



UNIVERSITY  
*of* VIRGINIA

# UNIVERSITY COMMUNICATIONS ANALYTICS

AUGUST 2017

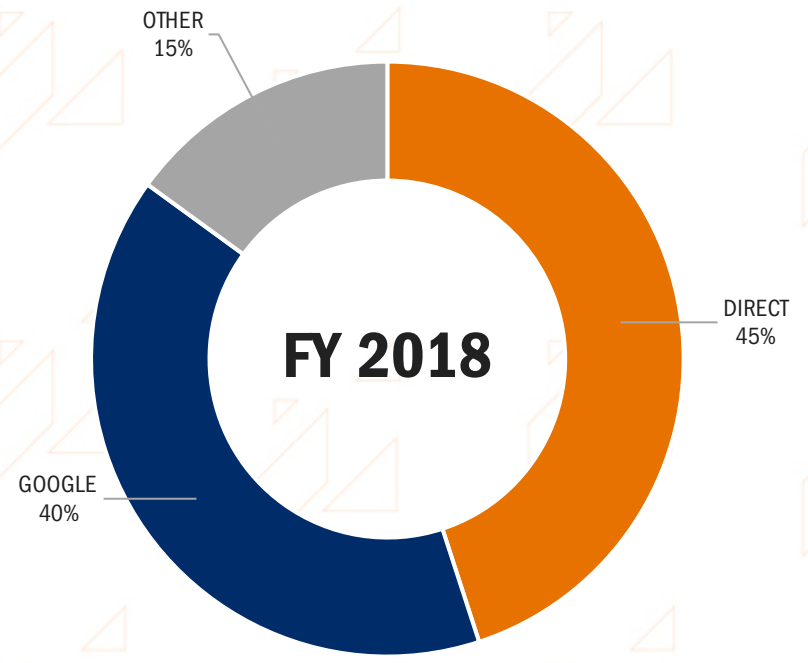
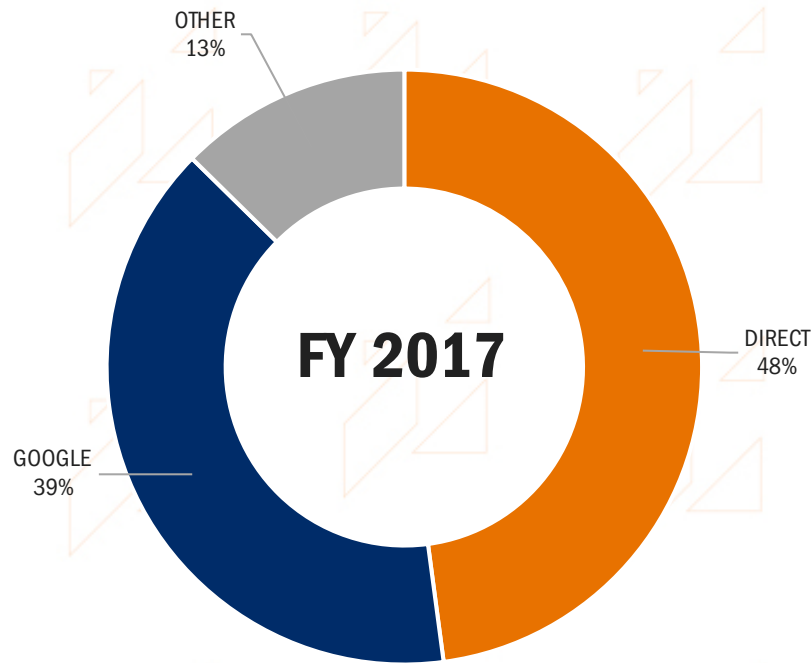




**VIRGINIA.EDU**

# TOP TRAFFIC SOURCES

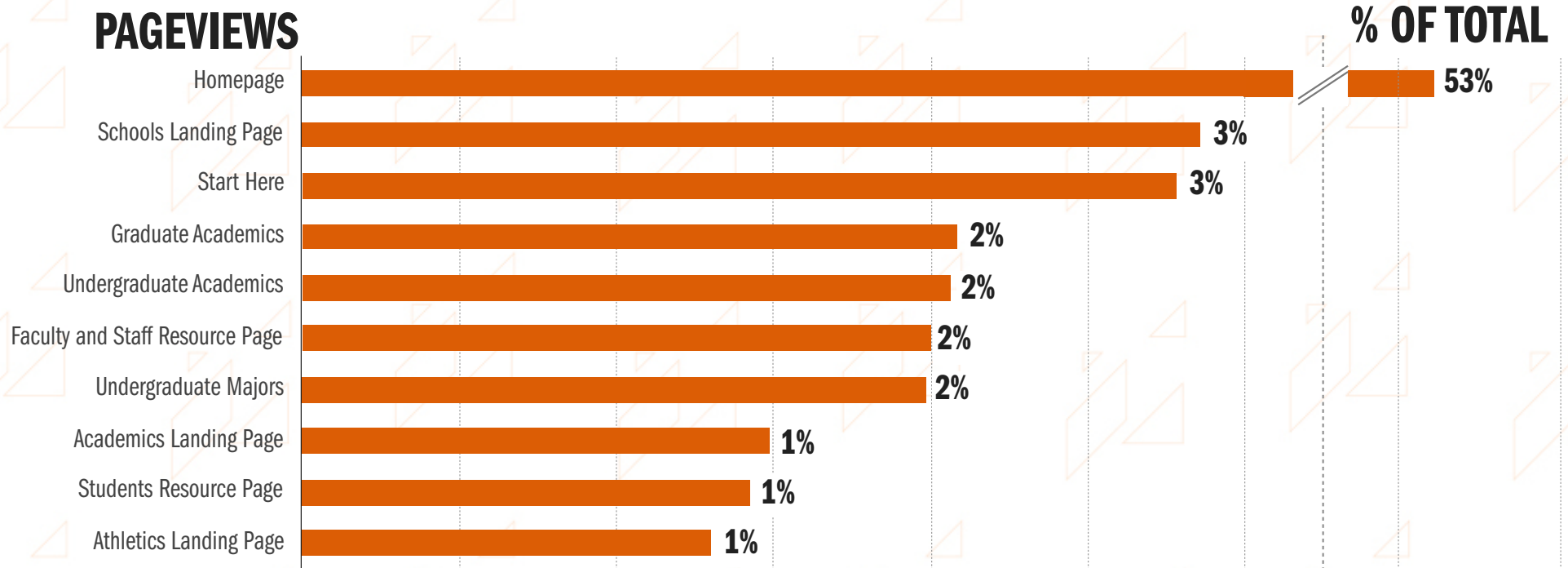
*Direct and Google traffic consistently drive the majority of traffic to virginia.edu.  
In FY18 to date, Google and Direct traffic accounted for 85% of all site pageviews.*



SOURCE: Google Analytics

# TOP PAGES VISITED

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



SOURCE: Google Analytics



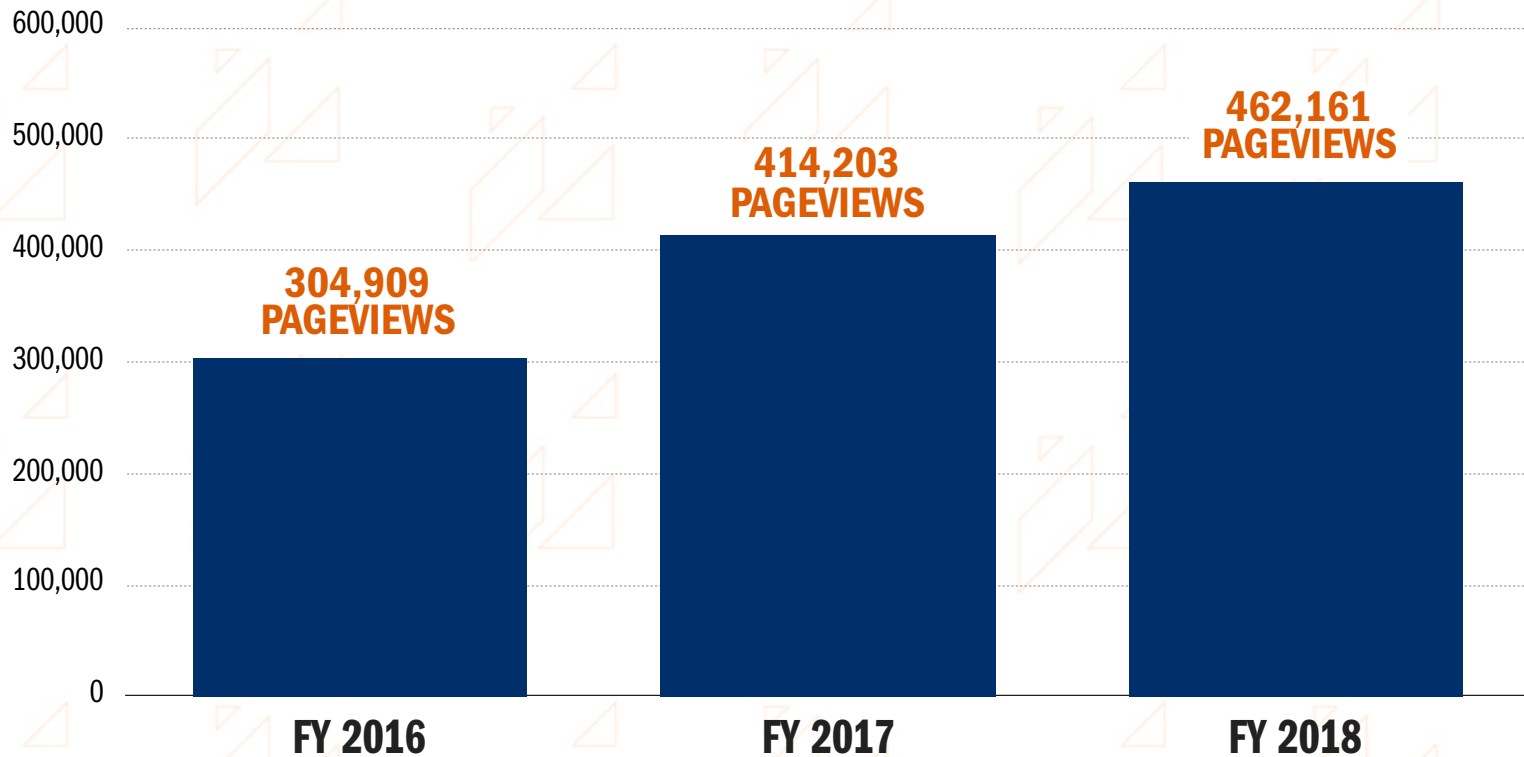
# UVA TODAY



# UVA TODAY SITE PERFORMANCE

*Average monthly pageviews continue to increase year over year.*

## AVERAGE PAGEVIEWS PER MONTH

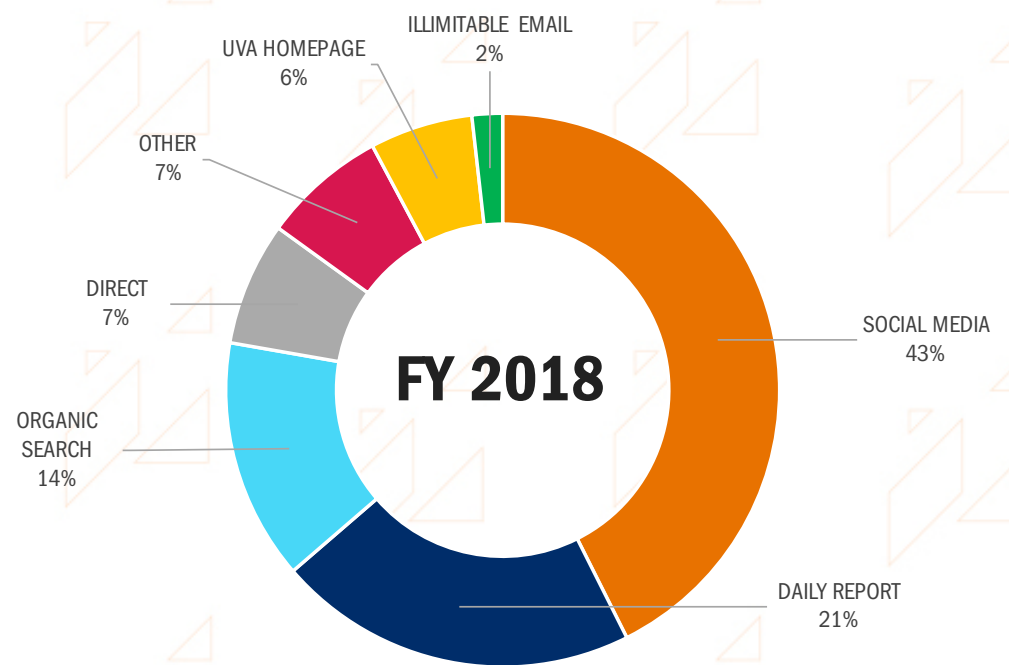
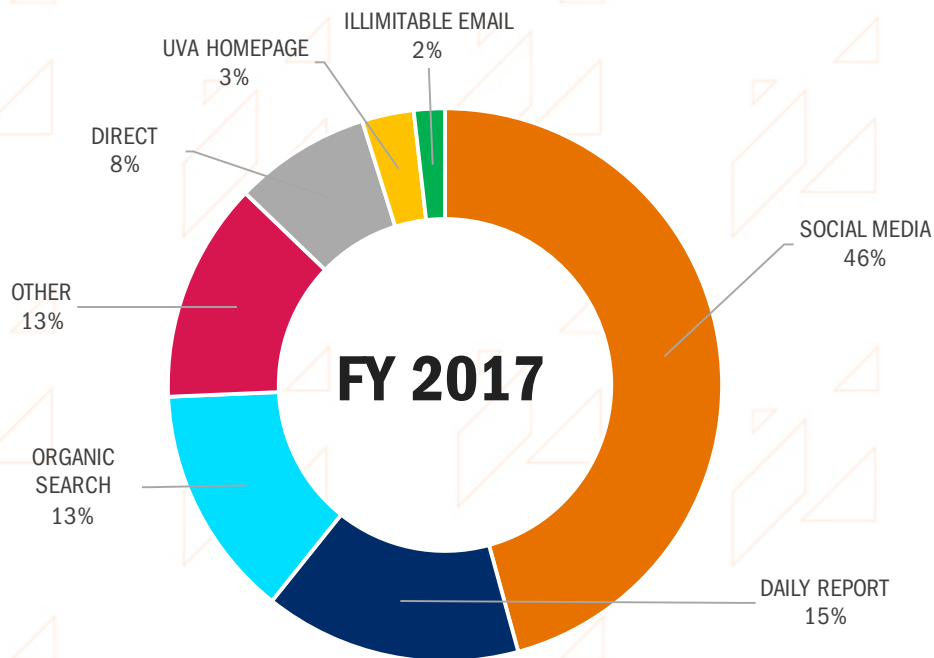


\*Average pageviews excludes views of UVA Today content off-site on platforms such as Facebook Instant Articles and Apple News.

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 August 2017, University Communications published and promoted 76 stories.*

## TOP STORIES AUGUST 2017

STORY TITLE	BYLINE	PAGEVIEWS
1. UNIVERSITY CONDEMNS DEMONSTRATION VIOLENCE: SEE STATEMENTS FROM THE WEEKEND		64,244
2. UVA SENDS MESSAGE OF LOVE AND UNITY	Caroline Newman; Sanjay Suchak	36,667
3. PUT ASIDE THOSE TOYS: YOUR KIDS WANT THE REAL DEAL	Jane Kelly	18,750
4. SCARED BEAR VISITS GROUNDS, GETS SAFE RIDE TO NEW FOREST HOME	McGregor McCance	16,622
5. 21 FOR '21: MEET SOME OF THE NEWEST CAVALIERS	Caroline Newman; Sanjay Suchak	14,853
6. UVA RECEIVES TOP RANKINGS IN 2018 PRINCETON REVIEW	Katie McNally	13,521
7. SULLIVAN ADDRESSES SAFETY CONCERNS, UNIVERSITY RESPONSE TO TORCH MARCH		13,263
8. MEM GYM ABUZZ AS MASSIVE BEE HIVE RELOCATED	Matt Kelly	12,896
9. HOW TO PROTECT YOUR EYES DURING THE 2017 SOLAR ECLIPSE	Kelly Casey	12,206
10. CONTROVERSIAL OLD BROOKS HALL STILL HAS SURPRISES FOR MODERN RENOVATORS	Matt Kelly	11,792
11. LESLIE ODOM JR., ANDRA DAY, MORE HEADLINE UVA'S OCT. 6 BICENTENNIAL CELEBRATION	Caroline Newman	11,429
12. ASTRONOMER ED MURPHY OFFERS TIPS AND INFO FOR MONDAY'S SOLAR ECLIPSE	Fariss Samarrai	8,792
13. IN AFTERMATH OF VIOLENCE, SULLIVAN REFLECTS ON CHALLENGING WEEKEND	McGregor McCance	8,627
14. OPEN LETTER TO THE CLASS OF 2021 FROM UVA BLACK ALUMNI		7,102
15. SULLIVAN ISSUES MESSAGE TO UNIVERSITY COMMUNITY REGARDING AUG. 12		6,779
16. AS CHARLOTTESVILLE RECOVERS FROM VIOLENT WEEKEND, ALUMNI BAND TOGETHER TO HELP	Caroline Newman	6,530
17. STUDENT JOURNALIST GETS AIR TIME ON ESPN'S 'OUTSIDE THE LINES'	Katie McNally	6,447
18. U.S. NEWS & WORLD REPORT RANKS UVA AS NO. 1 HOSPITAL IN VIRGINIA	Josh Barney	6,043
19. THE NEXT GENERATION OF WAHOOS: MEET THE CLASS OF 2021	Katie McNally	5,934
20. 7 RESOURCES TO HELP STUDENTS STAY SAFE AT THE UNIVERSITY OF VIRGINIA	Katie McNally	4,324

**SOURCES:** Google Analytics, Facebook Insights, Apple News



# SOCIAL MEDIA

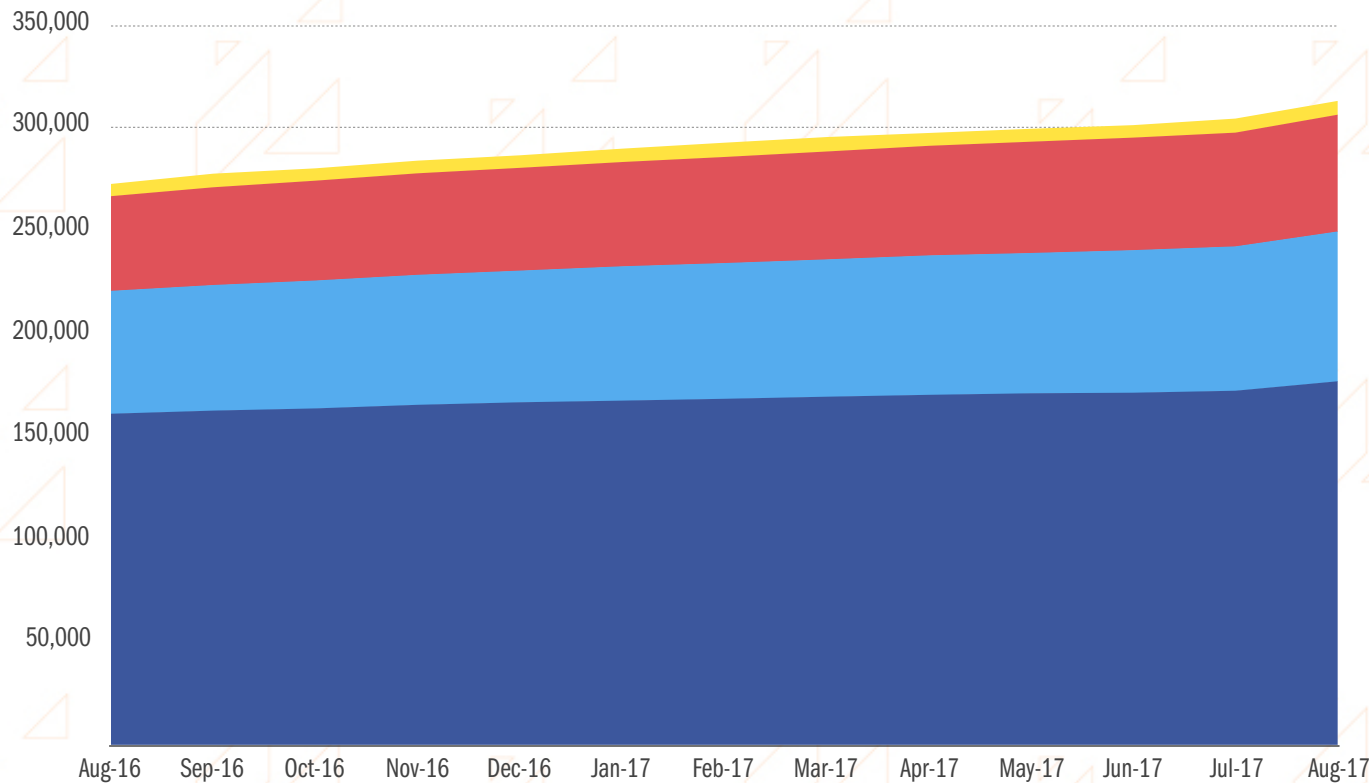


# SOCIAL MEDIA FOLLOWERS

As of August 2017, UVA has 313,000 followers on social media.  
Follower size on social media continues to increase steadily across all platforms.

## SOCIAL MEDIA FOLLOWERS

- \*SNAPCHAT
- INSTAGRAM
- TWITTER
- FACEBOOK



## % CHANGE SINCE 2016

- +13%
- +23%
- +22%
- +10%

\*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 is with Mark Cramer.  
August 16 at 9:44pm · 🌐


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



👍 Like    💬 Comment    ➦ Share

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

## Highest Engagement Rate

 University of Virginia  
August 12 at 12:14am · 🌐

**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 intimidating and abhorrent behavior displayed by the alt-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 influence or diminish the University's commitment to inclusion, diversity and mutual respect. Included in these values also are a respect for the First Amendment rights to free speech and peaceable assembly.

The University of Virginia is a public institution and as such must abide by state and federal laws regarding the public's 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 also does not generally prohibit open flames in outdoor spaces.

With regard to the incident last night, University Police arrested one protestor and charged the individual with assault and disorderly conduct. 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. Reports indicate that the pepper spray was used by the protestors. Law enforcement on the scene declared an "unlawful assembly" once physical altercations among the protestors began to escalate.

The safety and well-being of every member of the University community and its visitors remains 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 rallies.

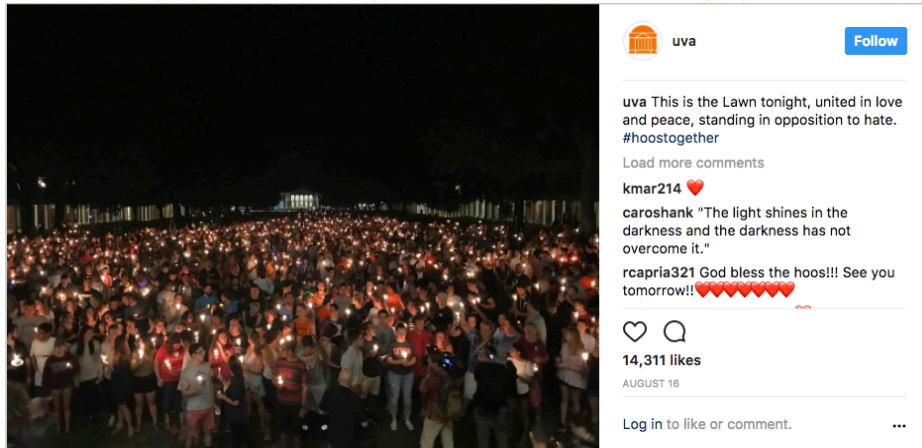
President Teresa A. Sullivan issued the following statement Friday.

"As President of the University of Virginia, I am deeply saddened and disturbed by the hateful behavior displayed by torch-bearing protestors 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



**26% ENGAGEMENT RATE**

**14,307 LIKES**  
**105 COMMENTS**



**19% ENGAGEMENT RATE**

**1,651 LIKES**  
**1,105 RETWEETS**  
**613 REPLIES**  
**11,636 LINK CLICKS**



# VIDEO CONSUMPTION

# PERFORMANCE OF VIDEOS PRODUCED THIS QUARTER

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

## FINAL EXERCISES HIGHLIGHTS



**106,760 VIEWS**

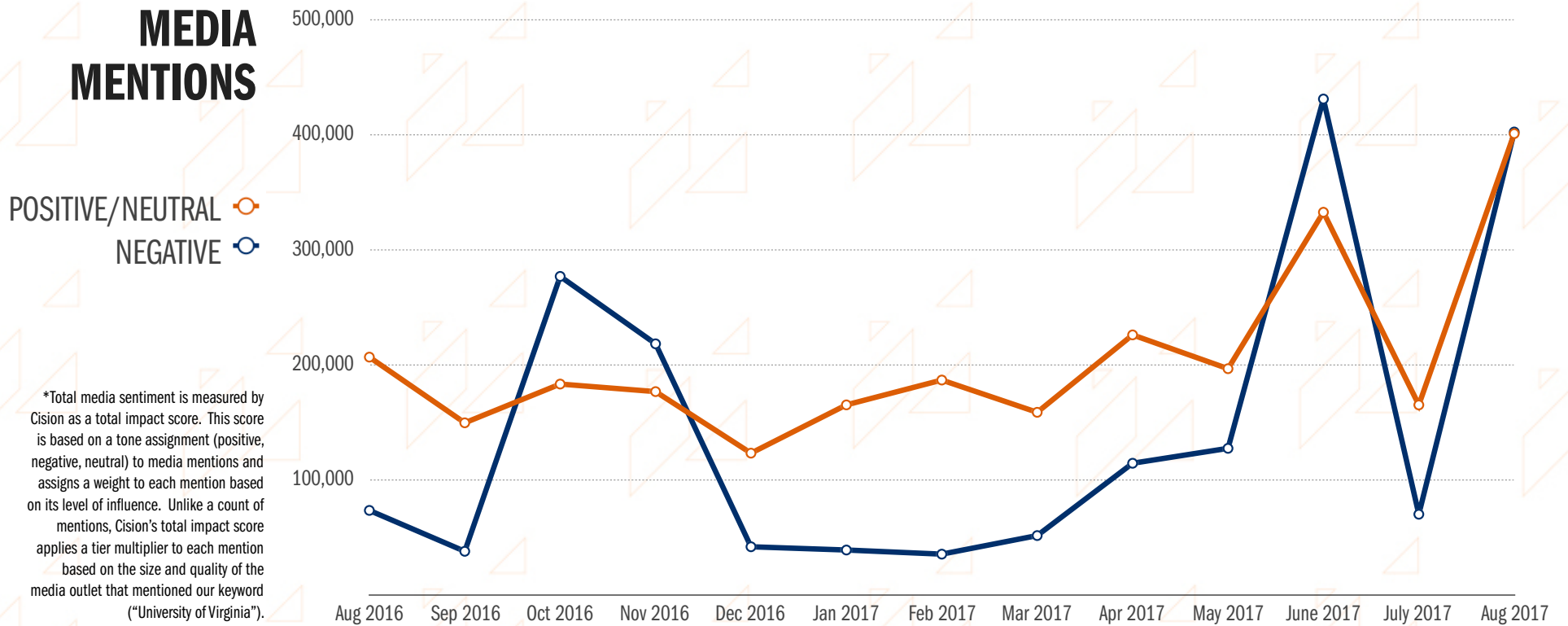
VIDEO TITLE	PRODUCER	TOTAL VIEWS
1. Final Exercises Highlights	Vinny	106,760
2. Faculty Feature: Sherri Moore	Mitch	98,714
3. Year-in-Review 2016-2017	Erik	93,588
4. Artist in Residence: Hip-Hop Artist 9th Wonder	Erik	51,129
5. Unsolved Mysteries of the Universe	Vinny	42,270
6. Graduation Pursuits	Erik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

The image features a stack of brown paper bags, possibly for coffee, with a blue sunburst graphic on the left side. The sunburst is composed of many thin white lines radiating from a central point. The text 'MEDIA SENTIMENT' is written in white, bold, uppercase letters across the center of the image, overlapping the sunburst and the paper bags.

# **MEDIA SENTIMENT**

# TOTAL MEDIA SENTIMENT BY TONE

*Positive/neutral mentions have been 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").

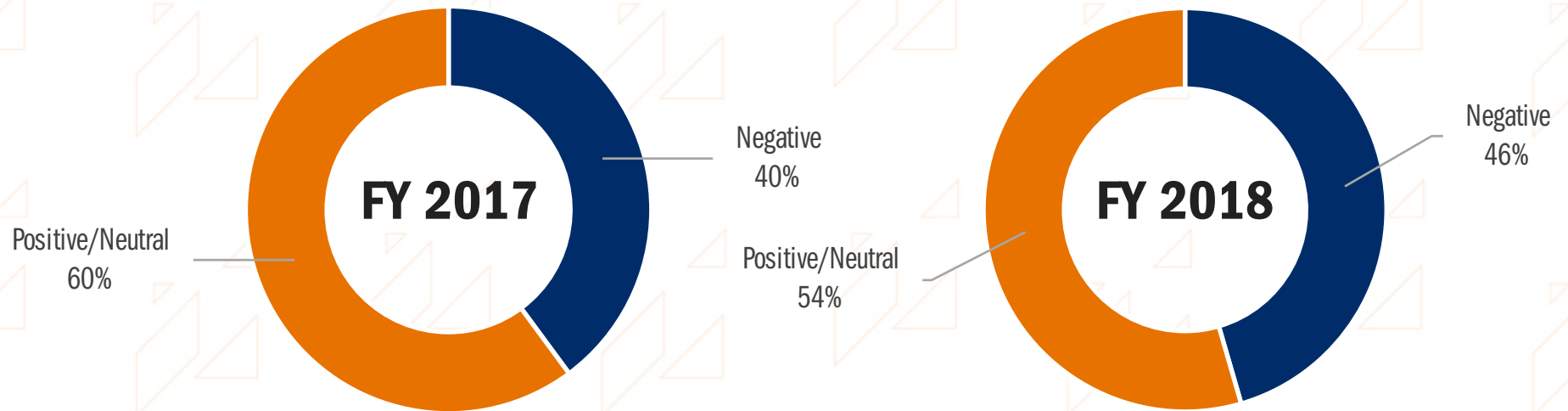
Source: Cision media monitoring service.



# 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

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*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

# FOIA REQUESTS

*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.*

