

# MARCH 2021 COMMUNICATIONS SUMMARY

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**UNIVERSITY COMMUNICATIONS**

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# EXECUTIVE SUMMARY

March brought some more positive news, as the Class of 2025 received admissions decisions, and COVID-19 vaccinations continued to ramp up across the country, bringing hope that life will begin returning to “normal” in the coming months.



As expected, FY21 cumulative pageviews fell behind FY20 pageviews this month, as March 2020 was a record-breaking month. From February to March, pageviews softened slightly, though for perhaps the first time in a year, top stories included mostly “good news” or positive stories. The most-read stories this month included a welcome to the Class of 2025, vaccine updates, new options for final exercises, and an art pop up on Grounds. Over the past year, a large share of news content was related to COVID-19, and readers appeared to begin getting fatigued by this by the end of the 2020. This month’s top stories show that readers are eager for some more positive news.



The Daily Report continues to see steady performance. This is a positive sign given that students and parents were auto-subscribed to the distribution one year ago in March 2020. Despite adding a large number of new subscribers to the list, performance doesn’t appear to be declining over time.

**Key Takeaway:** Continue to monitor DR performance for changes in behavior or engagement. While it is possible that some of these new readers will eventually engage less over time, the fact that performance remains consistent a year later suggests that this is how we can expect these audiences to continue behaving in the future.



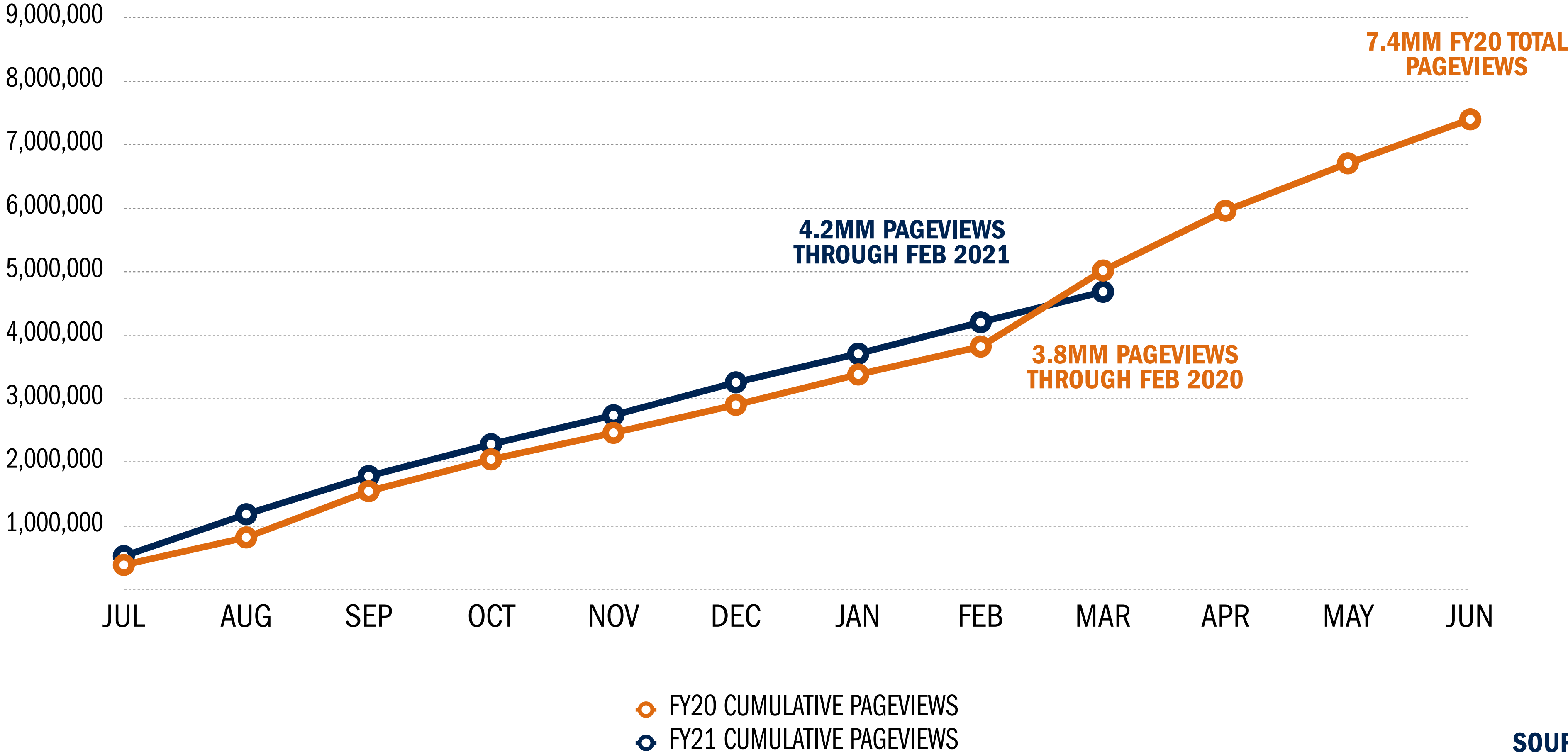
Over the winter months, snow photos dominated on social media. Now that the weather is warming up, springtime photos of Grounds are also continuing to perform well. Beauty shots of Grounds were among the top posts on Facebook, Instagram, and Twitter. On Twitter, two of the top Tweets were replies to other Twitter users, showing that replying to followers helps with engagement.

**Key Takeaway:** Beauty shots of Grounds will likely continue to resonate with our audience year round, and getting user generated shots of Grounds is even better to help engage with the community. Engaging directly with our audience is important to help surprise and delight users as they interact with UVA on social media, particularly on Twitter.

# UVA TODAY

# UVA TODAY PAGEVIEWS - FY21 VS. FY20

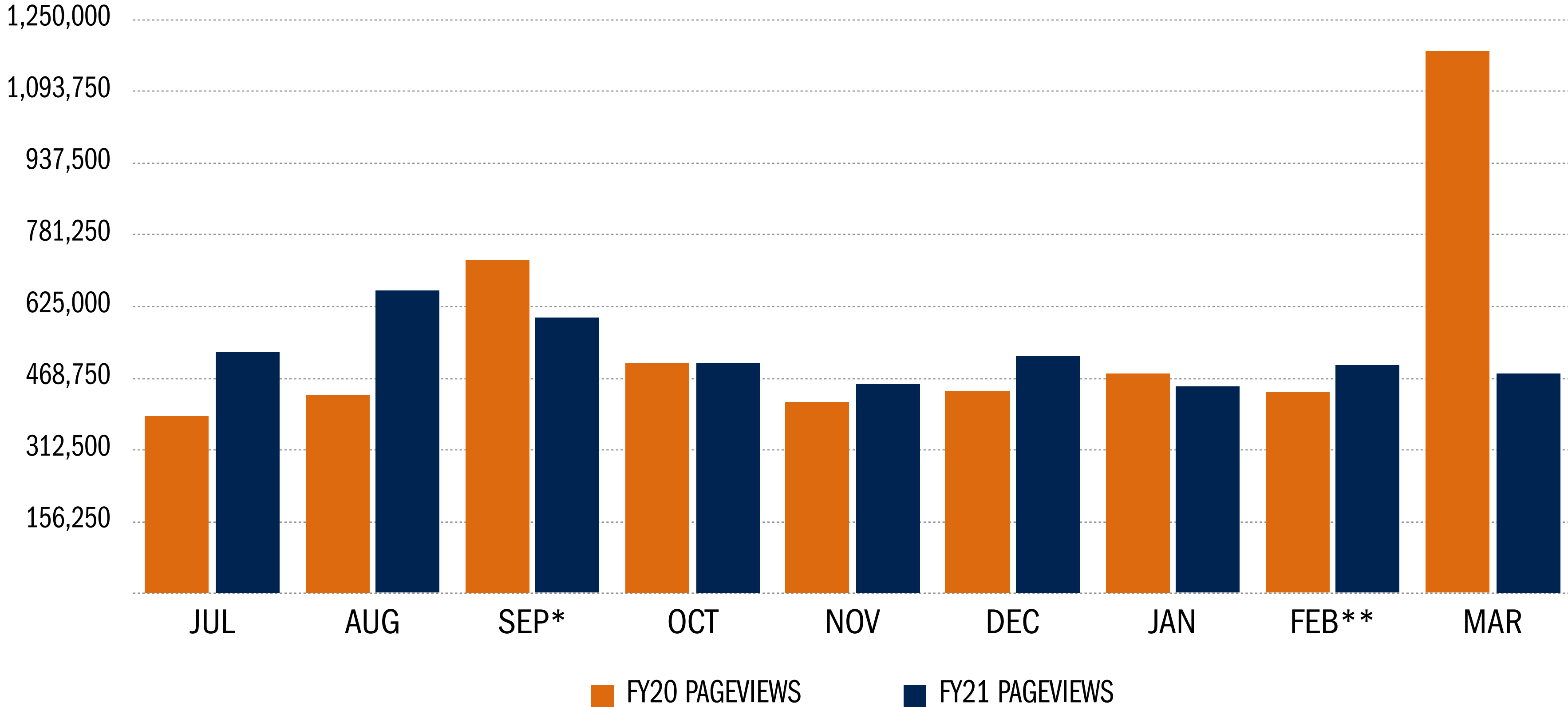
The below graph shows FY21 vs FY20 cumulative pageviews



**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.  
\*\*\* March 2020 pageviews were driven by initial communications regarding COVID-19 and its impact on university operations.

SOURCE: Google Analytics

# TOP PERFORMING UVA TODAY STORIES - MARCH 2021

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

STORY	PAGEVIEWS
<a href="#">How Effective Is the First Shot of the Pfizer or Moderna Vaccine?</a>	23,048
<a href="#">Welcome, Class of 2025! UVA Releases Admissions Decisions</a>	13,027
<a href="#">Buildings &amp; Grounds Committee Approves Hotel and Conference Center Design</a>	10,708
<a href="#">UVA Considers Two Options for 2021 Final Exercises, Ruling Out Typical Fanfare</a>	10,251
<a href="#">Hoos Internship Accelerator' Closes Gap Created by COVID-19</a>	9,194
<a href="#">Robyn Hadley, Rhodes Scholar With History of Helping Students Succeed, to Lead Student Affairs</a>	8,917
<a href="#">Vaccines Developed by UVA, Va. Tech May Offer Broad Protection From Coronaviruses</a>	8,350
<a href="#">Brighter Together: Beginning Friday, Pop-Up Art Will Light Up Grounds</a>	7,684
<a href="#">Q&amp;A: 7 Questions About the CDC's New Guidelines for Vaccinated People</a>	7,263
<a href="#">Doctors Believe Secret to Defeating COVID May Be Inside This Hoo's Body</a>	6,802

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

**SOURCE:** Google Analytics  
**DATE RANGE:** 3/1/21 - 3/31/21

# PARSE.LY TAG PERFORMANCE

*The following two slides contain Parse.ly tag performance year to date and for the current month.  
Below are some notes outlining how this data 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.



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
Faculty	379,411	114	3,328
University News	350,351	103	3,401
Students	302,174	88	3,434
COVID-19	296,666	57	5,205
Research & Discovery	271,072	59	4,594
Health/Medical	268,413	75	3,579
Research	253,414	79	3,208
Institutional Announcement	181,009	40	4,525
School of Medicine	172,546	46	3,751
Student Experience	161,525	40	4,038

**SOURCE:** [Parse.ly](https://parse.ly)  
**DATE RANGE:** 1/1/21 - 3/31/21



## TOP TAGS BY TOTAL PAGEVIEWS - MARCH 2021

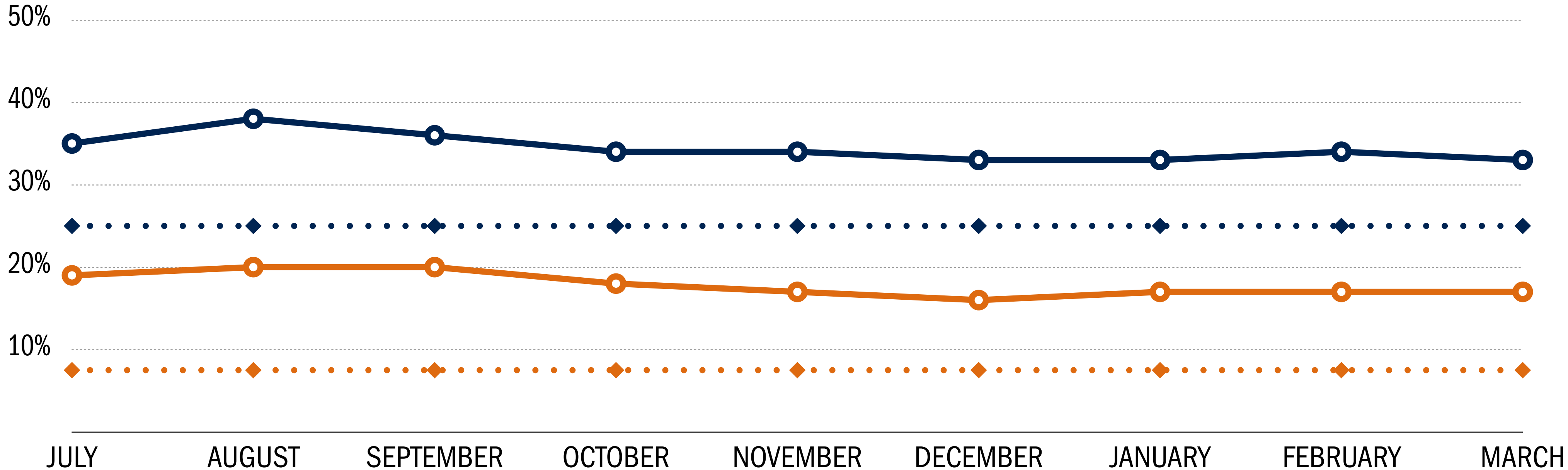
TAG	PAGEVIEWS	NUMBER OF POSTS	AVG. PAGEVIEWS/POST
Students	141,282	41	3,446
University News	105,207	37	2,843
COVID-19	98,671	25	3,947
Faculty	93,942	39	2,409
Research	81,717	33	2,476
Student Experience	74,223	20	3,711
Research & Discovery	73,916	26	2,843
School of Medicine	73,092	24	3,046
Health/Medical	63,346	30	2,112
Community	53,908	21	2,567

**SOURCE:** [Parse.ly](https://parse.ly)  
**DATE RANGE:** 3/1/21 - 3/31/21

# DAILY REPORT

# DAILY REPORT PERFORMANCE

The below graph shows the Daily Report Open Rate and Click Through Rate for FY21 through February. Performance remained steady from February to March.



- OPEN RATE
- ◆ INDUSTRY BENCHMARK OPEN RATE (NOV 2018 - NOV 2019)
- CLICK THROUGH RATE
- ◆ 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 - 3/31/21

# MARCH TOP PERFORMING DAILY REPORT

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON **3/2/2021**

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON **3/22/2021**

**36% OPEN RATE**  
**17% CLICK THROUGH RATE**



**UVA**Today  
DAILY REPORT



**For All of Us: Getting to the Finish Line**

"I have faith in us. This is something that we can reach the end of. ... This is something that we can handle." University of Virginia students discuss persistence, patience and grace a year into the pandemic. [MORE >](#)

**SUBJECT LINE:**  
**FOR ALL OF US, RESEARCH MADNESS, IN MEMORIAM**



**UVA**Today  
DAILY REPORT



**National Champions! UVA Women Win 2021 NCAA Swimming and Diving Title**

Take a look back at the program's first national title win – and UVA's 28th team title – clinched in Greensboro Saturday night. [MORE >](#)

**SUBJECT LINE:**  
**SWIMMING CHAMPS, FIRST SHOT, NYC TO UVA**

**33% OPEN RATE**  
**22% CLICK THROUGH RATE**

**SOURCE:** Marketing Cloud  
**DATE RANGE:** 3/1/21 - 3/31/21

# UVA THIS MONTH

# MARCH 2021 UVA THIS MONTH

 UNIVERSITY of VIRGINIA

## UVA This Month

*Editor's note: This month, UVA welcomed its newest group of admitted students and, like many Americans, the University community looked hopefully to the future while remaining careful of public health measures. Below, learn more about what's happening on Grounds, dive into the latest vaccine research, meet UVA's newest national champions, and more.*



*(Photo by Sanjay Suchak, University Communications)*

FIRST, READ THIS

RELEASED ON **MARCH 27, 2021**  
**260K** TOTAL EMAILS DELIVERED

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

HOW EFFECTIVE IS THE FIRST SHOT OF THE PFIZER OR MODERNA VACCINE?

WELCOME, CLASS OF 2025! UVA RELEASES ADMISSIONS DECISIONS

COVID AT UVA: A SIBLING STORY

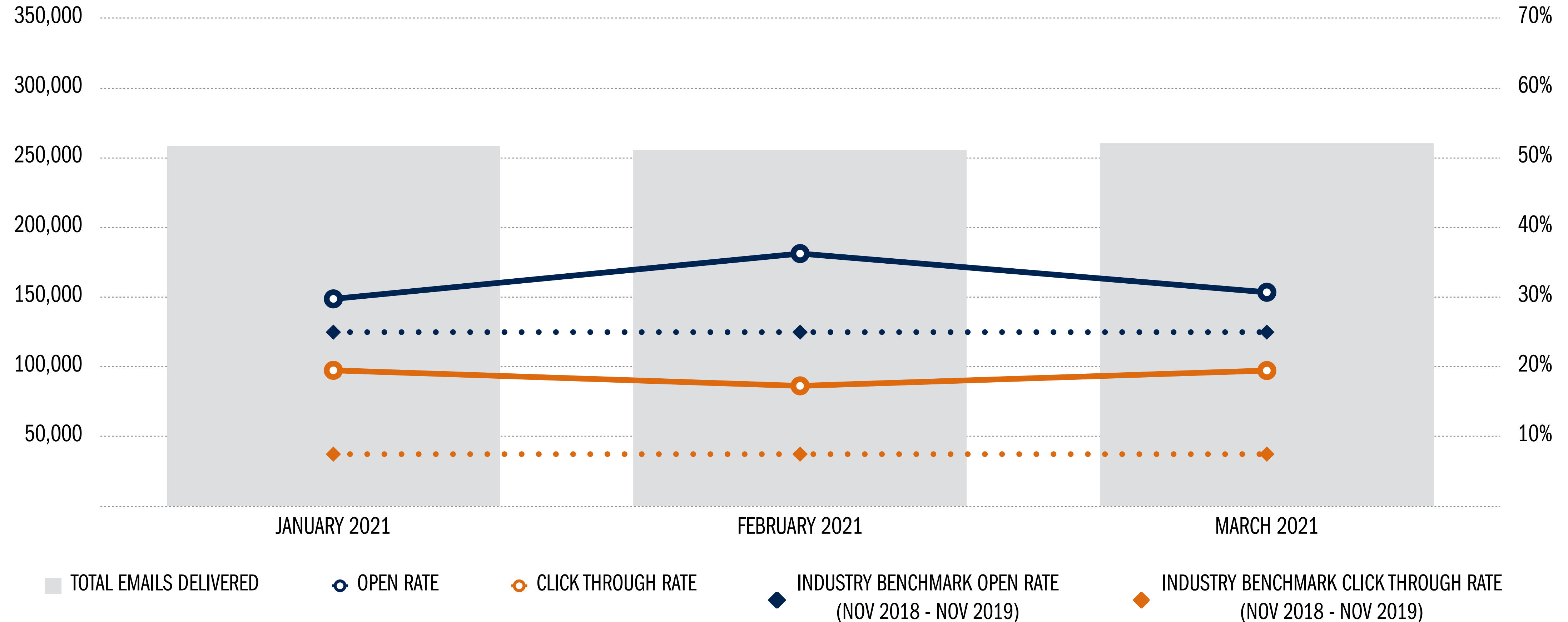
BRIGHTER TOGETHER: 4 MORE OPPORTUNITIES TO SEE UVA ARCHITECTURE GLOW

CASTEEN STEERS TO RETIREMENT, BUT STILL STUDIES SAGAS AND CHAMPIONS CHANGE

**SOURCE:** Marketing Cloud

# YEAR TO DATE UVA THIS MONTH PERFORMANCE

*From February to March, open rate softened while click through rate improved.*



\* 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

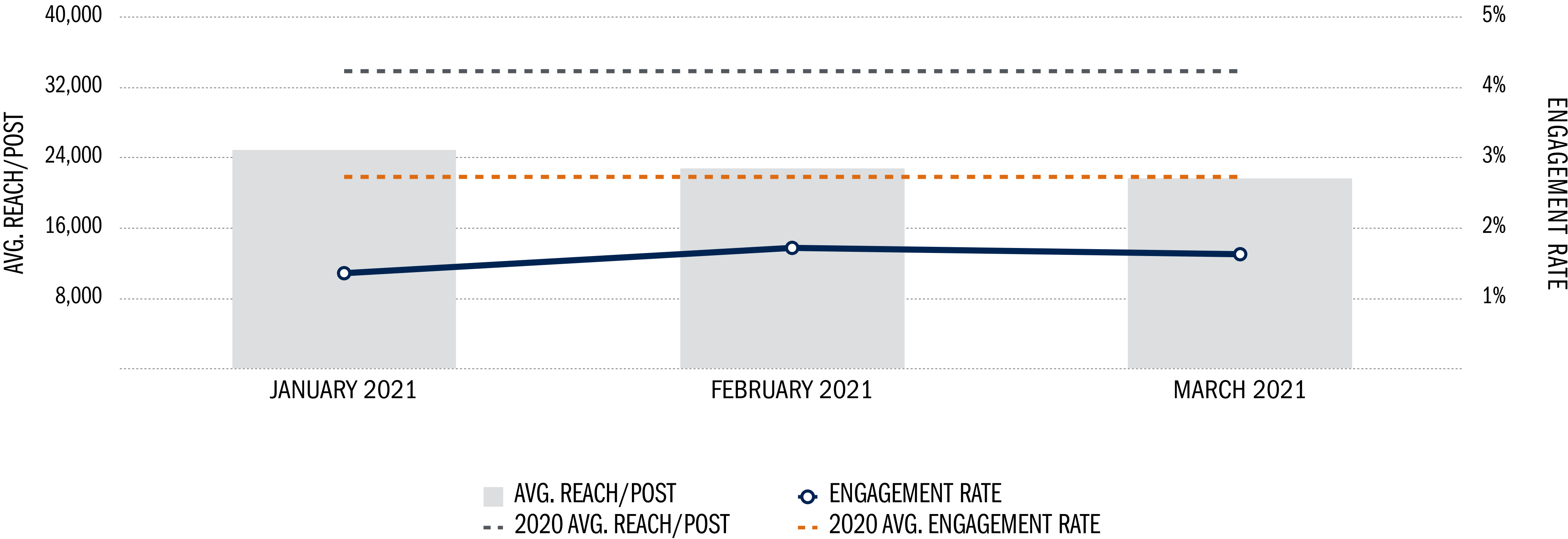
# SOCIAL MEDIA



**FACEBOOK**

# YEAR TO DATE FACEBOOK PERFORMANCE

*In March, our Facebook posts reached a similar number of users per post, and saw consistent engagement rate. 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.*

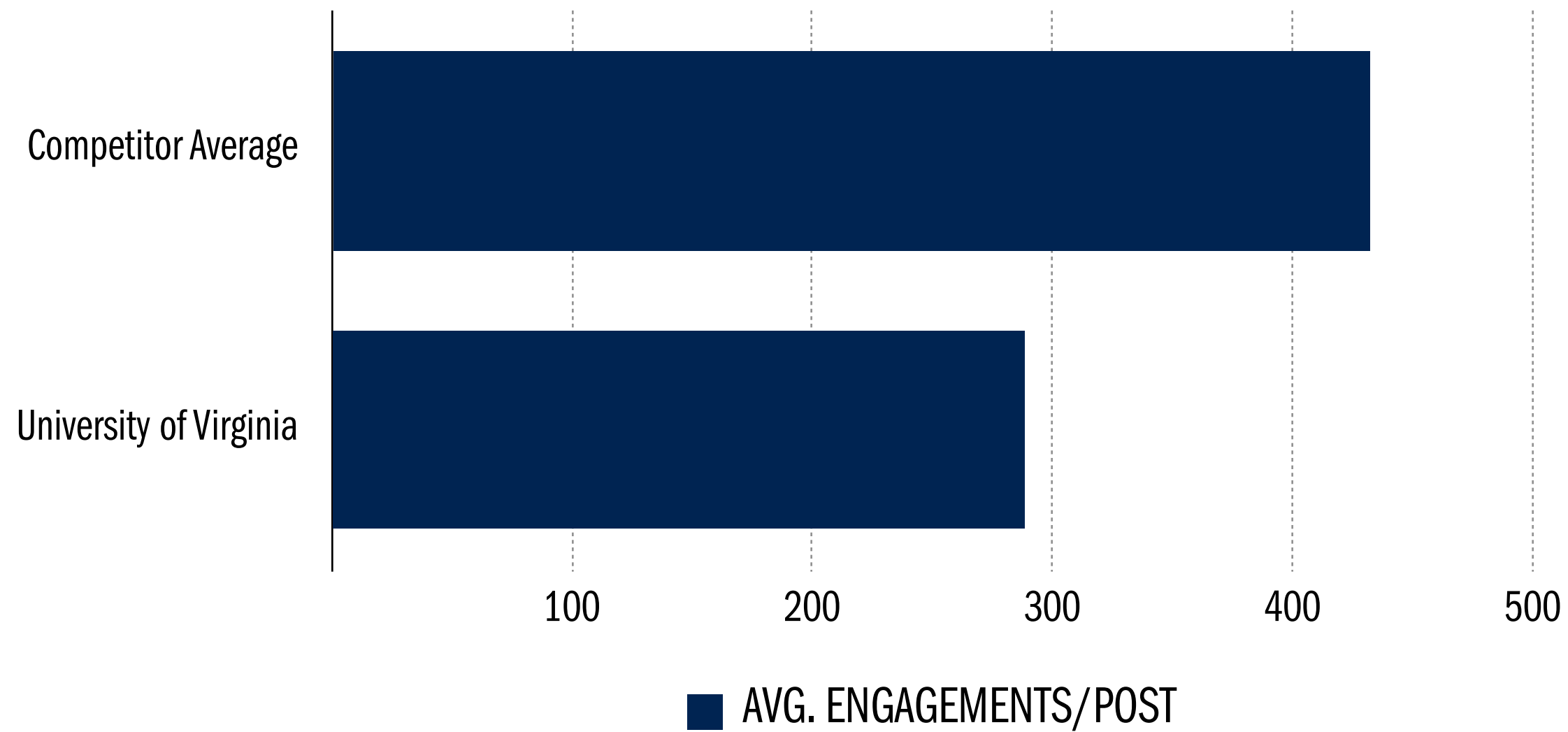


**SOURCE:** RivallQ, Creator Studio  
**DATE RANGE:** 1/1/21 - 3/31/21

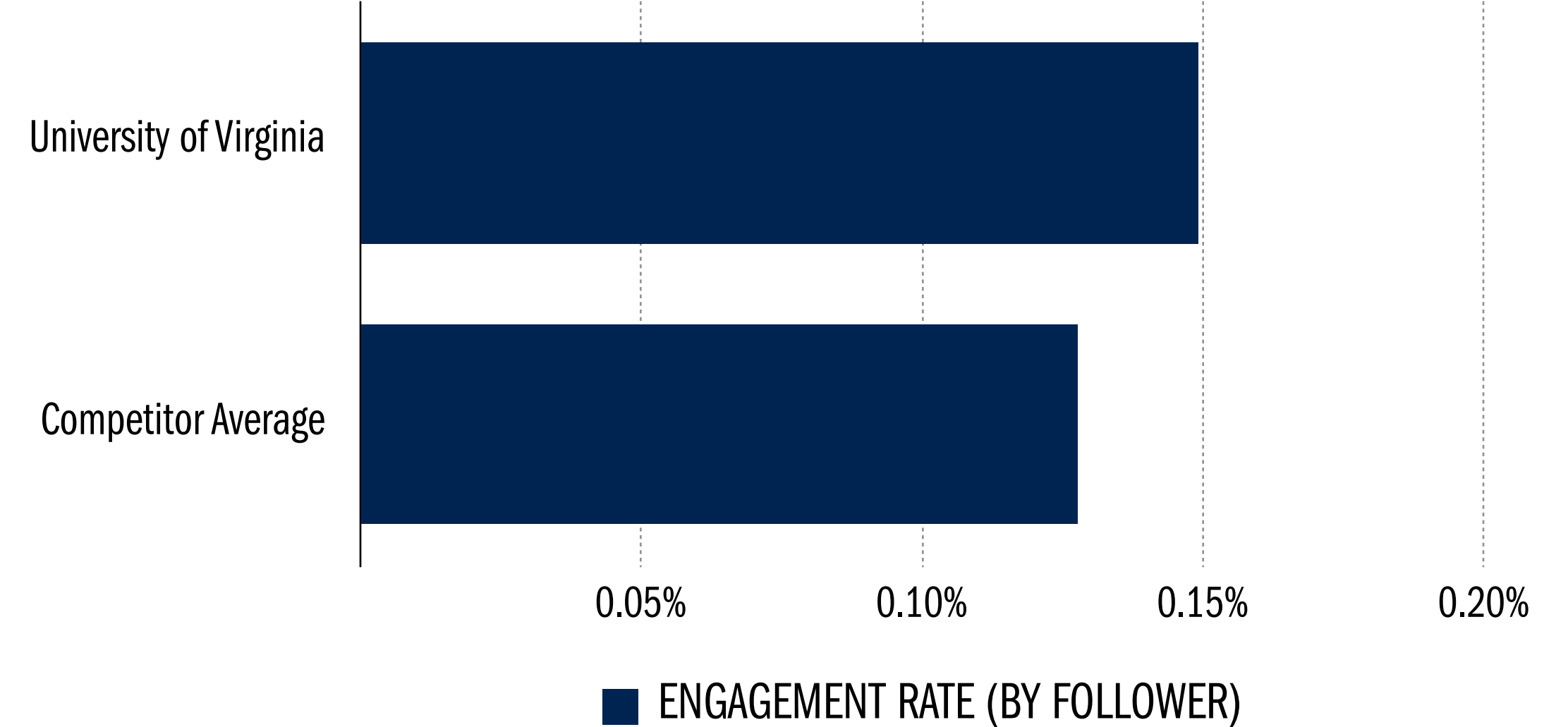
# MARCH FACEBOOK PERFORMANCE VS. COMPETITORS

*In March, UVA ranked below the competitor average for average engagements per post, but above average in terms of engagement rate.*

## AVG. ENGAGEMENTS/POST



## ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

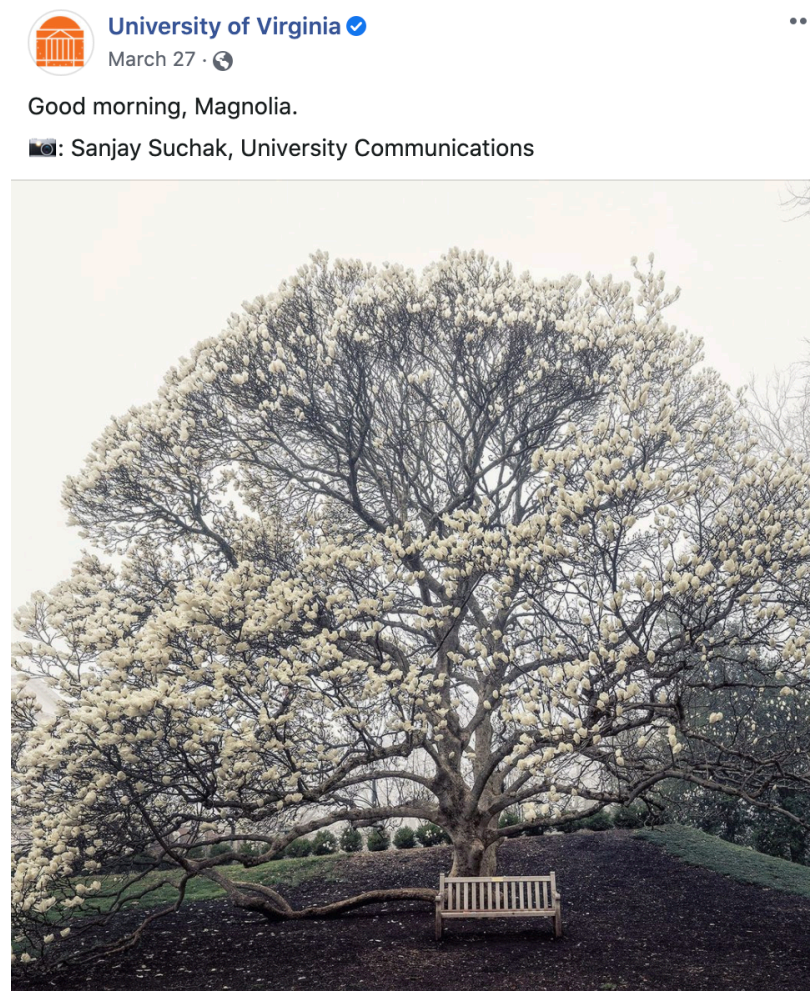


Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting.  
Competitor average reflects average for period 3/1/21 - 3/31/21.

**SOURCE:** RivalIQ  
**DATE RANGE:** 3/1/21 - 3/31/21

# MARCH 2021 TOP FACEBOOK POSTS

3/27/21



**41K USERS REACHED**  
**2K ENGAGEMENTS**  
**4.7% ENGAGEMENT RATE**

3/22/21



**43K USERS REACHED**  
**1.6K ENGAGEMENTS**  
**3.7% ENGAGEMENT RATE**

3/30/21



**21K USERS REACHED**  
**760 ENGAGEMENTS**  
**3.6% ENGAGEMENT RATE**

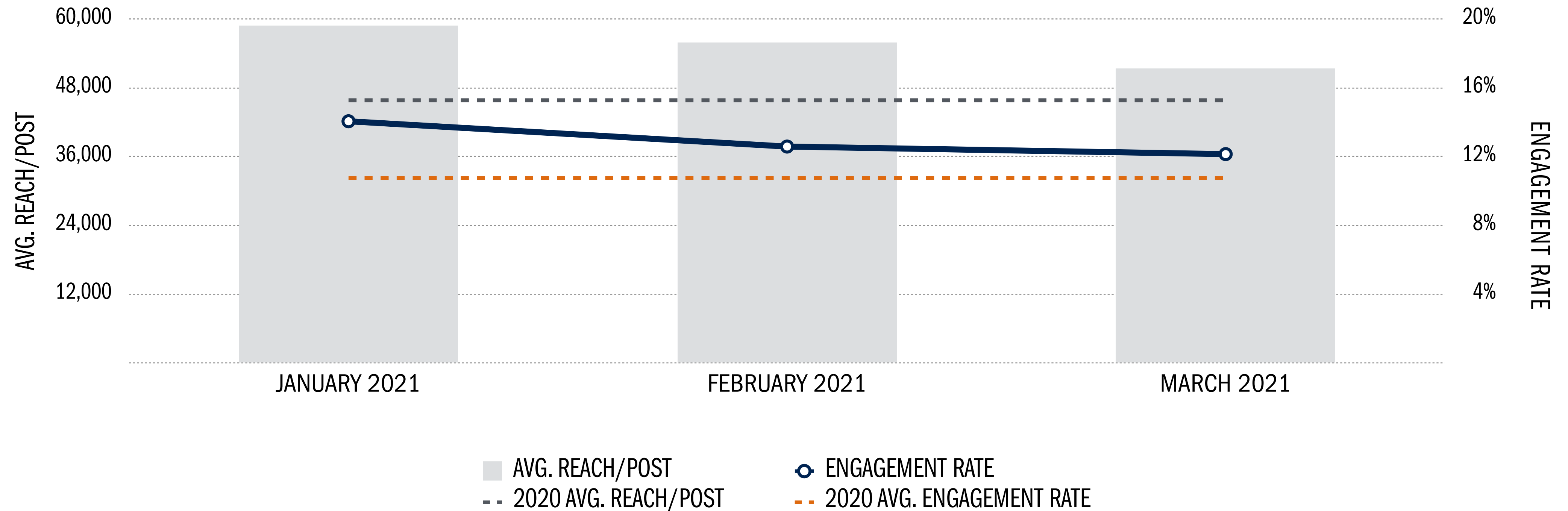
**MARCH AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.63%**

**SOURCE:** RivallQ, Creator Studio  
**DATE RANGE:** 3/1/21 - 3/31/21

**INSTAGRAM**

# YEAR TO DATE INSTAGRAM PERFORMANCE

*In March, Instagram performance softened slightly from February, but still remained above 2020 averages.*

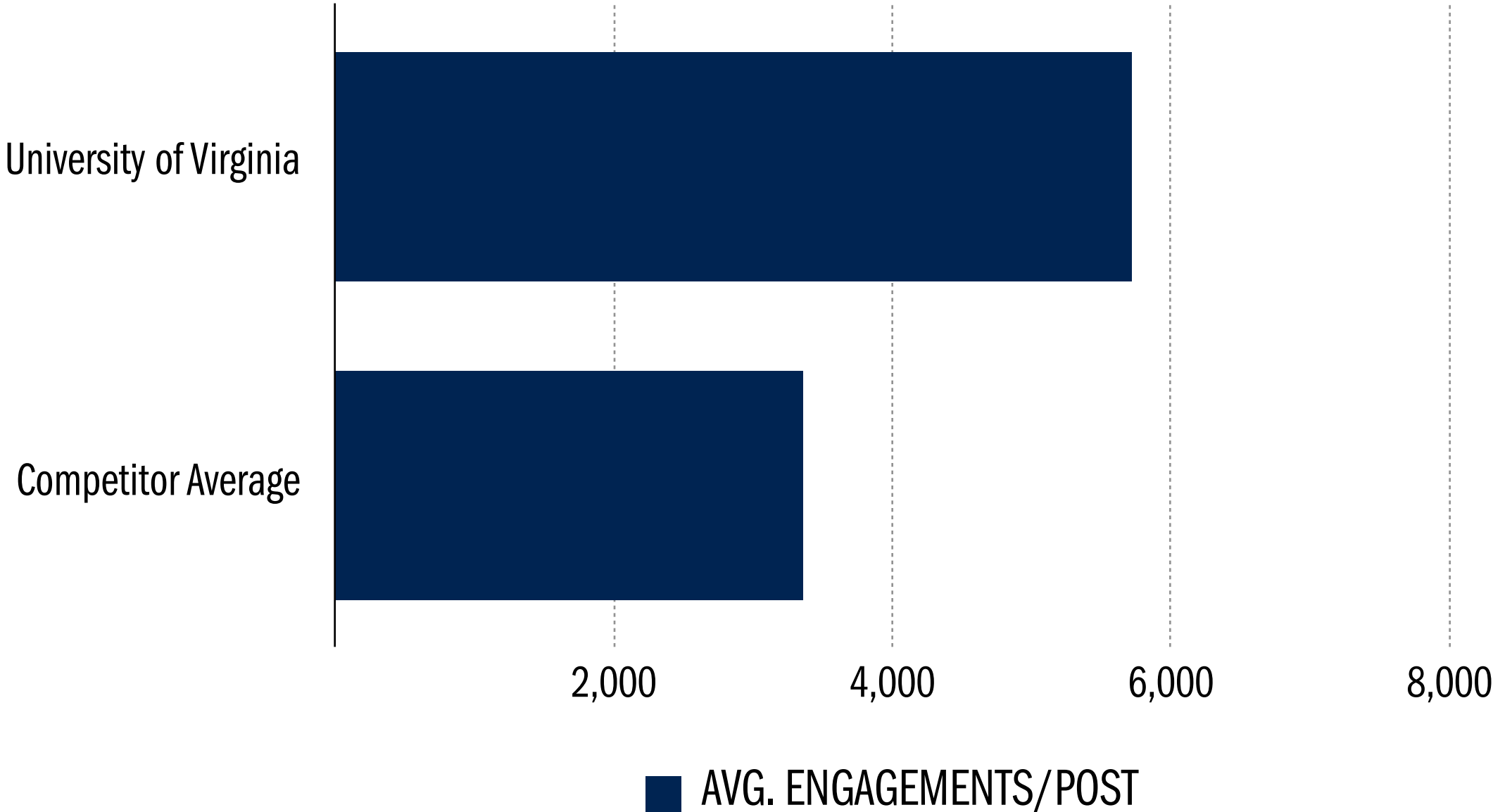


**SOURCE:** RivallQ, Creator Studio  
**DATE RANGE:** 1/1/21 - 3/31/21

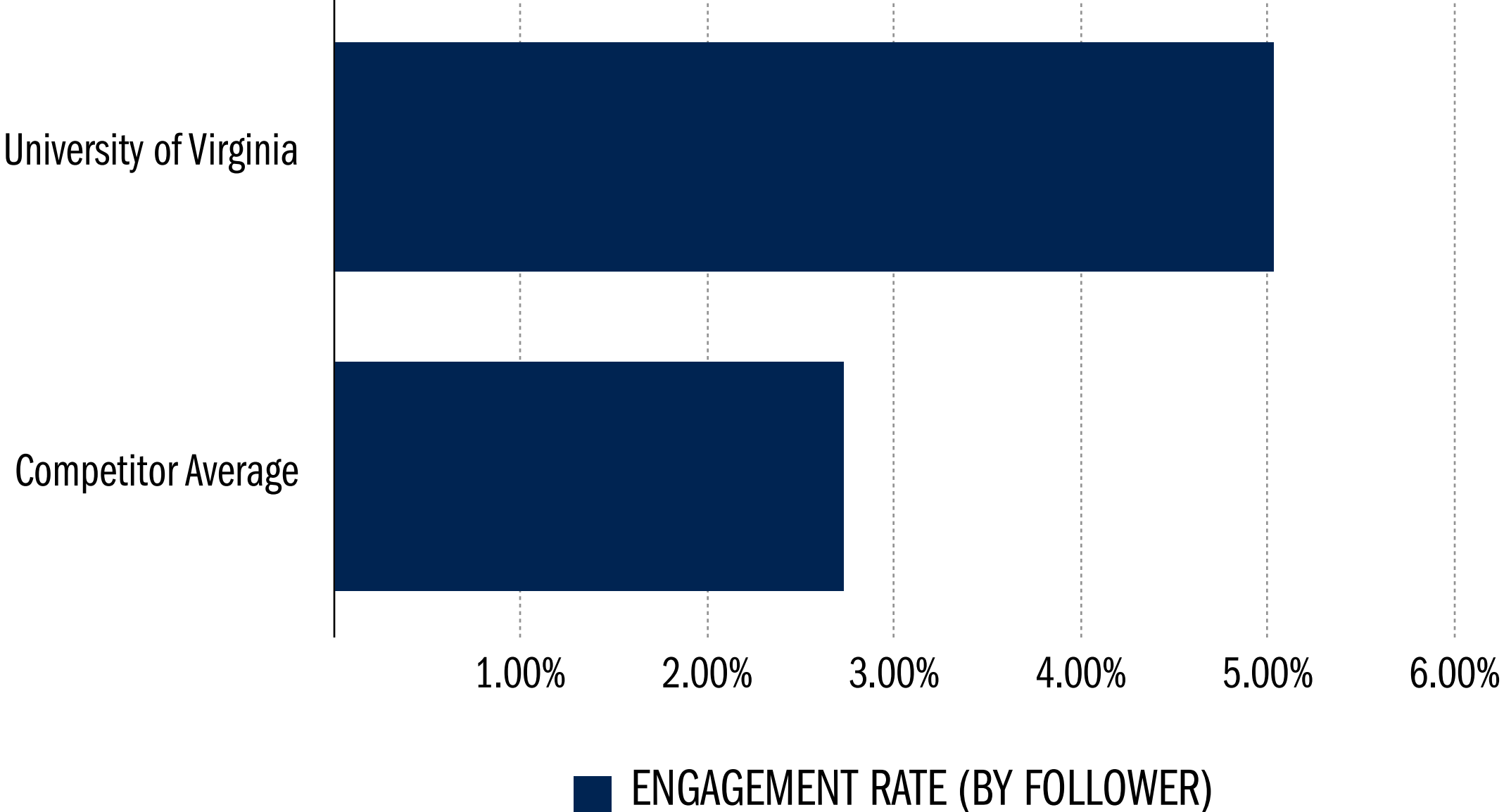
# MARCH INSTAGRAM PERFORMANCE VS. COMPETITORS

*In March, UVA ranked above the competitor average in both 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. Competitor average reflects average for period 3/1/21 - 3/31/21.

**SOURCE:** RivalIQ  
**DATE RANGE:** 3/1/21 - 3/31/21

# MARCH 2021 TOP INSTAGRAM POSTS

3/31/21



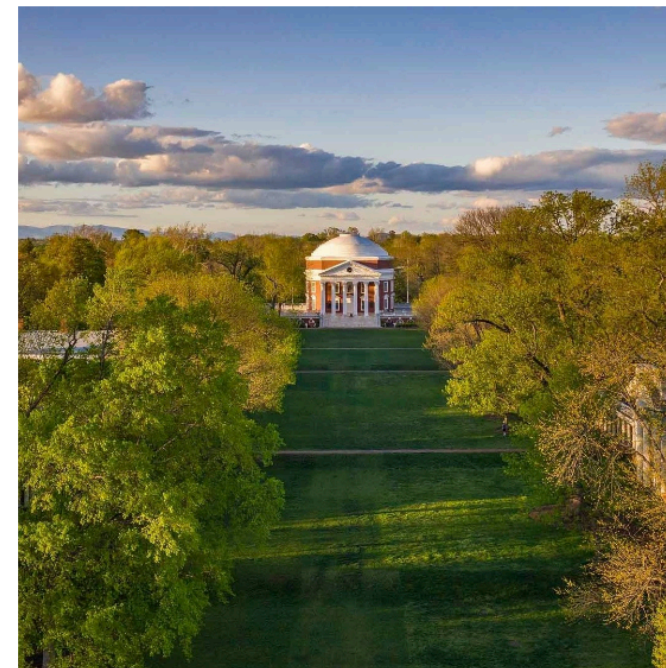
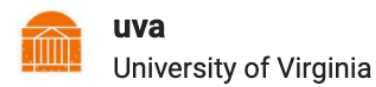
**uva** @uvalaw is the top-ranked public law school in the country in the 2022 @usnews rankings of graduate schools. @dardenmba was also ranked the No. 2 public graduate business school in the nation, among many high rankings for the rest of UVA's graduate schools.

👤 Sanjay Suchak, University Communications

Mar 31, 2021

**57K USERS REACHED**  
**9K ENGAGEMENTS**  
**16.2% ENGAGEMENT RATE**

3/14/21



**uva** Time to spring forward, Hoos! 🕒

Mar 14, 2021

**78K USERS REACHED**  
**12K ENGAGEMENTS**  
**15.9% ENGAGEMENT RATE**

3/15/21



**uva** UPDATE: Thank you for your submissions! Two winners will be contacted by 5 p.m. today. Students! In honor of @uvamenshoops earning the No. 4 seed in this year's NCAA Tournament, we're giving away two \$250 Cavalier Team Shop gift cards to UVA fans who can answer this trivia question: In the 2019 championship season, how many UVA games went into OT in the NCAA tournament? Comment with your answer below before Thursday, March 18 at noon for your chance to win! #GoHoos

Mar 15, 2021

**74K USERS REACHED**  
**11K ENGAGEMENTS**  
**14.8% ENGAGEMENT RATE**

**MARCH AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 12.15%**

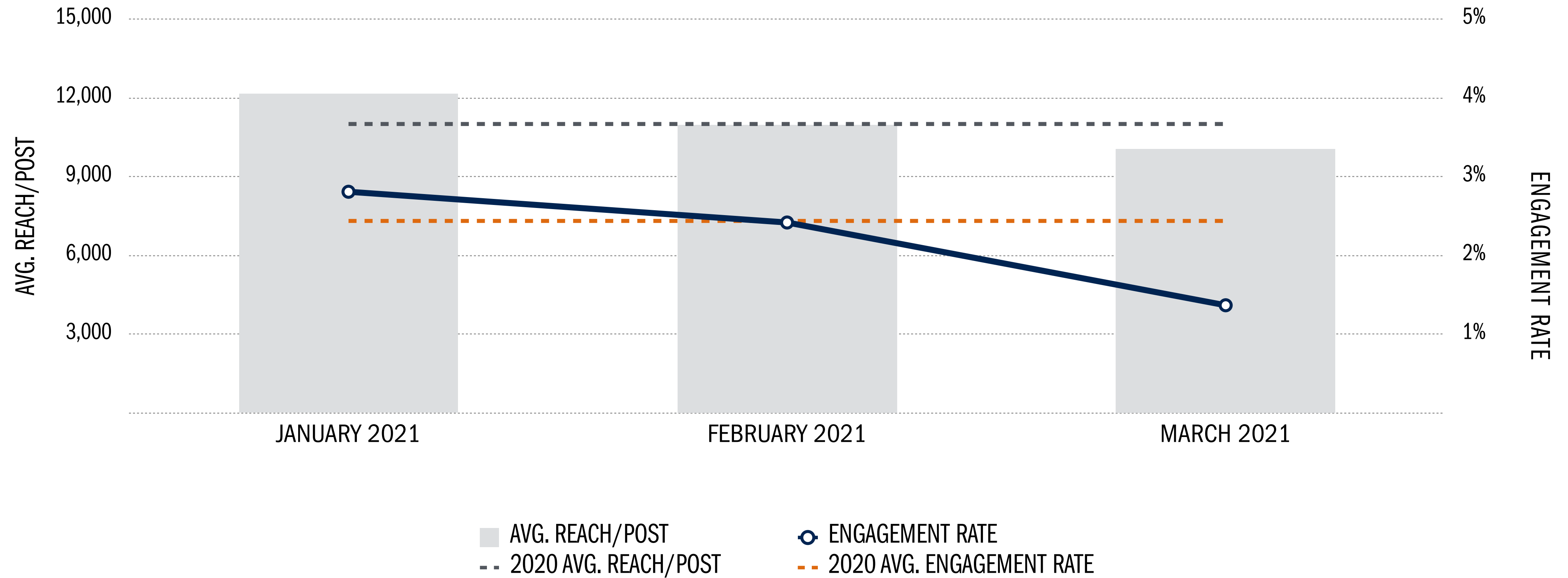
**SOURCE:** RivallQ, Creator Studio  
**DATE RANGE:** 3/1/21 - 3/31/21



**TWITTER**

# YEAR TO DATE TWITTER PERFORMANCE

*In March, Twitter reach and engagement rate both declined month over month.*



**SOURCE:** RivalIQ, Twitter Analytics  
**DATE RANGE:** 1/1/21 - 3/31/21

# MARCH 2021 TOP TWEETS

3/4/21

**james.** 🇺🇸 @XPLRjames · Mar 4  
 Just another reason I love being a 'Hoo - they always remember my birthday.  
 @UVA #wahoowa @katiecouric @LarrySabato



UVA ALUMNI ASSOCIATION

2 replies, 1 retweet, 3 likes

**UVA** @UVA · Mar 4  
 Happy Birthday, James! Enjoy your special day 🎂

1 reply, 1 like

**50 IMPRESSIONS**  
**6 ENGAGEMENTS**  
**12% ENGAGEMENT RATE**

3/29/21

**Sen Zhang** @Dr\_S\_Zhang · Mar 28  
 Photo yesterday on the ground. Spring blossom @UVA



3 replies, 17 retweets, 359 likes

**UVA** @UVA  
 Replying to @Dr\_S\_Zhang  
 Lovely photos, Sen. Do we have permission to share them on our social media channels? We'll give you credit.

**449 IMPRESSIONS**  
**38 ENGAGEMENTS**  
**8.5% ENGAGEMENT RATE**

3/27/21

**UVA** @UVA · Mar 27  
 Good morning, Magnolia.

Sanjay Suchak, University Communications



**25K IMPRESSIONS**  
**1.8K ENGAGEMENTS**  
**7.3% ENGAGEMENT RATE**

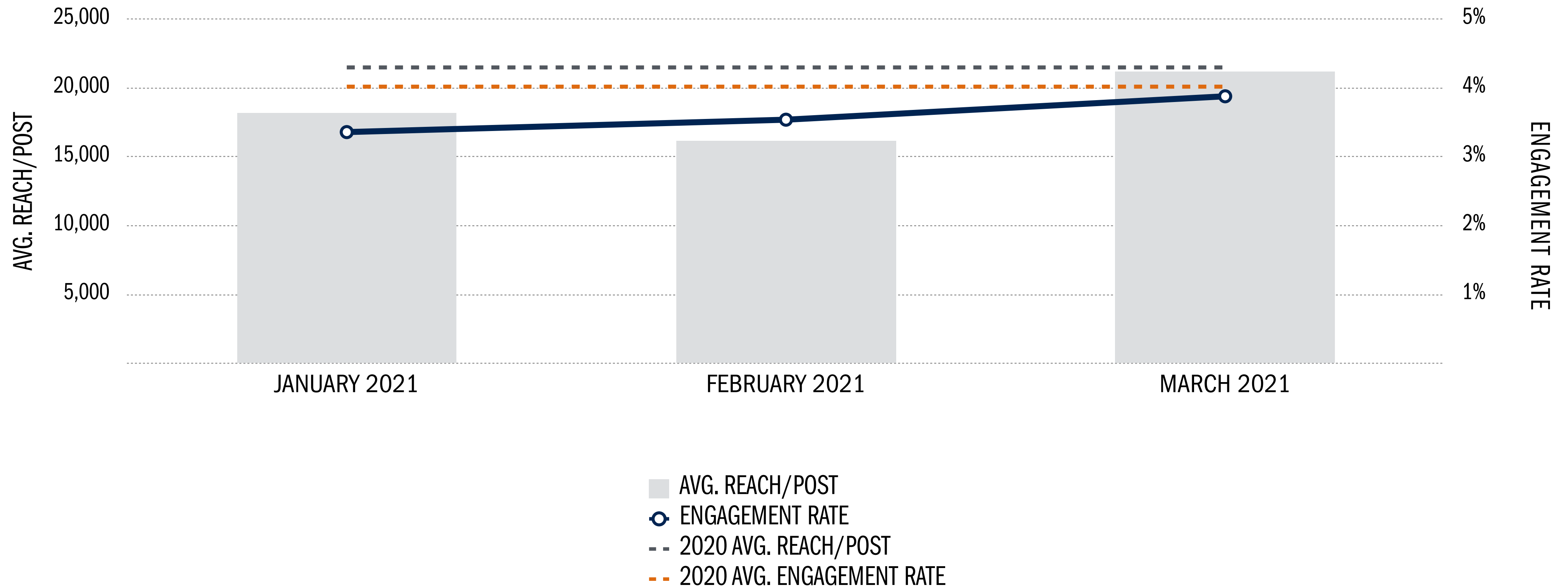
**MARCH AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.37%**

**SOURCE:** RivalIQ, Twitter Analytics  
**DATE RANGE:** 3/1/21 - 3/31/21

**LINKEDIN**

# YEAR TO DATE LINKEDIN PERFORMANCE

*On LinkedIn, average reach per post and engagement rate both improved month over month, nearly meeting the 2020 averages.*



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

# MARCH 2021 TOP LINKEDIN POSTS

3/31/21

**University of Virginia**  
236,570 followers  
4d · 🌐

The Darden School of Business was also ranked the No. 2 public graduate business school in the nation, among many high rankings for the rest of UVA's graduate schools.



**UVA School of Law No. 1 Public in New U.S. News Grad School Rankings**  
news.virginia.edu · 2 min read

**43K IMPRESSIONS**  
**2.3K ENGAGEMENTS**  
**5.3% ENGAGEMENT RATE**

3/29/21

**University of Virginia**  
236,570 followers  
1w · 🌐

Their innovative approach to vaccine development could lead to a vaccine protecting against many coronaviruses, including existing and future strains of COVID-19.



**Vaccines Developed by UVA, Va. Tech May Offer Broad Protection From Coronaviruses**  
news.virginia.edu · 6 min read

**46K IMPRESSIONS**  
**2.2K ENGAGEMENTS**  
**4.8% ENGAGEMENT RATE**

3/8/21

**University of Virginia**  
236,570 followers  
3w · Edited · 🌐

A state-of-the-art hotel and conference center will anchor the Emmet Street-Ivy Road entrance corridor and expand opportunities for the University and the community.



**Buildings & Grounds Committee Approves Hotel and Conference Center Design**  
news.virginia.edu · 4 min read

**26K IMPRESSIONS**  
**1.2K ENGAGEMENTS**  
**4.7% ENGAGEMENT RATE**

**MARCH AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 3.88%**

**SOURCE:** RivalIQ, LinkedIn Analytics  
**DATE RANGE:** 3/1/21 - 3/31/21

THANK YOU