

# FEBRUARY 2021 COMMUNICATIONS SUMMARY

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**UNIVERSITY COMMUNICATIONS**

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# 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 over 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.



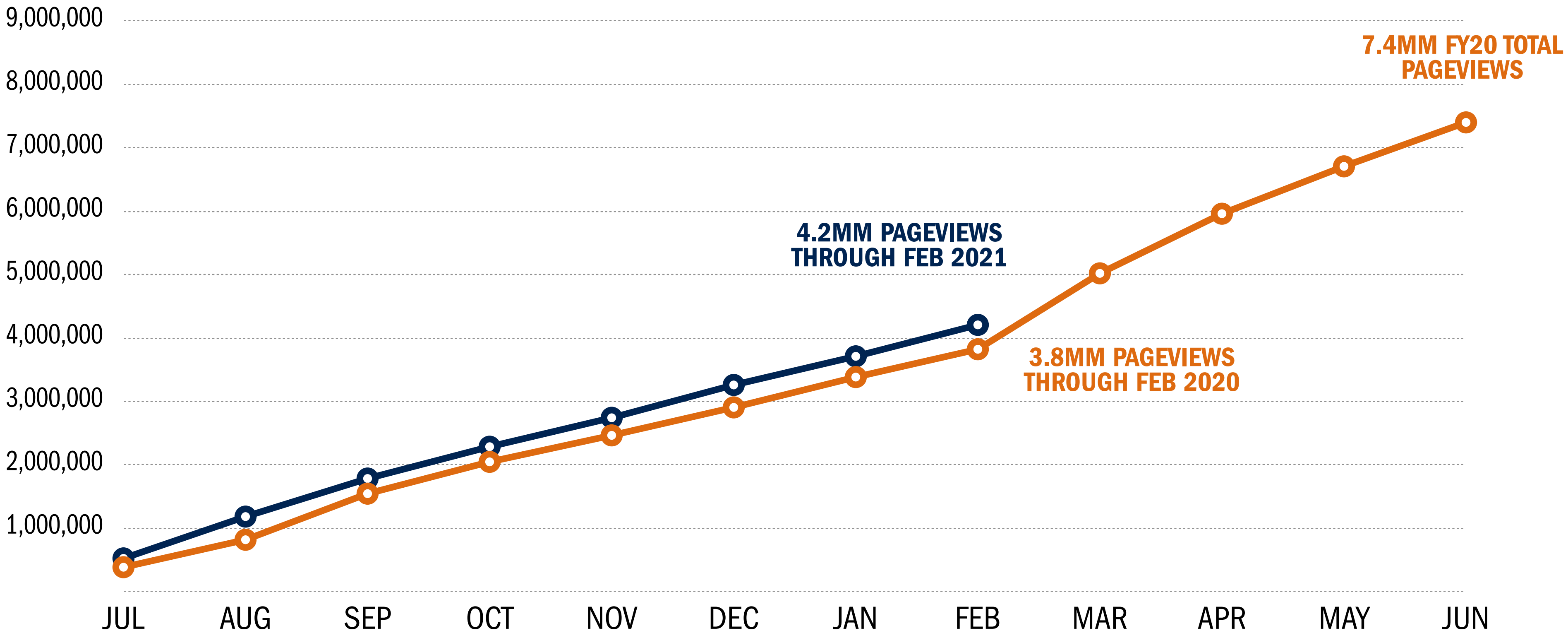
Social media reporting continues to be refined, focusing in on the most relevant metrics and viewing performance with user engagement top of mind. On Twitter, two of our top posts this month were replies to community members engaging with UVA on the platform, demonstrating the importance of relationship 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.

# UVA TODAY

# UVA TODAY PAGEVIEWS - FY21 VS. FY20

The below graph shows FY21 vs FY20 cumulative pageviews

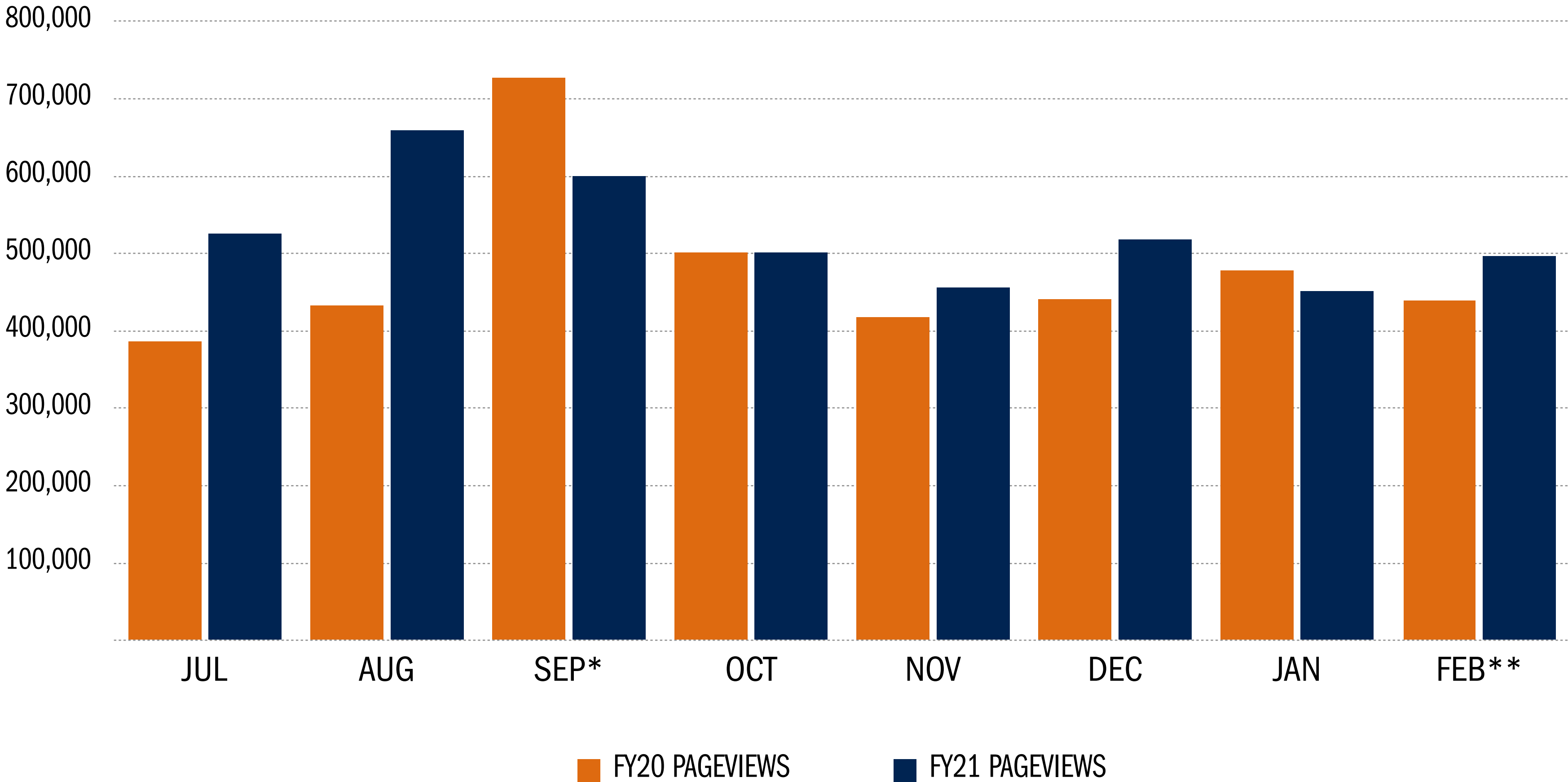


○ FY20 CUMULATIVE PAGEVIEWS  
○ FY21 CUMULATIVE PAGEVIEWS

**SOURCE:** Google Analytics  
**DATE RANGE:** 7/1/19 - 2/28/21

# 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.

\*\* February 2020 was a leap year, and therefore included an extra day of pageviews.

SOURCE: Google Analytics

# TOP PERFORMING UVA TODAY STORIES - FEBRUARY 2021

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

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

\* This includes of 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

# PARSE.LY TAG PERFORMANCE

***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.

## TOP TAGS BY TOTAL PAGEVIEWS - YEAR TO DATE

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

**SOURCE:** [Parse.ly](#)  
**DATE RANGE:** 1/1/21 - 2/28/21



## TOP TAGS BY TOTAL PAGEVIEWS - FEBRUARY 2021

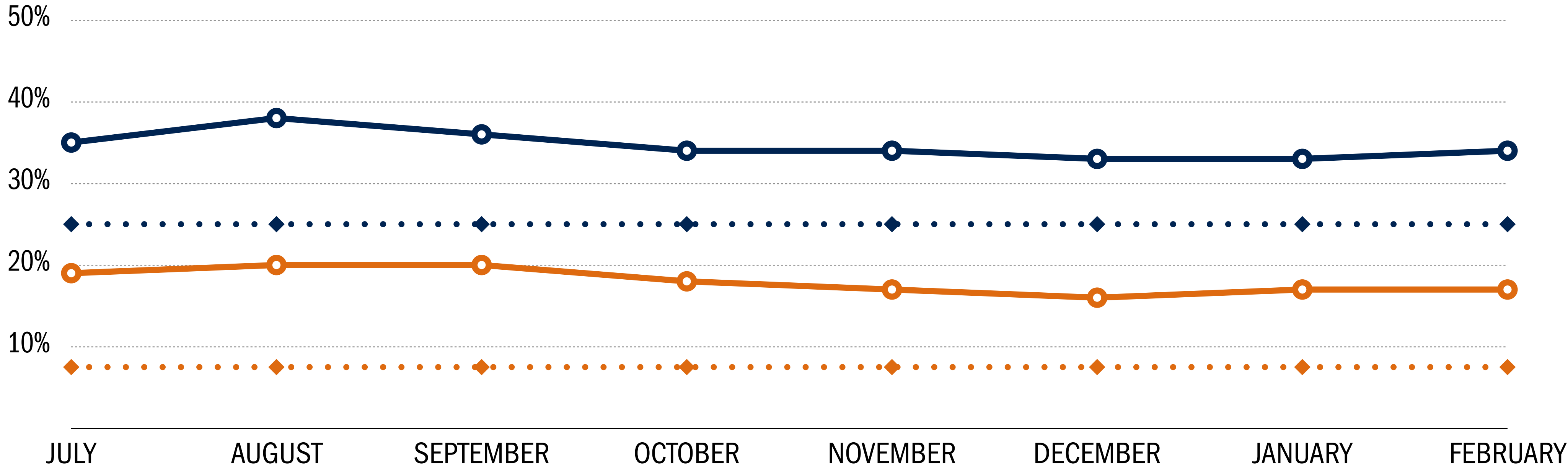
TAG	PAGEVIEWS	NUMBER OF POSTS	AVG. PAGEVIEWS/ POST	TOP STORY IN TAG	TOP STORY PAGEVIEWS
<a href="#">University News</a>	112,799	35	3,223	UVA IMPLEMENTS NEW RESTRICTIONS IN RESPONSE TO RISE IN COVID CASES	20,173
<a href="#">COVID-19</a>	110,228	20	5,511	UVA IMPLEMENTS NEW RESTRICTIONS IN RESPONSE TO RISE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

**SOURCE:** [Parse.ly](#)  
**DATE RANGE:** 2/1/21 - 2/28/21

# DAILY REPORT

# DAILY REPORT PERFORMANCE

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
- CLICK THROUGH RATE
- ◆ INDUSTRY BENCHMARK OPEN RATE (NOV 2018 - NOV 2019)
- ◆ INDUSTRY BENCHMARK CLICK THROUGH RATE (NOV 2018 - NOV 2019)

\* 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 - 2/28/21

# FEBRUARY TOP PERFORMING DAILY REPORT

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



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

**39% OPEN RATE**  
**19% CLICK THROUGH RATE**



**Photos: First Substantial Snowfall Sends January Out in Style**  
A snowy Sunday reminded the UVA community that winter persists, even if the spring semester is about to begin. [MORE >](#)

**SUBJECT LINE:**  
**SNOW DAY, NEW VACCINE SITE, SAT/ACT OPTIONAL**



**UVA Implements New Restrictions in Response to Rise in COVID Cases**  
The new restrictions took effect Tuesday evening and will remain in place through Feb. 26, when University leaders will re-evaluate them based on conditions at that time. [MORE >](#)

**SUBJECT LINE:**  
**NEW RESTRICTIONS, SUPER ANTIBODIES, LIBRARY GIFT**

**36% OPEN RATE**  
**28% CLICK THROUGH RATE**

**SOURCE:** Marketing Cloud  
**DATE RANGE:** 2/1/21 - 2/28/21

# UVA THIS MONTH

# FEBRUARY 2021 UVA THIS MONTH

UNIVERSITY OF VIRGINIA

## UVA This Month

*Editor's note: The pandemic continued to affect many aspects of life at UVA this month, from increased restrictions to combat a rise in COVID-19 cases among students to promising antibody research at UVA Health. Below, keep up with the latest news from Grounds, including getting answers to some of your most important COVID-19 vaccination questions – like when it is safe to visit vaccinated relatives – and learning more about Dr. Jeffrey Elias' pioneering focused ultrasound treatments, which in 45 minutes can relieve tremors patients have lived with for decades and soon could target chronic pain.*



(Photo by Sanjay Suchak, University Communications)

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

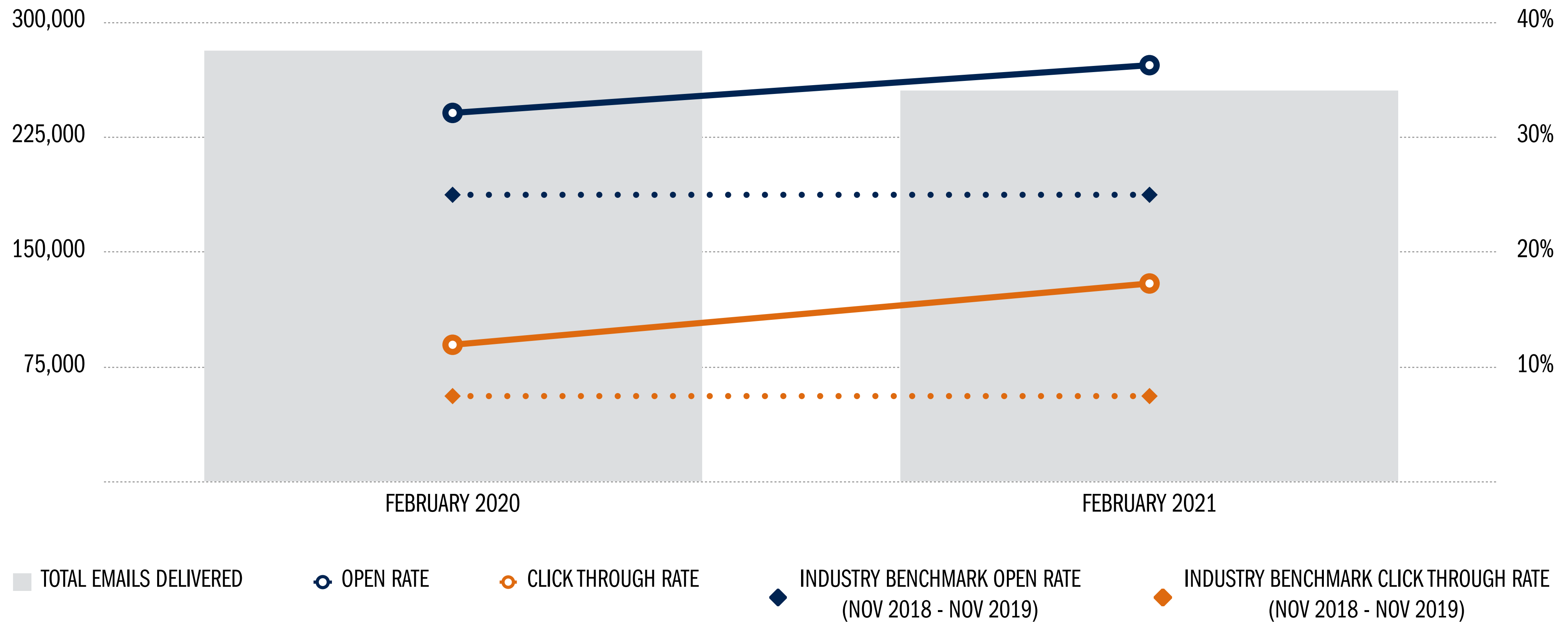
ARCHITECTURE FACULTY WEIGH IN ON AMAZON'S ARLINGTON HQ

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.**

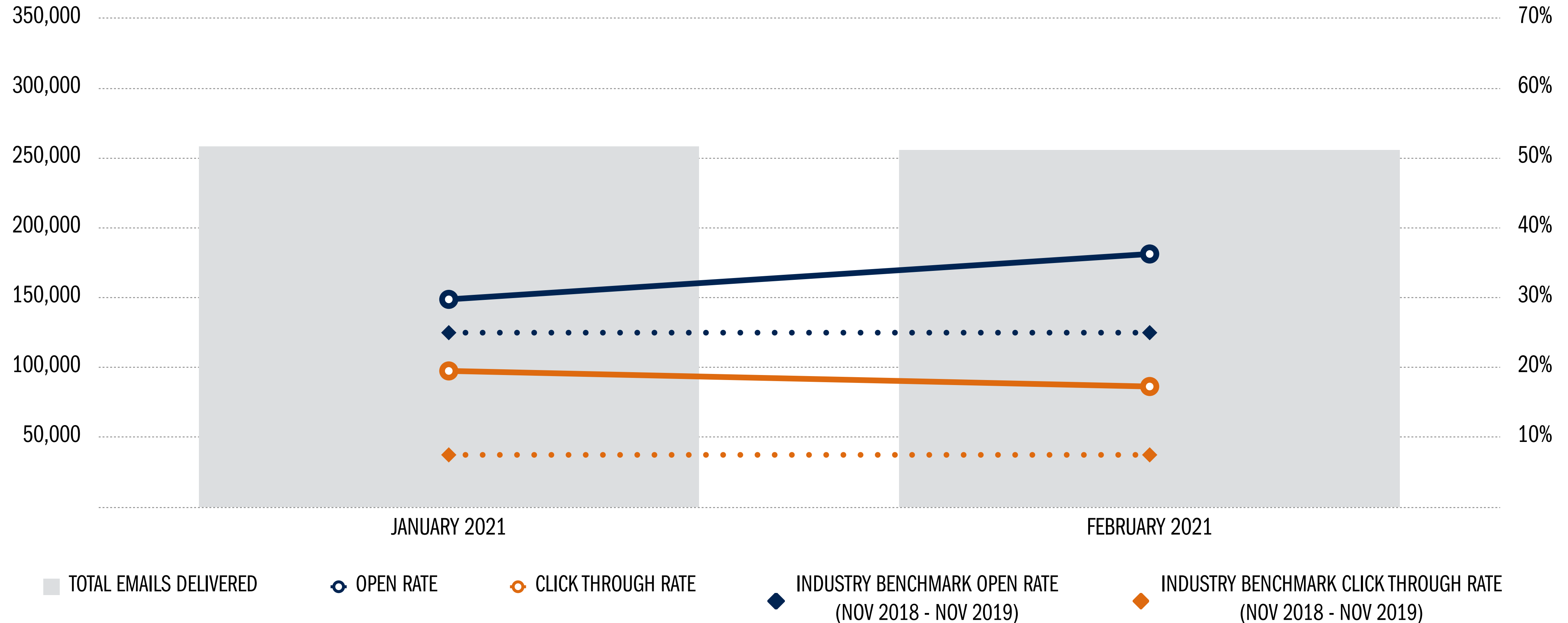


\* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

# YEAR TO DATE UVA THIS MONTH PERFORMANCE

*From January to February, Open Rate improved, while Click Through Rate softened.*



\* 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



# RESEARCH DIGEST

# FEBRUARY 2021 RESEARCH DIGEST

**UVA**Research  
DIGEST

*EDITOR'S NOTE: Our feature story takes readers inside the Focused Ultrasound Center at UVA Health, where doctors treat essential tremor using an MRI machine and high-intensity soundwaves, a quick procedure that leads to life-changing results and could soon be used to treat problems like chronic pain. Also in this issue: what new COVID-19 variations mean for vaccine options, how to build a stronger relationship with your teen, and why you might be missing warm hugs.*

Read on for our latest top research stories, and don't forget to **subscribe** to keep up with future UVA discoveries.

## Sounding Out the Future of Focused Ultrasound



Story by Caroline Newman • Photos by Sanjay Suchak

RELEASED ON **FEBRUARY 20, 2021**  
**264K** TOTAL EMAILS DELIVERED

## TOP 5 MOST-CLICKED STORIES IN FEBRUARY RESEARCH DIGEST

SOUNDING OUT THE FUTURE OF FOCUSED ULTRASOUND

4 THINGS YOUR TEEN (OR PRE-TEEN) NEEDS

Q&A: WHAT NEW COVID-19 VARIANTS MEAN FOR OUR VACCINE OPTIONS

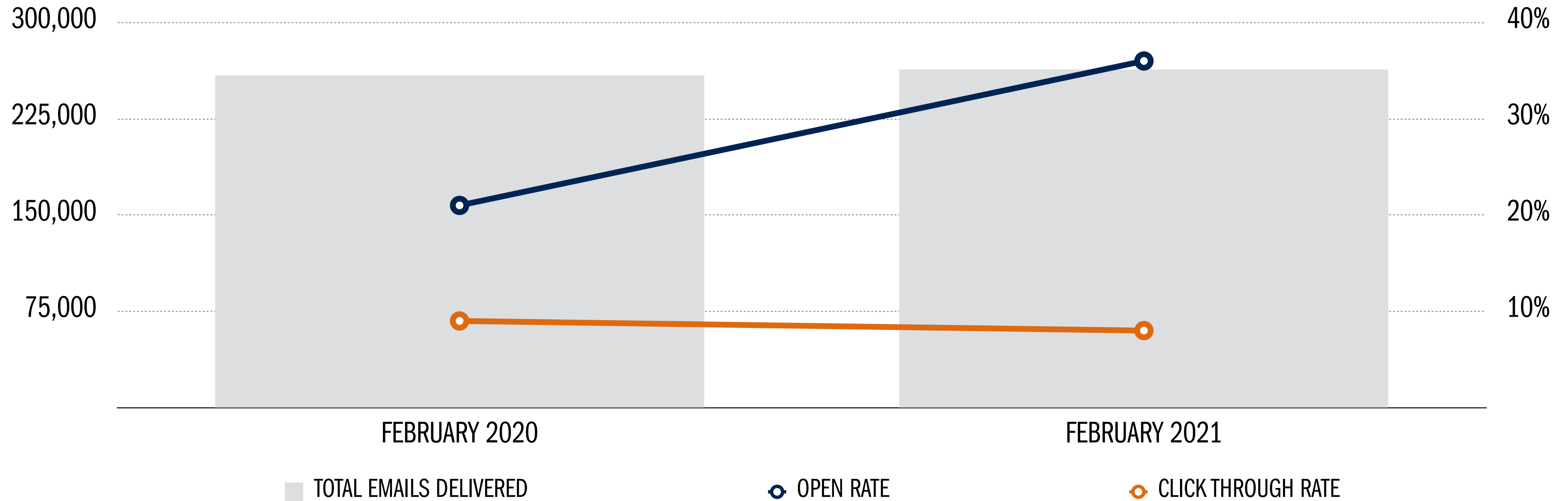
DO YOU MISS HUGGING? PSYCHOLOGY CAN TELL YOU WHY

HERE'S HOW STRESS, ILLNESS AND EVEN SUNBURN TRIGGER COLD SORE FLAREUPS

**SOURCE:** Marketing Cloud

# YEAR OVER YEAR RESEARCH DIGEST PERFORMANCE

*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.*



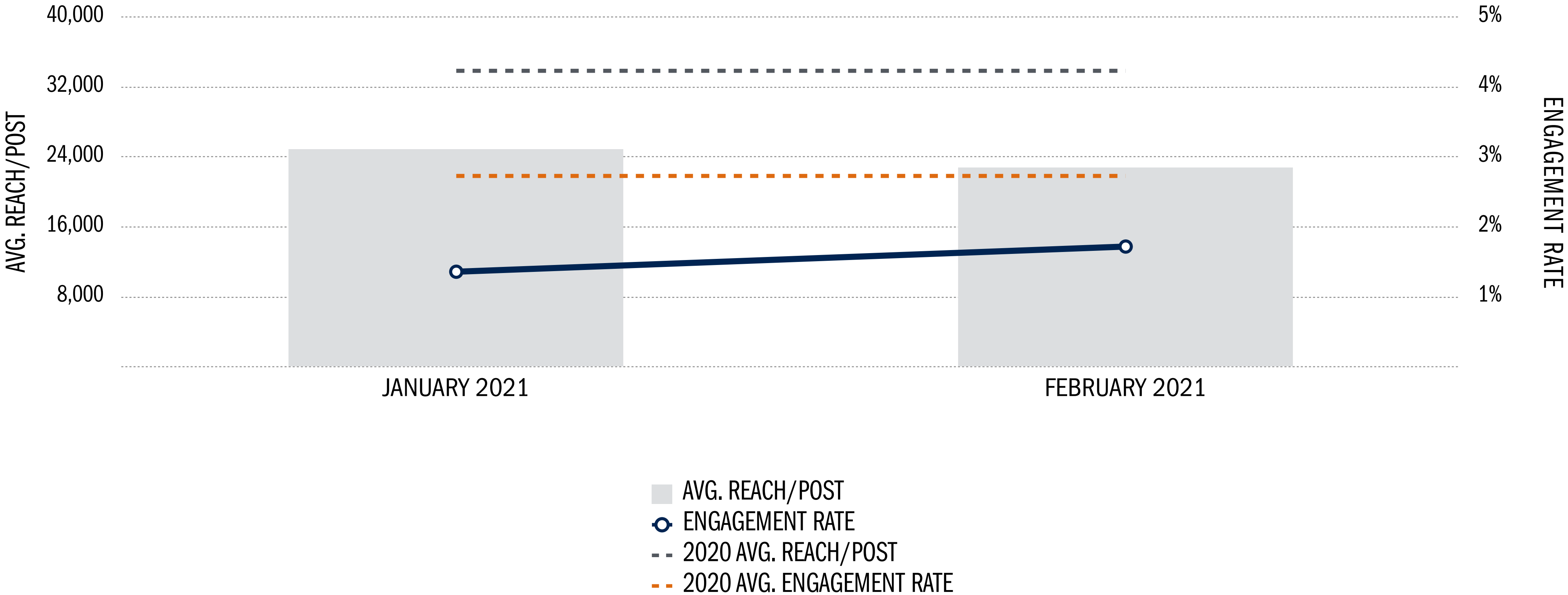
SOURCE: Marketing Cloud

# SOCIAL MEDIA

**FACEBOOK**

# YEAR TO DATE FACEBOOK PERFORMANCE

*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.*

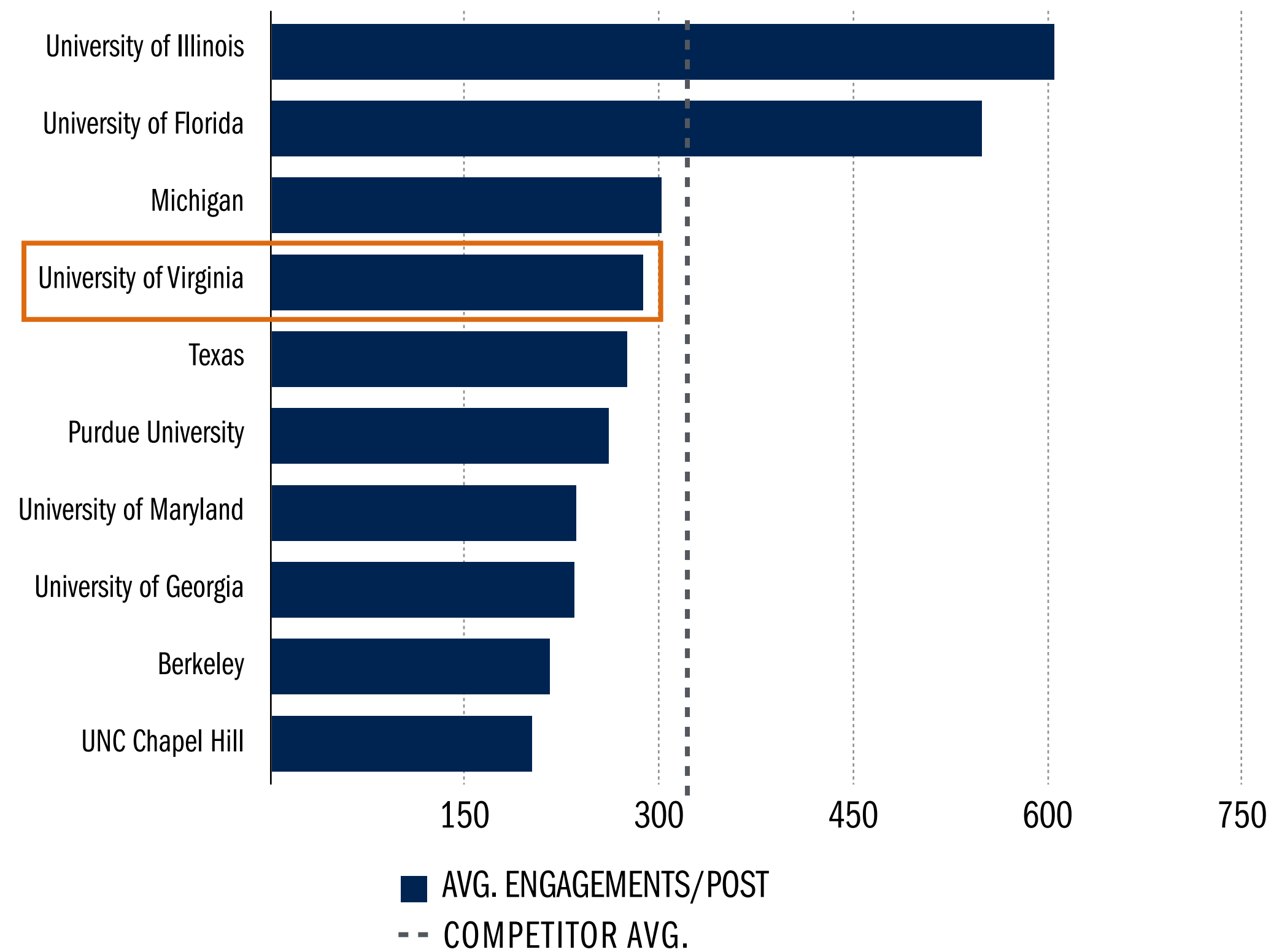


**SOURCE:** Creator Studio, RivallQ  
**DATE RANGE:** 1/1/20 - 2/28/21

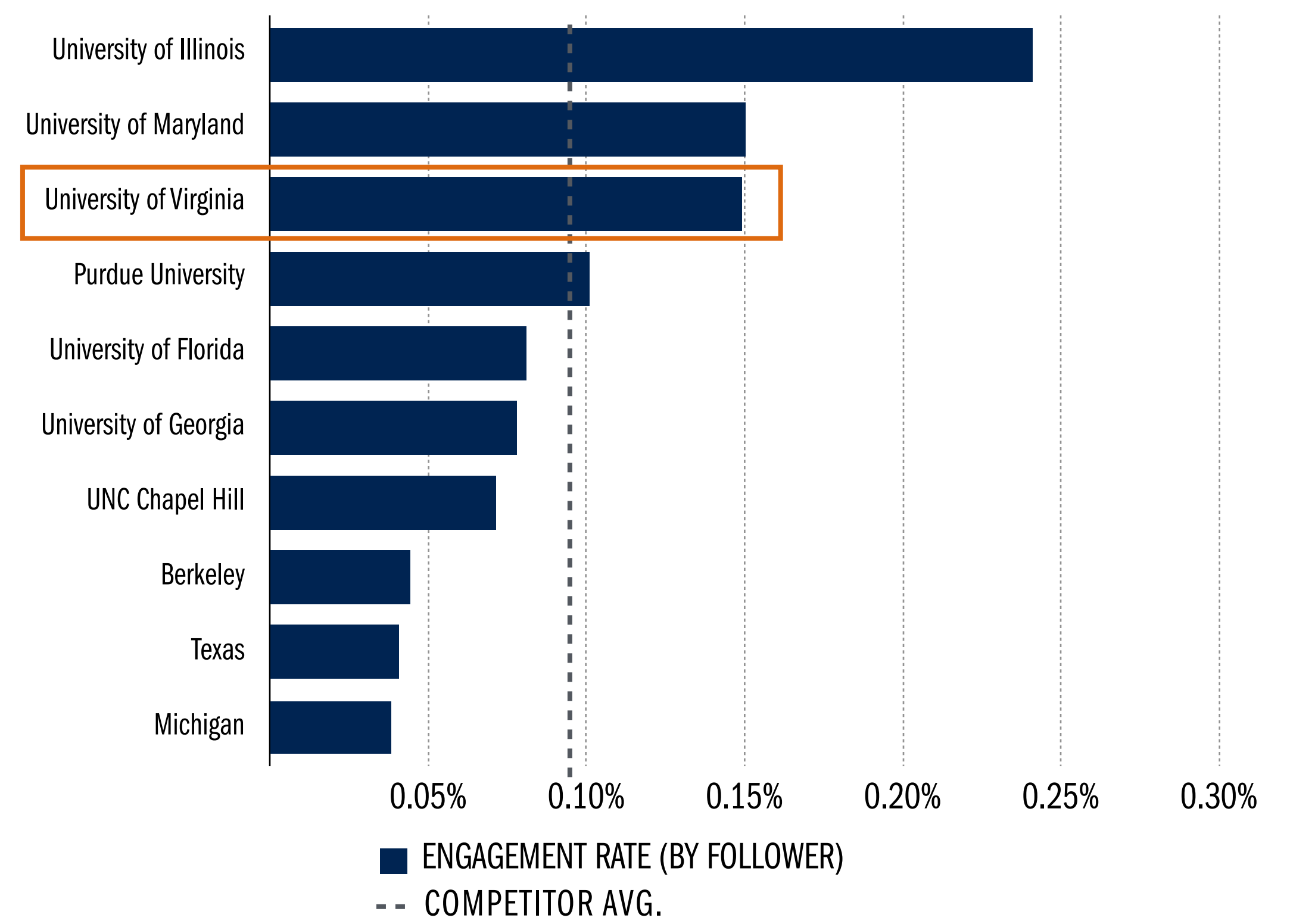
# FEBRUARY FACEBOOK PERFORMANCE VS. COMPETITORS

*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.*

## AVG. ENGAGEMENTS/POST



## ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

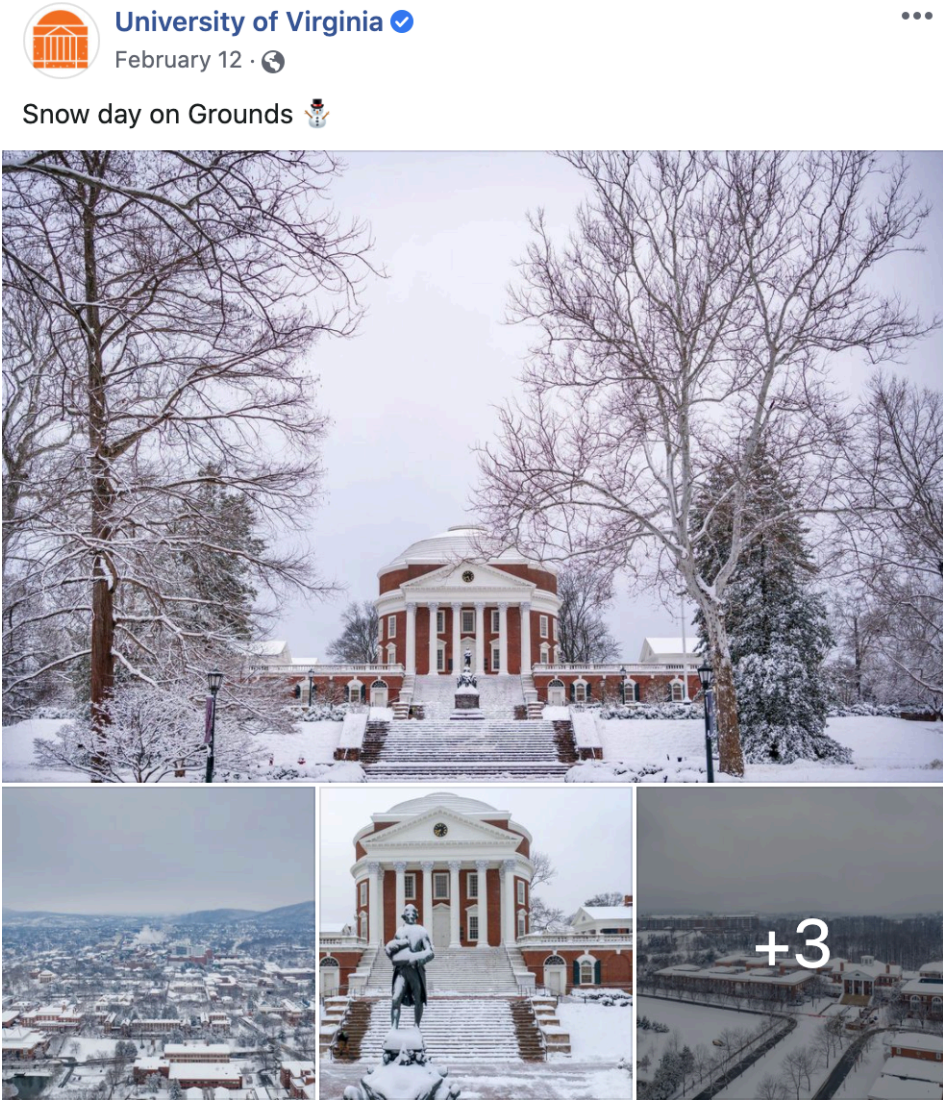


Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting.  
Landscape average reflects average for period 2/1/21 - 2/28/21.

**SOURCE:** RivalIQ  
**DATE RANGE:** 2/1/21 - 2/28/21

# FEBRUARY 2021 TOP FACEBOOK POSTS

2/12/21



**47K USERS REACHED**  
**3K ENGAGEMENTS**  
**6.4% ENGAGEMENT RATE**

2/5/21



**29K USERS REACHED**  
**1.5K ENGAGEMENTS**  
**5.2% ENGAGEMENT RATE**

2/5/21



**30K USERS REACHED**  
**1.2K ENGAGEMENTS**  
**4.2% ENGAGEMENT RATE**

**FEBRUARY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.72%**

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

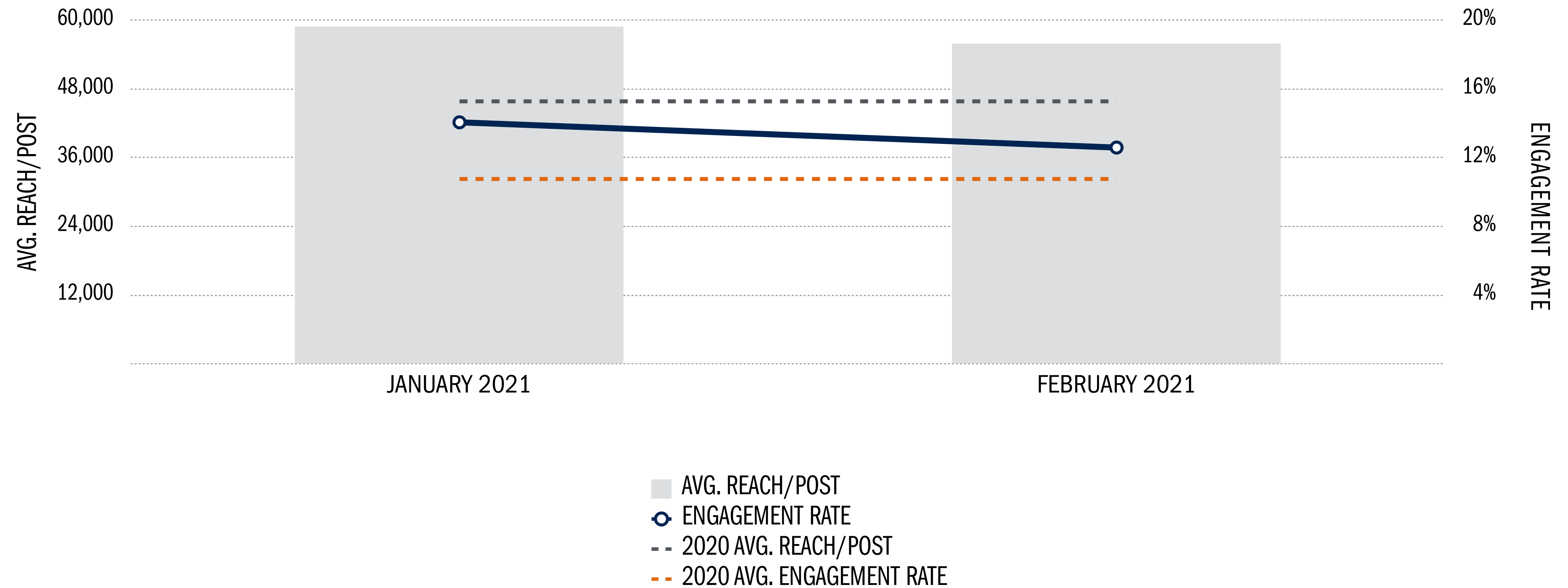
Reflects top posts by engagement rate.



**INSTAGRAM**

# YEAR TO DATE INSTAGRAM PERFORMANCE

*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.*

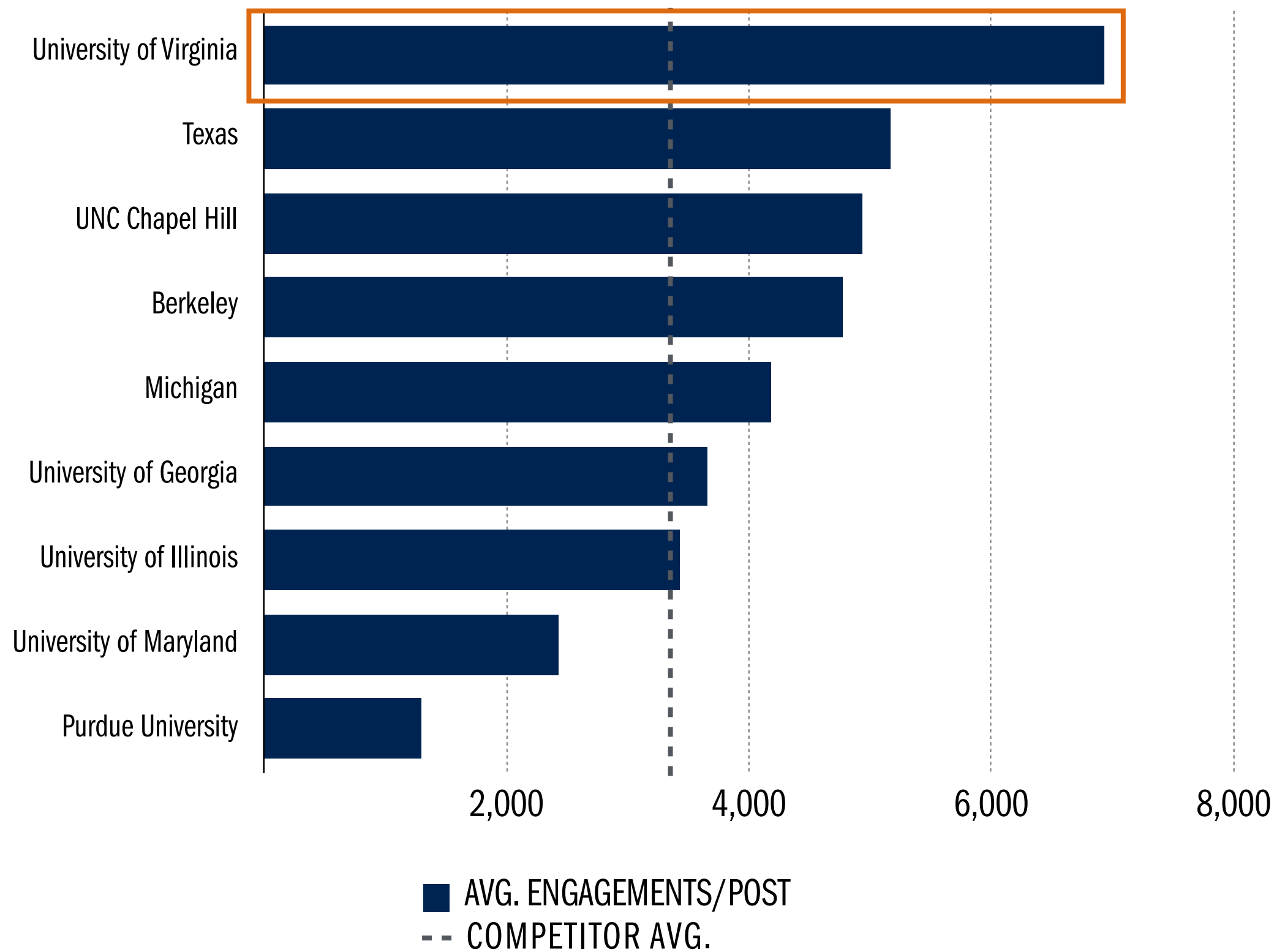


**SOURCE:** Creator Studio, RivalIQ  
**DATE RANGE:** 1/1/20 - 2/28/21

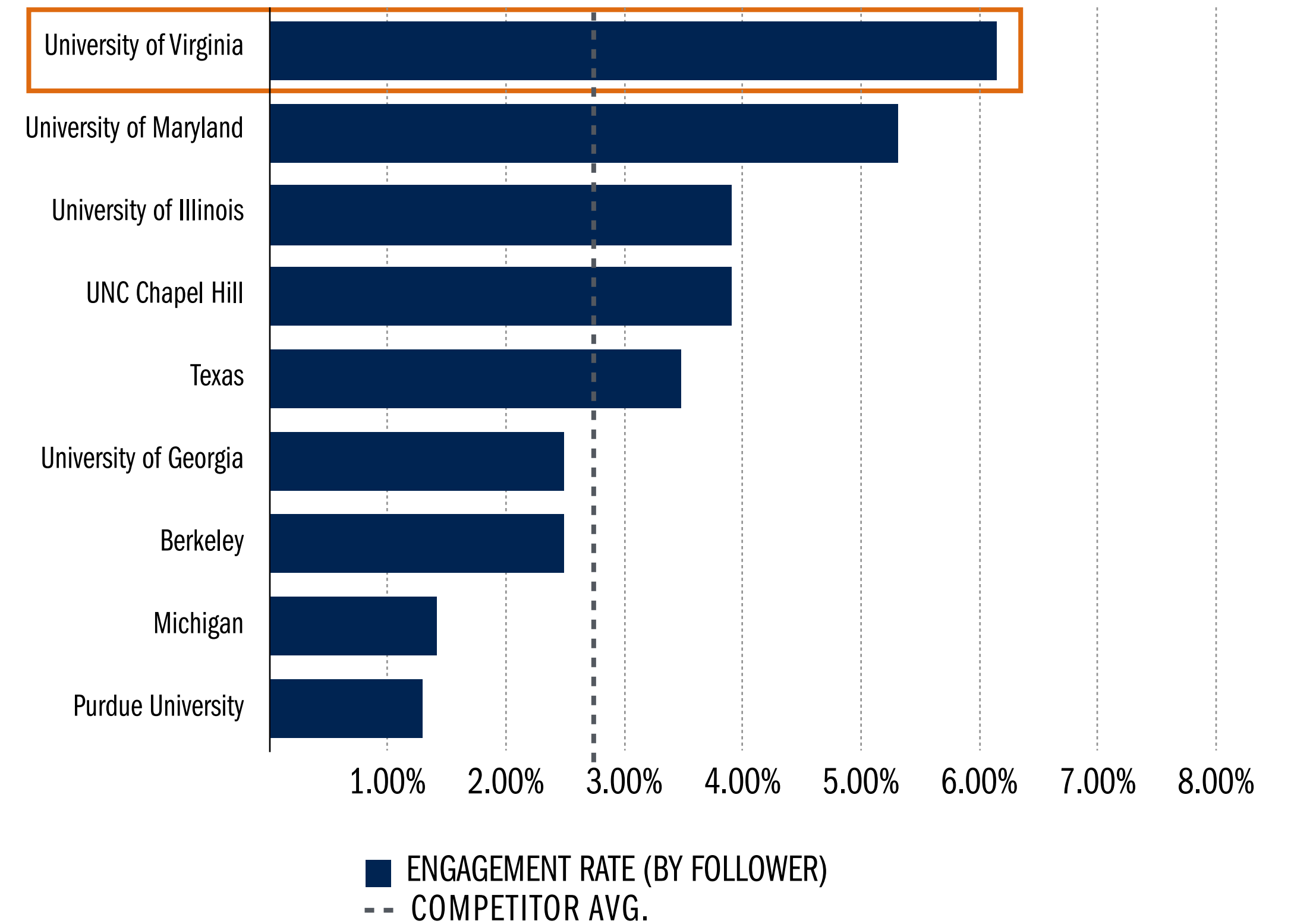
# FEBRUARY INSTAGRAM PERFORMANCE VS. COMPETITORS

*In February, UVA led the field in both average engagements per post and engagement rate for the second month in a row.*

## 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 2/1/21 - 2/28/21.

**SOURCE:** RivalIQ  
**DATE RANGE:** 2/1/21 - 2/28/21

# FEBRUARY 2021 TOP INSTAGRAM POSTS

2/9/21

 **uva**  
University of Virginia



uva What's your favorite season on Grounds? ❄️☀️🌸🍂

**79K USERS REACHED**  
**15K ENGAGEMENTS**  
**18.6% ENGAGEMENT RATE**

2/12/21


 **uva**



uva Happy Friday, Hoos! Enjoy the snow ❄️🌨️  
Feb 12, 2021

**65K USERS REACHED**  
**11K ENGAGEMENTS**  
**16.9% ENGAGEMENT RATE**

2/1/21

 **uva**  
University of Virginia



uva 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**

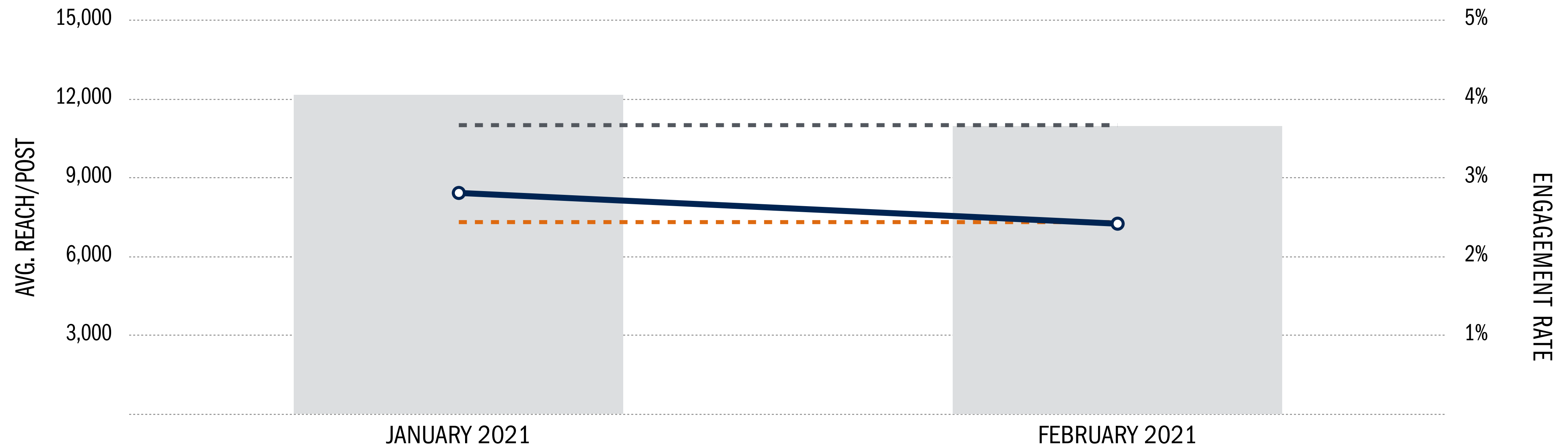
**FEBRUARY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 12.6%**

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

**TWITTER**

# YEAR TO DATE TWITTER PERFORMANCE

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



- AVG. REACH/POST
- ENGAGEMENT RATE
- - 2020 AVG. REACH/POST
- - 2020 AVG. ENGAGEMENT RATE

**SOURCE:** Creator Studio, RivallQ  
**DATE RANGE:** 1/1/20 - 2/28/21

# FEBRUARY 2021 TOP TWEETS

2/5/21



**5.6K IMPRESSIONS**  
**600 ENGAGEMENTS**  
**10.8% ENGAGEMENT RATE**

2/12/21



**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%

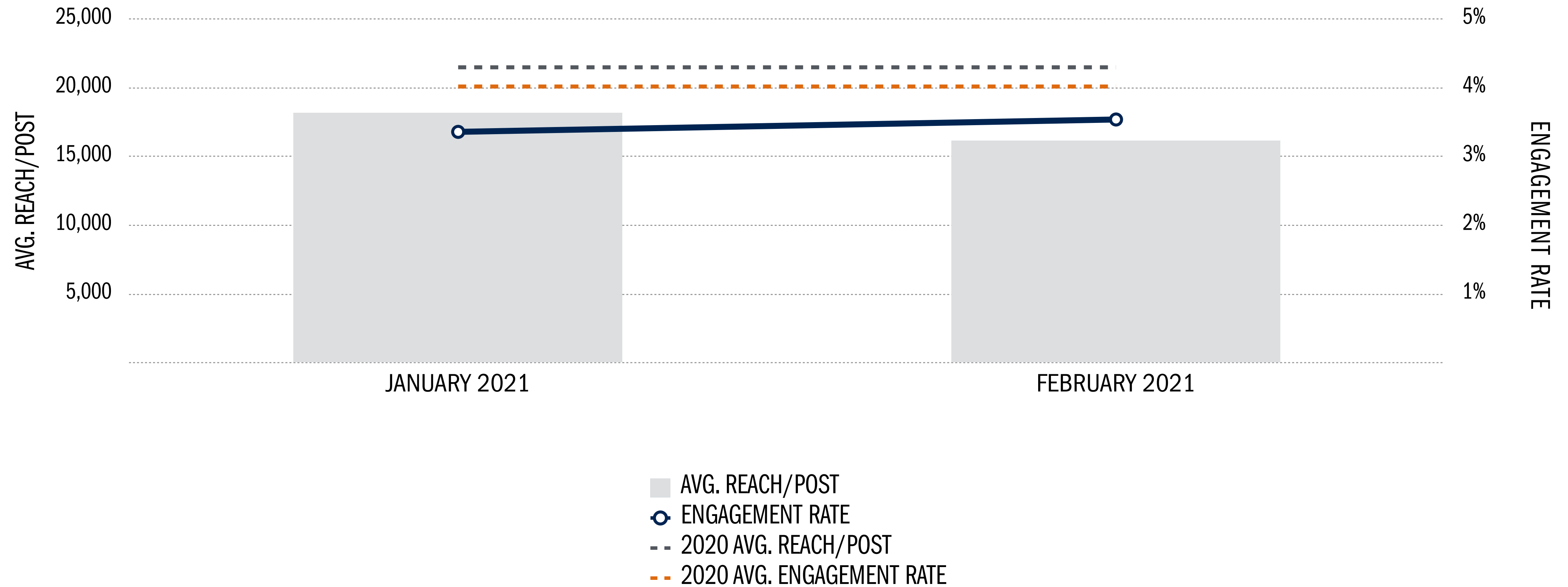
**SOURCE:** RivalIQ, Twitter Analytics  
**DATE RANGE:** 2/1/21 - 2/28/21

**LINKEDIN**



# YEAR TO DATE LINKEDIN PERFORMANCE

*On LinkedIn, average reach per post declined, while engagement rate improved. Both reach and engagement rate remain below 2020 averages.*



**SOURCE:** LinkedIn Analytics, RivalIQ  
**DATE RANGE:** 1/1/20 - 2/28/21

# FEBRUARY 2021 TOP LINKEDIN POSTS

2/22/21

**University of Virginia**  
234,579 followers  
1w • 🌐

More than a month after making national headlines for possessing “super antibodies” that make contracting COVID-19 impossible, alumnus John Hollis is still shaking his head.



**Doctors Believe Secret to Defeating COVID May Be Inside This Hoo's Body**  
news.virginia.edu • 4 min read

**29K IMPRESSIONS**  
**1.8K ENGAGEMENTS**  
**6.3% ENGAGEMENT RATE**

2/8/21

**University of Virginia**  
234,579 followers  
3w • 🌐

Students were notified of their acceptances Friday evening and shared their happy news on social media. Nearly 50,000 people have applied to join the Class of 2025.




**In Historic Application Year, UVA Offers Early Action Admission to More Than 6,000**  
news.virginia.edu • 2 min read

**30K IMPRESSIONS**  
**1.5K ENGAGEMENTS**  
**5.1% ENGAGEMENT RATE**

2/11/21

**University of Virginia**  
234,579 followers  
2w • 🌐

Ali Fard sees 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.”



**Architecture Faculty Weigh in on Amazon's Arlington HQ**  
news.virginia.edu • 6 min read

**14K IMPRESSIONS**  
**687 ENGAGEMENTS**  
**4.8% ENGAGEMENT RATE**

**FEBRUARY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 3.54%**

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

THANK YOU