

COVID-19 RESPONSE

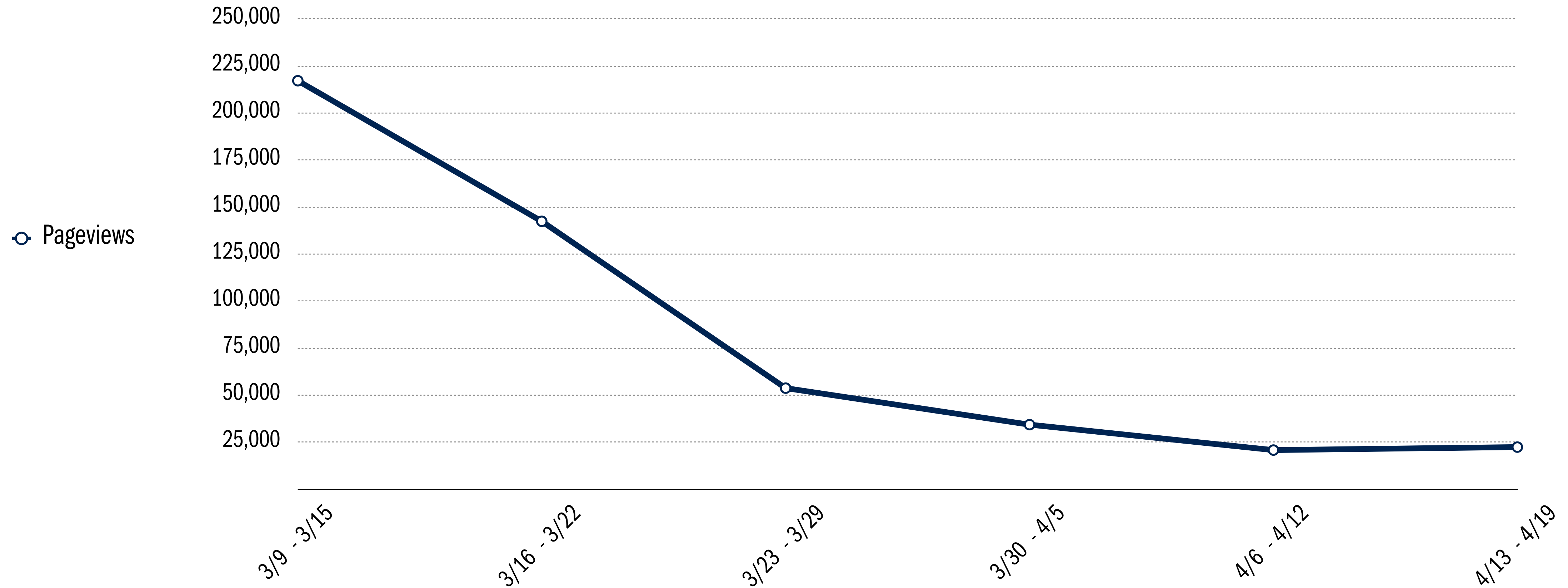
UNIVERSITY COMMUNICATIONS

APRIL 2020

VIRGINIA.EDU/CORONAVIRUS

CORONAVIRUS SITE PAGEVIEWS

The below data includes all pageviews by week for the Coronavirus site from 3/9 - 4/19

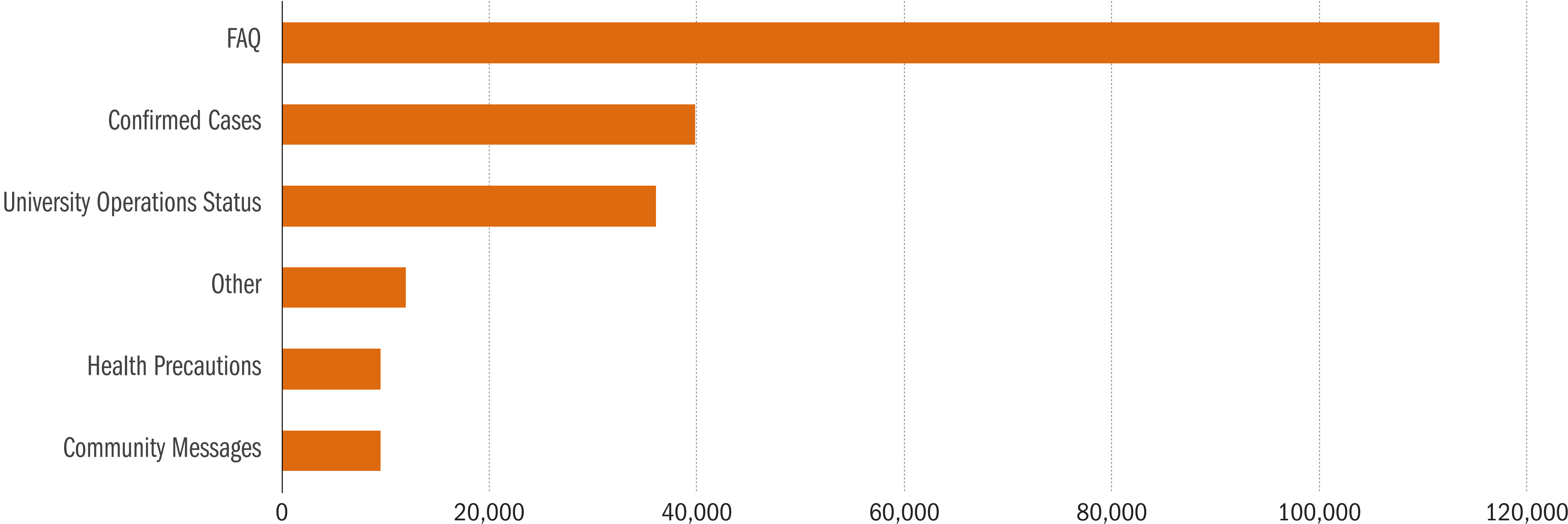


SOURCE: Google Analytics
DATE RANGE: 3/9/20 - 4/19/20

CORONAVIRUS SITE TRAFFIC

Within the Coronavirus site, the FAQ page continues to see the greatest number of pageviews.

PAGEVIEWS

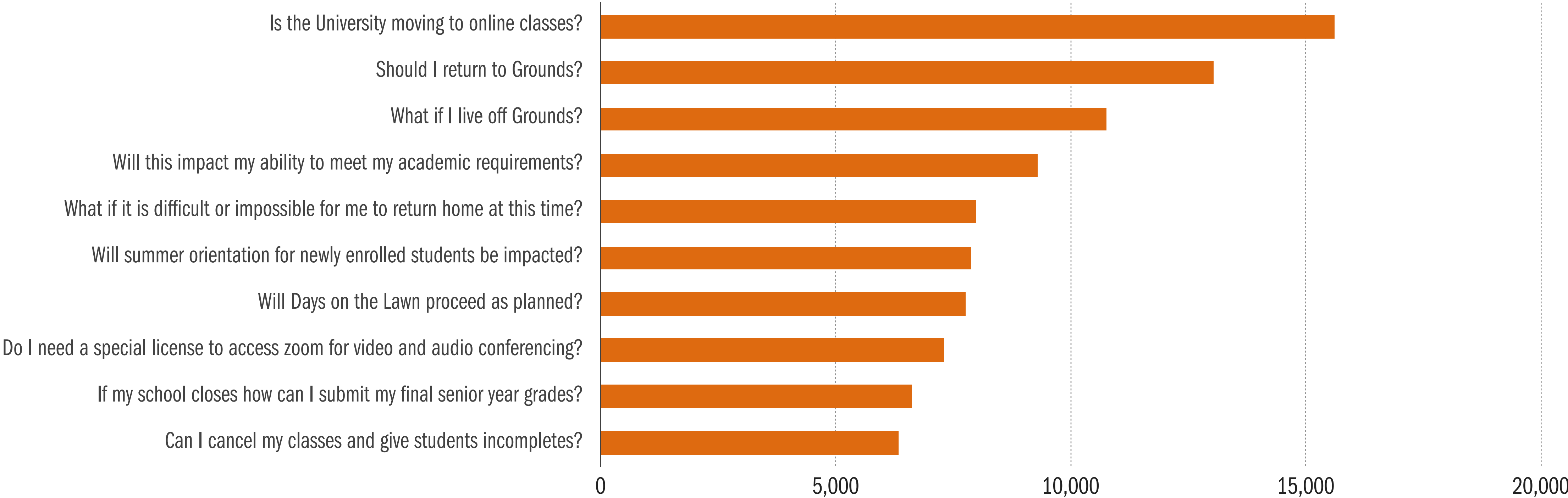


SOURCE: Google Analytics
DATE RANGE: 3/9/20 - 4/19/20

CORONAVIRUS TOP FAQs

The below graph includes the top 10 questions on the FAQ page by total click volume - while these are the top 10, it is worth noting that many of the FAQs have seen strong click volume, and traffic is spread across the many questions available on the page.

CLICKS

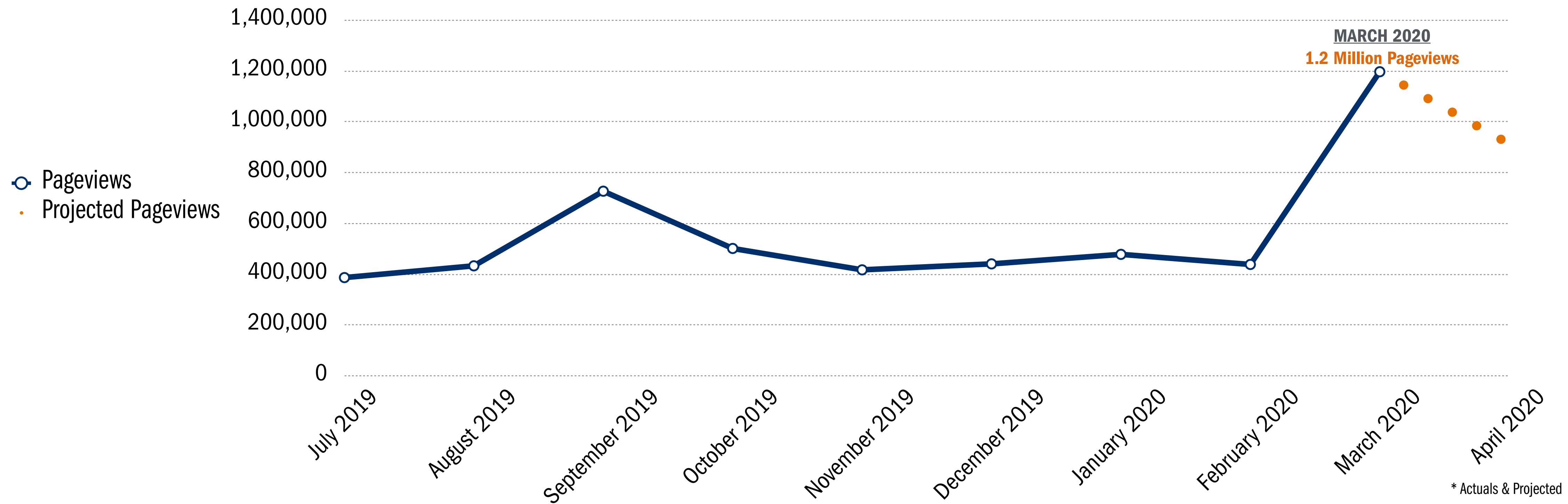


SOURCE: Google Analytics
DATE RANGE: 3/9/20 - 4/19/20

UVA TODAY

FY2020 PAGEVIEWS - UVA TODAY

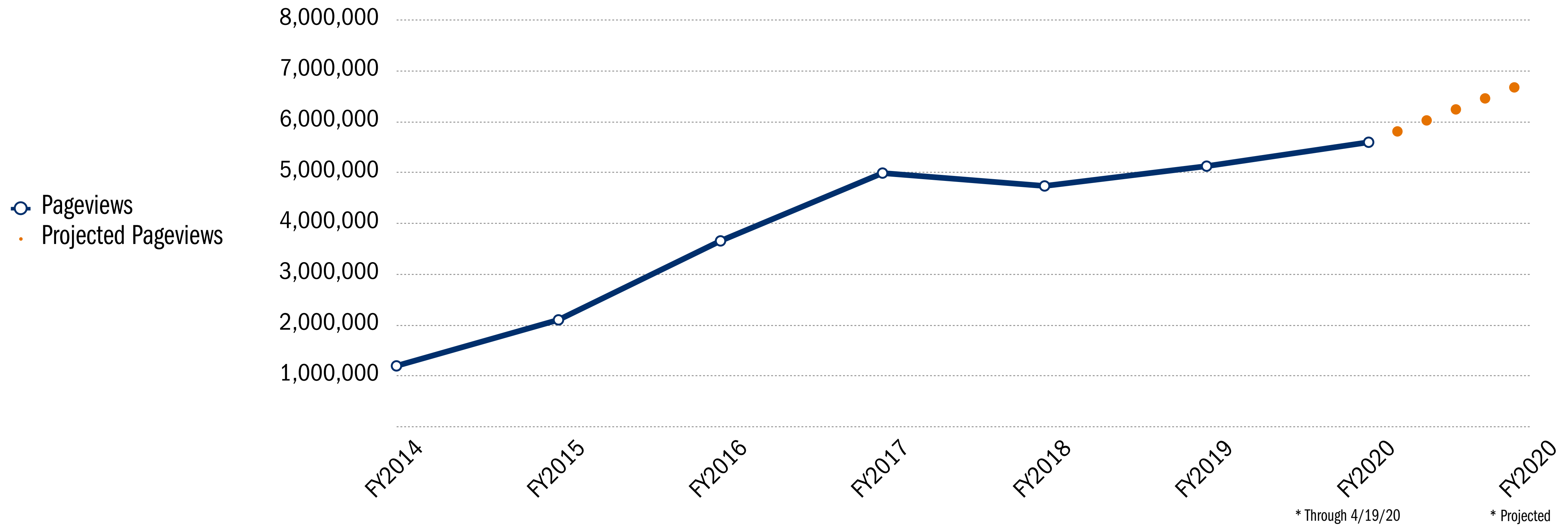
The below graph shows FY2020 Pageviews by month for the UVA Today site through April 19, 2020



SOURCE: Google Analytics
DATE RANGE: 7/1/19 - 4/19/20

UVA TODAY PAGEVIEWS OVER TIME

The below graph shows UVA Today Pageviews from FY2014 - FY2020 (through April 19)



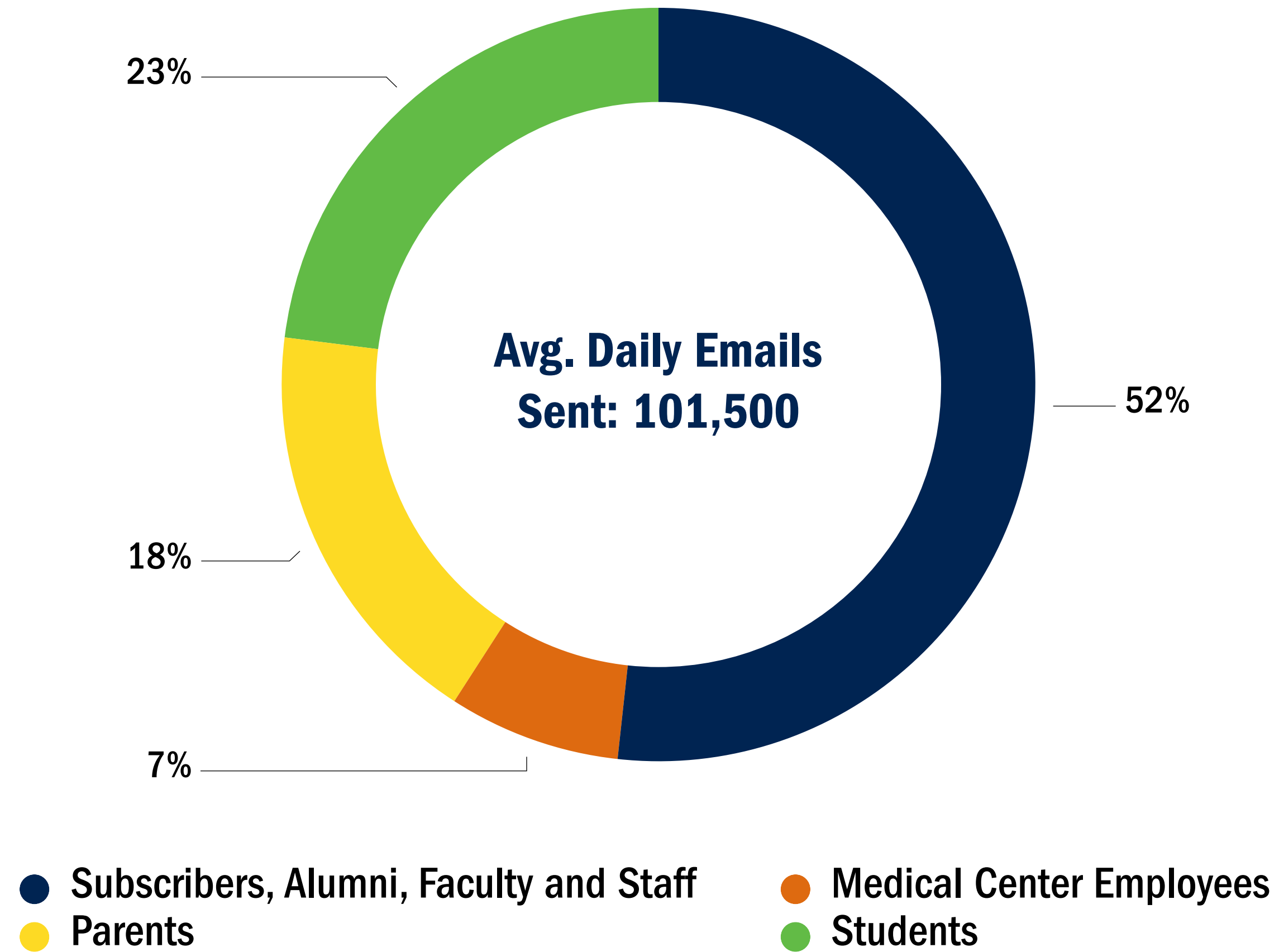
* Through 4/19/20

* Projected

SOURCE: Google Analytics
DATE RANGE: 7/1/13 - 4/19/20

DAILY REPORT AUDIENCE

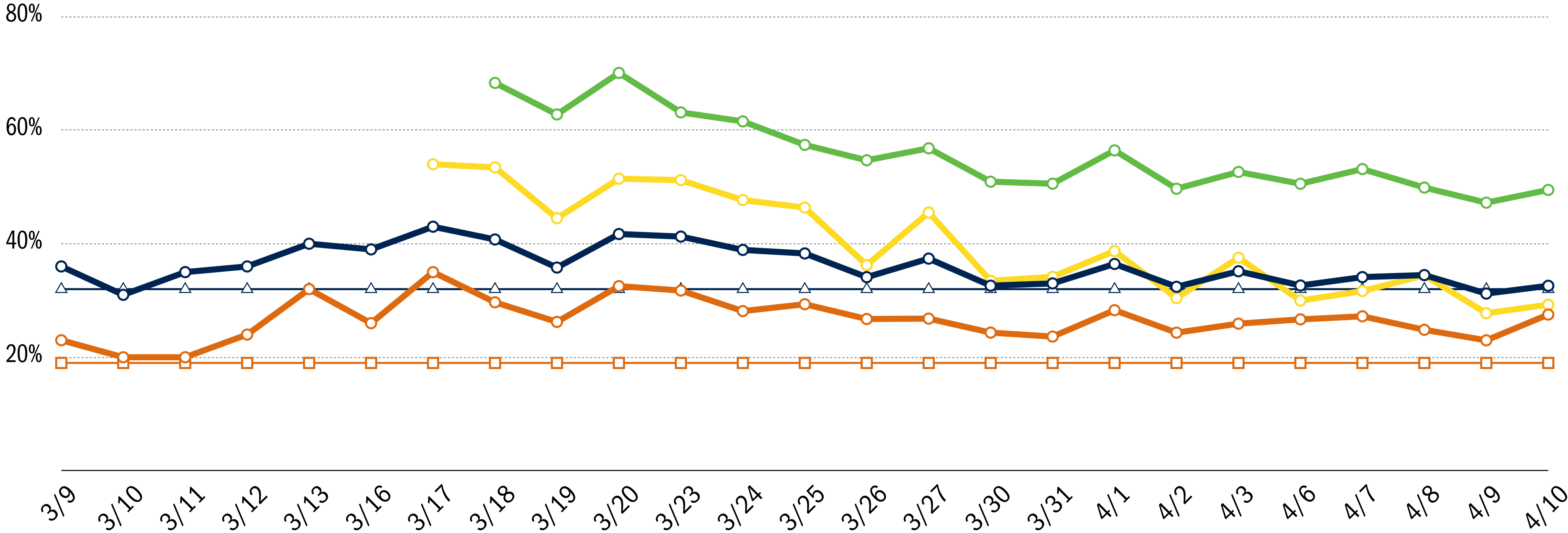
CURRENT DAILY REPORT AUDIENCE BREAKDOWN



SOURCE: Marketing Cloud
DATE RANGE: 3/18/20 - 4/19/20

DAILY REPORT OPEN RATE BY AUDIENCE

The below graph shows Open Rate by audience type for the Daily Report from 3/9 - 4/10. Parents and students were added to the distribution on 3/17, and 3/18, respectively. Both initially saw strong Open Rates, but have begun to decline over time.



- Subscribers, Alumni, Faculty and Staff Open Rate
- Medical Center Employees Open Rate
- Parents Open Rate
- Students Open Rate
- △ Baseline Subscribers, Alumni, Staff, and Faculty Open Rate
- Baseline Medical Center Employees Open Rate

*Open rate is calculated by dividing unique opens by total delivered emails, CTR is calculated by dividing unique clicks by unique opens. Baseline rates are calculated from averages from 2/24/20 - 3/6/20 (the two weeks prior to COVID-19 communications beginning).

SOURCE: Marketing Cloud
DATE RANGE: 3/9/20 - 4/10/20

TOP PERFORMING UVA TODAY STORIES

Below are the top 10 stories on UVA Today from March 1 through April 19

STORY	PAGEVIEWS
Main UVA Today COVID-19 Community Message Page	252,828
‘Write It Down’: Historian Suggests Keeping a Record of Life During Pandemic	174,735
Exercise May Protect Against Deadly COVID-19 Complication, Research Suggests	108,338
How to Protect Your Mental Health During a Quarantine	72,057
UVA Health Independently Develops New COVID-19 Tests	68,383
Physics Professor Lou Bloomfield Explains the Crucial Math Behind Social Distancing	56,088
Computer Science Students Build Coronavirus Tracking Website	40,616
A PSA From Your UVA Med Students	30,438
Expert Offers Practical Advice to Manage Your Coronavirus Anxiety	23,862
Get Your UVA Zoom Backgrounds Here	22,192

SOURCE: Google Analytics
DATE RANGE: 3/1/20 - 4/19/20

THANK YOU