



UNIVERSITY
of VIRGINIA

UNIVERSITY COMMUNICATIONS ANALYTICS

DECEMBER 2017

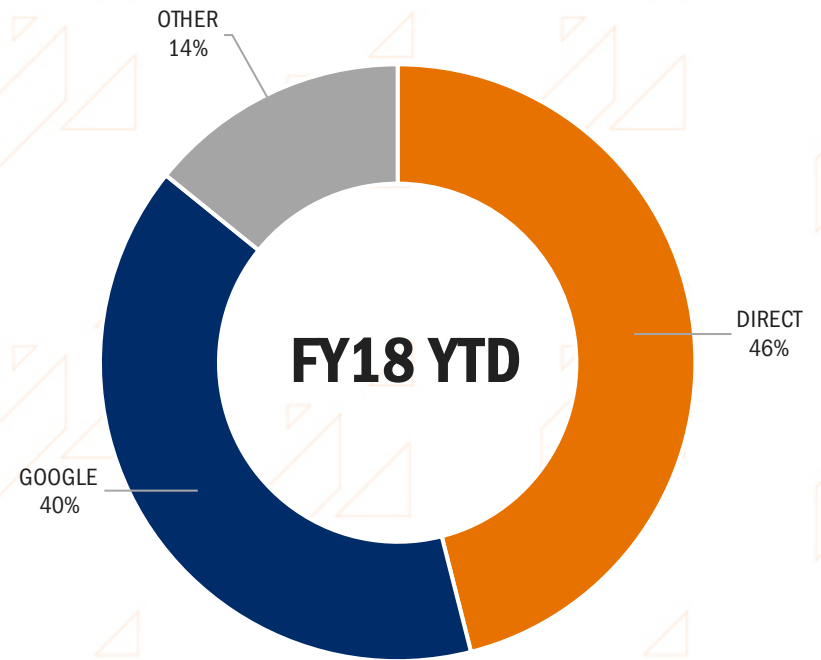
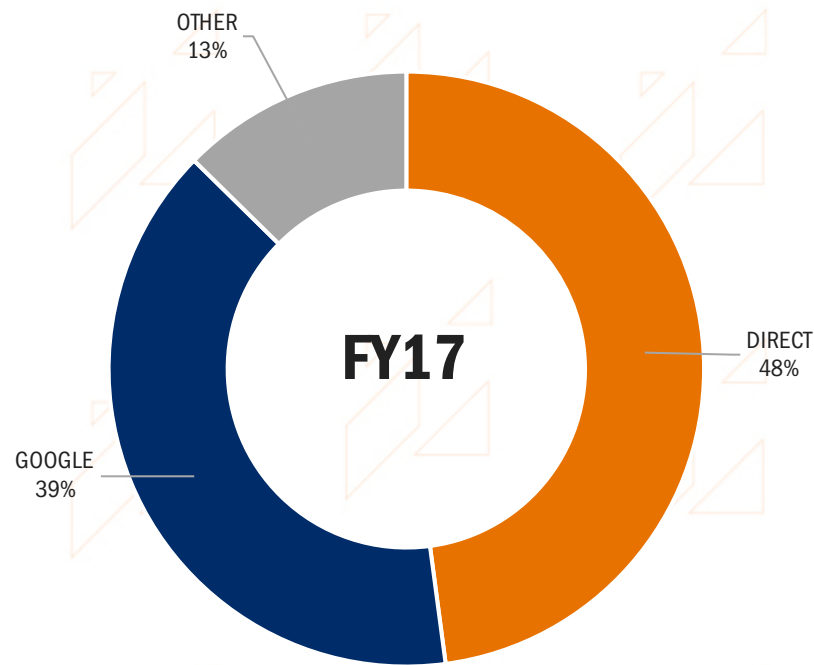




VIRGINIA.EDU

TOP TRAFFIC SOURCES

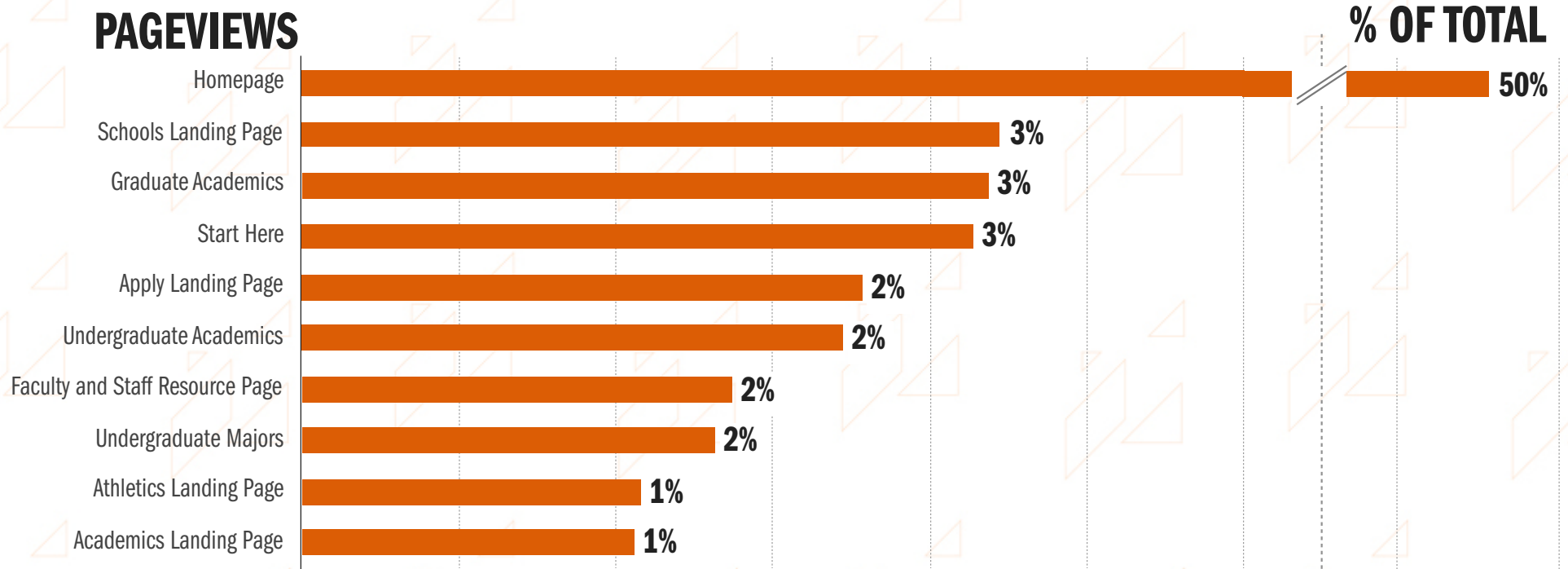
*Direct and Google traffic consistently drive the majority of traffic to virginia.edu.
In FY18 YTD, Google and Direct traffic accounted for 86% of all site pageviews.*



SOURCE: Google Analytics

TOP PAGES VISITED

The homepage is the most visited page within virginia.edu, which accounted for 50% of all pageviews in December.



SOURCE: Google Analytics



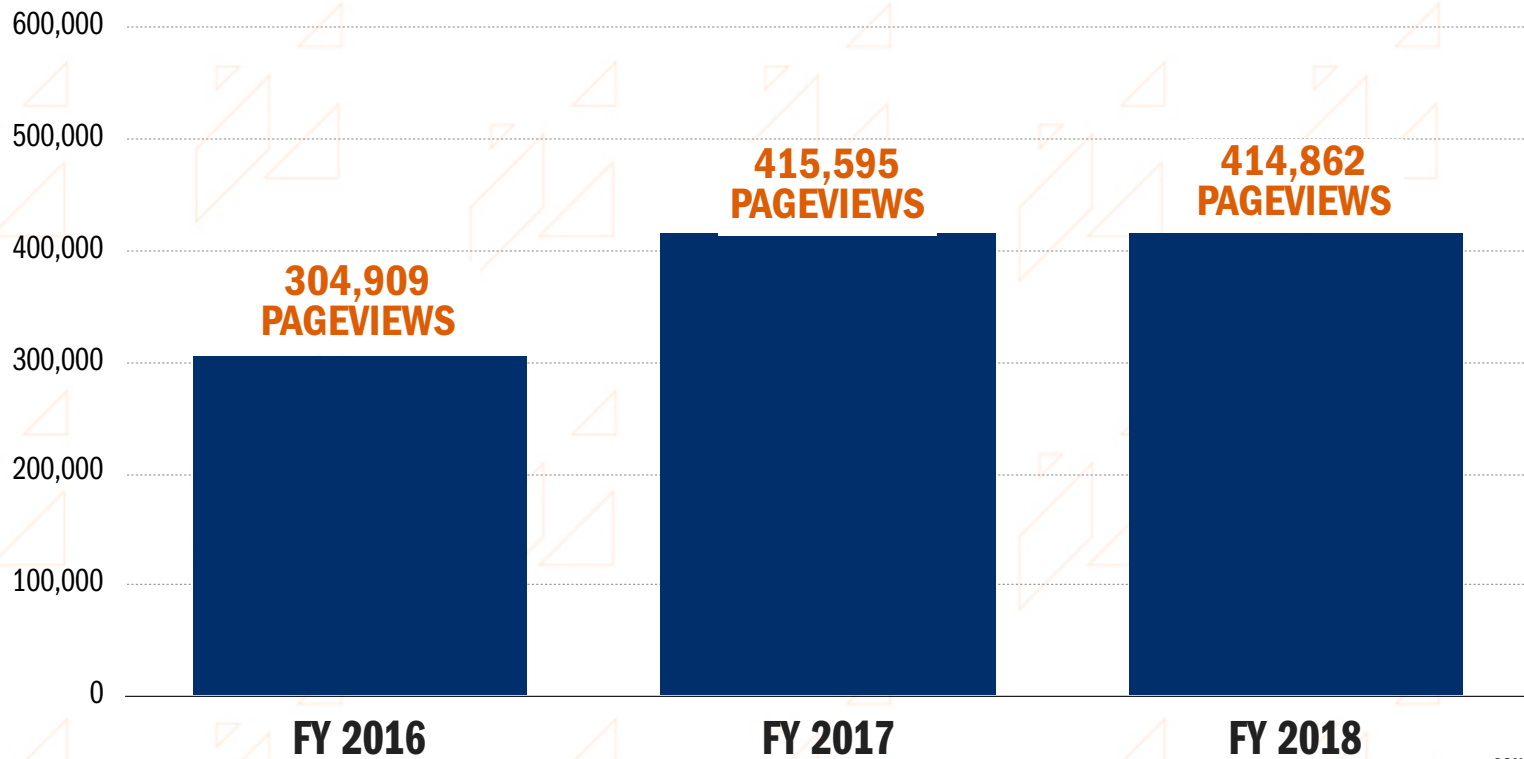
UVA TODAY



UVA TODAY SITE PERFORMANCE

Average monthly pageviews in FY18 are consistent with average monthly pageviews in FY17.

AVERAGE PAGEVIEWS PER MONTH

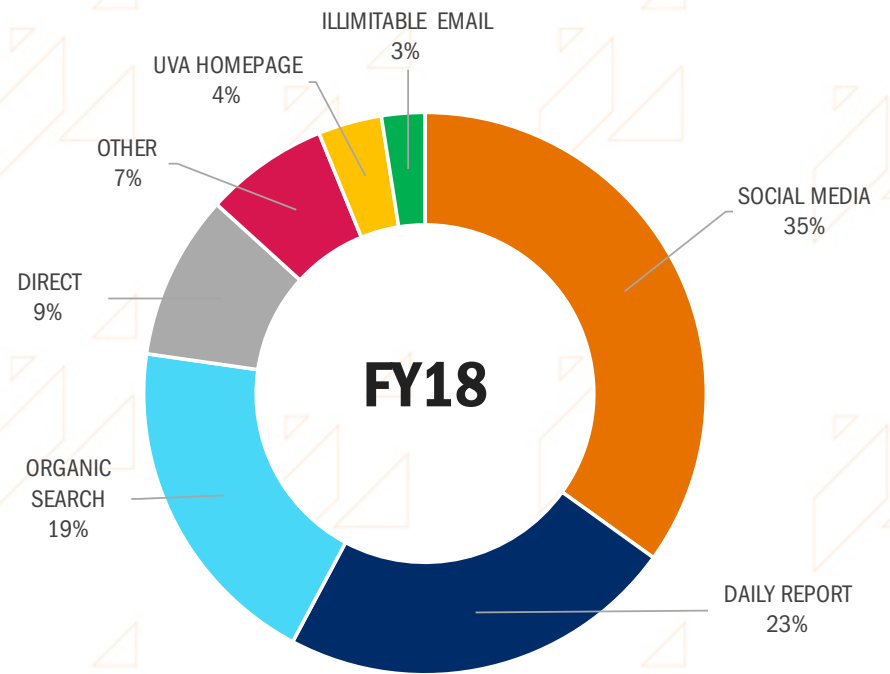
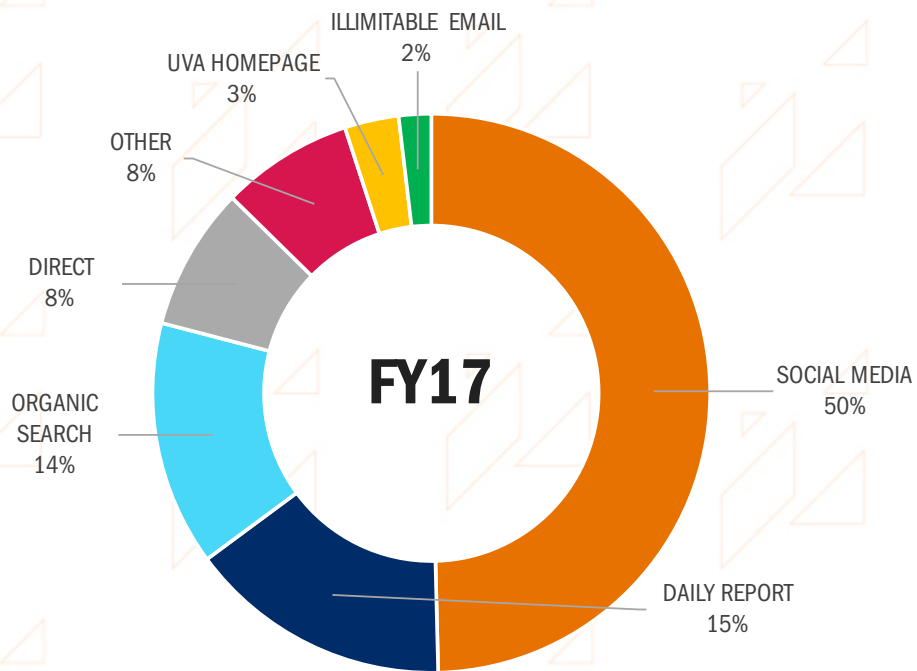


*Average pageviews excludes views of UVA Today content off-site on platforms such as Facebook Instant Articles and Apple News.

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

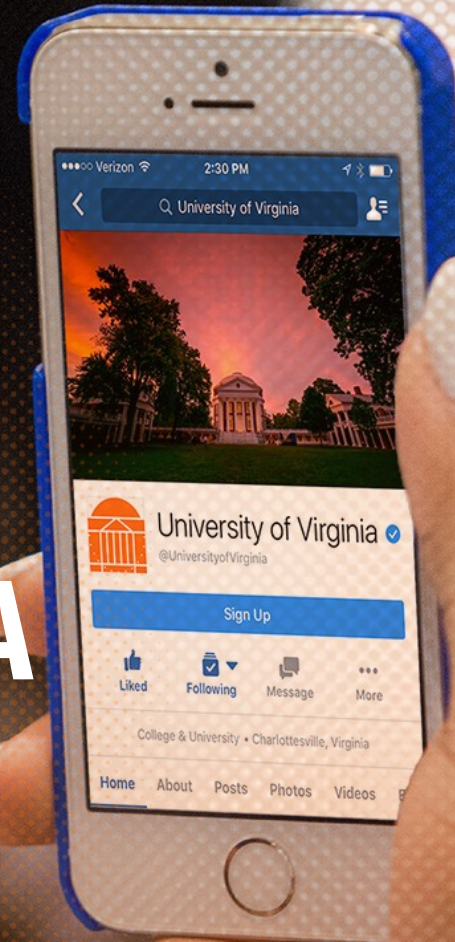
In December 2017, University Communications published and promoted 60 stories.

TOP STORIES DECEMBER 2017

STORY TITLE	BYLINE	PAGEVIEWS
1. SEE SOME OF 2017'S MOST POWERFUL UVA IMAGES	Sanjay Suchak	11,412
2. LIGHT, LOVE, LAUGHTER FILL THE NIGHT AIR AT UVA'S 17TH ANNUAL LIGHTING OF THE LAWN	Jane Kelly	7,428
3. 'IT MEANS EVERYTHING': LINEBACKER RELISHES WINNING THE 'ACADEMIC HEISMAN'	Whitelaw Reid	7,280
4. Q&A: 9 THINGS YOU NEED TO KNOW ABOUT BITCOIN	Caroline Newman	6,186
5. HISTORY GRAD STUDENT WRITES NATION'S TOP HUMANITIES DISSERTATION	Matt Kelly	6,183
6. FORMER CAVALIER TENNIS STAR EXTENDS HIS CAREER AS PART OF 'TEAM SERENA'	Whitelaw Reid	5,589
7. VIDEO: SEASON'S GREETINGS FROM UVA		5,429
8. THREE CURRENT, FORMER UVA STUDENTS EARN MARSHALL SCHOLARSHIPS	Matt Kelly	5,266
9. OUT-MIGRATION FROM VIRGINIA CONTINUES FOR A FOURTH CONSECUTIVE YEAR	Hamilton Lombard	4,749
10. UVA TO FACE NAVY IN 2017 MILITARY BOWL	Jim Daves	4,105
11. COMMERCE SCHOOL EARNS TOP 3 RANKING, WITH BEST MARKS FOR ALUMNI SATISFACTION	Brooke Braun	3,801
12. SANTA BRINGS JOY TO FAMILIES IN MEDICAL CENTER'S NICU	Whitelaw Reid	3,679
13. TWO OF UVA'S PROFESSIONAL READERS OFFER ADVICE TO ENHANCE YOUR HOLIDAY GIFT LIST	Anne Bromley	3,653
14. UVA IN NUMBERS		3,597
15. TRUMP JUST RECOGNIZED JERUSALEM AS CAPITAL OF ISRAEL. HERE'S WHAT IT MEANS	Jane Kelly	3,436
16. 5 HISTORY AND POLITICS BOOKS TO ADD TO YOUR 2018 READING LIST	Caroline Newman	3,322
17. BOARD MOVES TO SPUR CREATION OF 70 ENDOWED PROFESSORSHIPS	Whitelaw Reid	3,290
18. UVA'S OWN MENSCH IS HAVING A GREAT HOLIDAY SEASON	Caroline Newman	2,951
19. THE FASCINATING, SIX-DECADE HISTORY OF WTJU, UVA'S FM RADIO STATION	Caroline Newman	2,642
20. UVA REMAINS ONE OF NATION'S BEST VALUES IN 2018 KIPLINGER RANKINGS	Dan Heuchert	2,539

SOURCES: Google Analytics, Facebook Insights, Apple News

SOCIAL MEDIA

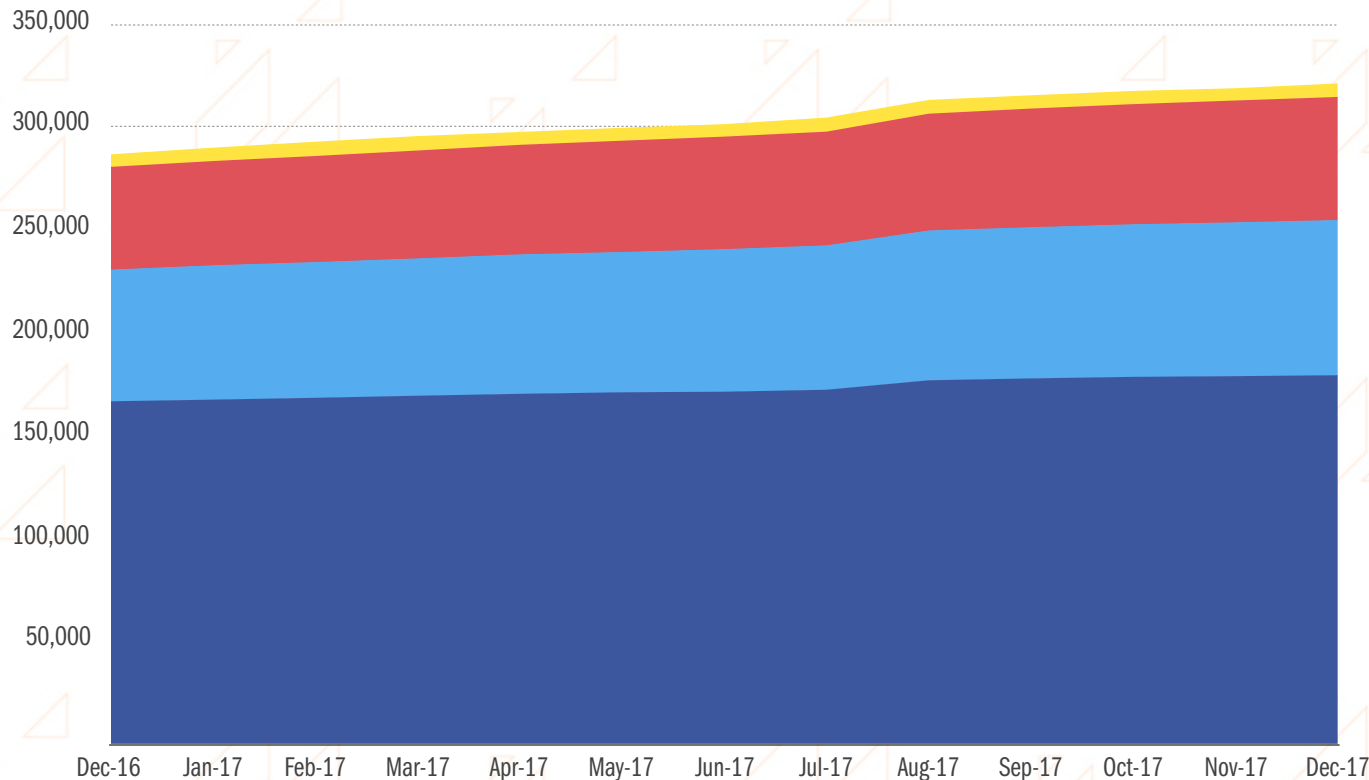


SOCIAL MEDIA FOLLOWERS

As of December 2017, UVA has more than 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

- +8%
- +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



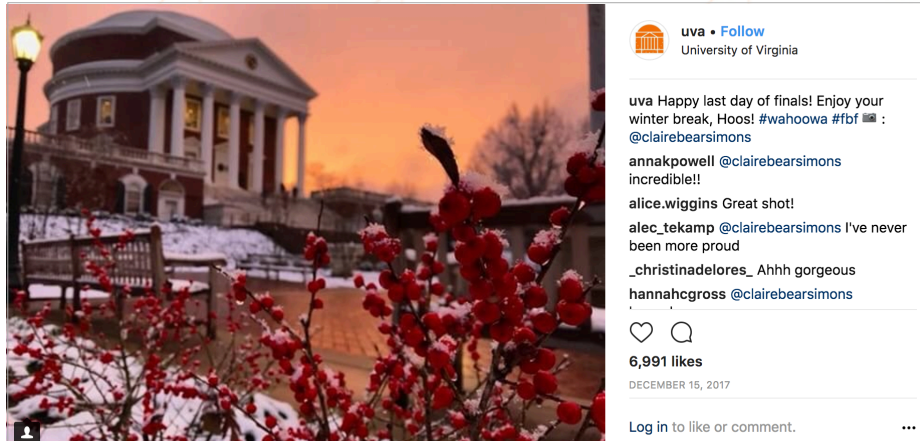
8,840 LIKES
1,764 SHARES
755 COMMENTS

Highest Engagement Rate



10% ENGAGEMENT RATE

MOST ENGAGING POSTS



12% ENGAGEMENT RATE

6,991 LIKES

18 COMMENTS



9% ENGAGEMENT RATE

360 LIKES

91 RETWEETS

1,852 MEDIA VIEWS



VIDEO CONSUMPTION

PERFORMANCE OF VIDEOS PRODUCED THIS QUARTER

The 13 video pieces produced in Q2 earned **nearly 800,000 views**.



University of Virginia: UVA in Numbers
10,438 classes. 96 words to the Good Ol' Song. One Lawn.

241,072 VIEWS

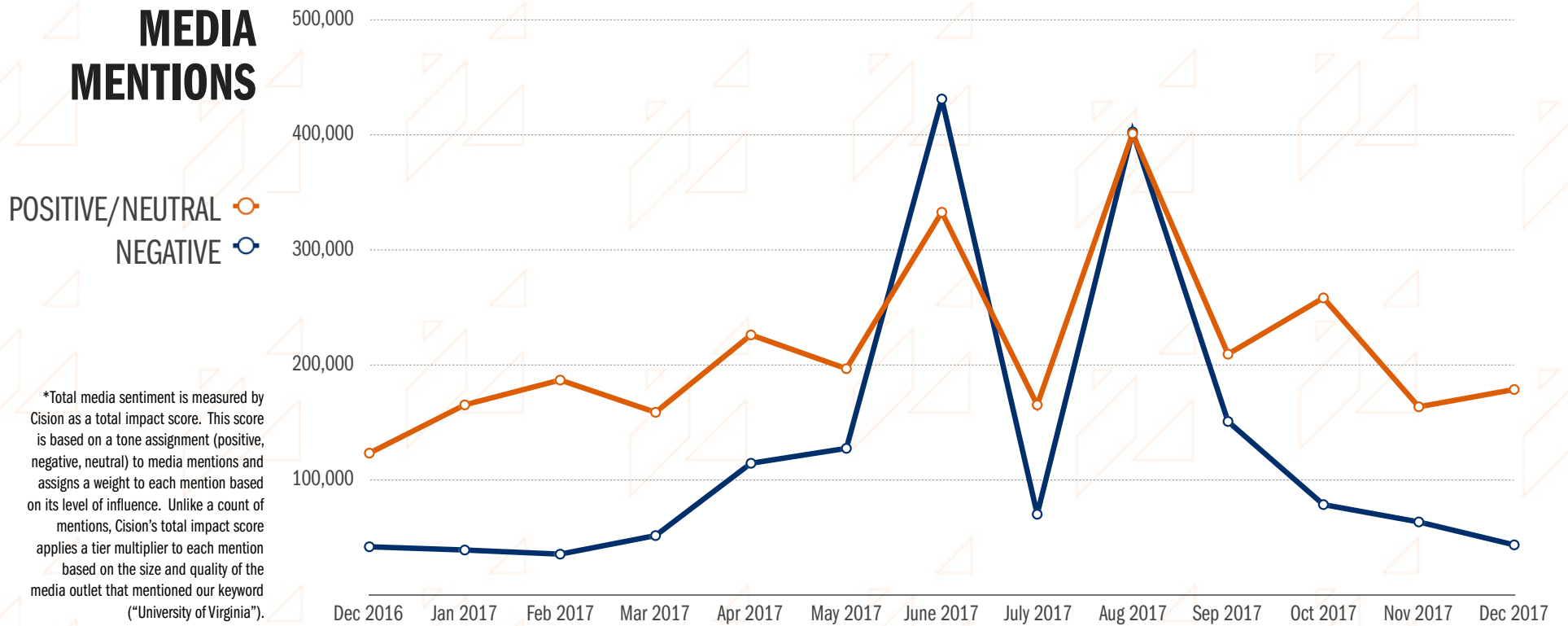
VIDEO TITLE	PRODUCER	TOTAL
1. UVA in Numbers	Vinny	241,072
2. Explore Charlottesville	Erik	179,918
3. 2017 Holiday Video	Erik	91,816
4. Trick-or-Treating	Vinny	78,001
5. First Snow of the Season	Vinny	37,607
6. Pancakes for Parkinson's	Mitch	36,405
7. Pursuit 3.0: Driverless Cars	Erik	36,113
8. President's Commission on Slavery & the University	Mitch	26,179
9. UVA's Mountain Lake Biological Station	Mitch	18,847
10. Student Spotlight: Grayson Katzenbach	Vinny	15,761
11. Rare Book School	Mitch	13,342
12. The Human Library	Vinny	13,023
13. Voices from a Diverse Community (12 videos)	Erik	2,493
TOTAL		790,577

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.



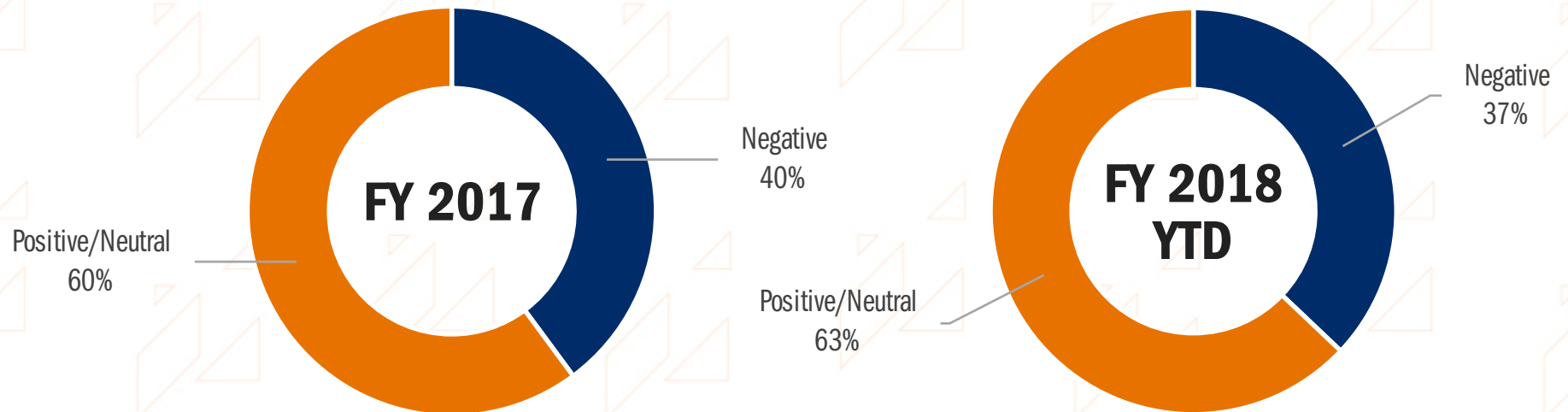
*Total media sentiment is measured by Cision as a total impact score. This score is based on a tone assignment (positive, negative, neutral) to media mentions and assigns a weight to each mention based on its level of influence. Unlike a count of mentions, Cision's total impact score applies a tier multiplier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

New Electron Research Could Lead to Cheaper, More Versatile Solar Cells

Futurism / Dec. 1

Researchers from the University of Virginia have discovered a way to keep electrons in hybrid organic-inorganic perovskites (HOIPs) from degrading rapidly. Their work could eventually lead to cheaper, more versatile solar cells.

UVA Scholars Define “Cool”

WTF / (Regional) Dec. 6

Buying holiday gifts can be a chore, especially if you're getting something for people who want something *cool*. That's an elusive quality. It is constantly changing. But a professor at the University of Virginia recently published a case study on the subject, working with her students to identify the essence of **cool**.

Hitting partner Jenkins on Serena

Tennis.Life / Dec. 13

After passing muster with coach Patrick Mouratoglou at a tryout in France, 27-year-old Jarmere Jenkins became Serena Williams' new hitting partner. "I had always wondered how she got to be where she is today - and now I get to see the process she goes through and just connect those dots," Jenkins told UVA Today.



FOIA TRACKING

FOIA REQUESTS

In the first half of FY18, University Communications received 162 FOIA requests and processed and closed 169 FOIA requests. University Communications received 10% more FOIA requests in FY18 compared to the first half of FY17.

