EXECUTIVE SUMMARY

February was a busy month as students returned to Grounds for the spring semester, and the University managed a rise in COVID-19 cases. Snow on Grounds made for engaging social media content this month, while stories about COVID-19 and vaccination updates made top headlines.

Total pageviews improved month over month, and year over year, despite the fact that February 2020 included an extra day as a Leap Year. Top stories included admission updates for the Class of 2025, COVID-19 operational updates, and several research focused stories.

Open Rates for UVA This Month and the Research Digest improved year one year. Given that these products are both newer (less than two years old), this is a good indication that our audience is finding these products and their content valuable to continue reading.

**Key Takeaway:** Continue to monitor and test - our audience groups have demonstrated that they are interested in the content in our news products; now look for ways to test and continue improving these products.

Social media reporting continues to be refined, focusing in on the most relevant metrics and viewing performance with user engagement top of mind. On Twitter, two of our top posts this month were replies to community members engaging with UVA on the platform, demonstrating the importance of relationship building and engagement. We also saw a user submit a photo of their dog, which was then able to be shared by the UVA account on Twitter, demonstrating how user generated content can be used on social media.

**Key Takeaway:** Continue fostering engagement on Twitter by building relationships and responding to audience members. Finding the best way to use each individual platform is a major key to success.
The below graph shows FY21 vs FY20 cumulative pageviews.

- FY20 cumulative pageviews: 7.4MM through Jun 2020
- FY21 cumulative pageviews: 4.2MM through Feb 2021
- FY21 cumulative pageviews: 3.8MM through Feb 2020

**Source:** Google Analytics

**Date Range:** 7/1/19 - 2/28/21
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.
** February 2020 was a leap year, and therefore included an extra day of pageviews.
## TOP PERFORMING UVA TODAY STORIES - FEBRUARY 2021

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

<table>
<thead>
<tr>
<th>STORY</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Historic Application Year, UVA Offers Early Action Admission to More Than 6,000</td>
<td>23,066</td>
</tr>
<tr>
<td>UVA Implements New Restrictions in Response to Rise in COVID Cases</td>
<td>20,506</td>
</tr>
<tr>
<td>Doctors Believe Secret to Defeating COVID May Be Inside This Hoo’s Body</td>
<td>19,126</td>
</tr>
<tr>
<td>Q&amp;A: ‘Can I Go Visit My Elderly Relatives?’ and Other Key Vaccination Questions</td>
<td>14,983</td>
</tr>
<tr>
<td>UVA Confirms Presence of UK COVID-19 Variant, Urges Caution</td>
<td>14,314</td>
</tr>
<tr>
<td>This First-Year Student Saved a Man’s Life</td>
<td>10,830</td>
</tr>
<tr>
<td>Architecture Faculty Weigh in on Amazon’s Arlington HQ</td>
<td>10,486</td>
</tr>
<tr>
<td>Antibody Cocktail Prevents Symptomatic COVID-19 Infections, Early Results Suggest</td>
<td>10,166</td>
</tr>
<tr>
<td>Q&amp;A: What New COVID-19 Variants Mean for Our Vaccine Options</td>
<td>8,943</td>
</tr>
<tr>
<td>Sounding Out the Future of Focused Ultrasound</td>
<td>8,619</td>
</tr>
</tbody>
</table>

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

**SOURCE:** Google Analytics  
**DATE RANGE:** 2/1/21 - 2/28/21
The following two slides contain Parse.ly tag performance year to date and for the month of February. Included are top-performing tags by total pageviews, avg. pageviews/post, and total number of posts. 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 (February).

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>267,275</td>
<td>75</td>
<td>3,564</td>
<td>4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS</td>
<td>37,414</td>
</tr>
<tr>
<td>University News</td>
<td>229,789</td>
<td>66</td>
<td>3,482</td>
<td>WHAT WE KNOW AND DON’T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA</td>
<td>26,646</td>
</tr>
<tr>
<td>Health/Medical</td>
<td>187,302</td>
<td>45</td>
<td>4,162</td>
<td>WHAT WE KNOW AND DON’T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA</td>
<td>26,646</td>
</tr>
<tr>
<td>COVID-19</td>
<td>181,785</td>
<td>32</td>
<td>5,681</td>
<td>WHAT WE KNOW AND DON’T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA</td>
<td>26,646</td>
</tr>
<tr>
<td>Research &amp; Discovery</td>
<td>181,529</td>
<td>33</td>
<td>5,501</td>
<td>4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS</td>
<td>37,414</td>
</tr>
<tr>
<td>Research</td>
<td>157,392</td>
<td>46</td>
<td>3,422</td>
<td>4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS</td>
<td>37,414</td>
</tr>
<tr>
<td>Students</td>
<td>147,878</td>
<td>47</td>
<td>3,146</td>
<td>IN HISTORIC APPLICATION YEAR, UVA OFFERS EARLY ACTION ADMISSION TO MORE THAN 6,000</td>
<td>21,778</td>
</tr>
<tr>
<td>Institutional Announcement</td>
<td>143,094</td>
<td>29</td>
<td>4,934</td>
<td>WHAT WE KNOW AND DON’T KNOW ABOUT VACCINES AT UVA AND IN VIRGINIA</td>
<td>26,646</td>
</tr>
<tr>
<td>Alumni</td>
<td>107,958</td>
<td>34</td>
<td>3,175</td>
<td>DOCTORS BELIEVE SECRET TO DEFEATING COVID MAY BE INSIDE THIS HOO’S BODY</td>
<td>16,305</td>
</tr>
<tr>
<td>School of Medicine</td>
<td>91,038</td>
<td>22</td>
<td>4,138</td>
<td>Q&amp;A: ‘CAN I GO VISIT MY ELDERLY RELATIVES?’ AND OTHER KEY VACCINATION QUESTIONS</td>
<td>15,040</td>
</tr>
</tbody>
</table>

**SOURCE:** Parse.ly  
**DATE RANGE:** 1/1/21 - 2/28/21
# TOP TAGS BY TOTAL PAGEVIEWS - FEBRUARY 2021

<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>University News</td>
<td>112,799</td>
<td>35</td>
<td>3,223</td>
<td>UVA IMPLEMENTS NEW RESTRICTIONS IN RESPONSE TO RISE IN COVID CASES</td>
<td>20,173</td>
</tr>
<tr>
<td>COVID-19</td>
<td>110,228</td>
<td>20</td>
<td>5,511</td>
<td>UVA IMPLEMENTS NEW RESTRICTIONS IN RESPONSE TO RISE IN COVID CASES</td>
<td>20,173</td>
</tr>
<tr>
<td>Faculty</td>
<td>100,979</td>
<td>35</td>
<td>2,885</td>
<td>Q&amp;A: ‘CAN I GO VISIT MY ELDERLY RELATIVES?’ AND OTHER KEY VACCINATION QUESTIONS</td>
<td>15,040</td>
</tr>
<tr>
<td>Health/Medical</td>
<td>99,921</td>
<td>19</td>
<td>5,259</td>
<td>DOCTORS BELIEVE SECRET TO DEFEATING COVID MAY BE INSIDE THIS HOO’S BODY</td>
<td>16,305</td>
</tr>
<tr>
<td>Research &amp; Discovery</td>
<td>77,831</td>
<td>15</td>
<td>5,189</td>
<td>DOCTORS BELIEVE SECRET TO DEFEATING COVID MAY BE INSIDE THIS HOO’S BODY</td>
<td>16,305</td>
</tr>
<tr>
<td>Research</td>
<td>73,481</td>
<td>22</td>
<td>3,340</td>
<td>Q&amp;A: ‘CAN I GO VISIT MY ELDERLY RELATIVES?’ AND OTHER KEY VACCINATION QUESTIONS</td>
<td>15,040</td>
</tr>
<tr>
<td>Students</td>
<td>65,820</td>
<td>23</td>
<td>2,862</td>
<td>IN HISTORIC APPLICATION YEAR, UVA OFFERS EARLY ACTION ADMISSION TO MORE THAN 6,000</td>
<td>21,778</td>
</tr>
<tr>
<td>Institutional Announcement</td>
<td>63,637</td>
<td>15</td>
<td>4,242</td>
<td>UVA IMPLEMENTS NEW RESTRICTIONS IN RESPONSE TO RISE IN COVID CASES</td>
<td>20,173</td>
</tr>
<tr>
<td>School of Medicine</td>
<td>58,936</td>
<td>10</td>
<td>5,894</td>
<td>Q&amp;A: ‘CAN I GO VISIT MY ELDERLY RELATIVES?’ AND OTHER KEY VACCINATION QUESTIONS</td>
<td>15,040</td>
</tr>
<tr>
<td>Alumni</td>
<td>56,501</td>
<td>18</td>
<td>3,139</td>
<td>DOCTORS BELIEVE SECRET TO DEFEATING COVID MAY BE INSIDE THIS HOO’S BODY</td>
<td>16,305</td>
</tr>
</tbody>
</table>

**SOURCE:** Parse.ly  
**DATE RANGE:** 2/1/21 - 2/28/21
DAILY REPORT
The below graph shows the Daily Report Open Rate and Click Through Rate for FY21 through February. Open rate improved, while click through rate remained constant month over month.

* 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.
THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON 2/1/2021

Subject Line: Snow Day, New Vaccine Site, SAT/ACT Optional

Open Rate: 39%
Click Through Rate: 19%

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON 2/17/2021

Subject Line: New Restrictions, Super Antibodies, Library Gift

Open Rate: 36%
Click Through Rate: 28%
UVA THIS MONTH
FEBRUARY 2021 UVA THIS MONTH

RELEASED ON FEBRUARY 27, 2021
255K TOTAL EMAILS DELIVERED

TOP 5 MOST-CLICKED STORIES IN FEBRUARY UVA THIS MONTH

Q&A: ‘CAN I GO VISIT MY ELDERLY RELATIVES?’ AND OTHER KEY VACCINATION QUESTIONS

UVA TO EASE RESTRICTIONS AFTER SIGNIFICANT DECLINE IN COVID-19 CASES

THIS FIRST-YEAR STUDENT SAVED A MAN’S LIFE

ARCHITECTURE FACULTY WEIGH IN ON AMAZON’S ARLINGTON HQ

DOCTORS BELIEVE SECRET TO DEFEATING COVID MAY BE INSIDE THIS HOO’S BODY

SOURCE: Marketing Cloud
YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

Compared to February 2020, the February 2021 edition of UVA This Month saw improved Open and Click Through Rates. This year over year improvement indicates that readers are still engaged with the UVA This Month product and its content.

* 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
YEAR TO DATE UVA THIS MONTH PERFORMANCE

*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.*
RESEARCH DIGEST
FEBRUARY 2021 RESEARCH DIGEST

RELEASED ON FEBRUARY 20, 2021
264K TOTAL EMAILS DELIVERED

TOP 5 MOST-CLICKED STORIES IN FEBRUARY RESEARCH DIGEST

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sounding Out the Future of Focused Ultrasound</td>
<td>Read on for our latest top research stories, and don’t forget to subscribe to keep up with future UVA discoveries.</td>
</tr>
<tr>
<td>4 Things Your Teen (Or Pre-Teen) Needs</td>
<td></td>
</tr>
<tr>
<td>Q&amp;A: What New COVID-19 Variants Mean for Our Vaccine Options</td>
<td></td>
</tr>
<tr>
<td>Do You Miss Hugging? Psychology Can Tell You Why</td>
<td></td>
</tr>
<tr>
<td>Here’s How Stress, Illness and Even Sunburn Trigger Cold Sore Flareups</td>
<td></td>
</tr>
</tbody>
</table>

SOURCE: Marketing Cloud
Last February was the first ever edition of the Research Digest product. Year over year, Open Rate improved significantly, and while Click Through rate softened slightly.
SOCIAL MEDIA
In February, our Facebook posts reached a similar number of users per post, and engagement rate improved. Year to date metrics remain below the 2020 averages though, which were primarily driven by a few viral posts such as the Dave Matthews video.

**YEAR TO DATE FACEBOOK PERFORMANCE**

The chart above illustrates the comparison between January and February 2021 in terms of average reach per post and engagement rate, alongside the 2020 averages for reference. The data is sourced from Creator Studio, RivalIQ, with the date range being from 1/1/20 to 2/28/21.
In February, UVA ranked below the landscape average for engagements per post, but was third overall in engagement rate by number of followers for the second month in a row.

**Source:** RivallIQ

**Date Range:** 2/1/21 - 2/28/21

Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting.

FEBRUARY 2021 TOP FACEBOOK POSTS

2/12/21

University of Virginia

Snow day on Grounds

47K USERS REACHED
3K ENGAGEMENTS
6.4% ENGAGEMENT RATE

2/5/21

University of Virginia

The University of Virginia has offered admission to 6,186 more applicants in its early action decision. Congratulations Hope!

In Historic Application Year, UVA Offers Early Action Admission to More Than 6,000

29K USERS REACHED
1.5K ENGAGEMENTS
5.2% ENGAGEMENT RATE

2/5/21

University of Virginia

Tiffany Mobsel, a second-year student at the University of Virginia School of Law, has been selected as the new editor-in-chief of the Virginia Law Review. She is the first Black person to hold the position.

30K USERS REACHED
1.2K ENGAGEMENTS
4.2% ENGAGEMENT RATE

FEBRUARY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.72%

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 2/1/21 - 2/28/21

Reflects top posts by engagement rate.
INSTAGRAM
In February, our Instagram posts reached fewer users, and saw a slight decline in engagement rate, though year to date metrics remain above 2020 averages.

### YEAR TO DATE INSTAGRAM PERFORMANCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Avg. Reach/Post</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2021</td>
<td>36,000</td>
<td>10%</td>
</tr>
<tr>
<td>February 2021</td>
<td>34,000</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Source:** Creator Studio, RivalIQ

**Date Range:** 1/1/20 - 2/28/21
In February, UVA led the field in both average engagements per post and engagement rate for the second month in a row.

<table>
<thead>
<tr>
<th>University of Virginia</th>
<th>Texas</th>
<th>UNC Chapel Hill</th>
<th>Berkeley</th>
<th>Michigan</th>
<th>University of Georgia</th>
<th>University of Illinois</th>
<th>University of Maryland</th>
<th>Purdue University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Engagements/Post</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 2/1/21 - 2/28/21.
FEBRUARY 2021 TOP INSTAGRAM POSTS

2/9/21

University of Virginia

What’s your favorite season on Grounds? 🥷
Feb 9, 2021

79K USERS REACHED
15K ENGAGEMENTS
18.6% ENGAGEMENT RATE

2/12/21

University of Virginia

Happy Friday, Hoos! Enjoy the snow 😊
Feb 12, 2021

65K USERS REACHED
11K ENGAGEMENTS
16.9% ENGAGEMENT RATE

2/1/21

University of Virginia

Today is the first day of classes, Hoos. A snowy Sunday reminded us that winter persists, even at the start of the spring semester.

61K USERS REACHED
9K ENGAGEMENTS
14.8% ENGAGEMENT RATE

FEBRUARY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 12.6%

Reflects top posts by engagement rate.
TWITTER
In February, Twitter reach and engagement rate remained relatively consistent, and remained generally on par with 2020 averages.

YEAR TO DATE TWITTER PERFORMANCE

In February, Twitter reach and engagement rate remained relatively consistent, and remained generally on par with 2020 averages.

SOURCE: Creator Studio, RivalIQ
DATE RANGE: 1/1/20 - 2/28/21
FEBRUARY 2021 TOP TWEETS

2/5/21

Ethan Kelly @EthanCKelly - Feb 5
Got into UVA! Omg! I could go to the school with the Center for Politics

Ethan Kelly @EthanCKelly - Feb 5
UVA decisions come out today 😊

UVA @UVA - Feb 5
Congratulations Ethan!!

5.6K IMPRESSIONS
600 ENGAGEMENTS
10.8% ENGAGEMENT RATE

2/12/21

UVA @UVA - Feb 12
A look at snow day on Grounds 🏛️

UVA @UVA - Feb 12
It’s been hard to post lately. What’s your dogs name?

UVA @UVA - Feb 12
Kirby!

 Kirby! 02:23 PM - Feb 12, 2021 - Twitter for iPhone

50K IMPRESSIONS
5K ENGAGEMENTS
10.4% ENGAGEMENT RATE

2/12/21

59 IMPRESSIONS
6 ENGAGEMENTS
10% ENGAGEMENT RATE

FEBRUARY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 2.42%

SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 2/1/21 - 2/28/21

Reflects top posts by engagement rate.
On LinkedIn, average reach per post declined, while engagement rate improved. Both reach and engagement rate remain below 2020 averages.

YEAR TO DATE LINKEDIN PERFORMANCE

SOURCE: LinkedIn Analytics, RivalIQ
DATE RANGE: 1/1/20 - 2/28/21
FEBRUARY 2021 TOP LINKEDIN POSTS

2/22/21

University of Virginia 235K followers 1yr - $ Students were notified of their acceptances Friday evening and shared their happy news on social media. Nearly 60,000 people have applied to join the Class of 2025.

29K IMPRESSIONS
1.8K ENGAGEMENTS
6.3% ENGAGEMENT RATE

2/8/21

University of Virginia 235K followers 1yr - $ In Historic Application Year, UVA Offers Early Action Admission to More Than 6,000

30K IMPRESSIONS
1.5K ENGAGEMENTS
5.1% ENGAGEMENT RATE

2/11/21

University of Virginia 235K followers 1yr - $ All Fand see tech firms' shift toward monumental representations of power; Phoebe Crisman worries about a “Disney version” of nature. They and other faculty members analyze Amazon’s spiraling “helix.”

14K IMPRESSIONS
687 ENGAGEMENTS
4.8% ENGAGEMENT RATE

FEBRUARY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 3.54%

Reflects top posts by engagement rate.

SOURCE: Rival IQ, LinkedIn Analytics
DATE RANGE: 2/1/21 - 2/28/21
THANK YOU