

# JUNE 2020 COMMUNICATIONS SUMMARY

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**UNIVERSITY COMMUNICATIONS**

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# 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.



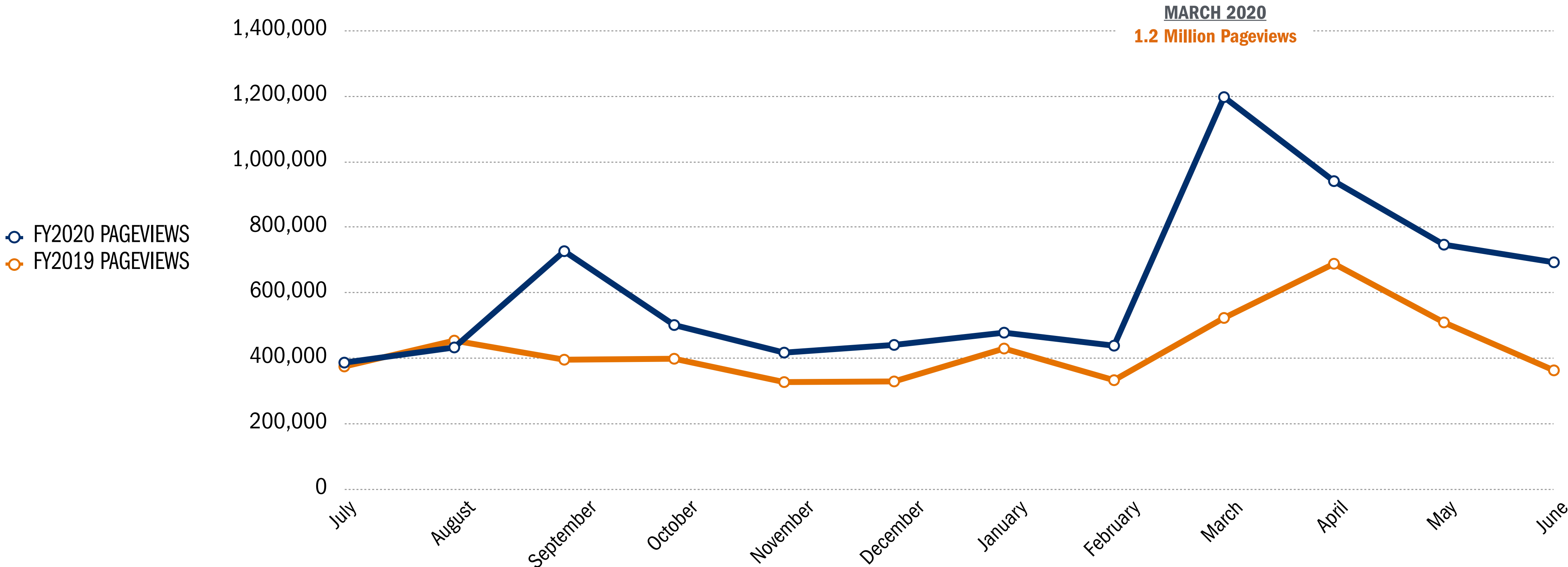
The Fall 2020 resource sites (Student and Institutional) were released on June 17, and earned nearly 200,000 pageviews in the first two weeks post-launch. So far, the data show that the two sites have seen dramatic differences in both pageviews and activity on-site. On the Student site, there have been 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.

# UVA TODAY

# UVA TODAY PAGEVIEWS

The below graph shows FY2020 and FY2019 pageviews

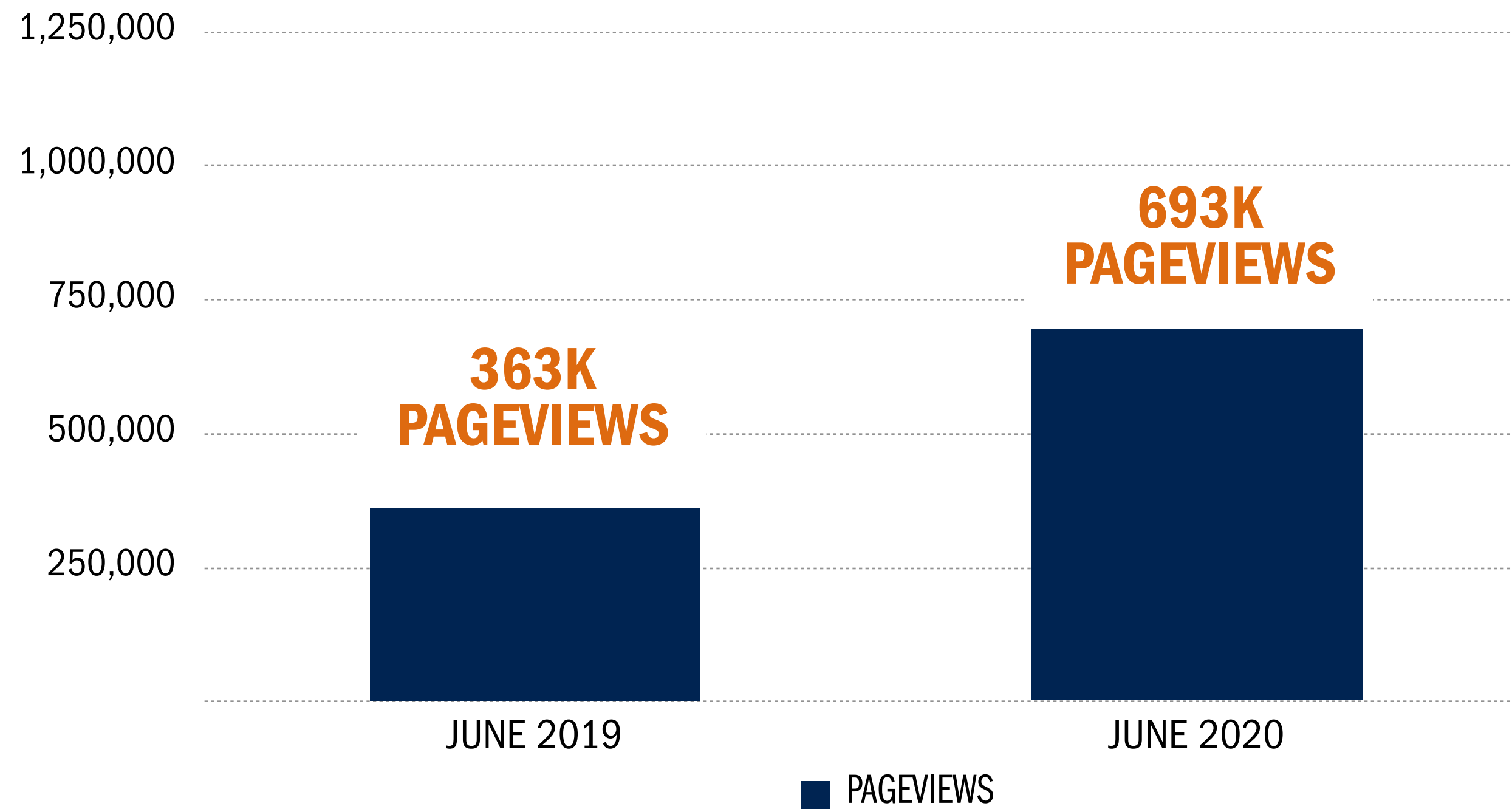


**FY2020 PAGEVIEWS: 7.4 MILLION**  
**FY2019 PAGEVIEWS: 5.1 MILLION**  
**TOTAL PAGEVIEWS UP 44% YEAR OVER YEAR**

**SOURCE:** Google Analytics  
**DATE RANGE:** 7/1- 6/30



# UVA TODAY YEAR OVER YEAR PAGEVIEWS - JUNE



**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\**

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

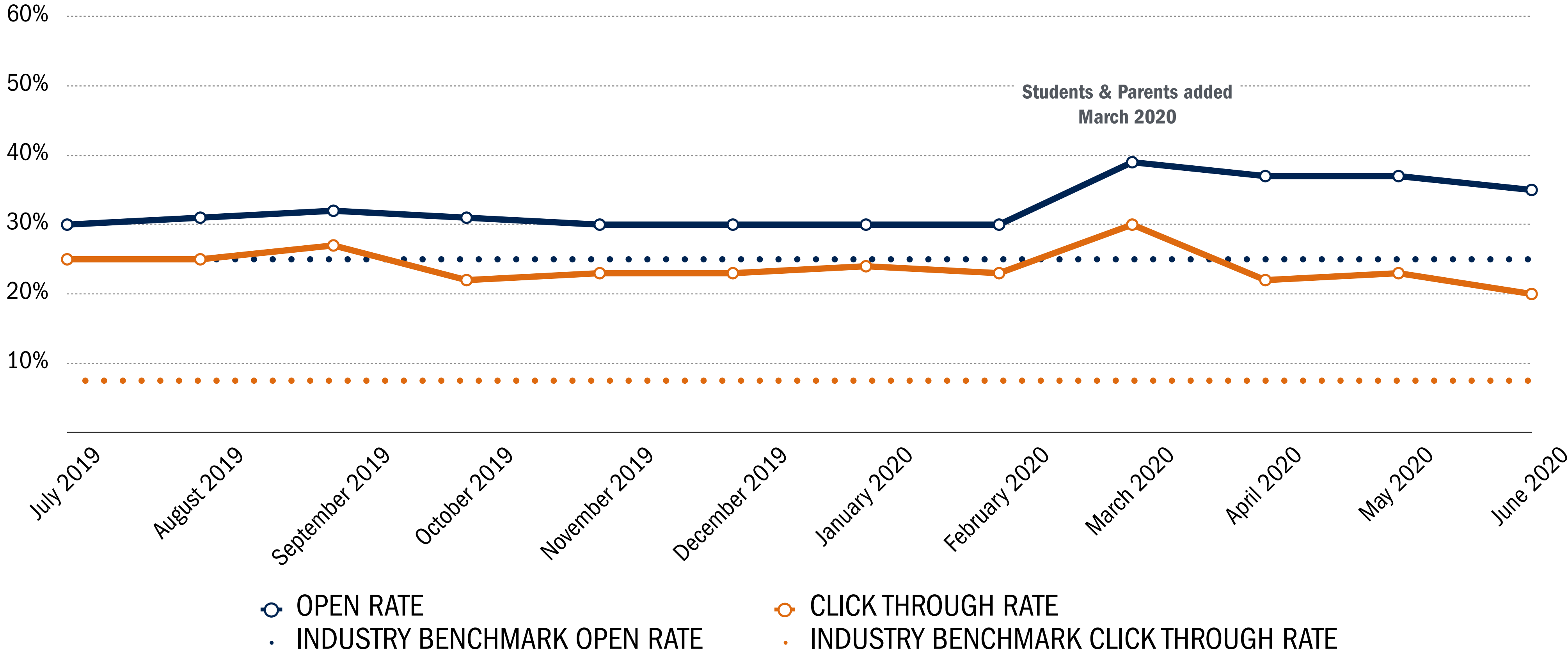
\* This data includes of the top stories by pageviews during the month of June regardless of when the story itself was published.

**SOURCE:** Google Analytics  
**DATE RANGE:** 6/1/20 - 6/30/20

# DAILY REPORT

# DAILY REPORT PERFORMANCE

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

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



# 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**



The image shows the top portion of an email report. At the top is the University of Virginia logo. Below it is the 'UVA Today DAILY REPORT' logo. The main visual is a photograph of a large, classical-style building with a dome, surrounded by trees with autumn-colored leaves. Below the photo is the headline 'UVA Outlines 'Return to Grounds' Plan for Fall Academic Semester' and a short paragraph of text with a 'MORE >' link.

**39% OPEN RATE**  
**28% CLICK THROUGH RATE**



**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 >**

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

**SOURCE:** Marketing Cloud  
**DATE RANGE:** 6/1/20 - 6/30/20

# UVA THIS MONTH



# JUNE 2020 UVA THIS MONTH EMAIL DISTRIBUTION

 UNIVERSITY of VIRGINIA

## UVA This Month

*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](#)

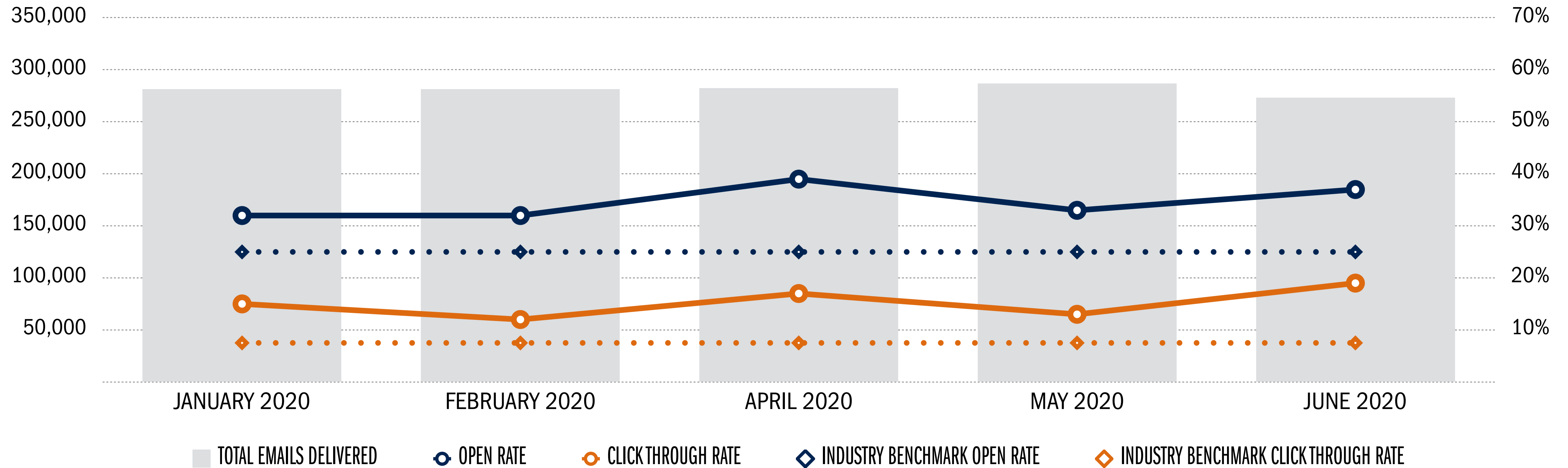
[Photos: The Making of UVA's Memorial to Enslaved Laborers](#)

[BEHIND THE 'MANDALORIAN' MASK: MEET UVA GRAD EMILY SWALLOW](#)

[UVA WILL PROVIDE STUDENTS, EMPLOYEES WITH PERSONAL PROTECTIVE EQUIPMENT](#)



# YEAR TO DATE UVA THIS MONTH PERFORMANCE



**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.

SOURCE: Marketing Cloud

# RESEARCH DIGEST

# JUNE 2020 RESEARCH DIGEST EMAIL DISTRIBUTION

UNIVERSITY of VIRGINIA

**UVA**Research  
DIGEST

*Editor's note: This edition of the UVA Research Digest features a brand-new story on neurology professor Kevin Pelphrey, who shares four breakthroughs from his renowned autism research. Meanwhile, with more than 6 million cases of COVID-19 worldwide, UVA marches forward in its battle against the novel coronavirus, including examining its hidden risks and successfully testing treatment drug remdesivir 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



RELEASED ON **JUNE 6, 2020**  
**275K** TOTAL EMAILS DELIVERED

### TOP 5 STORIES WITHIN JUNE RESEARCH DIGEST BY CLICKS

[Four Reasons for Optimism](#)

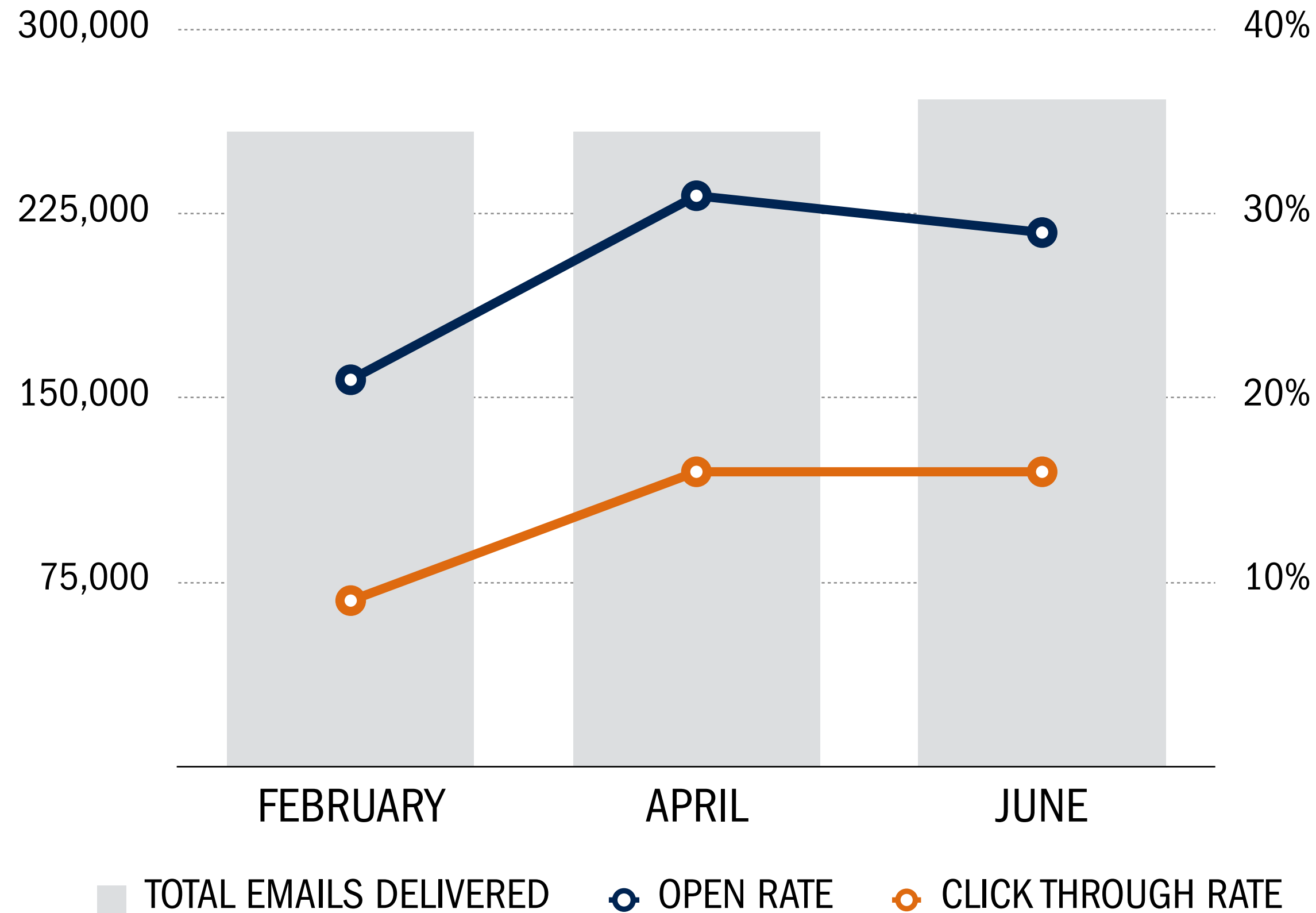
[DRUG TESTED AT UVA CLEARED AS FIRST COVID-19 TREATMENT](#)

[IS THERE A CURE FOR CABIN FEVER?](#)

[EVERYTHING YOU NEED TO KNOW ABOUT YOUR SMARTPHONE'S NEW COVID-19 TRACKER](#)

[HOW A 10-MINUTE 'RESET' MAY MAKE A HUGE DIFFERENCE FOR KIDS AT HOME](#)

# 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**

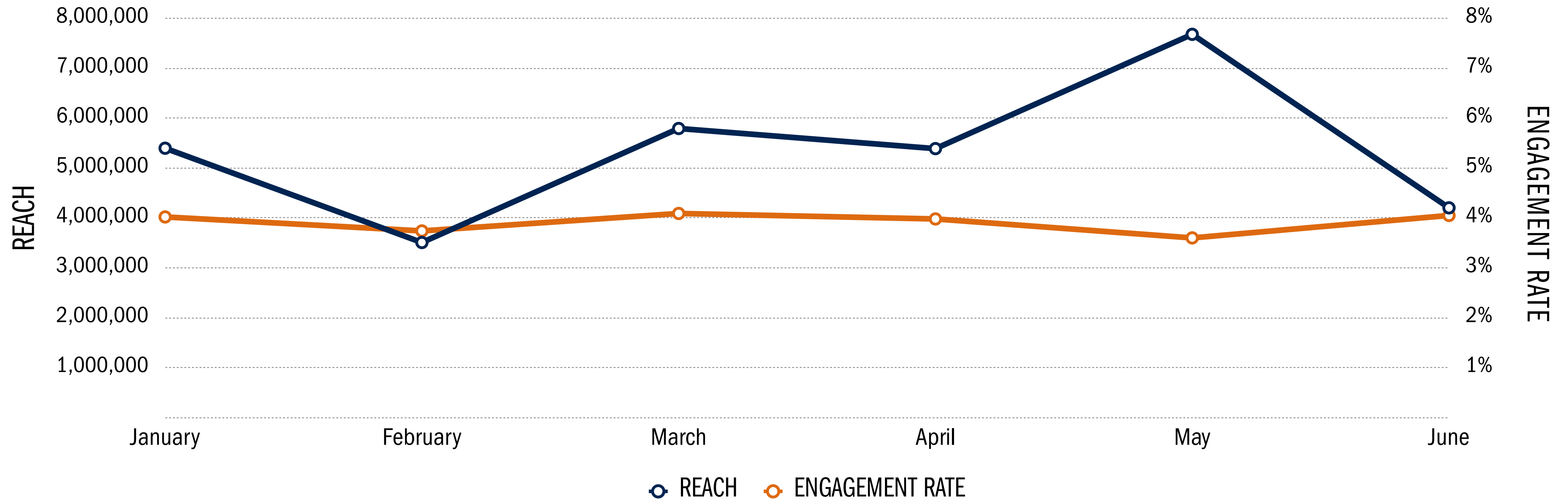
**JUNE OPEN RATE DECLINED 8% FROM APRIL (31% TO 29%)  
JUNE CLICK THROUGH RATE REMAINED CONSISTENT (16%)**

SOURCE: Marketing Cloud

# SOCIAL MEDIA

# SOCIAL MEDIA REACH AND ENGAGEMENT RATE - YEAR TO DATE

*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.*



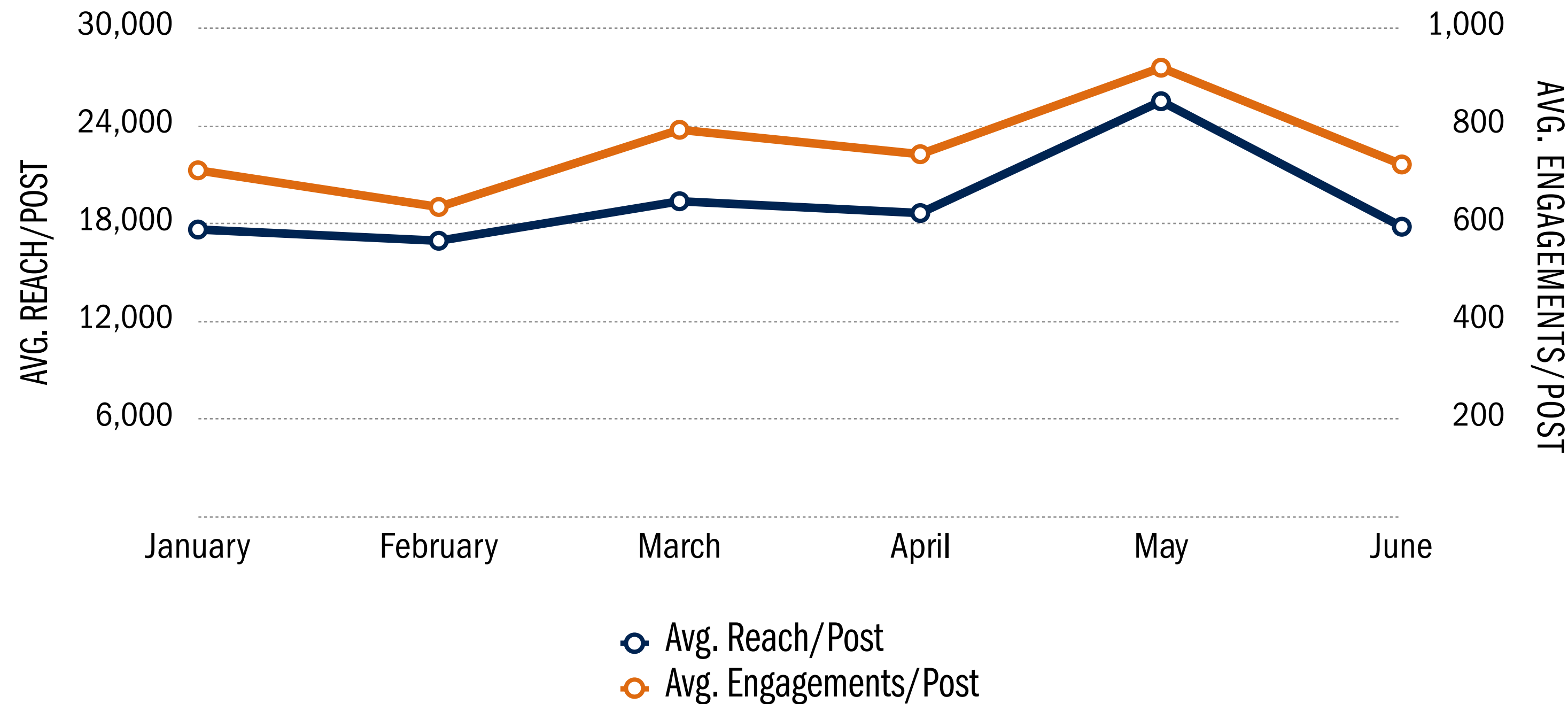
\* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during the month of June. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes.

**SOURCE:** Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics  
**DATE RANGE:** 1/1/20 - 6/30/20



# AVERAGE POST METRICS - YEAR TO DATE

*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.*



AVG. REACH AND ENGAGEMENT PER POST DECLINED MONTH OVER MONTH, HOWEVER, MAY PERFORMANCE WAS BOLSTERED BY THE VIRTUAL CELEBRATION AND ACCOMPANYING VIDEOS.

JUNE ALSO SAW FEWER MAJOR ANNOUNCEMENTS RELATED TO COVID-19 AND UNIVERSITY OPERATIONS STATUS UPDATES THAN PREVIOUS MONTHS, ASIDE FROM THE FALL 2020 PLANNING SITE ANNOUNCEMENT.



\* 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



# JUNE 2020 TOP FACEBOOK POSTS

## TOP FACEBOOK POST BY REACH: 6/17/20

 University of Virginia   
June 17 at 2:12 PM · 

The University has announced plans for the fall semester. Courses will begin on Aug. 25 and in-person instruction will end by Thanksgiving.






NEWS.VIRGINIA.EDU 


**UVA Outlines 'Return to Grounds' Plan for Fall Academic Semester**


**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.



NEWS.VIRGINIA.EDU 

**UVA Renames Building for Walter Ridley, First African American to Earn Doctoral Degree**

**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



uva Athletics director Carla Williams announced Monday that changes have been made to two of the new marks the department released on April 24. The new athletics logos replaced curved handles on the sabres with straight-line handles, eliminating a reference to the serpentine walls on Grounds. Link in bio for more.

Jun 15, 2020

**67K USERS REACHED**  
**6K ENGAGEMENTS**  
**9.8% ENGAGEMENT RATE**

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



uva The University's Board of Visitors voted today to rename Ruffner Hall in honor of Walter Ridley, the first African American to earn a doctoral degree from UVA. Learn more about his life by clicking the link in the bio.

Jun 4, 2020

**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



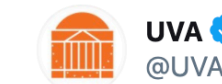
The University's Board of Visitors voted Thursday to rename Ruffner Hall in honor of Walter Ridley, the first African-American to earn a doctoral degree from UVA.



UVA Renames Building for Walter Ridley, First African American to  
The Board of Visitors' unanimous vote came after a University committee recommended renaming Ruffner Hall, the longtime home of UVA's education ...  
[news.virginia.edu](https://news.virginia.edu)

**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**

**SOURCE:** Twitter Analytics  
**DATE RANGE:** 6/1/20 - 6/30/20

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

# FALL 2020 SITE LAUNCH



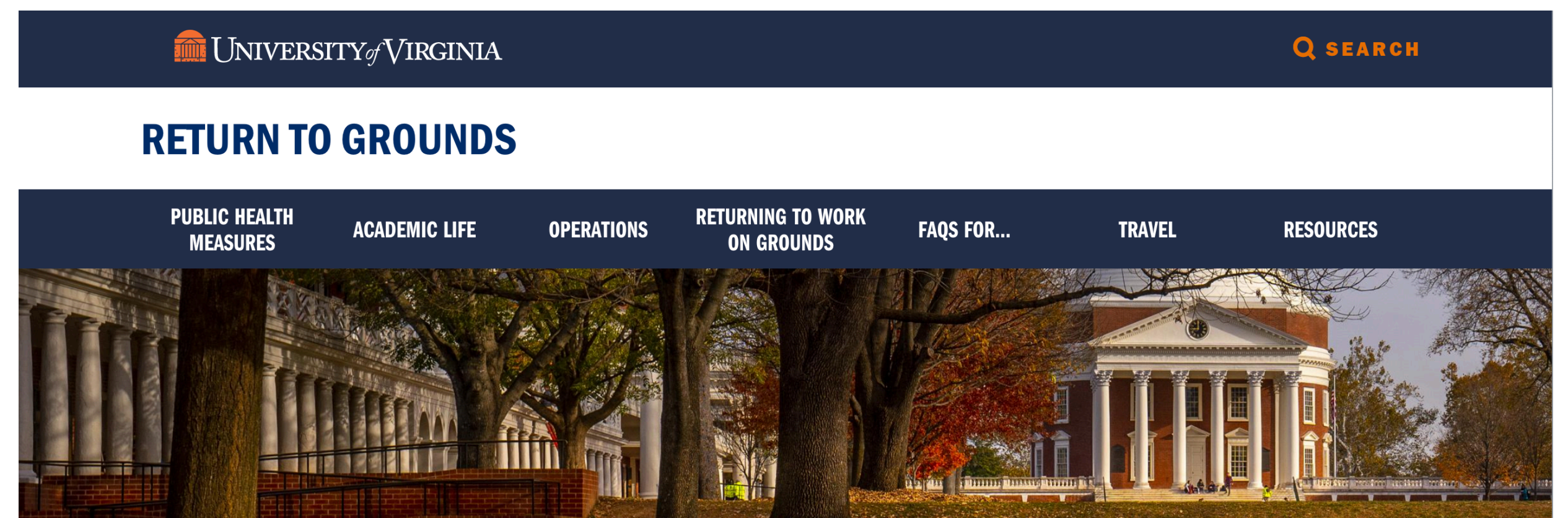
# FALL 2020 SITES - RETURN TO GROUNDS AND STUDENT RESOURCE SITE



**LAUNCHED ON JUNE 17, 2020**

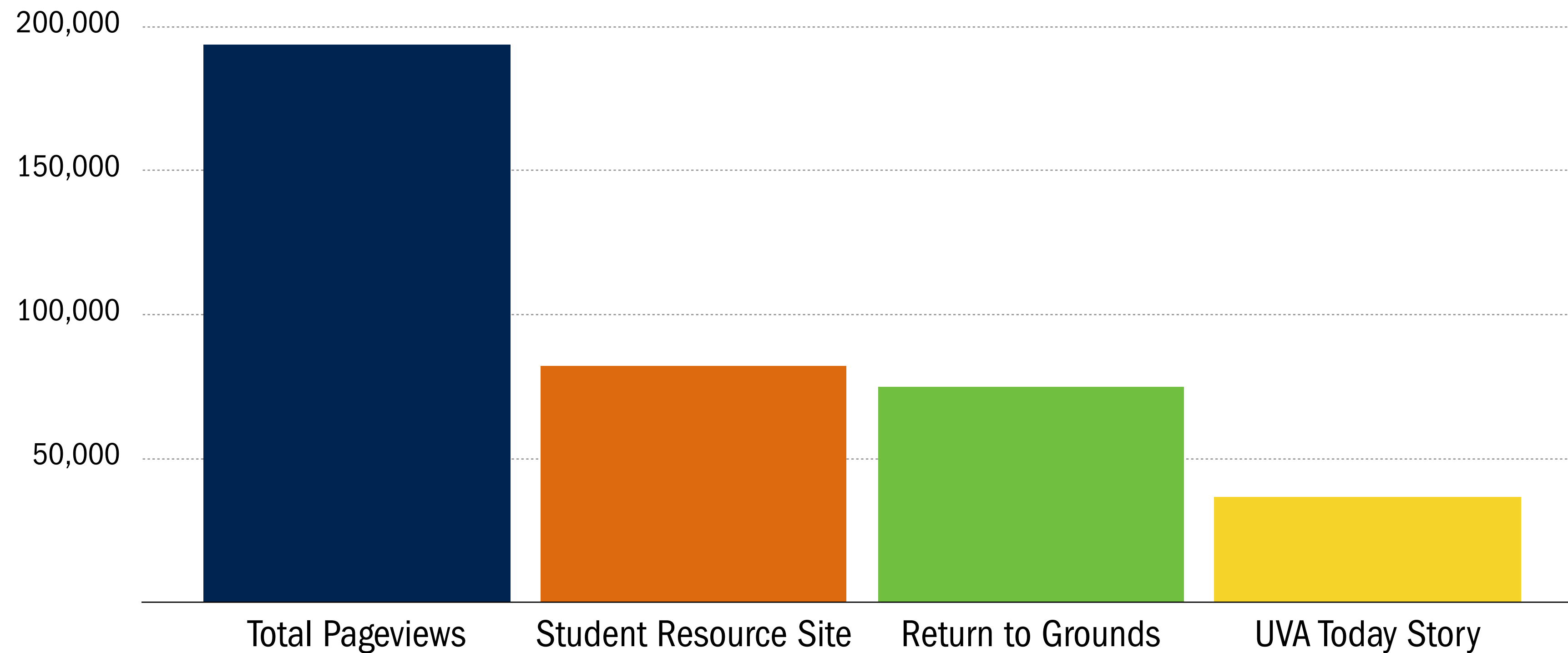
**NEARLY 200K PAGEVIEWS IN FIRST TWO WEEKS**

**OVER 190K CLICKS ON FAQS IN FIRST TWO WEEKS**



# PAGEVIEW ACTIVITY ACROSS SITES

*Across the three major pages for the Return to Grounds plan, there have been nearly 200,000 pageviews since launched*

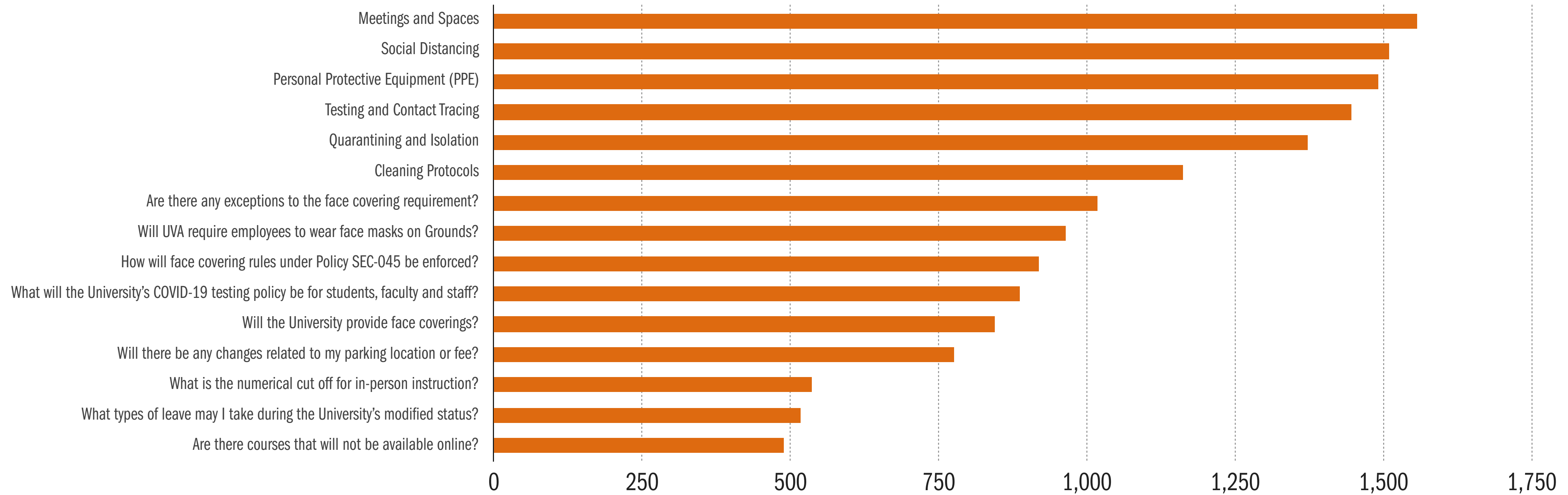


**SOURCE:** Google Analytics  
**DATE RANGE:** 6/17/20 - 7/1/20

# FAQ CLICK ACTIVITY - INSTITUTIONAL

*Below are the top 15 FAQs & Expandable Sections on the Return to Grounds site by click volume.*

## CLICKS



**19K TOTAL CLICKS ON FAQs AND EXPANDABLE SECTIONS**

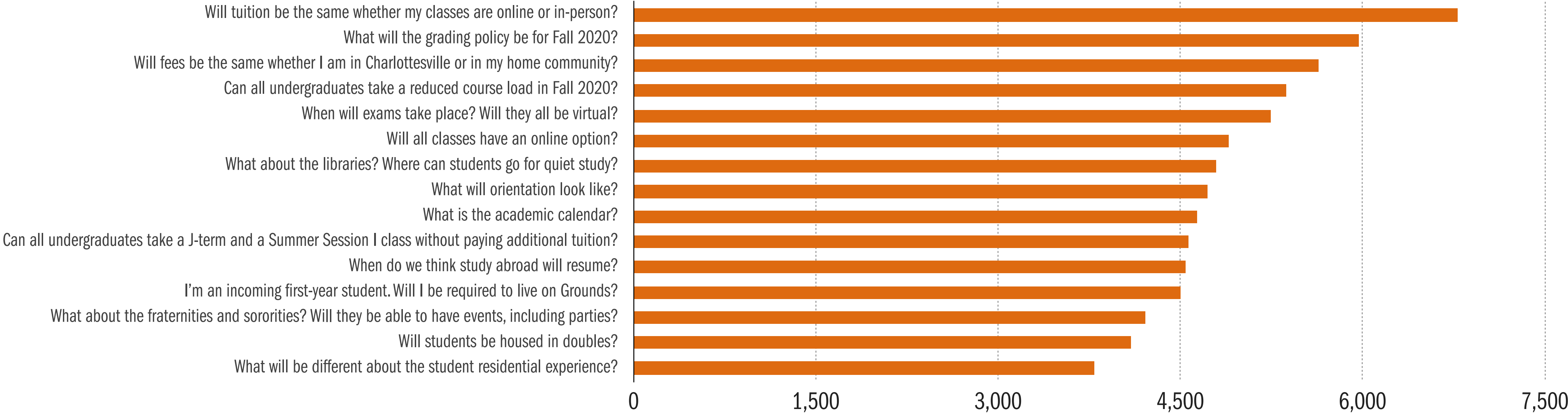
**SOURCE:** Google Analytics  
**DATE RANGE:** 6/17/20 - 7/1/20



# FAQ CLICK ACTIVITY - STUDENTS

*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



**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.*

**UVA**Today

**UVA OUTLINES 'RETURN TO GROUNDS' PLAN FOR FALL ACADEMIC SEMESTER**



(Photo by Sanjay Suchak, University Communications)

June 17, 2020 • McGregor McCance, cmm9vg@virginia.edu



## **Trending**

THIS WEEK

Virginia Athletics Announces Changes to New V-Sabre and Cavalier Shield Logos [MORE >](#)



UVA Announces That All Students, Regardless of Citizenship Status, Are Eligible to Enroll [MORE >](#)



Study: Overbearing Parents Lead to Long-Term Struggles With Relationships, Education [MORE >](#)



**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**

**36K TOTAL PAGEVIEWS**  
**32K UNIQUE PAGEVIEWS**  
**5.5K UVA TODAY STORY AVG.**

**SOURCE:** Google Analytics  
**DATE RANGE:** 6/17/20 - 7/1/20



# RETURN TO GROUNDS - SOCIAL MEDIA

*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



**14K** VIEWS ON FIRST CARD  
**11K** VIEWS ON LAST CARD  
**77%** COMPLETION RATE\*

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

**SOURCE:** Creator Studio

THANK YOU