

APRIL 2021 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

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.



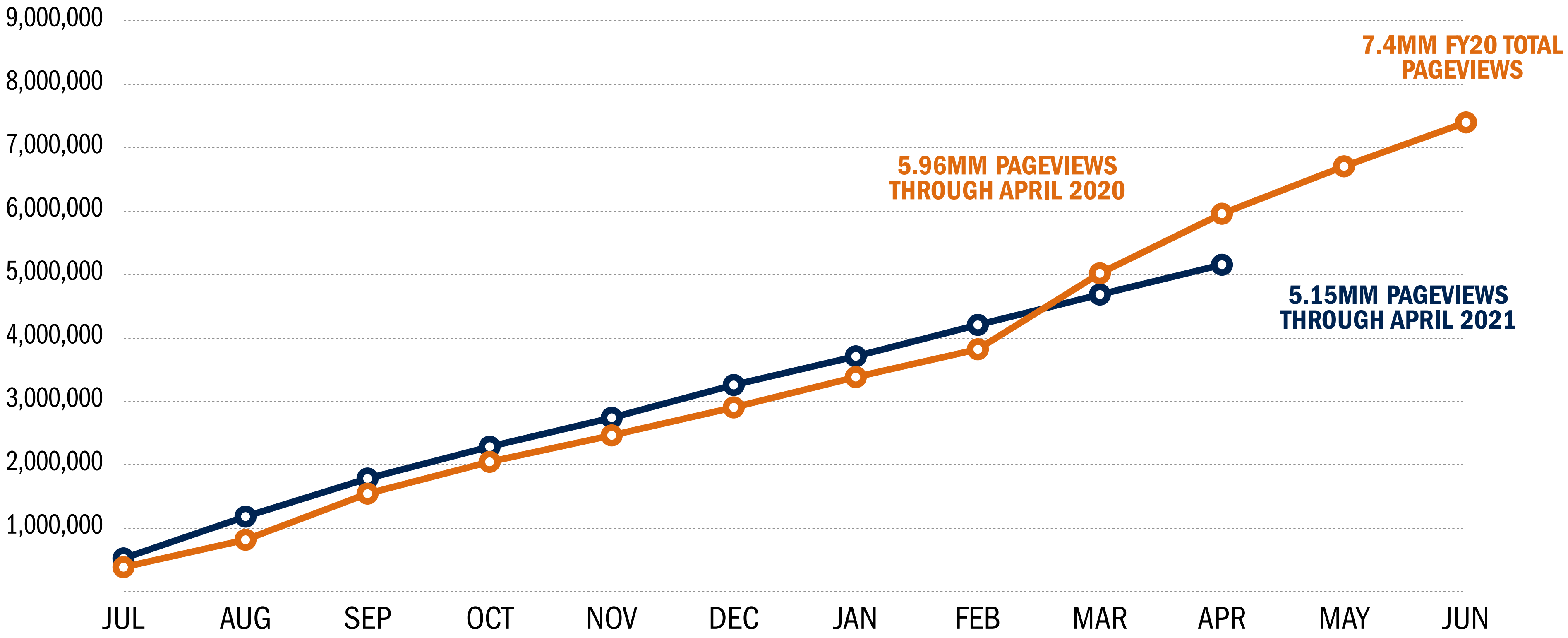
On social media, when Prince Phillip passed away, we shared photos of his 1976 trip to Grounds and Monticello with Queen Elizabeth. This was the top Tweet by engagement rate this month, earning over 60,000 impressions and nearly 6,000 engagements.

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.

UVA TODAY

UVA TODAY PAGEVIEWS - FY21 VS. FY20

The below graph shows FY21 vs FY20 cumulative pageviews

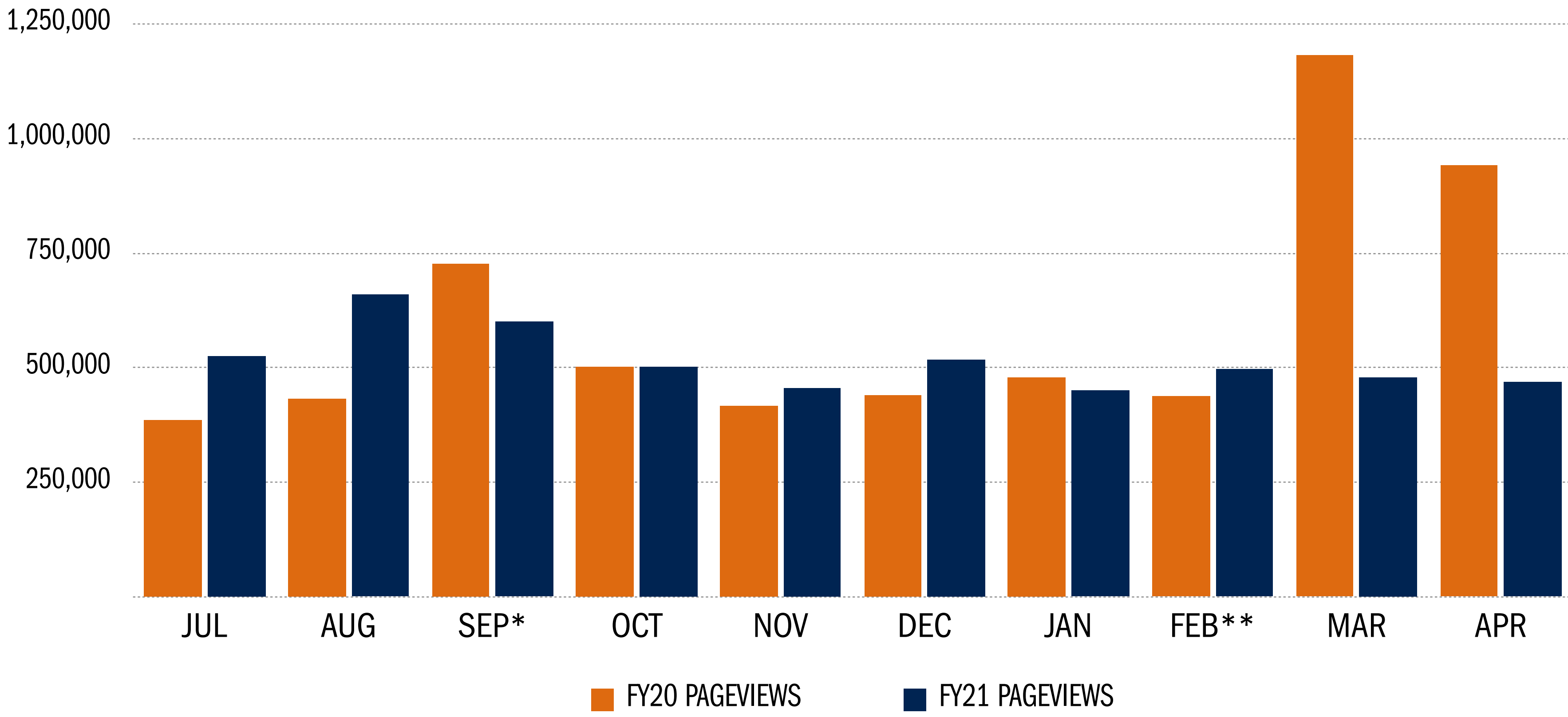


○ FY20 CUMULATIVE PAGEVIEWS
○ FY21 CUMULATIVE PAGEVIEWS

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

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 & April 2020 pageviews were driven by communications regarding COVID-19 and its impact on university operations.

SOURCE: Google Analytics

TOP PERFORMING UVA TODAY STORIES - APRIL 2021

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

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

* This includes of 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

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

SOURCE: [Parse.ly](https://parse.ly)
DATE RANGE: 1/1/21 - 4/30/21

TOP TAGS BY TOTAL PAGEVIEWS - APRIL 2021

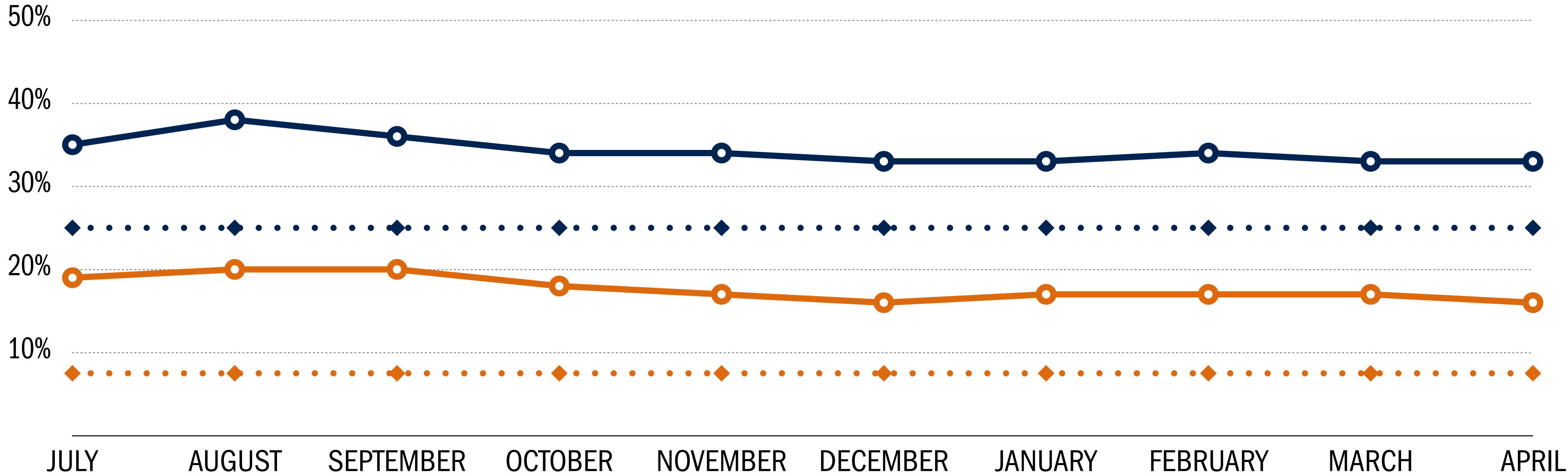
TAG	PAGEVIEWS	NUMBER OF POSTS	AVG. PAGEVIEWS/POST
Students	101,675	40	2,542
University News	83,291	31	2,687
COVID-19	71,152	33	2,156
Research	68,850	36	1,913
Faculty	65,899	38	1,734
Institutional Announcement	62,820	16	3,926
Student Experience	60,668	23	2,638
Research & Discovery	44,824	24	1,868
Arts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

SOURCE: [Parse.ly](#)
DATE RANGE: 4/1/21 - 4/30/21

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 March to April.



- 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 - 4/30/21

APRIL TOP PERFORMING DAILY REPORT EDITIONS

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

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

35% OPEN RATE
11% CLICK THROUGH RATE



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



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

UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: April brought a lot of hope to the University of Virginia, as the COVID-19 vaccine rollout reached students, faculty and staff, and plans for Final Exercises began to take shape. Learn more about those plans, see how UVA stacks up in financial aid rankings, look back on a special dedication ceremony, meet UVA's newest dean and more.



(Illustration by Alex Angelich; photo by Sanjay Suchak, University Communications)

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

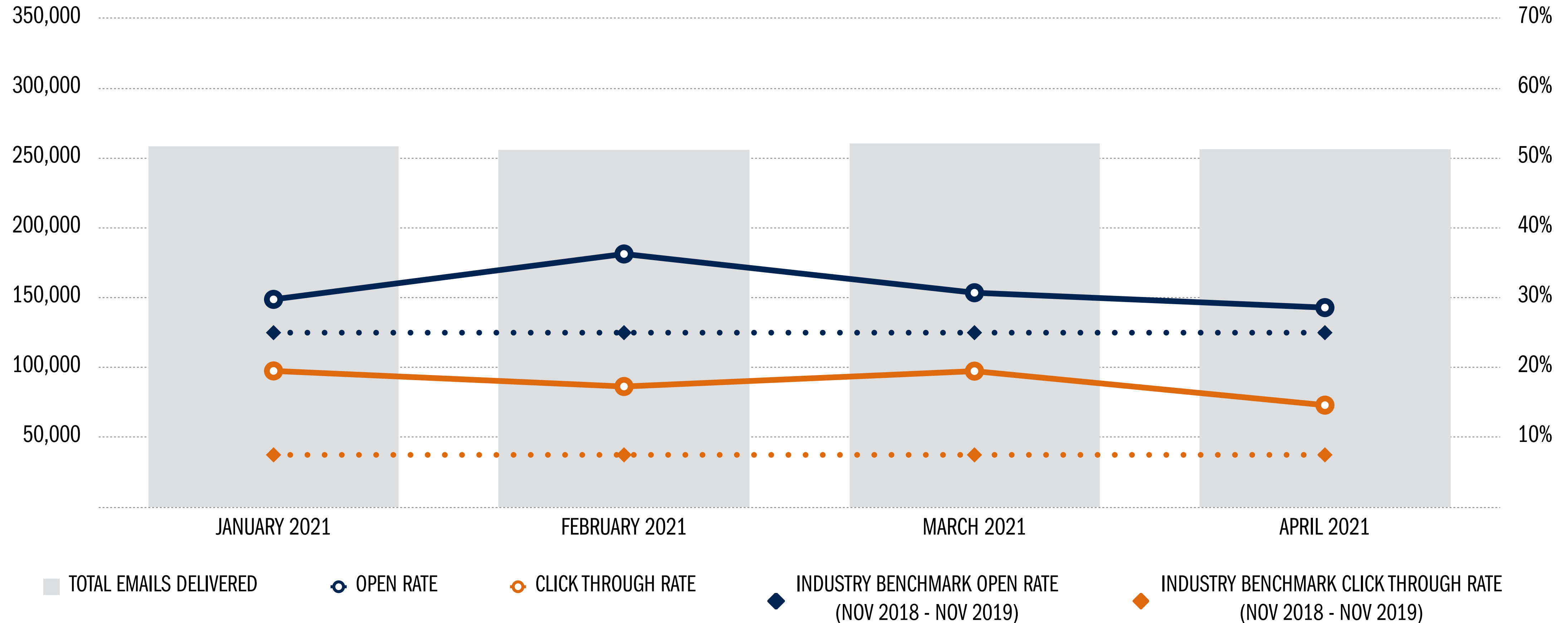
WHEN IT COMES TO PROBLEM-SOLVING, NEW UVA STUDY FINDS THAT LESS IS MORE

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

UNIVERSITY of VIRGINIA

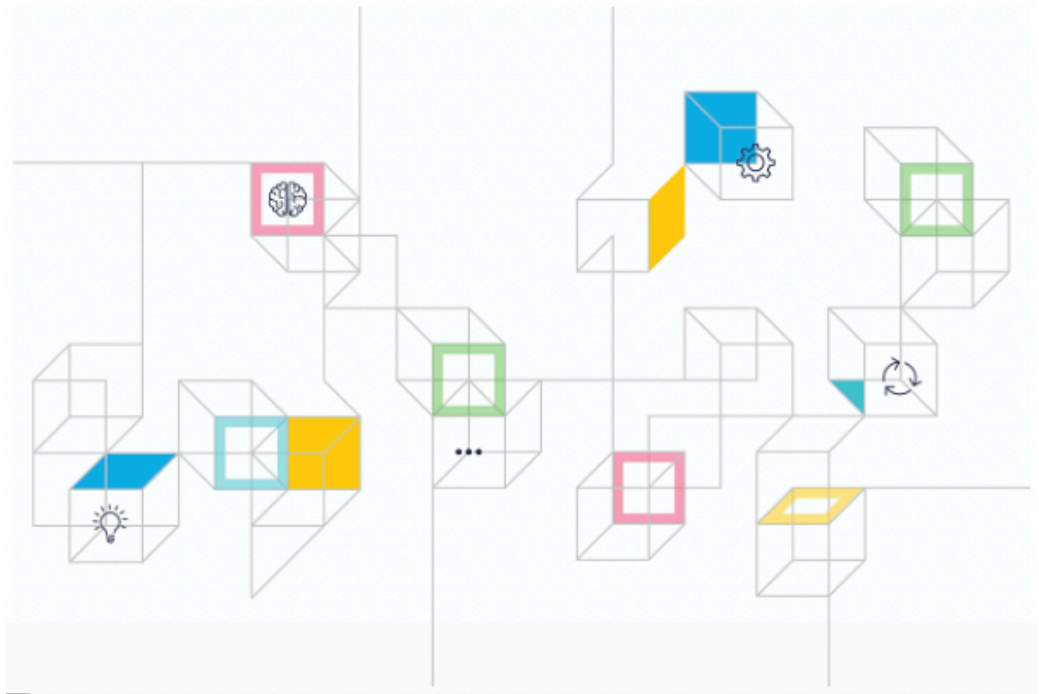


Editor's note: What do you get when you combine philosophy and cognitive science? A peek into the curious phenomenon of mind-wandering. Our feature story introduces you to a professor who studies what our brains look like when we are not consciously directing our thoughts. His research may help scientists better understand both creative thought processes and disordered thinking.

Also in this issue: Check out a UVA-developed vaccine that may provide broad (and inexpensive) protection against coronaviruses, tips to stop doomscrolling, and an explanation of your body's internal "sixth sense."

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

What Actually Happens When Your Mind Wanders? (This Professor Can Tell You)



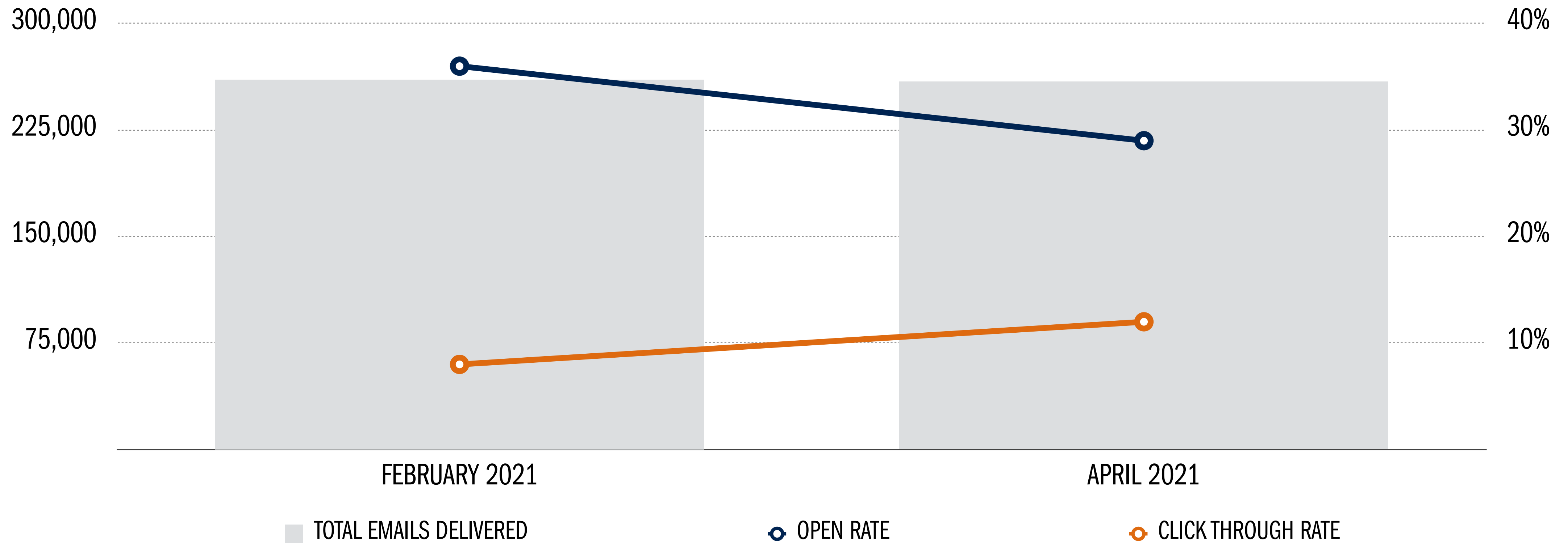
RELEASED ON APRIL 24, 2021
260K TOTAL EMAILS DELIVERED

- TOP 5 MOST-CLICKED STORIES IN APRIL RESEARCH DIGEST**
- WHAT ACTUALLY HAPPENS WHEN YOUR MIND WANDERS? (THIS PROFESSOR CAN TELL YOU)
- Q&A: 7 QUESTIONS ABOUT THE CDC'S NEW GUIDELINES FOR VACCINATED PEOPLE
- WHEN IT COMES TO PROBLEM-SOLVING, NEW UVA STUDY FINDS THAT LESS IS MORE
- VACCINES DEVELOPED BY UVA, VA. TECH MAY OFFER BROAD PROTECTION FROM CORONAVIRUSES
- 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%.



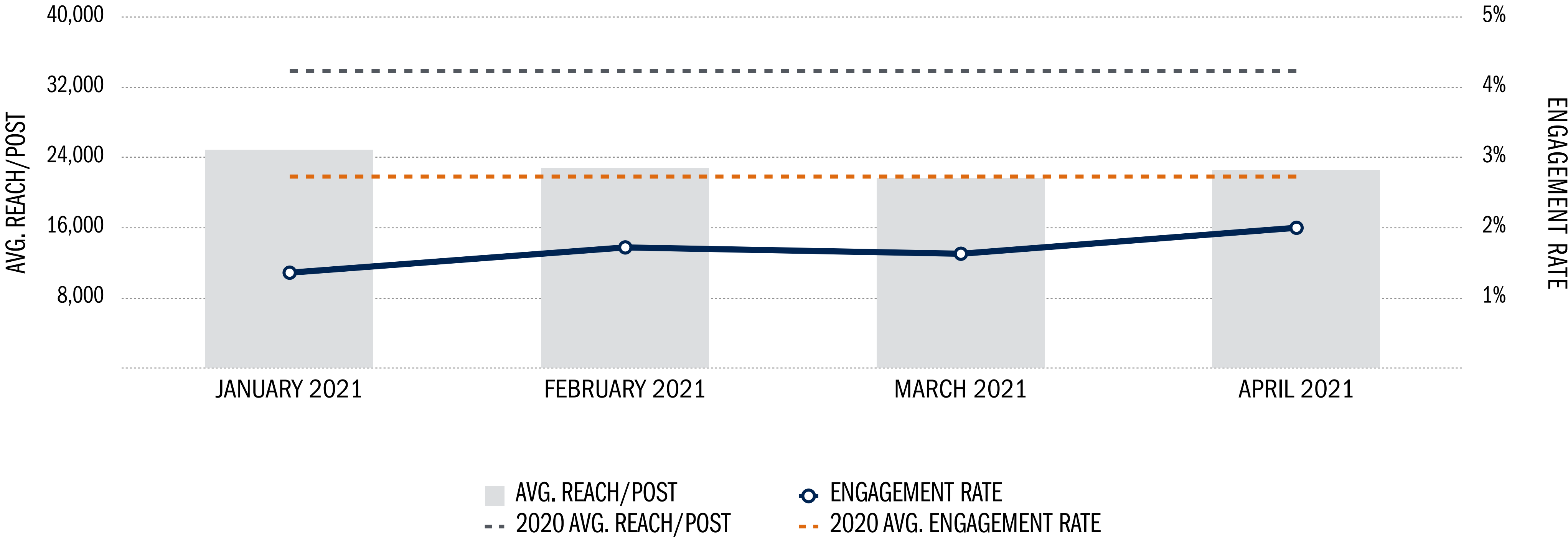
SOURCE: Marketing Cloud

SOCIAL MEDIA

FACEBOOK

YEAR TO DATE FACEBOOK PERFORMANCE

Facebook performance improved in April, with both average reach per post and engagement rate increasing.

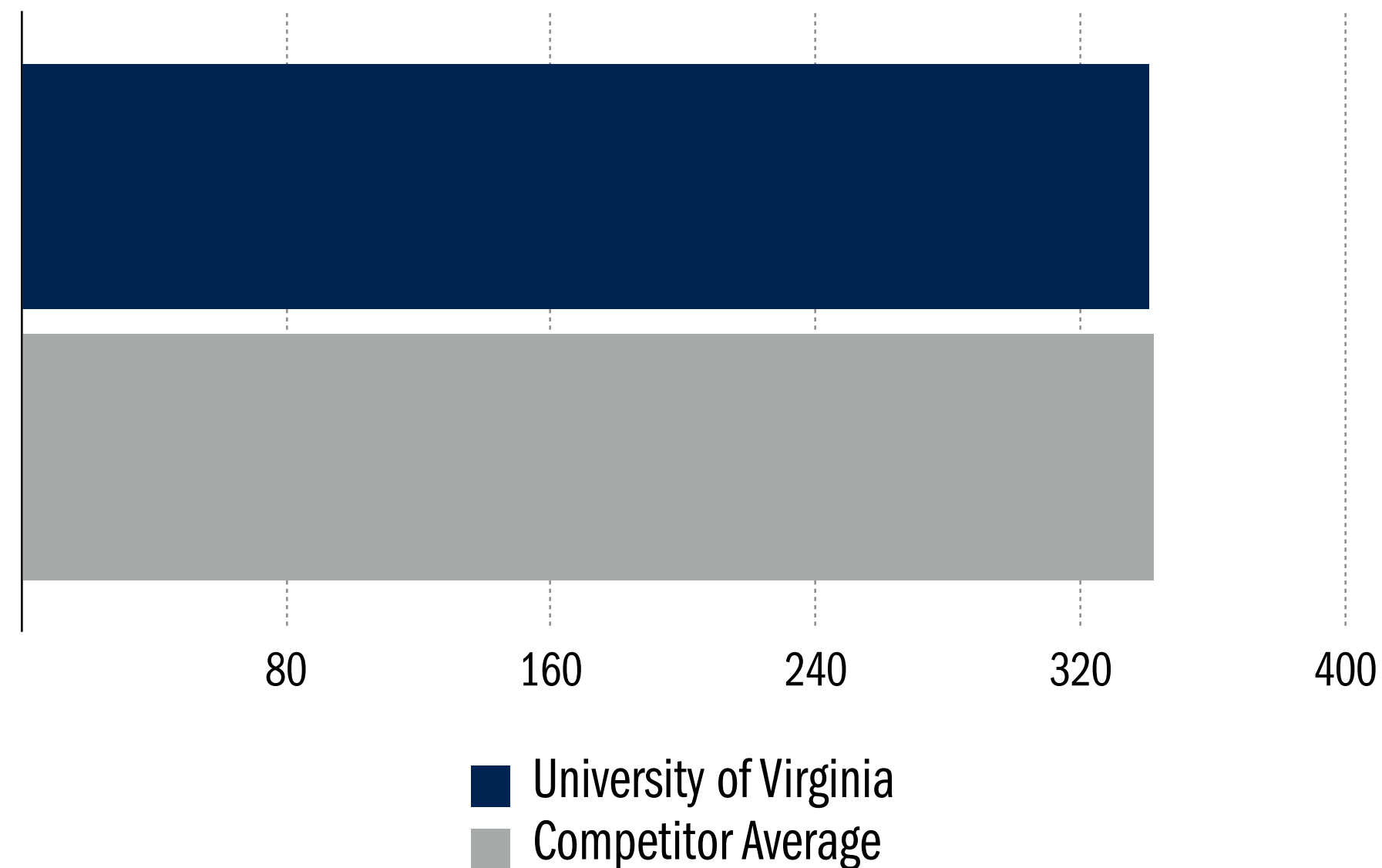


SOURCE: RivallQ, Creator Studio
DATE RANGE: 1/1/21 - 4/30/21

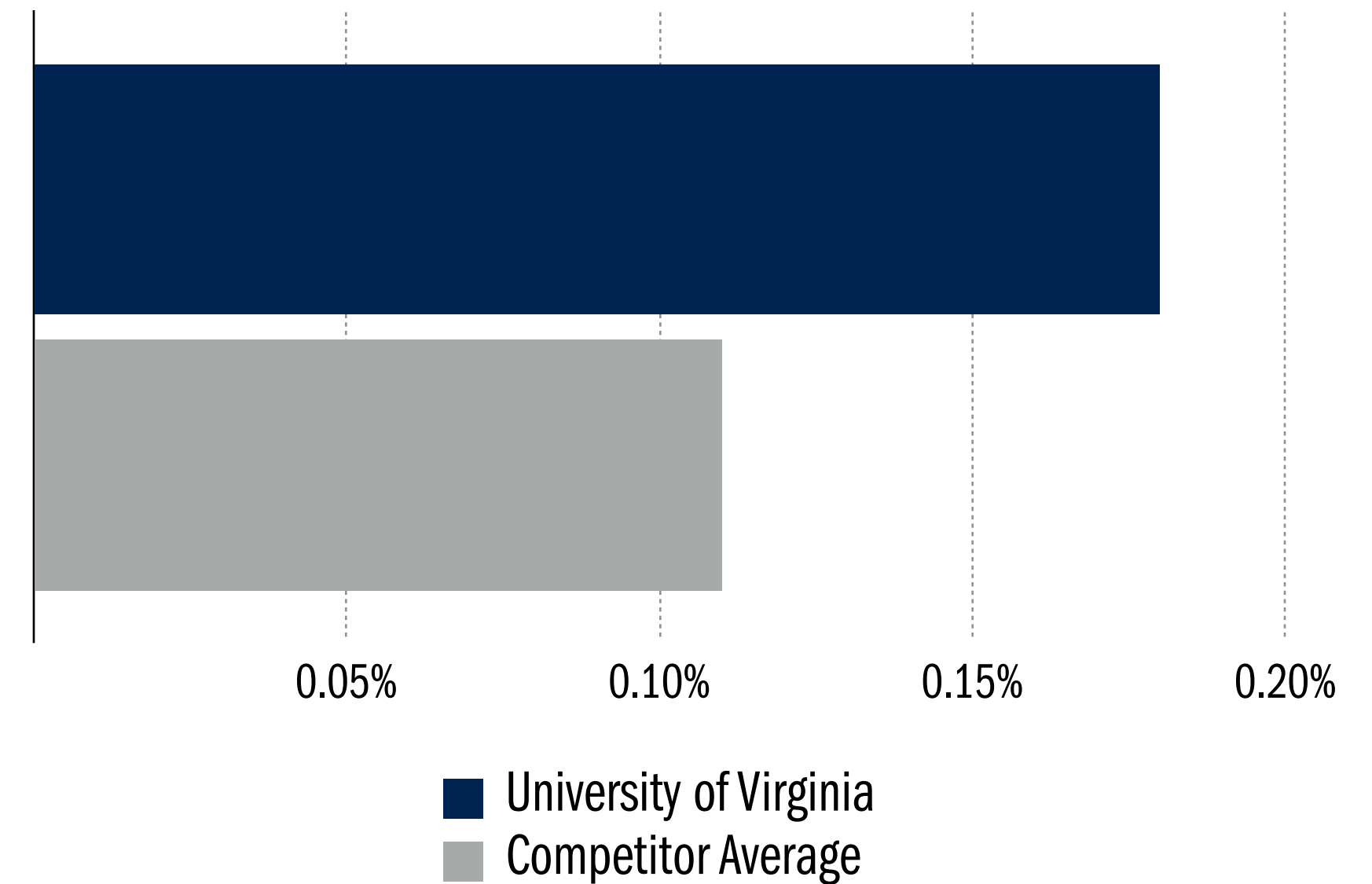
APRIL FACEBOOK PERFORMANCE VS. COMPETITORS

In April, UVA ranked almost exactly on par with the competitor average for engagements per post, and exceeded the competitor average for 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 4/1/21 - 4/30/21.

SOURCE: RivalIQ
DATE RANGE: 4/1/21 - 4/30/21

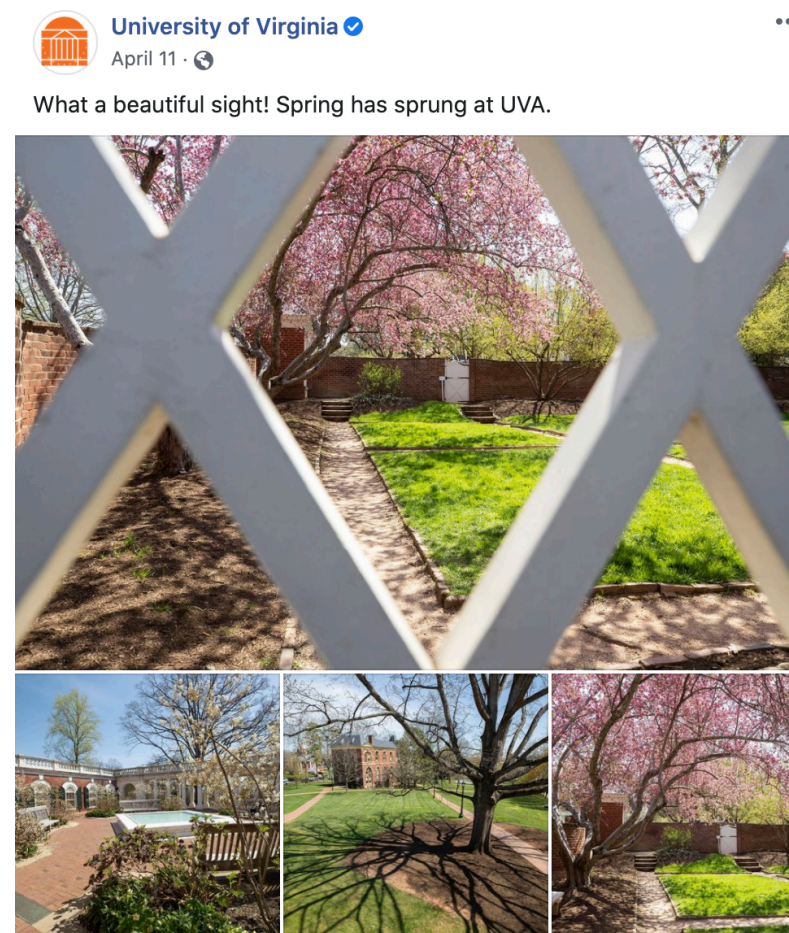
APRIL 2021 TOP FACEBOOK POSTS

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

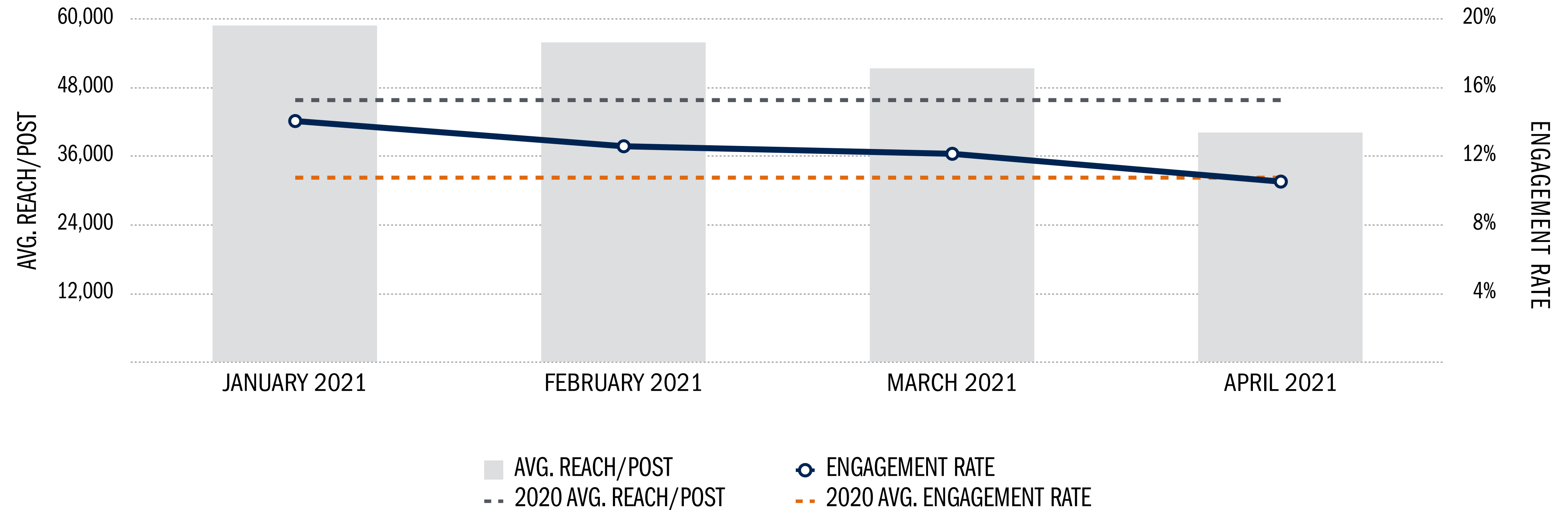
APRIL AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 2.0%

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

INSTAGRAM

YEAR TO DATE INSTAGRAM PERFORMANCE

April Instagram performance softened from March, as both reach per post and engagement rate declined.

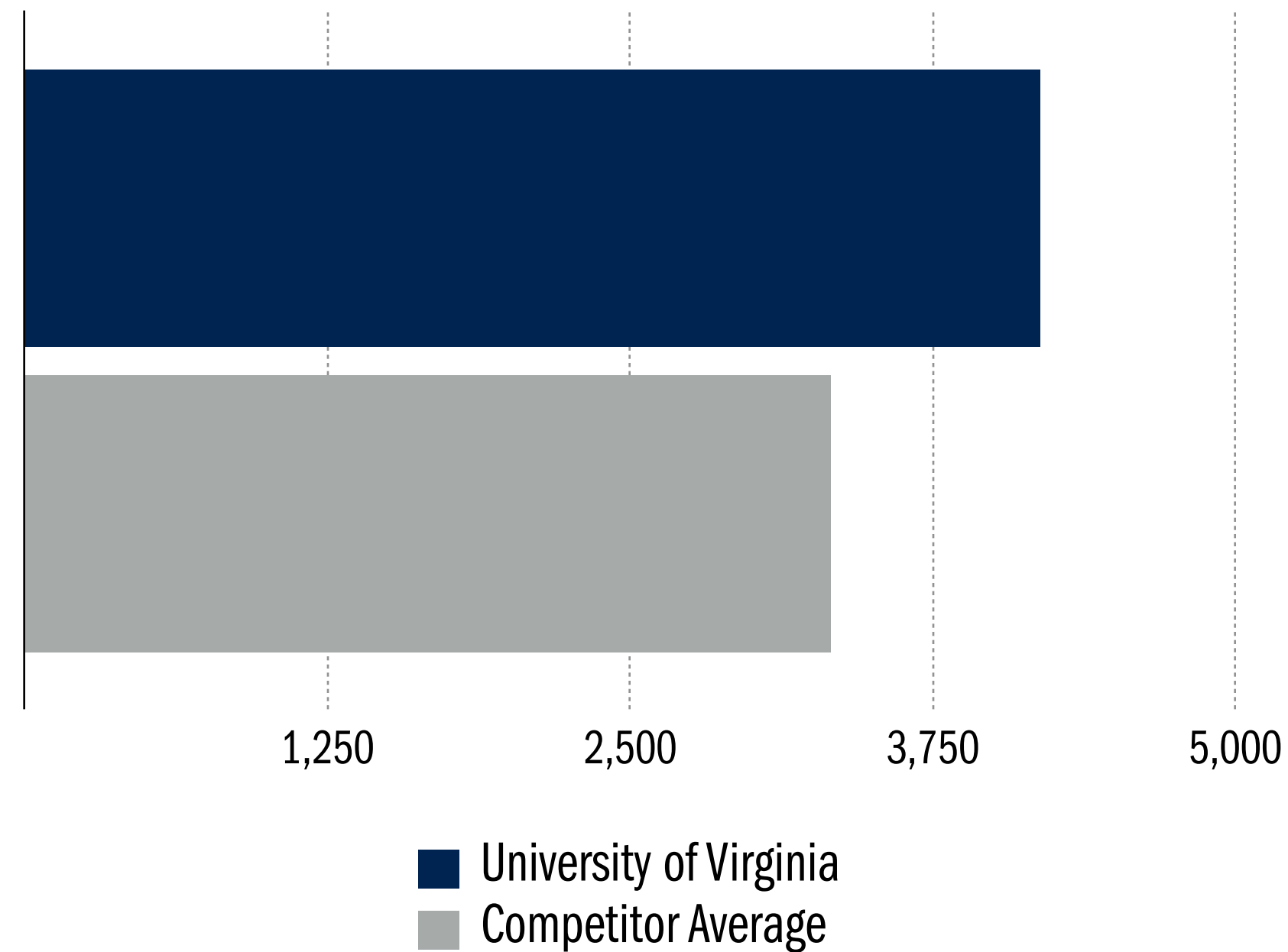


SOURCE: RivallQ, Creator Studio
DATE RANGE: 1/1/21 - 4/30/21

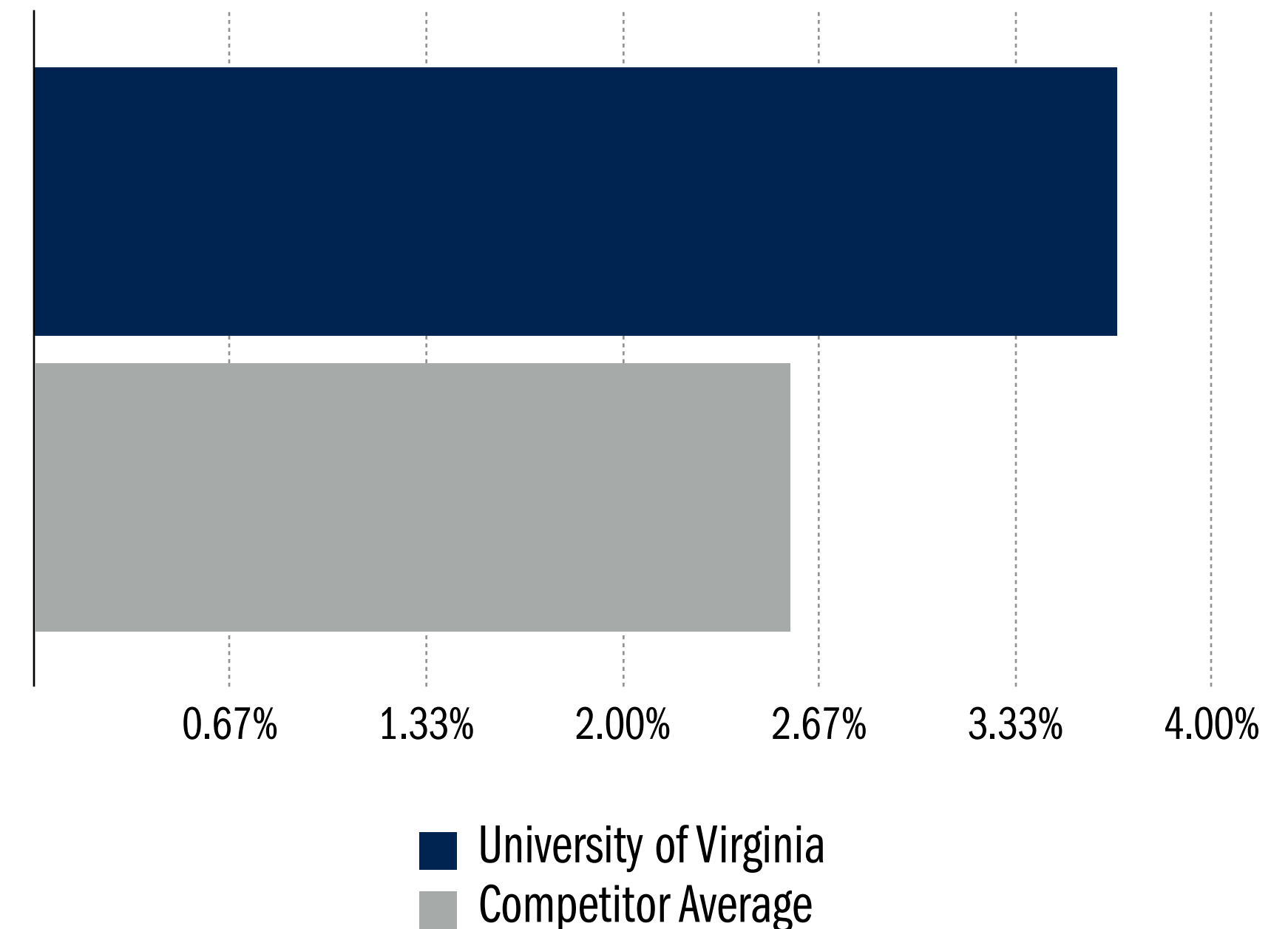
APRIL INSTAGRAM PERFORMANCE VS. COMPETITORS

In April, UVA ranked above the competitor average in both engagements per post and engagement rate.

AVG. ENGAGEMENTS/POST



ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)



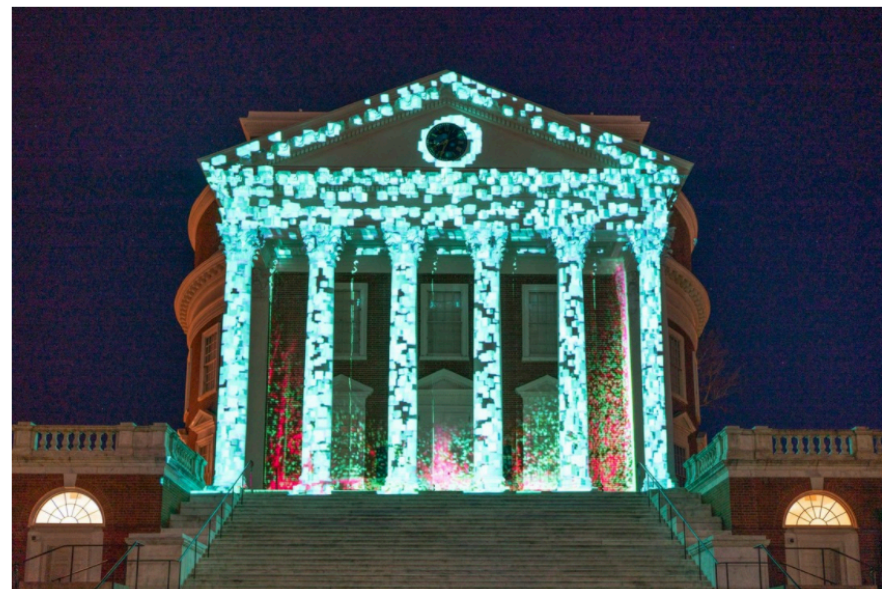
Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting. University of Florida not included in Instagram data. Competitor average reflects average for period 4/1/21 - 4/30/21.

SOURCE: RivalIQ
DATE RANGE: 4/1/21 - 4/30/21

APRIL 2021 TOP INSTAGRAM POSTS

4/3/21

uva



uva The Rotunda serves as a canvas for a pop-up projection mapping show by local artist Jeff Dobrow.

"Brighter Together" is presented by @uvaarts, the Office of the Provost and Vice Provost for the Arts, and the Division of Student Affairs.

47K USERS REACHED
7.6K ENGAGEMENTS
16.1% ENGAGEMENT RATE

4/22/21

uva



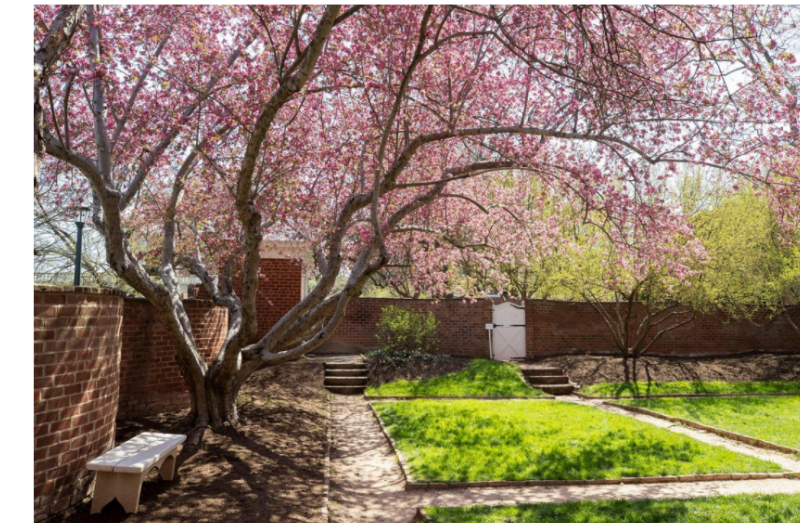
uva A springtime view for you.

👤: Dan Addison, University Communications

52K USERS REACHED
8K ENGAGEMENTS
15.7% ENGAGEMENT RATE

4/7/21

uva



uva Spring has sprung. 🌸

👤: Dan Addison, University Communications

Apr 7, 2021

50K USERS REACHED
7.6K ENGAGEMENTS
15.1% ENGAGEMENT RATE

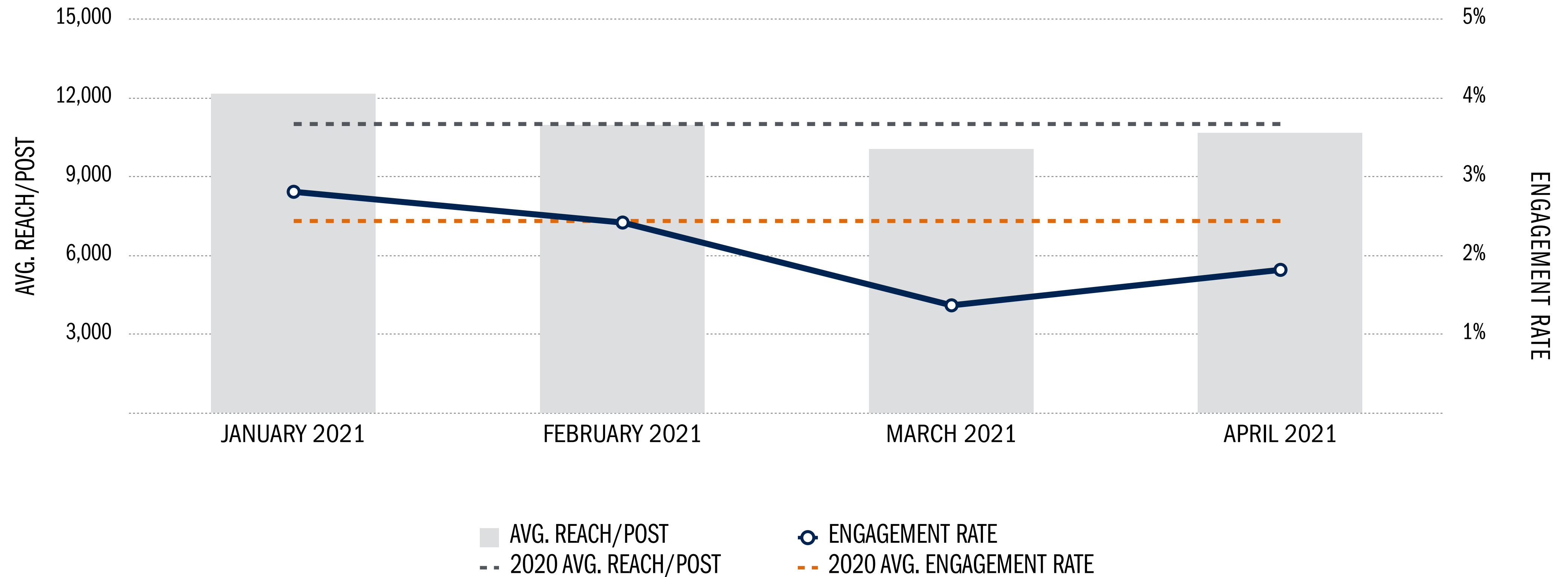
APRIL AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 10.5%

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

TWITTER

YEAR TO DATE TWITTER PERFORMANCE

Twitter performance began to improve in April, after reach and engagement were down in March.



SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 1/1/21 - 4/30/21

APRIL 2021 TOP TWEETS

4/9/21

 **UVA** 
@UVA

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

 **UVA** 
@UVA

Spring has sprung 🌸



2:00 PM · Apr 7, 2021 · Salesforce - Social Studio

26.5K IMPRESSIONS
2K ENGAGEMENTS
7.9% ENGAGEMENT RATE

4/2/21

 **Brittany W.** @brittdwhite · Apr 1

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.



30 4 83

 **UVA** 
@UVA

Replying to @brittdwhite

Congratulations, Brittany!

Get well soon!

103 IMPRESSIONS
6 ENGAGEMENTS
5.8% ENGAGEMENT RATE

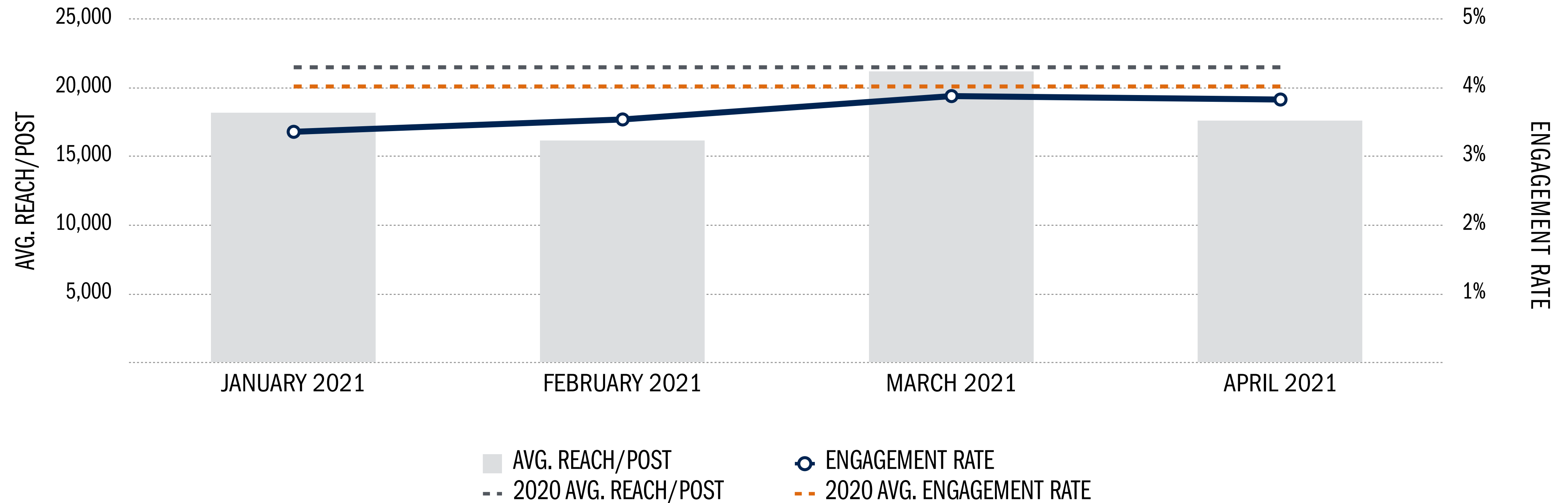
APRIL AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.82%

SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 4/1/21 - 4/30/21

LINKEDIN

YEAR TO DATE LINKEDIN PERFORMANCE

LinkedIn saw performance decline slightly in April, though this channel generally has fairly consistent performance



SOURCE: LinkedIn Analytics, RivalIQ
DATE RANGE: 1/1/20 - 4/30/21

APRIL 2021 TOP LINKEDIN POSTS

4/29/21

University of Virginia
238,591 followers
1w · 🌐

Eight-year-old Adelle Chulis did a spot-on impression of her mom's work-from-home style. Her parents – and the internet – loved it. <https://lnkd.in/d4uXp5w>




Break the Internet: UVA Coach's Daughter Goes Viral in Work-From-Home Video

16K IMPRESSIONS
1K ENGAGEMENTS
6.5% ENGAGEMENT RATE

4/21/21

University of Virginia
238,591 followers
2w · 🌐

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.



Princeton Review Names UVA the Nation's No. 1 Public School for Financial Aid

33K IMPRESSIONS
2K ENGAGEMENTS
6.1% ENGAGEMENT RATE

4/16/21

University of Virginia
238,592 followers
2w · 🌐

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



Student Council President Abel Liu Named as UVA's Latest Truman Scholar

24K IMPRESSIONS
1.2K ENGAGEMENTS
4.9% ENGAGEMENT RATE

APRIL AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 3.83%

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

Reflects top posts by engagement rate.

THANK YOU