JULY 2020 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

University *of* Virginia

EXECUTIVE SUMMARY

July 2020 was an important month for University Communications as the Return to Grounds plans and updates continued to evolve. This month brought a new weekly newsletter for the UVA community to provide the latest information and updates regarding the fall semester.

July continued to see strong year over year pageviews, up 36% from July 2019. Of the top 10 stories in July, about half were research focus stories, particularly related to COVID-19. Readers seem to be engaging with "positive" COVID-19 stories related to research that is moving us forward, likely seeing them as a reprieve from much of the negative stories flooding the news today. Other top stories this month primarily consisted of operational University announcements regarding the return to Grounds in the fall.
Suggested action: continue to look for opportunities to publish stories that highlight the great work that UVA is doing related to COVID-19 research. There may also be opportunity to find some lighter "feel good" stories to give readers some positive stories to engage with in the midst of a pandemic.

Last month, it was suggested to scale up social media presence on LinkedIn, given that this platform has the most followers of all social accounts. In July, we increased the number of posts on LinkedIn by 80%. Our total reach on the platform increased by 20%. While total reach increased in July, our avg. reach and engagement rate per post declined. This is likely a result of posting a broader collection of stories to the platform. In the past, posts on LinkedIn were limited to major announcements or extremely specific/relevant stories, which are likely to have high engagement rates. As we expand the content on this platform, it can be expected that engagement and reach may be lower, at least at the beginning.
Suggested action: be consistent in continuing to post relevant content on LinkedIn. Social media algorithms tend to favor consistency and frequency in posts, and will be able to "learn" more about audience behavior each time content is shared.

When looking at year to date trends in social media reach and engagement rate, June and July saw decreased performance compared to prior months. This is likely partially explained by the fact that earlier months saw extreme outliers in content, for example, the Virtual Celebration and Dave Matthews video in May, along with the onset of COVID-19 and the initial operational changes made in March and April. Additionally, as we approach the fall of an election year, it becomes more challenging to reach users in their news feeds, as there is extreme competition with political advertisements and an increasingly active news cycle. As Facebook becomes increasingly pay-for-play, fewer users see organic content in their feeds.
Suggested action: understand that we are likely to see decreased reach over the next few months as a result of the current climate, and that it does not necessarily reflect the quality or effectiveness of our social media strategy. There are mitigation tactics to explore, such as identifying ways to improve engagement rates which often results in increased reach.

The Fall 2020 resource sites (Student and Institutional) were released on June 17, and have earned nearly 400,000 pageviews since launched. In July, the Return to Grounds email updates began being distributed every Thursday afternoon. This has allowed the UVA community to easily access the latest updates and information about returning to Grounds. Open Rates on the email updates have been over 50%, well above the July Daily Report average of 35%.
Suggested action: the Return to Grounds email updates are an effective way of distributing information to the UVA community. With an understanding that social media channels are seeing decreased reach as a result of current competition, continuing to rely on email content will be a crucial way to ensure that our audience receives necessary information moving forward.

UVA TODAY

UVA TODAY YEAR OVER YEAR PAGEVIEWS - JULY

387K PAGEVIEWS

526K PAGEVIEWS

750,000
600,000
450,000
300,000
150,000

JULY 2019

JULY 2020
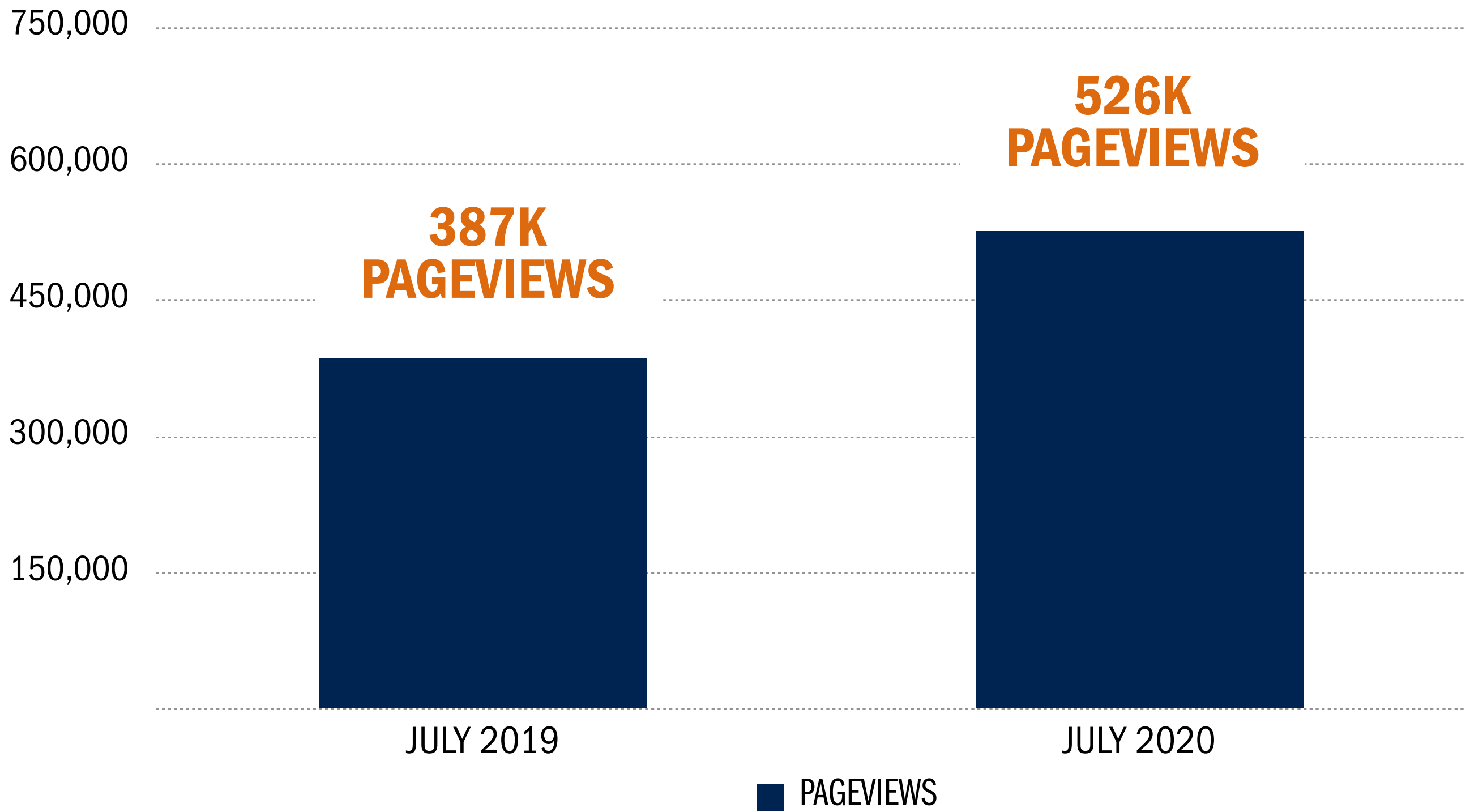
■ PAGEVIEWS

JULY 2020 PAGEVIEWS WERE UP 36% YEAR OVER YEAR

4

TOP PERFORMING UVA TODAY STORIES - JULY 2020

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

| STORY	PAGEVIEWS
UVA Announces Details of Plan for Virus Prevention, Detection and Response	22,467
Lack of COVID-19 Lockdown Increased Deaths in Sweden, Analysis Concludes	21,257
Brain Cancer: Scientists Identify Gene Responsible for Deadly Glioblastoma	15,554
Return to Grounds: Answers to Frequently Asked Questions for Students, Faculty, Staff	13,543
Blood Test at COVID-19 Diagnosis Can Predict Disease Severity, Study Finds	12,778
UVA Outlines 'Return to Grounds' Plan for Fall Academic Semester	11,571
High Noon Rescue: Engineering Student Helps Save Pilot From Sinking Airplane	11,396
Q&A: Carla Williams Gives an Update on UVA Athletics	9,673
Drug Tested at UVA Cleared as First COVID-19 Treatment	9,510
On the Strength of Four Hoos, 'Face the Nation' Earns Highest Ratings in Three Decades	8,596

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

SOURCE: Google Analytics
DATE RANGE: 7/1/20 - 7/31/20

DAILY REPORT

DAILY REPORT PERFORMANCE YEAR OVER YEAR

From July 2019 to July 2020, the Daily Report Open Rate increased, while Click Through Rate decreased. This is likely driven by the addition of students to the DR distribution, who tend to open emails at a high rate, but do not click on the emails as frequently as other audience groups. In both years, Open and Click Through Rates have surpassed the Education industry average.
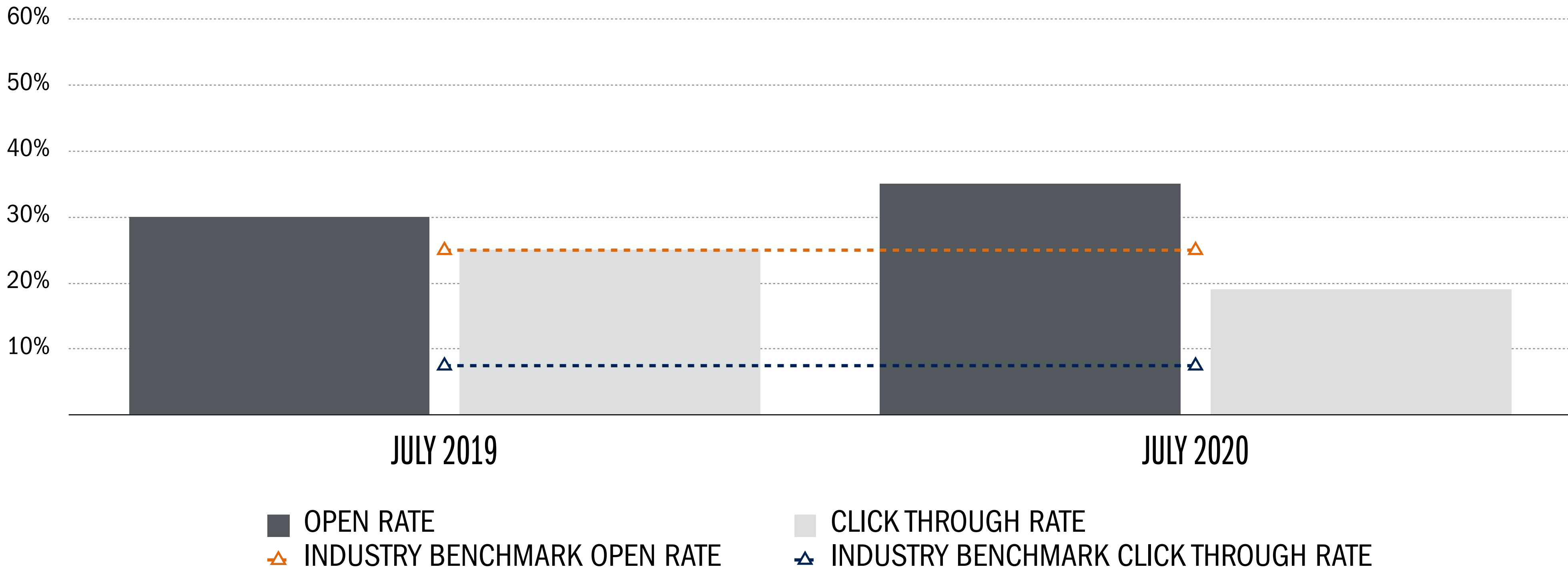
* Open rate is calculated by dividing unique opens by total delivered emails, CTR is calculated by dividing unique clicks by unique opens. Industry benchmarks reflect Education industry from Hubspot email benchmarks.

SOURCE: Marketing Cloud
DATE RANGE: 7/1 - 7/31

JULY TOP PERFORMING DAILY REPORT DISTRIBUTIONS

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON 7/21/20

THE DAILY REPORT WITH THE HIGHEST CLICK THROUGH RATE WAS SENT ON 7/14/20
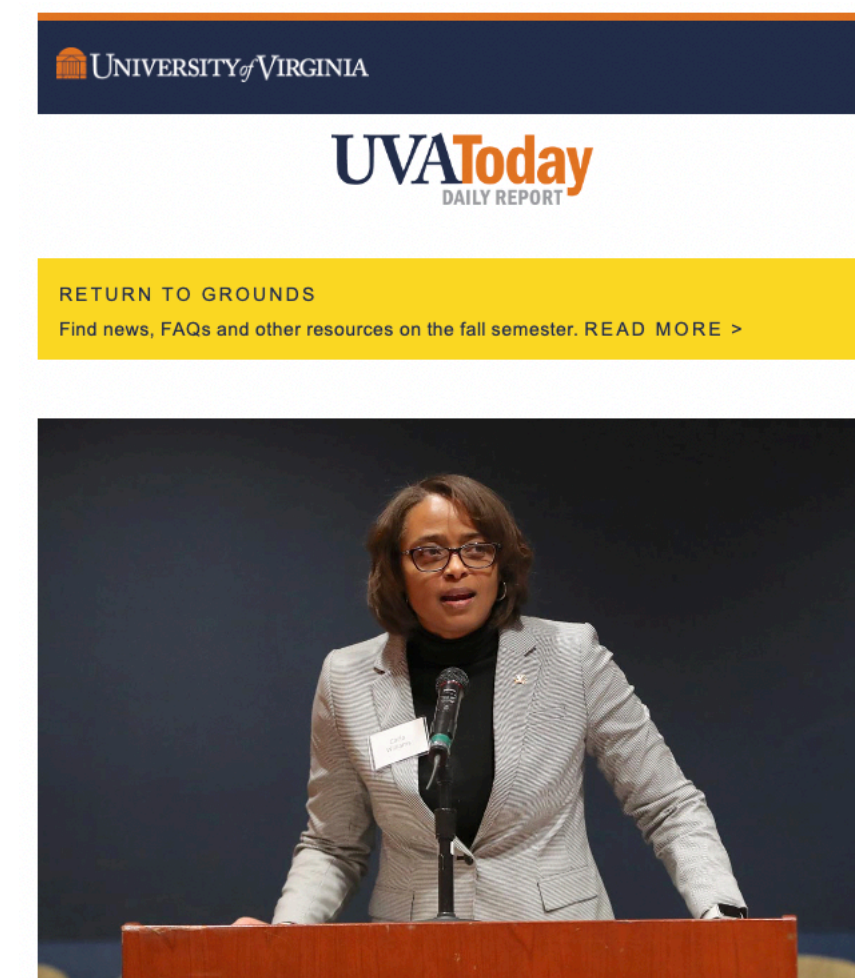
39% OPEN RATE

15% CLICK THROUGH RATE

John Lewis Inspired Faculty, Student Work at UVA

35% OPEN RATE

29% CLICK THROUGH RATE

Q&A: Carla Williams Gives an Update on UVA Athletics

SUBJECT LINE:
LEWIS AND UVA, WORK AND HOME, ACCESS GRANTOR

SUBJECT LINE:
ATHLETICS UPDATES, FLU MEDS, TRANSLATING IN CRISIS

SOURCE: Marketing Cloud
DATE RANGE: 7/1/20 - 7/31/20

UVA THIS MONTH

JULY 2020 UVA THIS MONTH

RELEASED ON AUGUST 1, 2020
260K TOTAL EMAILS DELIVERED

| TOP 5 STORIES WITHIN JULY UVA THIS MONTH BY CLICKS |
| --- |
| Q&A: Dr. William Petri On Covid-19, Vaccines And The Pandemic |
| On Words: Why You Should Embrace 'Anxiety,' Even in the Era of Coronavirus |
| On The Strength Of Four Hoos, 'Face The Nation' Earns Highest Ratings In Three Decades |
| Brain Cancer: Scientists Identify Gene Responsible For Deadly Glioblastoma |
| Students' 'Main Street Speaks' Podcast Speaks To Rural America From The Northern Neck |

YEAR TO DATE UVA THIS MONTH PERFORMANCE
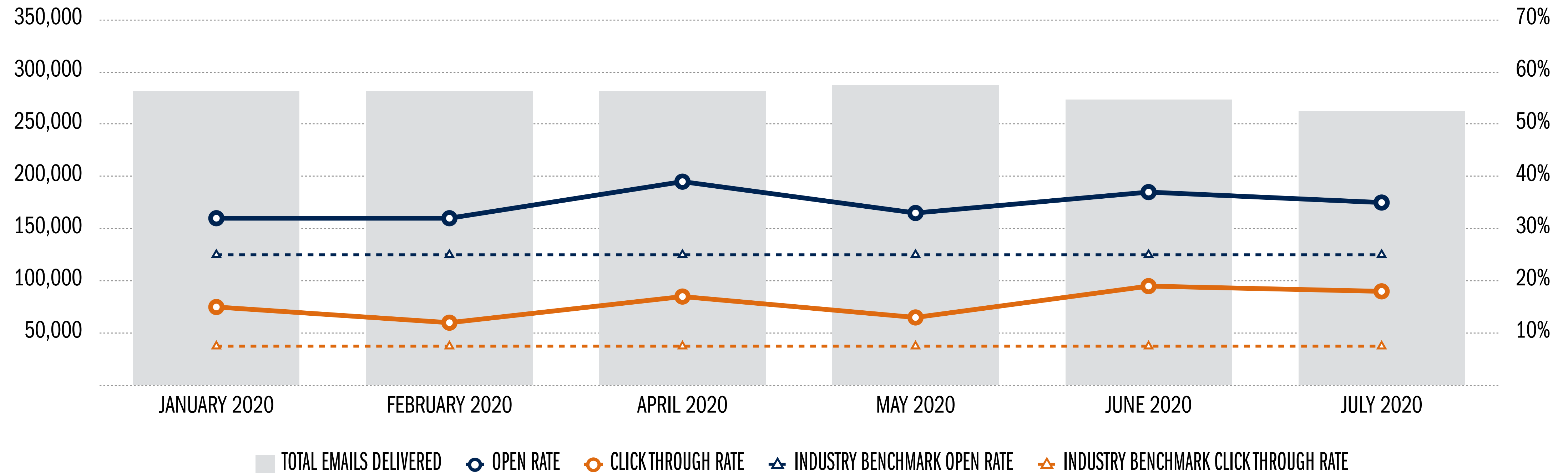
FROM JUNE TO JULY, UVA THIS MONTH SAW RELATIVELY CONSISTENT OPEN AND CLICK THROUGH RATES

* Open rate is calculated by dividing unique opens by total delivered emails, CTR is calculated by dividing unique clicks by unique opens. Industry benchmarks reflect Education industry from Hubspot email benchmarks.
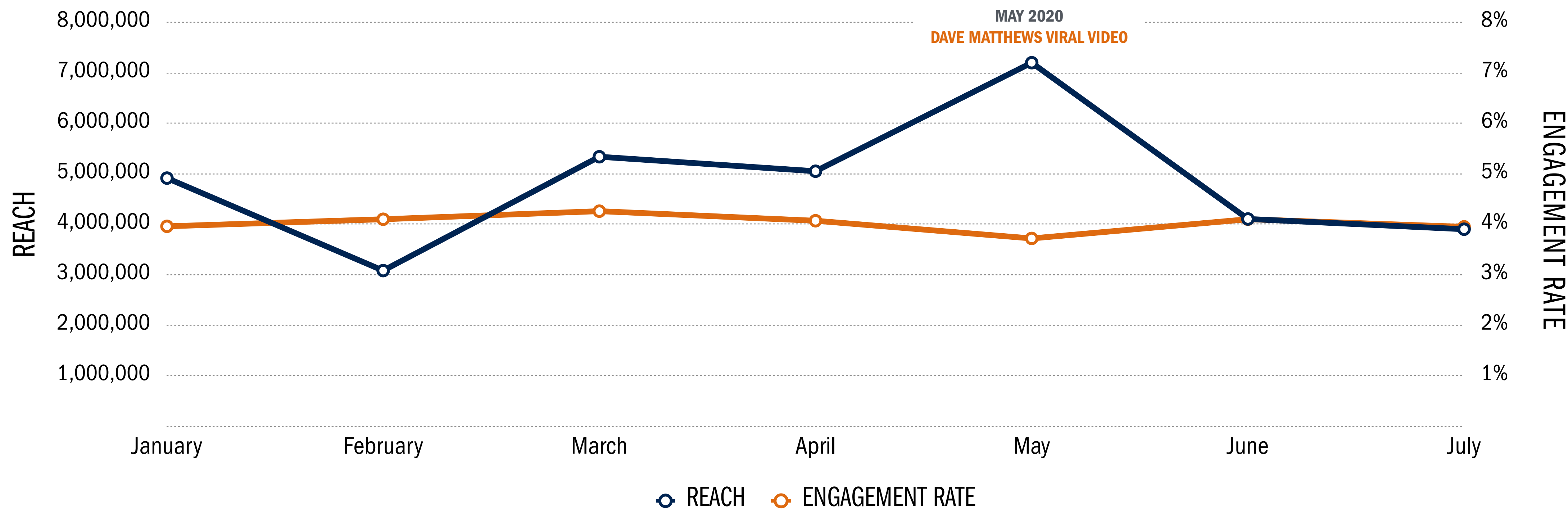
SOURCE: Marketing Cloud

11

SOCIAL MEDIA

SOCIAL MEDIA REACH AND ENGAGEMENT RATE - YEAR TO DATE

The below graph shows year to date reach and engagement rate for Social Media content. July reach and engagement rates remained fairly consistent month over month, after reach declined significantly from May to June.

MAY 2020
DAVE MATTHEWS VIRAL VIDEO

REACH

8,000,000	8%
7,000,000	7%
6,000,000	6%
5,000,000	5%
4,000,000	4%
3,000,000	3%
2,000,000	2%
1,000,000	1%

January February March April May June July

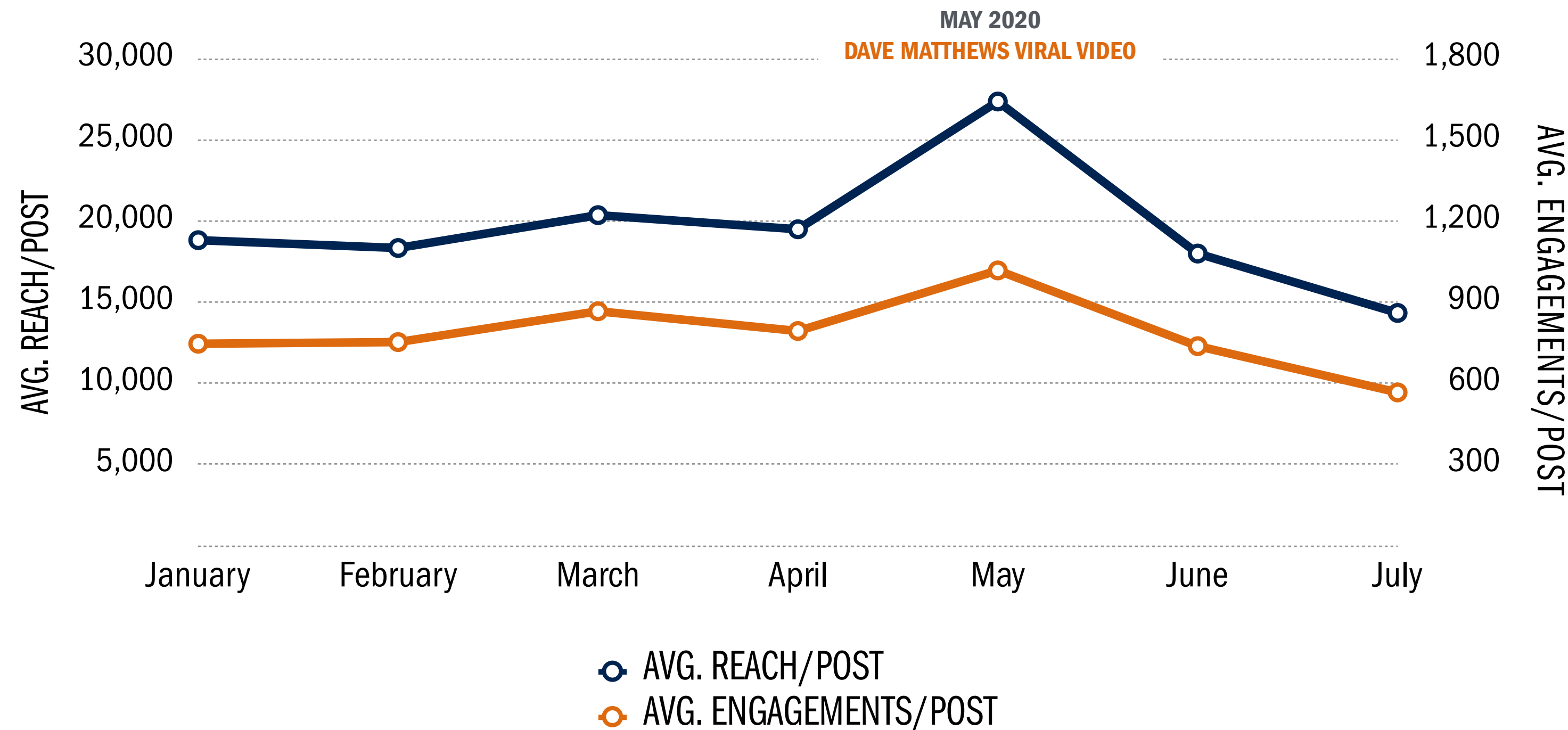ENGAGEMENT RATE

○ REACH   ○ ENGAGEMENT RATE

* 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. Does not include Instagram Stories data.

SOURCE: Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics
DATE RANGE: 1/1/20 - 7/31/20

13

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.

MAY 2020
DAVE MATTHEWS VIRAL VIDEO

AVG. REACH/POST

AVG. ENGAGEMENTS/POST

30,000
25,000
20,000
15,000
10,000
5,000

1,800
1,500
1,200
600
300

January February March April May June July

○ AVG. REACH/POST
○ AVG. ENGAGEMENTS/POST

AVG. REACH AND ENGAGEMENTS PER POST CONTINUED TO DECLINE IN JULY, AFTER PEAKING IN MAY.

THIS DECLINE WAS SEEN ACROSS ALL CHANNELS (FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN), INDICATING THAT THIS APPEARS TO BE A LARGER TREND IN BEHAVIOR AND NOT REFLECTIVE OF A PARTICULAR ISSUE ON ONE PLATFORM

* 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. Does not include Instagram Stories data.

SOURCE: Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics
DATE RANGE: 1/1/20 - 7/31/20

JULY 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY REACH: 7/9/20

University of Virginia ✔
Published by Kelly Kauffman [?] · July 9 · 🌐

"This coming year at UVA is going to be different."

A message from President Jim Ryan, Dean Allen Groves, Athletic Director Carla Williams, and Provost Liz Magill to the Class of 2024.

A Message to the Class of 2024
02:49

58K USERS REACHED
830 ENGAGEMENTS
1.4% ENGAGEMENT RATE

TOP FACEBOOK POST BY ENGAGEMENT RATE: 7/18/20

University of Virginia ✔
July 18 · 🌐

Elizabeth Pollard, a recent graduate from the School of Nursing, sent us these photos from her family vacation in Emerald Isle, NC. Her brother and father built this incredible Rotunda out of sand. Wahoowa!

46K USERS REACHED
3K ENGAGEMENTS
7.3% ENGAGEMENT RATE

SOURCE: Creator Studio
DATE RANGE: 7/1/20 - 7/31/20

JULY 2020 TOP INSTAGRAM POSTS

## TOP INSTAGRAM POST BY REACH: 7/16/20

🏛 **uva**

uva The University of Virginia announced detailed plans for a safe return to Grounds -- including mandatory testing for students and expectations for behaviors that minimize the risk of the infection or spread of COVID-19. Tap the link in our bio to learn more.

Jul 16, 2020

65K USERS REACHED
8.6K ENGAGEMENTS
13.3% ENGAGEMENT RATE

TOP INSTAGRAM POST BY ENGAGEMENT RATE: 7/21/20

🏛 **uva**
Emerald Isle, North Carolina
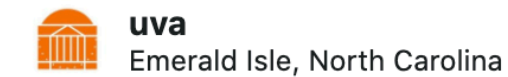
uva Elizabeth Pollard, a recent graduate from the School of Nursing, sent us these photos from her family vacation in Emerald Isle, NC. Her brother and father built this incredible Rotunda out of sand. Wahoowa!

📷: Elizabeth Pollard

Jul 21, 2020

53K USERS REACHED
10.8K ENGAGEMENTS
20.4% ENGAGEMENT RATE

SOURCE: Creator Studio
DATE RANGE: 7/1/20 - 7/31/20

16

JULY 2020 TOP TWEETS

The tweet with the top impressions and engagement rate this month (left, below) was a statement from the issues management team. Since this type of post often results in high reach and responses, the top performing content-based tweets have also been included below for reference.

TOP TWEET BY REACH (IMPRESSIONS*) AND ENGAGEMENT RATE: 7/19/20

UVA ✔
@UVA

The University strongly condemns any threat directed at other members of our community. We are aware of the allegations on social media about a student's conduct with respect to a protest in the city and are actively investigating the matter.

2:00 PM · Jul 19, 2020 · Twitter Web App

79K IMPRESSIONS
21K ENGAGEMENTS
27% ENGAGEMENT RATE

#2 TWEET BY REACH (IMPRESSIONS*): 7/16/20

UVA ✔
@UVA

The University of Virginia announced detailed plans for a safe return to Grounds -- including mandatory testing for students and expectations for behaviors that minimize the risk of the infection or spread of COVID-19.

UVA Announces Details of Plan for Virus Prevention, Detection and
The plan requires students to submit a negative COVID-19 test, and urges them to quarantine for two weeks, before returning to Grounds...
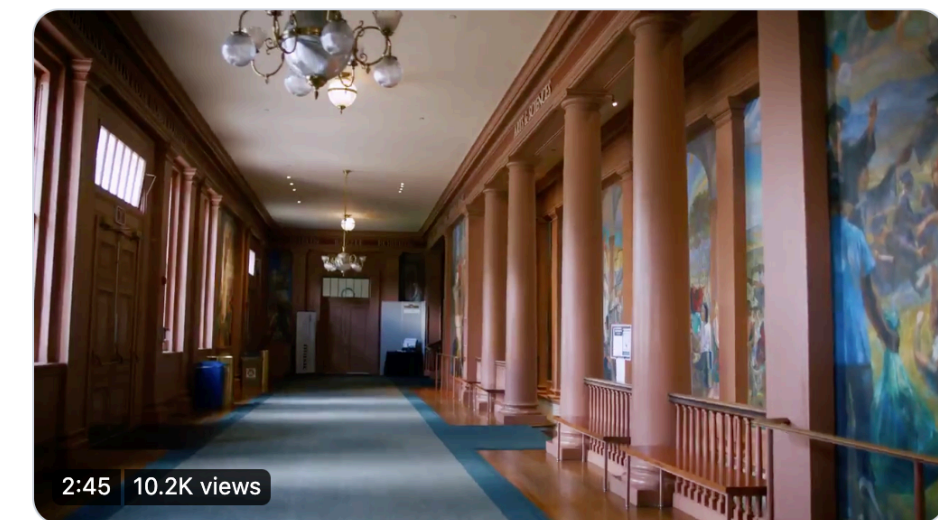🔗 news.virginia.edu

44K IMPRESSIONS
2K ENGAGEMENTS
5% ENGAGEMENT RATE

#2 TWEET BY ENGAGEMENT RATE: 7/9/20

UVA ✔
@UVA

"This coming year at UVA is going to be different."

A message from @presjimryan, @UVAdeangroves, @ADwilliamsUVA, and Provost Liz Magill to the Class of 2024.

2:45 | 10.2K views

30.5K IMPRESSIONS
3.2K ENGAGEMENTS
11% ENGAGEMENT RATE

SOURCE: Twitter Analytics
DATE RANGE: 7/1/20 - 7/31/20

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

JULY 2020 TOP LINKEDIN POSTS

TOP LINKEDIN POST BY REACH (IMPRESSIONS*): 7/29/2020

University of Virginia
220,552 followers
5d • ☉

For the fifth consecutive year, U.S. News & World Report has ranked University of Virginia Medical Center as the No. 1 hospital in Virginia.

U.S. News: For the Fifth Straight Year, UVA Is the No. 1 Hospital in Virginia
news.virginia.edu

40K USERS REACHED
1.5K ENGAGEMENTS
4% ENGAGEMENT RATE

TOP LINKEDIN POST BY ENGAGEMENT RATE: 7/16/2020

University of Virginia
220,553 followers
2w • ☉

The University of Virginia announced detailed plans for a safe return to Grounds -- including mandatory testing for students and expectations for behaviors that minimize the risk of the infection or spread of COVID-19.

UVA Announces Details of Plan for Virus Prevention, Detection and Response
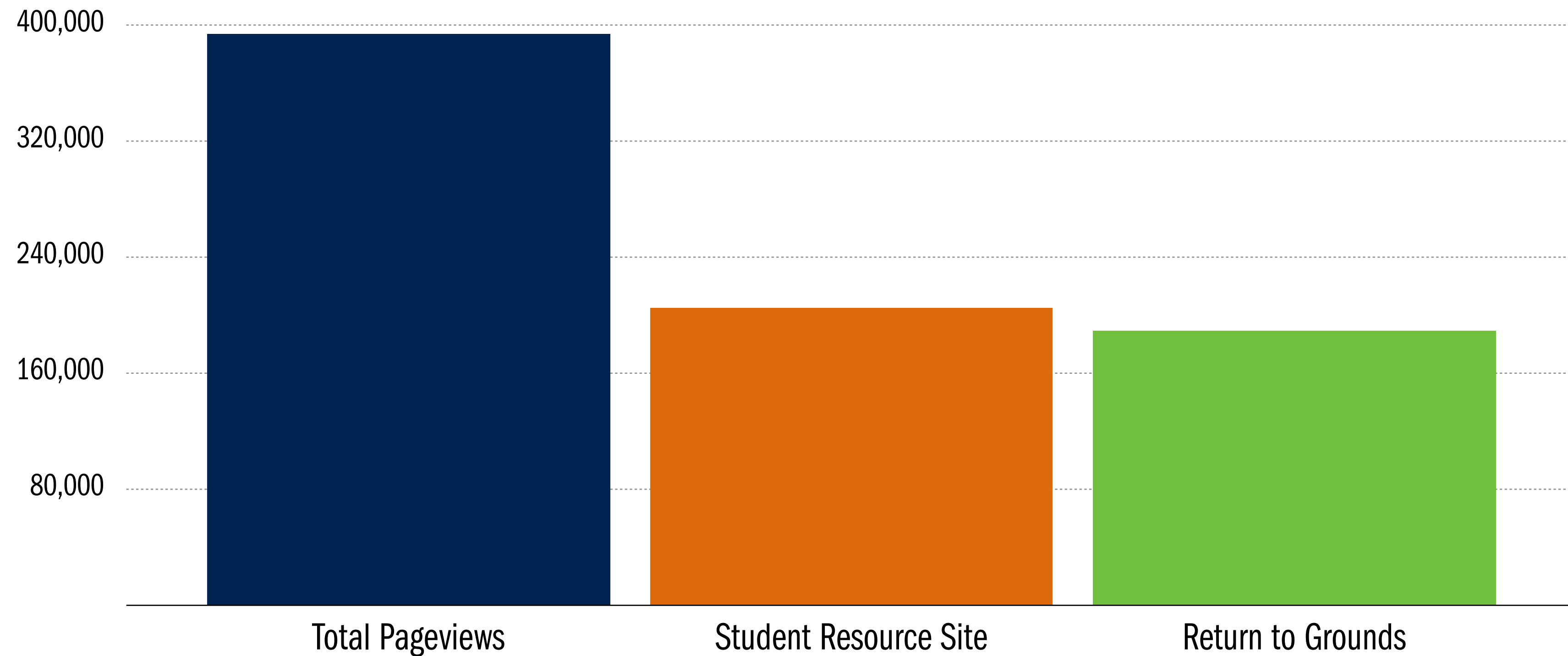news.virginia.edu • 4 min read

29K USERS REACHED
1.5K ENGAGEMENTS
5% ENGAGEMENT RATE

SOURCE: LinkedIn Analytics
DATE RANGE: 7/1/20 - 7/31/20

19

FALL 2020: RETURN TO GROUNDS INITIATIVES

PAGEVIEW ACTIVITY ACROSS SITES

There have been nearly 400,000 pageviews across the Return to Grounds and Student Resource sites
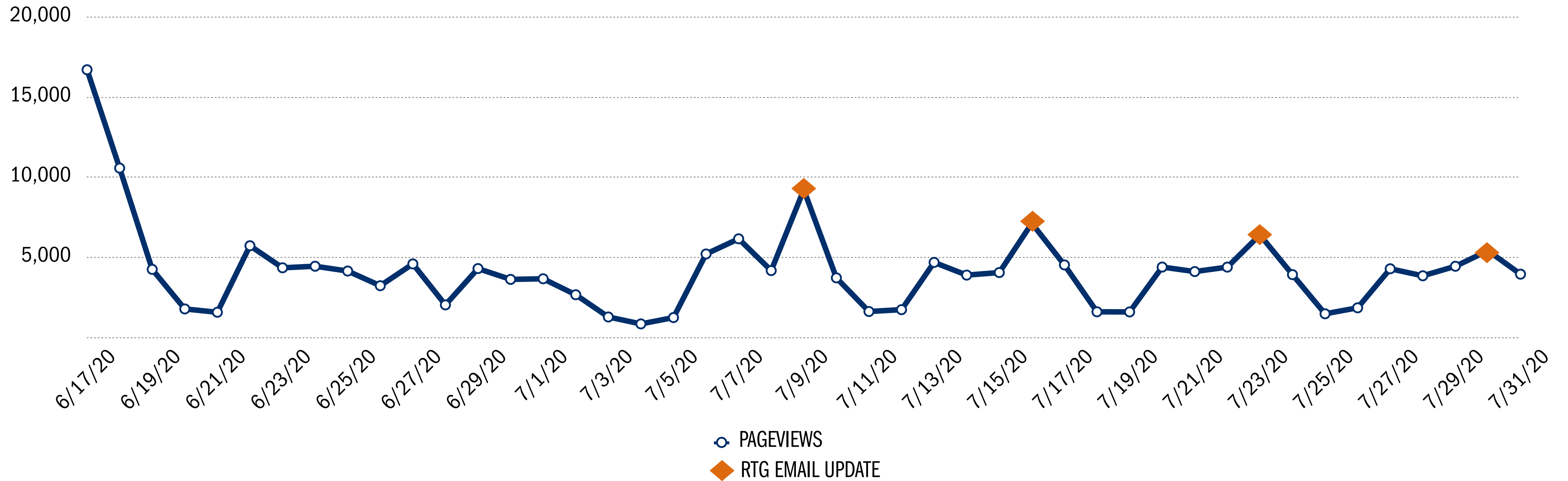
RETURN TO GROUNDS SITE

PAGEVIEWS OVER TIME SINCE LAUNCH

The Return to Grounds site saw the most traffic the day of the initial launch and announcement. Recent spikes in traffic correspond with the distribution of the Return to Grounds email updates.
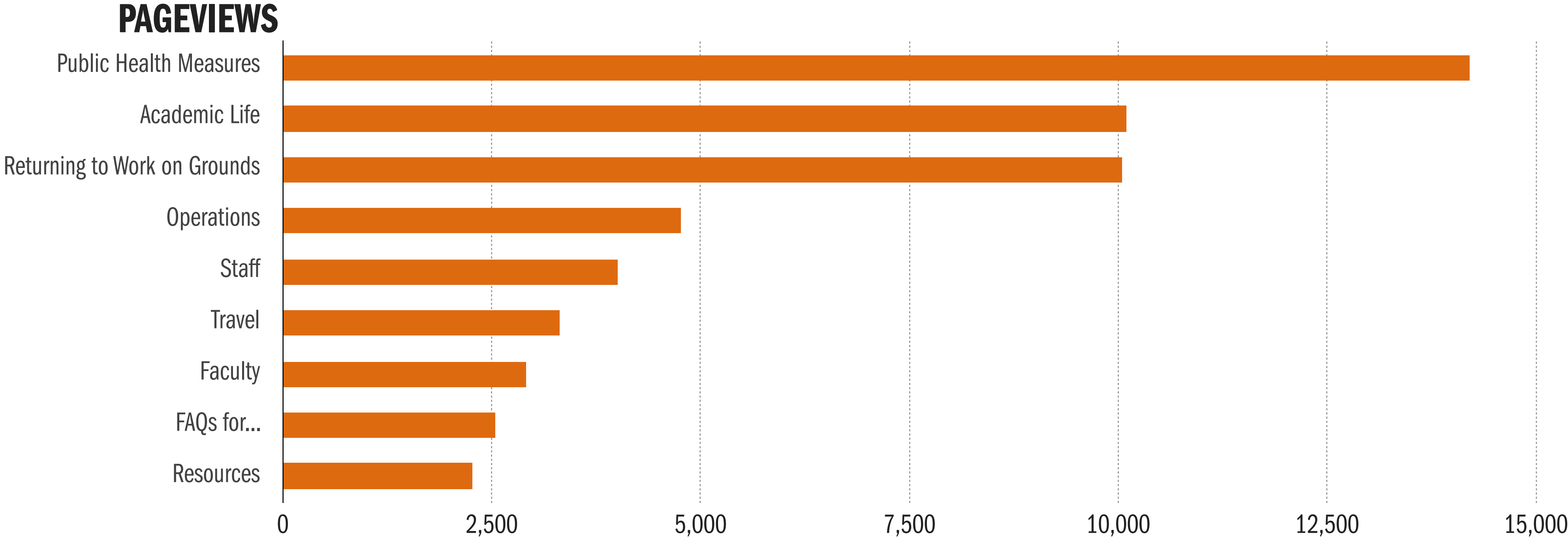

Legend:
- ○ PAGEVIEWS
- ◆ RTG EMAIL UPDATE

189K TOTAL PAGEVIEWS
160K UNIQUE PAGEVIEWS

SOURCE: Google Analytics
DATE RANGE: 6/17/20 - 7/31/20

PAGEVIEW ACTIVITY

Since launch, the Return to Grounds site has received 189K total pageviews. Within the site, the Public Health Measures page has seen the greatest amount of traffic. The majority of pageviews on the Public Health Measures page occurred on July 16 when Public Health Measures were featured in the Return to Grounds email update.
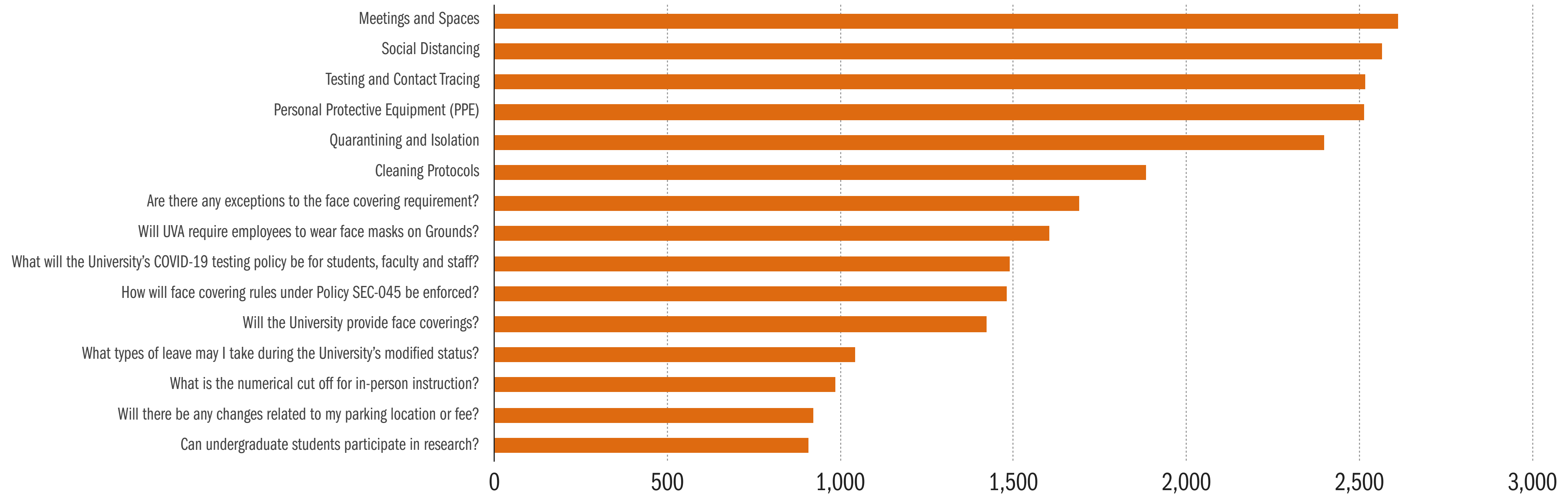
PAGEVIEWS

Page	Pageviews
Public Health Measures	~14,200
Academic Life	~10,100
Returning to Work on Grounds	~10,000
Operations	~4,800
Staff	~4,000
Travel	~3,300
Faculty	~2,900
FAQs for...	~2,600
Resources	~2,300

FAQ CLICK ACTIVITY

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

CLICKS

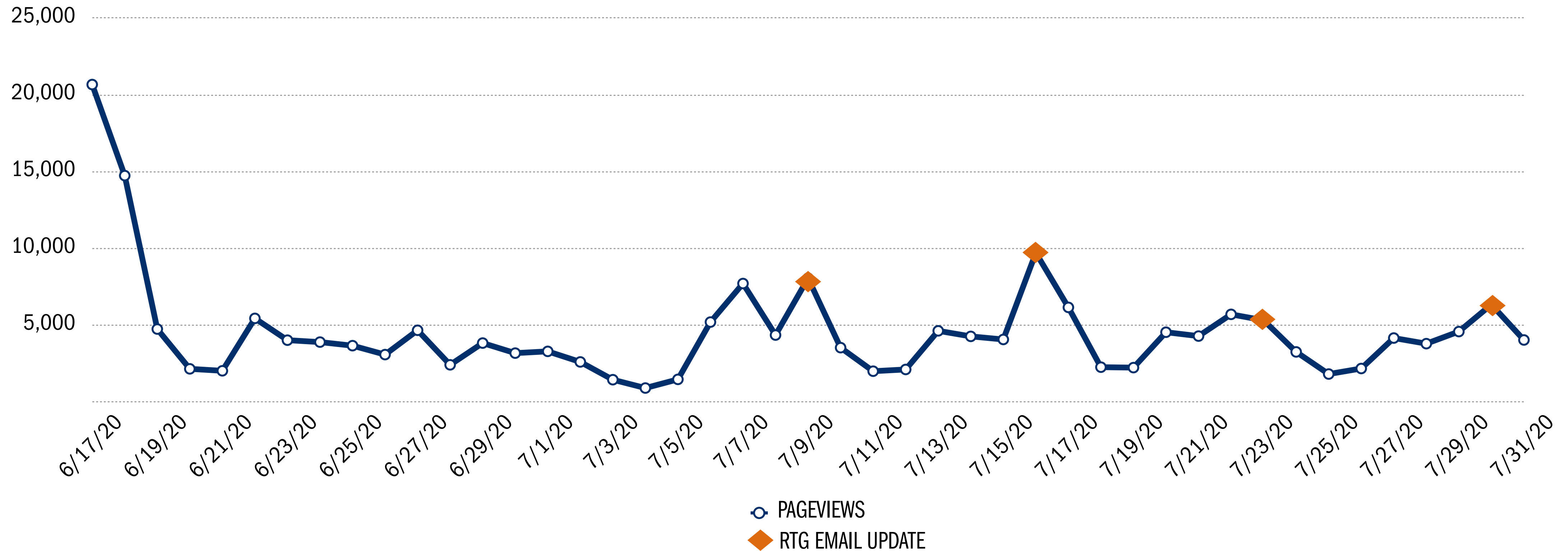**41K** TOTAL CLICKS ON FAQS AND EXPANDABLE SECTIONS

STUDENT RESOURCE SITE

PAGEVIEWS OVER TIME SINCE LAUNCH

The Student Resource site saw the most traffic the day of the initial launch and announcement.
Recent spikes in traffic correspond with the distribution of the Return to Grounds email updates.
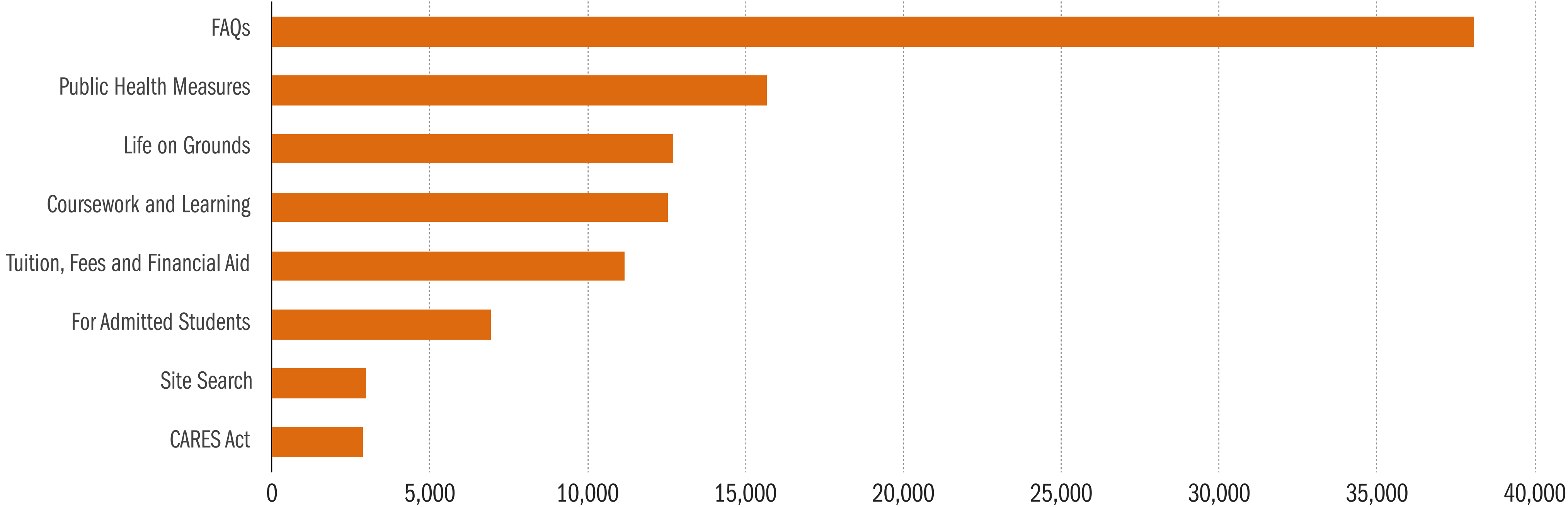

Legend:
- PAGEVIEWS
- RTG EMAIL UPDATE

204K TOTAL PAGEVIEWS
166K UNIQUE PAGEVIEWS

SOURCE: Google Analytics
DATE RANGE: 6/17/20 - 7/31/20

PAGEVIEW ACTIVITY

Since launch, the Student Resource Site has received 205K total pageviews. The FAQs page has been visited the most frequently within the site.

PAGEVIEWS

Page	Pageviews (approx.)
FAQs	~38,000
Public Health Measures	~15,500
Life on Grounds	~12,500
Coursework and Learning	~12,500
Tuition, Fees and Financial Aid	~11,000
For Admitted Students	~7,000
Site Search	~3,000
CARES Act	~3,000

FAQ CLICK ACTIVITY

Below are the top 15 FAQs for students by click volume. The top FAQs primarily focus on class scheduling, logistics, and student life at UVA.
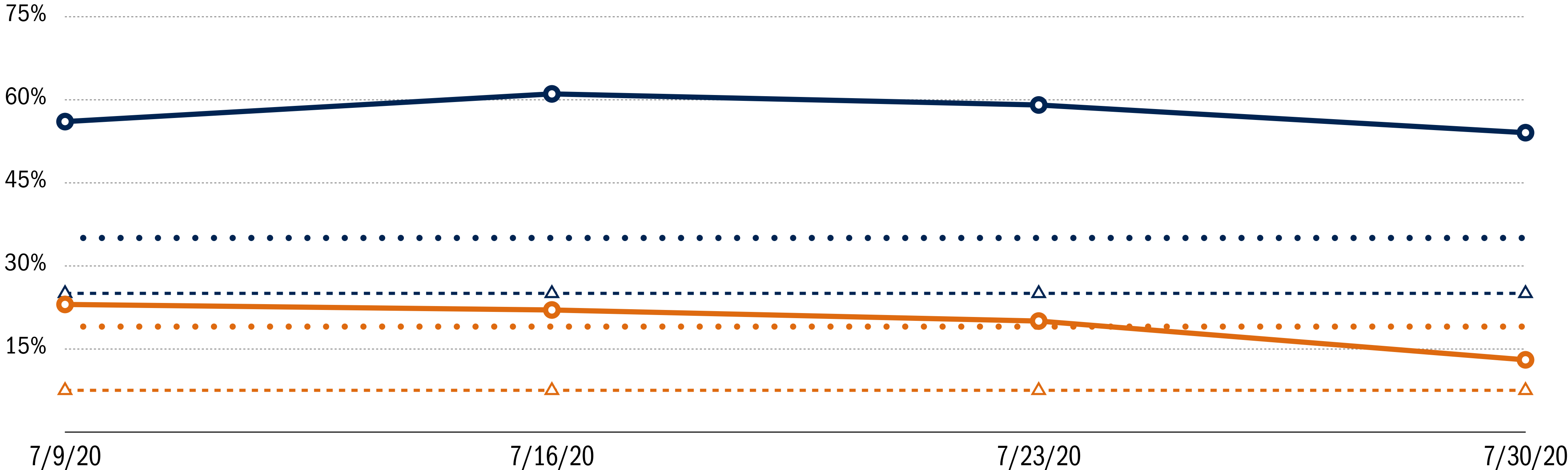
CLICKS
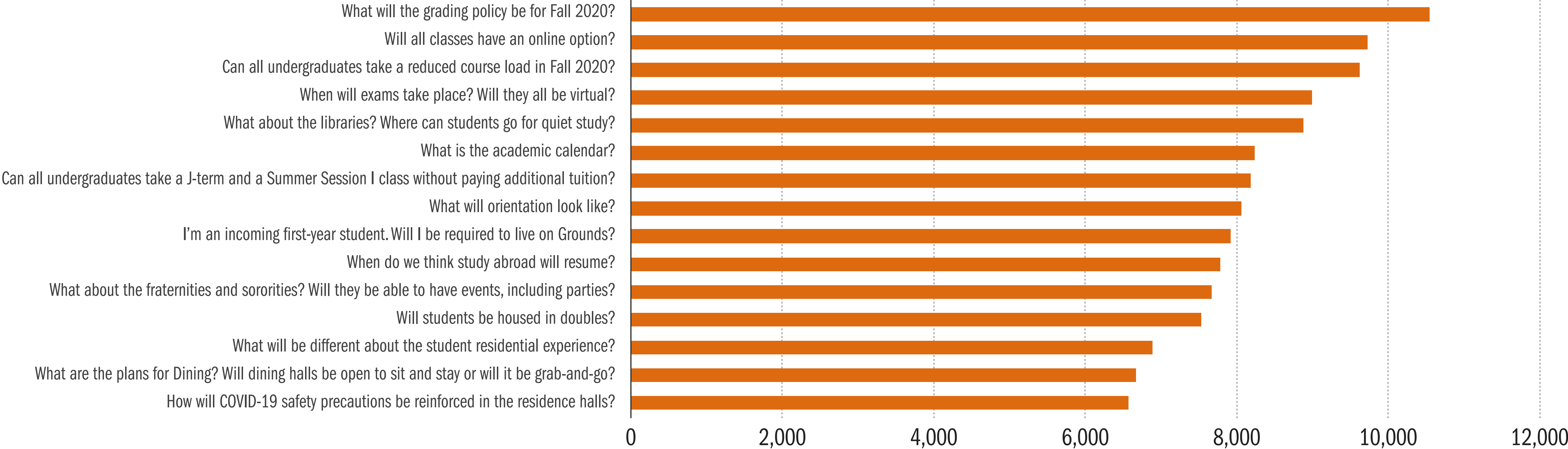
407K TOTAL CLICKS ON FAQS AND EXPANDABLE SECTIONS

RETURN TO GROUNDS EMAIL UPDATES

RETURN TO GROUNDS EMAIL PERFORMANCE

The below graph shows the Open and Click Through Rates on the Return to Grounds weekly emails since they began on July 9

Legend:
- Open Rate
- July DR Avg. Open Rate
- Industry Benchmark Open Rate
- Click Through Rate
- July DR Avg. CTR
- Industry Benchmark CTR

* Open rate is calculated by dividing unique opens by total delivered emails, CTR is calculated by dividing unique clicks by unique opens. Industry benchmarks reflect Education industry from Hubspot email benchmarks.

SOURCE: Marketing Cloud

THANK YOU