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

Average monthly pageviews continue to increase year over year.

**Average Pageviews per Month**

- **FY 2016**: 304,909 Pageviews
- **FY 2017**: 414,203 Pageviews
- **FY 2018**: 439,486 Pageviews

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

SOURCE: Google Analytics
In FY18 to date, social media and the Daily Report continue to drive the most traffic to UVA Today.
In November 2017, University Communications published and promoted 67 stories.

<table>
<thead>
<tr>
<th>STORY TITLE</th>
<th>BYLINE</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. STUDY: MONTESSORI EDUCATION ERASES INCOME ACHIEVEMENT GAP</td>
<td>Jane Kelly</td>
<td>21,027</td>
</tr>
<tr>
<td>2. MEET THE 5 ALUMNI ON FORBES’ NEW ‘30 UNDER 30’ LISTS</td>
<td>Caroline Newman</td>
<td>14,497</td>
</tr>
<tr>
<td>3. UVA DISCOVERS TRIGGER FOR MACULAR DEGENERATION THAT ROBS MILLIONS OF VISION</td>
<td>Josh Barney</td>
<td>13,553</td>
</tr>
<tr>
<td>4. 17TH ANNUAL LIGHTING OF THE LAWN RETURNS TO ORIGINAL, HEALING ROOTS</td>
<td>Jane Kelly, Matt Charles</td>
<td>10,216</td>
</tr>
<tr>
<td>5. UVA SEES RECORD NUMBER OF EARLY ACTION APPLICATIONS</td>
<td>Rob Seal</td>
<td>7,162</td>
</tr>
<tr>
<td>6. UNAFRAID TO ASK MORE: DRIVERLESS CARS</td>
<td></td>
<td>6,728</td>
</tr>
<tr>
<td>7. A FORCEFUL HILLARY CLINTON CLOSES OUT UVA’S WOMEN’S GLOBAL LEADERSHIP FORUM</td>
<td>Jane Kelly</td>
<td>6,626</td>
</tr>
<tr>
<td>8. NEW DATA REVEALS DIVERSITY ON THE RISE AT UVA</td>
<td>Katie McNally</td>
<td>5,153</td>
</tr>
<tr>
<td>9. DISCOVERY SUGGESTS BETTER WAY TO TREAT CERTAIN PROSTATE CANCERS, LYMPHOMAS</td>
<td>Josh Barney</td>
<td>4,765</td>
</tr>
<tr>
<td>10. Q&amp;A: HOW NOT TO GET THE FLU – OR AT LEAST IMPROVE YOUR CHANCES</td>
<td>Rob Seal</td>
<td>4,615</td>
</tr>
<tr>
<td>11. 10 WISDOM AND MINDFULNESS PRACTICES FOR YOUR PERSONAL AND PROFESSIONAL LIFE</td>
<td>Caroline Newman</td>
<td>4,272</td>
</tr>
<tr>
<td>12. UVA RESEARCHERS DISCOVER A NEW TARGET FOR ‘TRIPLE-NEGATIVE’ BREAST CANCER</td>
<td>Fariss Samarrar</td>
<td>3,914</td>
</tr>
<tr>
<td>13. GONE, BUT NOT FORGOTTEN: STUDENTS DEDICATE NEW GARDEN TO LATE CLASSMATES</td>
<td>Caroline Newman</td>
<td>3,512</td>
</tr>
<tr>
<td>14. CATCHING UP WITH FORMER BASKETBALL STANDOUT MAKAMDI DIANE</td>
<td>Jeff White</td>
<td>3,488</td>
</tr>
<tr>
<td>15. STUDENT TRIO CREATES FILM IN 72 HOURS FOR ADRENALINE FILM PROJECT</td>
<td>Abigail Lague</td>
<td>3,348</td>
</tr>
<tr>
<td>16. HONOR AND INTEGRITY MAKE ‘73 LAW GRAD ROBERT MUELLER RIGHT FOR ELECTION INQUIRY</td>
<td>Eric Williamson</td>
<td>3,279</td>
</tr>
<tr>
<td>17. FOOTBALL FIRST HELPED PROPEL MARCUS MARTIN FROM A PAPER MILL TO MADISON HALL</td>
<td>Dan Heuchert</td>
<td>3,142</td>
</tr>
<tr>
<td>18. NANO MISSION</td>
<td></td>
<td>3,056</td>
</tr>
<tr>
<td>19. DARDEN GRAD, BACKED BY ALEXIS OHANIAN, COULD REVOLUTIONIZE BILLBOARD INDUSTRY</td>
<td>Dave Hendrick</td>
<td>2,986</td>
</tr>
<tr>
<td>20. CRAIG LITTLEPAGE READY TO START NEXT CHAPTER</td>
<td>Jeff White</td>
<td>2,972</td>
</tr>
</tbody>
</table>

**SOURCES:** Google Analytics, Facebook Insights, Apple News
SOCIAL MEDIA
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.

*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

Most Engagements

4,834 LIKES
807 SHARES
367 COMMENTS

Highest Engagement Rate

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...
MOST ENGAGING POSTS

INSTAGRAM

12% ENGAGEMENT RATE
6,982 LIKES
197 COMMENTS

TWITTER

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.*

<table>
<thead>
<tr>
<th>VIDEO TITLE</th>
<th>PRODUCER</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Getting to Know President Elect James E. Ryan</td>
<td>Erik Duda</td>
<td>104,805</td>
</tr>
<tr>
<td>2. Convocation song</td>
<td>Vinny Varsalona</td>
<td>61,993</td>
</tr>
<tr>
<td>3. New Midshipman</td>
<td>Erik Duda</td>
<td>52,737</td>
</tr>
<tr>
<td>4. Allen Lynch football kicker</td>
<td>Mitch Powers</td>
<td>33,391</td>
</tr>
<tr>
<td>5. Move-in 2017: Kurien and Eiza</td>
<td>Vinny Varsalona</td>
<td>27,396</td>
</tr>
<tr>
<td>8. Preserving Life on a Sand Bar</td>
<td>Vinny Varsalona</td>
<td>17,557</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>341,175</strong></td>
</tr>
</tbody>
</table>
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.
In both FY17 and FY18 YTD, positive/neutral mentions have exceeded negative mentions.

**BREAKDOWN OF MEDIA SENTIMENT**

**FY17**
- Positive/Neutral: 60%
- Negative: 40%

**FY18 YTD**
- Positive/Neutral: 61%
- Negative: 39%

*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 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.
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.