

JULY 2021 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

EXECUTIVE SUMMARY

July marked the first month of FY22, and also brought the start of the Tokyo Olympic Games, where current and former UVA athletes saw great success.



Year over year, we saw performance soften slightly. This is reflected in pageviews and email engagement, however, it isn't entirely surprising. In July 2020, top performing stories were related to fall 2020 Return to Grounds plans, driving increased readership as the community was eager to learn about what the fall semester would look like. In 2021, there was less uncertainty around the fall semester, meaning that we did not see as many major announcements driving up readership this month.



Readers enjoyed stories about UVA athletes at the Olympics in July, as three of the top ten most read stories this month were related to the Olympics. For the second month in a row, we saw an older story regain traction and become one of the most read stories of July - this time, a story about water consumption from January 2020, with traffic primarily coming from Google organic search.

Key Takeaway: Upon noticing this spike in traffic from an older story, additional actions related to Growth Strategy initiatives were taken to capitalize on this sudden popularity. The story was promoted on social media, through a push notification, and was included in a Daily Report edition as an Editor's Choice. Each of these tactics helped drive incremental pageviews to this older story.



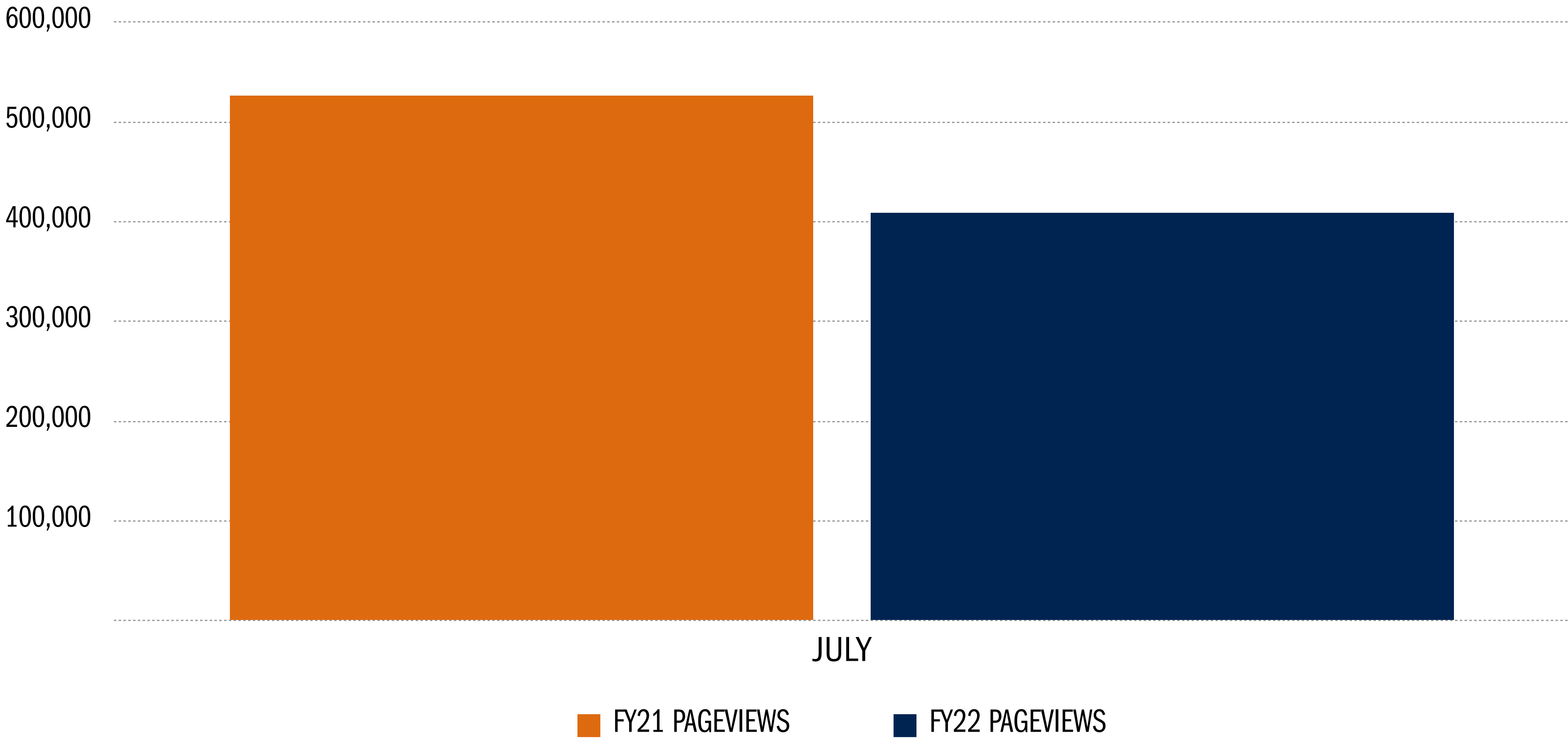
Social media remained steady across platforms in July. On Instagram, two Student Takeovers were hosted on Instagram Stories to give a "slice of life" of students. These stories saw high retention rates. On LinkedIn, all three of the top posts were Olympics-related.

Key Takeaway: While we knew that top posts on LinkedIn are usually related to UVA achievements and student success, we learned in July that this is not limited to academic achievements - it also includes athletic accomplishments. This is useful to keep in mind as we enter a new academic year with athletics coming back in full force.

UVA TODAY

UVA TODAY MONTHLY PAGEVIEWS - FY22 VS. FY21

Year over year, July pageviews were down from FY21. In July 2020, top stories included Fall semester planning related to COVID-19, and other breaking COVID-related content, which resulted in higher than normal readership.



SOURCE: Google Analytics

TOP PERFORMING UVA TODAY STORIES - JULY 2021

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

STORY	PAGEVIEWS
Meet 'Team UVA': These Hoos Are Headed to the Olympics	29,246
What's Happening at the Corner of Emmet Street and Ivy Road?	19,164
How Pop Star Taylor Swift Helped Incoming UVA Swimmer Win an Olympic Silver Medal	17,034
Everything We Think We Know About Drinking Water May Be Wrong	15,232
UVA Athletes Continue to Rack Up Olympic Medals in Tokyo	12,411
Do I Need a COVID-19 Booster Shot? 6 Questions Answered on How to Stay Protected	11,466
Q&A: Richard Bonnie Discusses Virginia's New Marijuana Laws, Taking Effect Thursday	9,348
Depression, Suicidal Thoughts Plague Ailing Coal Miners, Study Finds	8,501
A River Runs Through: Pipeline of Players From UVA to NBA Is Strong	6,410
Photos: Removal of the George Rogers Clark Statue	5,817

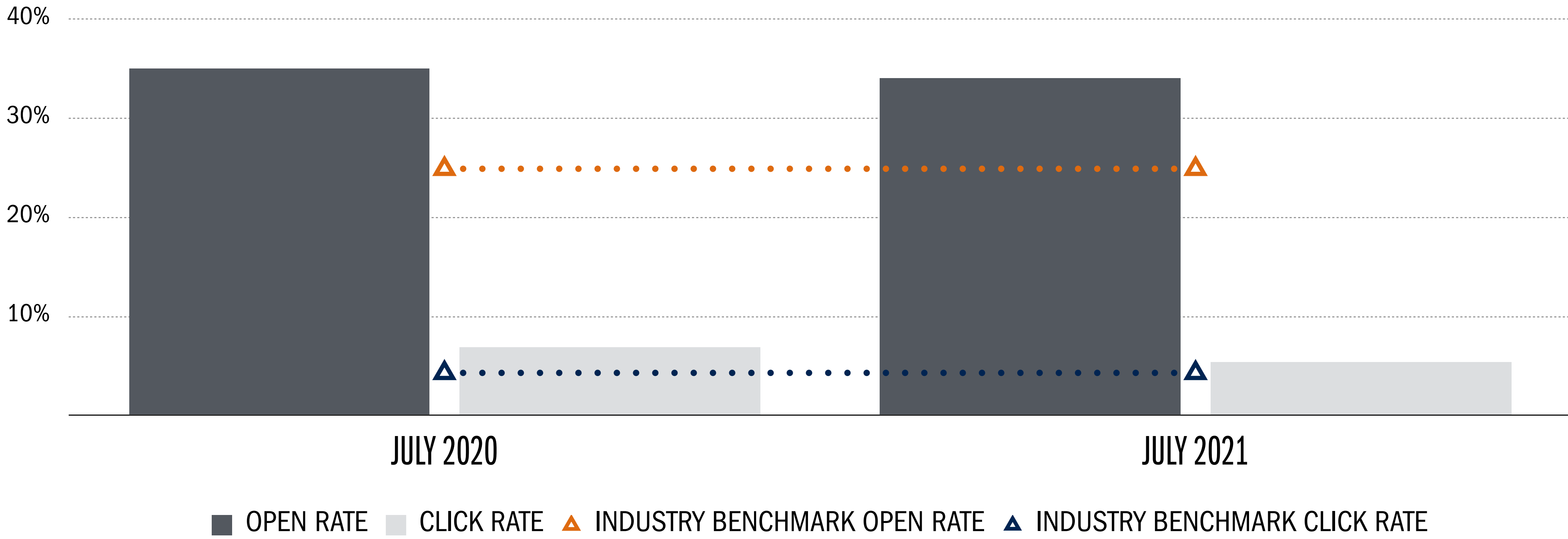
* This includes of the top stories by pageviews during the month of July regardless of when the story itself was published.

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

DAILY REPORT

DAILY REPORT PERFORMANCE YEAR OVER YEAR

Year over year, the Daily Report saw slightly softer open and click rates, but overall shows sustained readership levels, and remain above/around industry benchmarks

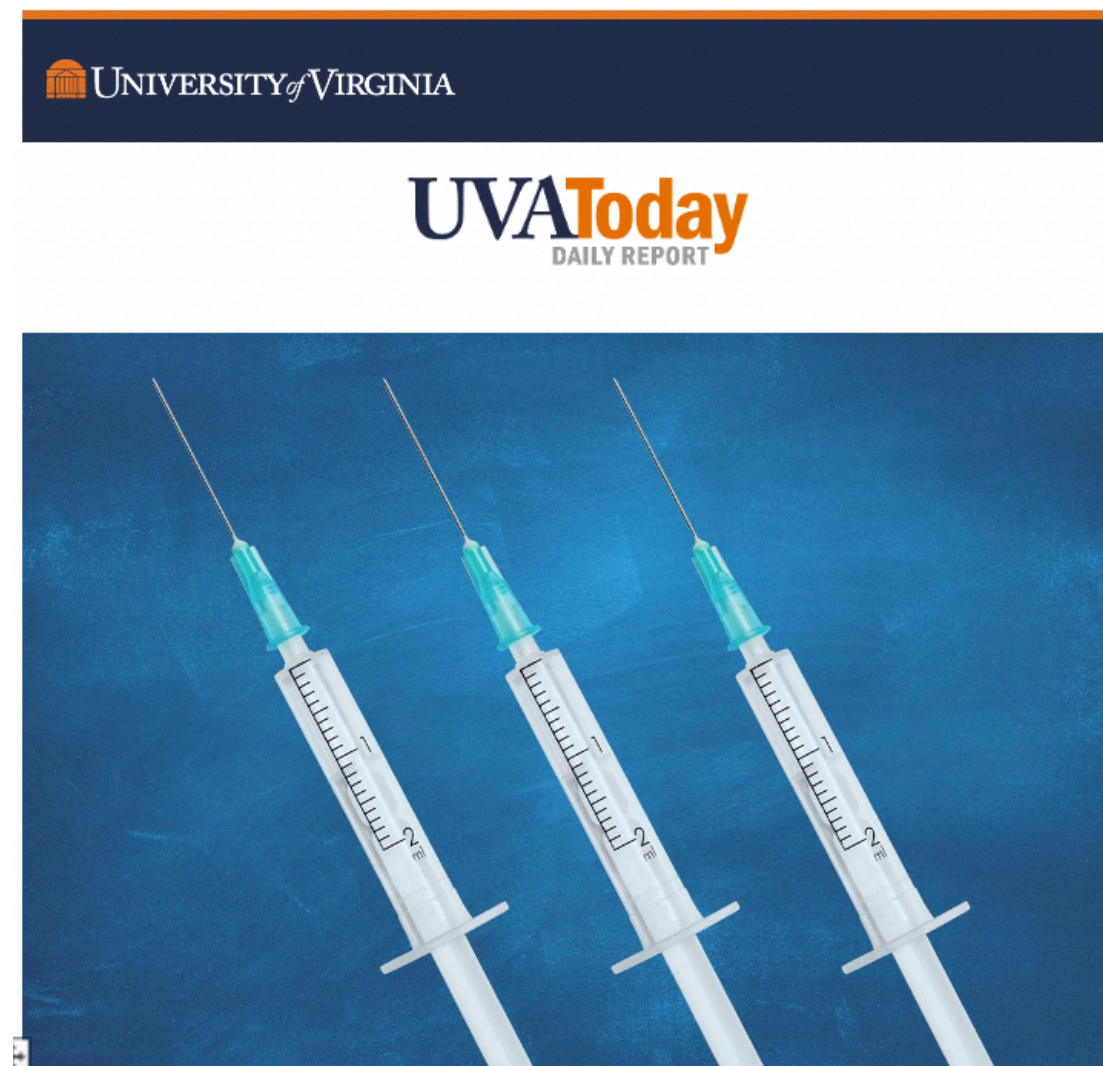


Click rate is calculated by dividing unique clicks by emails delivered.
Industry benchmarks from Campaign Monitor's 2021 Benchmarks (reflecting data for 1/1/20 - 12/31/20).

SOURCE: Marketing Cloud
DATE RANGE: 7/1 - 7/31

JULY TOP PERFORMING DAILY REPORT EDITION

THE DAILY REPORT WITH THE HIGHEST OPEN AND CLICK RATES WAS SENT ON **7/9/21**



Do I Need a COVID-19 Booster Shot? 6 Questions Answered on How to Stay Protected

38% OPEN RATE
9% CLICK RATE

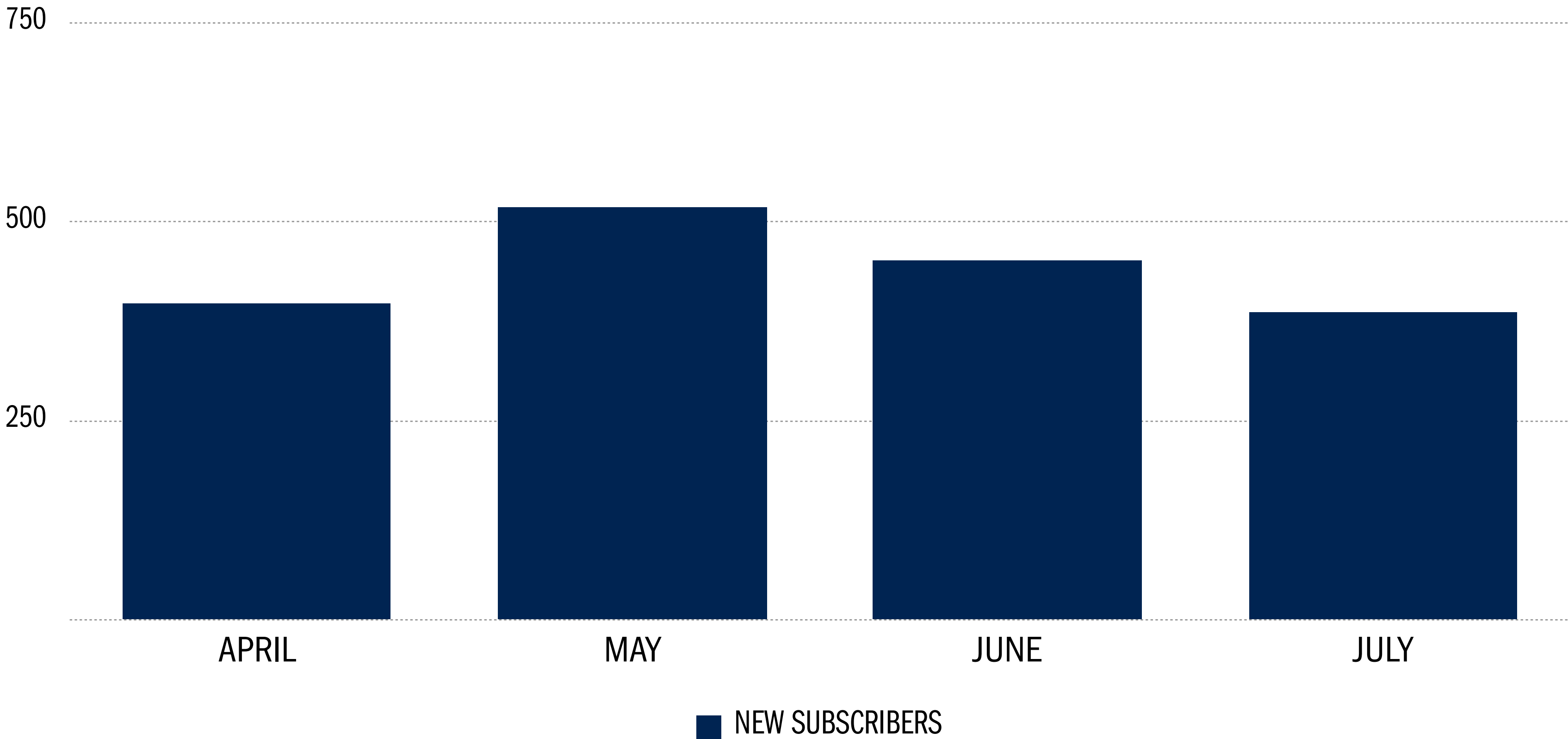
60% OF ALL CLICKS WITHIN THIS EDITION WERE ON THE BOOSTER SHOT STORY

SUBJECT LINE: BOOSTER SHOTS, LESS PLASTIC, ART OF GARDENING

SOURCE: Marketing Cloud
DATE RANGE: 7/1/21 - 7/31/21

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 - 7/31/21

UVA THIS MONTH

JULY 2021 UVA THIS MONTH



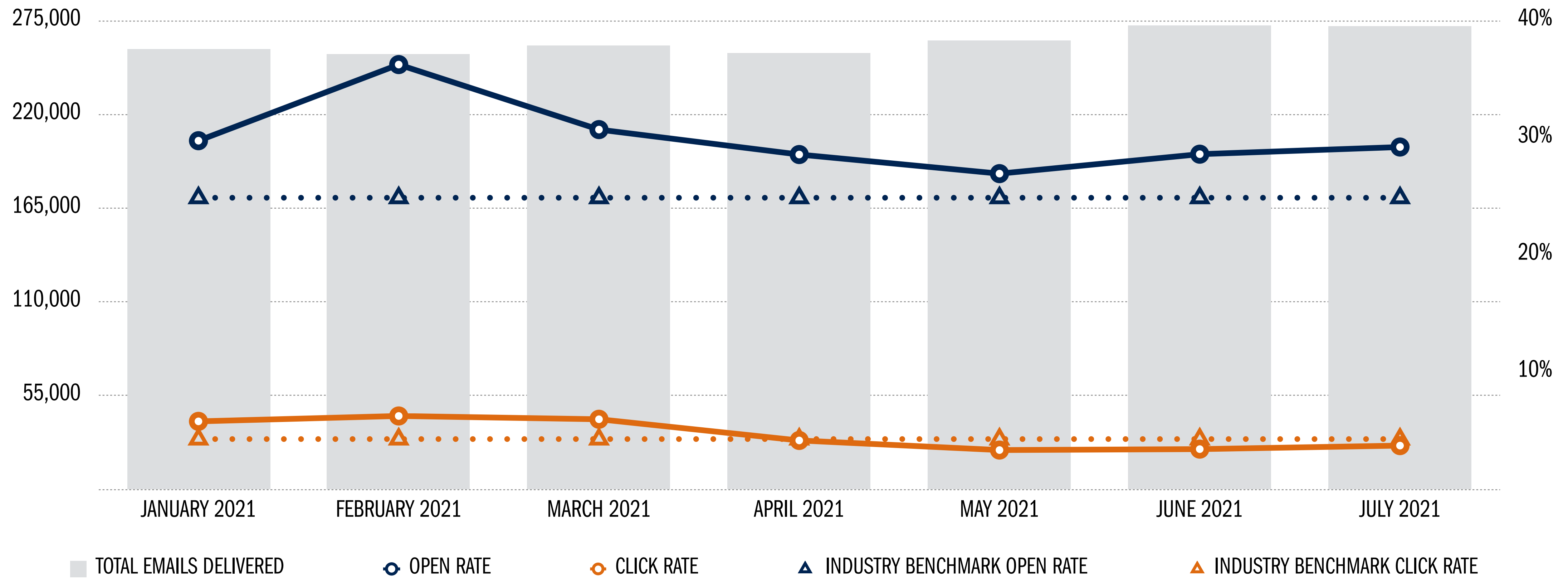
RELEASED ON JULY 31, 2021
270K TOTAL EMAILS DELIVERED

TOP 5 MOST-CLICKED STORIES IN JULY UVA THIS MONTH
WHAT'S HAPPENING AT THE CORNER OF EMMET STREET AND IVY ROAD?
BREAKTHROUGH RESEARCH SHOWS SOME BEHAVIORAL TRAITS EMERGE AT BIRTH
MEET 'TEAM UVA': THESE HOOS ARE HEADED TO THE OLYMPICS
HIGH VACCINATION RATES AMONG STUDENTS, STAFF SET UP MORE NORMAL FALL
THOMAS CROWELL STARTS A NEW CENTURY

SOURCE: Marketing Cloud

YEAR TO DATE UVA THIS MONTH PERFORMANCE

From June to July, both open and click rates improved slightly



Click rate is calculated by dividing unique clicks by emails delivered.
 Industry benchmarks from Campaign Monitor's 2021 Benchmarks (reflecting data for 1/1/20 - 12/31/20).

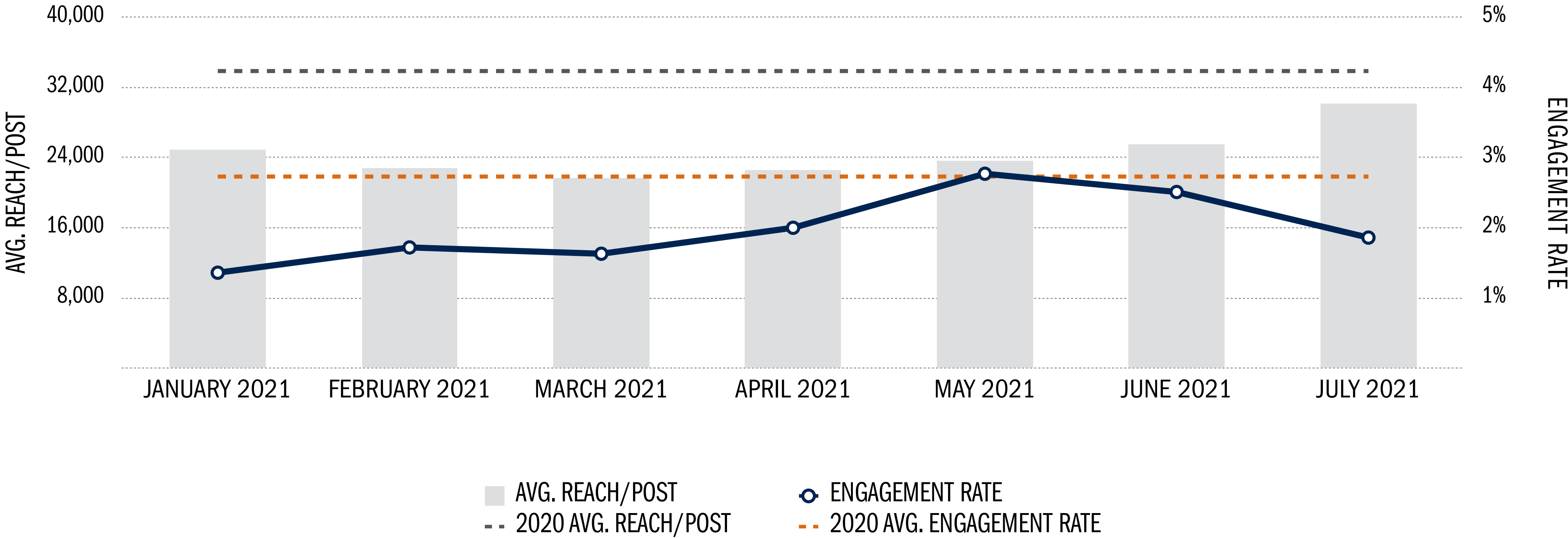
SOURCE: Marketing Cloud

SOCIAL MEDIA

FACEBOOK

YEAR TO DATE FACEBOOK PERFORMANCE

In July, average reach per post improved, while engagement rate softened

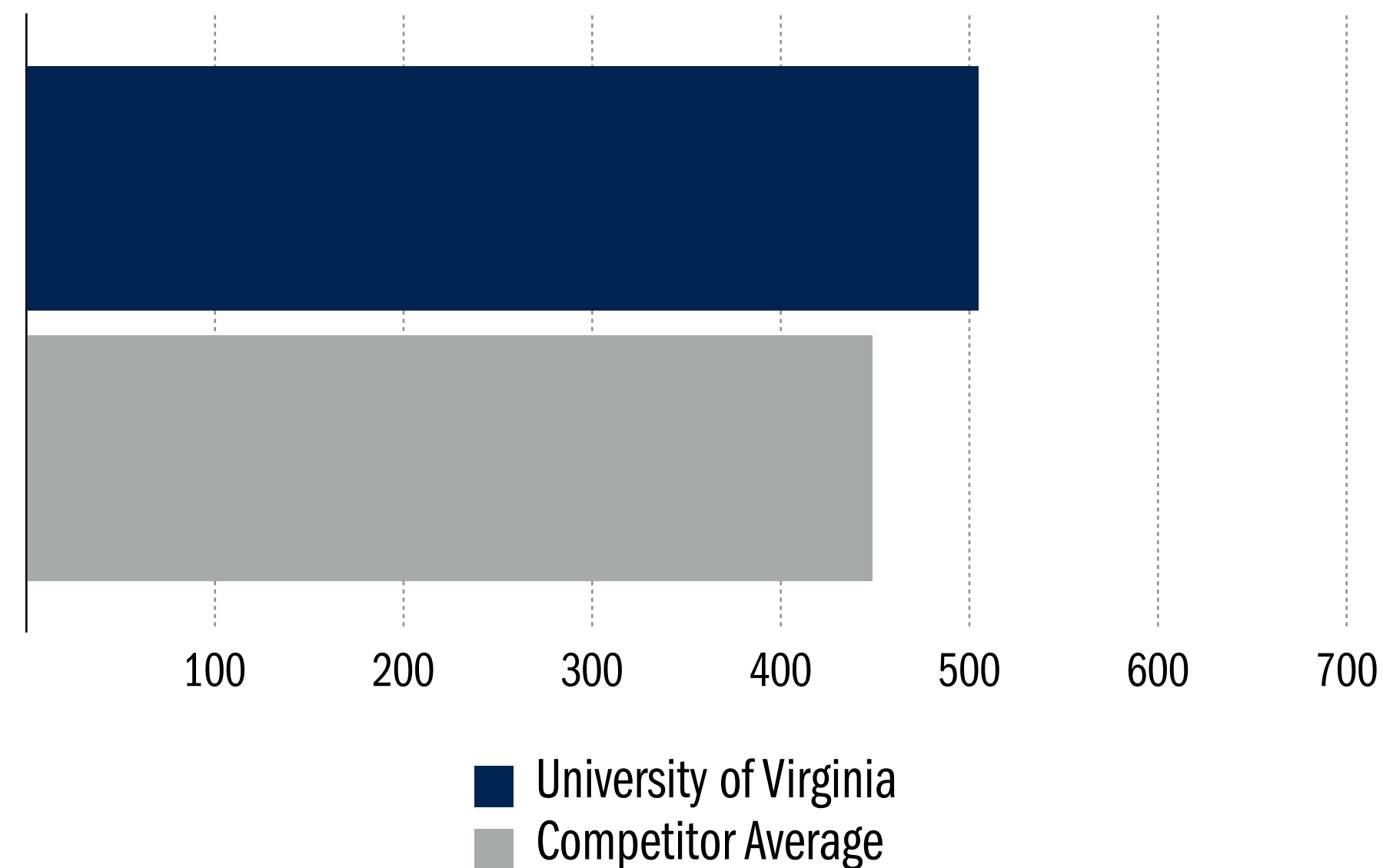


SOURCE: RivallQ, Creator Studio
DATE RANGE: 1/1/21 - 7/31/21

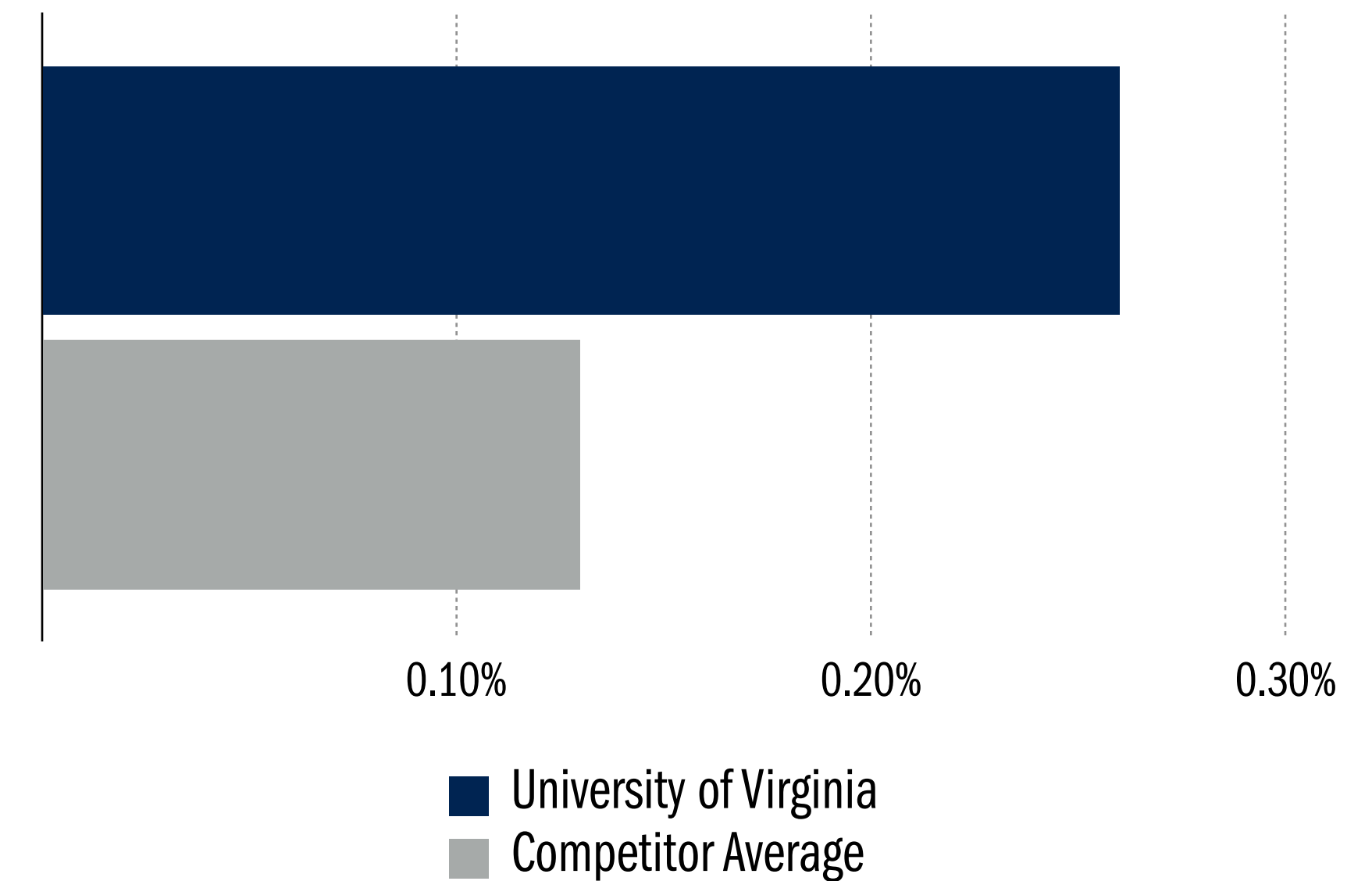
JULY FACEBOOK PERFORMANCE VS. COMPETITORS

In July, Facebook posts earned more post engagements on average, 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 7/1/21 - 7/30/21
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: 7/1/21 - 7/31/21

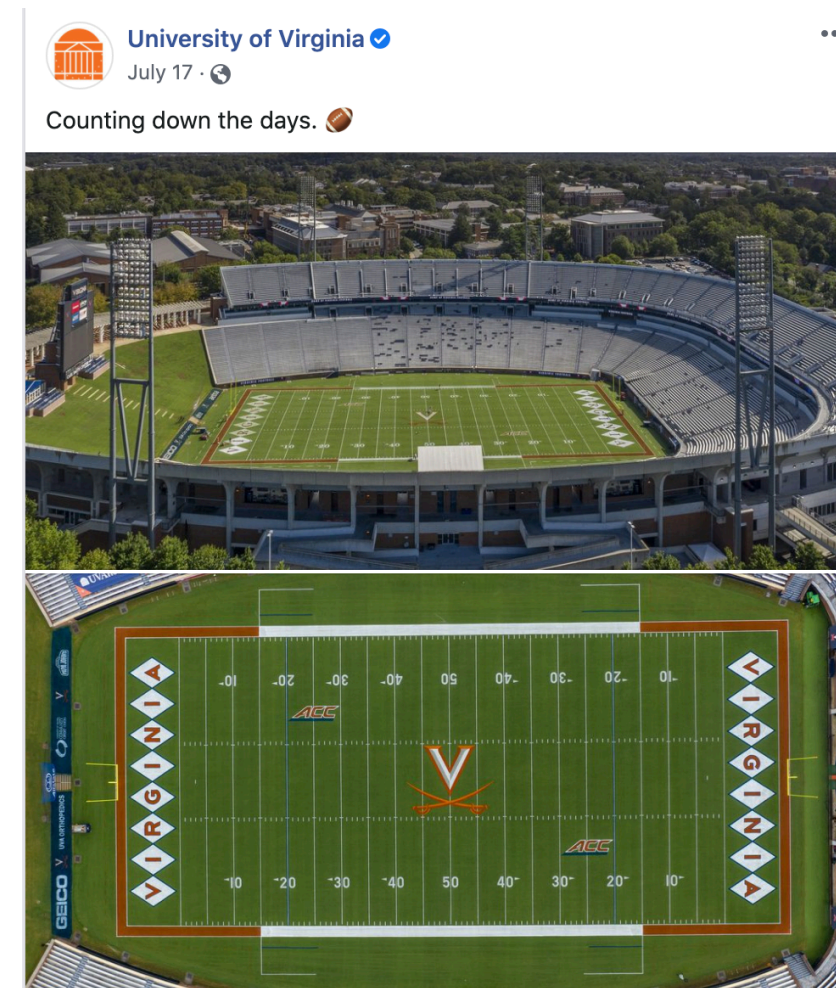
JULY 2021 TOP FACEBOOK POSTS

7/4/21



21K USERS REACHED
720 ENGAGEMENTS
3.4% ENGAGEMENT RATE

7/17/21



29K USERS REACHED
911 ENGAGEMENTS
3.2% ENGAGEMENT RATE

7/8/21



64K USERS REACHED
2K ENGAGEMENTS
3.2% ENGAGEMENT RATE

JULY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.8%

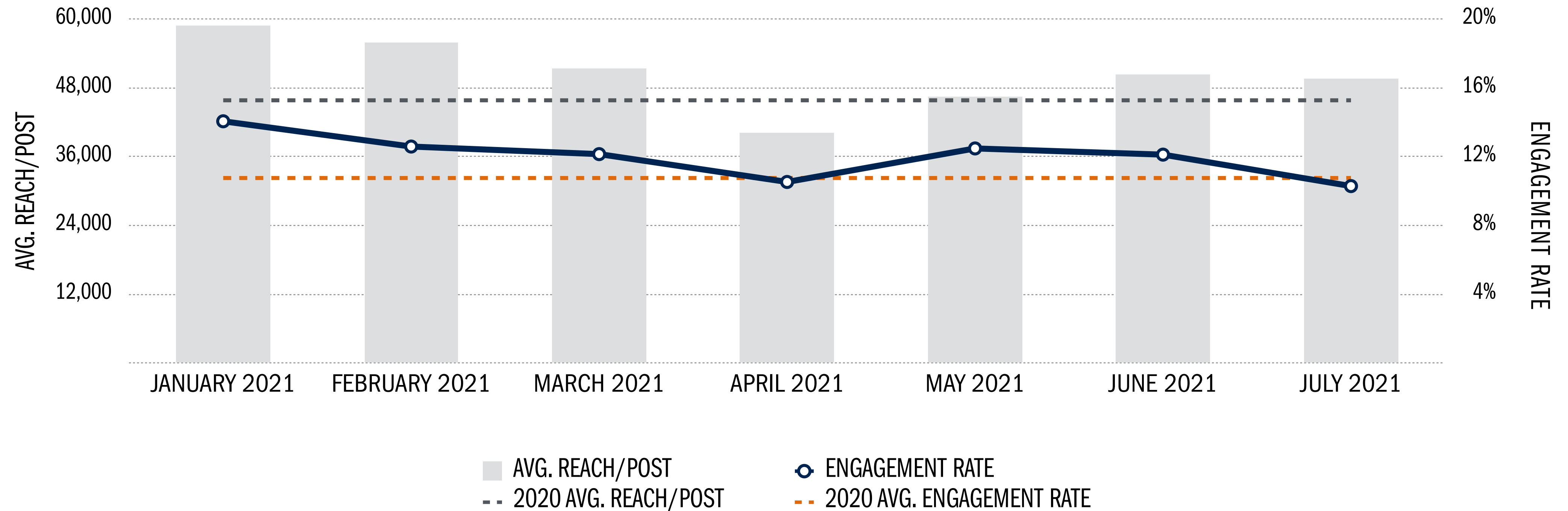
SOURCE: RivallQ, Creator Studio
DATE RANGE: 7/1/21 - 7/31/21

Reflects top posts by engagement rate.

INSTAGRAM

YEAR TO DATE INSTAGRAM PERFORMANCE

Both average reach and engagement rate remained fairly consistent in July, with engagement rate dropping slightly

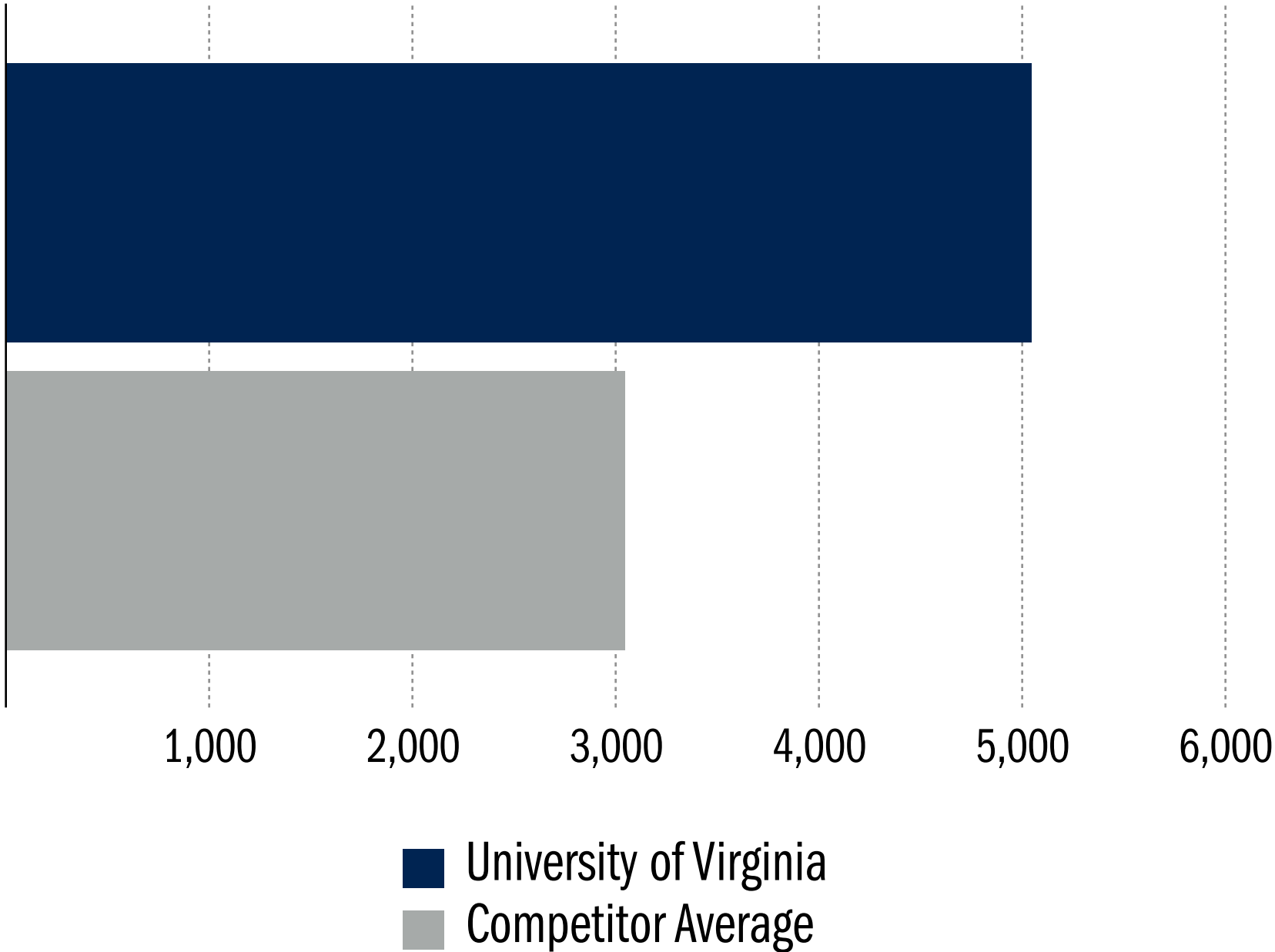


SOURCE: RivallQ, Creator Studio
DATE RANGE: 1/1/21 - 7/31/21

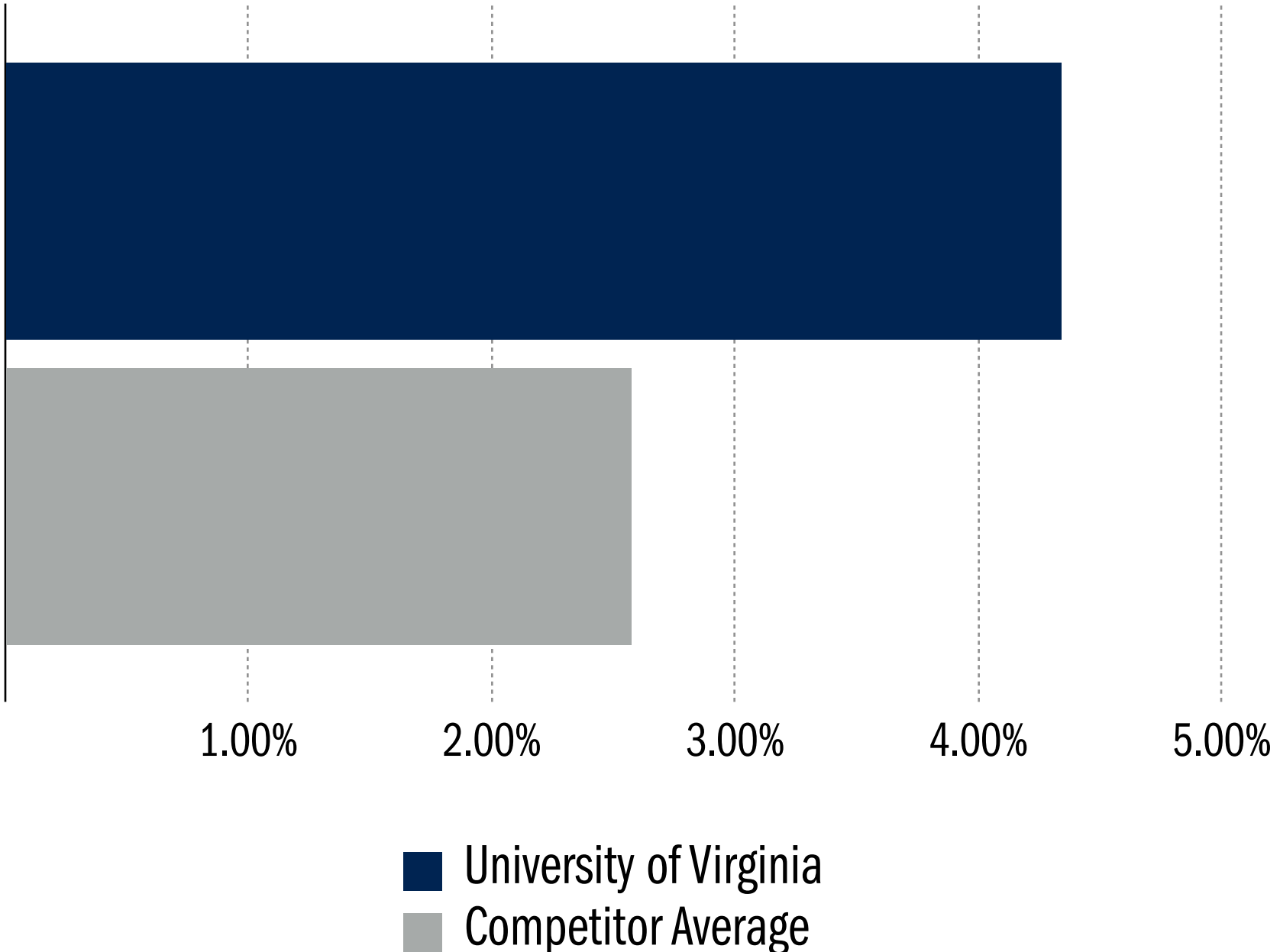
JULY INSTAGRAM PERFORMANCE VS. COMPETITORS

In July, UVA was the leading school across all competitors for avg. engagements per post, and well 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 7/1/21 - 7/31/21. 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: 7/1/21 -7/31/21

JULY 2021 TOP INSTAGRAM POSTS

7/2/21

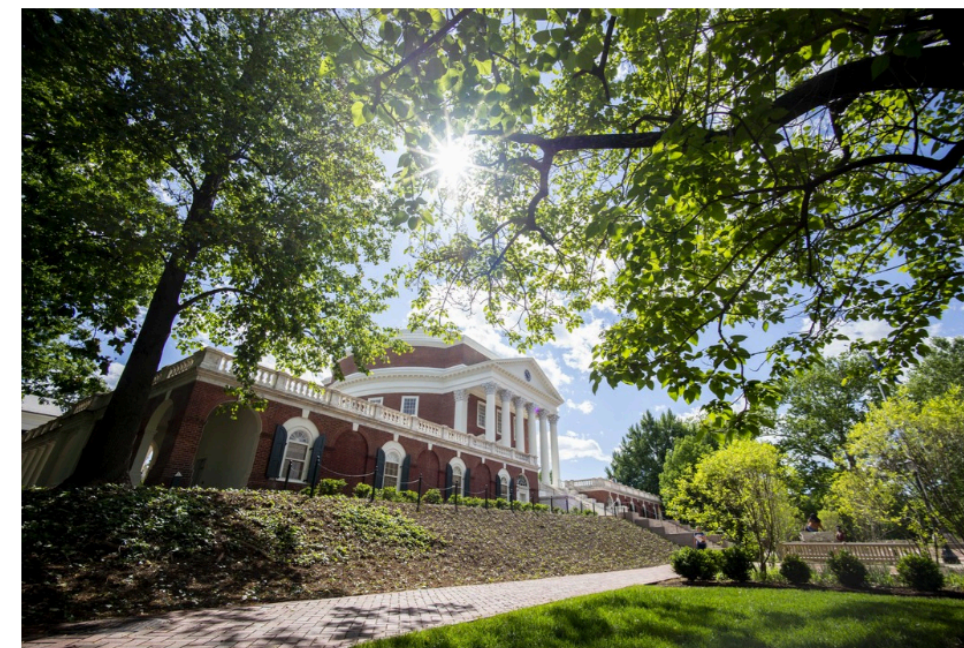


uva Then and now

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 in 1987. #FlashbackFriday

74K USERS REACHED
10K ENGAGEMENTS
13.8% ENGAGEMENT RATE

7/1/21



uva Hello July 🌞

42K USERS REACHED
5.5K ENGAGEMENTS
13.2% ENGAGEMENT RATE

7/8/21



uva Rotunda reflections

60K USERS REACHED
7.6K ENGAGEMENTS
12.7% ENGAGEMENT RATE

JULY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 10.3%

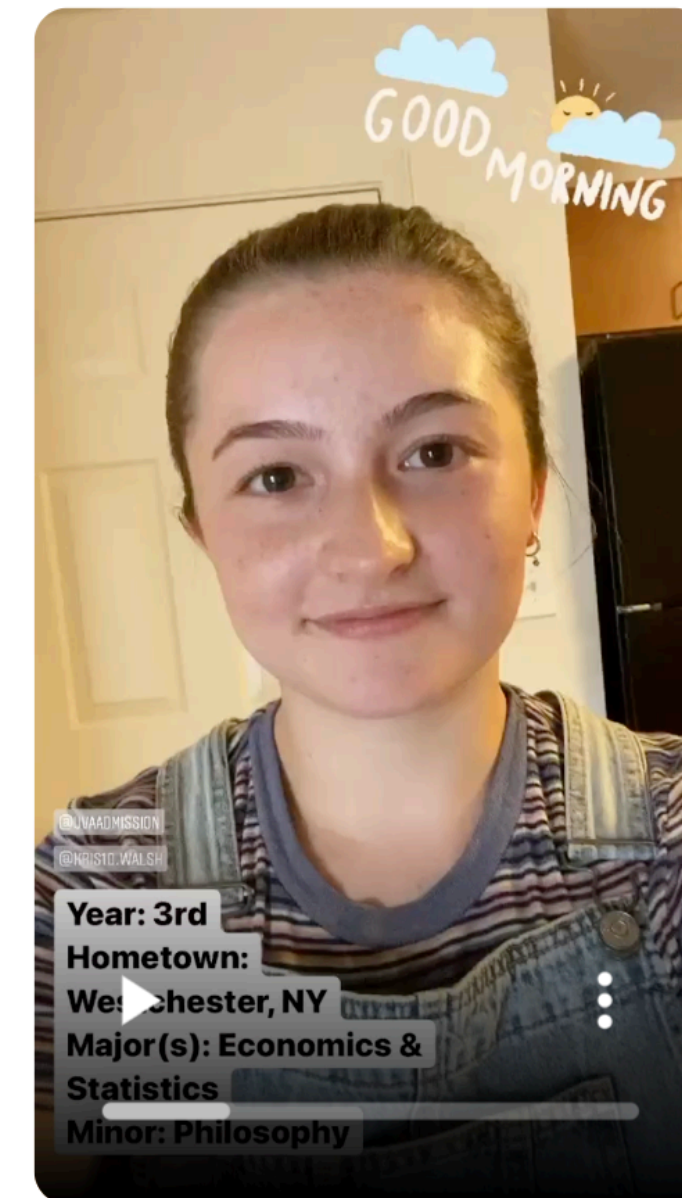
SOURCE: RivallQ, Creator Studio
DATE RANGE: 7/1/21 - 7/31/21

INSTAGRAM STORY HIGHLIGHTS

In July, two Instagram story takeovers were shared on the UVA Instagram account. The first was hosted by an orientation leader, and the second was hosted by an Admissions summer intern. Both takeovers reached around 12% of our total audience and retained about 50% of viewers through the entire takeover.



14.3K REACH ON FRAME #1
7.12K REACH ON FRAME #27 (FINAL FRAME)
50% STORY RETENTION RATE

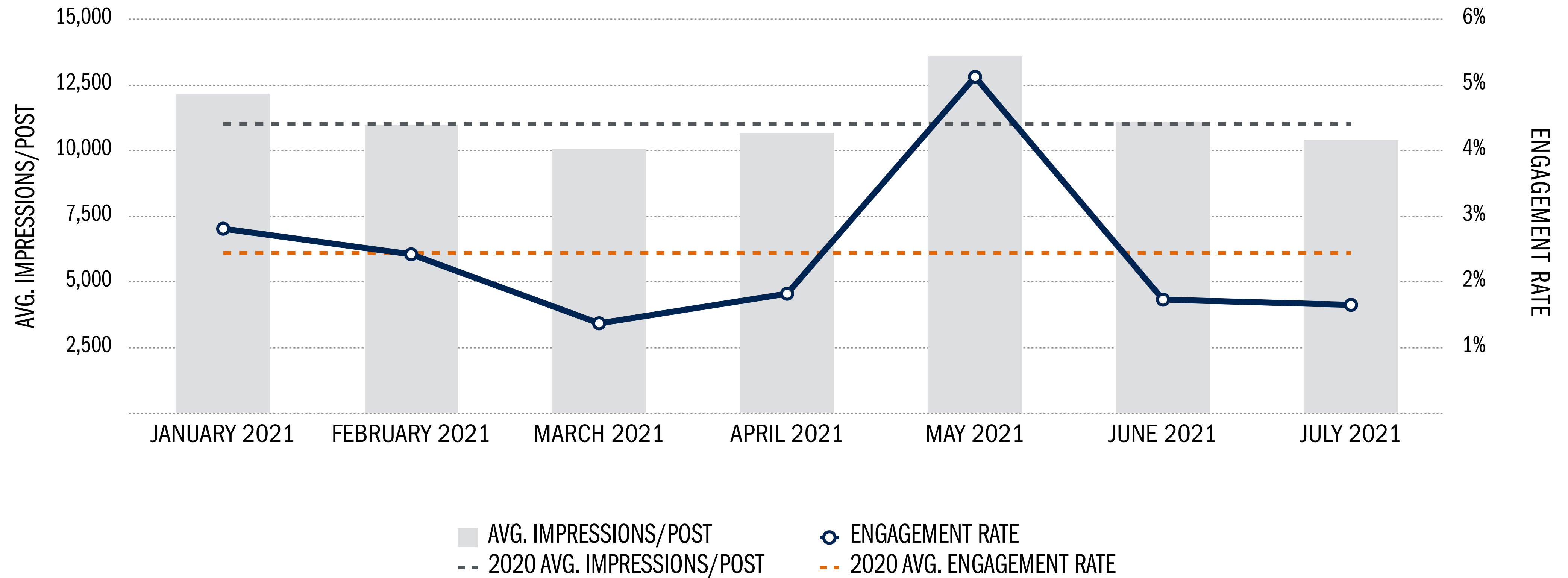


15.4K REACH ON FRAME #1
7.62K REACH ON FRAME #32 (FINAL FRAME)
50% STORY RETENTION RATE

TWITTER

YEAR TO DATE TWITTER PERFORMANCE

Twitter performance remained fairly stable in July



SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 1/1/21 - 7/31/21

JULY 2021 TOP TWEETS

7/19/21

 **UVA** @UVA · Jul 19

Here are dates for the Fall 2021 move-in process:

- ➔ Lawn residents: 8/13
- ➔ Incoming 1st years: 8/18 or 8/19 (depending on your room assignment)
- ➔ Incoming transfer students: 8/20
- ➔ Returning 2nd years: 8/20
- ➔ Returning 3rd and 4th years (except Lawn): 8/21 or later



15K IMPRESSIONS
1.2K ENGAGEMENTS
8.6% ENGAGEMENT RATE

7/22/21

 **UVA** @UVA · Jul 22

Counting down the days. 🏈 @UVAFootball



26K IMPRESSIONS
1.4K ENGAGEMENTS
5.2% ENGAGEMENT RATE

7/8/21

 **UVA** @UVA · Jul 8

Rotunda reflections



44K IMPRESSIONS
1.7K ENGAGEMENTS
3.8% ENGAGEMENT RATE

JULY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.65%

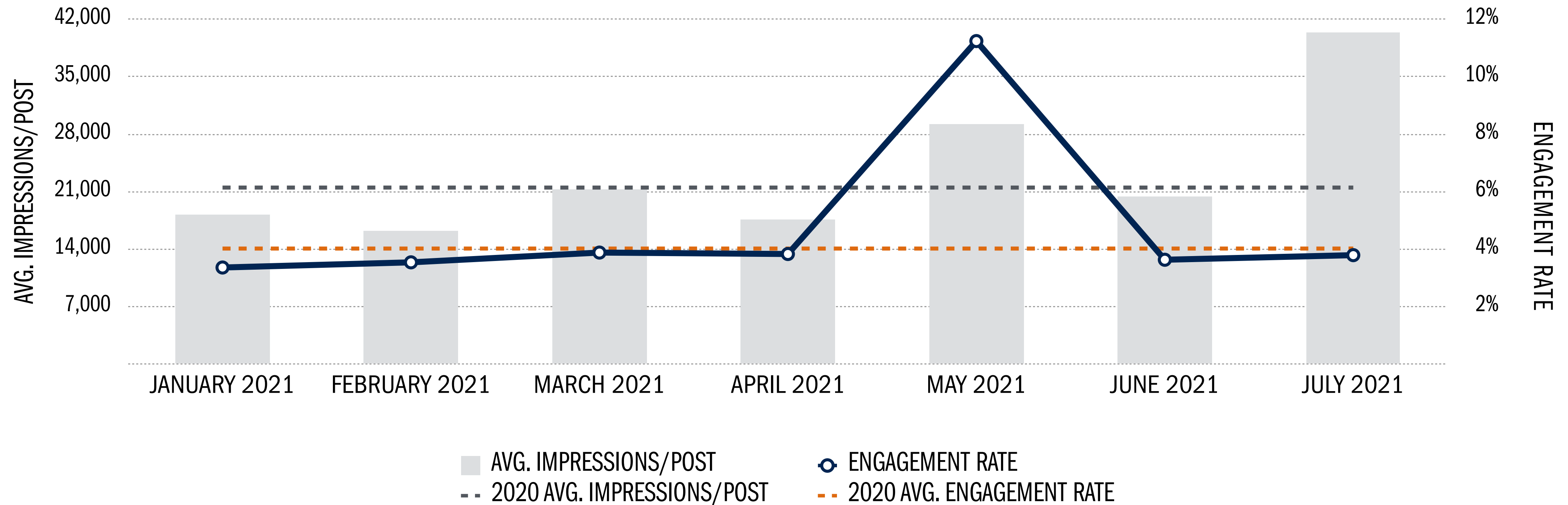
SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 7/1/21 - 7/31/21

Reflects top posts by engagement rate.

LINKEDIN

YEAR TO DATE LINKEDIN PERFORMANCE

LinkedIn posts earned more impressions per post than usual in July, reaching a high for the year, while engagement rate remained steady



SOURCE: LinkedIn Analytics, RivalIQ
DATE RANGE: 1/1/20 - 7/31/21


JULY 2021 TOP LINKEDIN POSTS

7/27/21

University of Virginia
244,318 followers
1w • Edited •

Competing Sunday, Emma Weyant won a silver medal in the 400 individual medley, marking the highest individual finish by a Cavalier women's swimmer in Olympic history.

<https://bit.ly/3i90qmQ>



How Pop Star Taylor Swift Helped Incoming UVA Swimmer Win an Olympic Silver Medal


70K IMPRESSIONS
3.7K ENGAGEMENTS
5.4% ENGAGEMENT RATE

7/29/21

University of Virginia
244,318 followers
5d •

The success of current and former UVA athletes at the Olympics continued as a pair of swimmers and a rower won medals in Tokyo.

<https://bit.ly/3idn2TA>



UVA Athletes Continue to Rack Up Olympic Medals in Tokyo

36K IMPRESSIONS
1.7K ENGAGEMENTS
4.6% ENGAGEMENT RATE

7/6/21

University of Virginia
244,318 followers
3w •

From swimming to rowing, soccer to basketball, UVA will be well-represented in Tokyo when the #Olympics begin later this month.



Meet 'Team UVA': These Hoos Are Headed to the Olympics

36K IMPRESSIONS
1.5K ENGAGEMENTS
4.2% ENGAGEMENT RATE

JULY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 3.8%

SOURCE: LinkedIn Analytics, RivalIQ
DATE RANGE: 7/1/20 - 7/31/21

VIDEO PERFORMANCE

VIDEO CONTENT PERFORMANCE

On YouTube, older videos continue to draw in a significant number of views.

YOUTUBE STATS - JULY 2021

**20,300 TOTAL SUBSCRIBERS
(+1.2K IN JULY)**

857.6K VIDEO VIEWS

SOURCE: YouTube Analytics
DATE RANGE: 7/1/21 - 7/31/21

THANK YOU