

AUGUST 2020 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

EXECUTIVE SUMMARY

August was another important month for University Communications, as the University prepared for the Return to Grounds. There were several major announcements this month, notifying students, faculty, and staff of updates to plans for the fall semester.



With many major communications being announced in August, pageviews on UVA Today increased this month. August pageviews were up 12% from July, and 52% year over year from August 2019 with over 650K pageviews. Half of the top stories in August were related to operational announcements about the Return to Grounds plans for the fall semester. Also included in the top 10 stories from the month were three related to COVID-19 research and vaccines.

Suggested action: continue to keep the UVA community informed of updates to fall plans - these stories are well-read, and supplemented by the Return to Grounds emails. Readers are also interested in research, particularly Q&A stories (Dr. William Petri Q&A, Learning in the Midst of the COVID-19 Pandemic).



The Daily Report also saw improved performance in August, with Open Rate improving 9% (35% to 38%), and Click Through Rate improving 5% (19% to 20%) month over month. Within August, Open Rates were extremely consistent, ranging from a low of 35% to a high of 40%. This is a strong Open Rate that shows readers are particularly interested in consuming content at this point in time leading up to the Return to Grounds.

Suggested action: a strong Open Rate indicates that readers are really using the Daily Report as a resource and information hub for the latest updates on fall plans and COVID-19. Now more than ever, it is crucial to view the Daily Report as a means of distributing timely, relevant information to readers so that they have the latest updates on the fall semester.



A recent partnership with the Social Media analytics platform RivallQ has allowed for expanded Social Media reporting and analysis. One finding from this month's data is that while Link post types are our most popular type of post on Facebook (typically linking to a UVA Today story), Photo and Video content tends to outperform Links in terms of total reach and engagements. This is likely a preference of the Facebook algorithm, which would like to keep users on its own platform, consuming and engaging with content within Facebook itself, rather than sending them to another site.

Suggested action: look for opportunities to post more photo and video content. Since we know we will continue to post UVA Today stories which are typically Links, we may consider running a test where rather than posting the full Link to the website, we post the accompanying photo from the story, and only include a link within the text itself. This is likely to result in decreased site traffic to UVA Today from Facebook, but is worth a test to determine the impact on site traffic, reach, and engagement rate.



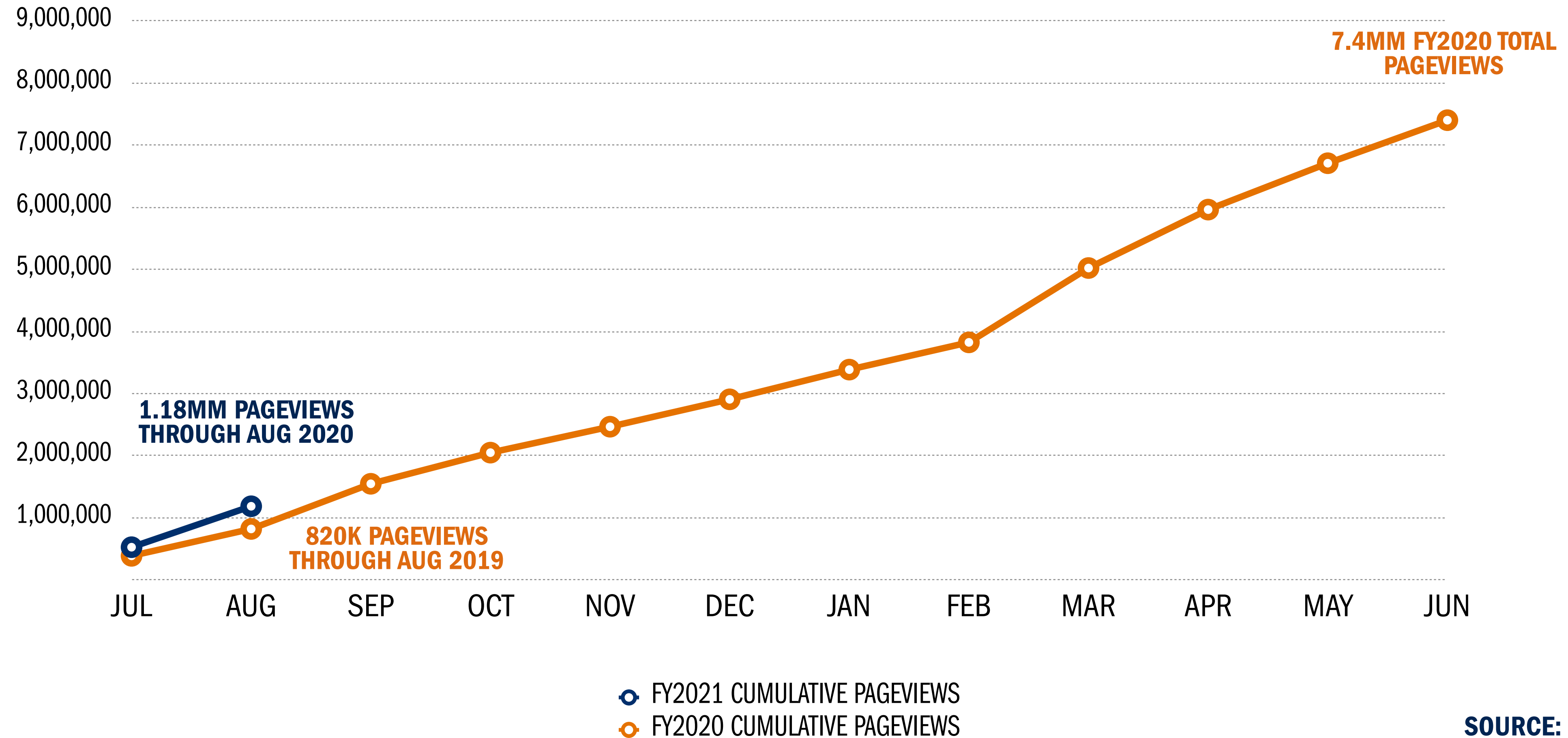
An additional feature of the RivallQ platform is the ability to view Social Media performance against competitor benchmarks. In this month's report, we have used the ACC landscape for benchmarking. Currently, UVA is about in the middle of the pack on Facebook and Instagram. This indicates that our social performance is healthy, but may have room for improvement.

Suggested action: begin following top-performing competitors' social channels to see what type of content they are publishing and what they are doing well. On Facebook, Georgia Tech and Notre Dame are at the top of the ranks. On Instagram, Virginia Tech and Syracuse are top performers.

UVA TODAY

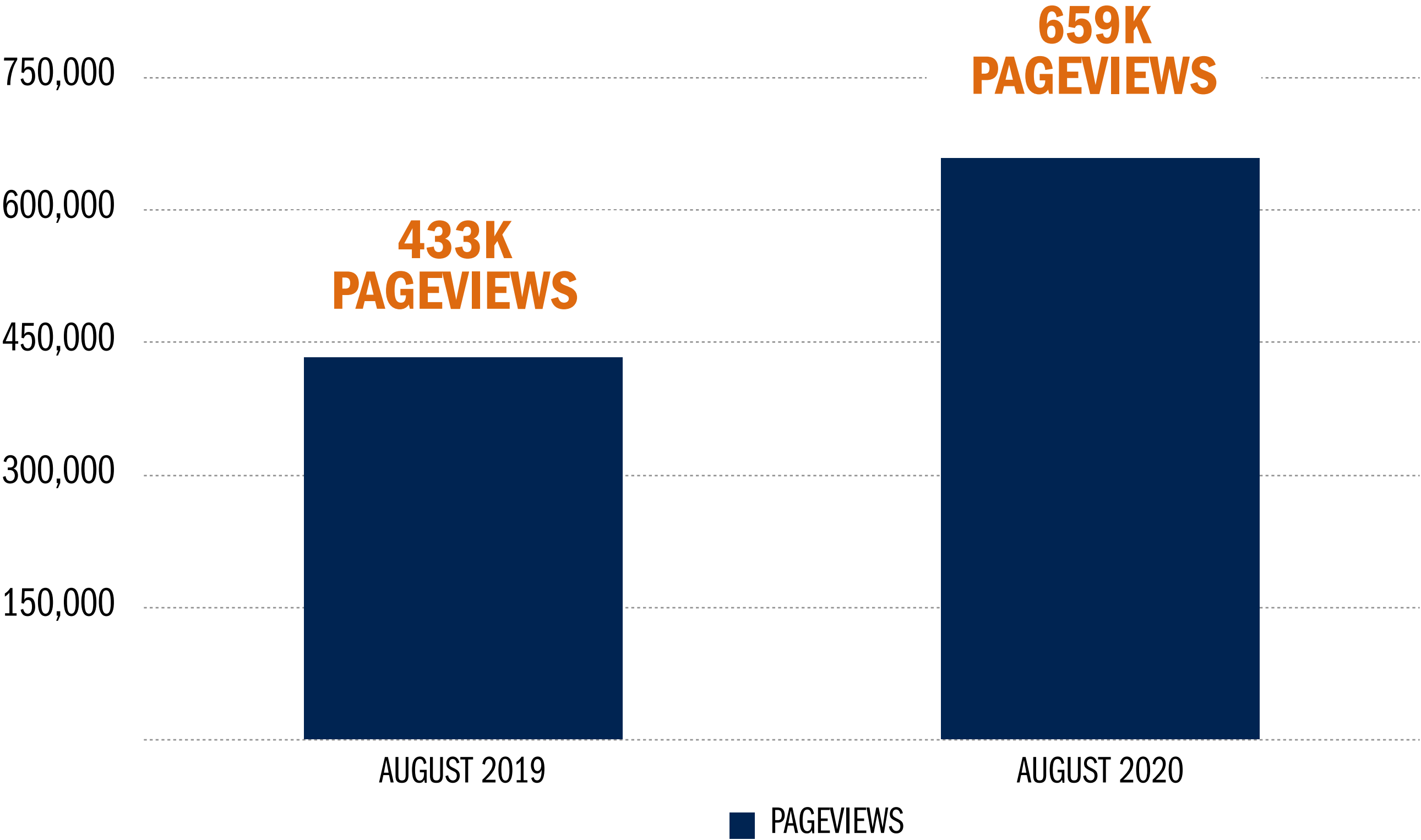
UVA TODAY PAGEVIEWS - FY2021 VS. FY2020

The below graph shows FY2021 vs FY2020 cumulative pageviews



SOURCE: Google Analytics
DATE RANGE: 7/1/19- 8/31/20

UVA TODAY YEAR OVER YEAR PAGEVIEWS - AUGUST



**AUGUST 2020
PAGEVIEWS WERE UP
52% YEAR OVER YEAR**



SOURCE: Google Analytics
DATE RANGE: 8/1 - 8/31

TOP PERFORMING UVA TODAY STORIES - AUGUST 2020

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

STORY	PAGEVIEWS
UVA Delays In-Person Instruction, Move-In for Undergraduates by Two Weeks	41,615
Money Magazine Ranks UVA as Nation's Second-Best-Value Public University	20,028
President Ryan Outlines Recent Decisions, Hopes for the Fall	18,705
UVA Confirms Plans to Welcome Students Back to Grounds for Fall	17,004
Q&A: Dr. William Petri on COVID-19, Vaccines and the Pandemic	15,115
UVA Begins Program to Provide Mandatory COVID-19 Testing for Students	14,597
9 Reasons You Can Be Optimistic That a Vaccine for COVID-19 Will Be Available in 2021	14,349
Learning in the Midst of the COVID-19 Pandemic: Researchers, Clinicians Weigh In	12,199
Leaders Review Fall Plans for Parents and Families in Friday Town Hall	11,473
Racial Equity Task Force Releases Report, 12 Key Recommendations for Action	11,054

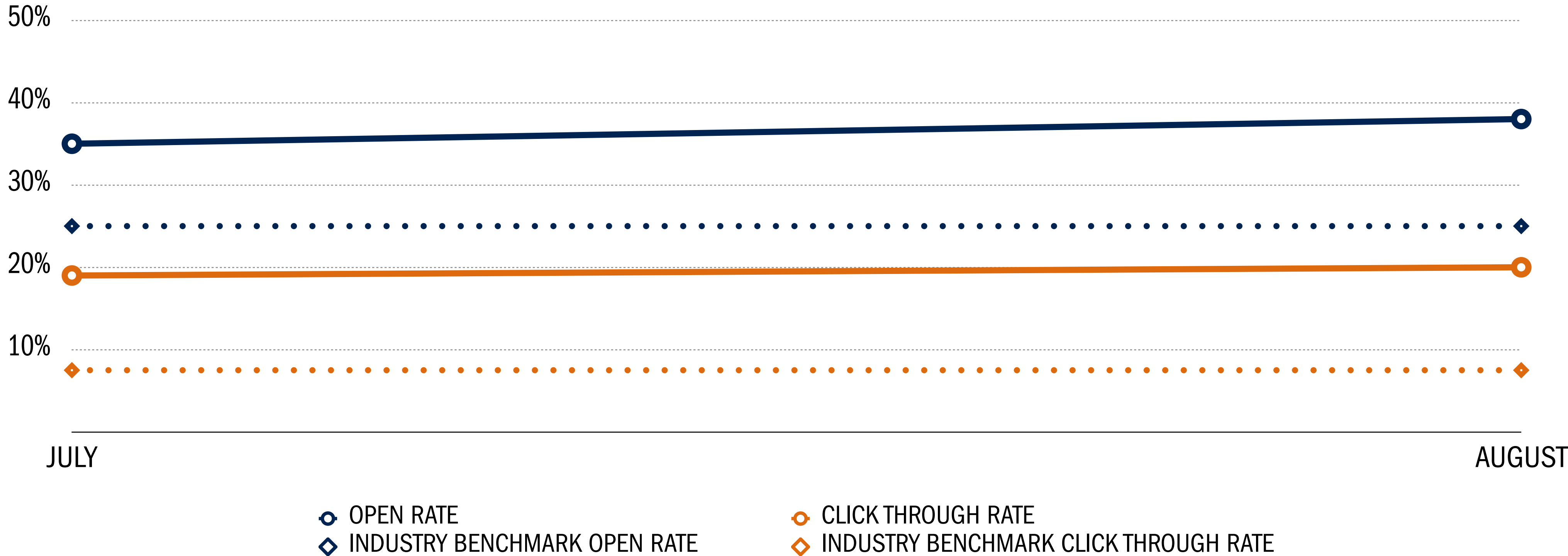
* This data includes of the top stories by pageviews during the month of August regardless of when the story itself was published.

SOURCE: Google Analytics
DATE RANGE: 8/1/20 - 8/31/20

DAILY REPORT

DAILY REPORT PERFORMANCE

The below graph shows the Daily Report Open Rate and Click Through Rate for FY2021 through August. Both Open and Click Through Rates improved from July to August, and both exceed industry benchmarks.



* 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: 7/1/20 - 8/31/20

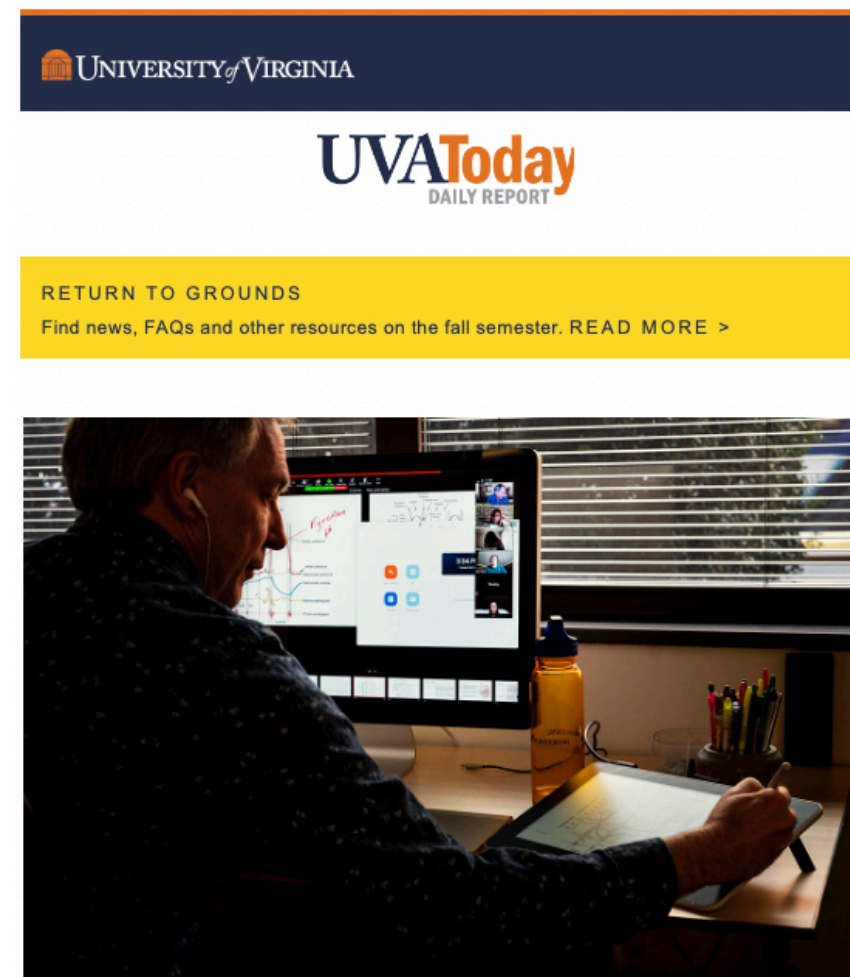
AUGUST TOP PERFORMING DAILY REPORT DISTRIBUTIONS

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON **8/26/20**

THE DAILY REPORT WITH THE HIGHEST CLICK THROUGH RATE WAS SENT ON **8/10/20**

40% OPEN RATE

22% CLICK THROUGH RATE



Faculty, Academic Leaders Focus on Quality of Online Courses

**SUBJECT LINE:
ONLINE APPROACH, VALUE RANKING, TESTING BOOST**



President Ryan Outlines Recent Decisions, Hopes for the Fall

**SUBJECT LINE:
PRESIDENT'S MESSAGE, NFL SCOUT, COMMUNITY TESTING**

39% OPEN RATE

26% CLICK THROUGH RATE

SOURCE: Marketing Cloud
DATE RANGE: 8/1/20 - 8/31/20

UVA THIS MONTH

AUGUST 2020 UVA THIS MONTH

 UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: The University of Virginia is preparing to welcome students back to Grounds for the fall semester. Hear from UVA leaders, read more about the public health measures in place, learn from researchers and doctors treating COVID-19, and meet the Class of 2024, an extraordinary group of students who have already shown impressive resilience in the face of tough challenges.



RELEASED ON **AUGUST 29, 2020**
260K TOTAL EMAILS DELIVERED

TOP 5 STORIES WITHIN AUGUST UVA THIS MONTH BY CLICKS

[UVA CONFIRMS PLANS TO WELCOME STUDENTS BACK TO GROUNDS FOR FALL](#)

[CLASS OF 2024: 'INDIVIDUALLY THEY ARE IMPRESSIVE. TOGETHER THEY ARE STRONG AND UNITED'](#)

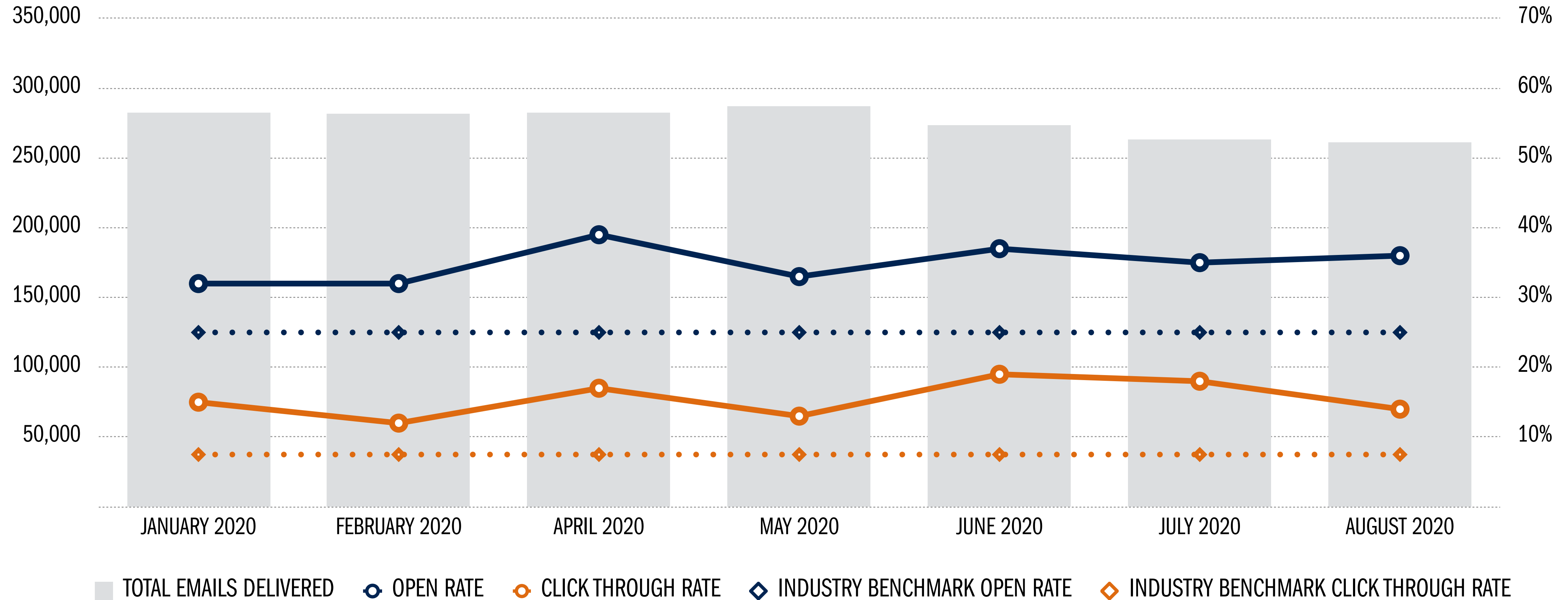
[9 REASONS YOU CAN BE OPTIMISTIC THAT A VACCINE FOR COVID-19 WILL BE AVAILABLE IN 2021](#)

[DEAN GROVES OUTLINES CONSEQUENCES FOR FAILING TO FOLLOW COVID GUIDELINES](#)

[HERE IS HOW STUDENT HEALTH AND WELLNESS IS PREPARING FOR STUDENTS' RETURN TO GROUNDS](#)

YEAR TO DATE UVA THIS MONTH PERFORMANCE

From July to August, Open Rate remained relatively consistent, while Click Through Rate declined slightly



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

SOURCE: Marketing Cloud

RESEARCH DIGEST

AUGUST 2020 RESEARCH DIGEST EMAIL DISTRIBUTION

UNIVERSITY of VIRGINIA

UVAResearch
DIGEST

Editor's note: The feature story in this edition of the UVA Research Digest shines a spotlight on six UVA doctors and scientists who have spent the past five months researching treatments and seeking vaccines for COVID-19, as well as saving patients' lives.

Also in this issue: a psychologist has advice about how to protect your relationship during quarantine, commerce professors analyze big data to understand the dark side of American individualism, and pathology researchers identify a gene responsible for a deadly brain cancer.

*Read on for our latest top research stories, and don't forget to **subscribe** to keep up with future UVA discoveries.*

Learning in the Midst of the COVID-19 Pandemic: Researchers, Clinicians Weigh In



RELEASED ON AUGUST 15, 2020
265K TOTAL EMAILS DELIVERED

TOP 5 STORIES WITHIN AUGUST RESEARCH DIGEST BY CLICKS

[LEARNING IN THE MIDST OF THE COVID-19 PANDEMIC: RESEARCHERS, CLINICIANS WEIGH IN](#)

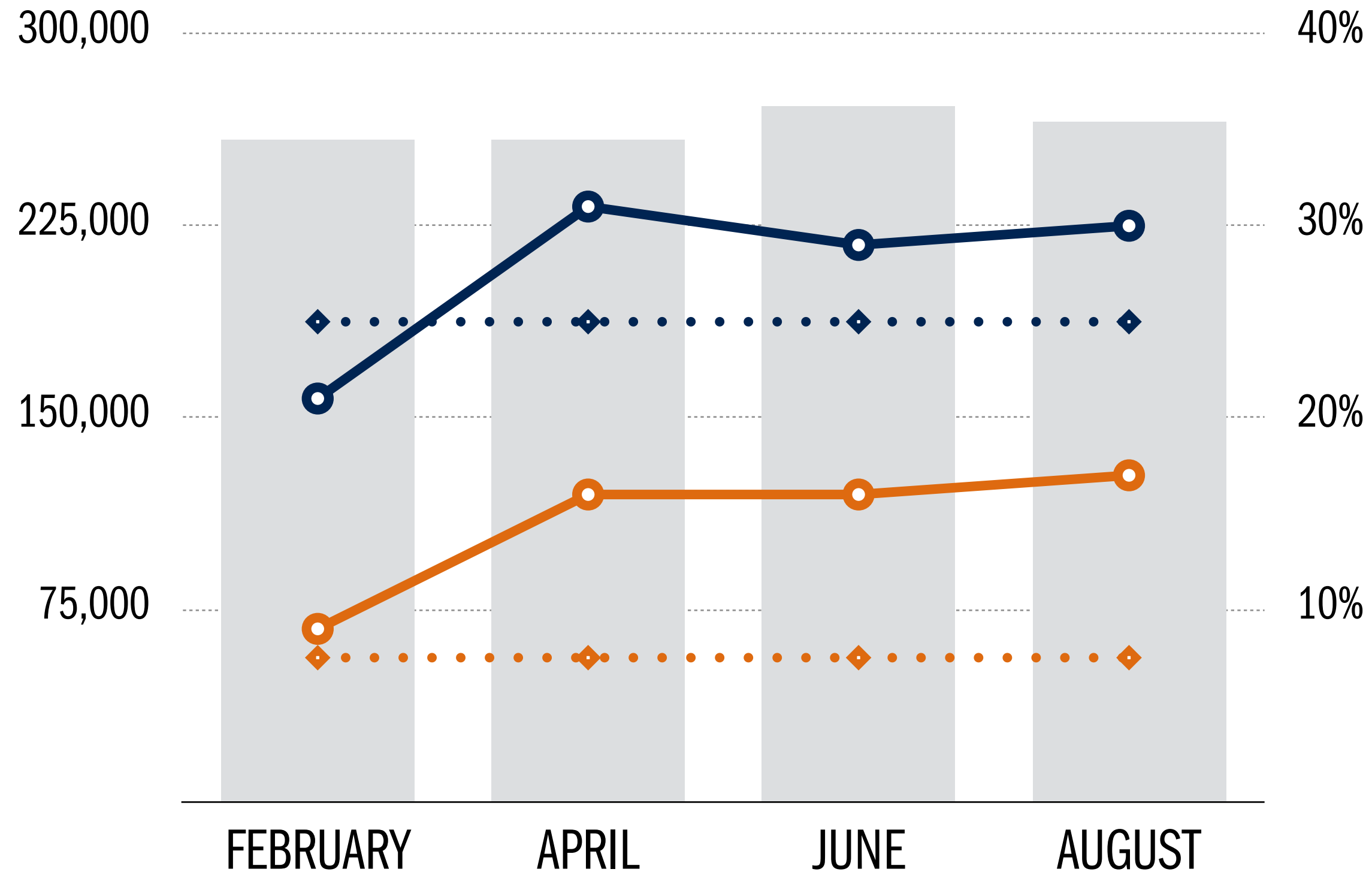
[STUDY: OVERBEARING PARENTS LEAD TO LONG-TERM STRUGGLES WITH RELATIONSHIPS, EDUCATION](#)

[BLOOD TEST AT COVID-19 DIAGNOSIS CAN PREDICT DISEASE SEVERITY, STUDY FINDS](#)

[MARRIAGE IN QUARANTINE: HOW TO SAFEGUARD YOUR RELATIONSHIP IN THESE STRESSFUL TIMES](#)

[YOUR BRAIN PARASITE ISN'T MAKING YOU SICK. HERE'S WHY.](#)

YEAR TO DATE RESEARCH DIGEST PERFORMANCE



RESEARCH DIGEST OPEN AND CLICK THROUGH RATES BOTH INCREASED SLIGHTLY FROM JUNE TO AUGUST

AUGUST OPEN RATE IMPROVED 4% FROM JUNE (29% TO 30%)

AUGUST CLICK THROUGH RATE IMPROVED 7% FROM JUNE (16% TO 17%)

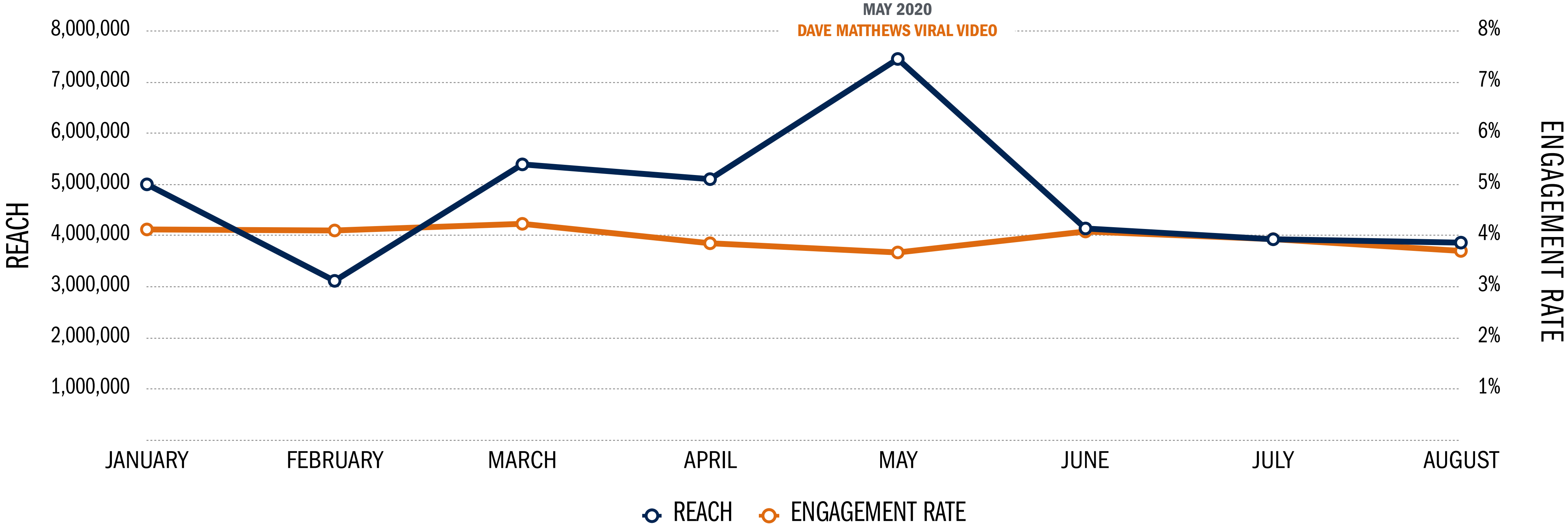
- TOTAL EMAILS DELIVERED
- OPEN RATE
- ◆ INDUSTRY BENCHMARK OPEN RATE
- CLICK THROUGH RATE
- ◆ INDUSTRY BENCHMARK CLICK THROUGH RATE

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 Social Media content.
 August reach and engagement rates remained flat month over month.

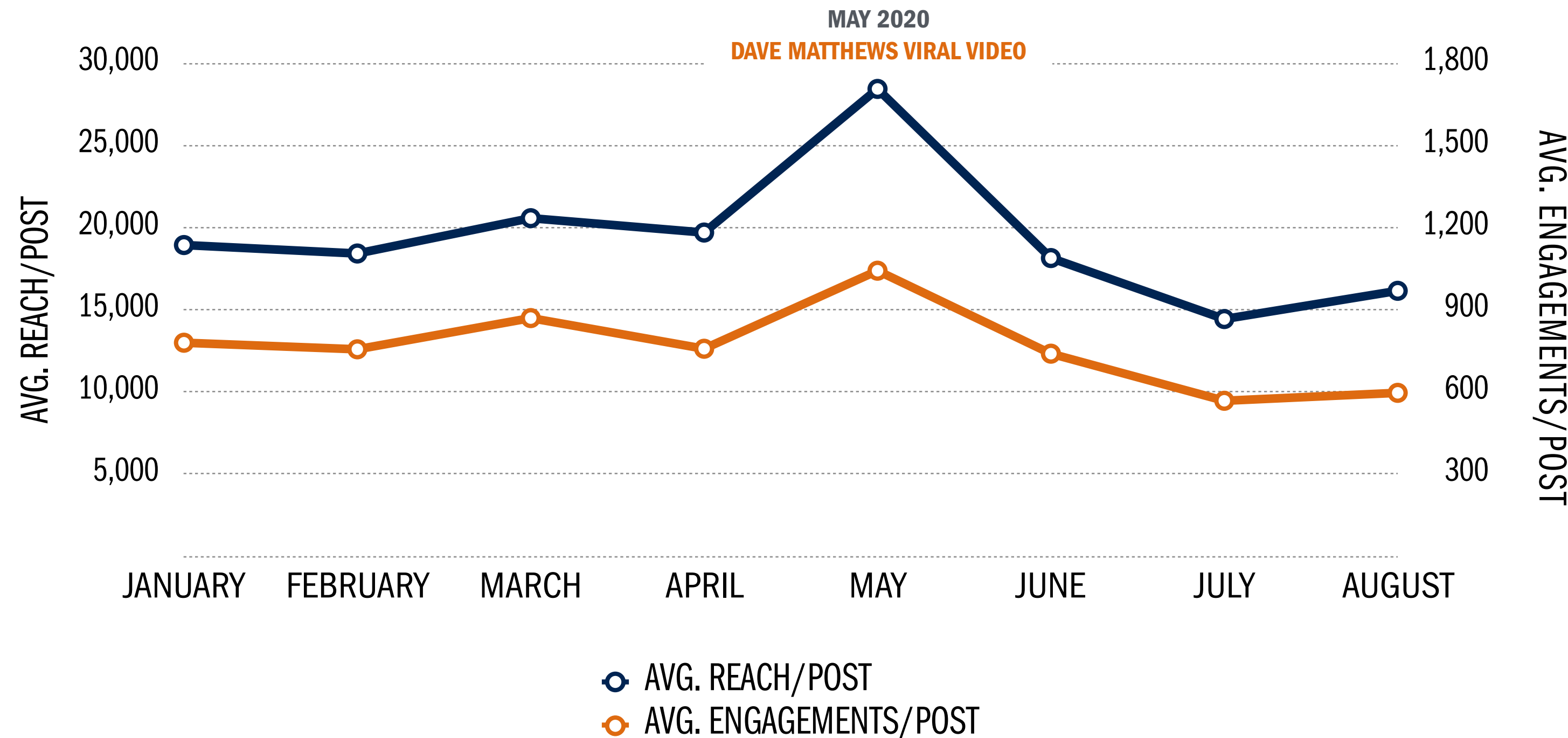


* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during each month. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes. Does not include Instagram Stories data.

SOURCE: Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics, RivallQ
DATE RANGE: 1/1/20 - 8/31/20

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.



AVERAGE REACH PER POST AND AVERAGE ENGAGEMENTS PER POST BOTH IMPROVED SLIGHTLY IN AUGUST
 THIS IMPROVEMENT WAS PRIMARILY DRIVEN BY FACEBOOK AND LINKEDIN

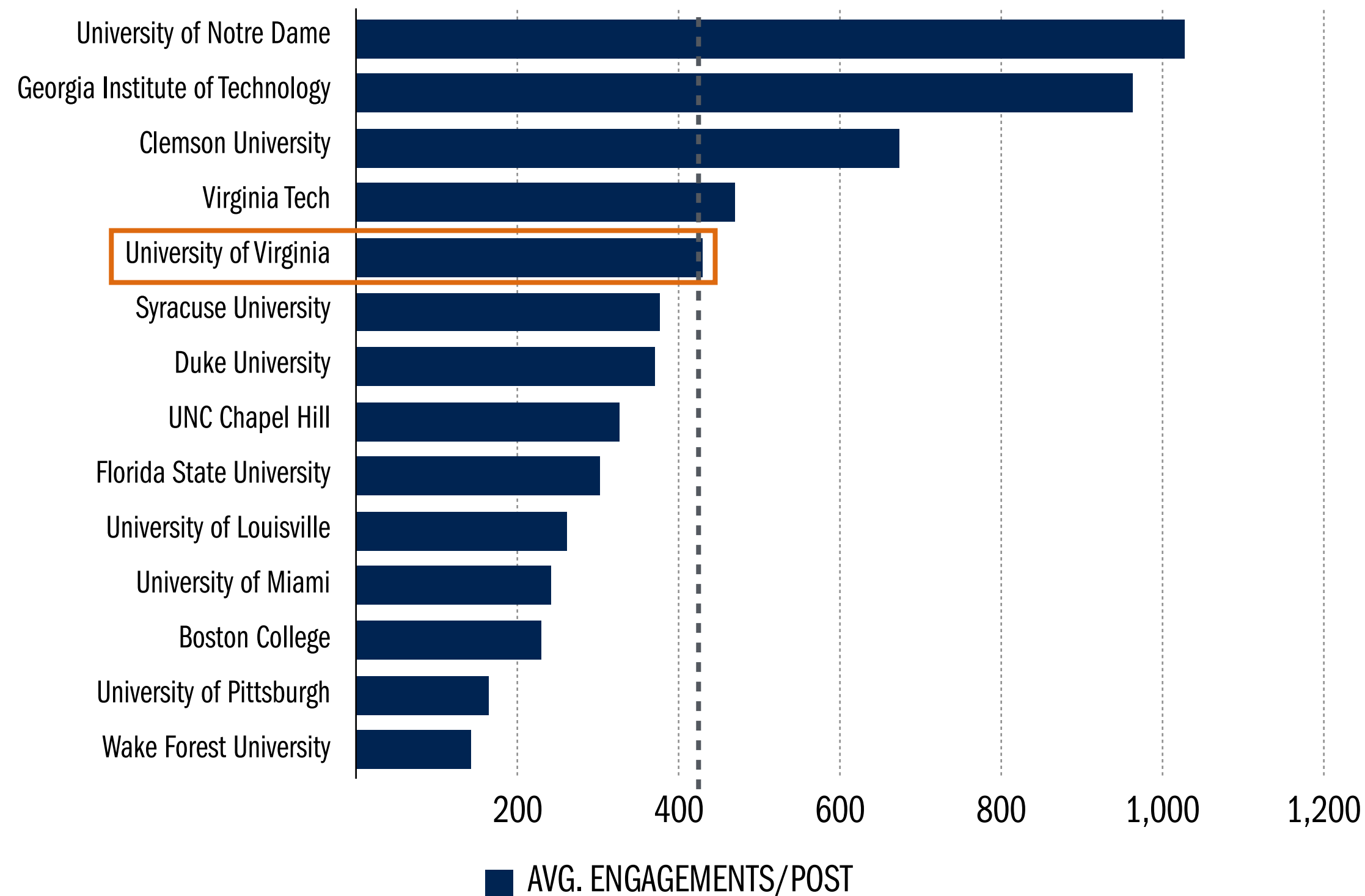
* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during the month of June. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes. Does not include Instagram Stories data.

SOURCE: Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics, RivalIQ
DATE RANGE: 1/1/20 - 8/31/20

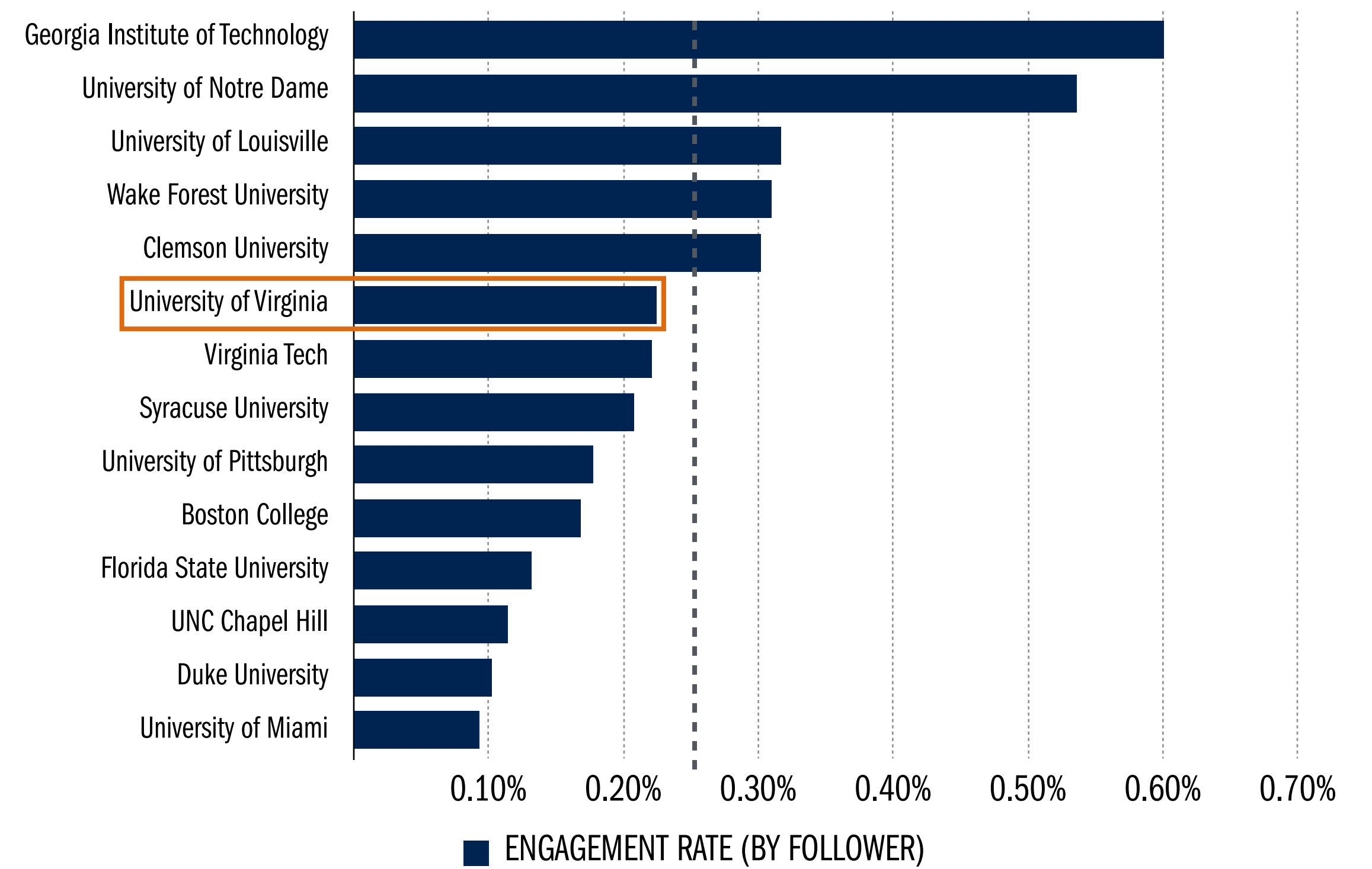
FACEBOOK PERFORMANCE VS. INDUSTRY BENCHMARKS

In August, we ranked 5th out of ACC schools in avg. number of engagements per Facebook post and were slightly above the landscape average. We ranked 6th overall and were slightly below the landscape average for engagement rate.

AVG. ENGAGEMENTS/POST



ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)



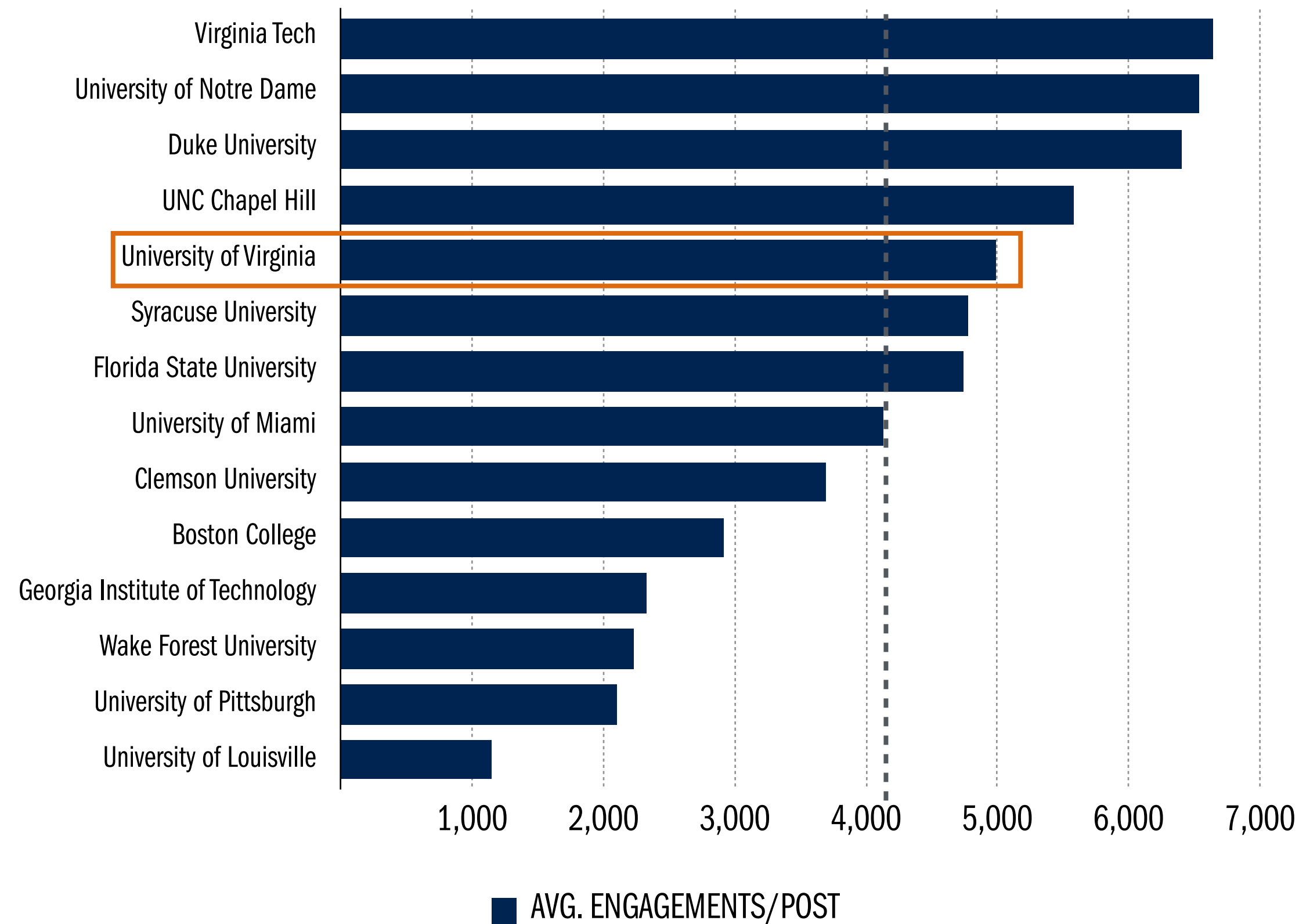
Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting. NC State not included due to missing data.

SOURCE: RivalIQ
DATE RANGE: 8/1/20 - 8/31/20

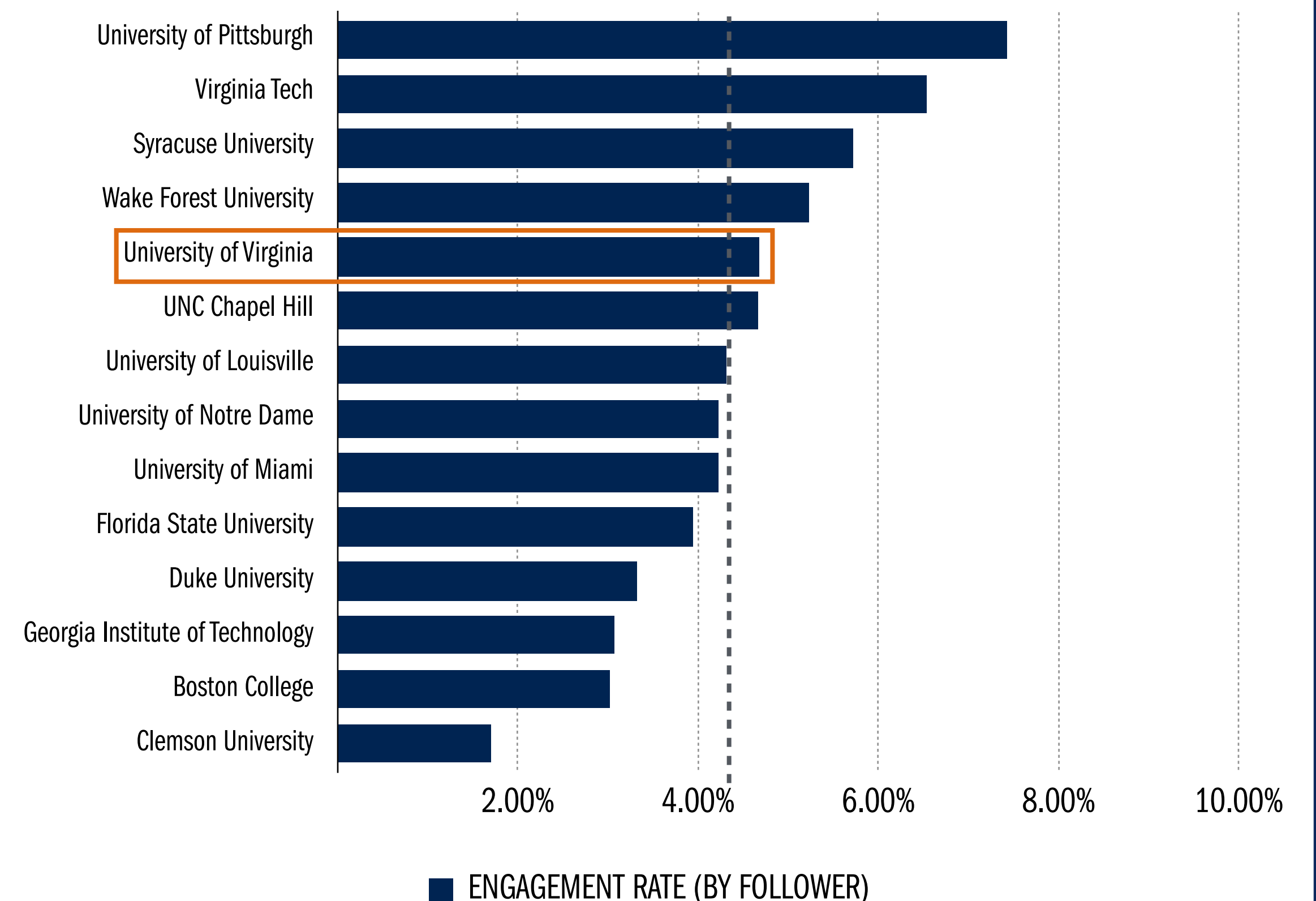
INSTAGRAM PERFORMANCE VS. INDUSTRY BENCHMARKS

In August, we ranked 5th overall among ACC schools for engagements per post and engagement rate by follower, and exceeded the landscape average for both.

AVG. ENGAGEMENTS/POST



ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

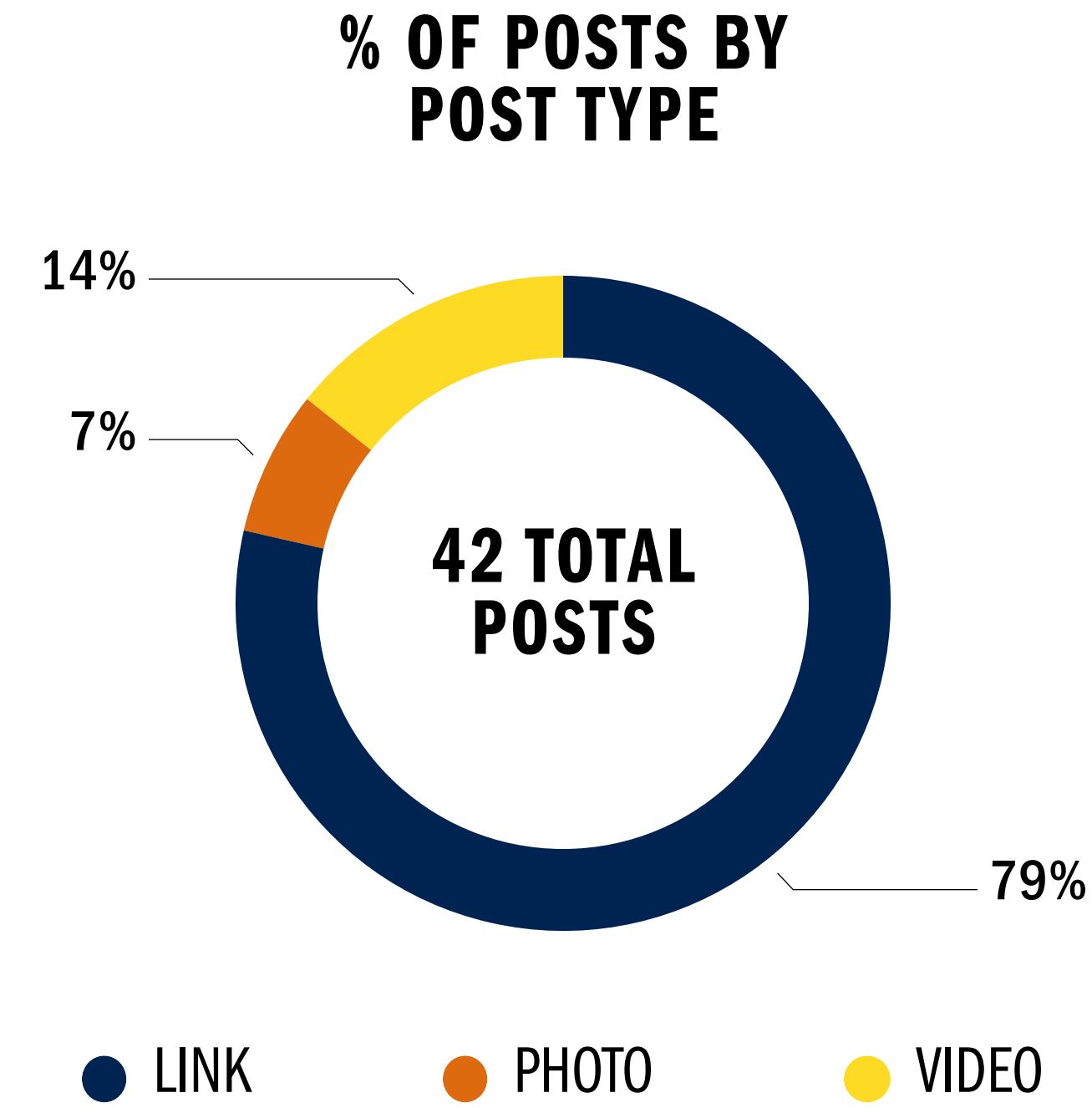
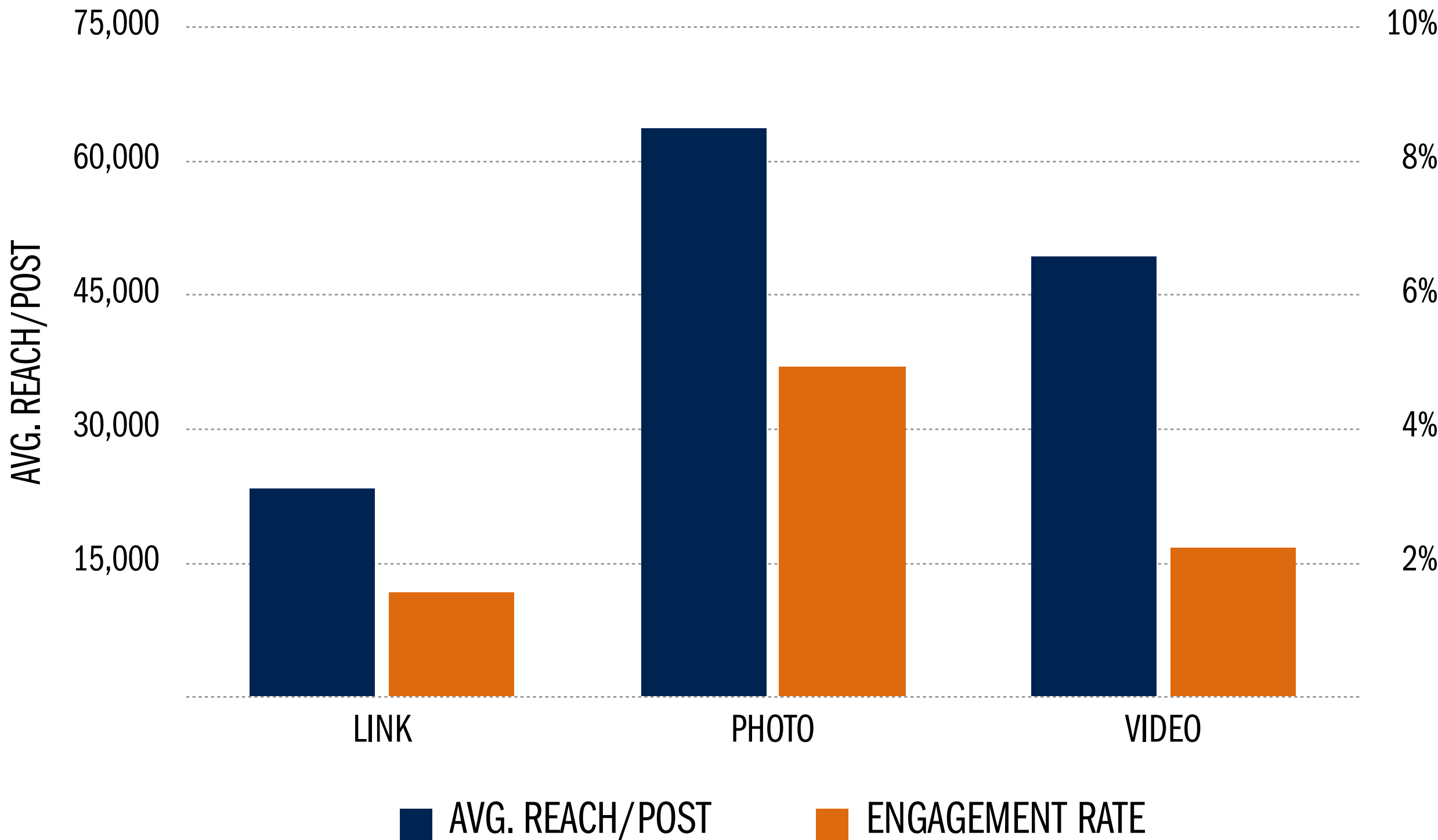


Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting. NC State not included due to missing data.

SOURCE: RivalIQ
DATE RANGE: 8/1/20 - 8/31/20

FACEBOOK PERFORMANCE BY POST TYPE

79% of our Facebook posts are link posts (typically to UVA Today stories), but on average, photo and video posts generate greater reach and a higher engagement rate than link posts.



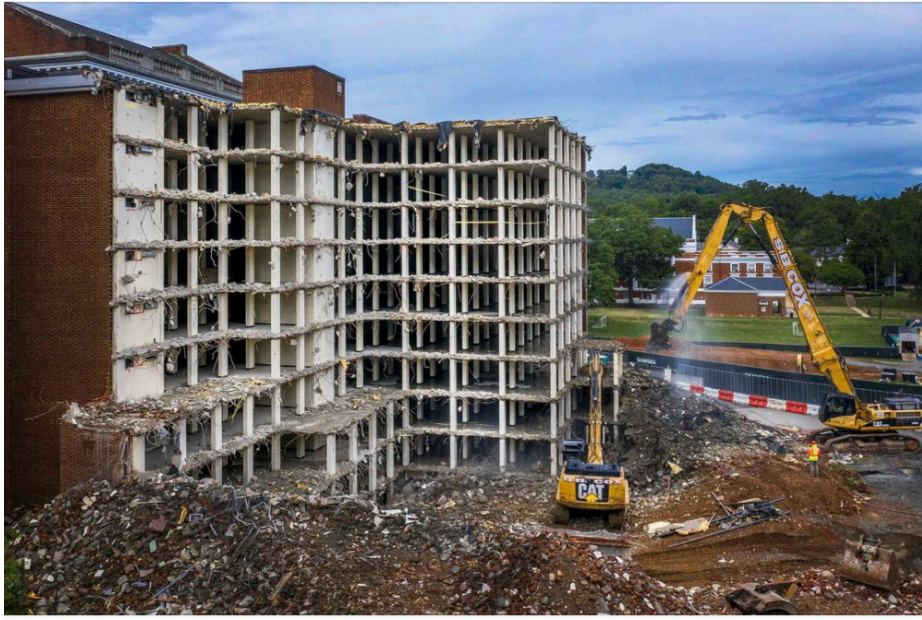
SOURCE: RivalIQ
DATE RANGE: 8/1/20 - 8/31/20

AUGUST 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY REACH: 8/19/20

 University of Virginia 
Published by Salesforce Marketing Cloud [?] · August 19 ·  ...

Bidding Farewell to Alderman Library's Stacks
Demolition got underway this summer as a major renovation of Alderman Library continues, scheduled to complete in 2023.
Find out more about renovation plans  <https://bddy.me/3i07EJk>
Last Looks at the Old Alderman Library  <https://bddy.me/3kY9xq1>



122K USERS REACHED
6.1K ENGAGEMENTS
5% ENGAGEMENT RATE

TOP FACEBOOK POST BY ENGAGEMENT RATE: 8/25/20

 University of Virginia 
Published by Kelly Kauffman [?] · August 25 ·  ...

While this day looks different for many of you, happy first day of classes, Hoos!



40K USERS REACHED
2.6K ENGAGEMENTS
6.4% ENGAGEMENT RATE

SOURCE: Creator Studio, RivalIQ
DATE RANGE: 8/1/20 - 8/31/20

AUGUST 2020 TOP INSTAGRAM POST

**TOP INSTAGRAM POST BY REACH
AND ENGAGEMENT RATE: 8/25/20**



uva While this day looks different for many of you, happy first day of classes, Hoos!

Aug 25, 2020

58.8K USERS REACHED
8.2K ENGAGEMENTS
13.9% ENGAGEMENT RATE

SOURCE: Creator Studio, RivalIQ
DATE RANGE: 8/1/20 - 8/31/20

AUGUST 2020 TOP TWEETS

TOP TWEET BY REACH (IMPRESSIONS*): 8/4/20

 **UVA** @UVA · Aug 4

The University has announced that it will delay undergraduate in-person instruction and residence hall move-in dates by two weeks in response to an uptick in local and national coronavirus cases.



UVA Delays In-Person Instruction, Move-In for Undergraduates by Two Weeks
In response to an uptick in virus transmission in Virginia and nationwide, UVA will begin all undergraduate courses online and delay...
news.virginia.edu

70.8K IMPRESSIONS
5K ENGAGEMENTS
7% ENGAGEMENT RATE

TOP TWEET BY ENGAGEMENT RATE: 8/22/20

 **UVA** @UVA · Aug 22

[.@UVADeanGroves](#) shares a message for UVA students.



7:53 33.7K views to have this important conversation.

66K IMPRESSIONS
12.6K ENGAGEMENTS
19% ENGAGEMENT RATE

SOURCE: Twitter Analytics, RivalIQ
DATE RANGE: 8/1/20 - 8/31/20

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

AUGUST 2020 TOP LINKEDIN POST

**TOP LINKEDIN POST BY REACH (IMPRESSIONS*)
AND ENGAGEMENT RATE: 8/26/20**



University of Virginia
222,656 followers
1w •

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



Money Magazine Ranks UVA as Nation's Second-Best-Value Public University

news.virginia.edu • 2 min read

79K USERS REACHED
6K ENGAGEMENTS
8% ENGAGEMENT RATE

SOURCE: LinkedIn Analytics, RivalIQ
DATE RANGE: 8/1/20 - 8/31/20

THANK YOU