
8. NEW DATA REVEALS DIVERSITY ON THE RISE AT UVA	Katie McNally	5,153
9. DISCOVERY SUGGESTS BETTER WAY TO TREAT CERTAIN PROSTATE CANCERS, LYMPHOMAS	Josh Barney	4,765
10. Q&A: HOW NOT TO GET THE FLU - OR AT LEAST IMPROVE YOUR CHANCES	Rob Seal	4,615
11. 10 WISDOM AND MINDFULNESS PRACTICES FOR YOUR PERSONAL AND PROFESSIONAL LIFE	Caroline Newman	4,273
12. UVA RESEARCHERS DISCOVER A NEW TARGET FOR 'TRIPLE-NEGATIVE' BREAST CANCER	Fariss Samarra	3,914
13. GONE, BUT NOT FORGOTTEN: STUDENTS DEDICATE NEW GARDEN TO LATE CLASSMATES	Caroline Newman	3,512
14. CATCHING UP WITH FORMER BASKETBALL STANDOUT MAMADI DIANE	Jeff White	3,488
15. STUDENT TRIO CREATES FILM IN 72 HOURS FOR ADRENALINE FILM PROJECT	Abigail Lague	3,348
16. HONOR AND INTEGRITY MAKE '73 LAW GRAD ROBERT MUELLER RIGHT FOR ELECTION INQUIRY	Eric Williamson	3,279
17. FOOTBALL FIRST HELPED PROPEL MARCUS MARTIN FROM A PAPER MILL TO MADISON HALL	Dan Heuchert	3,142
18. NANO MISSION		3,056
19. DARDEN GRAD, BACKED BY ALEXIS OHANIAN, COULD REVOLUTIONIZE BILLBOARD INDUSTRY	Dave Hendrick	2,986
20. CRAIG LITTLEPAGE READY TO START NEXT CHAPTER	Jeff White	2,972

SOURCES: Google Analytics, Facebook Insights, Apple News

SOCIAL MEDIA

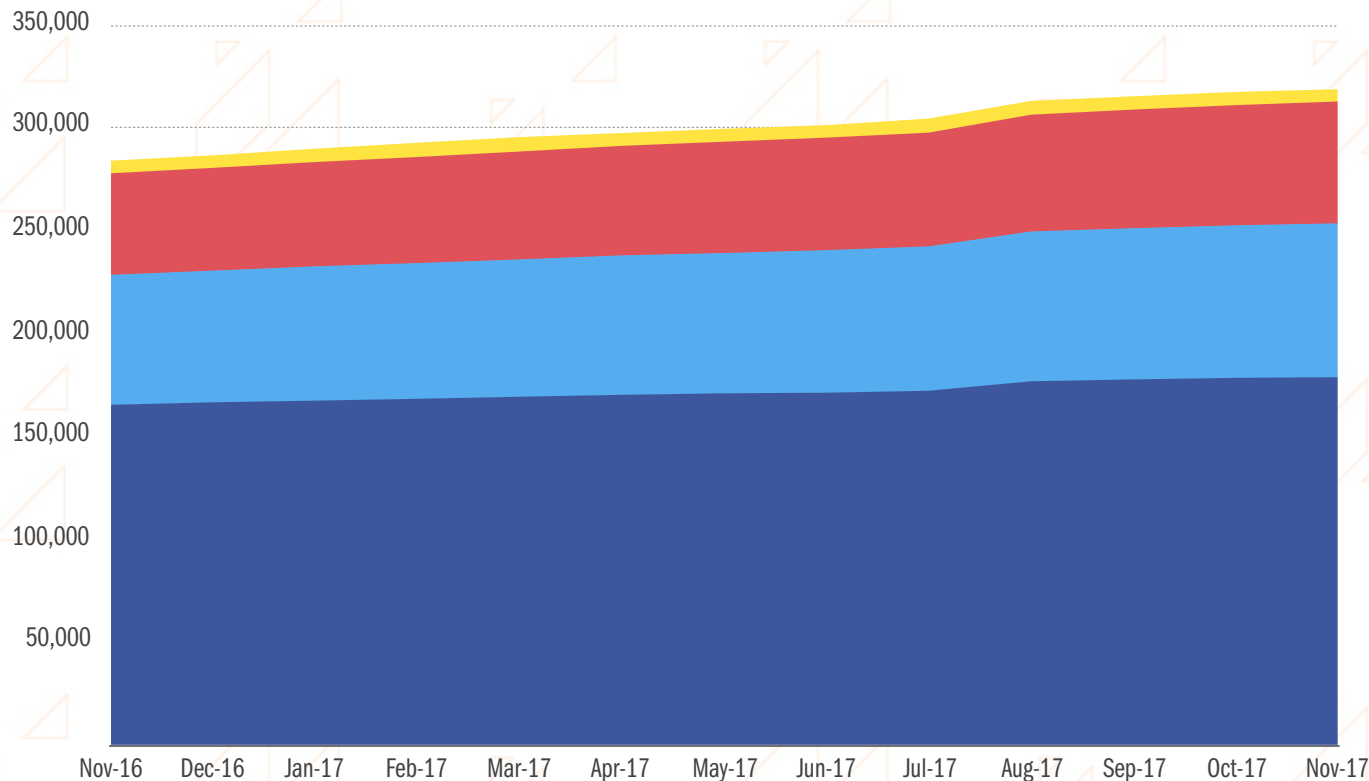


SOCIAL MEDIA FOLLOWERS

As of November 2017, UVA has nearly 320,000 followers on social media. Total followers on social media has increased by 12% compared to last year.

SOCIAL MEDIA FOLLOWERS

- *SNAPCHAT
- INSTAGRAM
- TWITTER
- FACEBOOK



% CHANGE SINCE 2016

- 3%
- +20%
- +18%
- +8%

*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



University of Virginia
November 1 · 🌐

Trick-or-Treating on the Lawn 2017 featured some top-notch costumes. Favorites?

75K Views

Like Comment Share

4,834 LIKES
807 SHARES
367 COMMENTS

Highest Engagement Rate



University of Virginia
November 14 at 8:53pm · 🌐

The former presidential candidate, secretary of state, U.S. senator and first lady spoke in a packed Old Cabell Hall on Grounds today as part of the Women's Global Leadership Forum.



A Forceful Hillary Clinton Closes Out UVA's Women's Global Leadership Forum

The nation's first major-party female presidential nominee was the headline speaker at the Women's Global Leadership Forum, a two-day conference that...

NEWS.VIRGINIA.EDU

Like Comment Share

10% ENGAGEMENT RATE

MOST ENGAGING POSTS



12% ENGAGEMENT RATE

6,982 LIKES

197 COMMENTS



4% ENGAGEMENT RATE

37 LIKES

11 RETWEETS

246 URL CLICKS



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

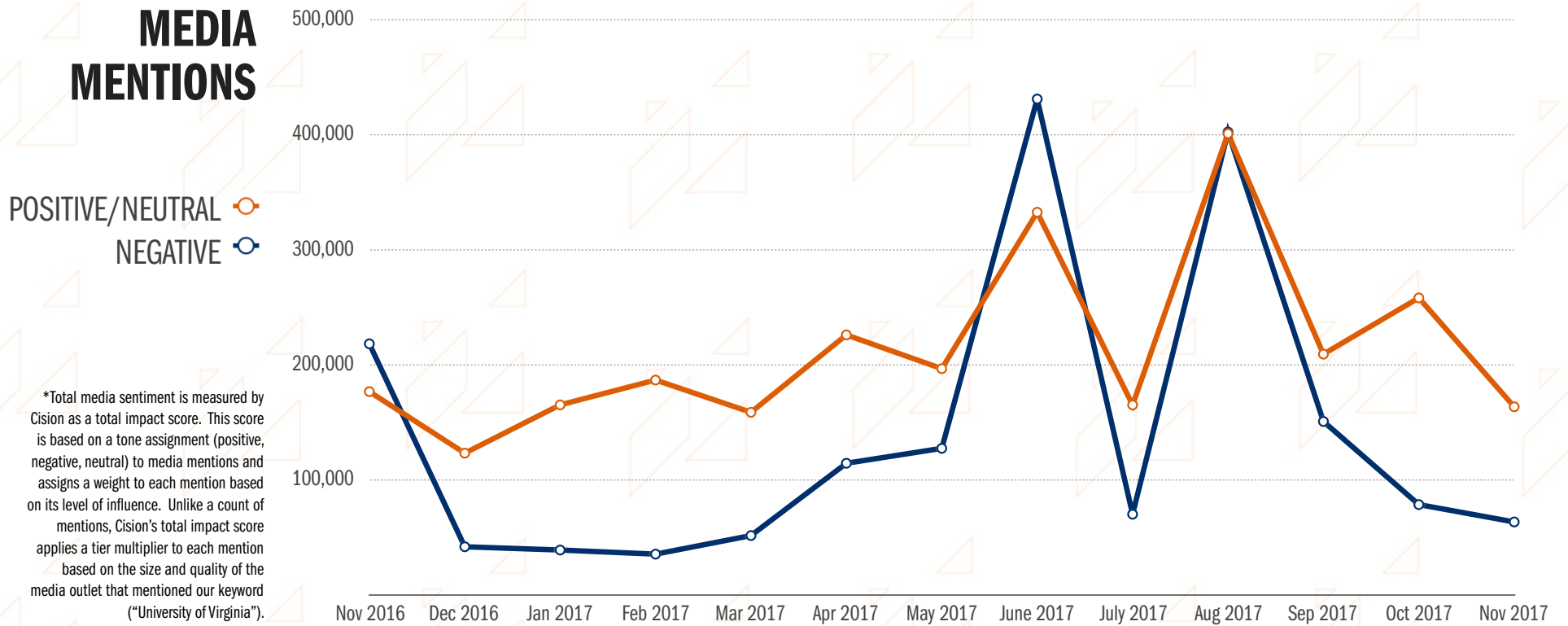
VIDEO TITLE	PRODUCER	TOTAL
1. Getting to Know President Elect James E. Ryan	Erik Duda	104,805
2. Convocation song	Vinny Varsalona	61,993
3. New Midshipman	Erik Duda	52,737
4. Allen Lynch football kicker	Mitch Powers	33,391
5. Move-in 2017: Kurien and Elza	Vinny Varsalona	27,396
6. Move-in 2017: Briana 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 aged, yellowed newspapers with a visible halftone dot pattern. On the left side, there is a dark blue triangular graphic containing a white sunburst or radiating line pattern. The text 'MEDIA SENTIMENT' is centered over the newspapers 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.



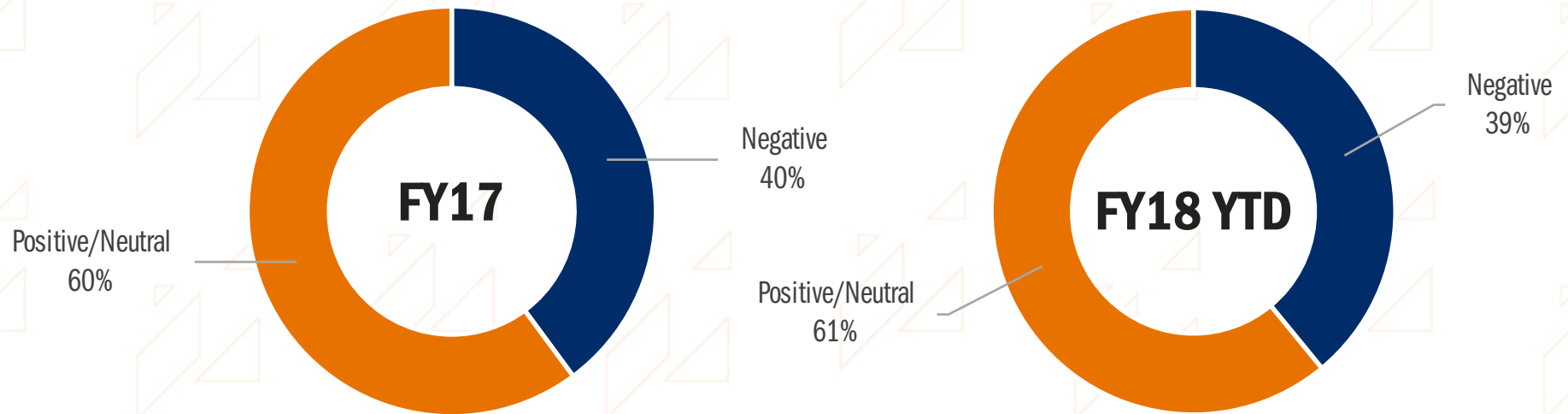
*Total media sentiment is measured by Cision as a total impact score. This score is based on a tone assignment (positive, negative, neutral) to media mentions and assigns a weight to each mention based on its level of influence. Unlike a count of mentions, Cision's total impact score applies a tier multiplier 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 November 2017.***

Architecture Group Tours Alaska With Eye On Arctic Design

KTOO Public Media / Nov. 3

When a group of architecture students from the University of Virginia's Arctic Design Group came to tour Alaska, one of the first stops was the Anchorage Museum, a building packed with exquisite northern artwork blending style with function. As part of the museum's September Design Weekend, UVA assistant architecture professor Matthew Jull delivered a lecture about northern design and how, at least in some parts of the world, it is done right.

University of Virginia Unveils Remembrance Garden

The Associated Press / Nov. 11

The University of Virginia has completed a memorial for the school community to commemorate and grieve lost friends, family and peers. The University Remembrance Garden was unveiled Friday. It features a curved concrete wall, and is located in a quiet spot shaded by a tree.

Students Sleep At Historical Slave Grounds

Washington Examiner / Nov. 13

Students are sleeping outside for the cause of social justice. In conjunction with the Slave Dwelling Project, University of Virginia students hosted an event in which students sleep where slaves once did. More than 75 were in attendance, consisting of students, faculty members, residents of the town of Charlottesville, Va, and even out-of-state guests. The overnight festivities took place after a formal discussion at the University's Pavilion Garden IX, which was once used as a vicinity for slave labor and living.



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.

