Direct and Google traffic consistently drive the majority of traffic to virginia.edu. In FY18 to date, Google and Direct traffic accounted for 85% of all site pageviews.
The homepage is the most visited page within virginia.edu, which accounted for 53% of all pageviews in August.
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: 462,161 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.

**UVA TODAY TRAFFIC**

**FY 2017**
- Social Media: 46%
- Daily Report: 15%
- Organic Search: 13%
- Other: 13%
- Direct: 8%
- UVA Homepage: 3%
- Illimitable Email: 2%

**FY 2018**
- Social Media: 43%
- Daily Report: 21%
- Organic Search: 14%
- Other: 7%
- Direct: 7%
- UVA Homepage: 6%
- Illimitable Email: 2%

*Source: Google Analytics*
In August 2017, University Communications published and promoted 76 stories.

### TOP STORIES AUGUST 2017

<table>
<thead>
<tr>
<th>STORY TITLE</th>
<th>BYLINE</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIVERSITY CONDEMNS DEMONSTRATION VIOLENCE: SEE STATEMENTS FROM THE WEEKEND</td>
<td>Caroline Newman; Sanjay Suchak</td>
<td>64,244</td>
</tr>
<tr>
<td>UVA SENDS MESSAGE OF LOVE AND UNITY</td>
<td>Jane Kelly</td>
<td>36,667</td>
</tr>
<tr>
<td>PUT ASIDE THOSE TOYS: YOUR KIDS WANT THE REAL DEAL</td>
<td>McGregor McCance</td>
<td>18,750</td>
</tr>
<tr>
<td>SCARED BEAR VISITS GROUNDS', GETS SAFE RIDE TO NEW FOREST HOME</td>
<td></td>
<td>16,622</td>
</tr>
<tr>
<td>21 FOR ’21: MEET SOME OF THE NEWEST CAVALIERS</td>
<td>Caroline Newman; Sanjay Suchak</td>
<td>14,853</td>
</tr>
<tr>
<td>UVA RECEIVES TOP RANKINGS IN 2018 PRINCETON REVIEW</td>
<td>Katie McNally</td>
<td>13,521</td>
</tr>
<tr>
<td>SULLIVAN ADDRESSES SAFETY CONCERNS, UNIVERSITY RESPONSE TO TORCH MARCH</td>
<td></td>
<td>13,263</td>
</tr>
<tr>
<td>MEM GYM ABUZZ AS MASSIVE BEE HIVE RELOCATED</td>
<td>Matt Kelly</td>
<td>12,896</td>
</tr>
<tr>
<td>HOW TO PROTECT YOUR EYES DURING THE 2017 SOLAR ECLIPSE</td>
<td>Kelly Casey</td>
<td>12,206</td>
</tr>
<tr>
<td>CONTROVERSIAL OLD BROOKS HALL STILL HAS SURPRISES FOR MODERN RENOVATORS</td>
<td>Matt Kelly</td>
<td>11,792</td>
</tr>
<tr>
<td>LESLIE ODOM JR., ANDRA DAY, MORE HEADLINE UVA’S OCT. 6 BICENTENNIAL CELEBRATION</td>
<td>Caroline Newman</td>
<td>11,429</td>
</tr>
<tr>
<td>ASTRONOMER ED MURPHY OFFERS TIPS AND INFO FOR MONDAY’S SOLAR ECLIPSE</td>
<td>Fariss Samarra</td>
<td>8,792</td>
</tr>
<tr>
<td>IN AFTERMATH OF VIOLENCE, SULLIVAN REFLECTS ON CHALLENGING WEEKEND</td>
<td>McGregor McCance</td>
<td>8,627</td>
</tr>
<tr>
<td>OPEN LETTER TO THE CLASS OF 2021 FROM UVA BLACK ALUMNI</td>
<td></td>
<td>7,102</td>
</tr>
<tr>
<td>SULLIVAN ISSUES MESSAGE TO UNIVERSITY COMMUNITY REGARDING AUG. 12</td>
<td></td>
<td>6,779</td>
</tr>
<tr>
<td>AS CHARLOTTESVILLE RECOVERS FROM VIOLENT WEEKEND, ALUMNI BAND TOGETHER TO HELP</td>
<td>Caroline Newman</td>
<td>6,530</td>
</tr>
<tr>
<td>STUDENT JOURNALIST GETS AIR TIME ON ESPN’S ‘OUTSIDE THE LINES’</td>
<td>Katie McNally</td>
<td>6,447</td>
</tr>
<tr>
<td>U.S. NEWS &amp; WORLD REPORT RANKS UVA AS NO. 1 HOSPITAL IN VIRGINIA</td>
<td>Josh Barney</td>
<td>6,043</td>
</tr>
<tr>
<td>THE NEXT GENERATION OF WAHOOS: MEET THE CLASS OF 2021</td>
<td>Katie McNally</td>
<td>5,934</td>
</tr>
<tr>
<td>7 RESOURCES TO HELP STUDENTS STAY SAFE AT THE UNIVERSITY OF VIRGINIA</td>
<td>Katie McNally</td>
<td>4,324</td>
</tr>
</tbody>
</table>

**SOURCES:** Google Analytics, Facebook Insights, Apple News
As of August 2017, UVA has 313,000 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 Engagements

University of Virginia is with Mark Cramer.

August 16 at 9:44pm - o

This is the Lawn tonight, united in love and peace, standing in opposition to hate. #HoosTogether

164,299 LIKES
17,380 SHARES
4,224 COMMENTS

Highest Engagement Rate

University of Virginia
August 16 at 12:15pm - o

Report on tonight’s event:

Saturday morning update:

University of Virginia President Teresa A. Sullivan strongly condemned the demonstration that occurred on Grounds on the evening of August 11. The instigating and abetting behavior displayed by the right; protestors was wrong. Those who gather with the intent to strike fear and sow division do not reflect the University’s values and will not be tolerated.

We have a responsibility to acknowledge that this was a false and hurtful representation of the University and our community. We are saddened and angered by what happened tonight.

The University of Virginia is a public institution and as such must abide by state and federal laws regarding the public right to access open spaces. While University policy speaks to the ability to reserve space inside University-owned facilities, permits or registration to access public and open outdoor spaces are not required. University policy does not generally prohibit open flames in outdoor spaces.

With regards to the incident last night, University Police arrested one protester and charged the individual with assault and battery.

Several injuries were reported, including one University police officer who was injured while making the arrest. Several other members of the University community sustained minor injuries during the confrontation.

Law enforcement did not deploy pepper spray or any other chemical agents, and reports indicate that the paper spray was used by the protesters. Law enforcement on the scene deployed an “effective deterrent” strategy to defuse the situation, and there were no physical ailments among the protesters.

The safety and well-being of every member of the University community and its visitors remain a top priority. The University continues to monitor developments in the City and is closely coordinating with state and local law enforcement. The University continues to discourage members of the University community from attending the planned downtown rally.

President Teresa A. Sullivan issued the following statement Friday.

"As President of the University of Virginia, I am deeply saddened and disturbed by the hateful behavior displayed by torch-bearing protesters that marched on our Grounds this evening. I strongly condemn the unprovoked assault on members of our community, including University personnel who were attempting to maintain order.

Law enforcement continues to investigate the incident, and it is my hope that any individuals responsible for criminal acts are held accountable. The violence displayed on Grounds is intolerable and is entirely inconsistent with the University's values.”

15% ENGAGEMENT RATE
MOST ENGAGING POSTS

INSTAGRAM

26% ENGAGEMENT RATE
14,307 LIKES
105 COMMENTS

TWITTER

19% ENGAGEMENT RATE
1,651 LIKES
1,105 RETWEETS
613 REPLIES
11,636 LINK CLICKS
VIDEO CONSUMPTION
<table>
<thead>
<tr>
<th>VIDEO TITLE</th>
<th>PRODUCER</th>
<th>TOTAL VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Final Exercises Highlights</td>
<td>Vinny</td>
<td>106,760</td>
</tr>
<tr>
<td>2. Faculty Feature: Sherri Moore</td>
<td>Mitch</td>
<td>98,714</td>
</tr>
<tr>
<td>3. Year-in-Review 2016-2017</td>
<td>Erik</td>
<td>93,588</td>
</tr>
<tr>
<td>4. Artist in Residence: Hip-Hop Artist 9th Wonder</td>
<td>Erik</td>
<td>51,129</td>
</tr>
<tr>
<td>5. Unsolved Mysteries of the Universe</td>
<td>Vinny</td>
<td>42,270</td>
</tr>
<tr>
<td>6. Graduation Pursuits</td>
<td>Erik</td>
<td>37,590</td>
</tr>
<tr>
<td>7. The Outdoor Club</td>
<td>Vinny</td>
<td>33,870</td>
</tr>
<tr>
<td>8. Student Spotlight: Shannon Rauth</td>
<td>Vinny</td>
<td>26,672</td>
</tr>
<tr>
<td>9. Student Spotlight: Angelica Henry</td>
<td>Mitch</td>
<td>19,573</td>
</tr>
<tr>
<td>10. Cashless Society (animated)</td>
<td>Mitch</td>
<td>10,434</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>520,600</strong></td>
</tr>
</tbody>
</table>

*Videos produced in Q4 earned more than 520,000 views for the 10 videos produced.*
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”).

**Source:** Cision media monitoring service.
In both FY17 and FY18 YTD, positive/neutral mentions have exceeded negative mentions.

**BREAKDOWN OF MEDIA SENTIMENT**

- **FY 2017**
  - Negative: 40%
  - Positive/Neutral: 60%

- **FY 2018**
  - Negative: 46%
  - Positive/Neutral: 54%

*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 August 2017.

Astronomer Ed Murphy, Chasing His Third Solar Eclipse, Offers Viewing Tips
WCVE Public Radio (Richmond) / Aug. 10
With the total eclipse of the sun sweeping through 14 states on August 21st, University of Virginia Astronomer Ed Murphy is preparing to witness his third. Murphy talks with WCVE's Charles Fishburne about what to expect and why being in the “path of totality” is so important.

Dreams of College Become Reality With a Little Help For These Virginia Students
Southern Living / Aug. 23
One such organization worthy of that spotlight is the University of Virginia's Virginia College Advising Corps. The nonprofit serves 28 partner high schools around the entire Commonwealth, pairing recent college graduates with students as they prepare for college. Founded in 2005, the latest batch of college advisers were announced this week. Comprised of 24 graduates, these young leaders will spend the next two years working for VCAC.

The Economic Link to the Opioid Epidemic
Bloomberg News / Aug. 24
Christopher Ruhm, University of Virginia professor of public policy and economics, discusses the economic link to the opioid epidemic. He speaks with Bloomberg's Joe Weisenthal, Abigail Doolittle and Julie Hyman on “What'd You Miss?”
FOIA TRACKING
In FY17, University Communications received 308 FOIA requests and processed and closed 307 FOIA requests. University Communications received 10% more FOIA requests in FY17 compared to FY16.