



UNIVERSITY  
*of* VIRGINIA

# UNIVERSITY COMMUNICATIONS ANALYTICS

JANUARY 2018



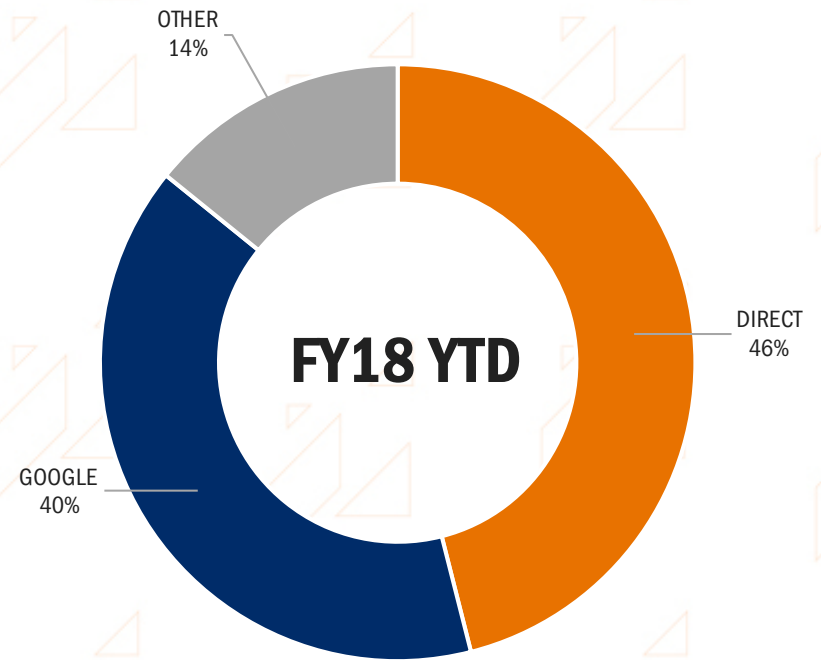
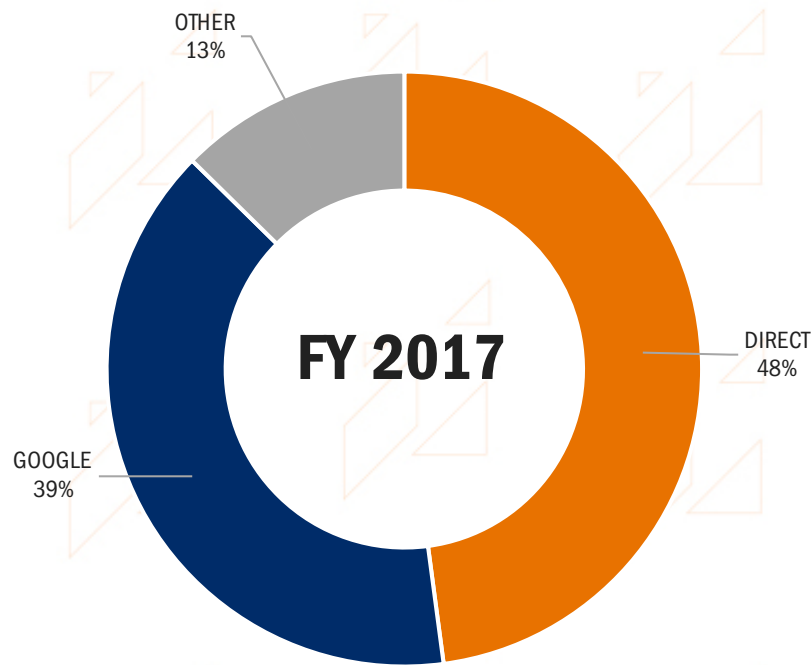


**VIRGINIA.EDU**



# TOP TRAFFIC SOURCES

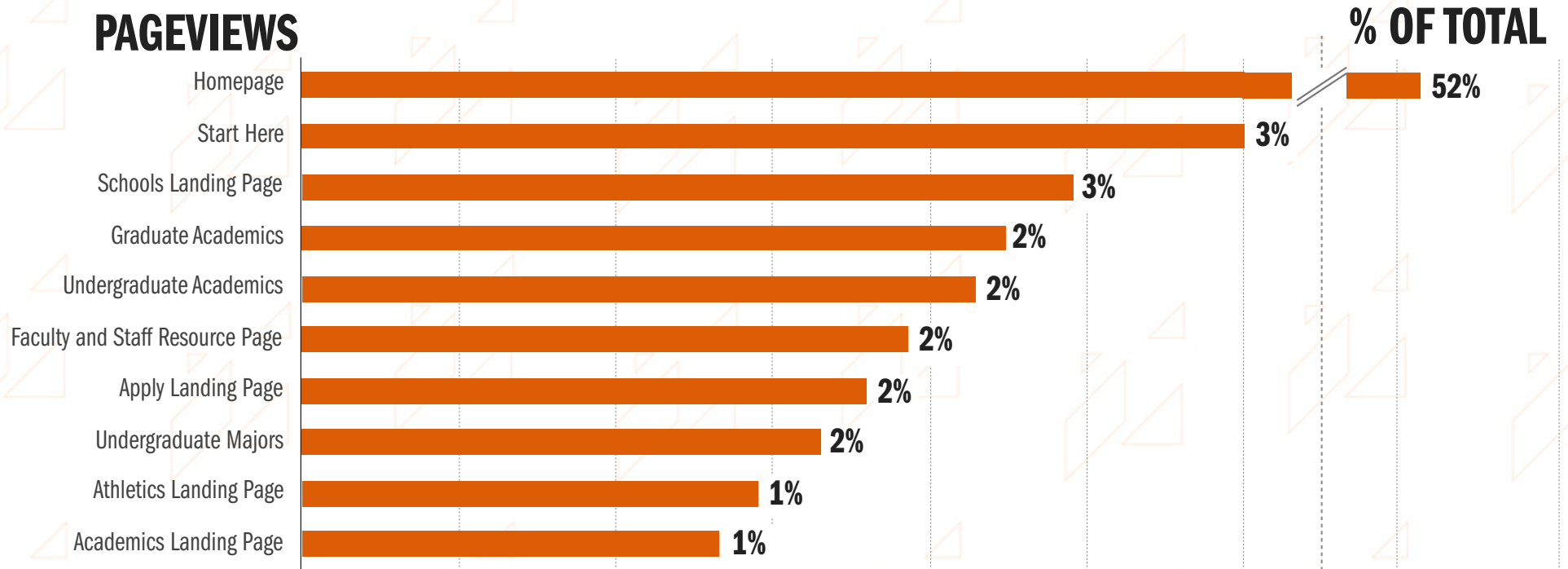
*Direct and Google traffic consistently drive the majority of traffic to virginia.edu.  
In FY18 YTD, Google and Direct traffic accounted for 86% of all site pageviews.*



SOURCE: Google Analytics

# TOP PAGES VISITED

*The homepage is the most visited page within virginia.edu, which accounted for 52% of all pageviews in January.*



SOURCE: Google Analytics





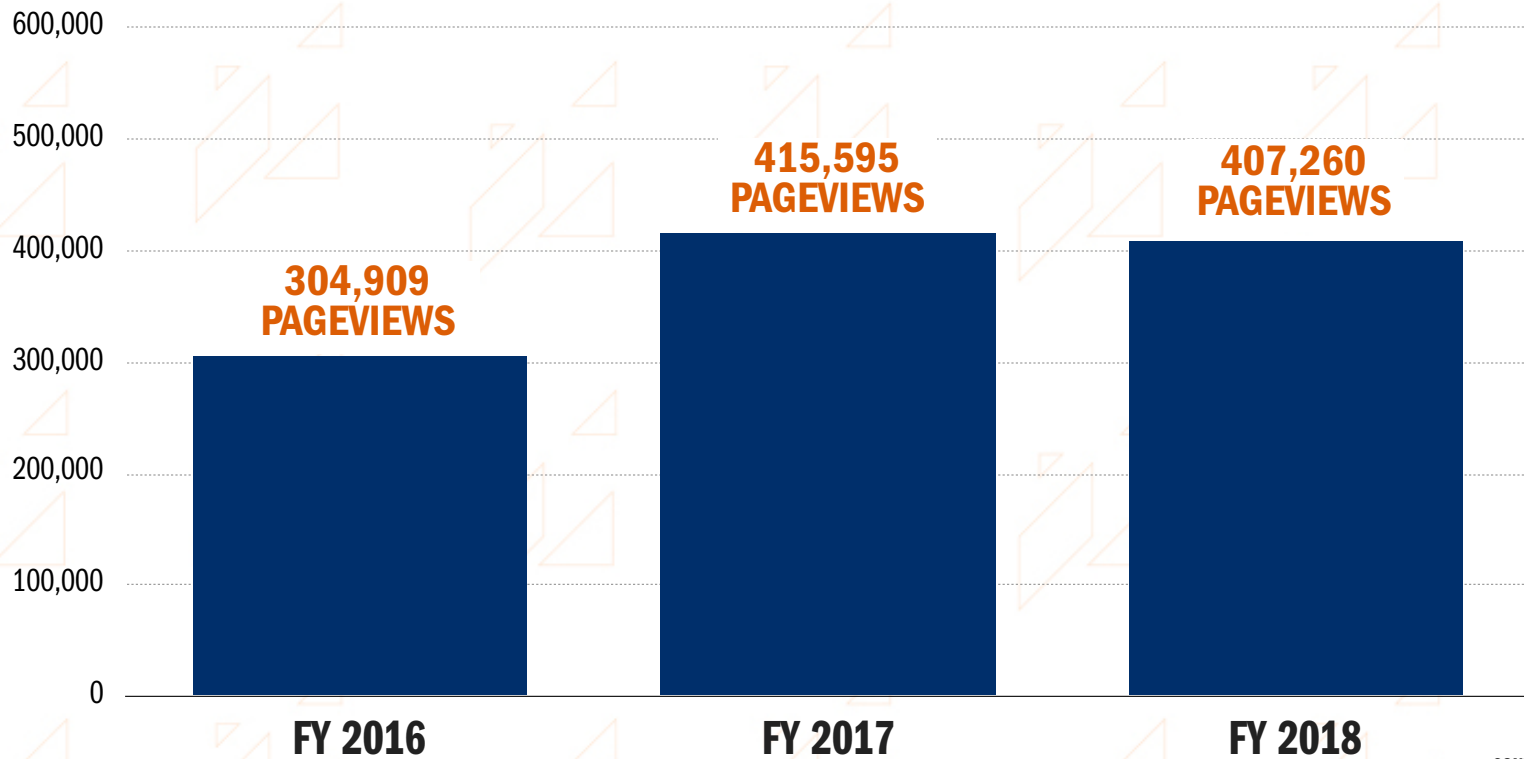
# UVA TODAY



# UVA TODAY SITE PERFORMANCE

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

## AVERAGE PAGEVIEWS PER MONTH

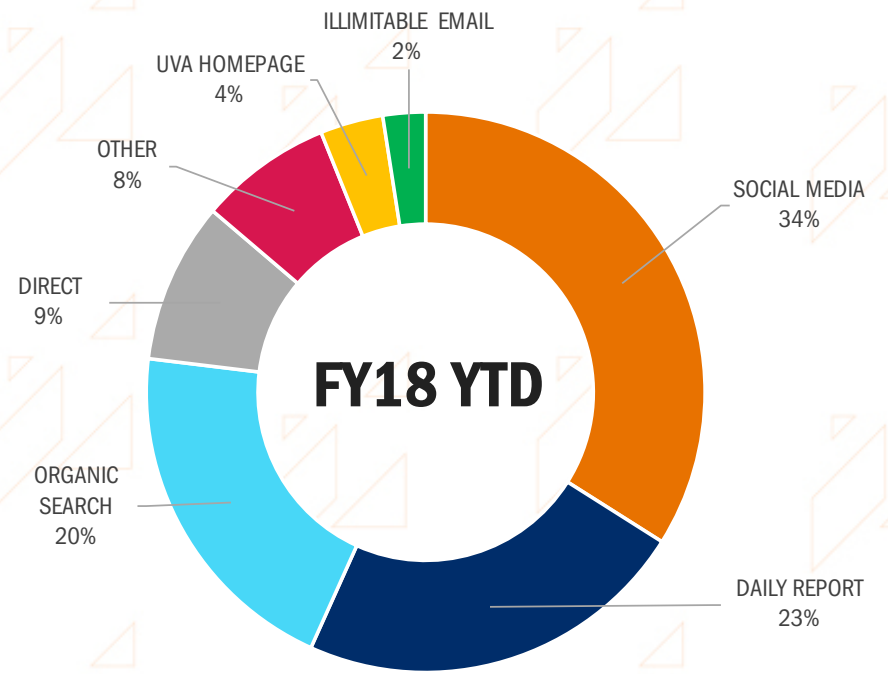
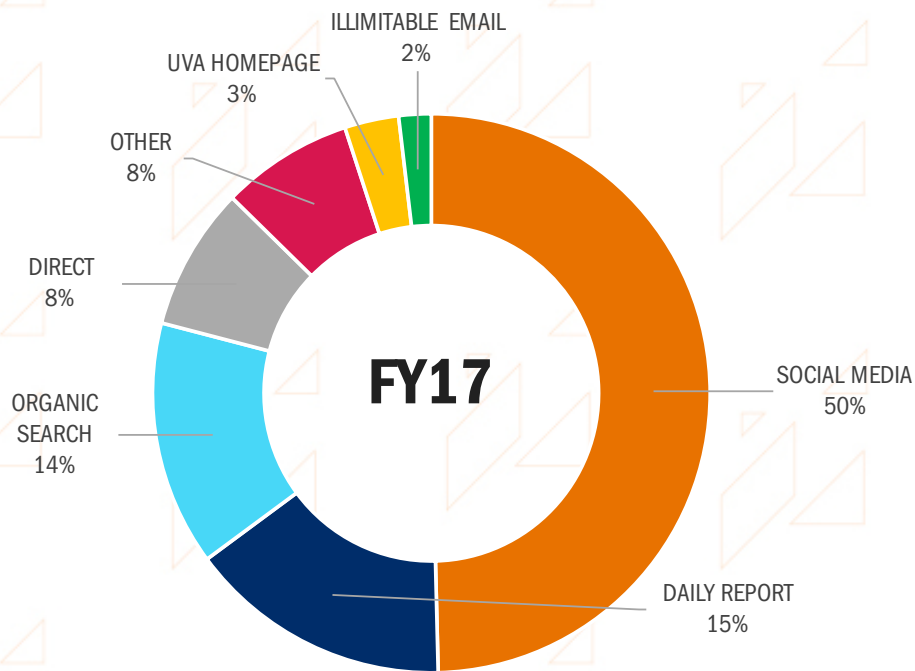


\*Average pageviews excludes views of UVA Today content off-site on platforms such as Facebook Instant Articles and Apple News.

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 January 2018, University Communications published and promoted 78 stories.*

## TOP STORIES JANUARY 2018

STORY TITLE	BYLINE	PAGEVIEWS
1. UVA RELEASES EARLY ACTION DECISIONS, SPAWNING A SOCIAL MEDIA TSUNAMI	Whitelaw Reid	19,052
2. TOP 10 SOCIAL MEDIA POSTS FROM UVA BASKETBALL TEAM'S WIN OVER DUKE	Whitelaw Reid	18,454
3. Q&A: JOE HARRIS TALKS BIG CITY LIFE, CAVALIER HOOPS AND WHY UVA IS SPECIAL	Whitelaw Reid	10,464
4. INTO THE DARKNESS: UVA ROBOT MAPS HISTORIC TUNNEL	Matt Kelly	8,884
5. UVA TOPS ADMISSION APPLICATION RECORD FOR THIRD STRAIGHT YEAR	Whitelaw Reid	7,016
6. UNAFRAID TO ASK MORE: COASTAL RESILIENCE		6,795
7. ALUM'S STARTUP UNVEILS NEW HOSPITAL GOWN THAT KEEPS EVERYTHING COVERED	Caroline Newman	5,575
8. Q&A: HOW NOT TO GET THE FLU - OR AT LEAST IMPROVE YOUR CHANCES	Rob Seal	5,561
9. THIS ALUMNA'S BOOK JUST DEBUTED ON THE NYT'S CHILDREN'S BEST-SELLERS LIST	Jane Kelly	5,391
10. FORMER WHITE HOUSE PHOTOGRAPHER SHARES 5 FAVORITE PHOTOS BEFORE MONDAY EVENT	Caroline Newman	5,386
11. BRAIN FOOD: EXPLORING THE CONNECTIONS BETWEEN NUTRITION AND LEARNING	Laura Hoxworth	4,215
12. 195 UVA PHYSICIANS CHOSEN FOR 'BEST DOCTORS IN AMERICA' LIST	Eric Swensen	4,063
13. FROM HALF A WORLD AWAY, ENGINEERING STUDENT TACKLES HOUSING PROBLEM IN ARMENIA	Matt Kelly	4,002
14. FIRST-GENERATION COLLEGE STUDENT NEVER THOUGHT HE'D WIND UP AT UVA	Whitelaw Reid	3,896
15. UVA'S VENERABLE ROTUNDA TAKES THE LEED	Matt Kelly	3,838
16. STUDY FINDS TEEN STRESS MAY HAVE HEALTH CONSEQUENCES LATER IN LIFE	Jane Kelly	3,726
17. ARE SMARTPHONES MAKING PEOPLE SAD?	Jane Kelly	3,671
18. THIRD-YEAR AEROSPACE ENGINEERING STUDENT DRAWS NATIONAL ATTENTION	Matt Kelly	3,224
19. ALUM JOHN DICKERSON IS FIRED UP ABOUT CO-HOSTING 'CBS THIS MORNING'	Caroline Newman	3,077
20. 'BLOW THE SAFE AND GET IT': LISTEN TO NIXON'S RESPONSE TO THE PENTAGON PAPERS	Caroline Newman	3,052

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

# SOCIAL MEDIA



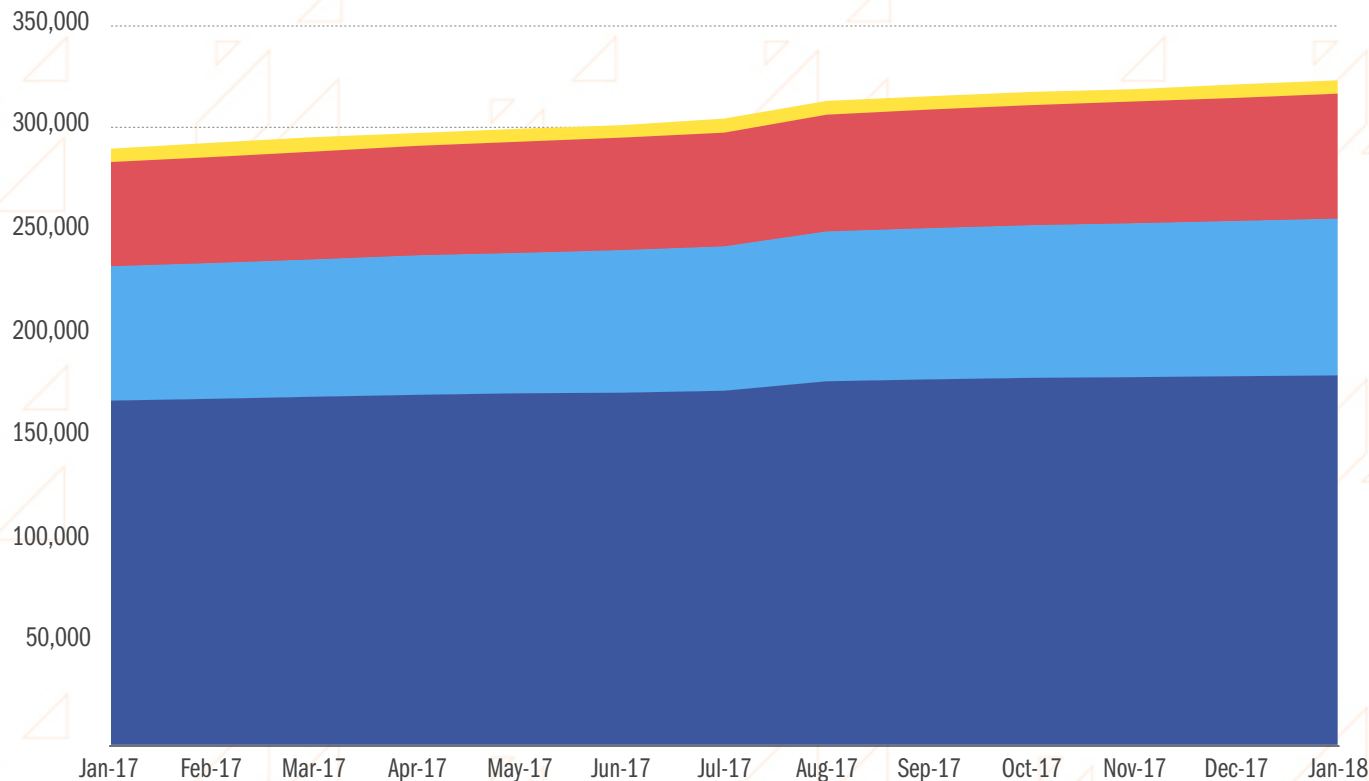


# SOCIAL MEDIA FOLLOWERS

As of January 2018, UVA has nearly 323,000 followers on social media.  
Total followers on social media has increased by 11% compared to last year.

## SOCIAL MEDIA FOLLOWERS

- \*SNAPCHAT
- INSTAGRAM
- TWITTER
- FACEBOOK



## % CHANGE SINCE 2016

- +0%
- +20%
- +17%
- +7%

\*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

Published by Rob Seal [?] · January 27 at 4:12pm · 🌐

HOOOOOS!



**9,000 LIKES**  
**819 SHARES**  
**503 COMMENTS**

## Highest Engagement Rate



University of Virginia

Published by Kelly Kauffman [?] · January 29 at 4:53pm · 🌐

There were some good ones.



**Top 10 Social Media Posts From UVA Basketball Team's Win Over Duke**

The second-ranked UVA men's basketball team's victory over No. 4 Duke on Saturday - its first at Cameron Indoor Stadium since 1995 - had Wahoo fans...

NEWS.VIRGINIA.EDU

**15% ENGAGEMENT RATE**

# MOST ENGAGING POSTS



uva • Follow

uva Hoos win! #wahoowa #gohoos

Load more comments

rachelorlowsky #hoosrising

w\_fernandez @cass\_14 🙌

zachachan @spencer\_mandelbaum piss off man its a sensitive subject

gapeachinfi #hoosurdaddy

eavandyke10 @jacobearly12 what a game!!!!

reynolds78 Hooooo

9,315 likes

JANUARY 27

Log in to like or comment. ...

**15% ENGAGEMENT RATE**

**9,315 LIKES**

**100 COMMENTS**



UVA @UVA Following

Saturday was one special day for the father of #UVA basketball player Ty Jerome.

One family's wild sports day capped by taking down Duke

These were six hours Mark Jerome will never forget. Six hours when he couldn't take his eyes off his phone, when his oldest son quieted the Cameron crazies, his other...

nypost.com

7:13 AM - 29 Jan 2018

37 Retweets 244 Likes

**8% ENGAGEMENT RATE**

**244 LIKES**

**2,186 URL CLICKS**





# 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**

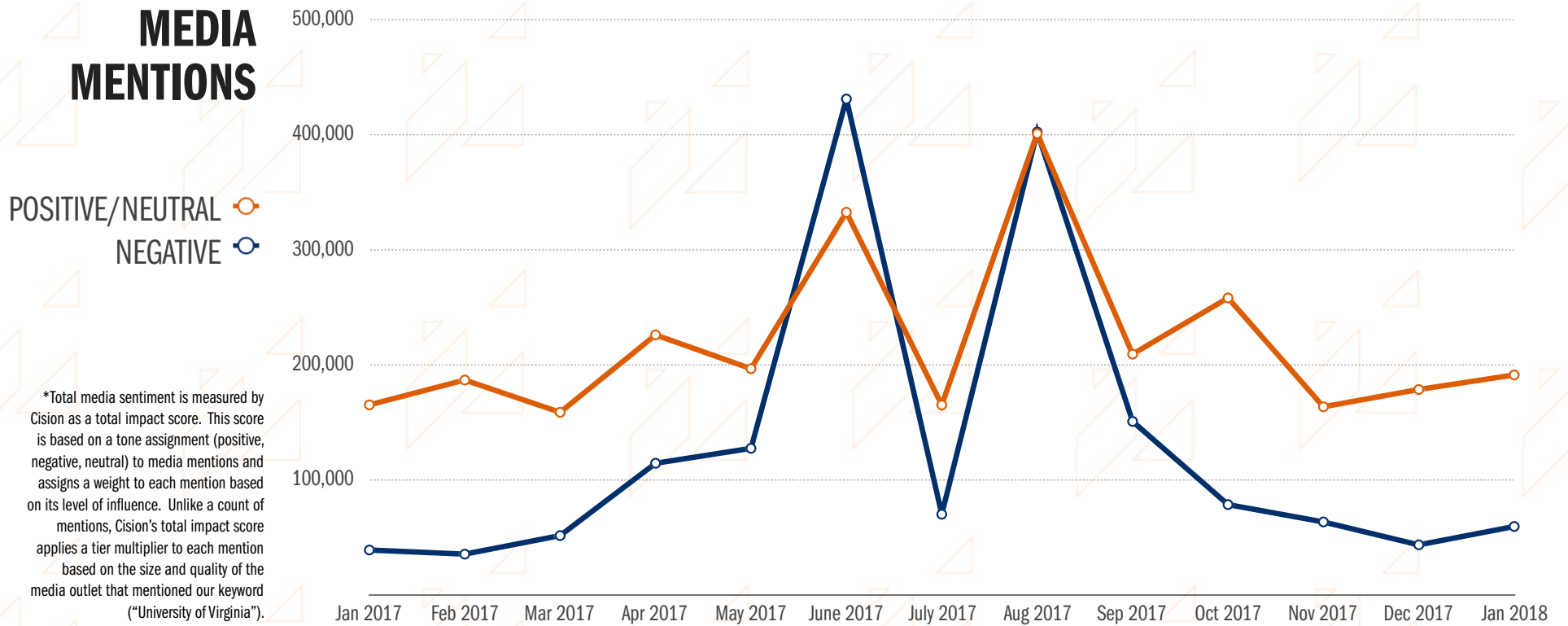
VIDEO TITLE	PRODUCER	TOTAL
1. UVA in Numbers	Vinny	241,072
2. Explore Charlottesville	Erik	179,918
3. 2017 Holiday Video	Erik	91,816
4. Trick-or-Treating	Vinny	78,001
5. First Snow of the Season	Vinny	37,607
6. Pancakes for Parkinson's	Mitch	36,405
7. Pursuit 3.0: Driverless Cars	Erik	36,113
8. President's 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
<b>TOTAL</b>		<b>790,577</b>

The image features a stack of old, yellowed newspapers 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 a bold, white, sans-serif font across the center of the image, overlapping the newspapers and the sunburst.

# **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").

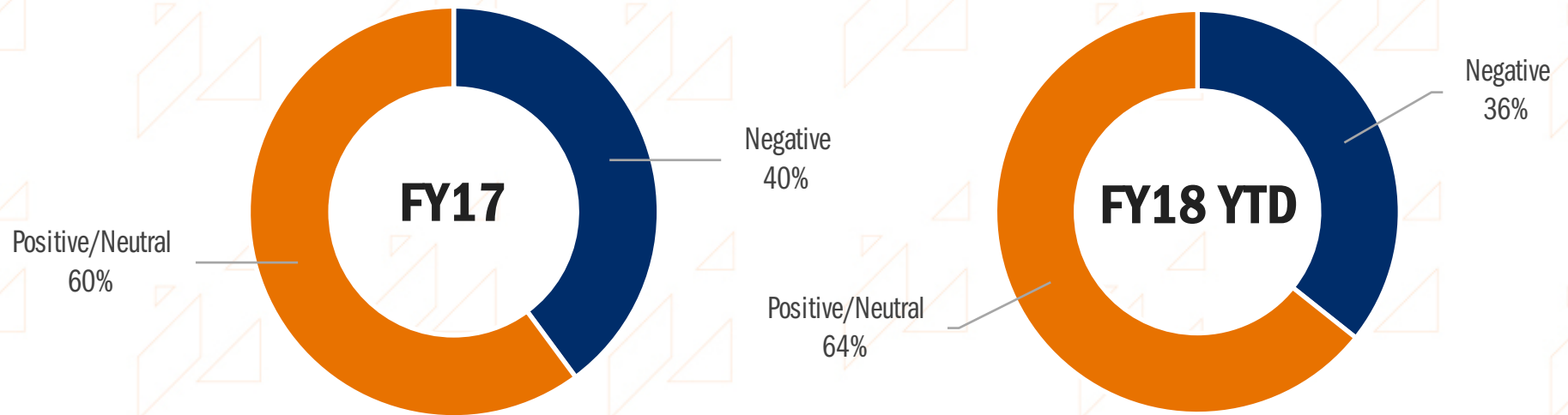
Source: Cision media monitoring service.



# 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

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***The University of Virginia is frequently cited in national media.  
The following represents a selection of national media coverage from January 2018.***

## **Virginia's population growth is most robust in Washington suburbs**

**Washington Post / Jan. 25**

Fast-growing Prince William County has leapfrogged Virginia Beach to become the second-most-populous jurisdiction in Virginia, further cementing the dominance within the commonwealth of its Washington suburbs. Three out of four of the state's largest jurisdictions are now in Northern Virginia, according to an analysis of U.S. Census Bureau data by the University of Virginia's Weldon Cooper Center for Public Service.

## **America's opioid epidemic is driven by supply**

**The Economist / Jan. 29**

This grim epidemic has often been blamed on economic conditions; Anne Case and Angus Deaton, economists, have described "deaths of despair" that "come with prolonged economic distress." But a new paper by Christopher Ruhm at the University of Virginia suggests that economic conditions can only help explain a small fraction of the increase in drug mortality rates. This is potentially good news that could offer hope in the fight against drug deaths.

## **Obama's Photographer Reflects on 8 Years**

**WMRA (National) / Jan. 30**

On Monday afternoon, former White House photographer Pete Souza spoke to a packed University of Virginia auditorium, about what it was like to follow Barack Obama for eight years. WMRA's Jordy Yager has more.



# 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.*

