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
The below graph shows FY21 vs FY20 cumulative pageviews.

- FY21 Cumulative Pageviews: 3.38MM through Jan 2020
- FY20 Cumulative Pageviews: 3.71MM through Jan 2021

7.4MM FY20 Total Pageviews

SOURCE: Google Analytics
DATE RANGE: 7/1/19 - 1/31/21
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.
**TOP PERFORMING UVA TODAY STORIES - JANUARY 2021**

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

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

* This includes the top stories by pageviews during the month of January regardless of when the story itself was published.
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.
<table>
<thead>
<tr>
<th>TAG</th>
<th>PAGEVIEWS</th>
<th>NUMBER OF POSTS</th>
<th>AVG. PAGEVIEWS/POST</th>
<th>TOP STORY IN TAG</th>
<th>TOP STORY PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty</td>
<td>148,565</td>
<td>40</td>
<td>3,714</td>
<td>4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS</td>
<td>33,799</td>
</tr>
<tr>
<td>University News</td>
<td>95,910</td>
<td>31</td>
<td>3,094</td>
<td>WHAT WE KNOW AND DON’T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA</td>
<td>24,592</td>
</tr>
<tr>
<td>Research &amp; Discovery</td>
<td>89,995</td>
<td>18</td>
<td>5,000</td>
<td>4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS</td>
<td>33,799</td>
</tr>
<tr>
<td>Health/Medical</td>
<td>71,828</td>
<td>26</td>
<td>2,763</td>
<td>WHAT WE KNOW AND DON’T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA</td>
<td>24,592</td>
</tr>
<tr>
<td>Research</td>
<td>71,507</td>
<td>24</td>
<td>2,979</td>
<td>4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS</td>
<td>33,799</td>
</tr>
<tr>
<td>Institutional Announcement</td>
<td>69,189</td>
<td>14</td>
<td>4,942</td>
<td>WHAT WE KNOW AND DON’T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA</td>
<td>24,592</td>
</tr>
<tr>
<td>Students</td>
<td>65,889</td>
<td>24</td>
<td>2,745</td>
<td>RYAN, GROVES ADDRESS STUDENTS, UVA COMMUNITY AHEAD OF SPRING SEMESTER</td>
<td>10,003</td>
</tr>
<tr>
<td>COVID-19</td>
<td>64,499</td>
<td>12</td>
<td>5,375</td>
<td>WHAT WE KNOW AND DON’T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA</td>
<td>24,592</td>
</tr>
<tr>
<td>Alumni</td>
<td>47,714</td>
<td>16</td>
<td>2,982</td>
<td>SABATO, KAIN, PAUL RYAN, BEGALA, CNN’S LEMON TO DISCUSS CRUCIAL POLITICAL ISSUES</td>
<td>5,764</td>
</tr>
<tr>
<td>Business &amp; Government</td>
<td>46,891</td>
<td>14</td>
<td>3,349</td>
<td>Q&amp;A: WAS THE ATTACK ON THE CAPITOL A ‘COUP’? WHAT HAPPENS NOW? AN EXPERT Responds</td>
<td>6,236</td>
</tr>
</tbody>
</table>

**SOURCE:** Parse.ly  
**DATE RANGE:** 1/1/21 - 1/31/21
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

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

36% OPEN RATE
29% CLICK THROUGH RATE

% OF TOTAL EMAIL CLICKS
57%
19%
6%
18%
UVA THIS MONTH
Editor’s note: January brought a new year and Monday will mark the start of spring semester for undergraduates 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 research work underway on the University Chapel and read about an odd discovery that could relax racial disparities in colorectal cancer.

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

**AVG. REACH/POST**

<table>
<thead>
<tr>
<th>JANUARY 2020</th>
<th>JANUARY 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000</td>
<td>10,000</td>
</tr>
<tr>
<td>10,000</td>
<td>15,000</td>
</tr>
<tr>
<td>15,000</td>
<td>20,000</td>
</tr>
<tr>
<td>20,000</td>
<td>25,000</td>
</tr>
</tbody>
</table>

**ENGAGEMENT RATE**

<table>
<thead>
<tr>
<th>ENGAGEMENT RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
</tr>
<tr>
<td>2%</td>
</tr>
<tr>
<td>3%</td>
</tr>
<tr>
<td>4%</td>
</tr>
<tr>
<td>5%</td>
</tr>
</tbody>
</table>

**SOURCE:** Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics, RivalIQ

**DATE RANGE:** 1/1/20 - 1/31/21

* 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.
In January, UVA ranked below the landscape average for engagements per post, but was third overall in 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.
In January, UVA led the field in both average engagements per post and engagement rate.

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

University of Virginia

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

54.6K USERS REACHED
3.4K ENGAGEMENTS
6.3% ENGAGEMENT RATE

1/1/21

University of Virginia

Happy New Year, Hoos!

21.4K USERS REACHED
1.2K ENGAGEMENTS
5.4% ENGAGEMENT RATE

1/28/21

University of Virginia

UVA will create an interdisciplinary undergraduate program in Race, Place and Equity, plus bring in 30 post-doctoral fellows and three faculty members, with funding from the Andrew W. Mellon Foundation.

22.2K USERS REACHED
540 ENGAGEMENTS
2.5% ENGAGEMENT RATE

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 1/1/21 - 1/31/21
JANUARY 2021 TOP INSTAGRAM POSTS

1/31/21

66.9K USERS REACHED
15.7K ENGAGEMENTS
23.4% ENGAGEMENT RATE

uva There's no day like a snow day on Grounds. 😊
Jan 31, 2021

1/1/21

65.5K USERS REACHED
8.8K ENGAGEMENTS
13.5% ENGAGEMENT RATE

uva Happy New Year, Hoos
Jan 1, 2021

1/14/21

44.1K USERS REACHED
5.6K ENGAGEMENTS
12.6% ENGAGEMENT RATE

uva Today is NationalDressUpYourPetDay. We love seeing your furry friends wearing UVA gear!
Photo credits: Jen Farleki, Kim Levin, Amanda Sharp, and Kevin Heaney.
Jan 14, 2021

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 1/1/21 - 1/31/21
JANUARY 2021 TOP TWEETS

1/31/21

- UVA @UVA - Jan 31
  - There's no day like a snow day on Grounds.

- ENGAGEMENTS: 9.8K
- ENGAGEMENT RATE: 11.8%
- USERS REACHED: 82.8K

1/31/21

- UVA @UVA - Jan 31
  - Snowy Sunday views

- ENGAGEMENTS: 3.4K
- ENGAGEMENT RATE: 10.8%
- USERS REACHED: 31.2K

1/31/21

- UVA @UVA - Jan 31
  - There's no day like a snow day!

- ENGAGEMENTS: 20.2K
- ENGAGEMENT RATE: 10.1%
- USERS REACHED: 199.4K

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

SOURCE: RivallIQ, Twitter Analytics
DATE RANGE: 1/1/21 - 1/31/21
JANUARY 2021 TOP LINKEDIN POSTS

1/19/21

University of Virginia

15.7K USERS REACHED
960 ENGAGEMENTS
6.1% ENGAGEMENT RATE

Is a Peloton Worth It? An Engineering Professor Weighs In On The Craze
news.virginia.edu - 14 min read

1/14/21

University of Virginia

26.4K USERS REACHED
1,395 ENGAGEMENTS
4.9% ENGAGEMENT RATE

The business education publication ranked McIntire as tops in the nation for academic excellence. The school also earned high marks for admissions standards and employment outcomes.
news.virginia.edu - 3 min read

1/29/21

University of Virginia

19.2K USERS REACHED
820 ENGAGEMENTS
4.3% ENGAGEMENT RATE

Jacob Sheppers, 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.
news.virginia.edu - 7 min read

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

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