SEPTEMBER 2020 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

University *of* Virginia

EXECUTIVE SUMMARY

In September, students completed their first full month back on Grounds. Content themes this month focused on slowing the spread of COVID-19 on Grounds, and informing the community about what life looks like at UVA during these unprecedented times.

September 2020 pageviews were down year over year. This is primarily a result of three top performing stories published in September 2019: Tony Bennett Declined A Raise, Keep 'The Good Old Song' Good, and Shout-Out From Bryce Perkins. Cumulatively, pageviews are still up year over year for FY2021 through September, though the gap closed slightly this month.
Key Takeaway: as we aim to beat FY2020's pageview total, understand that there were high-performing months in FY2020 that we will need to outperform. September 2019 was a stand-out month last fall, with monthly pageviews declining again from October through February. From March to June, pageviews were very high at the height of the pandemic, so capitalizing on increasing pageviews through the end of the year will be crucial in putting ourselves on pace to beat last year's pageview total.

The Daily Report saw consistent performance this month, with a slight decline in Open Rate. Performance was similar across all audience groups, with no major changes occurring month over month. Top performing editions of the DR included the September 4 email about the Class of 2024 Move-In, which had the highest Open Rate, and Jim Ryan's announcement of new policy changes to slow the spread of COVID-19 on September 23, which had the highest Click Through Rate.
Key Takeaway: operational updates continue to be of high priority for Daily Report readers. Students in particular tend to click on stories in the DR when the stories are highly relevant to them. For example, the September 23 email about policy changes earned a 21% Click Through Rate from Students, 209% higher than their September average of 7%.
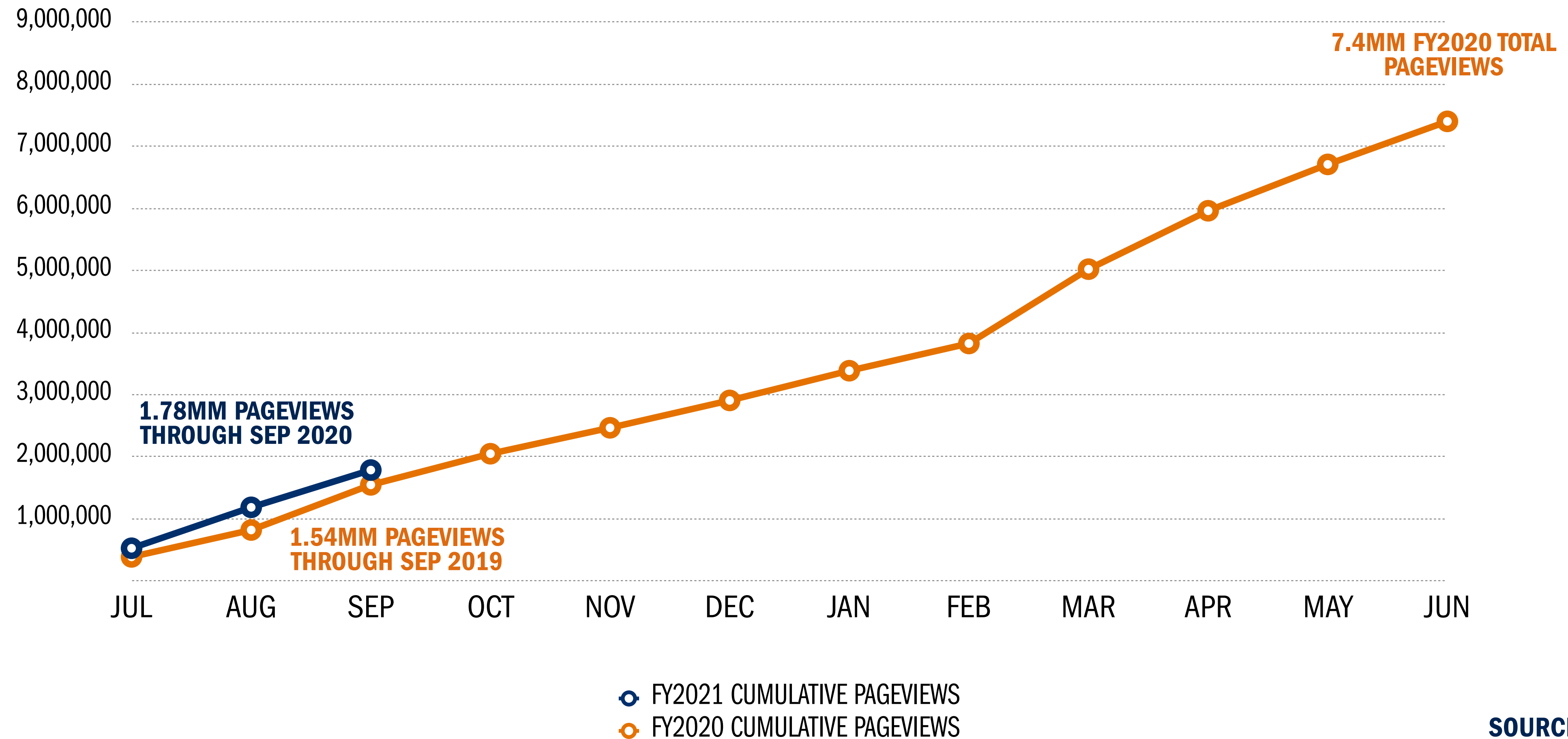
Expanding our RivalIQ Social Media benchmarking, additional competitors such as Harvard, Yale, and Michigan, were added to this month's analysis. Overall, UVA has fewer followers on Facebook and Instagram than most of these schools, so total engagement is expected to be lower than universities with larger followings. That said, UVA has the top engagement rate by follower on Facebook of these competitors, and the second-highest engagement rate by follower on Instagram.
Key Takeaway: while our total audience size is smaller than our competitors, UVA's follower tend to be more engaged with content. This demonstrates that our audience is fairly engaged and interested in consuming and interacting with our content, compared to other top schools.
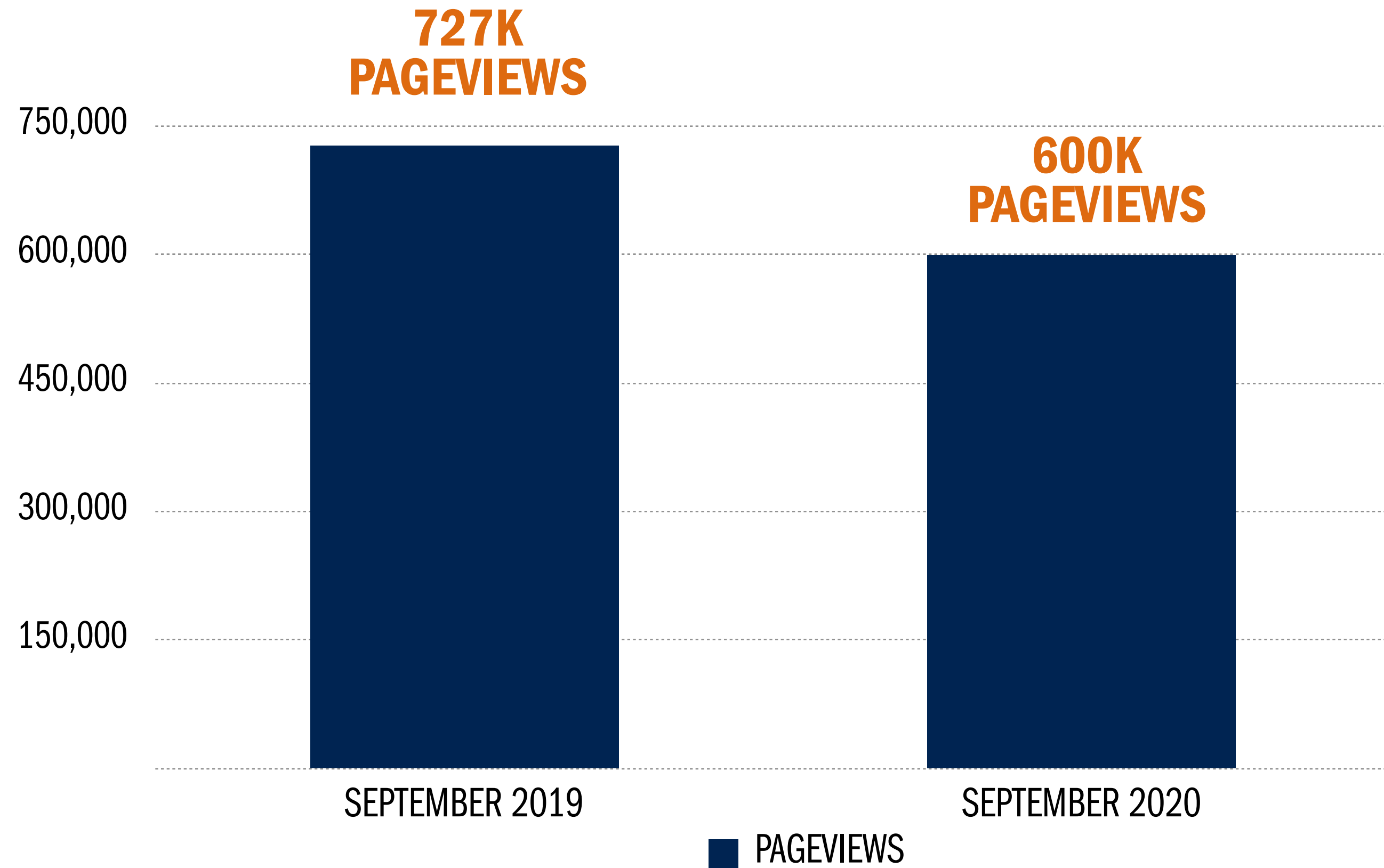
UVA TODAY

UVA TODAY YEAR OVER YEAR PAGEVIEWS - SEPTEMBER

727K PAGEVIEWS

600K PAGEVIEWS

750,000

600,000

450,000

300,000

150,000

SEPTEMBER 2019

SEPTEMBER 2020

■ PAGEVIEWS

SEPTEMBER 2020 PAGEVIEWS WERE DOWN 17% YEAR OVER YEAR
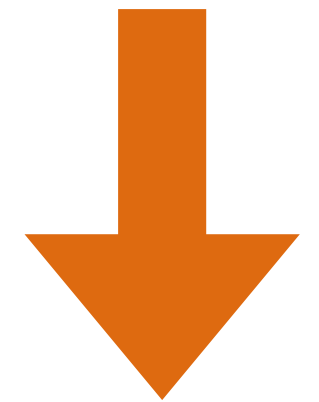
Last September included three top-performing stories about Tony Bennett, Bryce Perkins, and The Good Old Song which collectively earned over 290,000 pageviews.

SOURCE: Google Analytics
DATE RANGE: 9/1 - 9/30

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TOP PERFORMING UVA TODAY STORIES - SEPTEMBER 2020

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

STORY	PAGEVIEWS
Ryan Announces Policy Changes to Slow the Spread of COVID-19	51,356
U.S. News Ranks UVA No. 4 Best Public University in the Country	25,996
Board Votes on 5 Renaming, Landscape Recommendations	22,081
UVA Expands Methods for Student Testing, Monitoring Presence of COVID-19	13,735
What's Open, and When, as Students Return to Grounds	12,922
Q&A: Dr. Steven Zeichner on How Soon We Should Expect COVID-19 Vaccines	12,175
'The Right Thing to Do': UVA Greek Societies Suspend All In-Person Activities	9,711
Photos: Daily Academic Life at UVA in the COVID-19 Era	9,121
UVA Weekly: Testing, COVID Tracker and Other Updates	8,989
Learn How In-Person Instruction Is Going at the University of Virginia	8,659

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

PARSE.LY TAG PERFORMANCE

The following two slides contain Parse.ly tag performance year to date and for the month of September. Included are top-performing tags by total pageviews, avg. pageviews/post, and total number of posts. Below are some notes outlining how this performance is compiled.

Data for these slides reflect pageviews for stories that were published within the respective timeframe (year to date, during the given month). It does not contain data for stories published outside of those date ranges. Pageviews are counted during the given date range, and do not include latent pageviews beyond the current month (September).

Pageview data for a given page are collected from the time a tag is applied to that story. For this reason, if tags are added to stories retroactively after they are published, Parse.ly will only report pageviews from the time the tag was applied, and not total lifetime pageviews for that story. Stories may be tagged in multiple categories, which is why different tags may have the same top performing story, as there is overlap.

Due to differences with Parse.ly tracking and Google Analytics tracking, data included in these slides will not exactly match other reports that utilize Google Analytics data.

TOP TAGS BY TOTAL PAGEVIEWS - YEAR TO DATE

TAG	PAGEVIEWS	NUMBER OF STORIES	AVG. PAGEVIEWS/STORY
COVID-19	2,703,197	307	8,805
University News	2,280,945	286	7,975
Crisis	2,034,761	194	10,488
Health/Medical	1,860,753	230	8,090
Faculty	1,858,305	282	6,590
Students	1,818,405	284	6,403
Research	1,410,136	250	5,641
Community	1,333,461	234	5,699
Research & Discovery	983,886	189	5,206
Staff	895,294	127	7,050

* This report includes Parse.ly data from January 1 - September 30.

TOP TAGS BY TOTAL PAGEVIEWS - SEPTEMBER

| TAG	PAGEVIEWS	NUMBER OF STORIES	AVG. PAGEVIEWS/STORY
COVID-19	215,055	30	7,169
University News	191,751	28	6,848
Students	143,615	36	3,989
Faculty	127,307	37	3,441
Institutional Announcement	125,307	12	10,442
Community	103,476	26	3,980
Health/Medical	100,581	27	3,725
Crisis	70,534	20	3,527
Student Experience	70,473	18	3,915
Research	68,387	31	2,206

* This report includes Parse.ly data from September 1 - September 30.

DAILY REPORT

DAILY REPORT PERFORMANCE

The below graph shows the Daily Report Open Rate and Click Through Rate for FY2021 through September. Open Rate declined slightly in September, while Click Through Rate remained consistent. Both remain above industry benchmarks.

Legend:
- ○ OPEN RATE
- ◇ INDUSTRY BENCHMARK OPEN RATE
- ○ CLICK THROUGH RATE
- ◇ INDUSTRY BENCHMARK CLICK THROUGH RATE
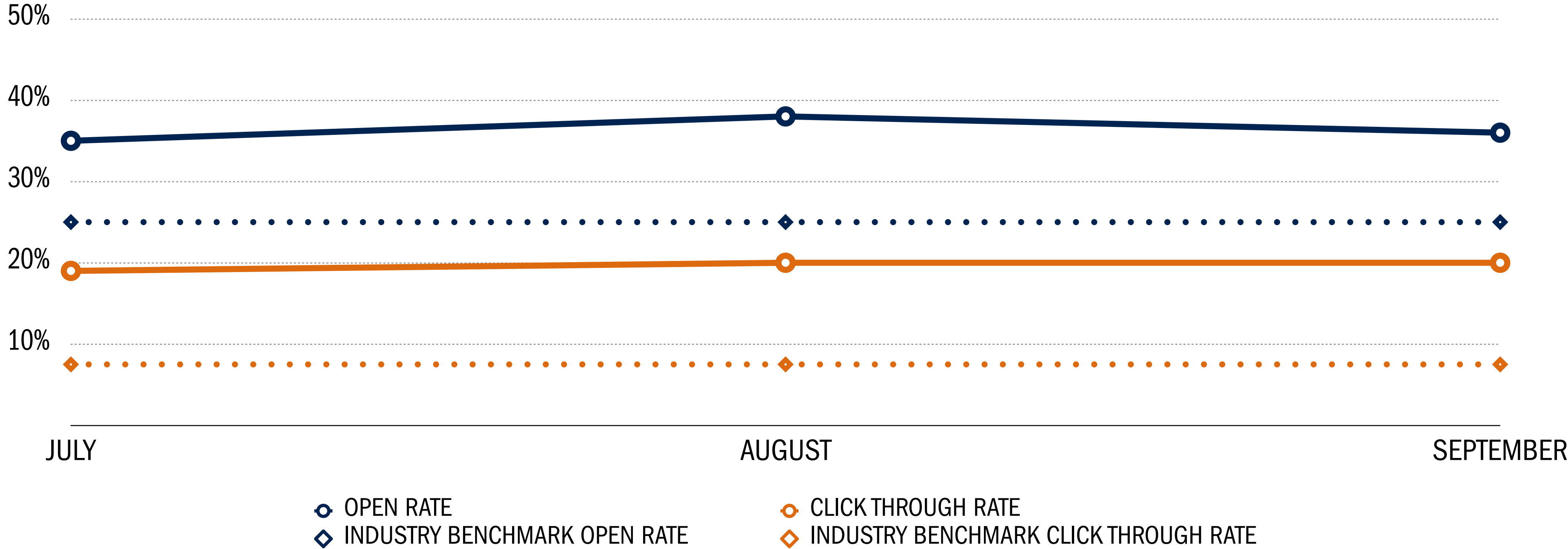
* Open rate is calculated by dividing unique opens by total delivered emails, CTR is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks

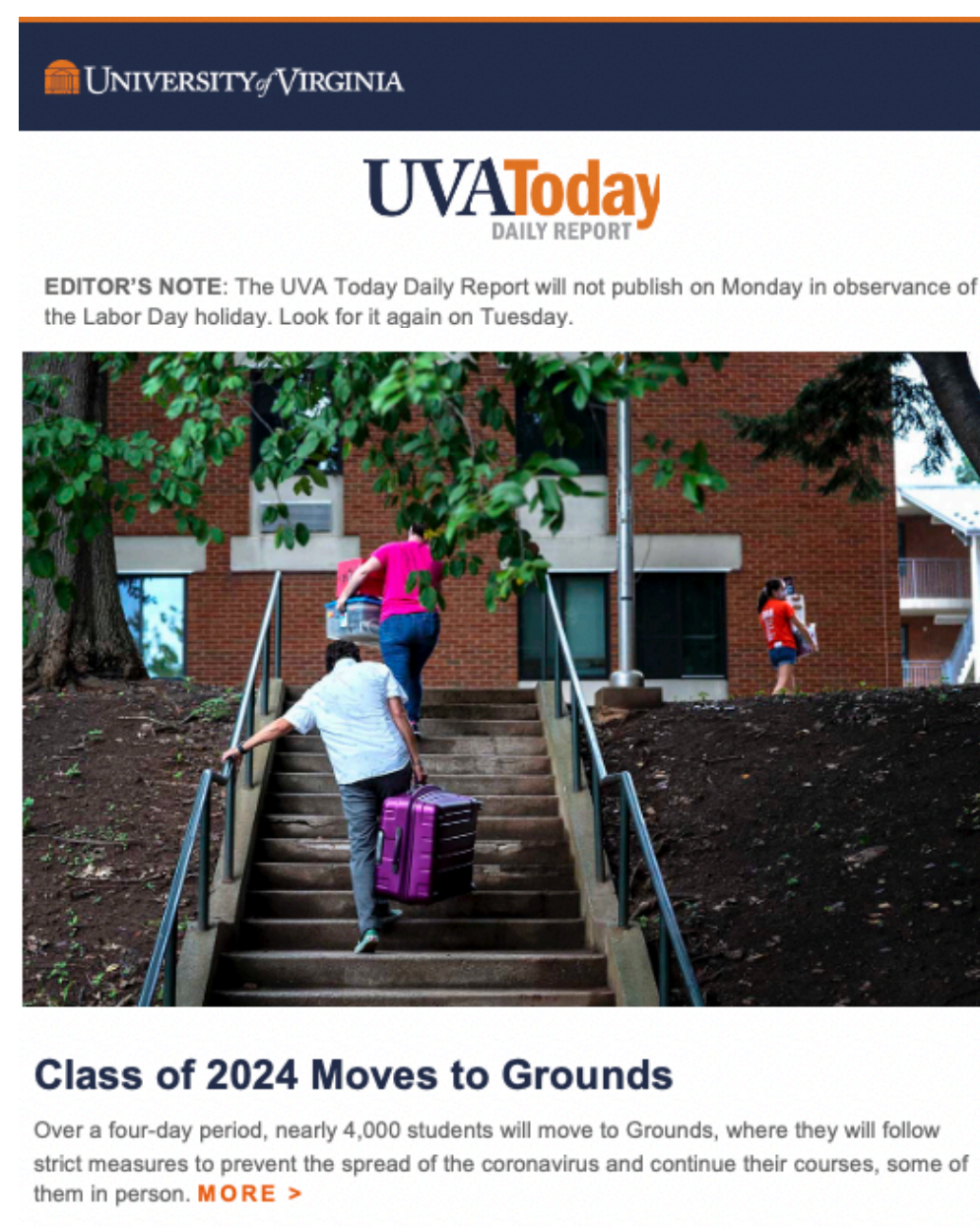**SOURCE:** Marketing Cloud
DATE RANGE: 7/1/20 - 9/30/20

SEPTEMBER TOP PERFORMING DAILY REPORT DISTRIBUTIONS

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON 9/4/2020

THE DAILY REPORT WITH THE HIGHEST CLICK THROUGH RATE WAS SENT ON 9/23/20

40% OPEN RATE

17% CLICK THROUGH RATE

39% OPEN RATE

43% CLICK THROUGH RATE

**SUBJECT LINE:
MOVING IN, GRAD STUDENTS, FALL PREPARATIONS**

**SUBJECT LINE:
NEW COVID RULES, TEACHING HARD LITERATURE, PREVENTING FALLS**

SOURCE: Marketing Cloud
DATE RANGE: 9/1/20 - 9/30/20

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UVA THIS MONTH

SEPTEMBER 2020 UVA THIS MONTH

RELEASED ON SEPTEMBER 26, 2020
260K TOTAL EMAILS DELIVERED

TOP 5 STORIES WITHIN SEPTEMBER UVA THIS MONTH BY CLICKS
U.S. NEWS RANKS UVA NO. 4 BEST PUBLIC UNIVERSITY IN THE COUNTRY
RYAN ANNOUNCES POLICY CHANGES TO SLOW THE SPREAD OF COVID-19
Q&A: DR. STEVEN ZEICHNER ON HOW SOON WE SHOULD EXPECT COVID-19 VACCINES
7 THINGS TO KNOW ABOUT THE HOOS HEADING INTO SATURDAY'S SEASON OPENER
PHOTOS: DAILY ACADEMIC LIFE AT UVA IN THE COVID-19 ERA

SOURCE: Marketing Cloud

YEAR TO DATE UVA THIS MONTH PERFORMANCE

From August to September, Open Rate remained steady, while Click Through Rate improved

Legend: TOTAL EMAILS DELIVERED · OPEN RATE · CLICK THROUGH RATE · INDUSTRY BENCHMARK OPEN RATE · INDUSTRY BENCHMARK CLICK THROUGH RATE
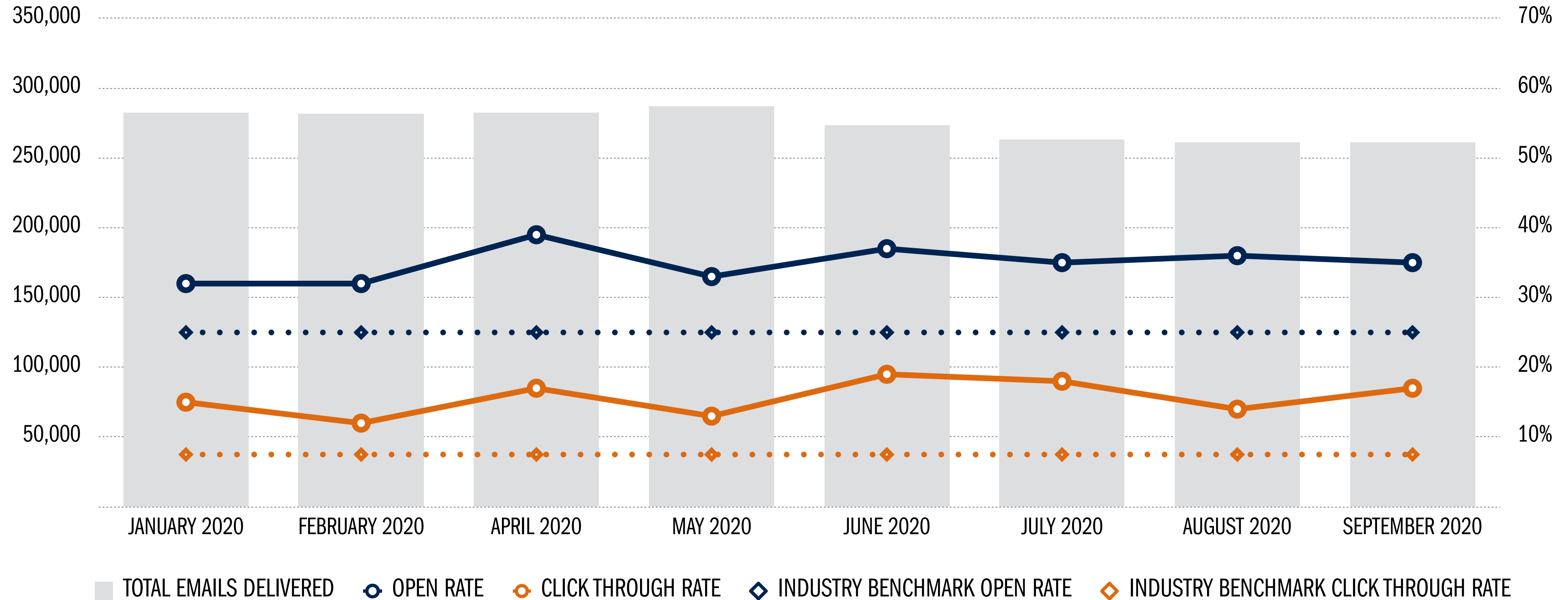
* Click through rate is calculated by dividing unique clicks by unique opens.

SOURCE: Marketing Cloud

SOCIAL MEDIA

SOCIAL MEDIA REACH AND ENGAGEMENT RATE - YEAR TO DATE

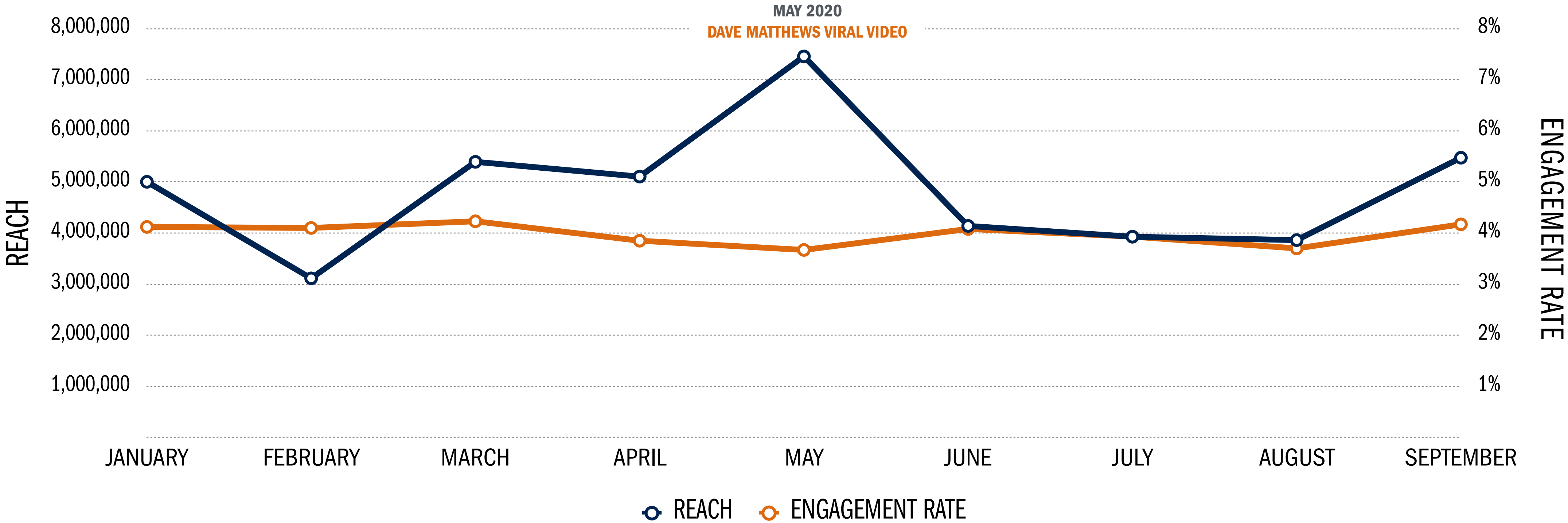*The below graph shows year to date reach and engagement rate for Social Media content. Total reach and engagement rate improved this month. Increased reach was driven by an increase in total volume of posts, particularly on Twitter and Instagram.*

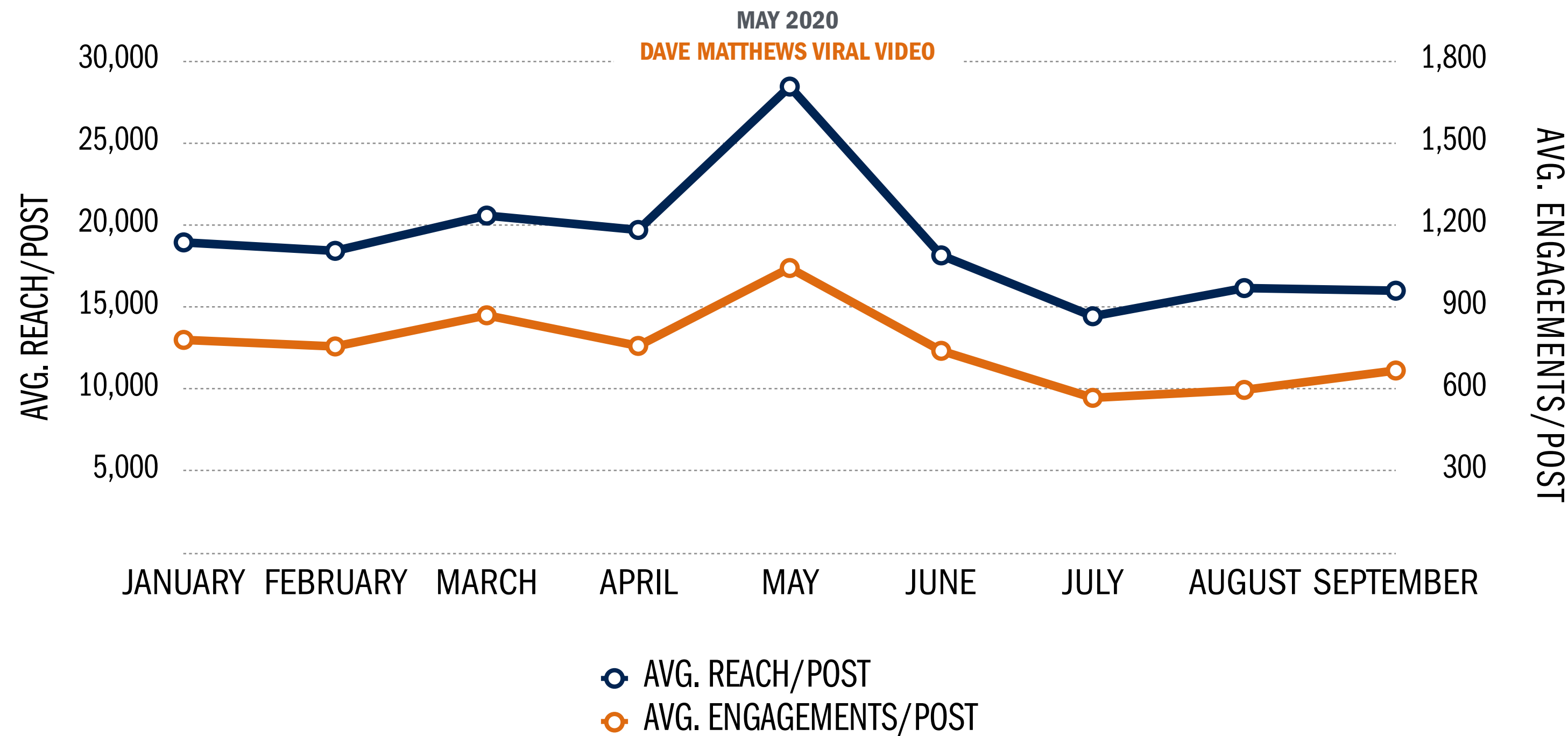* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during each month. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes. Does not include Instagram Stories data.

SOURCE: Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics, RivalIQ
DATE RANGE: 1/1/20 - 9/30/20

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.

MAY 2020
DAVE MATTHEWS VIRAL VIDEO

AVG. REACH/POST

AVG. ENGAGEMENTS/POST

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER

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

AVERAGE REACH PER POST REMAINED FAIRLY FLAT FROM AUGUST TO SEPTEMBER

AVG. ENGAGEMENTS PER POST IMPROVED THIS MONTH

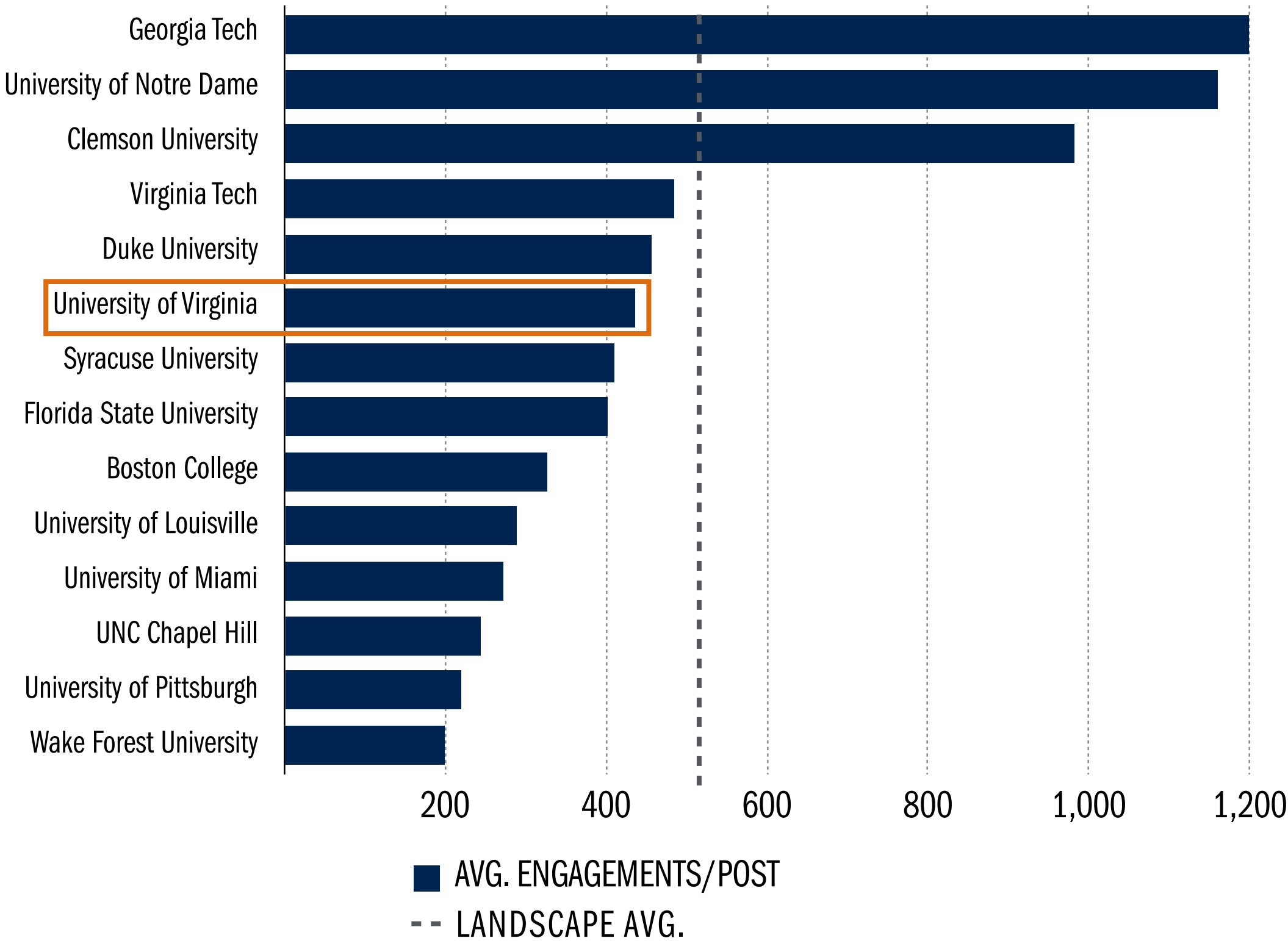* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during the month of June. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes. Does not include Instagram Stories data.

SOURCE: Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics, RivalIQ
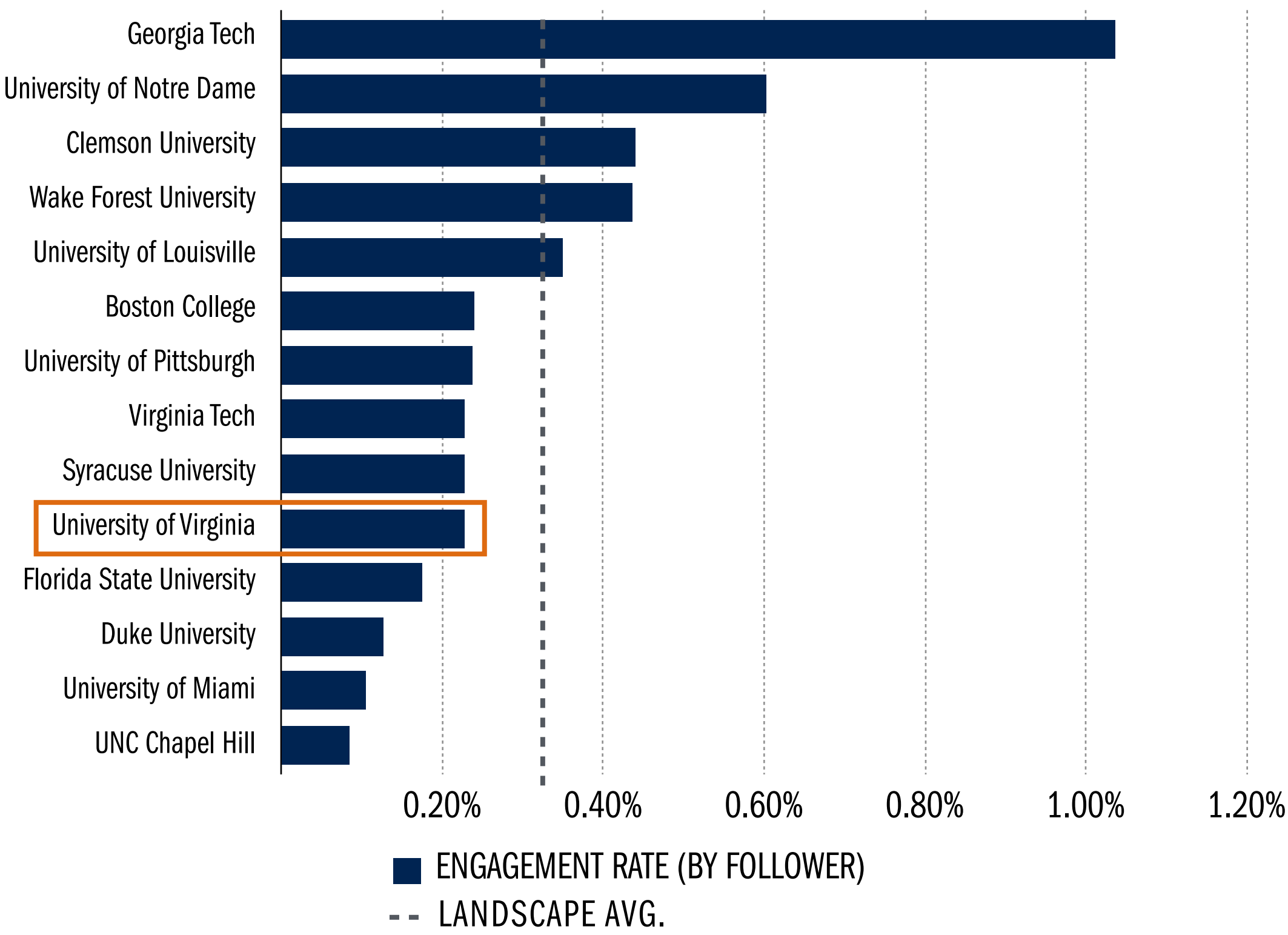**DATE RANGE:** 1/1/20 - 9/30/20

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FACEBOOK PERFORMANCE VS. ACC BENCHMARKS

In September, UVA ranked 6th out of ACC schools in avg. number of engagements per Facebook post and was slightly below the landscape average. We moved down in the standings for Engagement Rate month over month, falling further below the landscape average.

AVG. ENGAGEMENTS/POST

School	
Georgia Tech	~1,200
University of Notre Dame	~1,160
Clemson University	~980
Virginia Tech	~490
Duke University	~460
University of Virginia	~440
Syracuse University	~415
Florida State University	~400
Boston College	~325
University of Louisville	~290
University of Miami	~270
UNC Chapel Hill	~245
University of Pittsburgh	~215
Wake Forest University	~200

■ AVG. ENGAGEMENTS/POST
- - LANDSCAPE AVG.

ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

School	
Georgia Tech	~1.04%
University of Notre Dame	~0.60%
Clemson University	~0.45%
Wake Forest University	~0.44%
University of Louisville	~0.35%
Boston College	~0.24%
University of Pittsburgh	~0.24%
Virginia Tech	~0.23%
Syracuse University	~0.23%
University of Virginia	~0.23%
Florida State University	~0.18%
Duke University	~0.13%
University of Miami	~0.12%
UNC Chapel Hill	~0.10%

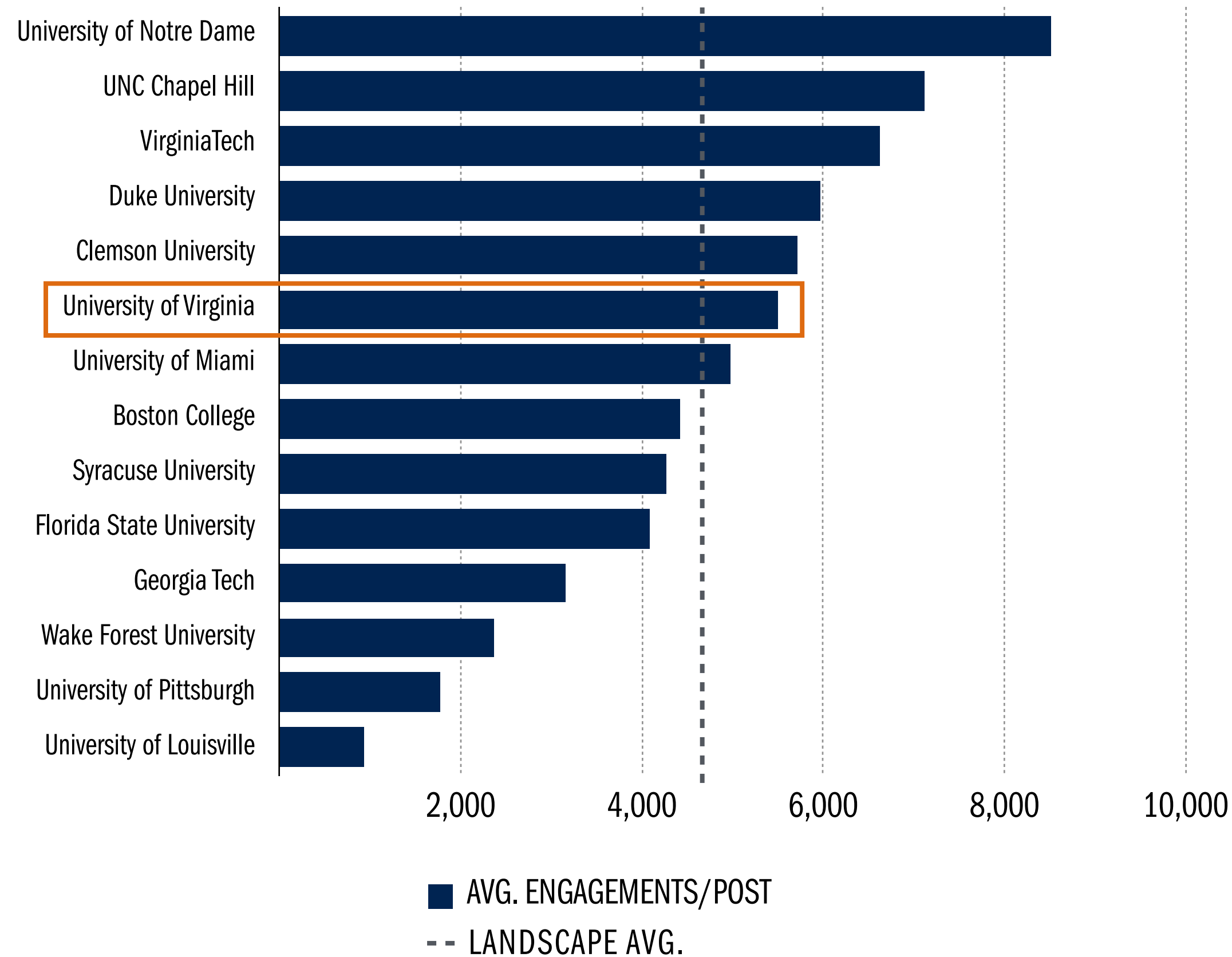■ ENGAGEMENT RATE (BY FOLLOWER)
- - LANDSCAPE AVG.

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.
Landscape average reflects average for period 9/1/20 - 9/30/20 and does not reflect previous month's benchmark.
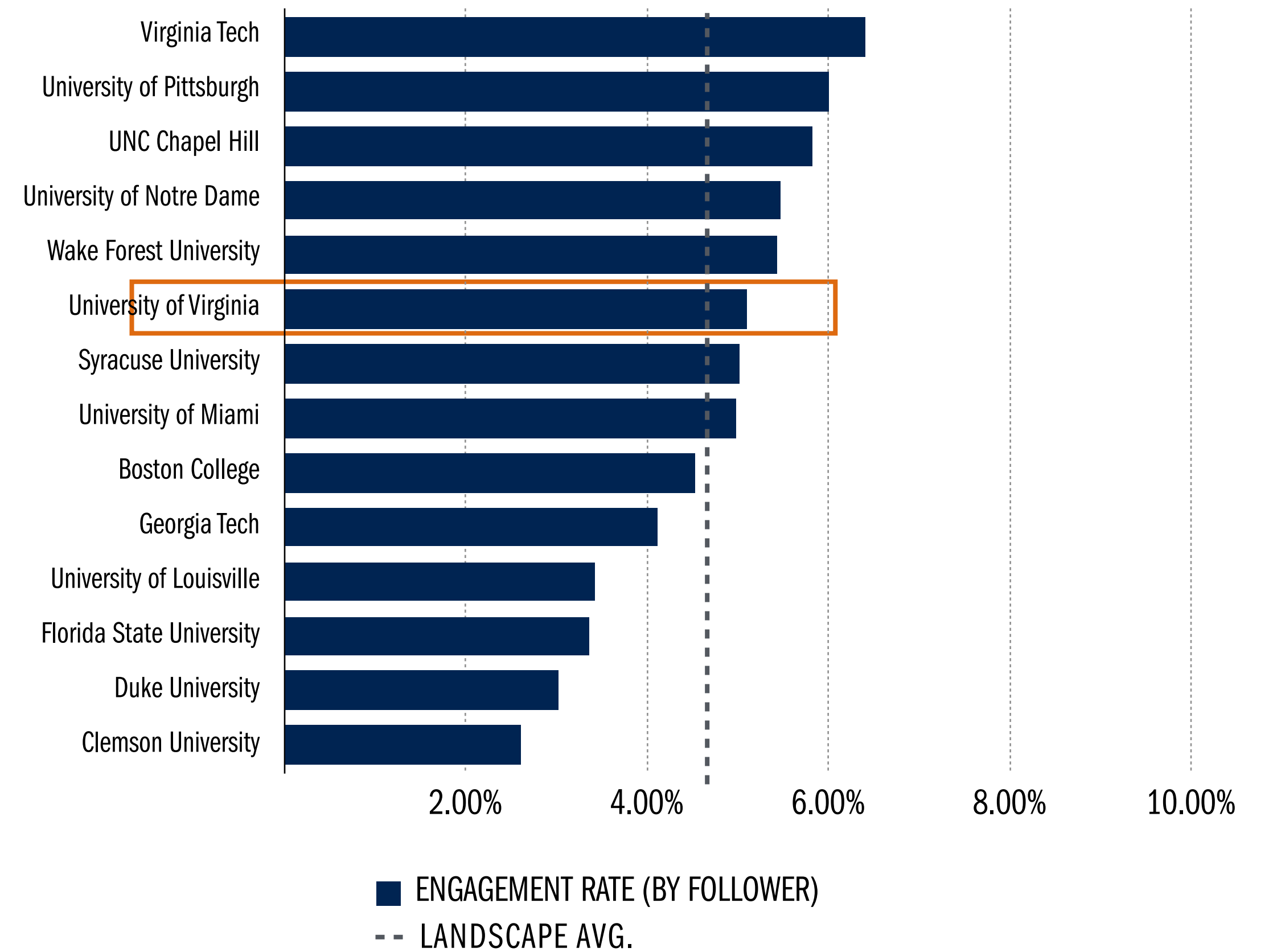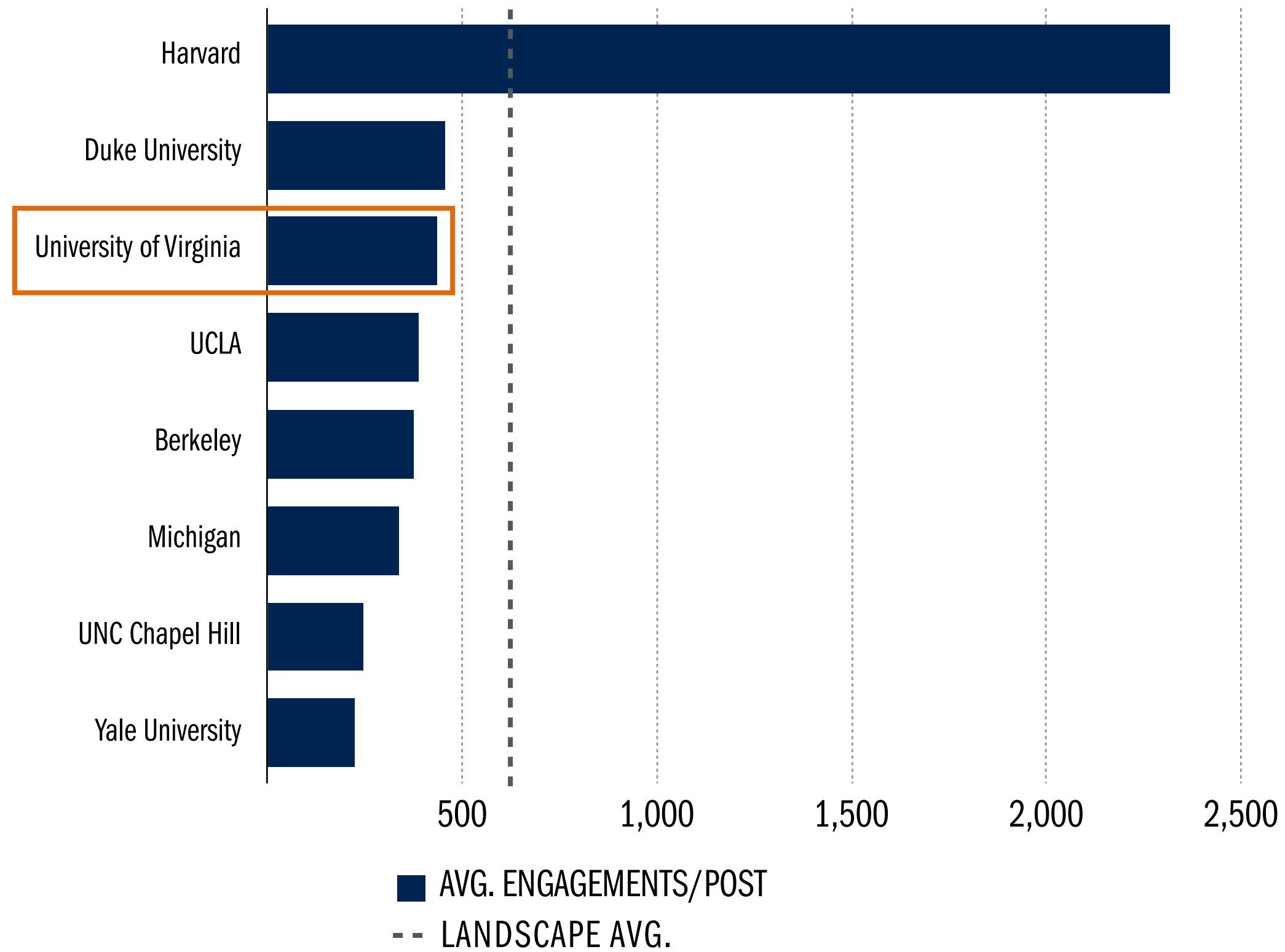
INSTAGRAM PERFORMANCE VS. ACC BENCHMARKS

In September, we ranked 6th overall among ACC schools for engagements per post and engagement rate by follower, and exceeded the landscape average for both.

AVG. ENGAGEMENTS/POST

- University of Notre Dame
- UNC Chapel Hill
- VirginiaTech
- Duke University
- Clemson University
- University of Virginia
- University of Miami
- Boston College
- Syracuse University
- Florida State University
- Georgia Tech
- Wake Forest University
- University of Pittsburgh
- University of Louisville

x-axis: 2,000 — 4,000 — 6,000 — 8,000 — 10,000

- ■ AVG. ENGAGEMENTS/POST
- -- LANDSCAPE AVG.

ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

- Virginia Tech
- University of Pittsburgh
- UNC Chapel Hill
- University of Notre Dame
- Wake Forest University
- University of Virginia
- Syracuse University
- University of Miami
- Boston College
- Georgia Tech
- University of Louisville
- Florida State University
- Duke University
- Clemson University

x-axis: 2.00% — 4.00% — 6.00% — 8.00% — 10.00%

- ■ ENGAGEMENT RATE (BY FOLLOWER)
- -- LANDSCAPE AVG.

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.
Landscape average reflects average for period 9/1/20 - 9/30/20 and does not reflect previous month's benchmark.

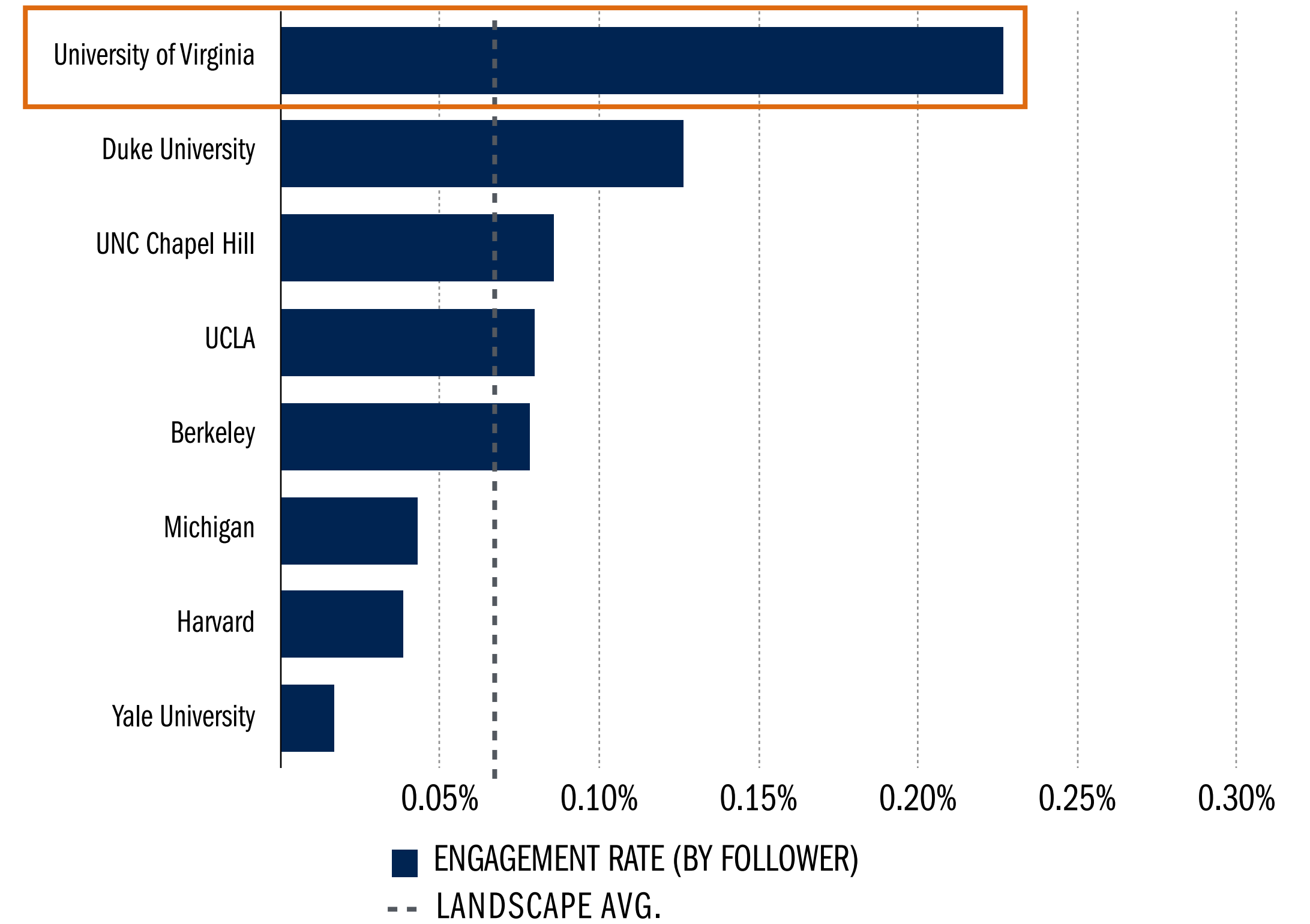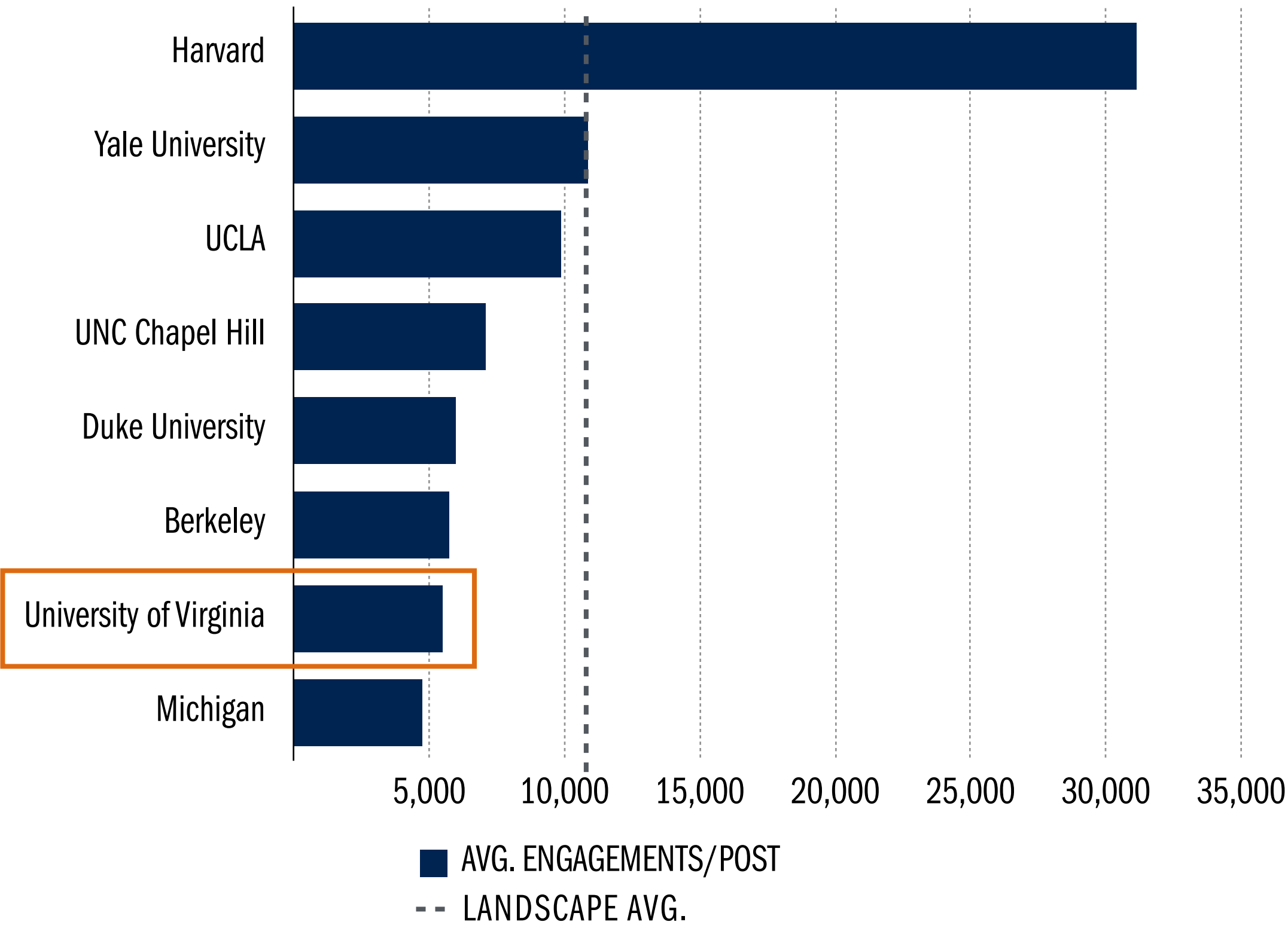**SOURCE:** RivalIQ
DATE RANGE: 9/1/20 - 9/30/20

FACEBOOK PERFORMANCE VS. COMPETITOR BENCHMARKS

Among this set of competitors, UVA ranked third in avg. engagements per post, and lead the landscape in engagement rate by followers in September

AVG. ENGAGEMENTS/POST

Harvard
Duke University
University of Virginia
UCLA
Berkeley
Michigan
UNC Chapel Hill
Yale University

500   1,000   1,500   2,000   2,500

■ AVG. ENGAGEMENTS/POST
-- LANDSCAPE AVG.

ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

University of Virginia
Duke University
UNC Chapel Hill
UCLA
Berkeley
Michigan
Harvard
Yale University

0.05%   0.10%   0.15%   0.20%   0.25%   0.30%

■ ENGAGEMENT RATE (BY FOLLOWER)
-- LANDSCAPE AVG.

Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting.
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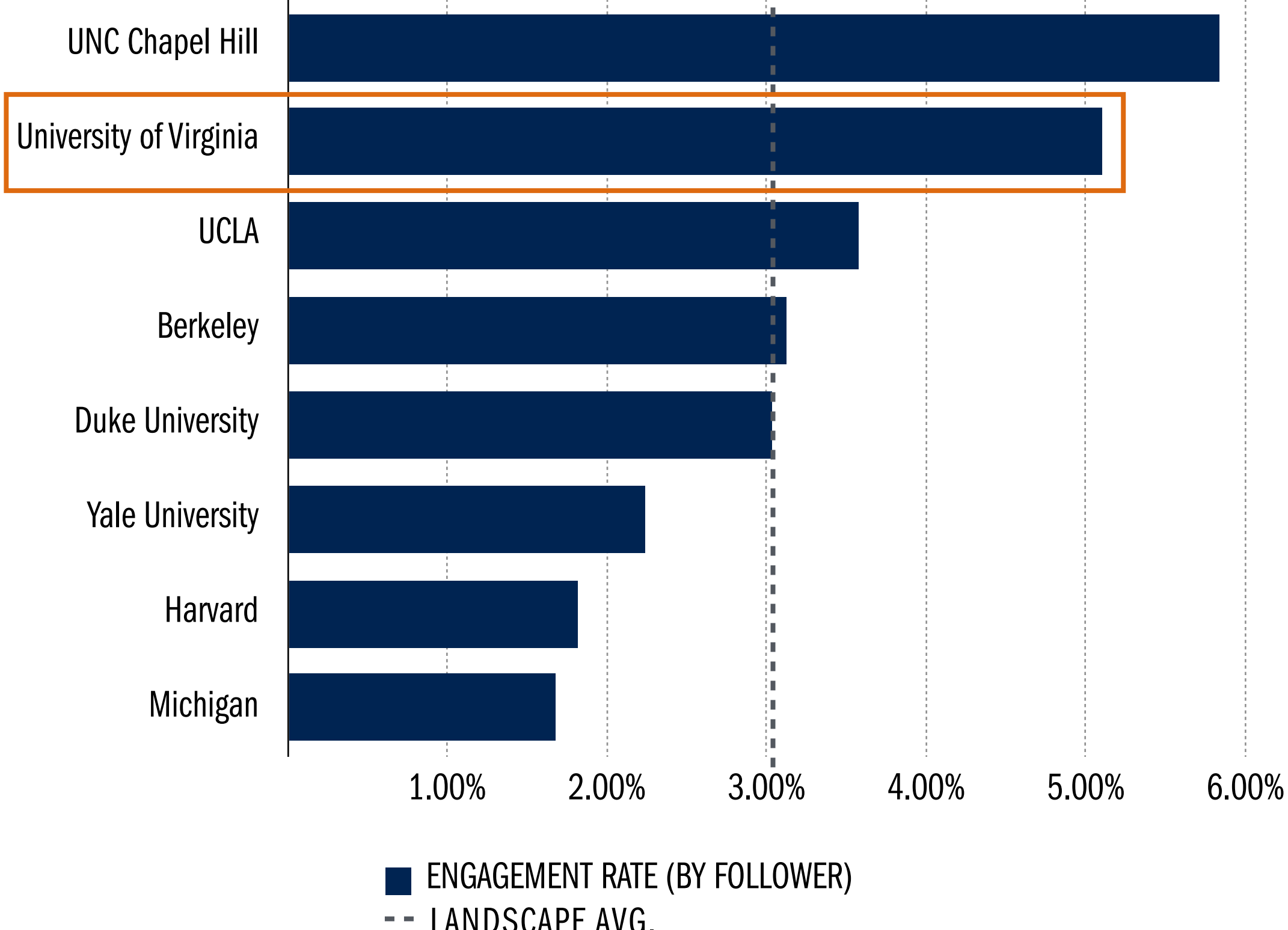**SOURCE:** RivalIQ
DATE RANGE: 9/1/20 - 9/30/20

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INSTAGRAM PERFORMANCE VS. COMPETITOR BENCHMARKS

Among this set of competitors, UVA ranks low in terms of total number of engagements per post, but second for engagement rate. This demonstrates that our account has a smaller following than some of the other schools, resulting in higher total engagements, but as a percent of our audience size, our followers are more engaged.

AVG. ENGAGEMENTS/POST

Harvard
Yale University
UCLA
UNC Chapel Hill
Duke University
Berkeley
University of Virginia
Michigan

5,000 10,000 15,000 20,000 25,000 30,000 35,000

■ AVG. ENGAGEMENTS/POST
-- LANDSCAPE AVG.

ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

UNC Chapel Hill
University of Virginia
UCLA
Berkeley
Duke University
Yale University
Harvard
Michigan

1.00% 2.00% 3.00% 4.00% 5.00% 6.00%

■ ENGAGEMENT RATE (BY FOLLOWER)
-- LANDSCAPE AVG.

Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting.
Landscape average reflects average for period 9/1/20 - 9/30/20 and does not reflect previous month's benchmark.

SOURCE: RivalIQ
DATE RANGE: 9/1/20 - 9/30/20

SEPTEMBER 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY REACH: 9/16/20

59K USERS REACHED
1.48K ENGAGEMENTS
2.49% ENGAGEMENT RATE

TOP FACEBOOK POST BY ENGAGEMENT RATE: 9/14/20

44K USERS REACHED
2.71K ENGAGEMENTS
6.17% ENGAGEMENT RATE

SEPTEMBER 2020 TOP INSTAGRAM POST

TOP INSTAGRAM POST BY REACH: 9/16/20

uva

uva The University has recently identified five cases of COVID-19 in the Balz-Dobie residence hall on Grounds through the UVA wastewater and individual testing programs. All 188 students in Balz-Dobie were notified of the cases within the dorm this afternoon.

The University will test all Balz-Dobie residents this evening and ask them to remain in their rooms, except when using the restroom or retrieving meals, until their test results are received.

Students who receive positive test results will... More

73.3K USERS REACHED
7.8K ENGAGEMENTS
10.6% ENGAGEMENT RATE

TOP INSTAGRAM POST BY ENGAGEMENT RATE: 9/16/20

uva

uva Do your part, for all of us.

Sep 4, 2020

57.7K USERS REACHED
8.3K ENGAGEMENTS
14.5% ENGAGEMENT RATE

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 9/1/20 - 9/30/20

SEPTEMBER 2020 TOP TWEETS

**TOP TWEET BY REACH
(IMPRESSIONS*): 9/7/20**

**TOP TWEET BY ENGAGEMENT
RATE: 9/23/20**

UVA ✓ @UVA · Sep 7
Here's why professor Larry Sabato wears a mask. Do your part, for all of us.

I wear it to protect you and everyone else. Wear a mask and vote!
LARRY SABATO FACULTY
VOTE ON NOVEMBER 3rd THE STAKES ARE TOO HIGH FOR YOU TO STAY HOME
UVA   FOR ALL OF US

UVA ✓ @UVA · Sep 22
President Jim Ryan addressed the University community, outlining three new restrictions that will be in place for at least the next two weeks.

Video: Ryan Announces Policy Changes to Slow the Spread of COVID...
President Jim Ryan addressed the University community Tuesday evening, outlining three new restrictions that will be in place for at lea...
🔗 news.virginia.edu

**231K IMPRESSIONS
7.2K ENGAGEMENTS
3.1% ENGAGEMENT RATE**

**33.6K IMPRESSIONS
8.5K ENGAGEMENTS
25% ENGAGEMENT RATE**

SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 9/1/20 - 9/30/20

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

SEPTEMBER 2020 TOP LINKEDIN POST

TOP LINKEDIN POST BY REACH (IMPRESSIONS*)
AND ENGAGEMENT RATE: 9/14/20

87.7K USERS REACHED
6.8K ENGAGEMENTS
7.8% ENGAGEMENT RATE

THANK YOU