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
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.
**TOP PERFORMING UVA TODAY STORIES - JULY 2021**

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

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

* This includes 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
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.

**DAILY REPORT PERFORMANCE YEAR OVER YEAR**

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

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
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.
UVA THIS MONTH
JULY 2021 UVA THIS MONTH

RELEASED ON JULY 31, 2021
270K TOTAL EMAILS DELIVERED

EDITOR’S NOTE: Though July is a quieter month on Grounds, UVA students, faculty and staff have kept busy, working and learning while also preparing for the fall. Below, learn more about what students are up to this summer (including an impressive number of UVA Olympians), check out the latest construction on Grounds and catch up with former chemistry professor Thomas Crowell, who celebrated his 100th birthday this month.

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*

<table>
<thead>
<tr>
<th>Total Emails Delivered</th>
<th>Open Rate</th>
<th>Click Rate</th>
<th>Industry Benchmark Open Rate</th>
<th>Industry Benchmark Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY 2021</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>FEBRUARY 2021</strong></td>
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<tr>
<td><strong>MARCH 2021</strong></td>
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<tr>
<td><strong>APRIL 2021</strong></td>
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<td><strong>MAY 2021</strong></td>
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<td><strong>JUNE 2021</strong></td>
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<tr>
<td><strong>JULY 2021</strong></td>
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</tbody>
</table>

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).
SOCIAL MEDIA
FACEBOOK
In July, average reach per post improved, while engagement rate softened

**YEAR TO DATE FACEBOOK PERFORMANCE**

**AVG. REACH/POST**
- JANUARY 2021: 8,000
- FEBRUARY 2021: 16,000
- MARCH 2021: 24,000
- APRIL 2021: 32,000
- MAY 2021: 40,000
- JUNE 2021: 40,000
- JULY 2021: 40,000

**ENGAGEMENT RATE**
- 2020 AVG. REACH/POST: 3%
- 2020 AVG. ENGAGEMENT RATE: 1%

**SOURCE:** RivalIQ, Creator Studio

**DATE RANGE:** 1/1/21 - 7/31/21
In July, Facebook posts earned more post engagements on average, and a higher engagement rate than 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: 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.**

**DATE RANGE:** 7/1/21 - 7/31/21

**SOURCE:** RivallQ
JULY 2021 TOP FACEBOOK POSTS

7/4/21
University of Virginia
July 4, 2021
Have a safe and happy Fourth of July, Hoos!

HAPPY 4TH HOOS!

21K USERS REACHED
720 ENGAGEMENTS
3.4% ENGAGEMENT RATE

7/17/21
University of Virginia
July 17, 2021
Counting down the days.

29K USERS REACHED
911 ENGAGEMENTS
3.2% ENGAGEMENT RATE

7/8/21
University of Virginia
July 8, 2021
Rotunda Reflections
Summer storms might make Grounds a bit damp, but they also make for some different photo opportunities.

64K USERS REACHED
2K ENGAGEMENTS
3.2% ENGAGEMENT RATE

JULY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.8%

Reflects top posts by engagement rate.

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 7/1/21 - 7/31/21
INSTAGRAM
Both average reach and engagement rate remained fairly consistent in July, with engagement rate dropping slightly.

### Year to Date Instagram Performance

<table>
<thead>
<tr>
<th>YEAR</th>
<th>AVG. REACH/POST</th>
<th>ENGAGEMENT RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY 2021</td>
<td>12,000</td>
<td>4%</td>
</tr>
<tr>
<td>FEBRUARY 2021</td>
<td>24,000</td>
<td>8%</td>
</tr>
<tr>
<td>MARCH 2021</td>
<td>36,000</td>
<td>12%</td>
</tr>
<tr>
<td>APRIL 2021</td>
<td>48,000</td>
<td>16%</td>
</tr>
<tr>
<td>MAY 2021</td>
<td>60,000</td>
<td>20%</td>
</tr>
<tr>
<td>JUNE 2021</td>
<td></td>
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</tr>
<tr>
<td>JULY 2021</td>
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</tr>
</tbody>
</table>

**SOURCE:** RivalIQ, Creator Studio

**DATE RANGE:** 1/1/21 - 7/31/21
In July, UVA was the leading school across all competitors for avg. engagements per post, and well above the competitor average for engagement rate.

JULY INSTAGRAM PERFORMANCE VS. COMPETITORS

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: RivallQ
DATE RANGE: 7/1/21 - 7/31/21
JULY 2021 TOP INSTAGRAM POSTS

7/2/21

74K USERS REACHED
10K ENGAGEMENTS
13.8% ENGAGEMENT RATE

7/1/21

42K USERS REACHED
5.5K ENGAGEMENTS
13.2% ENGAGEMENT RATE

7/8/21

60K USERS REACHED
7.6K ENGAGEMENTS
12.7% ENGAGEMENT RATE

JULY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 10.3%

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 7/1/21 - 7/31/21
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.
TWITTER
Twitter performance remained fairly stable in July.
JULY 2021 TOP TWEETS

7/19/21

15K IMPRESSIONS
1.2K ENGAGEMENTS
8.6% ENGAGEMENT RATE

7/22/21

26K IMPRESSIONS
1.4K ENGAGEMENTS
5.2% ENGAGEMENT RATE

7/8/21

44K IMPRESSIONS
1.7K ENGAGEMENTS
3.8% ENGAGEMENT RATE

JULY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 1.65%

SOURCE: RivallIQ, Twitter Analytics
DATE RANGE: 7/1/21 - 7/31/21
LINKEDIN
LinkedIn posts earned more impressions per post than usual in July, reaching a high for the year, while engagement rate remained steady.

**YEAR TO DATE LINKEDIN PERFORMANCE**

**Source:** LinkedIn Analytics, RivalIQ

**Date Range:** 1/1/20 - 7/31/21
JULY 2021 TOP LINKEDIN POSTS

7/27/21
University of Virginia
344,318 followers
310 new fans

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.

70K IMPRESSIONS
3.7K ENGAGEMENTS
5.4% ENGAGEMENT RATE

https://bit.ly/3i90qynQ

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

7/29/21
University of Virginia
344,318 followers
4,401 new fans

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

36K IMPRESSIONS
1.7K ENGAGEMENTS
4.6% ENGAGEMENT RATE

https://bit.ly/3ik7zTA

UVA Athletes Continue to Rack Up Olympic Medals in Tokyo

7/6/21
University of Virginia
344,318 followers
3,950 new fans

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

36K IMPRESSIONS
1.5K ENGAGEMENTS
4.2% ENGAGEMENT RATE

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

JULY AVG. ENGAGEMENT RATE ACROSS ALL POSTS: 3.8%

Reflects top posts by engagement rate.

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