2020 COMMUNICATIONS TRENDS & LEARNINGS

UNIVERSITY COMMUNICATIONS
In addition to our standard data-focused reporting, we wanted to examine longer term trends and patterns in terms of user behavior and key trends. In this report, we will identify six key takeaways from 2020 that fall under the following categories:

- **AUDIENCE GROWTH & EXPANDED READERSHIP STRATEGIES**
- **NEW OR UNEXPECTED USER BEHAVIOR**
- **OPPORTUNITIES TO IMPROVE PROCESSES**
LATENT DEMAND EXISTS FOR CONTENT

In 2020, we were surprised to find that despite auto-subscribing students and parents to the Daily Report - performance did not decline. This suggests that these groups had unexpected demand for content, and there may be additional untapped demand out there for us to find.

VIRAL MOMENTS HAPPEN - AND SHOULD BE LEVERAGED

On occasion, stories will be picked up and shared widely on social media. While we cannot organically manufacture true viral content, we can set protocols to ensure a swift response to make the most out of the expanded readership from a viral story.

ORGANIC SEARCH OFFERS OPPORTUNITY

Organic search gives us a clear picture of user intent. By analyzing what users are interested in reading and what brings them to UVA Today, we can find ways to expand related content and lean into content that readers are looking for.
EMAIL REMAINS A CRITICAL PILLAR

Despite marketing trends suggesting that email may have been on its way out a few years back, it continues to prove itself to be a highly valuable channel for distributing news content and shows no indication of slowing down.

SOCIAL MEDIA SUCCESS RELIES ON PLATFORM-SPECIFIC INSIGHT

Social continues to show that users behave differently on different platforms, and what works well on one may not perform well on another. Leaning into channel-specific learnings will help boost performance and allow for a well-rounded social suite.

PARSE.LY TAGGING NEEDS REFINEMENT TO BE A USEFUL TOOL

While our current Parse.ly tagging is useful for certain ad-hoc reporting, there are opportunities to refine the process for high-level reporting purposes. By being more intentional with tagging, performance trends will be more easily identified.

KEY FINDINGS (CONT.)
UVA TODAY 2020 PERFORMANCE AT A GLANCE

The below metrics compare UVA Today site statistics in 2020 vs. 2019
(previously reported in 2020 UVA Today data report)

TOTAL PAGEVIEWS UP 35%
7.75MM PAGEVIEWS

AVG. TIME ON PAGE UP 26%
3:22 AVG. TIME ON PAGE

BOUNCE RATE DOWN 8%
66% BOUNCE RATE

AVG. PAGES/SESSION DOWN 2%
1.32 AVG. PAGES/SESSION

TOTAL USERS UP 50%
3.5 MILLION USERS

SOURCE: Google Analytics
DATE RANGE: 1/1/19 - 12/31/20
TAKE ADVANTAGE OF LATENT DEMAND
What Is Latent Demand?

Latent demand occurs when new users have an interest or appetite for UVA Today content that may not have been previously predicted or expected, by the user and/or our team. It can typically be identified in one of three ways:

- Tapping into new audiences who demonstrate an unpredicted appetite for content
- Viral content that is being shared widely by users across social channels
- Old content that is still being accessed through organic search activity
AUDIENCE APPETITE FOR CONTENT
What Did We Learn About Audience Behavior?

In 2020, we added around 40,000 new users (students and parents) to the Daily Report to keep them informed about updates related to the pandemic. Typically, when increasing audience size, engagement can be expected to decline, particularly when auto-subscribing, as the understanding is that these groups are likely less interested in the content.

Instead, we found that open rate for the Daily Report actually improved when these groups were added, and held strong throughout 2020.

This tells us that there may be other related audiences that may also have an appetite for this content (alumni, researchers, etc.)
Despite auto-subscribing ~40,000 new users to the distribution in March (students & parents), open rates remained steady through the end of the year, indicating that these audiences contained previously untapped users who are interested in consuming UVA Today content.
AUDIENCE OPPORTUNITIES

Below are steps that may help identify opportunities to expand audiences and readership for UVA Today products, capitalizing on unmet demand:

- Evaluate owned audience lists and assess who receives what products - is there opportunity to cross-sell some audiences on products that they are not currently receiving?

- Develop target audiences for each product and identify any gaps - is there anyone who may be interested in a product that isn’t currently receiving it? If so, determine how we may inform them about the product and encourage them to subscribe.

- Streamline the opt-in experience by easily allowing users to subscribe to various UVA Today products that they may be interested in.
VIRAL MOMENTS: BE READY
What Is Viral Content?

To identify when a story is going “viral,” we must keep an eye on website traffic. Any time a story receives an above-average number of pageviews, source traffic should be analyzed to determine where this traffic is coming from. Additionally, Parse.ly's Evergreen reporting tool can be utilized to identify older traffic that is still receiving pageviews.
The below story was the #1 driver of pageviews in 2020, as a result of viral activity on social media. Overall, this story earned over 300K pageviews, with over 110K of those views occurring 8 months after the story was first published.
LEVERAGING VIRAL MOMENTS (CONT.)

In December, 8 months after it was first published, this story gained traction on Facebook, where it was shared by fitness influencers, local fitness centers, and chiropractors (see below). This activity was largely responsible for getting this story to 312K pageviews. When a story sees a “viral” spike in popularity similar to this, there are several actions we may be able to take to capitalize on the moment, outlined on the following page.
CAPITALIZING ON VIRAL CONTENT - CHECKLIST

*Below is a proposed plan to help identify when latent content is trending, and what steps we may want to take to further promote this content.*

- Monitor source traffic/social media to determine if a story seems to be gaining viral traction
- Determine if the story content is a good fit for additional promotion (still timely, relevant)
- Ensure that the UVA Today site is set up well to encourage new readers who may be unfamiliar with UVA to subscribe to UVA Today content to stay informed of related content (if appropriate)
- Determine appropriate channels for promotion
- Look for any additional opportunities to encourage viral opportunities - while you can’t force organic activity, there may be opportunities to provide the content to noteworthy “influencers” who may share it out
ORGANIC SEARCH: READY FOR MINING
UVA Today stories appear in the organic search results when a user types a relevant search query into their search console (Google, Bing, etc.). Some search queries may be a great match for UVA Today content which may help provide the user with the information they are looking for, while others may be more loosely related and won't match a user's search intent.

Opportunity exists within highly aligned organic search content. These are stories that receive a substantial number of clicks and impressions on search, indicating that they fulfill the searcher’s needs or intent.
ORGANIC SEARCH - RELEVANCY EXPLAINED

Below are several examples of UVA Today stories that appeared in the Google search results in 2020.

HIGHEST INTENT/RELEVANCY

The search query “uva today” is about as high intent as it gets, signaling that a user is specifically looking for UVA Today content. The result returned here is highly relevant, as it matches the intent of the user’s search, but may do little to increase actual story pageviews since it is so general.

LOW RELEVANCY

The search query “black twitter” likely signals that a user is looking for more information about what Black Twitter is. Though they aren’t specifically looking for UVA Today content, the UVA Today story about Black Twitter is a relevant search result, as the story provides them with the information they’re looking for.

HIGH RELEVANCY

The search query “uva today” is about as high intent as it gets, signaling that a user is specifically looking for UVA Today content. The result returned here is highly relevant, as it matches the intent of the user’s search, but may do little to increase actual story pageviews since it is so general.

The above story about UVA alum and Reddit co-founder occasionally shows up in the search results for the search query “reddit.” This is a low-relevancy result, because users simply searching for “reddit” are likely not looking for a story or information about the founder, are instead just looking to get to the website.

The search query “black twitter” likely signals that a user is looking for more information about what Black Twitter is. Though they aren’t specifically looking for UVA Today content, the UVA Today story about Black Twitter is a relevant search result, as the story provides them with the information they’re looking for.

THIS IS OUR BEST OPPORTUNITY TO SERVE UP SPECIFIC CONTENT THAT MATCHES USER INTENT.
Below are some of the top 15 search terms that pulled UVA Today content into the Google search results. On the left are the most clicked organic search terms, and on the right are the search terms with the highest impressions. The search terms on the left below are where we should focus our efforts, as this is where we have content that meets user demand.

### TOP SEARCH TERMS BY CLICKS TO UVA TODAY SITE*

<table>
<thead>
<tr>
<th>SEARCH QUERY</th>
<th>CLICKS TO UVA TODAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>black twitter</td>
<td>10,660</td>
</tr>
<tr>
<td>what is black twitter</td>
<td>4,660</td>
</tr>
<tr>
<td>dr brandon rogers</td>
<td>3,406</td>
</tr>
<tr>
<td>greg smith prodigy</td>
<td>3,037</td>
</tr>
<tr>
<td>largest civil rights movement 2020</td>
<td>1,880</td>
</tr>
<tr>
<td>activewear masks</td>
<td>1,879</td>
</tr>
<tr>
<td>greg smith genius</td>
<td>1,832</td>
</tr>
<tr>
<td>lewy body dementia</td>
<td>1,757</td>
</tr>
<tr>
<td>is lewy body dementia fatal</td>
<td>1,684</td>
</tr>
<tr>
<td>virginia coronavirus</td>
<td>1,517</td>
</tr>
<tr>
<td>dr cameron webb wife</td>
<td>1,488</td>
</tr>
<tr>
<td>coronavirus virginia</td>
<td>1,312</td>
</tr>
<tr>
<td>exercise and covid 19</td>
<td>1,231</td>
</tr>
<tr>
<td>quoth the raven nevermore meaning</td>
<td>1,158</td>
</tr>
<tr>
<td>dr. brandon rogers</td>
<td>1,105</td>
</tr>
</tbody>
</table>

### TOP SEARCH TERMS BY ORGANIC SEARCH IMPRESSIONS*

<table>
<thead>
<tr>
<th>SEARCH QUERY</th>
<th>ORGANIC SEARCH IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>christoph waltz</td>
<td>1,146,894</td>
</tr>
<tr>
<td>reddit</td>
<td>496,811</td>
</tr>
<tr>
<td>black twitter</td>
<td>398,018</td>
</tr>
<tr>
<td>cistern</td>
<td>354,159</td>
</tr>
<tr>
<td>walter reed</td>
<td>294,790</td>
</tr>
<tr>
<td>d day</td>
<td>249,720</td>
</tr>
<tr>
<td>virginia population</td>
<td>235,154</td>
</tr>
<tr>
<td>alexis ohanian</td>
<td>173,309</td>
</tr>
<tr>
<td>coronavirus virginia</td>
<td>165,746</td>
</tr>
<tr>
<td>sasheer zamata</td>
<td>149,256</td>
</tr>
<tr>
<td>greg smith</td>
<td>127,382</td>
</tr>
<tr>
<td>virginia coronavirus</td>
<td>124,617</td>
</tr>
<tr>
<td>population of virginia</td>
<td>122,829</td>
</tr>
<tr>
<td>quoth the raven</td>
<td>93,966</td>
</tr>
<tr>
<td>jim ryan</td>
<td>89,365</td>
</tr>
</tbody>
</table>

*Organic search queries reflect performance on Google search, specifically. These terms exclude any queries directly searching for “UVA” terms to better identify related content.  
** Low value queries do not inherently stay low value forever. If a story is published that better matches user intent, the value of these terms may increase.
The below story about Black Twitter was originally published in 2018, yet it earned its highest ever monthly pageviews in June 2020. In that month, 90% of that traffic came from organic search, indicating that users were finding the content on their own, and that the topic was still of interest to users searching on the internet, indicating that it may be interesting to an even larger audience, if we were to promote it further.

**EXPANDED READERSHIP STRATEGY**

**HIGHLY ALIGNED CONTENT PERFORMS WELL OVER TIME**

Source: Google Analytics

Date Range: 11/1/18 - 12/31/20
USING ORGANIC SEARCH BEHAVIOR TO GUIDE STRATEGY

By identifying top performing search queries, we can implement the below opportunities to capitalize on the popularity of the story or topic.

- CUSTOMIZE DESCRIPTION TEXT TO IMPROVE CLICK THROUGH RATE

- CONSIDER PROVIDING A STORY UPDATE OR WRITING A NEW, RELATED STORY, SINCE THIS EXAMPLE IS OVER A YEAR OLD. UPDATED CONTENT MAY ENCOURAGE NEW READERSHIP AND WILL INCREASE RELEVANCY

- FIND OTHER AREAS OF OPPORTUNITY TO SHARE THE STORY - IF IT IS POPULAR AND TIMELY ON GOOGLE, IT MAY BE WORTH RE-POSTING ON SOCIAL CHANNELS

- CONSIDER OPPORTUNITIES TO PROMOTE THE CONTENT VIA PAID CHANNELS. TEST PROMOTING THIS STORY THROUGH PAID SEARCH, SO THAT IT APPEARS AT THE TOP OF THE SEARCH RESULT WITH CUSTOM AD COPY, OR BOOSTING ON SOCIAL MEDIA
EMAIL: EFFECTIVE, PROVEN, GROWING
Is Email Still Working?

Around 10 years ago, marketing trends began suggesting that email may be “dying” or “on its way out” with platforms such as social media taking over and becoming the primary channels for content distribution.

That has not happened; in fact, email is still highly effective. 2020 data show UVA Today email products performing well, and well above industry averages. Email is still one of our most effective channels, driving nearly 40% of all pageviews on UVA Today.
"EMAIL IS DYING"

"EMAIL IS STILL VALUABLE AND EFFECTIVE"

Is Social Media Going to Kill Email?

Email Marketing: Still The Most Powerful Tool To Take Your Business To The Next Level

You’ve probably heard the myths. Social media is replacing email. People don’t want to share their data online. Millennials don’t use email. Other marketing methods are more successful than email marketing. Email marketing is dead.

Don’t believe these myths. Nobody’s abandoning email. In spite of the rising popularity of social media, people still love to receive emails in their inboxes. Email isn’t dead, and email marketing remains one of the most cost-effective ways to reach consumers today.
EMAIL BY THE NUMBERS: 2020

The numbers show that email clearly is not dead for UVA Today content. Across our three major email products (Daily Report, UVA This Month, Research Digest), over 27 million emails were delivered in 2020, earning nearly 3 million clicks on content.

27.5 MILLION TOTAL EMAILS DELIVERED

17.5 MILLION TOTAL EMAIL OPENS*

2.9 MILLION TOTAL EMAIL CLICKS*

* Total opens and clicks reflect cumulative engagements, therefore counting multiple opens or clicks by one user on an individual email. This differs from the unique metrics typically used to calculate open and click through rates.

SOURCE: Marketing Cloud
DATE RANGE: 1/1/20 - 12/31/20
STATE OF EMAIL CONSUMPTION

Email continues to be a critical pillar of UVA Today content distribution strategy. While marketing trends had suggested that email may be “dead,” the volume of email consumption across products indicates that email is still a highly valuable channel for UVA Today content.

35% OPEN RATE ACROSS EMAIL PRODUCTS*

20% CLICK THROUGH RATE ACROSS EMAIL PRODUCTS*

41% ABOVE EDUCATION INDUSTRY BENCHMARK OF 25%**

163% ABOVE EDUCATION INDUSTRY BENCHMARK OF 7.5%**

* Includes the Daily Report, UVA This Month, and Research Digest emails.

** Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.
SOCIAL IS NOT ONE-SIZE-FITS-ALL
How Do We Develop Social Strategy?

While “Social Media” can be looked at as one channel as a whole, the reality that each individual social platform is highly unique, and must be assessed independently.

The 2020 data show that what works well on Facebook may not work as well on LinkedIn or Instagram, and that’s okay. Developing strategy for each individual channel, rather than social as a whole will deliver the best results.
## SOCIAL MEDIA - CHANNEL BY CHANNEL

Below are key learnings from each of our four major social media platforms

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>INSTAGRAM</th>
<th>TWITTER</th>
<th>LINKEDIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook is the top driver of pageviews to UVA Today among social channels. In 2020, social drove 23% of all traffic on UVA Today, with 75% of that social traffic coming from Facebook.</td>
<td>Carousels are the top-performing content type on Instagram, industry-wide, and for UVA.</td>
<td>Top Tweets of 2020 included 2 institutional announcements or updates, demonstrating the platform’s strength in delivering timely, “breaking” content.</td>
<td>Top LinkedIn posts included stories about UVA rankings and student and alumni accomplishments, demonstrating a sense of pride across our audience on LinkedIn.</td>
</tr>
<tr>
<td>Photo content reaches the most users, but can’t be used alone to meet our goals.</td>
<td>In-feed videos (under 1 minute long) outperform IGTV videos (over 1 minute long).</td>
<td>Top Tweets also reflected a mix of content types; video, link, and photo, indicating that even within the platform, users consume a mix of content types.</td>
<td></td>
</tr>
</tbody>
</table>
On Facebook, our content mix includes links to UVA Today articles, photos and video.

In 2020, 23% of traffic to UVA Today came from social media and almost 75% of that traffic came from Facebook. On average, visual content has a higher reach and engagement rate. A mix of content, both links and visuals, are important to drive our audience to the UVA Today site and boost reach and engagement on the platform.

FACEBOOK PERFORMANCE BY CONTENT TYPE

AVG. REACH/POST

ENGAGEMENT RATE

% OF POSTS BY POST TYPE

SOURCE: RivalIQ
DATE RANGE: 1/1/20 - 12/31/20
The top three posts from 2020 are University news link posts from UVA Today. Updates on how the University adjusted to the pandemic and the anomaly — news about a UVA-made FDA approved artificial pancreas — show that our audience on Facebook is tuned into informative, noteworthy content about news happening at UVA or involving UVA.

TOP POSTS BY ENGAGEMENT RATE

TOP FACEBOOK POSTS OF 2020

SOURCE: RivIQ, Creator Studio
DATE RANGE: 1/1/20 - 12/31/20
There are two main types of video content on Instagram — in-feed videos and IGTV. Videos shorter than one minute can be posted directly on the page and appear in the feed. IGTV is for videos longer than one minute. A one minute long snippet of an IGTV post can be viewed in-feed, but the viewer must click “keep watching” to view the full video in the IGTV player.

On Instagram, short-form in-feed video content outperforms longer IGTV content. The in-feed video engagement rate is more than twice that of IGTV (12% vs. 6%, respectively). Users are more engaged with shorter video content that they can view all in-feed, rather than having to navigate to the IGTV player. We should aim to keep Instagram video content under one minute for optimal performance.
In terms of average reach, photos and carousels (more than one photo in a post) perform higher than posts with a video. However, carousels and shorter videos (one minute or less) perform the best in terms of engagement rate.

**INSTAGRAM PERFORMANCE BY POST TYPE**

<table>
<thead>
<tr>
<th>POST TYPE</th>
<th>AVG. REACH/POST</th>
<th>ENGAGEMENT RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHOTO</td>
<td>45,000</td>
<td>4%</td>
</tr>
<tr>
<td>CAROUSEL</td>
<td>30,000</td>
<td>21%</td>
</tr>
<tr>
<td>IGTV (NON-IGTV)</td>
<td>15,000</td>
<td>26%</td>
</tr>
<tr>
<td>VIDEO</td>
<td>60,000</td>
<td>49%</td>
</tr>
</tbody>
</table>

% OF POSTS BY POST TYPE:

- Photo: 49%
- Carousel: 26%
- IGTV: 4%
- Video: 21%

**DATE RANGE:** 1/1/20 - 12/31/20

**SOURCE:** Creator Studio, RivalIQ
As seen on the previous slide, carousels and short-form video content perform best in terms of engagement rate, however, these content types do not make up a significant amount of our content mix. Carousels and short-form video made up just 30% of all post volume, while photos and IGTV, which have lower engagement rates, made up 70% of posts in 2020. Posting more carousel and video content may help drive improved performance.
TOP INSTAGRAM POSTS OF 2020

Despite the lack of activity due to the COVID-19 pandemic, our top performing posts on Instagram showcase life on Grounds, perhaps driven by nostalgia and desire for a sense of community. On Instagram, engaging photos and short video perform the best on this visual platform.

TOP POSTS BY ENGAGEMENT RATE

VIDEO
PHOTO
CAROUSEL
Over the course of the year, several top tweets were statements from the University. These Tweets have been excluded from this slide to better show content-based themes.

TOP TWEETS OF 2020

The top three posts from 2020 highlight important moments from the fall 2020 semester. All three content types are represented — a link to UVA Today article, video and photos. From the posts, we can clearly see how quick updates on institutional announcements, or “breaking news,” are perfect for the platform.

TOP TWEETS BY ENGAGEMENT RATE

Link Post

Video

Photo

SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 1/1/20 - 12/31/20
TOP LINKEDIN POSTS OF 2020

Most of the content on LinkedIn is comprised of links to UVA Today stories. Among those stories, UVA rankings and student/alumni successes have performed the best in 2020. This shows us that our audience on LinkedIn likes to see content where they feel a sense of pride for their alma mater and witness the accomplishments of their peers.

TOP LINKEDIN POSTS BY ENGAGEMENT RATE

LINK POST

University of Virginia

Money Magazine Ranks UVA as Nation’s Second-Best-Value Public University
news.virginia.edu • 2 min read

In its 2020 ranking of best colleges by value, UVA climbed five spots to the No. 2 best public school.

LINK POST

University of Virginia

Two UVA students developed a website that provides near–real-time information about the spread of the coronavirus.
news.virginia.edu

Computer Science Students Build Coronavirus Tracking Website

LINK POST

University of Virginia

UVA boasts the top graduation rate of any public university in the country. UVA also graduates the highest percentage of Pell Grant recipients of any public school in the United States. https://ﬁeld.in/ederepi

U.S. News Ranks UVA No. 4 Best Public University in the Country
news.virginia.edu • 2 min read

SOURCE: RivalIQ, LinkedIn Analytics
DATE RANGE: 1/1/20 - 12/31/20
TAGGING: OPPORTUNITY FOR ACTIONABLE LEARNINGS
How Can We Use Parse.ly for Actionable Insights?

In its current state, Parse.ly allows us to tag posts in a way that is useful on an ad-hoc basis, but does not provide valuable high-level reporting insights due to the way that Parse.ly and the CMS function. Since most stories are “tagged” under multiple categories, it is difficult to view tag-level performance and understand what is truly performing well and what is not, due to significant overlap.

By working to implement a new process for tagging, we will be able to better assess tag-level performance and use this information to understand what’s working and make decisions.
**TOP TAGS OF 2020 - TOTAL PAGEVIEWS**

*Below are the top Parse.ly tags of 2020 by total pageviews*. Since one story can currently receive multiple tags, there is overlap across tags (for example, COVID-19, University News, and Crisis tags likely contain similar stories).

<table>
<thead>
<tr>
<th>TAG</th>
<th>PAGEVIEWS</th>
<th>NUMBER OF POSTS</th>
<th>AVG. PAGEVIEWS/POST</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID-19</td>
<td>3,155,099</td>
<td>373</td>
<td>8,459</td>
</tr>
<tr>
<td>University News</td>
<td>2,626,345</td>
<td>369</td>
<td>7,117</td>
</tr>
<tr>
<td>Faculty</td>
<td>2,289,459</td>
<td>381</td>
<td>6,009</td>
</tr>
<tr>
<td>Crisis</td>
<td>2,285,184</td>
<td>226</td>
<td>10,111</td>
</tr>
<tr>
<td>Health/Medical</td>
<td>2,278,385</td>
<td>307</td>
<td>7,421</td>
</tr>
<tr>
<td>Students</td>
<td>2,146,253</td>
<td>365</td>
<td>5,880</td>
</tr>
<tr>
<td>Research</td>
<td>1,813,045</td>
<td>328</td>
<td>5,528</td>
</tr>
<tr>
<td>Community</td>
<td>1,561,958</td>
<td>298</td>
<td>5,241</td>
</tr>
<tr>
<td>Research &amp; Discovery</td>
<td>1,267,179</td>
<td>238</td>
<td>5,324</td>
</tr>
<tr>
<td>School of Medicine</td>
<td>1,070,087</td>
<td>154</td>
<td>6,949</td>
</tr>
</tbody>
</table>

*Tag reporting uses Parse.ly analytics, which varies slightly from Google Analytics data due to differences in data collection by the two platforms.

**SOURCE:** Parse.ly

**DATE RANGE:** 1/1/20 - 12/31/20
TAGGING FOR VALUE

The example below outlines the problems with the current state of tagging, and a recommended solution.

CURRENT STATE

In the current state, a story may receive 10+ tags. On the CMS side, these “tags” are connected to specific fields within the CMS, but those fields don’t translate to Parse.ly, and therefore all tags receive the same “weight” and there is no hierarchy applied.

The result, is that when reporting on tag performance on the aggregate level, stories are counted under multiple tags, and it is therefore challenging to understand meaningful differences in tag-specific performance.

PROPOSED SOLUTION

In order to achieve clean tag reporting, we may consider creating an additional field in the CMS specifically for reporting purposes. This would allow for us to ignore all other tags applied to a story, and solely report on one tag per story. This would involve creating a set of 5-10 tags, and requiring that each story is tagged with exactly one tag in this field.

This would allow for cleaner reporting, as each story would only be attributed to one tag. We could then see differences in performance, but the other tags would remain in place as necessary for ad-hoc purposes.
THANK YOU
UVA Today pageviews increased 35% year over year, earning nearly 7.8 million pageviews in 2020.

Source: Google Analytics

Date Range: 1/1/17 - 12/31/20
### TOP PERFORMING UVA TODAY STORIES OF 2020

*Below are the top 20 stories by pageviews on UVA Today in 2020*

<table>
<thead>
<tr>
<th>STORY</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise May Protect Against Deadly COVID-19 Complication, Research Suggests</td>
<td>312,651</td>
</tr>
<tr>
<td>Coronavirus Aggregation Page</td>
<td>307,043</td>
</tr>
<tr>
<td>‘Write It Down’: Historian Suggests Keeping a Record of Life During Pandemic</td>
<td>189,282</td>
</tr>
<tr>
<td>How to Protect Your Mental Health During a Quarantine</td>
<td>88,219</td>
</tr>
<tr>
<td>Computer Science Students Build Coronavirus Tracking Website</td>
<td>84,303</td>
</tr>
<tr>
<td>UVA Health Independently Develops New COVID-19 Tests</td>
<td>74,428</td>
</tr>
<tr>
<td>Physics Professor Lou Bloomfield Explains the Crucial Math Behind Social Distancing</td>
<td>57,195</td>
</tr>
<tr>
<td>UVA Outlines 'Return to Grounds' Plan for Fall Academic Semester</td>
<td>55,486</td>
</tr>
<tr>
<td>Class of 2020 Celebration</td>
<td>54,142</td>
</tr>
<tr>
<td>UVA Intends to Start In-Person Classes in August</td>
<td>50,242</td>
</tr>
<tr>
<td>University Unveils Early Action Decisions for UVA's Class of 2024</td>
<td>44,577</td>
</tr>
<tr>
<td>Virginia Athletics Announces Changes to New V-Sabre and Cavalier Shield Logos</td>
<td>43,882</td>
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<tr>
<td>UVA Delays In-Person Instruction, Move-In for Undergraduates by Two Weeks</td>
<td>43,437</td>
</tr>
<tr>
<td>Last Looks at the Old Alderman Library</td>
<td>41,045</td>
</tr>
<tr>
<td>What Will Fall at UVA Look Like? This Committee Is Exploring Options</td>
<td>38,828</td>
</tr>
<tr>
<td>Q&amp;A: Historian Compares Today's Protests to Civil Rights Movement of '50s and '60s</td>
<td>35,405</td>
</tr>
<tr>
<td>Get Your UVA Zoom Backgrounds Here</td>
<td>34,166</td>
</tr>
<tr>
<td>A PSA From Your UVA Med Students</td>
<td>31,541</td>
</tr>
<tr>
<td>Ryan Announces Policy Changes to Slow the Spread of COVID-19</td>
<td>54,469</td>
</tr>
</tbody>
</table>

* This includes the top stories and pages by pageviews during 2020, regardless of when the story itself was published.

**SOURCE:** Google Analytics

**DATE RANGE:** 1/1/20 - 12/31/20
The Daily Report, Organic Search, and Social Media are the top drivers of traffic to UVA Today. The share of Daily Report traffic increased in 2020, likely a result of adding students and parents to the distribution list and increasing overall audience size. Total sessions to UVA Today increased by 37% over 2019.

* Email, Other includes products such as UVA This Month, Research Digest, and Return to Grounds emails.
In 2019, there was a 50/50 makeup of female and male users on the UVA Today site. In 2020, the percentage of female users grew, now making up about a 58% to 42% split. There were no notable changes in the age of the users accessing the site.
Students and parents were added to the Daily Report distribution list in March 2020. During this month, Open and Click Through Rates peaked for the year, with major COVID-19 related announcements being distributed during this time.

**36% 2020 OPEN RATE**

**21% 2020 CLICK THROUGH RATE**

Open rate is calculated by dividing unique opens by emails delivered. Click through rate is calculated by dividing unique clicks by unique opens.

SOURCE: Marketing Cloud

DATE RANGE: 1/1/20 - 12/31/20
Since students were added to the Daily Report in March 2020, this audience has consistently shown the highest open rate of all groups. Open Rate for Medical Center Employees grew throughout the year, while Daily Report Subscribers, Faculty, and Staff performed consistently. Parents, who were also added in March, saw Open Rate decline as the year went on.

Open rate is calculated by dividing unique opens by emails delivered.

SOURCE: Marketing Cloud
DATE RANGE: 1/1/20 - 12/31/20
While Students open emails at a high rate, they don’t click on emails nearly as often as our other audience groups. Across all audiences, engagement peaked during March, and softened as the year went on.

Click through rate is calculated by dividing unique clicks by unique opens.

SOURCE: Marketing Cloud
DATE RANGE: 1/1/20 - 12/31/20
The below graph shows UVA’s monthly Facebook Engagement rate alongside 2020 average Engagement Rates for UVA and competitor schools.

Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting.

Competitor set includes the following schools: Maryland, Illinois, UNC Chapel Hill, Georgia, Purdue, Berkeley, Michigan, Florida, Texas

**FACEBOOK ENGAGEMENT RATE VS. INDUSTRY AVERAGE**

**DATE RANGE:** 1/1/20 - 12/31/20

**SOURCE:** RivAllQ

**ENGAGEMENT RATE**
- UVA 2020 AVERAGE ENGAGEMENT RATE
- COMPETITOR 2020 AVERAGE ENGAGEMENT RATE
The below graph shows UVA’s monthly Instagram Engagement rate alongside 2020 average Engagement Rates for UVA and competitor schools.

Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting.

Competitor set includes the following schools: Maryland, Illinois, UNC Chapel Hill, Georgia, Purdue, Berkeley, Michigan, Florida, Texas.

SOURCE: RivalIQ
DATE RANGE: 1/1/20 - 12/31/20
TOP FACEBOOK POSTS OF COMPETITOR SCHOOLS

Below are some of the top Facebook posts of 2020 by competitor schools by engagement rate*

* Due to differences in publicly available data vs. private data, competitor engagement rates are calculated differently than our standard reporting which uses our first-party data.
TOP INSTAGRAM POSTS OF COMPETITOR SCHOOLS

Below are some of the top Instagram posts of 2020 by competitor schools by engagement rate*

* Due to differences in publicly available data vs. private data, competitor engagement rates are calculated differently than our standard reporting which uses our first-party data.
SOCIAL MEDIA THEMES AND SENTIMENT

This word cloud captures key words in comments on posts across social media channels from July to December 2020 as it relates to the coronavirus pandemic and the start of the fall semester. The frequency and overall themes of each key word is shown by the font size and color.

The findings are based on the digital themes and sentiment report. The social media portion of the report is created by the social media team. To produce the report, conversations were analyzed and cross-checked with data points like most retweets/shares, most replies and commentary from social media influencers, celebrities and other verified accounts with a large following. Then overall themes of conversations on social media were compiled into a report.