

# MAY 2021 COMMUNICATIONS SUMMARY

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**UNIVERSITY COMMUNICATIONS**

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# EXECUTIVE SUMMARY

May was an exciting month, as the Class of 2020 got to return to Grounds to walk the Lawn, and the Class of 2021 celebrated Final Exercises in person as well. This month's content focused on the graduates and their accomplishments, and coverage of Final Exercises for each class.



In May, UVA Today earned nearly 500,000 pageviews, a 5% month over month increase from April. Throughout 2021, UVA Today monthly pageviews have been relatively consistent, with little variability each month. Though there haven't been many "breakout" stories to drive new or unexpected traffic to the site, the stable performance suggests consistent readership from our core audience group.



Despite a significant amount of content produced in May was related to Final Exercises and the Class of 2020 and Class of 2021 graduates, this content did not necessarily dominate in terms of performance, at least on the UVA Today site and within email products. Top stories this month included those about John Grisham's new book, Dean Groves departure, and the "Break the Internet" viral video (first published in April).

**Key Takeaway:** With in-person Final Exercises, it is possible that readers were more focused on the events themselves than the online coverage. While all content related to last year's Virtual Celebration had to be consumed online, community members were able to celebrate in person this year, which may have taken some emphasis off of the need for online consumption.



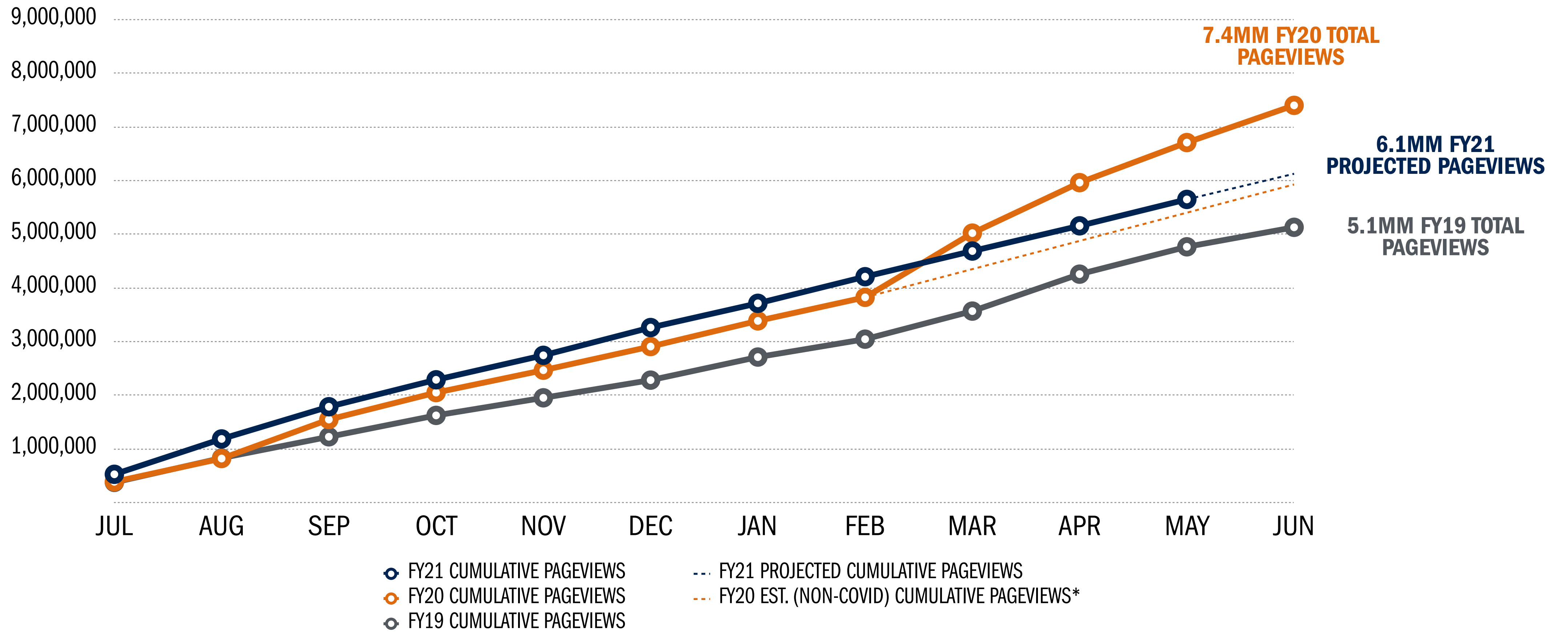
Social Media saw improved performance across all channels this month, with average reach and engagement rates improving across Facebook, Instagram, Twitter, and LinkedIn. Twitter and LinkedIn saw major increases in engagement rate of 183% and 193%, respectively.

**Key Takeaway:** Social performance was driven by Final Exercises content. On Instagram, user generated content (re-shared photos from graduates) made it into top posts for the month, and on Twitter, a fun Tweet about Jay Huff's graduation cap was particularly popular. These fun, celebratory posts resonated with audiences across all platforms.

# UVA TODAY

# UVA TODAY PAGEVIEWS FY19 - FY21

The below graph shows cumulative UVA Today pageviews from FY19 through FY21 with projected final pageviews for FY21. The dotted orange line represents estimated pageviews had the COVID-19 pandemic not taken over in FY20.

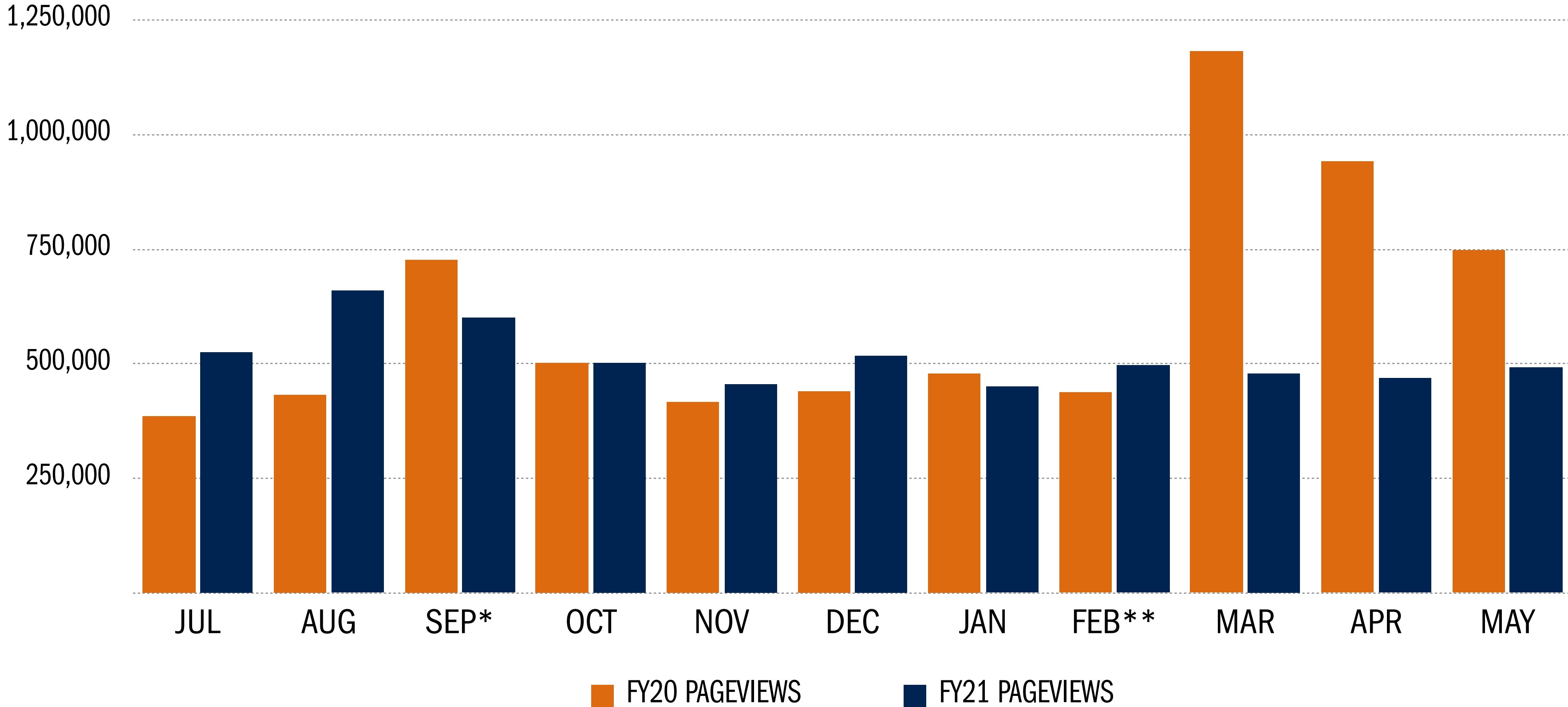


\* FY20 Est. Non-COVID cumulative pageviews calculated by taking avg. FY20 monthly pageviews through February 2020, plus 10% for a conservative estimate. This is intended to represent what FY20 may have looked like without the impact of a global pandemic.

**SOURCE:** Google Analytics  
**DATE RANGE:** 7/1/18 - 5/31/21

# 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 - MAY 2021

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

STORY	PAGEVIEWS
<a href="#">Q&amp;A: The Inside Story on John Grisham's New UVA Hoops-Inspired Book</a>	14,514
<a href="#">Historic Graduation Plans for Classes of 2020, 2021 Kick Off This Weekend</a>	13,397
<a href="#">After 14 Years, Much Beloved Dean Allen Groves Is Moving On</a>	10,976
<a href="#">Break the Internet: UVA Coach's Daughter Goes Viral in Work-From-Home Video</a>	10,337
<a href="#">Reddit Co-Founder &amp; Democracy Initiative Powerhouse Are UVA's Finals Speakers</a>	9,996
<a href="#">A Giant 'Thank You,' a Dose of Optimism and Bonus Good News</a>	9,380
<a href="#">UVA to Require Vaccination for Students as In-Person Operations Resume in Fall</a>	9,373
<a href="#">UVA Announces Plans for In-Person Final Exercises for Classes of 2020, 2021</a>	9,038
<a href="#">38 High School Seniors Win Full Merit Scholarships to Attend UVA</a>	9,013
<a href="#">Class of 2021: From a Life Abroad, Student Brought a Unique Perspective to Grounds</a>	8,508

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

**SOURCE:** Google Analytics  
**DATE RANGE:** 5/1/21 - 5/31/21

# 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. 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
Students	604,987	181	3,342
University News	564,987	161	3,509
Faculty	542,978	176	3,085
COVID-19	470,949	107	4,401
Research	399,036	139	2,871
Research & Discovery	383,202	100	3,832
Health/Medical	365,514	119	3,072
Student Experience	362,439	101	3,589
Institutional Announcement	292,415	61	4,794
School of Medicine	270,720	74	3,658

**SOURCE:** [Parse.ly](https://parse.ly)  
**DATE RANGE:** 1/1/21 - 5/31/21



## TOP TAGS BY TOTAL PAGEVIEWS - MAY 2021

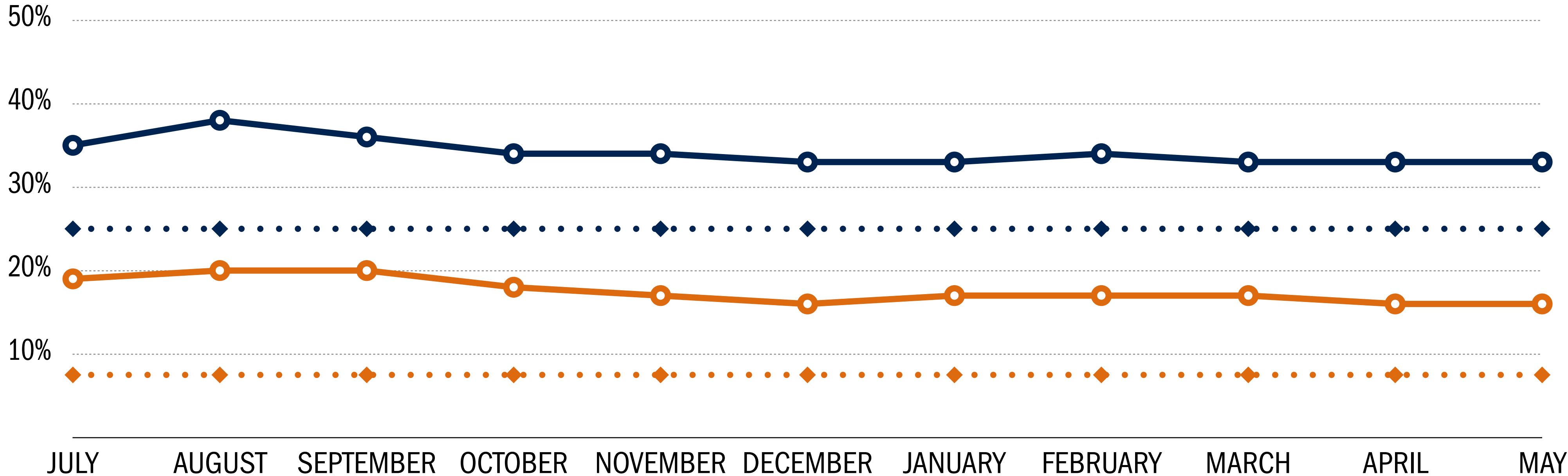
TAG	PAGEVIEWS	NUMBER OF POSTS	AVG. PAGEVIEWS/POST
Students	140,871	53	2,658
Student Experience	106,898	38	2,813
University News	79,233	27	2,935
COVID-19	50,771	17	2,987
Building Bridges	47,112	22	2,141
Alumni	46,784	14	3,342
School of Medicine	36,071	12	3,006
Faculty	33,665	24	1,403
Community	32,622	17	1,919
School of Law	31,861	7	4,552

**SOURCE:** [Parse.ly](https://parse.ly)  
**DATE RANGE:** 5/1/21 - 5/31/21

# DAILY REPORT

# DAILY REPORT PERFORMANCE

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



- 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 - 5/31/21

# MAY TOP PERFORMING DAILY REPORT EDITIONS

THE DAILY REPORT WITH THE HIGHEST  
OPEN RATE WAS SENT ON **5/3/21**



**UVA**Today  
DAILY REPORT



Class of 2021: Lauren King Brings Unique Experience to Becoming a Gynecologist

**36% OPEN RATE**  
**15% CLICK THROUGH RATE**

**SUBJECT LINE:**  
**EMPATHETIC DOC, COVID SURPRISE, URBAN ARCHITECT**

THE DAILY REPORT WITH THE HIGHEST CLICK  
THROUGH RATE WAS SENT ON **5/18/21**



**UVA**Today  
DAILY REPORT



Class of 2020: Memories and Moments From a Long-Anticipated Celebration

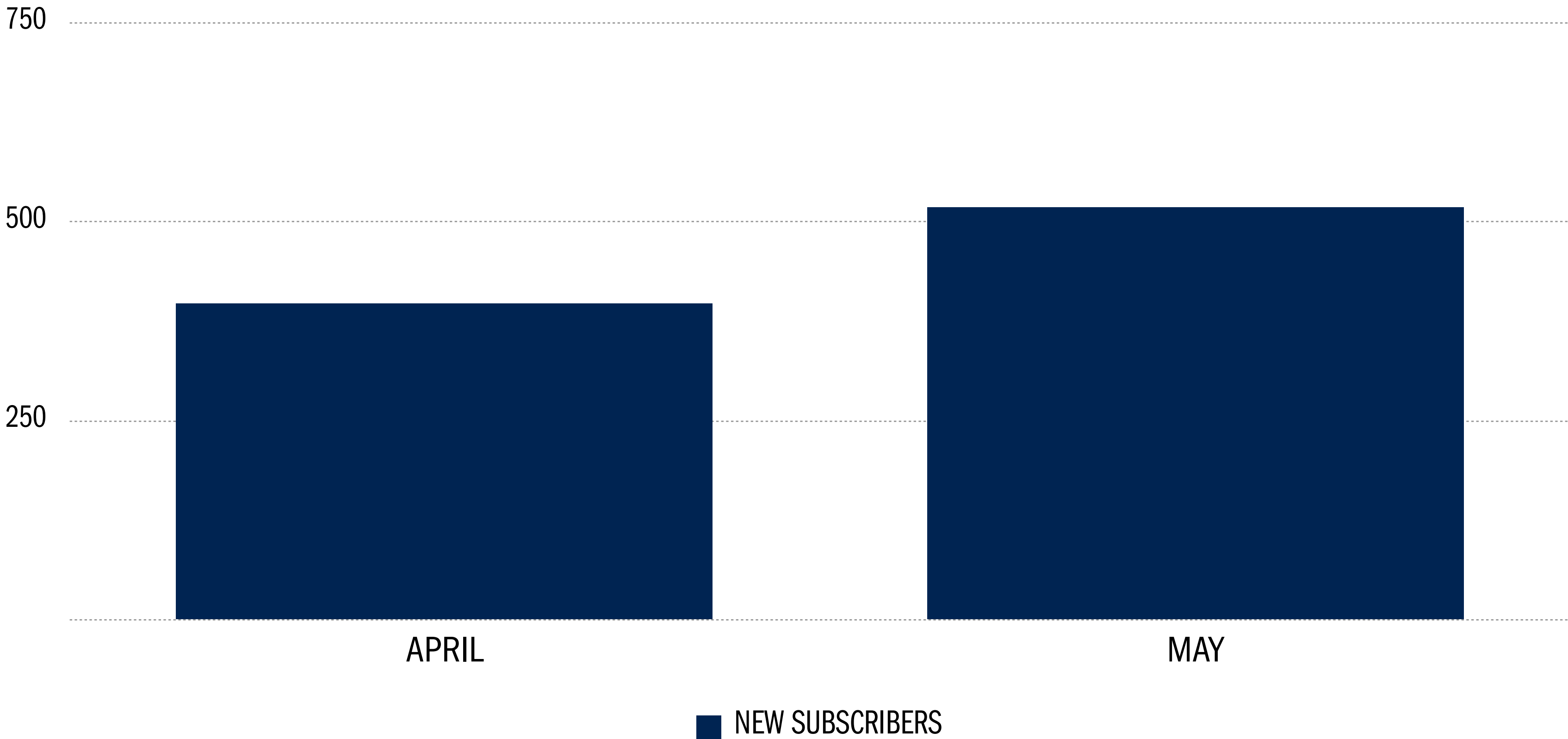
**34% OPEN RATE**  
**23% CLICK THROUGH RATE**

**SUBJECT LINE:**  
**DANCING GRADS, GROVES FAREWELL, GRISHAM AND DIAKITE**

**SOURCE:** Marketing Cloud  
**DATE RANGE:** 5/1/21 - 5/31/21

# DAILY REPORT SUBSCRIBER GROWTH

*The below graph shows new Daily Report subscribers since event tracking was implemented in Google Analytics. May saw a 30% increase in new subscribers, likely as a result of the graduation “handshake” ads which were run during Final Exercises.*



Subscriber events counted in Google Analytics may not align perfectly with net new subscribers in Marketing Cloud for a variety of reasons. One reason for this is that if a user subscribes the same email more than once, it will be counted on the site analytics, but will be de-duped once it reaches Marketing Cloud.

**SOURCE:** Google Analytics  
**DATE RANGE:** 4/1/21 - 5/31/21

# DAILY REPORT SUBSCRIBER GROWTH DURING FINAL EXERCISES

*During Final Exercises, a House Ad was run encouraging graduating students to subscribe to the Daily Report so that they continue receiving it. This ad was highly effective in driving subscriptions throughout the weekend.*



**754**

**CLICKS ON THE  
HOUSE AD**



**247**

**NEW DAILY  
REPORT  
SUBSCRIBERS**



**974%**

**INCREASE IN NEW  
DAILY REPORT  
SUBSCRIPTIONS\***

\*Compared to the previous weekend, 5/13-16

# UVA THIS MONTH

# MAY 2021 UVA THIS MONTH

UNIVERSITY of VIRGINIA

## UVA This Month

*Editor's note: May was a celebratory month at the University of Virginia, as not one, but two classes walked the Lawn and enjoyed Final Exercises. Below, see photos, videos and stories from two weekends of festivities. Plus, learn how John Grisham's new book involves Mamadi Diakite and, ahead of Memorial Day, meet a veteran professor helping student veterans.*



(Photo by Sanjay Suchak, University Communications)

RELEASED ON **MAY 29, 2021**  
**263K** TOTAL EMAILS DELIVERED

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

Q&A: THE INSIDE STORY ON JOHN GRISHAM'S NEW UVA HOOPS-INSPIRED BOOK

ONE LAST LOOK: MEMORIES AND MOMENTS FROM UVA FINAL EXERCISES 2021

AFTER 14 YEARS, MUCH BELOVED DEAN ALLEN GROVES IS MOVING ON

FINAL EXERCISES 2021

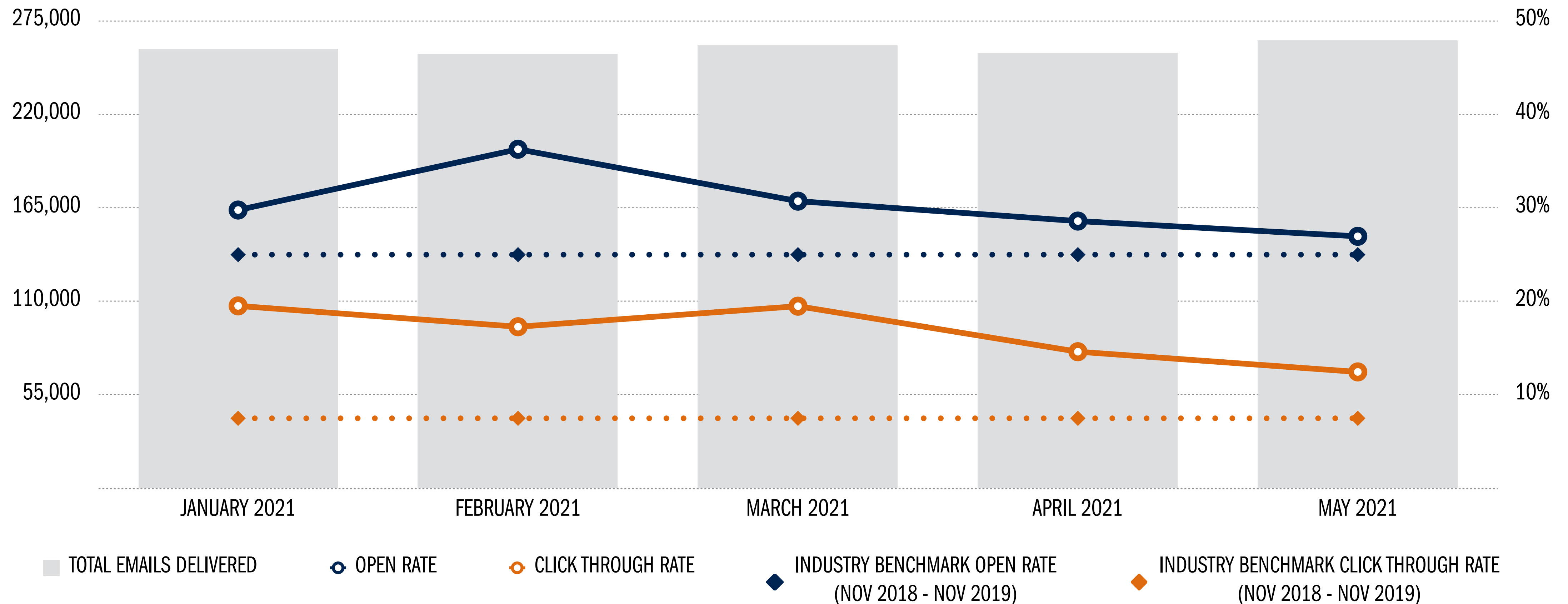
SHOULD MY CHILD GET THE COVID-19 VACCINE? UVA EXPERT ANSWERS 7 KEY QUESTIONS

**SOURCE:** Marketing Cloud



# YEAR TO DATE UVA THIS MONTH PERFORMANCE

*From April to May, 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.

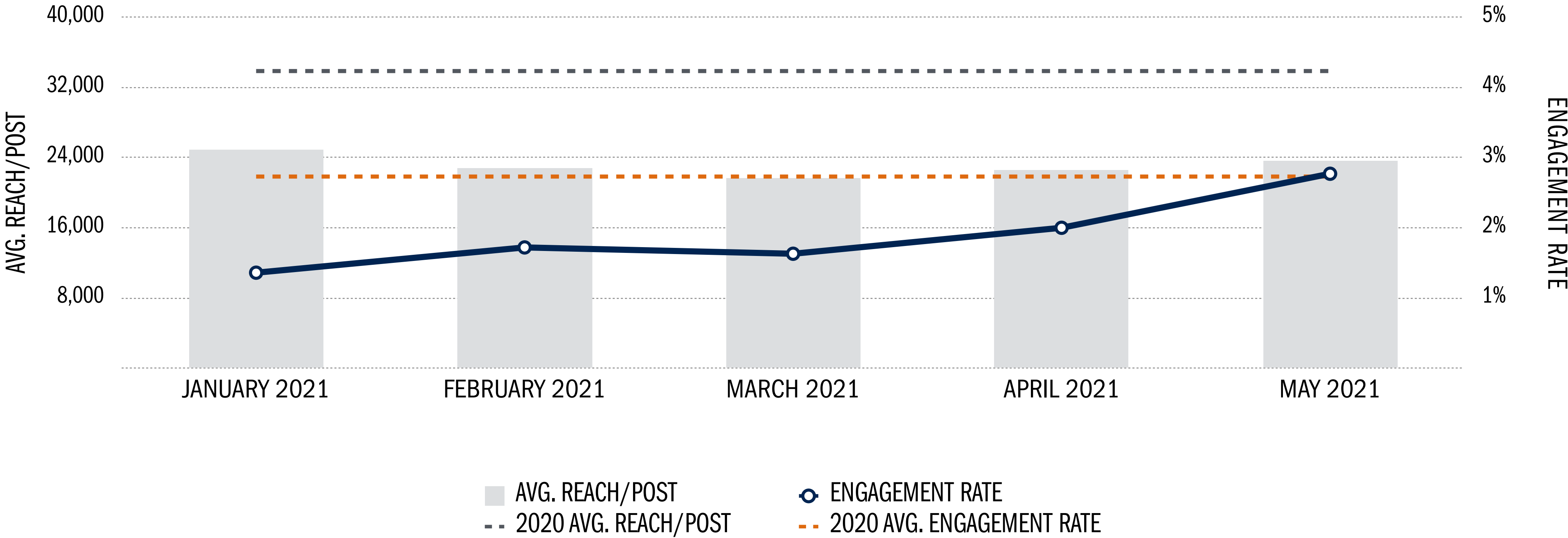
SOURCE: Marketing Cloud

# SOCIAL MEDIA

**FACEBOOK**

# YEAR TO DATE FACEBOOK PERFORMANCE

*Facebook performance improved for the second month in a row, with average reach and engagement rate both increasing.*

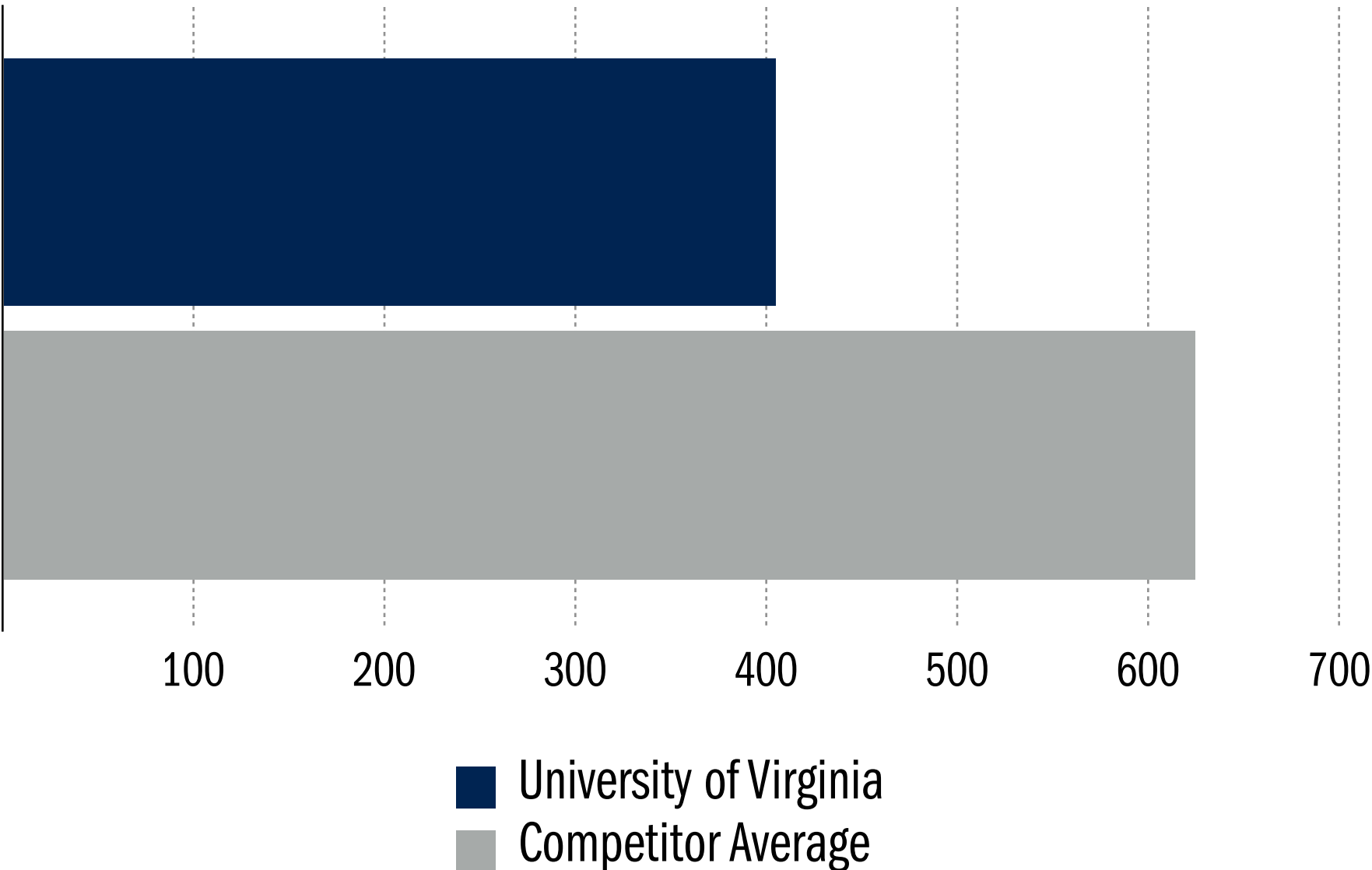


**SOURCE:** RivallQ, Creator Studio  
**DATE RANGE:** 1/1/21 - 5/31/21

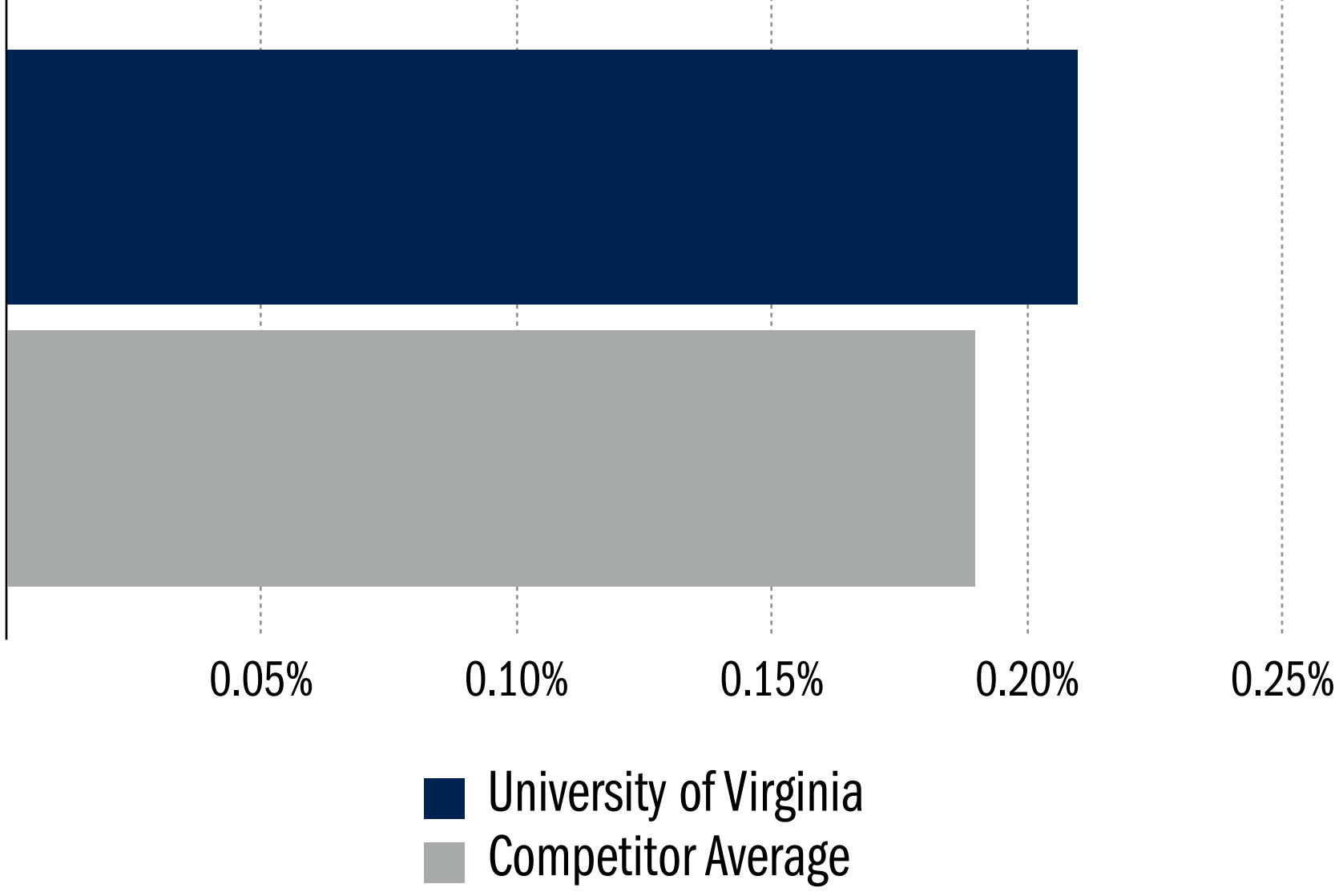
# MAY FACEBOOK PERFORMANCE VS. COMPETITORS

*In May, UVA was under the competitor average in engagements per post, which was skewed significantly by the University of Georgia, which earned over 2,000 engagements per post. UVA ranked above the competitor average for engagement rate.*

**AVG. ENGAGEMENTS/POST**



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

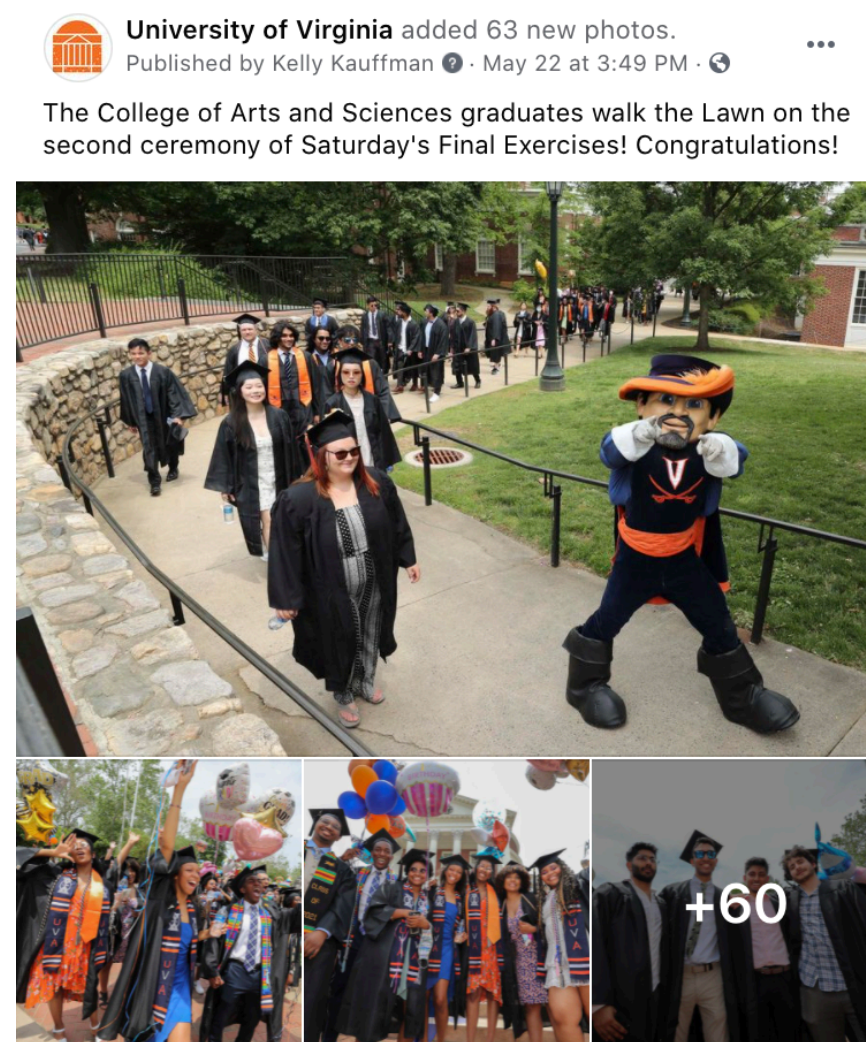


Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting. Competitor average reflects average for period 5/1/21 - 5/31/21. Competitor list includes 10 flagship, public research institutions: Berkeley, Purdue, UNC-CH, U of Michigan, U of Florida, U of Georgia, U of Illinois Urbana-Champaign, U of Maryland and U of Texas at Austin.

**SOURCE:** RivalIQ  
**DATE RANGE:** 5/1/21 - 5/31/21

# MAY 2021 TOP FACEBOOK POSTS

5/22/21



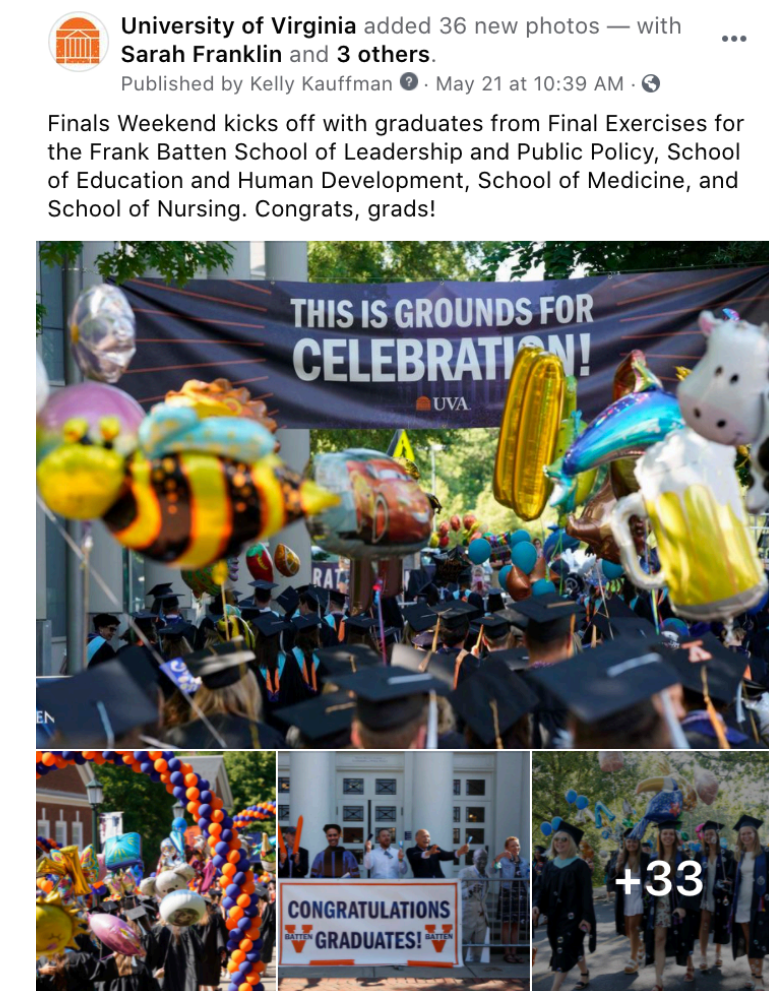
**25K USERS REACHED**  
**1.6K ENGAGEMENTS**  
**6.6% ENGAGEMENT RATE**

5/11/21



**29.9K USERS REACHED**  
**1.9K ENGAGEMENTS**  
**6.4% ENGAGEMENT RATE**

5/21/21



**26.3K USERS REACHED**  
**1.6K ENGAGEMENTS**  
**6.1% ENGAGEMENT RATE**

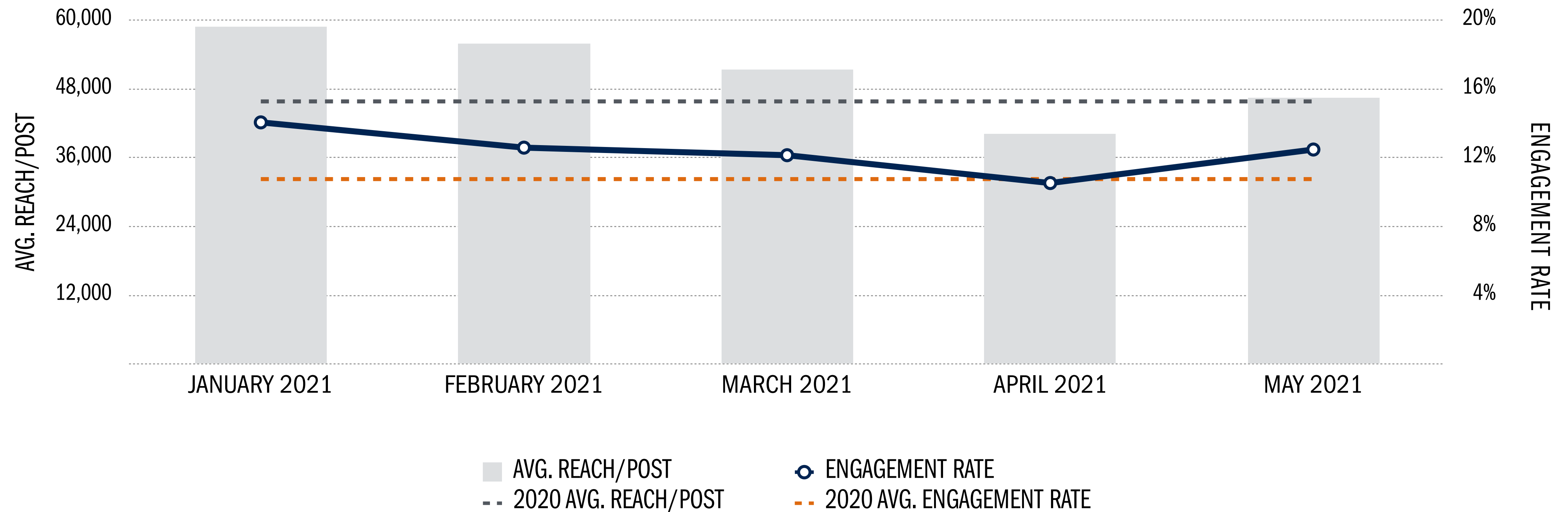
**MAY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 2.7%**

**SOURCE:** RivallQ, Creator Studio  
**DATE RANGE:** 5/1/21 - 5/31/21

**INSTAGRAM**

# YEAR TO DATE INSTAGRAM PERFORMANCE

*May Instagram performance improved month over month, with both avg. reach/post and engagement rate increasing.*



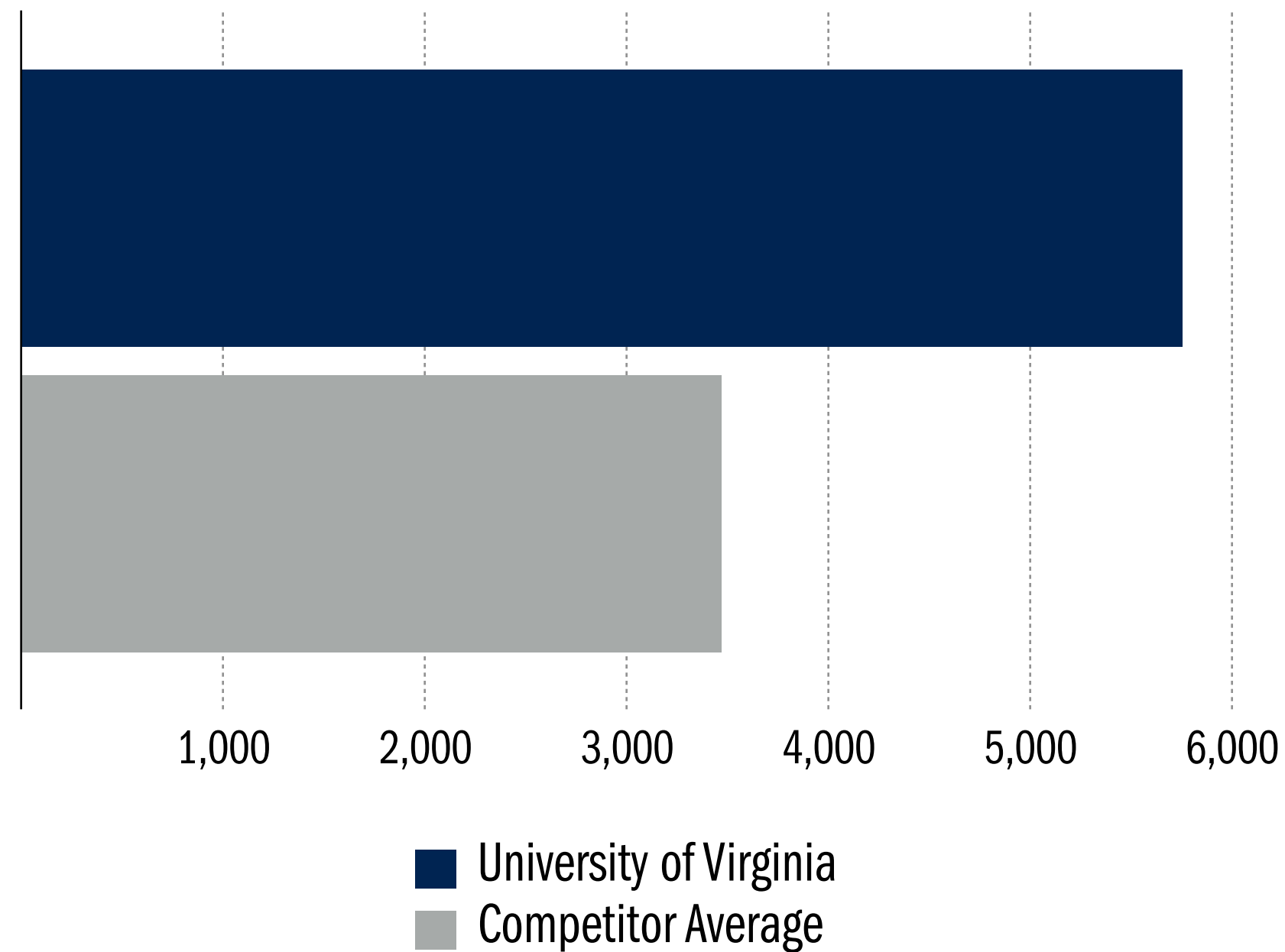
**SOURCE:** RivallQ, Creator Studio  
**DATE RANGE:** 1/1/21 - 5/31/21



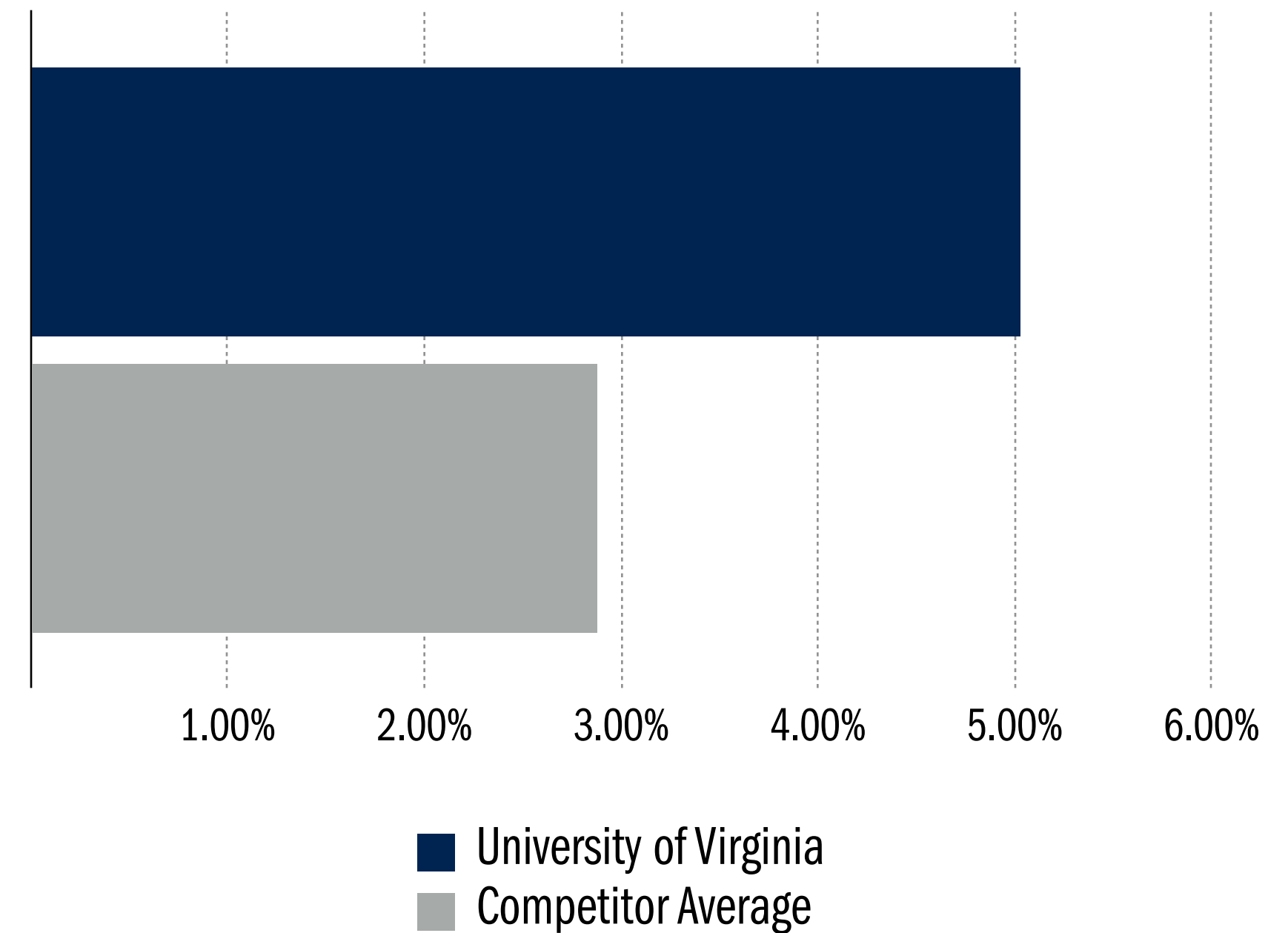
# MAY INSTAGRAM PERFORMANCE VS. COMPETITORS

*In May, 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. Competitor average reflects average for period 5/1/21 - 5/31/21. Competitor list includes 10 flagship, public research institutions: Berkeley, Purdue, UNC-CH, U of Michigan, U of Florida, U of Georgia, U of Illinois Urbana-Champaign, U of Maryland and U of Texas at Austin.

**SOURCE:** RivalIQ  
**DATE RANGE:** 5/1/21 - 5/31/21

# MAY 2021 TOP INSTAGRAM POSTS

5/22/21

 **uva**  
University of Virginia



**uva** The first ceremony for the College of Arts and Sciences is underway! Congrats grads! #uvagrad 🎓🎉

**56K USERS REACHED**  
**9.8K ENGAGEMENTS**  
**17.6% ENGAGEMENT RATE**

5/16/21

 **uva**  
University of Virginia

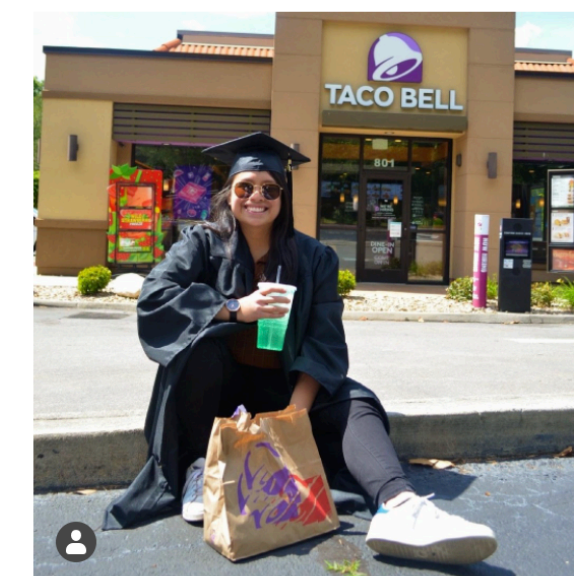


**uva** A happy day for the Class of 2020! Congratulations again to all the grads! #UVAGrad 🎓🎉

**66K USERS REACHED**  
**9.9K ENGAGEMENTS**  
**15.2% ENGAGEMENT RATE**

5/21/21

 **uva**



**uva** Class of 2021 🎓 You did it, Hoos!  
👤: @daniborgoni @benjessee1 @nene.augustine @sophiathmpsn  
Share your #UVAGrad photos -- tag us or DM us to be featured.

**46K USERS REACHED**  
**6.9K ENGAGEMENTS**  
**15% ENGAGEMENT RATE**

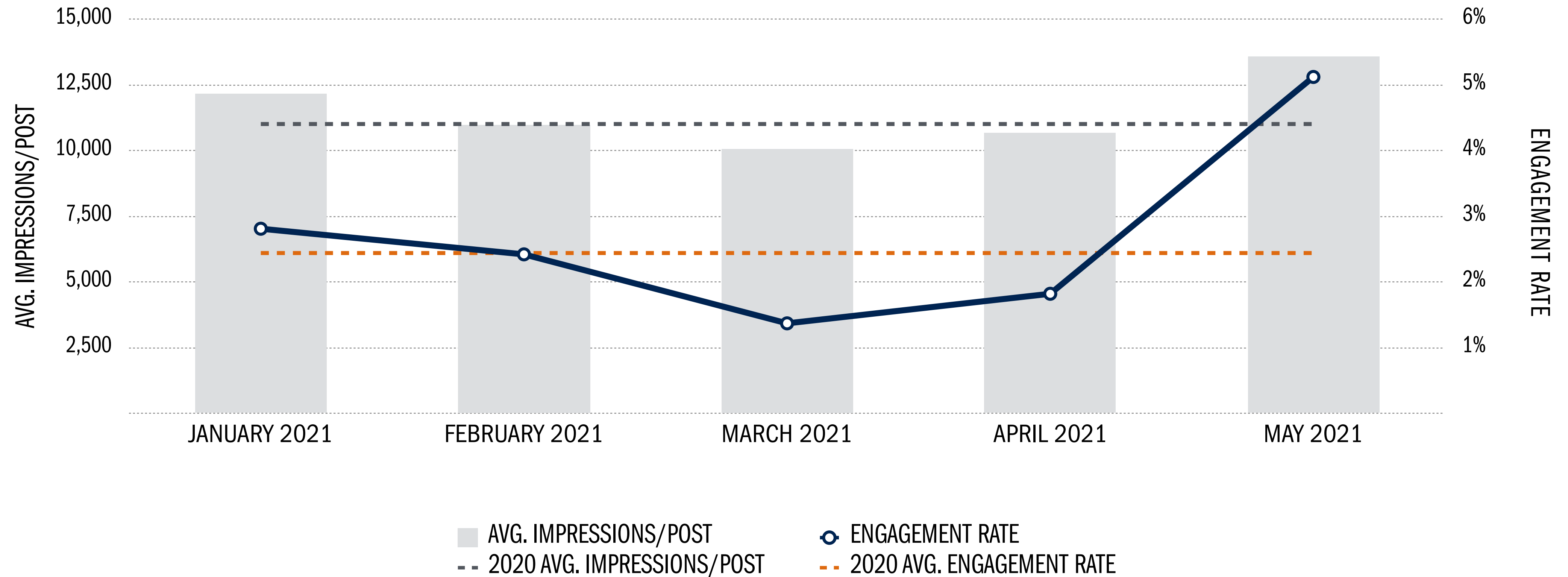
**MAY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 12.5%**

**SOURCE:** RivallQ, Creator Studio  
**DATE RANGE:** 5/1/21 - 5/31/21

**TWITTER**

# YEAR TO DATE TWITTER PERFORMANCE

Twitter performance saw a dramatic increase in avg. impressions/post and engagement rate this month, due to a few standout Tweets.



**SOURCE:** RivalIQ, Twitter Analytics  
**DATE RANGE:** 1/1/21 - 5/31/21

# MAY 2021 TOP TWEETS

5/21/21



**29K IMPRESSIONS**  
**14.6K ENGAGEMENTS**  
**50.4% ENGAGEMENT RATE**

5/16/21



**29.9K IMPRESSIONS**  
**4.2K ENGAGEMENTS**  
**14.2% ENGAGEMENT RATE**

5/21/21



**231.7K IMPRESSIONS**  
**31.6K ENGAGEMENTS**  
**13.6% ENGAGEMENT RATE**

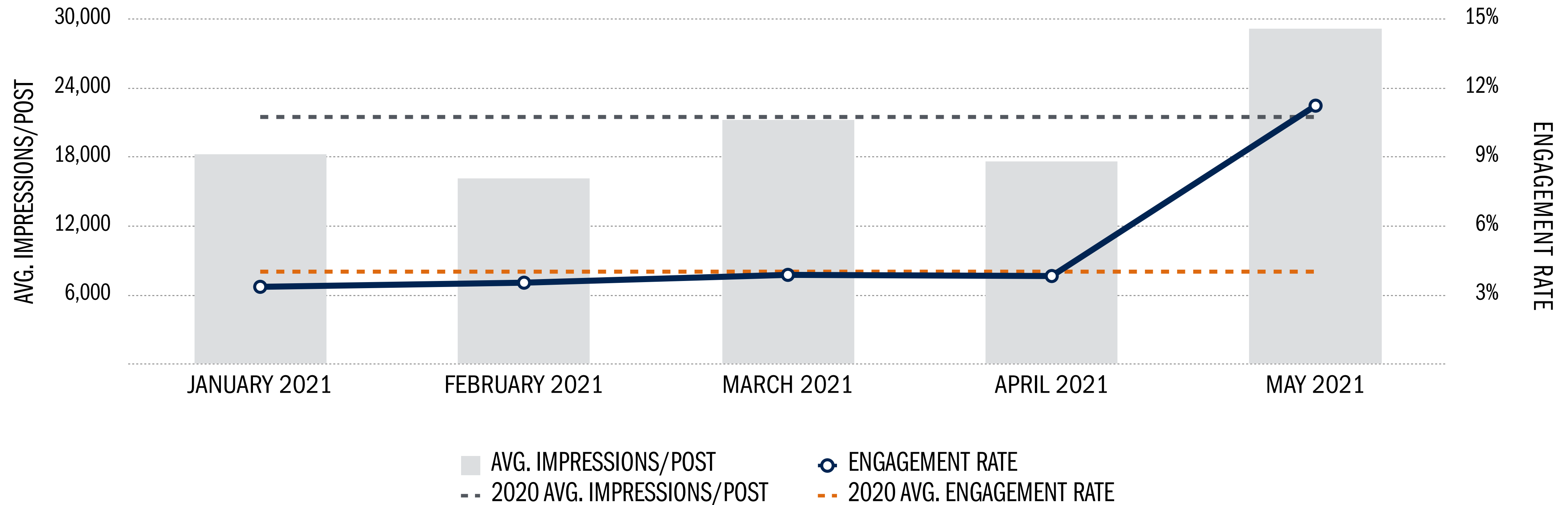
**MAY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 5.12%**

**SOURCE:** RivalIQ, Twitter Analytics  
**DATE RANGE:** 5/1/21 - 5/31/21

**LINKEDIN**

# YEAR TO DATE LINKEDIN PERFORMANCE

*LinkedIn also saw major performance improvements in May, with both avg. impressions per post increasing by 66% and engagement rate increasing by 193%.*



**SOURCE:** LinkedIn Analytics, RivalIQ  
**DATE RANGE:** 1/1/20 - 5/31/21

# MAY 2021 TOP LINKEDIN POSTS

5/21/21



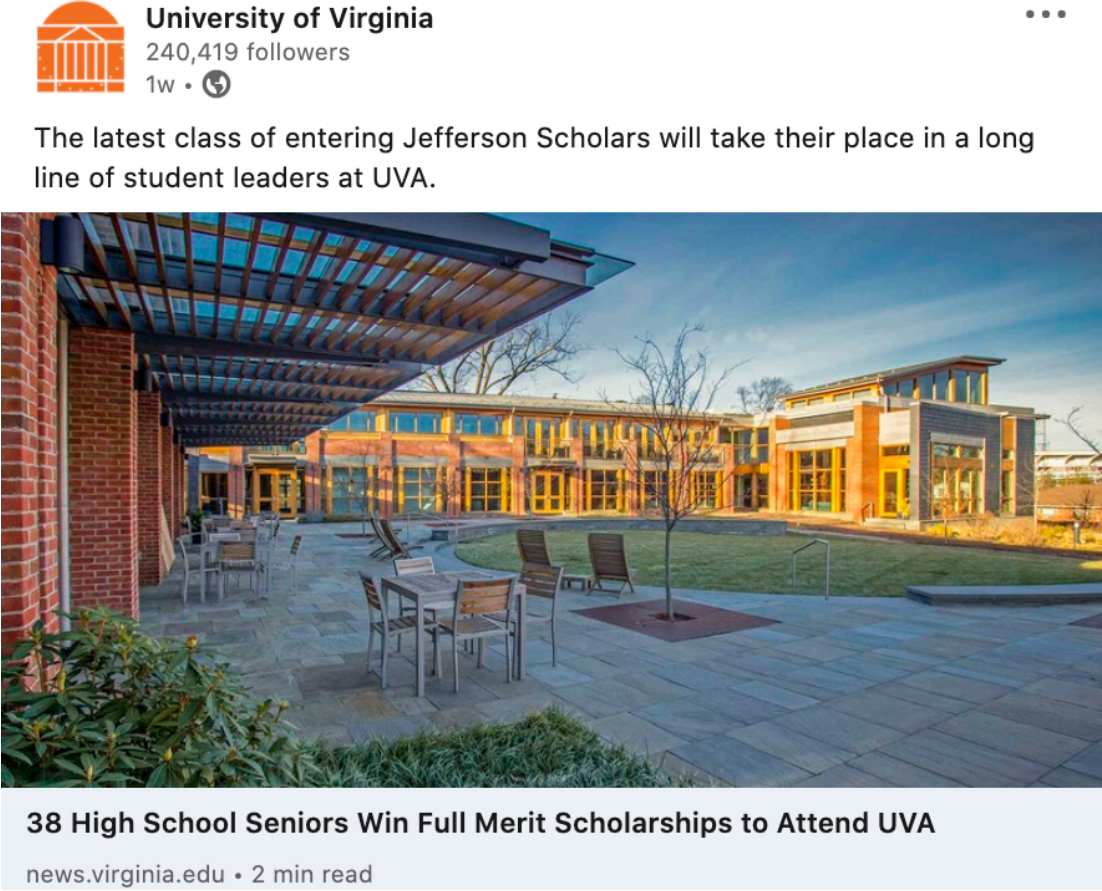
**93.3K IMPRESSIONS**  
**26.6K ENGAGEMENTS**  
**29% ENGAGEMENT RATE**

5/24/21



**63.3K IMPRESSIONS**  
**11.8K ENGAGEMENTS**  
**18.7% ENGAGEMENT RATE**

5/27/21



**21.4K IMPRESSIONS**  
**1.4K ENGAGEMENTS**  
**6.7% ENGAGEMENT RATE**

**MAY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 11.24%**

**SOURCE:** RivalIQ, LinkedIn Analytics  
**DATE RANGE:** 5/1/21 - 5/31/21

Reflects top posts by engagement rate.



THANK YOU