EXECUTIVE SUMMARY

In April, the Classes of 2020 and 2021 got some good news, learning that they would be able to celebrate Final Exercises in-person, as the spring semester began to wind down.

As expected, year over year pageviews continued to be down in April, compared to 2020 when major announcements related to COVID-19 were taking up a significant amount of news content. Month over month, pageviews were down slightly as well. Year to date, UVA Today monthly performance has been relatively consistent, with little fluctuation. This is primarily a result of consistent Daily Report performance.

The Daily Report edition with the highest open rate this month also had the lowest click through rate. This is an interesting dynamic, indicating that readers were intrigued by the subject line, but the content inside didn’t match their expectations or wasn’t engaging enough for them to click on. The subject line for this edition was Pandemic Arts, Memory, %$#@!. The characters for the ‘Bad Words’ story likely caught the attention of readers.

**Key Takeaway:** The subject line for this edition of the Daily Report intrigued readers. This demonstrates that there likely is opportunity to test out different subject line strategies to grab attention. The downside of these types of subject lines, though, is that readers may open the email at a high rate, but not actually click through once they reach the related content if it doesn’t match their expectations, as we saw in this case.

On social media, when Prince Phillip passed away, we shared photos of his 1976 trip to Grounds and Monticello with Queen Elizabeth. This was the top Tweet by engagement rate this month, earning over 60,000 impressions and nearly 6,000 engagements.

**Key Takeaway:** Continue to plan and execute social media content around the news of the day, like resurfacing photos or UVA Today articles, to garner engagement.
The below graph shows FY21 vs FY20 cumulative pageviews

7.4MM FY20 TOTAL PAGEVIEWS
5.96MM PAGEVIEWS THROUGH APRIL 2020
5.15MM PAGEVIEWS THROUGH APRIL 2021

SOURCE: Google Analytics
DATE RANGE: 7/1/19 - 4/30/21
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.

*** March & April 2020 pageviews were driven by communications regarding COVID-19 and its impact on university operations.
# TOP PERFORMING UVA TODAY STORIES - APRIL 2021

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

<table>
<thead>
<tr>
<th>STORY</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UVA Announces Plans for In-Person Final Exercises for Classes of 2020, 2021</td>
<td>20,444</td>
</tr>
<tr>
<td>Break the Internet: UVA Coach’s Daughter Goes Viral in Work-From-Home Video</td>
<td>19,787</td>
</tr>
<tr>
<td>Measuring COVID Learning Loss</td>
<td>11,020</td>
</tr>
<tr>
<td>UVA Plans to Return to In-Person Instruction, More Normal Operations in the Fall</td>
<td>10,973</td>
</tr>
<tr>
<td>Hoo-Rizons: Guy Reflects on NCAA Title, the NBA and the Moment He Became a Dad</td>
<td>10,822</td>
</tr>
<tr>
<td>What Actually Happens When Your Mind Wanders? (This Professor Can Tell You)</td>
<td>9,494</td>
</tr>
<tr>
<td>When It Comes to Problem-Solving, New UVA Study Finds That Less Is More</td>
<td>8,947</td>
</tr>
<tr>
<td>Student Council President Abel Liu Named as UVA's Latest Truman Scholar</td>
<td>7,583</td>
</tr>
<tr>
<td>Princeton Review Names UVA the Nation’s No. 1 Public School for Financial Aid</td>
<td>6,353</td>
</tr>
<tr>
<td>Jennifer West Named Dean of Engineering and Applied Science</td>
<td>5,966</td>
</tr>
</tbody>
</table>

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

**SOURCE:** Google Analytics  
**DATE RANGE:** 4/1/21 - 4/30/21
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. Parse.ly does not integrate perfectly with stories posted on the Illimitable platform, and pageviews for those stories may be inaccurate.
## TOP TAGS BY TOTAL PAGEVIEWS - YEAR TO DATE

<table>
<thead>
<tr>
<th>TAG</th>
<th>PAGEVIEWS</th>
<th>NUMBER OF POSTS</th>
<th>AVG. PAGEVIEWS/POST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty</td>
<td>483,088</td>
<td>152</td>
<td>3,178</td>
</tr>
<tr>
<td>University News</td>
<td>459,062</td>
<td>134</td>
<td>3,426</td>
</tr>
<tr>
<td>Students</td>
<td>432,843</td>
<td>128</td>
<td>3,382</td>
</tr>
<tr>
<td>COVID-19</td>
<td>399,100</td>
<td>90</td>
<td>4,434</td>
</tr>
<tr>
<td>Research</td>
<td>352,712</td>
<td>115</td>
<td>3,067</td>
</tr>
<tr>
<td>Research &amp; Discovery</td>
<td>347,087</td>
<td>83</td>
<td>4,182</td>
</tr>
<tr>
<td>Health/Medical</td>
<td>323,284</td>
<td>100</td>
<td>3,233</td>
</tr>
<tr>
<td>Institutional Announcement</td>
<td>250,675</td>
<td>56</td>
<td>4,476</td>
</tr>
<tr>
<td>Student Experience</td>
<td>232,961</td>
<td>63</td>
<td>3,698</td>
</tr>
<tr>
<td>School of Medicine</td>
<td>220,279</td>
<td>62</td>
<td>3,553</td>
</tr>
</tbody>
</table>

**SOURCE:** Parse.ly  
**DATE RANGE:** 1/1/21 - 4/30/21
## TOP TAGS BY TOTAL PAGEVIEWS - APRIL 2021

<table>
<thead>
<tr>
<th>TAG</th>
<th>PAGEVIEWS</th>
<th>NUMBER OF POSTS</th>
<th>AVG. PAGEVIEWS/POST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>101,675</td>
<td>40</td>
<td>2,542</td>
</tr>
<tr>
<td>University News</td>
<td>83,291</td>
<td>31</td>
<td>2,687</td>
</tr>
<tr>
<td>COVID-19</td>
<td>71,152</td>
<td>33</td>
<td>2,156</td>
</tr>
<tr>
<td>Research</td>
<td>68,850</td>
<td>36</td>
<td>1,913</td>
</tr>
<tr>
<td>Faculty</td>
<td>65,899</td>
<td>38</td>
<td>1,734</td>
</tr>
<tr>
<td>Institutional Announcement</td>
<td>62,820</td>
<td>16</td>
<td>3,926</td>
</tr>
<tr>
<td>Student Experience</td>
<td>60,668</td>
<td>23</td>
<td>2,638</td>
</tr>
<tr>
<td>Research &amp; Discovery</td>
<td>44,824</td>
<td>24</td>
<td>1,868</td>
</tr>
<tr>
<td>Arts &amp; Culture</td>
<td>37,665</td>
<td>12</td>
<td>3,139</td>
</tr>
<tr>
<td>Staff</td>
<td>36,362</td>
<td>10</td>
<td>3,636</td>
</tr>
</tbody>
</table>

**SOURCE:** Parse.ly  
**DATE RANGE:** 4/1/21 - 4/30/21
The below graph shows the Daily Report Open Rate and Click Through Rate for FY21 through February. Performance remained steady from March to April.

* 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 - 4/30/21
APRIL TOP PERFORMING DAILY REPORT EDITIONS

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON 4/13/2021

Student Performance Groups Keep Their Art Alive in COVID-19 Pandemic

Student performances reflect on how creating, practicing and performing live art has changed during the COVID-19 pandemic.

SUBJECT LINE: PANDEMIC ARTS, MEMORY, %@#$!

35% OPEN RATE
11% CLICK THROUGH RATE

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON 4/5/2021

UVA Announces Plans for In-Person Final Exercises for Classes of 2020, 2021

Celebrations for the Class of 2020 will take place May 15. Class of 2021 celebrations will be spread across three days, May 21-23, in the individual homes of students. MORE...

SUBJECT LINE: GRAD PLANS, HEMINGWAY REVISITED, STAR SURVEY

34% OPEN RATE
23% CLICK THROUGH RATE

SOURCE: Marketing Cloud
DATE RANGE: 4/1/21 - 4/30/21
UVA THIS MONTH
APRIL 2021 UVA THIS MONTH

RELEASED ON MAY 1, 2021
256K TOTAL EMAILS DELIVERED

TOP 5 MOST-CLICKED STORIES IN APRIL UVA THIS MONTH

BREAK THE INTERNET: UVA COACH’S DAUGHTER GOES VIRAL IN WORK-FROM-HOME VIDEO
HOO-RIZONS: GUY REFLECTS ON NCAA TITLE, THE NBA AND THE MOMENT HE BECAME A DAD
WHAT FAMILIES NEED TO KNOW ABOUT TICKETS FOR FINAL EXERCISES
WHEN IT COMES TO PROBLEM-SOLVING, NEW UVA STUDY FINDS THAT LESS IS MORE
AUTISM DEVELOPS DIFFERENTLY IN GIRLS THAN BOYS, NEW RESEARCH SUGGESTS

SOURCE: Marketing Cloud
YEAR TO DATE UVA THIS MONTH PERFORMANCE

From March to April, both Open and Click Through Rates declined slightly, but still remain above industry averages.

* 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
APRIL 2021 RESEARCH DIGEST

RELEASED ON APRIL 24, 2021
260K TOTAL EMAILS DELIVERED

TOP 5 MOST-CLICKED STORIES IN APRIL RESEARCH DIGEST

1. WHAT ACTUALLY HAPPENS WHEN YOUR MIND WANDERS? (THIS PROFESSOR CAN TELL YOU)
2. Q&A: 7 QUESTIONS ABOUT THE CDC’S NEW GUIDELINES FOR VACCINATED PEOPLE
3. WHEN IT COMES TO PROBLEM-SOLVING, NEW UVA STUDY FINDS THAT LESS IS MORE
4. VACCINES DEVELOPED BY UVA, VA. TECH MAY OFFER BROAD PROTECTION FROM CORONAVIRUSES
5. Q&A: WHAT IS ‘INTEROCEPTION,’ AND WHY ARE NEUROSCIENTISTS SO FASCINATED BY IT?

SOURCE: Marketing Cloud
YEAR TO DATE RESEARCH DIGEST PERFORMANCE

From February to April, Research Digest Open Rate declined by 21%, while Click Through Rate improved by 46%.

SOURCE: Marketing Cloud
SOCIAL MEDIA
FACEBOOK
Facebook performance improved in April, with both average reach per post and engagement rate increasing.

YEAR TO DATE FACEBOOK PERFORMANCE

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 1/1/21 - 4/30/21
In April, UVA ranked almost exactly on par with the competitor average for engagements per post, and exceeded the competitor average for engagement rate.

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 4/1/21 - 4/30/21.
APRIL 2021 TOP FACEBOOK POSTS

4/2/21

34K USERS REACHED
2K ENGAGEMENTS
6.4% ENGAGEMENT RATE

4/11/21

27K USERS REACHED
1.6K ENGAGEMENTS
6.1% ENGAGEMENT RATE

4/1/21

23K USERS REACHED
1.3K ENGAGEMENTS
5.9% ENGAGEMENT RATE

APRIL AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 2.0%

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 4/1/21 - 4/31/21
INSTAGRAM
April Instagram performance softened from March, as both reach per post and engagement rate declined.

YEAR TO DATE INSTAGRAM PERFORMANCE

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 1/1/21 - 4/30/21
In April, UVA ranked above the competitor average in both 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. Competitor average reflects average for period 4/1/21 - 4/30/21.

**AVG. ENGAGEMENTS/POST**

**ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)**

**SOURCE:** RivallQ

**DATE RANGE:** 4/1/21 - 4/30/21
**APRIL 2021 TOP INSTAGRAM POSTS**

**4/3/21**

47K users reached
7.6K engagements
16.1% engagement rate

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**4/22/21**

52K users reached
8K engagements
15.7% engagement rate

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**4/7/21**

50K users reached
7.6K engagements
15.1% engagement rate

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**APRIL AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 10.5%**

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 4/1/21 - 4/31/21

Reflects top posts by engagement rate.
TWITTER
Twitter performance began to improve in April, after reach and engagement were down in March.
APRIL 2021 TOP TWEETS

4/9/21

As the world remembers the U.K.’s Prince Philip, take a look back at his 1976 appearance at UVA and Monticello with Queen Elizabeth. The visit was part of a U.S. tour commemorating America’s bicentennial.

62.6K IMPRESSIONS
5.7K ENGAGEMENTS
9.2% ENGAGEMENT RATE

4/7/21

Spring has sprung

26.5K IMPRESSIONS
2K ENGAGEMENTS
7.9% ENGAGEMENT RATE

4/2/21

Hi, I got admitted into grad school at @UVA’s Bridge to Doctorate Fellowship. I’m so hype, I could scream. Except for I can’t cause my mouth is still swollen and sore from the whole. wisdom tooth extraction.

103 IMPRESSIONS
6 ENGAGEMENTS
5.8% ENGAGEMENT RATE

APRIL AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.82%

Reflects top posts by engagement rate.
LINKEDIN
LinkedIn saw performance decline slightly in April, though this channel generally has fairly consistent performance.

YEAR TO DATE LINKEDIN PERFORMANCE

SOURCE: LinkedIn Analytics, RivalIQ
DATE RANGE: 1/1/20 - 4/30/21
APRIL 2021 TOP LINKEDIN POSTS

4/29/21

University of Virginia
135k followers

Eight-year-old Addile Chyila did a spot-on impression of her mom’s work-from-home style. Her parents—and the internet—loved it. https://linkd.in/44kxpxiw

16K IMPRESSIONS
1K ENGAGEMENTS
6.5% ENGAGEMENT RATE

4/21/21

University of Virginia
135k followers

In its 2021 evaluation, the Princeton Review also ranked UVA the second-best value public school in the country and the third-best value public school for students with no demonstrated financial need.

33K IMPRESSIONS
2K ENGAGEMENTS
6.1% ENGAGEMENT RATE

4/16/21

University of Virginia
135k followers

Abel Liu, co-founder of UVA Mutual Aid and the newly elected president of the University of Virginia’s Student Council, is now added being a Truman Scholar to his list of achievements.

24K IMPRESSIONS
1.2K ENGAGEMENTS
4.9% ENGAGEMENT RATE

APRIL AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 3.83%

Reflects top posts by engagement rate.

SOURCE: RivalIQ, LinkedIn Analytics
DATE RANGE: 4/1/21 - 4/30/21
THANK YOU