

JUNE 2021 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

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.



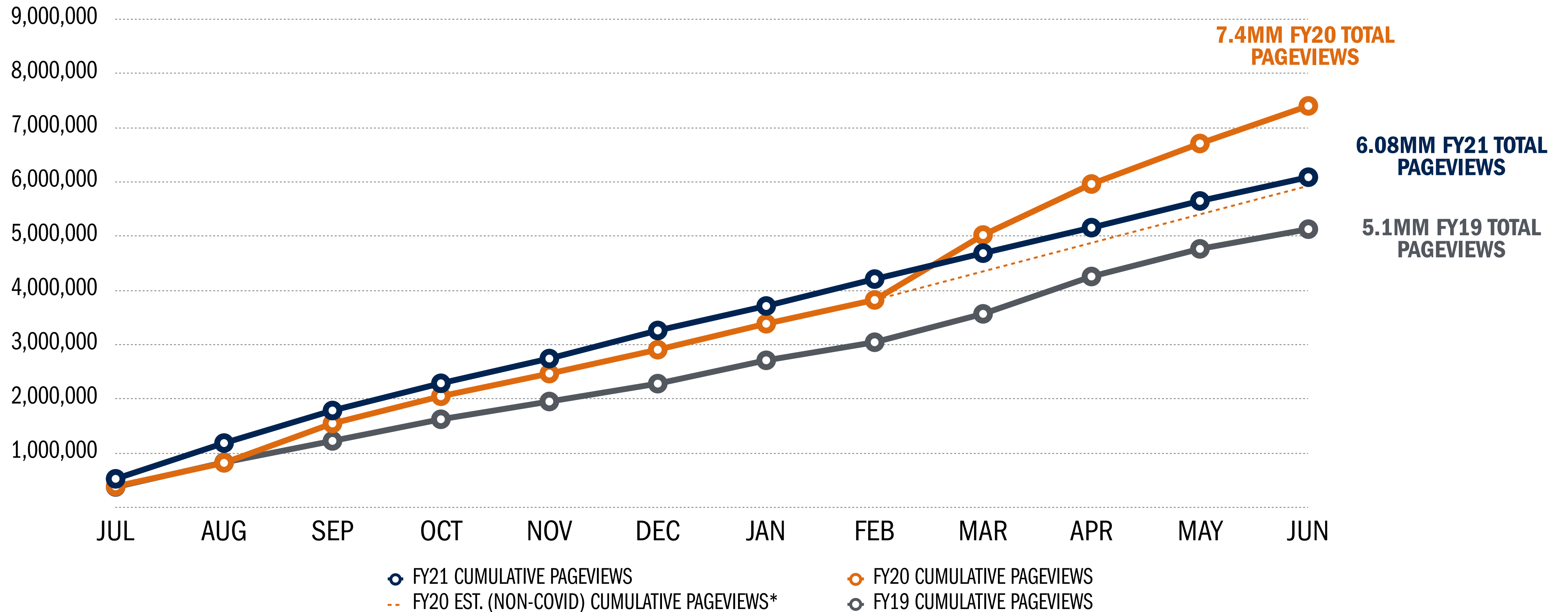
June was a strong month on social media, with Facebook and Instagram outperforming competitor averages for the month. Twitter and LinkedIn saw some decline in performance after having a strong month in May with high performing Final Exercises-related content. June also included an Instagram stories takeover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

UVA TODAY

UVA TODAY PAGEVIEWS FY19 - FY21

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.

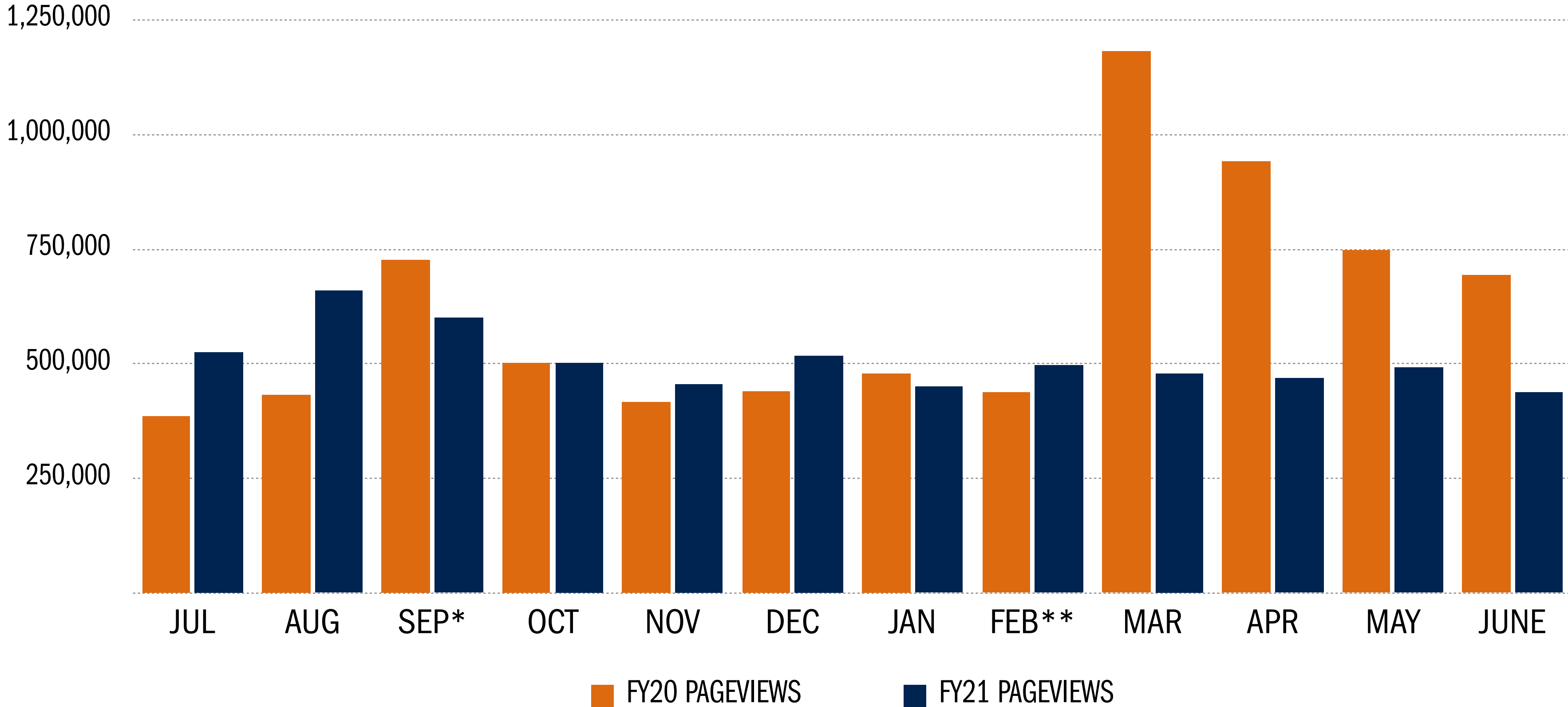


* FY20 Est. Non-COVID cumulative pageviews calculated by taking avg. FY20 monthly pageviews through February 2020, plus 10% for a conservative estimate. This is intended to represent what FY20 may have looked like without the impact of a global pandemic.

SOURCE: Google Analytics
DATE RANGE: 7/1/18 - 6/30/21

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 - JUNE 2021

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

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

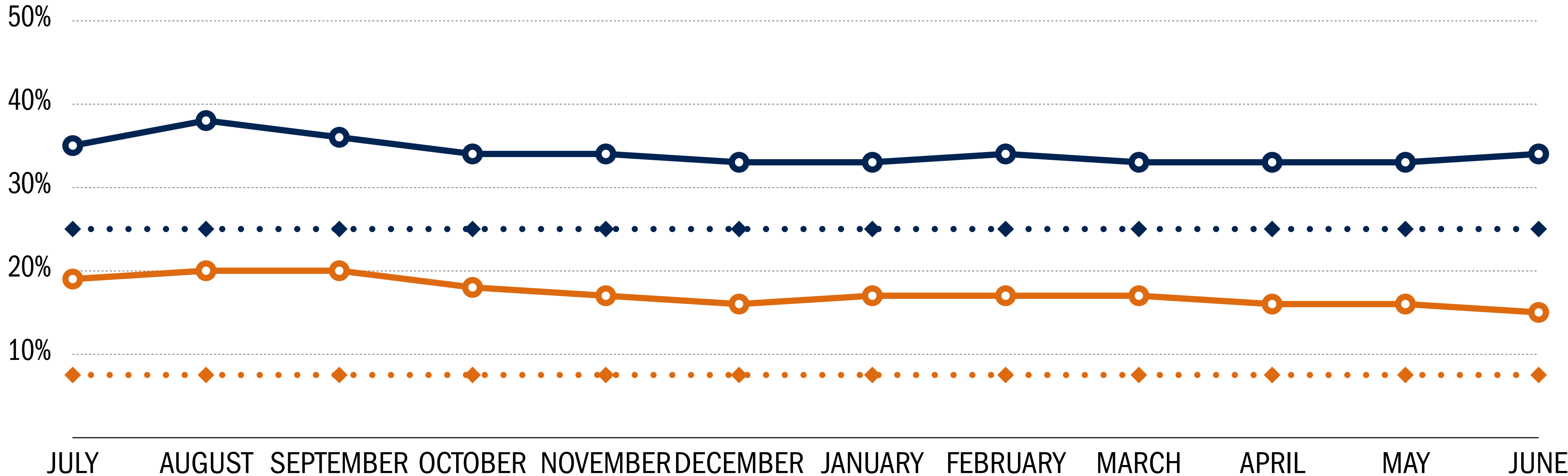
* This includes of the top stories by pageviews during the month of June regardless of when the story itself was published.

SOURCE: Google Analytics
DATE RANGE: 6/1/21 - 6/30/21

DAILY REPORT

DAILY REPORT PERFORMANCE

The below graph shows the Daily Report Open Rate and Click Through Rate for FY21 through June.



- 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 - 6/30/21

JUNE TOP PERFORMING DAILY REPORT EDITIONS

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

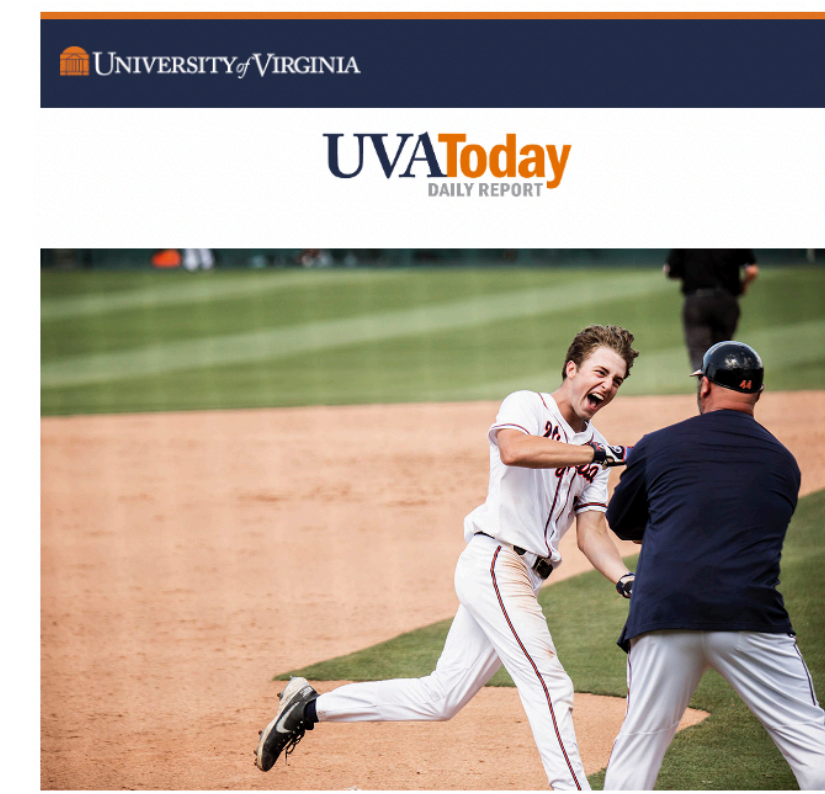


**A Return to Grounds: In-Person Admission
Tours Are Back at UVA**
The Office of Admission is once again welcoming prospective students and families to visit UVA this summer. [MORE >](#)

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 defeated Dallas Baptist University, 5-2, on Monday to advance to its fifth College World Series – and first since winning the NCAA title in 2015. [MORE >](#)

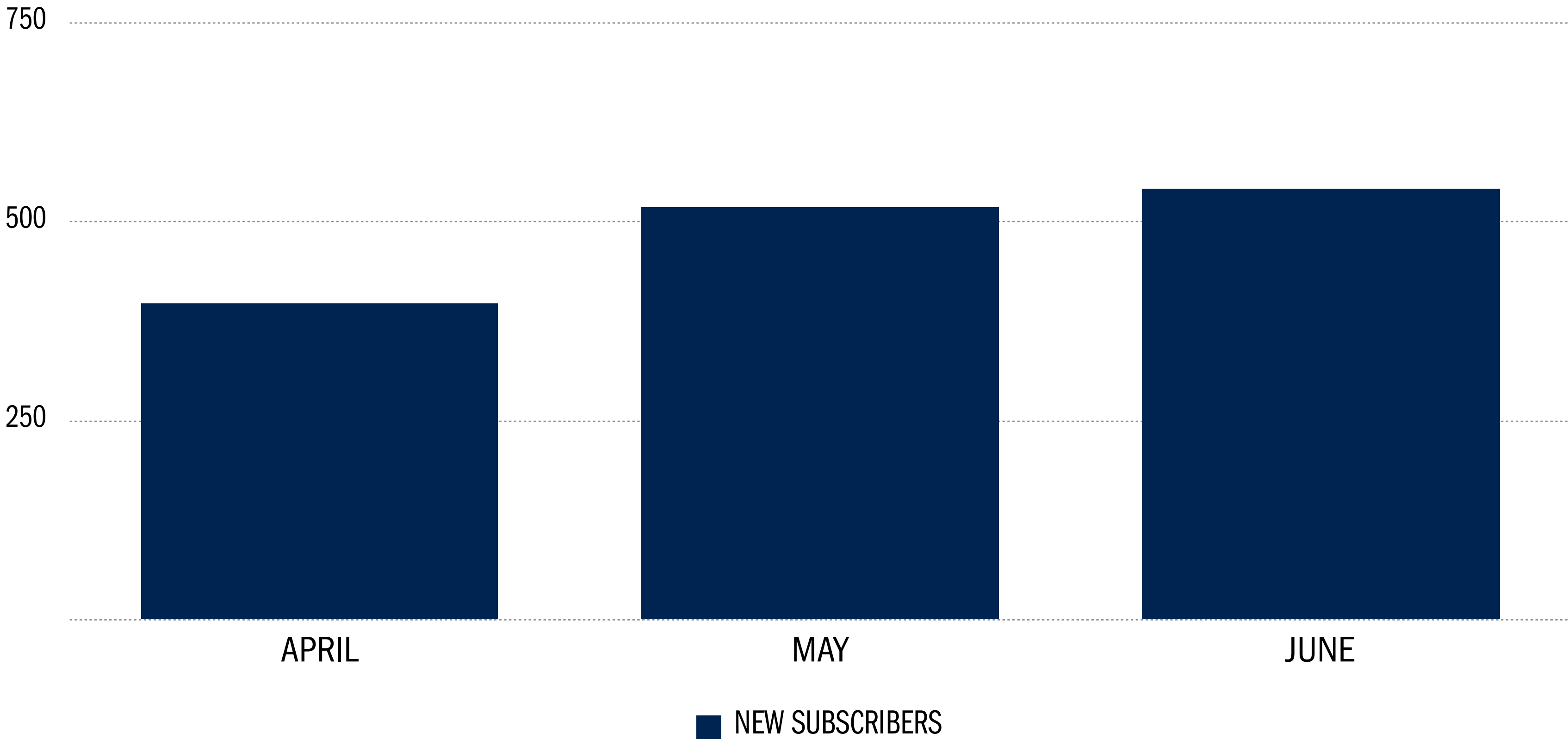
33% OPEN RATE
**20% CLICK THROUGH
RATE**

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

SOURCE: Marketing Cloud
DATE RANGE: 6/1/21 - 6/30/21

DAILY REPORT SUBSCRIBER GROWTH

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

UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: June brought national championships, new appointments and big news – including a landmark \$100 million investment in the study and promotion of democracy, a mission that has defined UVA since its founding. Below, read more about the new Karsh Institute of Democracy, catch up on student triumphs in academics and athletics and meet the University's new rector, vice rector and other new faces on Grounds.



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](#)

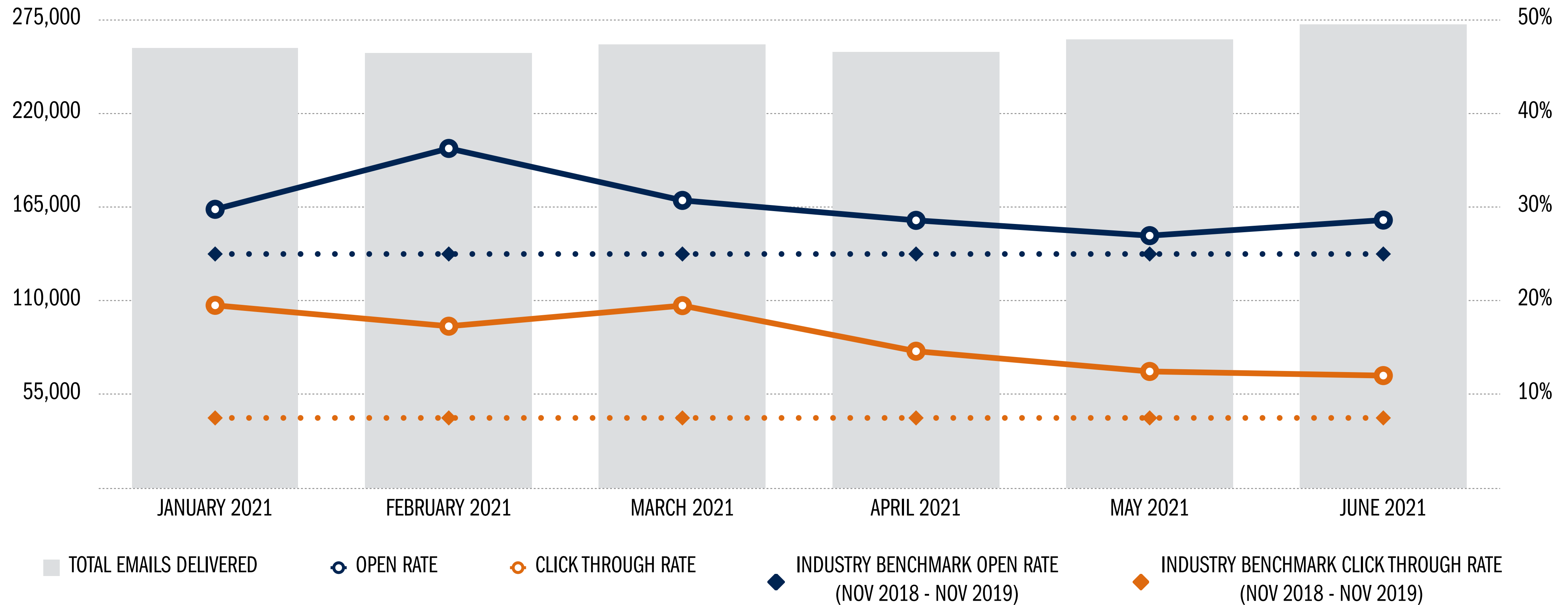
[UVA OUTLINES VACCINE POLICY FOR FACULTY AND STAFF IN THE ACADEMIC DIVISION](#)

[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



* 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.

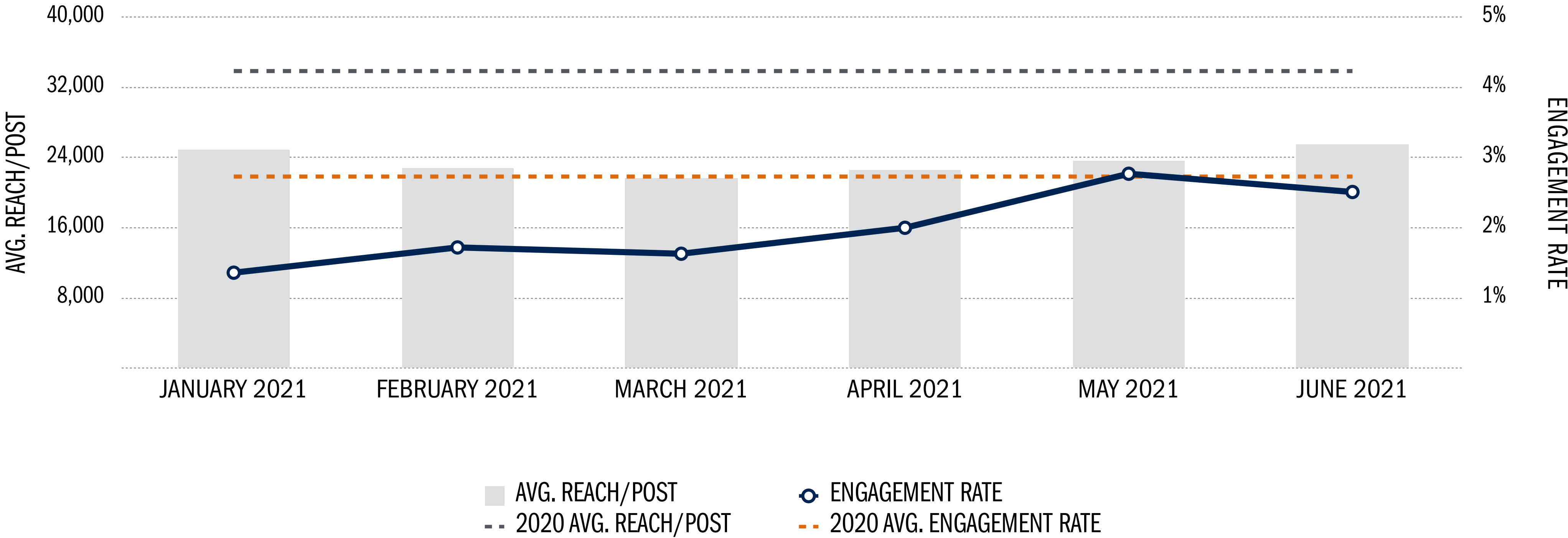
SOURCE: Marketing Cloud

SOCIAL MEDIA

FACEBOOK

YEAR TO DATE FACEBOOK PERFORMANCE

In June, avg. reach per post improved slightly, while engagement rate remained relatively stable

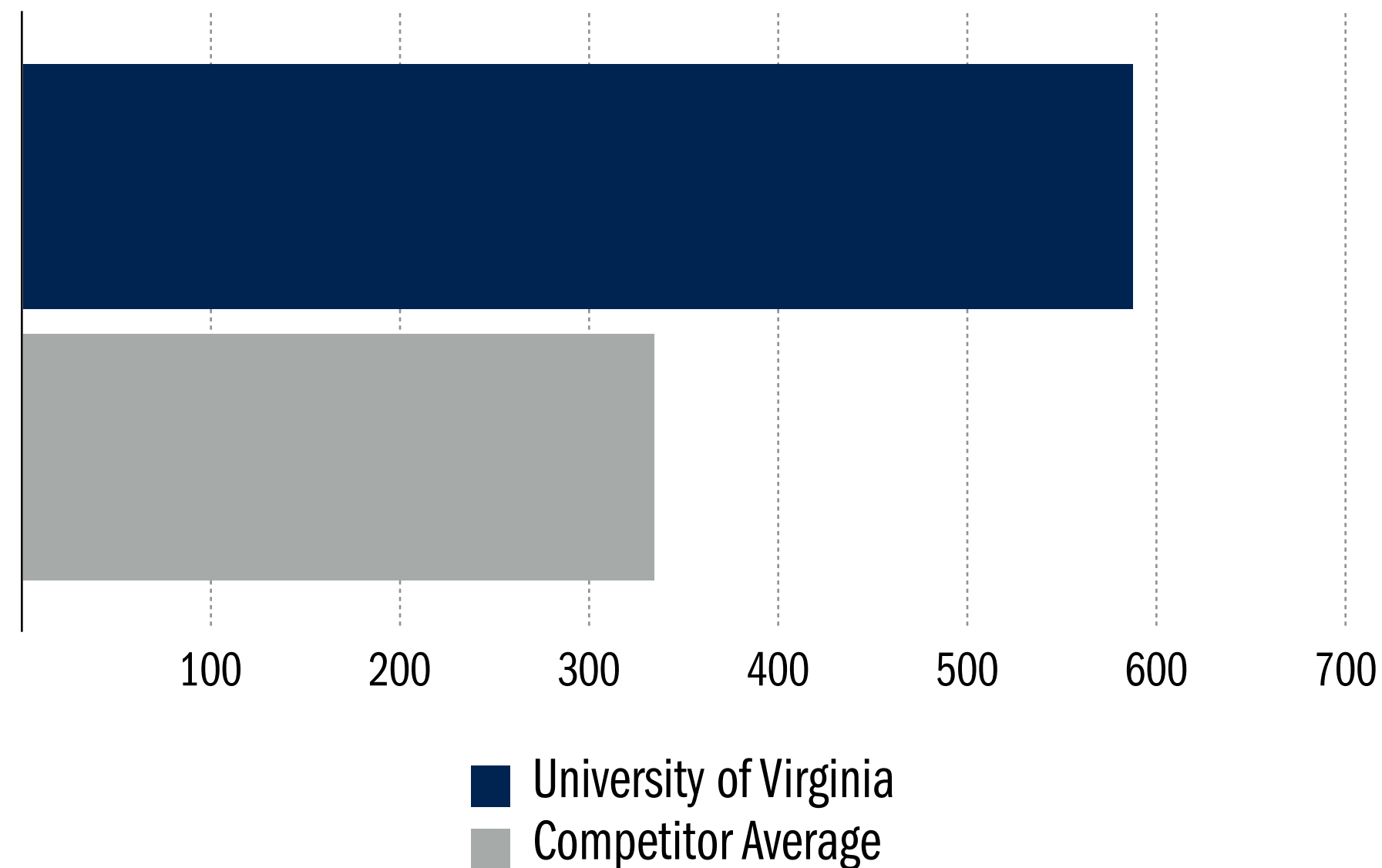


SOURCE: RivallQ, Creator Studio
DATE RANGE: 1/1/21 - 6/30/21

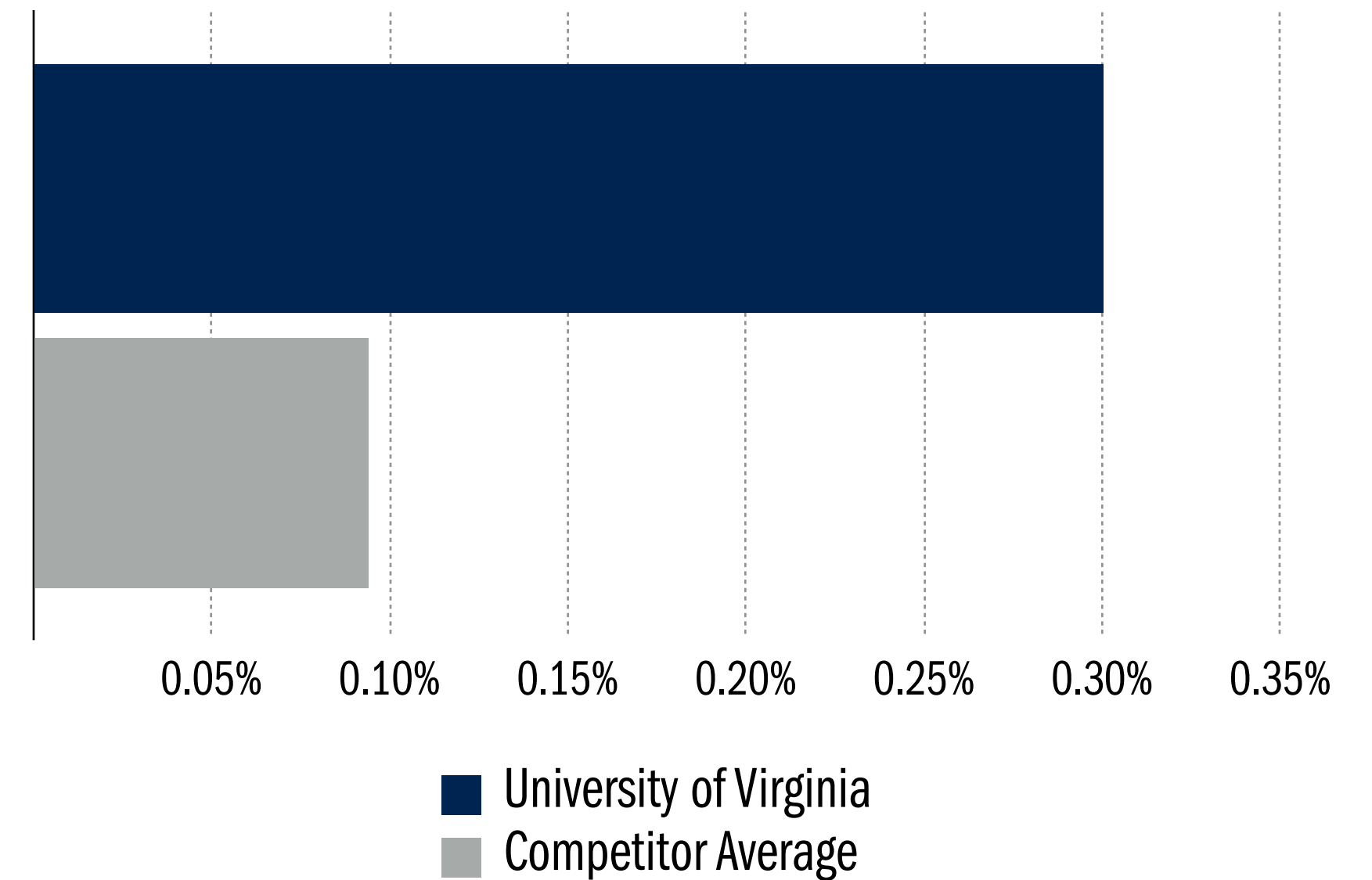
JUNE FACEBOOK PERFORMANCE VS. COMPETITORS

In June, Facebook posts earned more engagements, and a higher engagement rate than competitors

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 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: RivalIQ
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

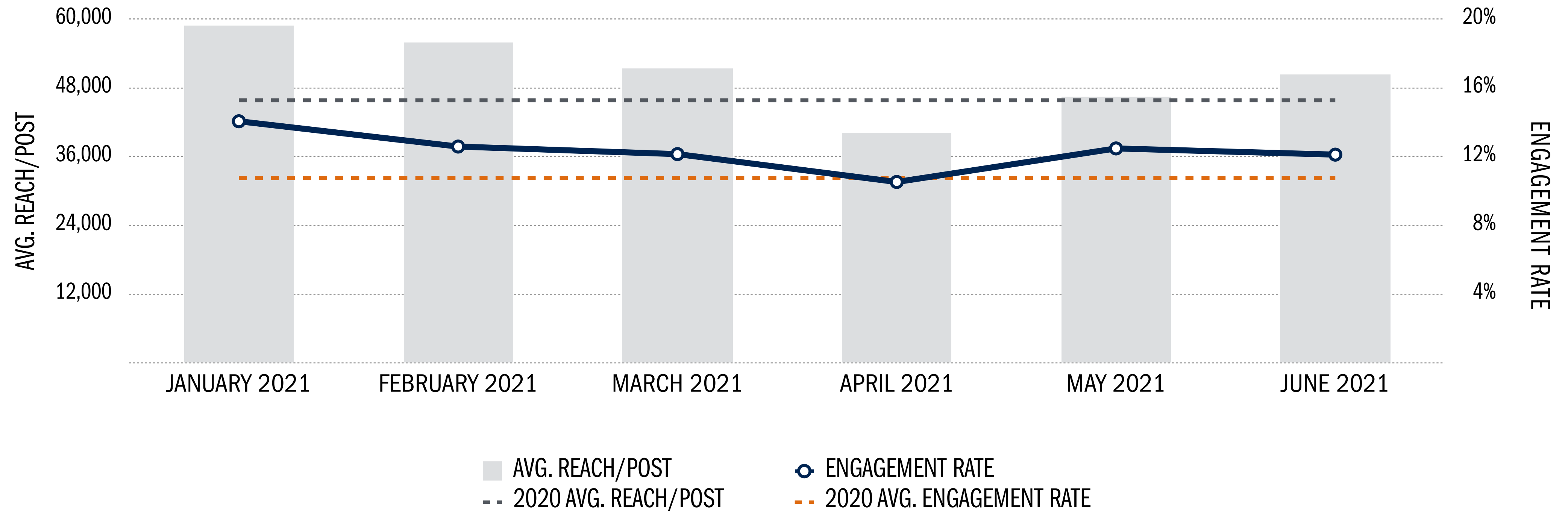
JUNE AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 2.5%

SOURCE: RivallQ, Creator Studio
DATE RANGE: 6/1/21 - 6/30/21

INSTAGRAM

YEAR TO DATE INSTAGRAM PERFORMANCE

Both average reach and engagement rate remained strong in June, continuing to outperform 2020 averages

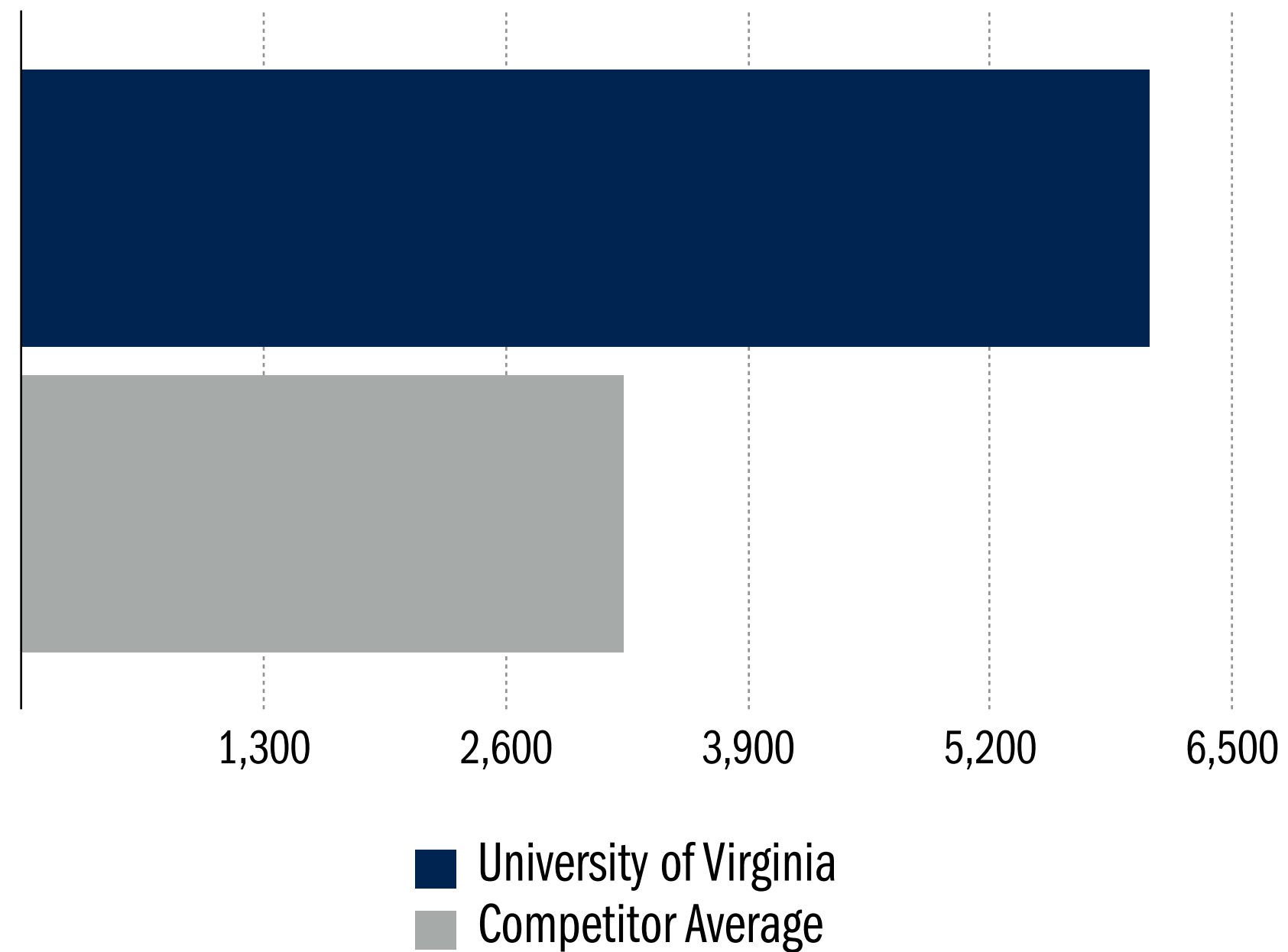


SOURCE: RivallQ, Creator Studio
DATE RANGE: 1/1/21 - 6/30/21

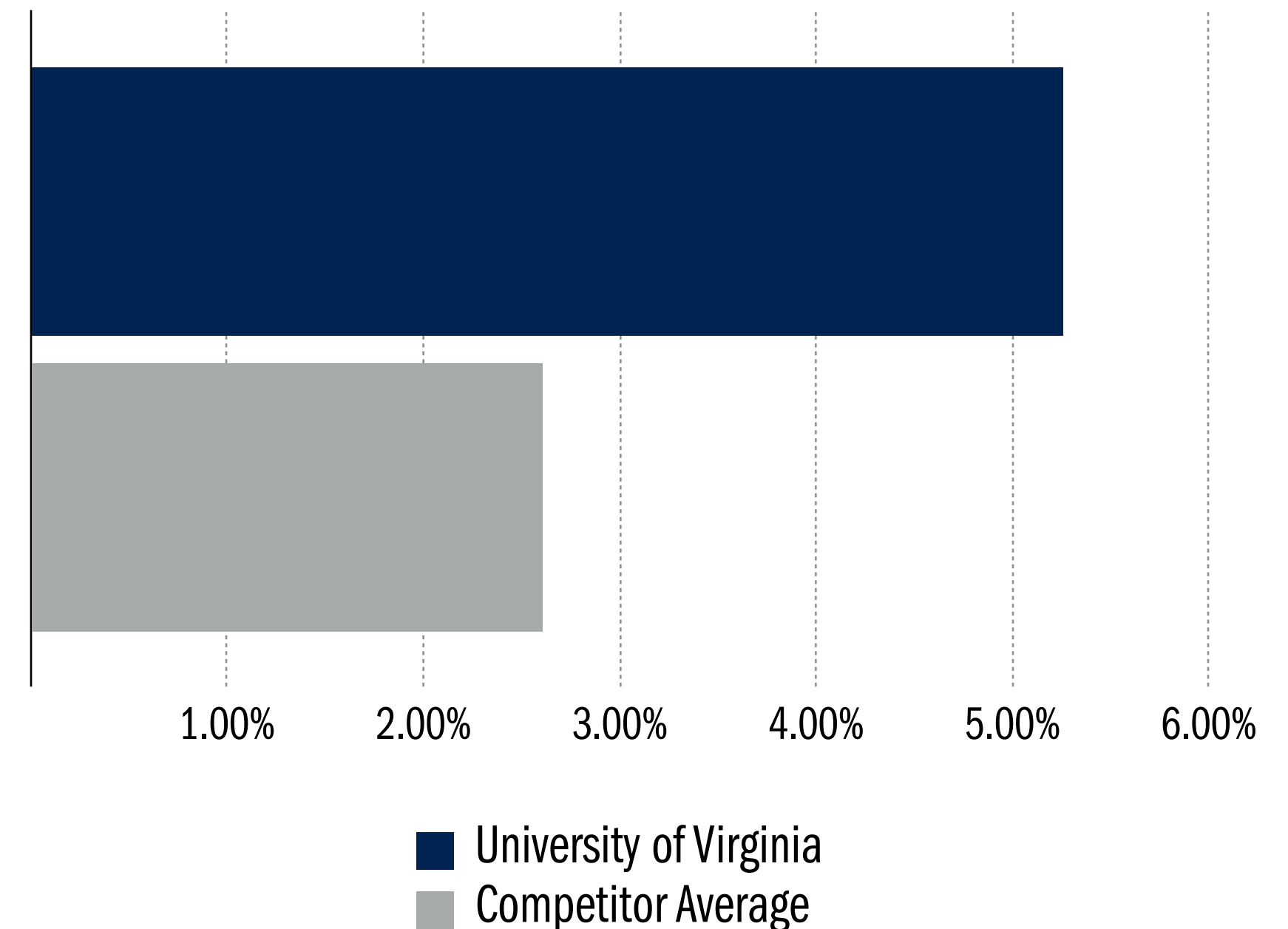
JUNE INSTAGRAM PERFORMANCE VS. COMPETITORS

In June, UVA was the leading school across all competitors for both avg. engagements per post, and engagement rate on Instagram

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 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: RivalIQ
DATE RANGE: 6/1/21 - 6/30/21

JUNE 2021 TOP INSTAGRAM POSTS

6/24/21


 **uva**
Charlottesville, Virginia



uva We ❤️ Charlottesville!

42K USERS REACHED
6.4K ENGAGEMENTS
15.1% ENGAGEMENT RATE

6/22/21


 **uva**
University of Virginia



uva Underrated: Summer nights on Grounds

66K USERS REACHED
9.5K ENGAGEMENTS
14.4% ENGAGEMENT RATE

6/16/21

 **uva**
University of Virginia



uva Tours are back on Grounds! The Office of Admission (@UVAadmission) is once again welcoming prospective students and families to visit UVA this summer. Link in bio for more info.

49K USERS REACHED
6.9K ENGAGEMENTS
14.1% ENGAGEMENT RATE

JUNE AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 12%

SOURCE: RivallQ, Creator Studio
DATE RANGE: 6/1/21 - 6/30/21

INSTAGRAM STORY HIGHLIGHTS

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.

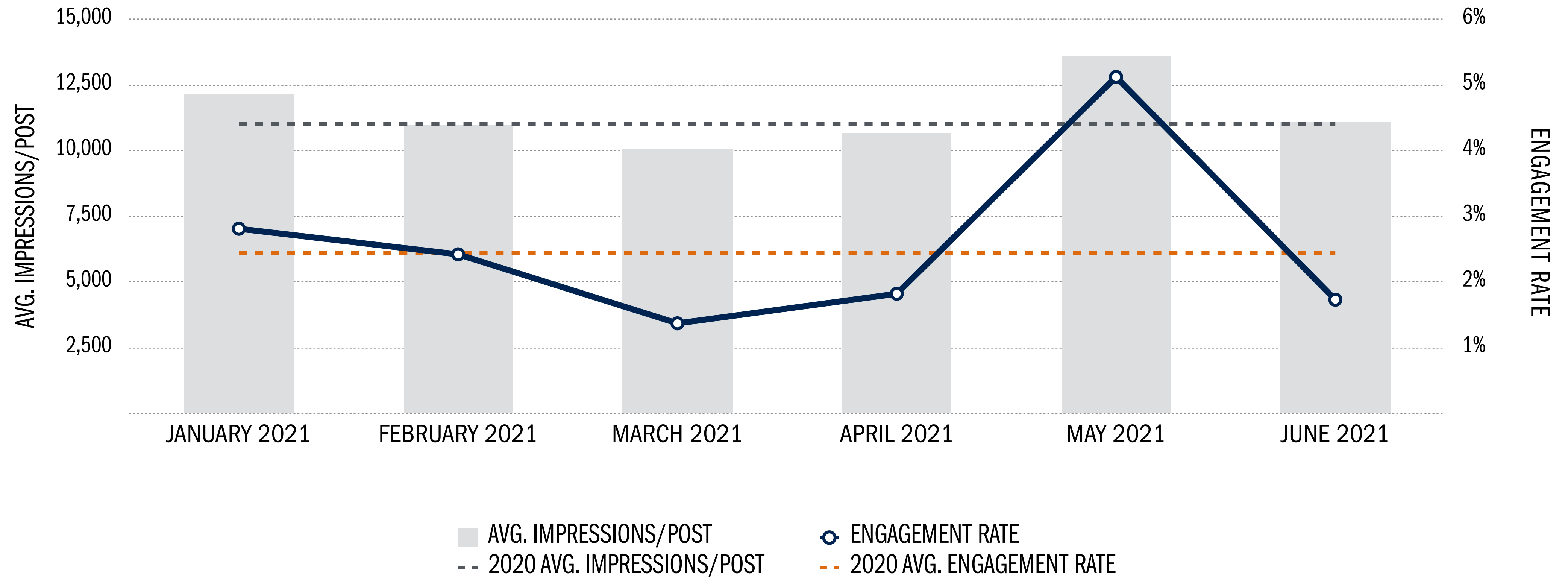


15.5K REACH ON FRAME #1
7.7K REACH ON FRAME #21 (FINAL FRAME)
50% STORY RETENTION RATE

TWITTER

YEAR TO DATE TWITTER PERFORMANCE

After a standout month in May due to Final Exercises content, Twitter performance returned to pre-graduation levels



SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 1/1/21 - 6/30/21

JUNE 2021 TOP TWEETS

6/21/21

UVA @UVA · Jun 21

Then and now 📍 The Corner consists of eight blocks chock full of shops and restaurants, representing the intersection of the University and the greater Charlottesville area. The first picture was taken back in 1987.

10 38 329

80K IMPRESSIONS
8K ENGAGEMENTS
10.5% ENGAGEMENT RATE

6/14/21

UVA @UVA · Jun 14

.@MattRileyPhoto looks back on an eventful last nine months as a UVA Athletics photographer by choosing a few of his favorite photos.

bit.ly/3cwMPm9

11K IMPRESSIONS
579 ENGAGEMENTS
5.1% ENGAGEMENT RATE

6/13/21

UVA @UVA · Jun 13

The University of Virginia is renowned for its Lawn and for its landscaping. The good news for fans of the trees, shrubs, and flowers that distinguish UVA is that many of them can thrive in your personal grounds at home, too.

bit.ly/3wdiykb

13K IMPRESSIONS
537 ENGAGEMENTS
4.2% ENGAGEMENT RATE

JUNE AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.7%

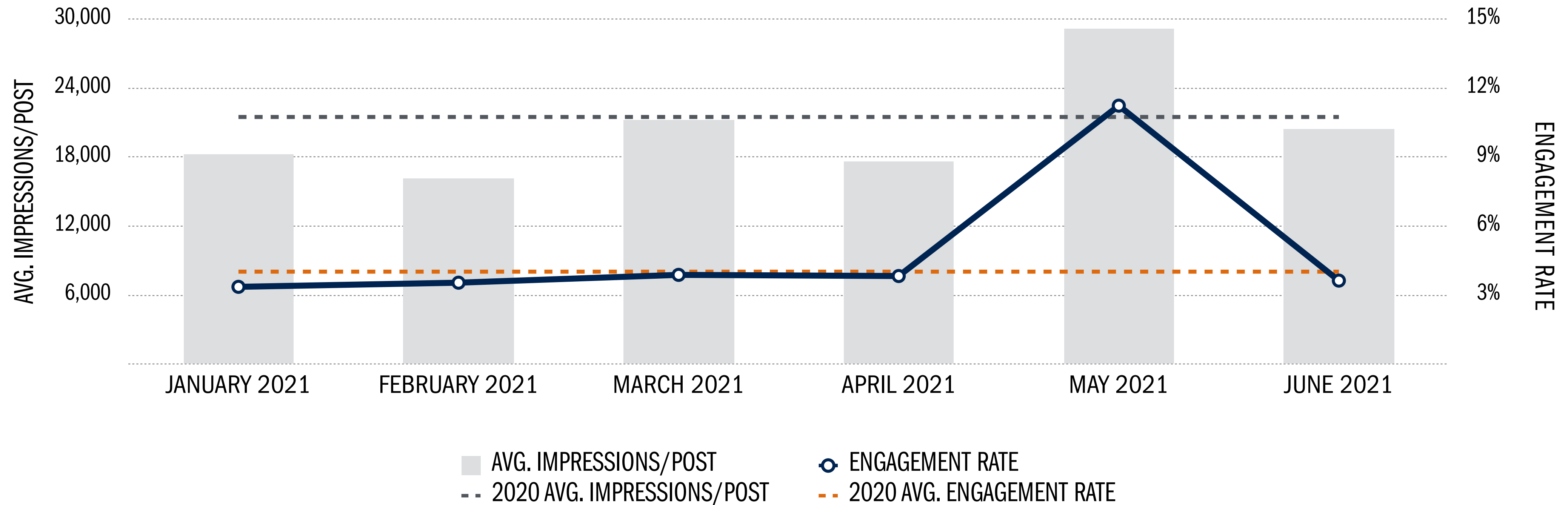
SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 6/1/21 - 6/30/21

Reflects top posts by engagement rate.

LINKEDIN

YEAR TO DATE LINKEDIN PERFORMANCE

Similar to Twitter, LinkedIn saw strong performance in May due to Final Exercises content. In June, performance returned to previous levels.



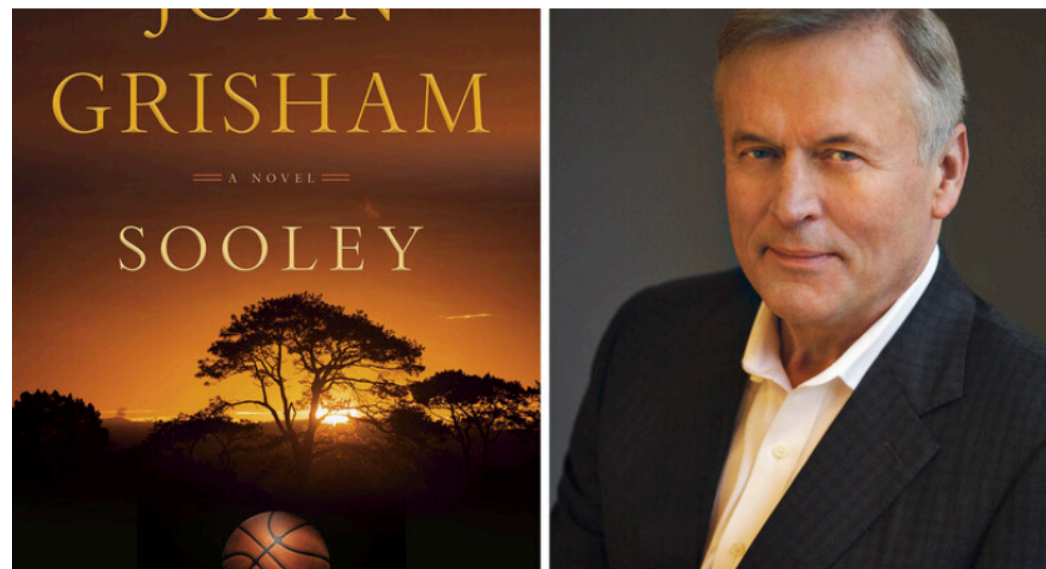
SOURCE: LinkedIn Analytics, RivalIQ
DATE RANGE: 1/1/20 - 6/30/21

JUNE 2021 TOP LINKEDIN POSTS

6/2/21

University of Virginia
242,628 followers
1mo • 🌐

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
242,628 followers
1w • Edited • 🌐

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/3gJ1VGr>



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
242,628 followers
3w • 🌐

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://lnkd.in/dPYPmJy>



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%

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

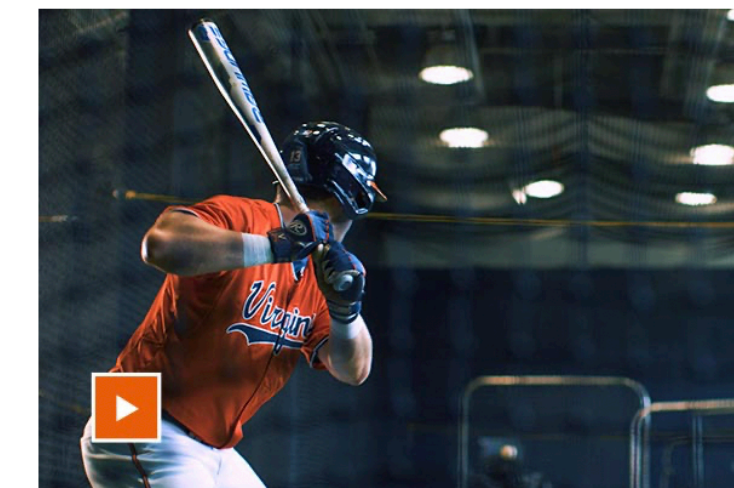
YouTube continues to perform in the background, with older videos drawing views and subscribers.

**19,231 TOTAL SUBSCRIBERS
(+381 IN JUNE)**

243,945 VIDEO VIEWS



13K USERS REACHED
163 ENGAGEMENTS
3.9K VIDEO VIEWS*
63 VIDEO COMPLETIONS



What it Means to Be a Cavalier Baseball Player

EDITOR'S CHOICE: Before the 2020 baseball season, UVA players shared what the team means to them. The pandemic cut that season short, but now they're chasing a national title. **MORE >**

1,820 PAGEVIEWS
863 VIDEO PLAYS
708 VIDEO PLAYS TO 75%
82% VIEW RATE TO 75%

SOURCE: YouTube Analytics, Facebook Analytics
DATE RANGE: 6/1/21 - 6/30/21

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

THANK YOU