

# JANUARY 2021 COMMUNICATIONS SUMMARY

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**UNIVERSITY COMMUNICATIONS**

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# EXECUTIVE SUMMARY

January marked the start of a new year, as students prepared to return to Grounds at the end of the month. Content in January focused on spring semester plans, vaccine updates, and perspectives on the current political climate.



Total pageviews softened slightly both month over month, and year over year, in January. This may be partially due to the fact that the start of the spring semester was pushed back this year, due to COVID-19. This means that students returned to Charlottesville later into the new year, and may not have been as engaged with UVA-related content prior to their return.

**Key Takeaway:** Expect performance to improve some in February, as student are back on Grounds and classes have resumed.



The Daily Report sent on January 11 earned the highest open and click through rates of the month, which were 9% and 71% above the January averages, respectively. Over 50% of all clicks were on the story about vaccine updates, while nearly the Q&A story about the Capitol attack earned nearly 20% of clicks.

**Key Takeaway:** Readers demonstrated their interest in learning about the vaccine in this edition of the Daily Report. As vaccine distribution continues, there will likely be additional story opportunities for updates related to the vaccine.



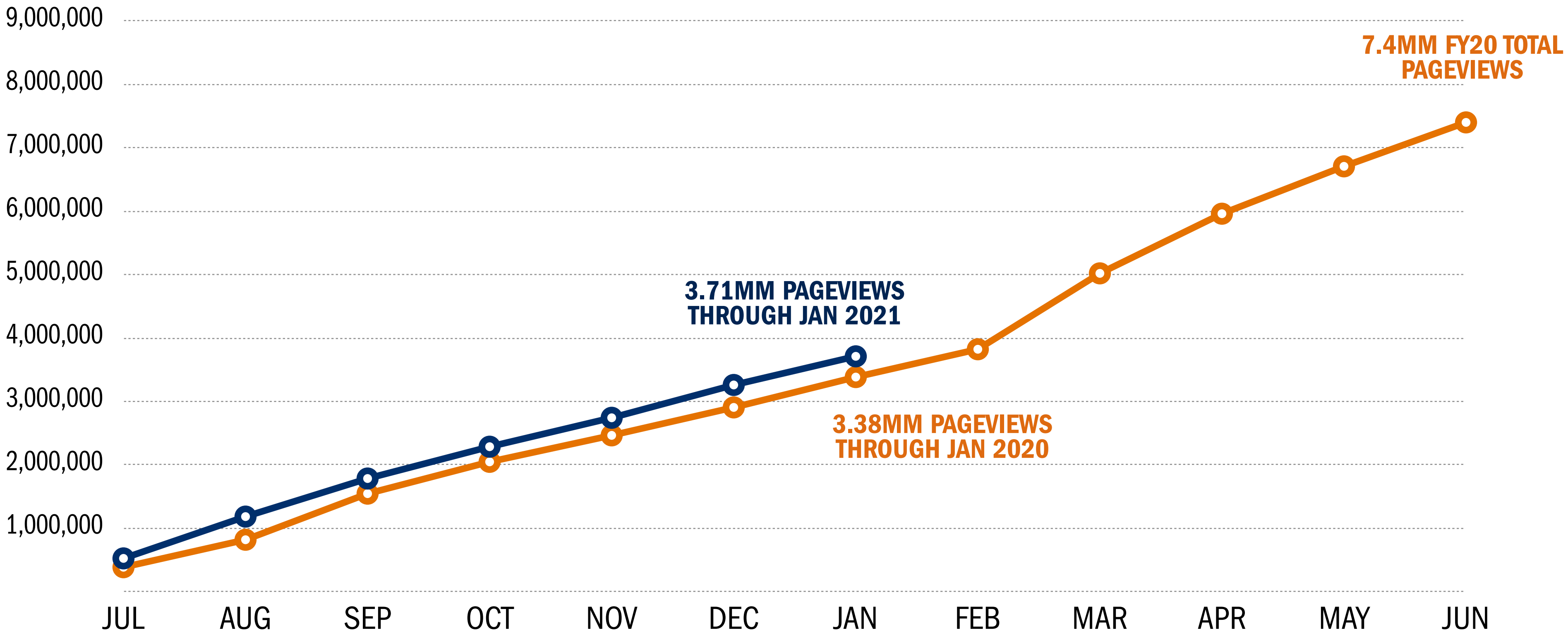
On social, our audience was encouraged to submit photos of their pets for #NationalDressUpYourPetDay (Jan. 14). This was a fun way to use user-generated content (UGC) on our channels. The Instagram post was one of the top posts in January. Additionally, some of the top posts on Instagram, Twitter and Facebook this month were photos of a snowy Sunday on Grounds (Jan. 31).

**Key Takeaway:** Continue to find opportunities to collect and post user generated content. Photos that reflect fun events or beauty shots of Grounds (such as a snow day) can almost always be expected to perform well. While we can't post this type of content 100% of the time, mixing it in frequently helps to keep audiences engaged and improve post performance within the social media algorithms.

# UVA TODAY

# UVA TODAY PAGEVIEWS - FY21 VS. FY20

The below graph shows FY21 vs FY20 cumulative pageviews

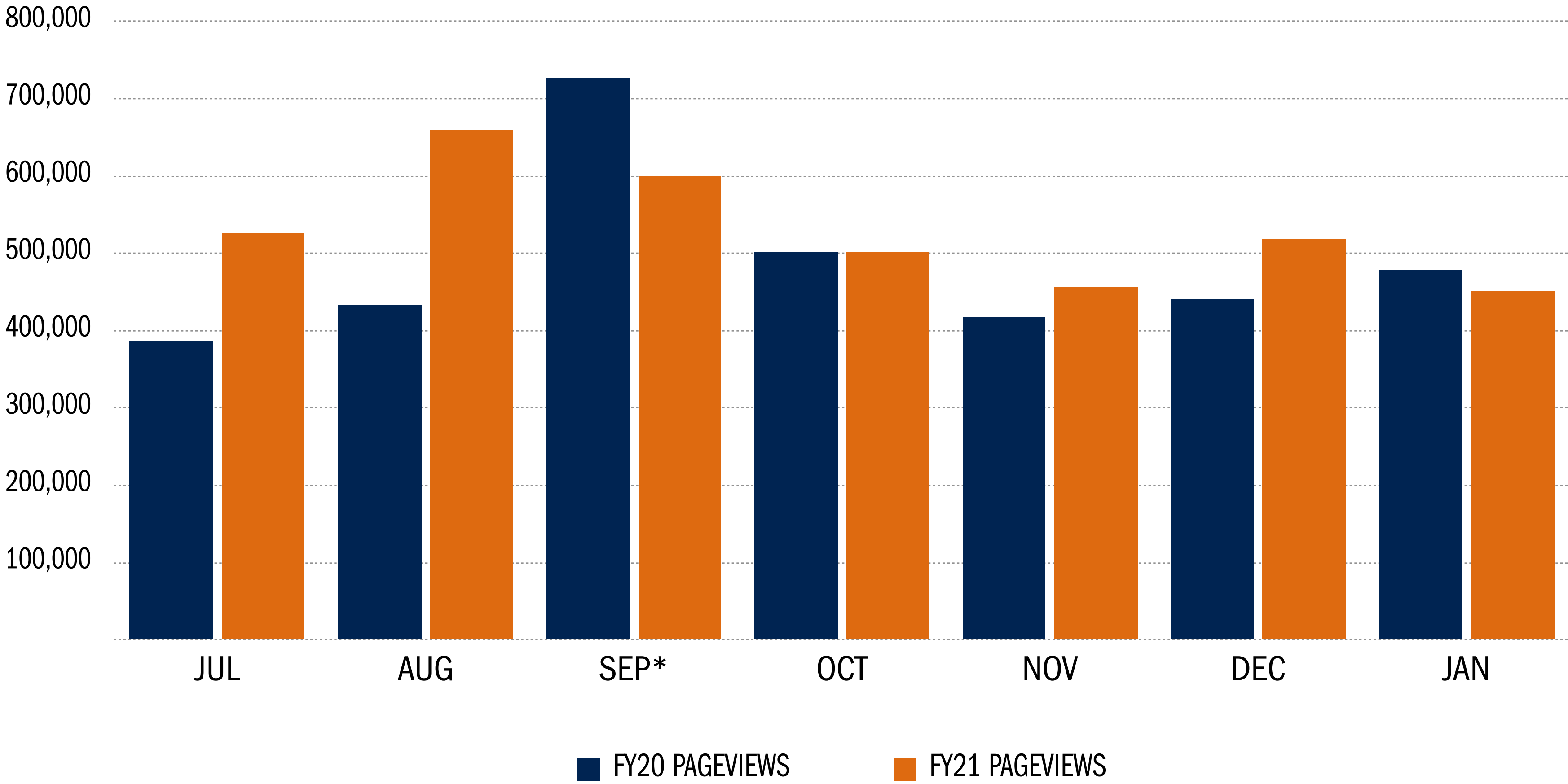


● FY21 CUMULATIVE PAGEVIEWS  
● FY20 CUMULATIVE PAGEVIEWS

**SOURCE:** Google Analytics  
**DATE RANGE:** 7/1/19 - 1/31/21

# UVA TODAY MONTHLY PAGEVIEWS - FY21 VS. FY20

*The below graph shows FY21 vs FY20 pageviews by month*



\* September 2019 pageviews were driven by top performing stories about Tony Bennett declining a raise, Bryce Perkins shoutout, and The Good Old Song.

**SOURCE:** Google Analytics  
**DATE RANGE:** 7/1 - 1/31

# TOP PERFORMING UVA TODAY STORIES - JANUARY 2021

*Below are the top 10 stories by pageviews on UVA Today during the month of January\**

| STORY   | PAGEVIEWS |
|---|-----------|
| <a href="#">4 Things Your Teen (or Pre-Teen) Needs</a>  | 34,063    |
| <a href="#">Is a Peloton Worth It? An Engineering Professor Weighs In On the Craze</a>                | 32,511    |
| <a href="#">What We Know and Don't Know About Vaccines at UVA and in Virginia</a>                     | 24,954    |
| <a href="#">UVA Releases Early Decision Notifications to First Members of the Class of 2025</a>       | 10,295    |
| <a href="#">Ryan, Groves Address Students, UVA Community Ahead of Spring Semester</a>                 | 10,189    |
| <a href="#">UVA Stays With Plan to Begin In-Person Instruction on Feb. 1</a>                          | 9,066     |
| <a href="#">SAT Essays and Subject Tests Are No More. Here's What That Means for UVA Applicants</a>   | 6,560     |
| <a href="#">Q&amp;A: Was the Attack on the Capitol a 'Coup'? What Happens Now? An Expert Responds</a> | 6,294     |
| <a href="#">Poets&amp;Quants Ranks McIntire No. 2 Among U.S. Undergraduate Business Programs</a>      | 5,978     |
| <a href="#">Sabato, Kaine, Paul Ryan, Begala, CNN's Lemon to Discuss Crucial Political Issues</a>     | 5,893     |

\* This includes of the top stories by pageviews during the month of January regardless of when the story itself was published.

**SOURCE:** Google Analytics  
**DATE RANGE:** 1/1/21 - 1/31/21

# PARSE.LY TAG PERFORMANCE

***The next slide contains Parse.ly tag performance for the month of January. Included are top-performing tags by total pageviews. Below are some notes outlining how this performance is compiled.***



Data for these slides reflect pageviews for stories that were published within the respective timeframe (year to date, during the given month). It does not contain data for stories published outside of those date ranges. Pageviews are counted during the given date range, and do not include latent pageviews beyond the current month (December).



Pageview data for a given page are collected from the time a tag is applied to that story. For this reason, if tags are added to stories retroactively after they are published, Parse.ly will only report pageviews from the time the tag was applied, and not total lifetime pageviews for that story. Stories may be tagged in multiple categories, which is why different tags may have the same top performing story, as there is overlap.



Due to differences with Parse.ly tracking and Google Analytics tracking, data included in these slides will not exactly match other reports that utilize Google Analytics data.

# TOP TAGS BY TOTAL PAGEVIEWS - JANUARY 2021

| TAG  | PAGEVIEWS | NUMBER OF POSTS | AVG. PAGEVIEWS/ POST | TOP STORY IN TAG  | TOP STORY PAGEVIEWS |
|--|-----------|-----------------|----------------------|---|---------------------|
| <a href="#">Faculty</a>                    | 148,565   | 40              | 3,714                | 4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS  | 33,799              |
| <a href="#">University News</a>            | 95,910    | 31              | 3,094                | WHAT WE KNOW AND DON'T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA                 | 24,592              |
| <a href="#">Research &amp; Discovery</a>   | 89,995    | 18              | 5,000                | 4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS  | 33,799              |
| <a href="#">Health/Medical</a>             | 71,828    | 26              | 2,763                | WHAT WE KNOW AND DON'T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA                 | 24,592              |
| <a href="#">Research</a>                   | 71,507    | 24              | 2,979                | 4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS  | 33,799              |
| <a href="#">Institutional Announcement</a> | 69,189    | 14              | 4,942                | WHAT WE KNOW AND DON'T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA                 | 24,592              |
| <a href="#">Students</a>                   | 65,889    | 24              | 2,745                | RYAN, GROVES ADDRESS STUDENTS, UVA COMMUNITY AHEAD OF SPRING SEMESTER             | 10,003              |
| <a href="#">COVID-19</a>                   | 64,499    | 12              | 5,375                | WHAT WE KNOW AND DON'T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA                 | 24,592              |
| <a href="#">Alumni</a>                     | 47,714    | 16              | 2,982                | SABATO, KAINE, PAUL RYAN, BEGALA, CNN'S LEMON TO DISCUSS CRUCIAL POLITICAL ISSUES | 5,764               |
| <a href="#">Business &amp; Government</a>  | 46,891    | 14              | 3,349                | Q&A: WAS THE ATTACK ON THE CAPITOL A 'COUP'? WHAT HAPPENS NOW? AN EXPERT RESPONDS | 6,236               |

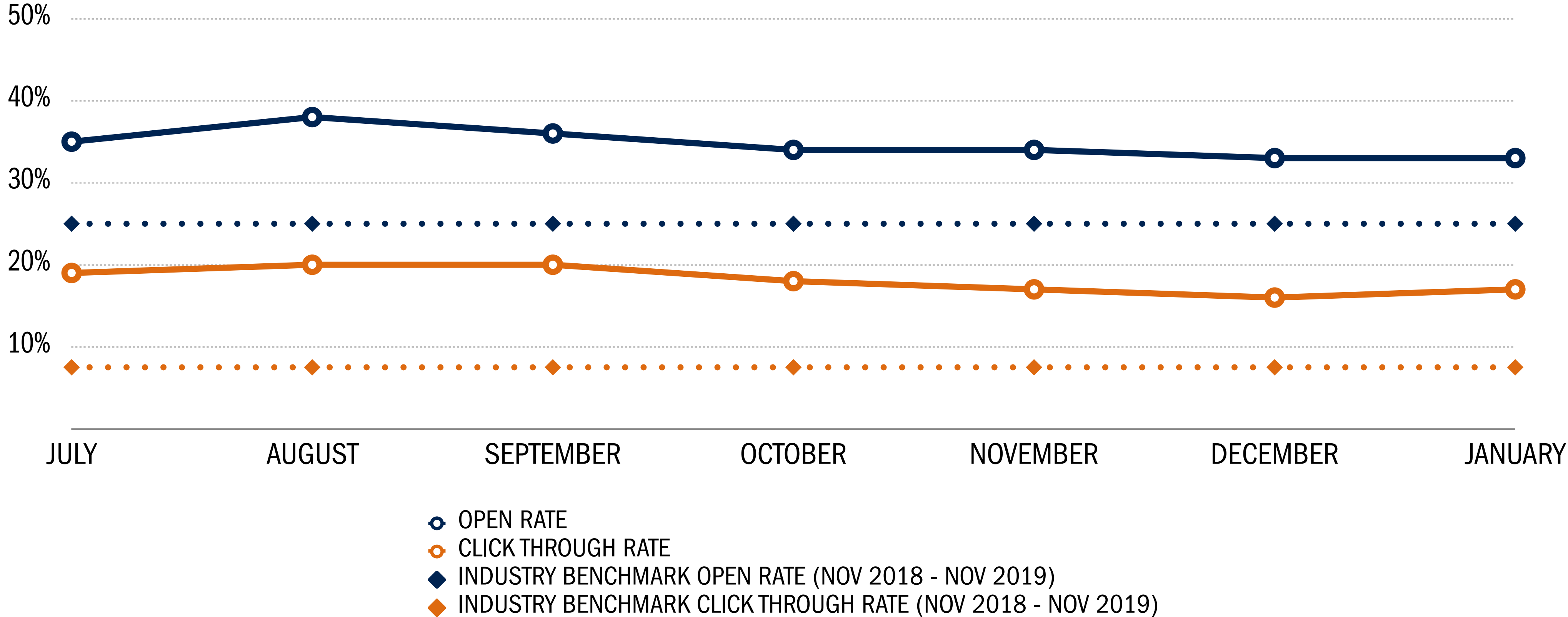
**SOURCE:** [Parse.ly](#)  
**DATE RANGE:** 1/1/21 - 1/31/21



# DAILY REPORT

# DAILY REPORT PERFORMANCE

The below graph shows the Daily Report Open Rate and Click Through Rate for FY21 through January. Open rate remained consistent, while click through rate improved.



\* Open rate is calculated by dividing unique opens by total delivered emails, CTR is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

**SOURCE:** Marketing Cloud  
**DATE RANGE:** 7/1/20 - 1/31/21

# JANUARY TOP PERFORMING DAILY REPORT

The 1/11/21 edition earned the highest open and click through rate of all Daily Report emails sent in January. Over 50% of all clicks were on the story about vaccine updates.

**SUBJECT LINE:  
VACCINE UPDATE, CAPITOL CONCERNS, NEW CEO**



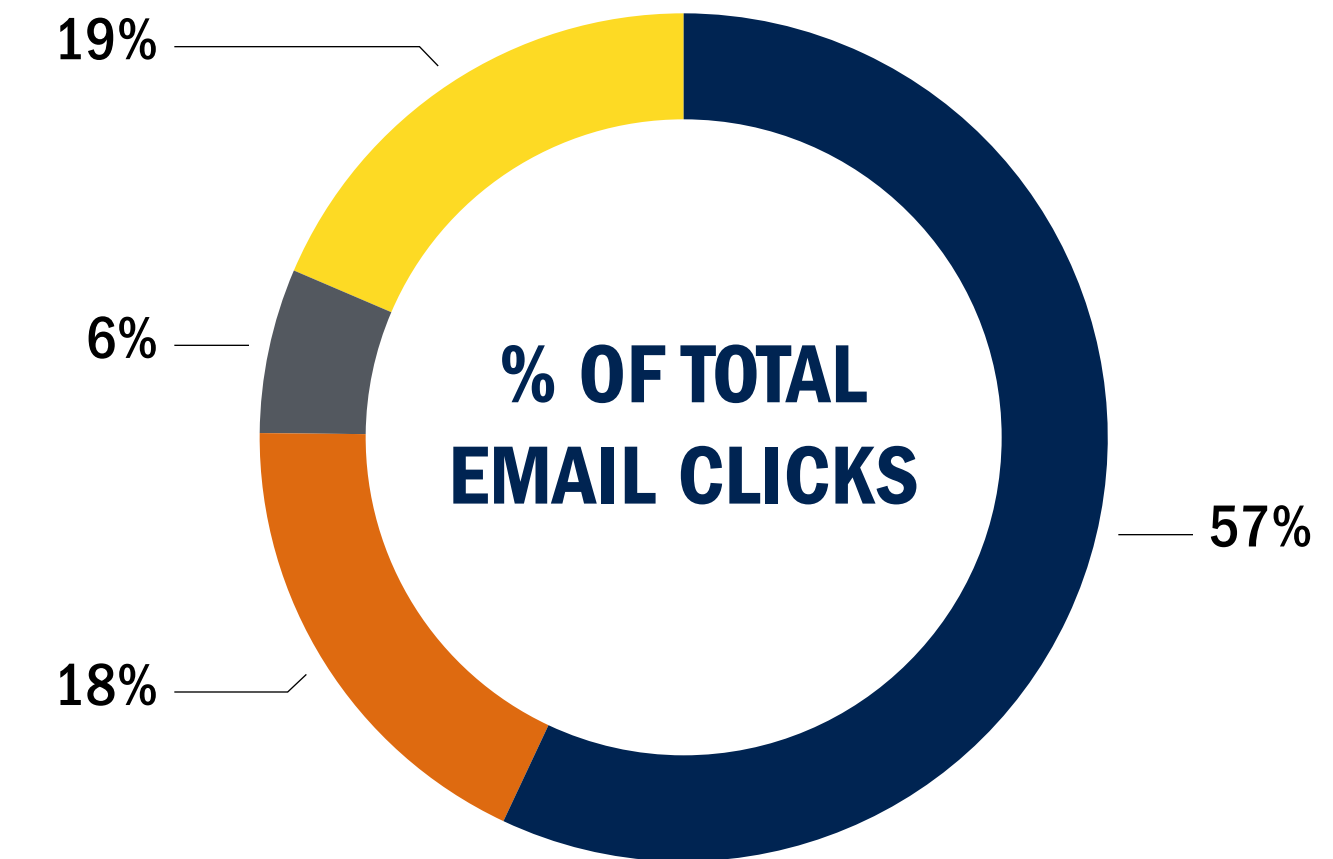
**UVA**Today  
DAILY REPORT



**What We Know and Don't Know About Vaccines at UVA and in Virginia**

No single national blueprint for vaccine distribution presently exists. In Virginia, the Virginia Department of Health is charged with distributing vaccines, and it also determines priority for vaccinations. [MORE >](#)

**36% OPEN RATE**  
**29% CLICK THROUGH RATE**



- WHAT WE KNOW AND DON'T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA
- Q&A: WAS THE ATTACK ON THE CAPITOL A 'COUP'? WHAT HAPPENS NOW? AN EXPERT RESPONDS
- LILY WEST NAMED UVA ALUMNI ASSOCIATION CEO
- OTHER

**SOURCE:** Marketing Cloud  
**DATE RANGE:** 1/1/21 - 1/31/21

# UVA THIS MONTH

# JANUARY 2021 UVA THIS MONTH

UNIVERSITY of VIRGINIA

## UVA This Month

*Editor's note: January brought a new year and Monday will mark the start of spring courses for undergraduate students at the University of Virginia. Below, learn more about the new semester, including public health restrictions still in place, as well as the ongoing vaccination campaign at UVA and in Virginia. Plus, see masonry work underway on the University Chapel and read about an odd discovery that could explain racial disparities in colon cancer.*



RELEASED ON **JANUARY 30, 2021**  
**258K** TOTAL EMAILS DELIVERED

### TOP 5 MOST-CLICKED STORIES IN JANUARY UVA THIS MONTH

WHAT WE KNOW AND DON'T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA

IS A PELOTON WORTH IT? AN ENGINEERING PROFESSOR WEIGHS IN ON THE CRAZE

4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS

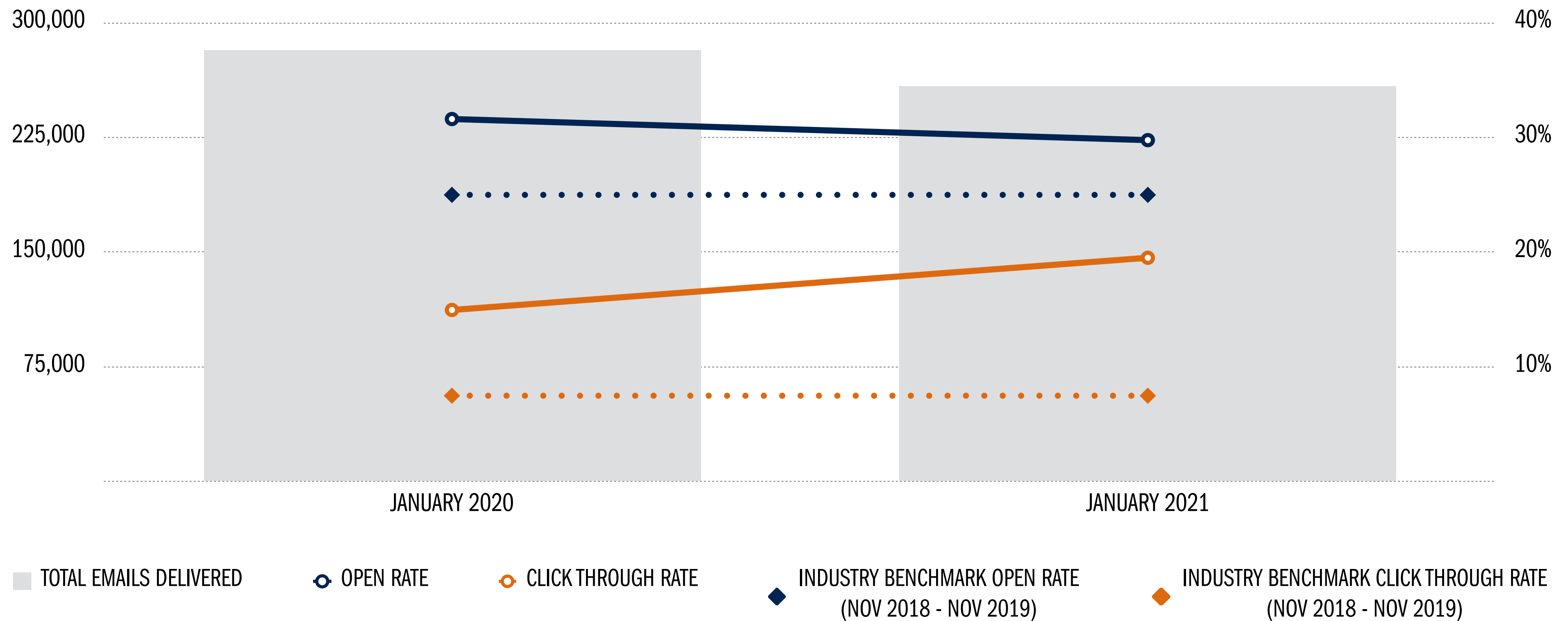
STRANGE COLON DISCOVERY EXPLAINS RACIAL DISPARITIES IN COLORECTAL CANCER

POETS&QUANTS RANKS MCINTIRE NO. 2 AMONG U.S. UNDERGRADUATE BUSINESS PROGRAMS

**SOURCE:** Marketing Cloud

# YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

*Compared to January 2020, the January 2021 UVA This Month email saw a slight drop in open rate, while click through rate increased fairly significantly year over year.*



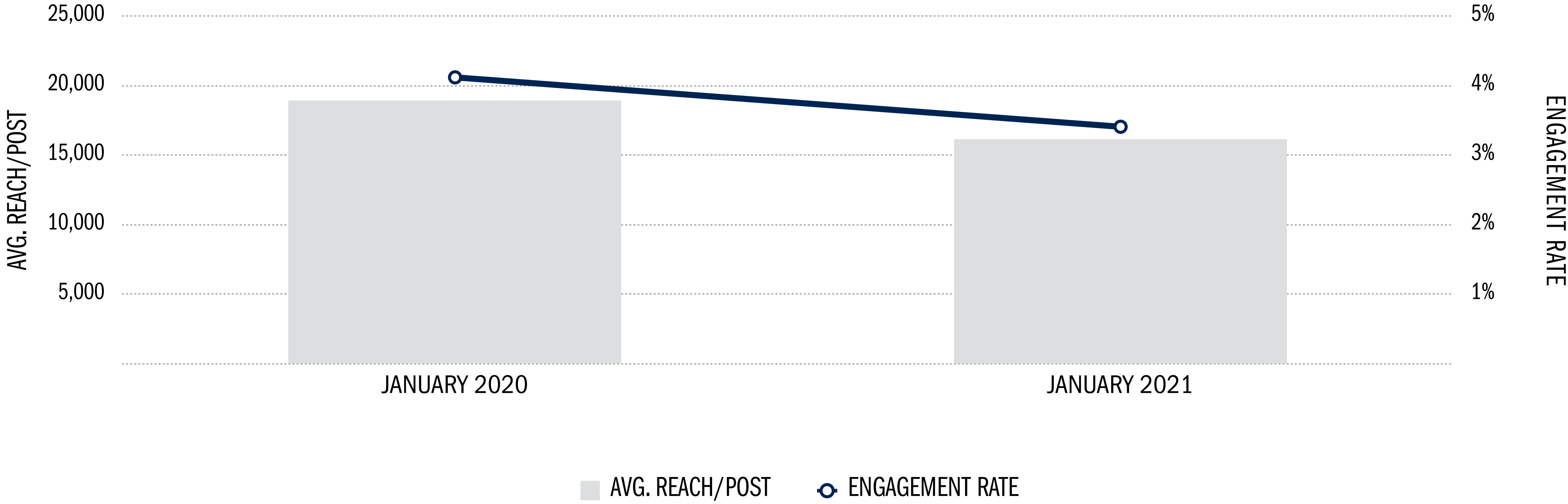
\* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

# SOCIAL MEDIA

# SOCIAL MEDIA YEAR OVER YEAR PERFORMANCE

The below shows January year over year post performance across all social platforms.



\* Reflects performance for posts on Facebook, Instagram, Twitter, and LinkedIn. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes. Does not include Instagram Stories data.

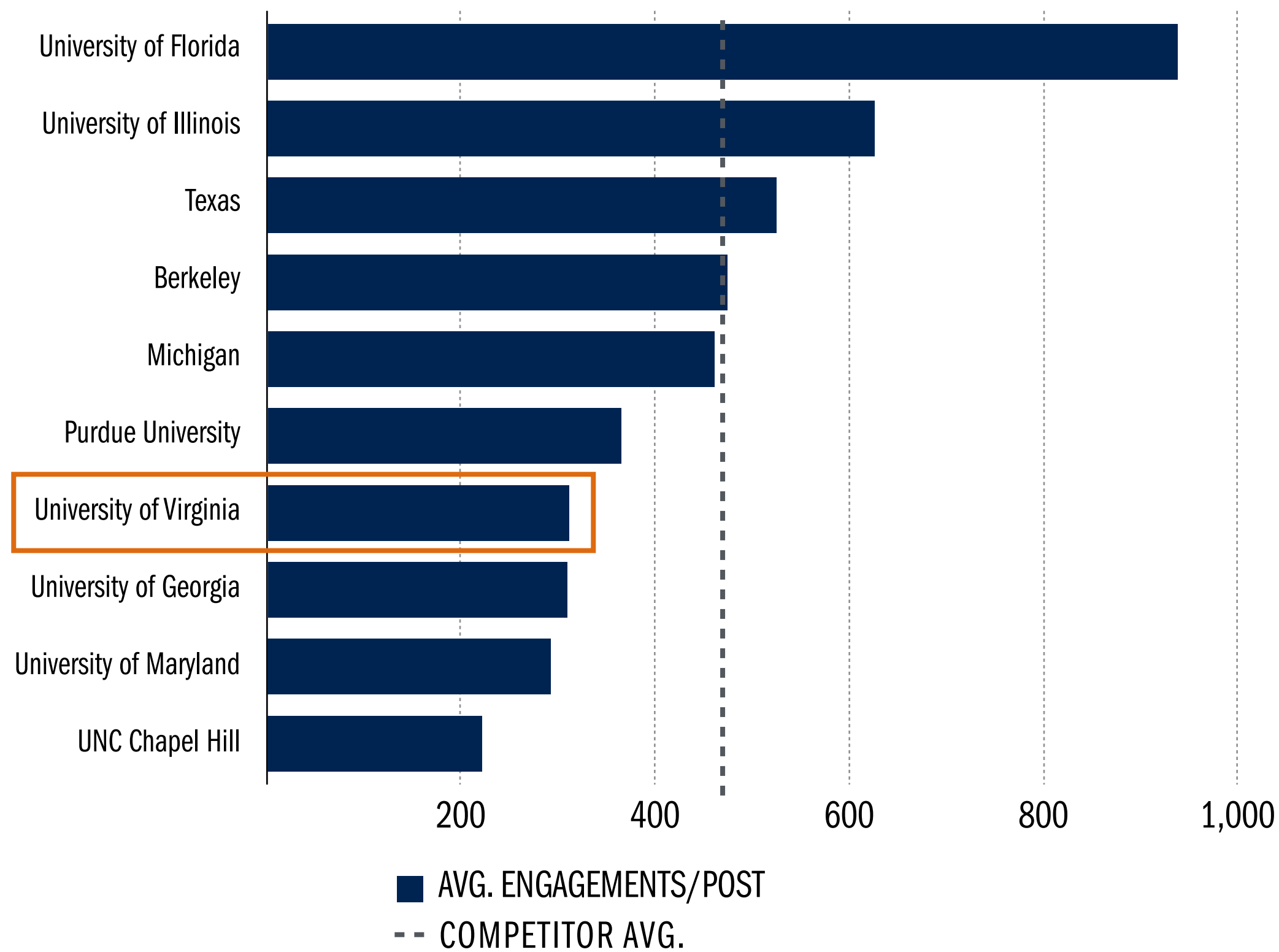
**SOURCE:** Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics, RivallQ  
**DATE RANGE:** 1/1/20 - 1/31/21



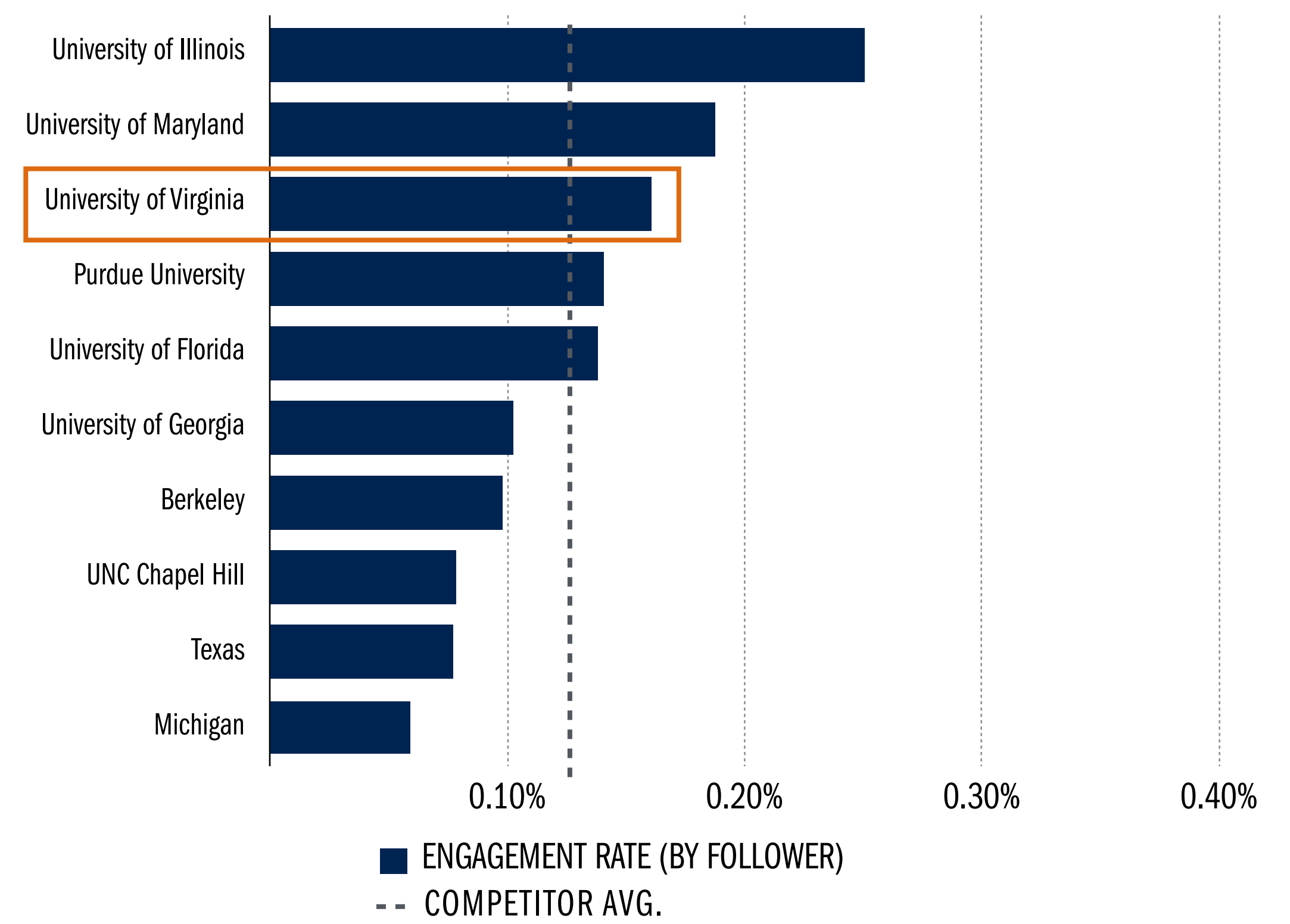
# JANUARY FACEBOOK PERFORMANCE VS. COMPETITORS

*In January, UVA ranked below the landscape average for engagements per post, but was third overall in engagement rate by number of followers.*

## AVG. ENGAGEMENTS/POST



## ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)



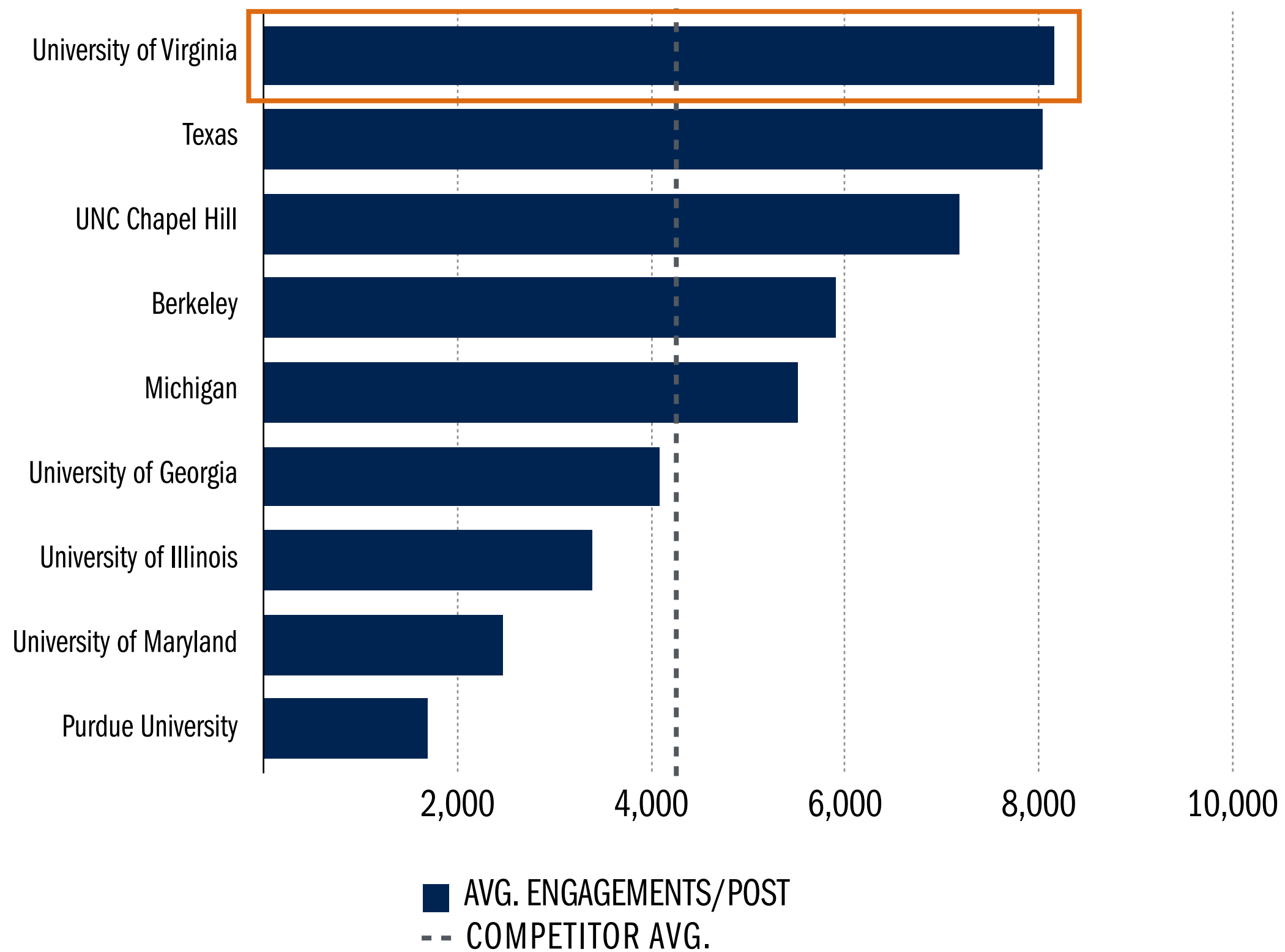
Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting.  
Landscape average reflects average for period 1/1/21 - 1/31/21.

**SOURCE:** RivalIQ  
**DATE RANGE:** 1/1/21 - 1/31/21

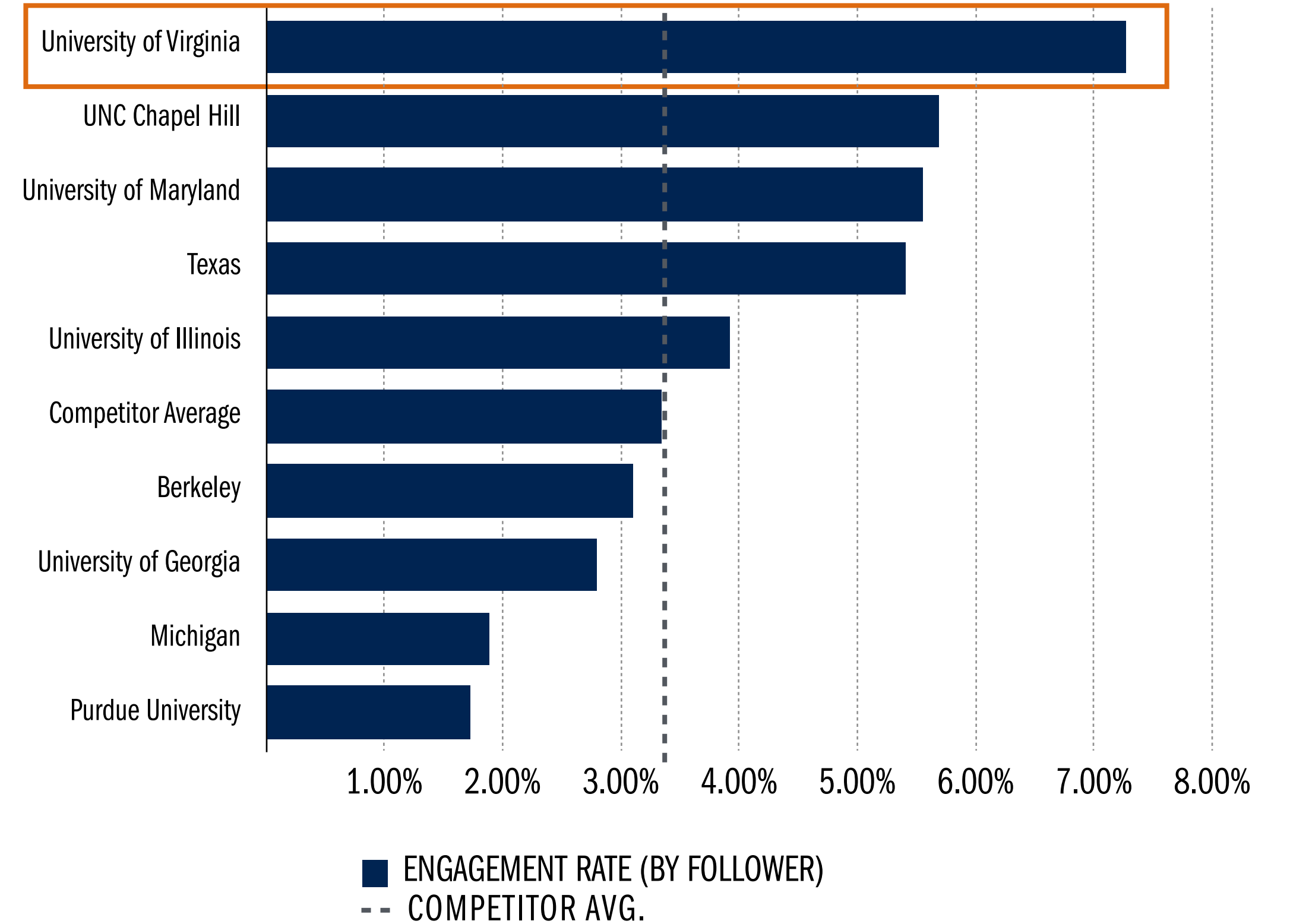
# JANUARY INSTAGRAM PERFORMANCE VS. COMPETITORS

*In January, UVA led the field in both average engagements per post and engagement rate.*

## AVG. ENGAGEMENTS/POST



## ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

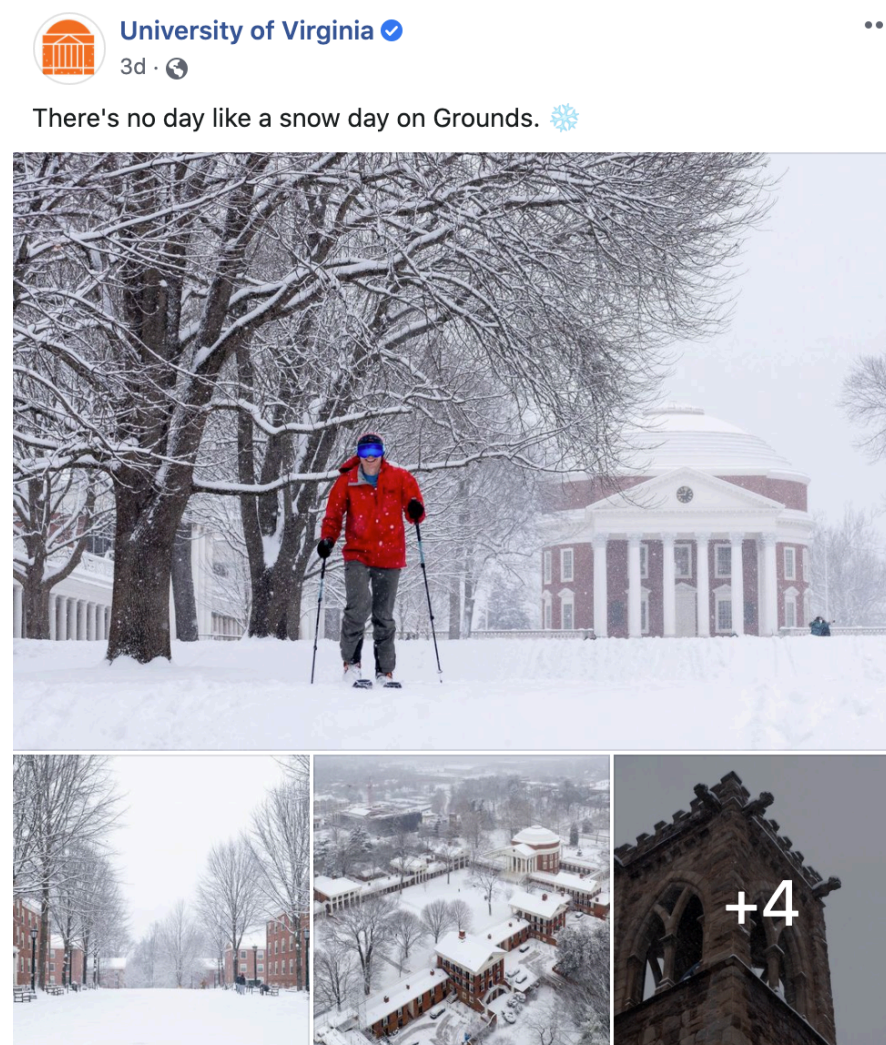


Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting. University of Florida not included in Instagram data. Landscape average reflects average for period 1/1/21 - 1/31/21.

**SOURCE:** RivalIQ  
**DATE RANGE:** 1/1/21 - 1/31/21

# JANUARY 2021 TOP FACEBOOK POSTS

1/31/21



**54.6K USERS REACHED**  
**3.4K ENGAGEMENTS**  
**6.3% ENGAGEMENT RATE**

1/1/21



**21.4K USERS REACHED**  
**1.2K ENGAGEMENTS**  
**5.4% ENGAGEMENT RATE**

1/28/21



**22.2K USERS REACHED**  
**540 ENGAGEMENTS**  
**2.5% ENGAGEMENT RATE**

**SOURCE:** RivallQ, Creator Studio  
**DATE RANGE:** 1/1/21 - 1/31/21

# JANUARY 2021 TOP INSTAGRAM POSTS

1/31/21



uva There's no day like a snow day on Grounds. ❄️

Jan 31, 2021

**66.9K USERS REACHED**  
**15.7K ENGAGEMENTS**  
**23.4% ENGAGEMENT RATE**

1/1/21



uva Happy New Year, Hoos

Jan 1, 2021

**65.5K USERS REACHED**  
**8.8K ENGAGEMENTS**  
**13.5% ENGAGEMENT RATE**

1/14/21



uva Today is #NationalDressUpYourPetDay. We love seeing your furry friends wearing UVA gear!

📷 Photo credits: Jen Fariello, Kim Levin, Amanda Sharp, and Kevin Heaney.

Jan 14, 2021

**44.1K USERS REACHED**  
**5.6K ENGAGEMENTS**  
**12.6% ENGAGEMENT RATE**

**SOURCE:** RivallQ, Creator Studio  
**DATE RANGE:** 1/1/21 - 1/31/21

# JANUARY 2021 TOP TWEETS

1/31/21



**82.8K USERS REACHED**  
**9.8K ENGAGEMENTS**  
**11.8% ENGAGEMENT RATE**

1/31/21



**31.2K USERS REACHED**  
**3.4K ENGAGEMENTS**  
**10.8% ENGAGEMENT RATE**

1/31/21



**199.4K USERS REACHED**  
**20.2K ENGAGEMENTS**  
**10.1% ENGAGEMENT RATE**

**SOURCE:** RivalIQ, Twitter Analytics  
**DATE RANGE:** 1/1/21 - 1/31/21

\* Twitter does not report unique reach, only total impressions.

# JANUARY 2021 TOP LINKEDIN POSTS

1/19/21

**University of Virginia**  
232,673 followers  
2w • 🌐

With the craze over the Peloton stationary bike showing no signs of slowing down, UVA Today turns to engineering professor and avid cyclist Gavin Garner to see what all the hullabaloo is about.



**Is a Peloton Worth It? An Engineering Professor Weighs In On the Craze**  
news.virginia.edu • 11 min read

**15.7K USERS REACHED**  
**960 ENGAGEMENTS**  
**6.1% ENGAGEMENT RATE**

1/14/21

**University of Virginia**  
232,674 followers  
2w • 🌐

The business education publication rated McIntire as tops in the nation for academic experience. The school also earned high marks for admissions standards and employment outcomes.



**Poets&Quants Ranks McIntire No. 2 Among U.S. Undergraduate Business Programs**  
news.virginia.edu • 3 min read

**26.4K USERS REACHED**  
**1.3K ENGAGEMENTS**  
**4.9% ENGAGEMENT RATE**

1/29/21

**University of Virginia**  
232,674 followers  
3w • 🌐

Jacob Shapero, an economics major and a graduate student in the Frank Batten School of Leadership and Public Policy, has learned to “embrace the suck” of difficult assignments.



**Armed With Humor, Student Named Among Nation's Top Four Army ROTC Cadets**  
news.virginia.edu • 7 min read

**19.2K USERS REACHED**  
**820 ENGAGEMENTS**  
**4.3% ENGAGEMENT RATE**

\* LinkedIn does not report unique reach, only total impressions.

**SOURCE:** RivalIQ, LinkedIn Analytics  
**DATE RANGE:** 1/1/21 - 1/31/21

THANK YOU