EXECUTIVE SUMMARY

June 2020 was yet another unique month, though traffic declined a bit following the Virtual Celebration in May. Overall, communications and major announcements related to COVID-19 slowed during June, aside from the launch of sites dedicated to the Return to Grounds plan.

Though UVA Today pageviews declined month over month, June traffic was up 91% year over year. Ultimately, FY20 saw 7.4 million pageviews, up 44% over FY19. Top stories this month focused on some operational announcements and updates, as well as stories related to race and inequality amid nationwide protests following the death of George Floyd.

**Suggested action:** continue to publish stories that keep readers informed about what is happening operationally at UVA, while also continuing to focus on stories that highlight conversations and issues being addressed across the country.

Following the May edition of UVA This month, we identified a potential trend in performance based on day of week. The data indicated that engagement rates may be higher when emails are sent on weekends rather than weekdays. In June, we continued testing this theory by sending the email on a Saturday, and saw that performance did improve. So far this year, only the April and June editions have been sent on Saturday, and so far those have been the top two emails in terms of both open and click-through rates.

**Suggested action:** continue sending UVA This Month on Saturdays, and explore the possibility of running a true A/B test to verify this hypothesis.

The number of posts shared on social media declined by 22% this month, coming off of a busy month of May which promoted the Virtual Celebration and the Class of 2020. The exception to this was on LinkedIn, where the number of posts increased by 150%, and engagement rate remained consistent. LinkedIn is our most-followed platform, with over 215K total followers, compared to Facebook which has our next-largest following at 193K.

**Suggested action:** continue posting on LinkedIn in an attempt to grow reach and performance on the platform. Though we have more followers on LinkedIn, the average reach per post is lower than Facebook. Posting more frequently on the platform and getting more engagements may help boost account performance in the algorithm, and allow our posts to reach more users.

The Fall 2020 resource sites (Student and Institutional) were released on June 17, and earned nearly 200,000 pageviews in the first two weeks post-launch. So far, the data show that the two sites have seen dramatic differences in both pageviews and activity on-site. On the Student site, there have been over 170,000 clicks on FAQs and Expandable Sections, while the Institutional site has received just over 19,000 clicks on FAQs and Expandable Sections. This demonstrates that the two audiences are interacting differently, validating the need for two separate sites. FAQs for Faculty and Staff tend to focus on COVID-19 related precautionary measures, while students are interested in class scheduling/availability, tuition, and life on Grounds.

**Suggested action:** future communications related to Fall 2020 planning should be clearly messaged for the intended audience (students and institutional) since we know that they are looking at different types of content and consuming it differently.
The below graph shows FY2020 and FY2019 pageviews.

FY2020 PAGEVIEWS: 7.4 MILLION
FY2019 PAGEVIEWS: 5.1 MILLION
TOTAL PAGEVIEWS UP 44% YEAR OVER YEAR

SOURCE: Google Analytics
DATE RANGE: 7/1-6/30
JUNE 2020 PAGEVIEWS WERE UP 91% YEAR OVER YEAR

SOURCE: Google Analytics
DATE RANGE: 6/1 - 6/30
# TOP PERFORMING UVA TODAY STORIES - JUNE 2020

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

<table>
<thead>
<tr>
<th>STORY</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Athletics Announces Changes to New V-Sabre and Cavalier Shield Logos</td>
<td>40,979</td>
</tr>
<tr>
<td>UVA Outlines ‘Return to Grounds’ Plan for Fall Academic Semester</td>
<td>36,003</td>
</tr>
<tr>
<td>UVA Announces That All Students, Regardless of Citizenship Status, Are Eligible to Enroll</td>
<td>22,283</td>
</tr>
<tr>
<td>Q&amp;A: Historian Compares Today’s Protests to Civil Rights Movement of ’50s and ’60s</td>
<td>22,116</td>
</tr>
<tr>
<td>UVA Will Provide Students, Employees With Personal Protective Equipment</td>
<td>15,846</td>
</tr>
<tr>
<td>UVA Renames Building for Walter Ridley, First African American to Earn Doctoral Degree</td>
<td>15,325</td>
</tr>
<tr>
<td>Today, Again, I Am Overwhelmed By Grief and Rage…</td>
<td>14,787</td>
</tr>
<tr>
<td>UVA Implements Test-Optional Process for Students Applying for Fall 2021 Entry</td>
<td>14,126</td>
</tr>
<tr>
<td>Study: Overbearing Parents Lead to Long-Term Struggles With Relationships, Education</td>
<td>12,216</td>
</tr>
<tr>
<td>Photos: The Making of UVA’s Memorial to Enslaved Laborers</td>
<td>11,914</td>
</tr>
</tbody>
</table>

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

**SOURCE:** Google Analytics  
**DATE RANGE:** 6/1/20 - 6/30/20
DAILY REPORT
The below graph shows the Daily Report Open Rate and Click Through Rate for FY2020.

- 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.

**DATE RANGE:** 7/1/19 - 6/30/20

**SOURCE:** Marketing Cloud
JUNE TOP PERFORMING DAILY REPORT

THE DAILY REPORT SENT ON 6/18/20 WITH INFORMATION ABOUT FALL 2020 PLANNING SAW THE HIGHEST OPEN RATE AND CLICK THROUGH RATE OF ALL EDITIONS SENT IN JUNE

SUBJECT LINE: REOPENING PLANS, OVERBEARING PARENTS, RESEARCH FELLOWS

39% OPEN RATE
28% CLICK THROUGH RATE

WHILE THE RETURN TO GROUNDS STORY RECEIVED STRONG CLICK TRAFFIC, THE STORY WITH THE GREATEST NUMBER OF CLICKS IN THIS EDITION WAS THE OVERBEARING PARENTS STORY

Study: Overbearing Parents Lead to Long-Term Struggles With Relationships, Education

The dynamic predicts unhealthy romantic relationships in adulthood and less academic achievement by the age of 32.

MORE >
Editor’s Note: This month at the University of Virginia, plans for an unusual fall semester began to take shape, efforts to research and treat the novel coronavirus continued and faculty, students and staff added their voices to a nationwide conversation on racism amid weeks of protests after George Floyd’s death in Minneapolis. Hear what they have to say, learn more about what to expect for the fall, and see what has been happening on Grounds while students are away.

REleased on JUNE 27, 2020
270K Total Emails Delivered

TOP 5 STORIES WITHIN JUNE UVA THIS MONTH BY CLICKS

- Last Looks at the Old Alderman Library
- UVA OUTLINES ‘RETURN TO GROUNDS’ PLAN FOR FALL ACADEMIC SEMESTER
- Photos: The Making of UVA’s Memorial to Enslaved Laborers
- BEHIND THE ‘MANDALORIAN’ MASK: MEET UVA GRAD EMILY SWALLOW
- UVA WILL PROVIDE STUDENTS, EMPLOYEES WITH PERSONAL PROTECTIVE EQUIPMENT
Following a slight decline in open and click through rates in May, performance improved in June. Both open and click through rates increased month over month. June click through rate was a year to date high at 19%.

*Click through rate is calculated by dividing unique clicks by unique opens.
JUNE 2020 RESEARCH DIGEST EMAIL DISTRIBUTION

RELEASED ON JUNE 6, 2020
275K TOTAL EMAILS DELIVERED

Editor’s note: This edition of the UVA Research Digest features a brand-new story on neurology professor Kevin Pelphrey, who shares his breakthroughs from his renowned autism research. Meanwhile, with more than 4 million cases of COVID-19 worldwide, UVA marches forward in its battle against the novel coronavirus, including overwhelmimg its testing sites and successfully testing treatment drug candidates at UVA Health, leading to FDA approval. Read on for more of our top research stories, and don’t forget to subscribe to keep up with future UVA discoveries.

4 Reasons for Optimism From Autism Researcher Kevin Pelphrey

<table>
<thead>
<tr>
<th>TOP 5 STORIES WITHIN JUNE RESEARCH DIGEST BY CLICKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Reasons for Optimism</td>
</tr>
<tr>
<td>DRUG TESTED AT UVA CLEARED AS FIRST COVID-19 TREATMENT</td>
</tr>
<tr>
<td>IS THERE A CURE FOR CABIN FEVER?</td>
</tr>
<tr>
<td>EVERYTHING YOU NEED TO KNOW ABOUT YOUR SMARTPHONE’S NEW COVID-19 TRACKER</td>
</tr>
<tr>
<td>HOW A 10-MINUTE ‘RESET’ MAY MAKE A HUGE DIFFERENCE FOR KIDS AT HOME</td>
</tr>
</tbody>
</table>
YEAR TO DATE RESEARCH DIGEST PERFORMANCE

AFTER A STRONG EDITION IN APRIL, JUNE PERFORMANCE REMAINED RELATIVELY CONSISTENT IN TERMS OF OPEN AND CLICK THROUGH RATES

JUNE OPEN RATE DECLINED 8% FROM APRIL (31% TO 29%)
JUNE CLICK THROUGH RATE REMAINED CONSISTENT (16%)

SOURCE: Marketing Cloud
SOCIAL MEDIA
The below graph shows year to date reach and engagement rate for all Social Media content. While total reach declined month over month, the total number of posts created in June also decreased.

* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during the month of June. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes.

**SOURCE:** Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics

**DATE RANGE:** 1/1/20 - 6/30/20
Looking at reach alone does not tell the full story of Social Media impact, as total reach is dependent upon the number of posts published within a month. If you post more often, reach will increase. For this reason, we also need to look at average reach per post, and average engagement per post.

\[\text{AVG. REACH/POST} \quad \text{AVG. ENGAGEMENTS/POST}\]

*Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during the month of June. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes.*
JUNE 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY
REACH: 6/17/20

University of Virginia
June 17 at 2:02 PM

The University has announced plans for the fall semester. Courses will begin on Aug. 29 and in-person instruction will end by Thanksgiving.

86K USERS REACHED
922 ENGAGEMENTS
1% ENGAGEMENT RATE

TOP FACEBOOK POST BY
ENGAGEMENT RATE: 6/4/20

University of Virginia
June 4

The University's Board of Visitors voted Thursday to rename Ruffner Hall in honor of Walter Ridley, the first African-American to earn a doctoral degree from UVA.

48K USERS REACHED
5K ENGAGEMENTS
10.5% ENGAGEMENT RATE

SOURCE: Creator Studio
DATE RANGE: 6/1/20 - 6/30/20
JUNE 2020 TOP INSTAGRAM POSTS

TOP INSTAGRAM POST BY REACH: 6/15/20

67K USERS REACHED
6K ENGAGEMENTS
9.8% ENGAGEMENT RATE

TOP INSTAGRAM POST BY ENGAGEMENT RATE: 6/4/20

53K USERS REACHED
9.6K ENGAGEMENTS
18% ENGAGEMENT RATE

SOURCE: Creator Studio
DATE RANGE: 6/1/20 - 6/30/20
JUNE 2020 TOP TWEETS

TOP TWEET BY REACH (IMPRESSIONS*): 6/4/20

The University’s Board of Visitors voted Thursday to rename Ruffner Hall in honor of Walter Ridley, the first African-American to earn a doctoral degree from UVA.

83K IMPRESSIONS
4K ENGAGEMENTS
5% ENGAGEMENT RATE

TOP TWEET BY ENGAGEMENT RATE: 6/4/20

Faculty and staff members met in solidarity to pay tribute to George Floyd by kneeling at the Memorial to Enslaved Laborers for 9 minutes. Afterward, they discussed ways as individuals and as a community they could work together toward more equality.

44K IMPRESSIONS
5K ENGAGEMENTS
12% ENGAGEMENT RATE

* Twitter does not report unique reach, only total impressions.

SOURCE: Twitter Analytics
DATE RANGE: 6/1/20 - 6/30/20
FALL 2020 SITE LAUNCH
FALL 2020 SITES - RETURN TO GROUNDS AND STUDENT RESOURCE SITE

LAUNCHED ON JUNE 17, 2020

NEARLY 200K PAGEVIEWS IN FIRST TWO WEEKS

OVER 190K CLICKS ON FAQs IN FIRST TWO WEEKS
Across the three major pages for the Return to Grounds plan, there have been nearly 200,000 pageviews since launched.

- Total Pageviews: 200,000
- Student Resource Site: 100,000
- Return to Grounds: 60,000
- UVA Today Story: 50,000

**Source:** Google Analytics

**Date Range:** 6/17/20 - 7/1/20
Below are the top 15 FAQs & Expandable Sections on the Return to Grounds site by click volume.

- Meetings and Spaces
- Social Distancing
- Personal Protective Equipment (PPE)
- Testing and Contact Tracing
- Quarantining and Isolation
- Cleaning Protocols
- Are there any exceptions to the face covering requirement?
- Will UVA require employees to wear face masks on Grounds?
- How will face covering rules under Policy SEC-045 be enforced?
- What will the University’s COVID-19 testing policy be for students, faculty and staff?
- Will the University provide face coverings?
- Will there be any changes related to my parking location or fee?
- What is the numerical cut off for in-person instruction?
- What types of leave may I take during the University’s modified status?
- Are there courses that will not be available online?

19K TOTAL CLICKS ON FAQS AND EXPANDABLE SECTIONS

SOURCE: Google Analytics
DATE RANGE: 6/17/20 - 7/1/20
Below are the top 15 FAQs for students by click volume. The top FAQs primarily focus on class scheduling and logistics, tuition, and student life at UVA.

**CLICKS**

- Will tuition be the same whether my classes are online or in-person?
- What will the grading policy be for Fall 2020?
- Will fees be the same whether I am in Charlottesville or in my home community?
- Can all undergraduates take a reduced course load in Fall 2020?
- When will exams take place? Will they all be virtual?
- Will all classes have an online option?
- What about the libraries? Where can students go for quiet study?
- What will orientation look like?
- What is the academic calendar?
- Can all undergraduates take a J-term and a Summer Session I class without paying additional tuition?
- When do we think study abroad will resume?
- I'm an incoming first-year student. Will I be required to live on Grounds?
- What about the fraternities and sororities? Will they be able to have events, including parties?
- Will students be housed in doubles?
- What will be different about the student residential experience?

**172K TOTAL CLICKS ON FAQS AND EXPANDABLE SECTIONS**

**SOURCE:** Google Analytics  
**DATE RANGE:** 6/17/20 - 7/1/20
UVA TODAY RETURN TO GROUNDS STORY

The UVA Today story about the Return to Grounds plan has earned 36K pageviews since it was published. This story earned the second-most pageviews of all stories within the month of June.

ON THE UVA TODAY SITE, THE INLINE AD DROVE 5,675 PAGEVIEWS TO THE RETURN TO GROUNDS SITE

HOUSE AD A DROVE 2,375 PAGEVIEWS TO THE RETURN TO GROUNDS SITE

THESE TWO ADS ON THE UVA TODAY SITE HAVE DRIVEN 11% OF ALL PAGEVIEWS ON THE RETURN TO GROUNDS SITE

SOURCE: Google Analytics
DATE RANGE: 6/17/20 - 7/1/20
The Return to Grounds update was shared across all Social Media channels. The Facebook post and Instagram Story content saw particularly strong performance.

**FACEBOOK POST - TOP REACH IN MONTH OF JUNE**

- **86K USERS REACHED**
- **922 ENGAGEMENTS**
- **1% ENGAGEMENT RATE**

**IG STORY SERIES - 7 CARDS**

- **77% OF USERS CLICKED THROUGH ALL 7 INFORMATION CARDS ON INSTAGRAM STORIES**

*Completion rate = # of users who viewed the final card/# of users who viewed the first card*
THANK YOU