EXECUTIVE SUMMARY

June brought the end of FY21, and content slowed down after Final Exercises in May. Top stories this month spanned a wide range of topics, and readership remained steady across products and platforms.

UVA Today earned 6.08 million pageviews in FY21. While this is below the FY20 total, we know that FY20 was a unique year due to major COVID-19 communications that resulted in significant traffic to UVA Today. Based on projections for what FY20 may have looked like without a global pandemic, we estimate that FY20 would have been closer to 5.9 million pageviews. This means that compared to what we would have expected a “normal” year to look like in FY20, FY21 would have outperformed year over year.

The top story this month was actually an older story from 2014. It was shared on Y Combinator’s (a startup accelerator) forum/message board. Other top stories this month included a wide array of topics. We saw stories about the new Karsh Institute of Democracy, athletics wins, COVID-19 updates, Juneteenth commemorations, new Law faculty, and Britney Spears all make up some of the top stories in June.

**Key Takeaway:** There does not appear to be one common top performing theme for readers at the moment. Our audience is enjoying content around a variety of topics, giving us flexibility in the type of content that we are producing.

June was a strong month on social media, with Facebook and Instagram outperforming competitor averages for the month. Twitter and LinkedIn saw some decline in performance after having a strong month in May with high performing Final Exercises-related content. June also included an Instagram stories takeover with the Queer Student Union for Pride Month.

**Key Takeaway:** Top posts this month aligned with the type of content that we typically expect to see perform well on each channel. On Facebook, top posts included big wins for student athletes, demonstrating the sense of pride the Facebook community has for UVA athletics. On Instagram, beauty shots of Grounds continue to drive strong engagement.
The below graph shows cumulative UVA Today pageviews from FY19 through 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.
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 - JUNE 2021

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

<table>
<thead>
<tr>
<th>STORY</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doing Something is Better Than Doing Nothing for Most People, Study Shows</td>
<td>11,892</td>
</tr>
<tr>
<td>Led by Karsh Family Gift, UVA Plans $100 Million for Institute of Democracy</td>
<td>11,472</td>
</tr>
<tr>
<td>Q&amp;A: What to Know About the ‘Delta’ Variant and Current Vaccines</td>
<td>11,292</td>
</tr>
<tr>
<td>UVA Wins National Championships in Men’s Lacrosse, Women’s Tennis</td>
<td>8,222</td>
</tr>
<tr>
<td>Going Beyond ‘Back to Normal’: 5 Research-Based Tips for Emerging From Pandemic Life</td>
<td>7,268</td>
</tr>
<tr>
<td>Pollen, Pollen, Go Away: 5 Tips to Help You Combat Allergies</td>
<td>7,169</td>
</tr>
<tr>
<td>Commemorate the End of Slavery With Juneteenth 2021</td>
<td>6,657</td>
</tr>
<tr>
<td>UVA Law Adds 17 High-Profile Academics. Twitter Hollers Back.</td>
<td>6,593</td>
</tr>
<tr>
<td>Q&amp;A: Britney Spears, Conservatorship and What the Law Says</td>
<td>6,417</td>
</tr>
<tr>
<td>Dr. Melina R. Kibbe Named Dean of UVA’s School of Medicine</td>
<td>5,701</td>
</tr>
</tbody>
</table>

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

**SOURCE:** Google Analytics  
**DATE RANGE:** 6/1/21 - 6/30/21
The below graph shows the Daily Report Open Rate and Click Through Rate for FY21 through June.

- 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 - 6/30/21
JUNE TOP PERFORMING DAILY REPORT EDITIONS

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON 6/16/21

A Return to Grounds: In-Person Admission Tours Are Back at UVA
The Office of Admission is once again welcoming prospective students and families to visit UVA's 1,800-acre campus. MORE »

39% OPEN RATE
17% CLICK THROUGH RATE

SUBJECT LINE: TOUR GROUNDS, VACCINE UPDATE, NO. 1 RANKING

THE DAILY REPORT WITH THE HIGHEST CLICK THROUGH RATE WAS SENT ON 6/15/21

Wahoowa! Teel’s Grand Slam Home Run Propels Hoos to College World Series
UVA’s highest-ever seed in the NCAA Tournament, the Hoos are just the third team in UVA baseball history to advance to its third College World Series in four years. MORE »

33% OPEN RATE
20% CLICK THROUGH RATE

SUBJECT LINE: BACK TO OMAHA, SEAWORLD ALUM, HIRING BLITZ

SOURCE: Marketing Cloud
DATE RANGE: 6/1/21 - 6/30/21
The below graph shows new Daily Report subscribers since event tracking was implemented in Google Analytics in April 2020.

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 - 6/30/21
UVA THIS MONTH
JUNE 2021 UVA THIS MONTH

REleased ON JUNE 26, 2021
270K TOTAL EMAILS DELIVERED

TOP 5 MOST-CLICKED STORIES IN JUNE UVA THIS MONTH

- UVA LAW ADDS 17 HIGH-PROFILE ACADEMICS. TWITTER HOLLERS BACK.
- RILEY’S RUMINATIONS: PHOTOGRAPHER PICKS FAVORITE ATHLETICS PHOTOS FROM AN UNUSUAL YEAR
- BANNER YEAR CONTINUES FOR UVA SWIMMING
- UVA OUTLINES VACCINE POLICY FOR FACULTY AND STAFF IN THE ACADEMIC DIVISION
- CLEMENT TO SERVE AS UVA RECTOR, HARDIE AS VICE RECTOR

SOURCE: Marketing Cloud
YEAR TO DATE UVA THIS MONTH PERFORMANCE

From May to June, open rate improved while click through rate remained flat

TOTAL EMAILS DELIVERED
OPEN RATE
CLICK THROUGH RATE
INDUSTRY BENCHMARK OPEN RATE (NOV 2018 - NOV 2019)
INDUSTRY BENCHMARK CLICK THROUGH RATE (NOV 2018 - NOV 2019)

* 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
In June, avg. reach per post improved slightly, while engagement rate remained relatively stable.
In June, Facebook posts earned more engagements, and a higher engagement rate than competitors.

**JUNE FACEBOOK PERFORMANCE VS. COMPETITORS**

**AVG. ENGAGEMENTS/POST**

- **University of Virginia**
- **Competitor Average**

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

- **University of Virginia**
- **Competitor Average**

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 6/1/21 - 6/30/21. 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:** RivallIQ

**DATE RANGE:** 6/1/21 - 6/30/21
JUNE 2021 TOP FACEBOOK POSTS

6/14/21
30K USERS REACHED
1.8K ENGAGEMENTS
6.1% ENGAGEMENT RATE

6/27/21
37K USERS REACHED
2.2K ENGAGEMENTS
5.9% ENGAGEMENT RATE

6/17/21
35K USERS REACHED
1.8K ENGAGEMENTS
5.1% ENGAGEMENT RATE

JUNE AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 2.5%

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 6/1/21 - 6/30/21
INSTAGRAM
Both average reach and engagement rate remained strong in June, continuing to outperform 2020 averages.

**YEAR TO DATE INSTAGRAM PERFORMANCE**

**AVG. REACH/POST**

- January 2021: 12,000
- February 2021: 24,000
- March 2021: 36,000
- April 2021: 48,000
- May 2021: 60,000
- June 2021: 60,000

**ENGAGEMENT RATE**

- January 2021: 4%
- February 2021: 8%
- March 2021: 12%
- April 2021: 16%
- May 2021: 20%
- June 2021: 20%

**2020 AVG. REACH/POST**

**2020 AVG. ENGAGEMENT RATE**

**SOURCE:** RivalIQ, Creator Studio

**DATE RANGE:** 1/1/21 - 6/30/21
In June, UVA was the leading school across all competitors for both avg. engagements per post, and engagement rate on Instagram.

AVG. ENGAGEMENTS/POST

- University of Virginia: 6,500
- Competitor Average: 6,000

ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

- University of Virginia: 6.00%
- Competitor Average: 5.00%

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 6/1/21 - 6/30/21. 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: RivallIQ
DATE RANGE: 6/1/21 - 6/30/21
JUNE 2021 TOP INSTAGRAM POSTS

6/24/21

42K USERS REACHED
6.4K ENGAGEMENTS
15.1% ENGAGEMENT RATE

6/22/21

66K USERS REACHED
9.5K ENGAGEMENTS
14.4% ENGAGEMENT RATE

6/16/21

49K USERS REACHED
6.9K ENGAGEMENTS
14.1% ENGAGEMENT RATE

JUNE AVERAGE ENGAGEMENT RATE ACROSS ALL POSTS: 12%

Reflects top posts by engagement rate.

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 6/1/21 - 6/30/21
In June, an Instagram stories takeover was done with the Queer Student Union for Pride Month, and to show a day in the life of a student. The story reached 13% of our Instagram followers.

15.5K REACH ON FRAME #1
7.7K REACH ON FRAME #21 (FINAL FRAME)
50% STORY RETENTION RATE
After a standout month in May due to Final Exercises content, Twitter performance returned to pre-graduation levels.

YEAR TO DATE TWITTER PERFORMANCE

SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 1/1/21 - 6/30/21
JUNE 2021 TOP TWEETS

6/21/21

80K IMPRESSIONS
8K ENGAGEMENTS
10.5% ENGAGEMENT RATE

6/14/21

11K IMPRESSIONS
579 ENGAGEMENTS
5.1% ENGAGEMENT RATE

6/13/21

13K IMPRESSIONS
537 ENGAGEMENTS
4.2% ENGAGEMENT RATE

JUNE AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.7%

SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 6/1/21 - 6/30/21
LINKEDIN
Similar to Twitter, LinkedIn saw strong performance in May due to Final Exercises content. In June, performance returned to previous levels.

**YEAR TO DATE LINKEDIN PERFORMANCE**

<table>
<thead>
<tr>
<th>JANUARY 2021</th>
<th>FEBRUARY 2021</th>
<th>MARCH 2021</th>
<th>APRIL 2021</th>
<th>MAY 2021</th>
<th>JUNE 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVG. IMPRESSIONS/POST</td>
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<td>AVG. IMPRESSIONS/POST</td>
</tr>
<tr>
<td>6,000</td>
<td>12,000</td>
<td>18,000</td>
<td>24,000</td>
<td>30,000</td>
<td>6,000</td>
</tr>
</tbody>
</table>

**SOURCE:** LinkedIn Analytics, RivalIQ

**DATE RANGE:** 1/1/20 - 6/30/21
JUNE 2021 TOP LINKEDIN POSTS

6/2/21

University of Virginia
242,028 followers

Bestselling author John Grisham, known for his legal thrillers, discusses his latest book, whose main character was inspired in part by former UVA basketball star Mamadi Diakite.

Q&A: The Inside Story on John Grisham's New UVA Hoops-Inspired Book
news.virginia.edu • 5 min read

31K IMPRESSIONS
1.5K ENGAGEMENTS
4.9% ENGAGEMENT RATE

6/23/21

University of Virginia
242,028 followers

University of Virginia Darden School of Business announced the launch of the Part-Time MBA, a new, flexible format of the Darden MBA. Based at UVA Darden D.C. Metro in the Rosslyn district of Arlington, the Part-Time MBA is designed for working professionals. https://bit.ly/3BjVbbr

Darden Launches Part-Time MBA Format for Working Professionals in D.C. Area
news.virginia.edu • 4 min read

45K IMPRESSIONS
2K ENGAGEMENTS
4.7% ENGAGEMENT RATE

6/15/21

University of Virginia
242,028 followers

The University of Virginia School of Law recently announced the addition of 17 high-profile academics to the faculty roster, and Twitter took notice in its own colorful way. https://t.co/3YSPStm0y

UVA Law Adds 17 High-Profile Academics, Twitter Hollers Back.
news.virginia.edu • 3 min read

25K IMPRESSIONS
1.2K ENGAGEMENTS
4.6% ENGAGEMENT RATE

JUNE AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 3.6%

Reflects top posts by engagement rate.

SOURCE: LinkedIn Analytics, RivalIQ
DATE RANGE: 6/1/20 - 6/30/21
VIDEO PERFORMANCE
**VIDEO CONTENT PERFORMANCE**

We reshared the “What it means to be a Cavalier Baseball Player” video (2/10/20) as the baseball team prepared for the College World Series. The video was reposted on our social media channels and featured as an Editor’s Choice in the Daily Report.

**YOUTUBE STATS - JUNE 2021**

YouTube continues to perform in the background, with older videos drawing views and subscribers.

19,231 TOTAL SUBSCRIBERS (+381 IN JUNE)

243,945 VIDEO VIEWS

13K USERS REACHED

163 ENGAGEMENTS

3.9K VIDEO VIEWS*

63 VIDEO COMPLETIONS

1,820 PAGEVIEWS

863 VIDEO PLAYS

708 VIDEO PLAYS TO 75%

82% VIEW RATE TO 75%

* Video views are counted any time someone watches at least 3 seconds of a video.

**SOURCE:** YouTube Analytics, Facebook Analytics

**DATE RANGE:** 6/1/21 - 6/30/21
THANK YOU