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
The below graph shows FY2021 vs FY2020 cumulative pageviews.

FY2021 CUMULATIVE PAGEVIEWS
FY2020 CUMULATIVE PAGEVIEWS

SOURCE: Google Analytics
DATE RANGE: 7/1/19 - 9/30/20
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
# TOP PERFORMING UVA TODAY STORIES - SEPTEMBER 2020

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

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

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

**SOURCE:** Google Analytics  
**DATE RANGE:** 9/1/20 - 9/30/20
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

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

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

**SOURCE:** Parse.ly  
**DATE RANGE:** 1/1/20 - 9/30/20
### TOP TAGS BY TOTAL PAGEVIEWS - SEPTEMBER

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

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

**SOURCE:** Parse.ly  
**DATE RANGE:** 9/1/20 - 9/30/20
DAILY REPORT
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.

* 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

- **40% OPEN RATE**
- **17% CLICK THROUGH RATE**

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

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

- **39% OPEN RATE**
- **43% CLICK THROUGH RATE**

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

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

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
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
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 POST METRICS - YEAR TO DATE**

*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*
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.

**FACEBOOK PERFORMANCE VS. ACC BENCHMARKS**

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.
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.

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

**FACEBOOK PERFORMANCE VS. COMPETITOR BENCHMARKS**

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

**INSTAGRAM PERFORMANCE VS. COMPETITOR BENCHMARKS**

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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.
SEPTEMBER 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY
REACH: 9/16/20

University of Virginia
September 16

The University has recently identified five cases of COVID-19 in the Belk-Dole residential hall on Grounds through the UVA wastewater and individual testing programs. All 158 students in Belk-Dole were notified of the cases within the dorm this afternoon.

The University will test all Belk-Dole 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... See more

59K USERS REACHED
1.48K ENGAGEMENTS
2.49% ENGAGEMENT RATE

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

University of Virginia
Published by Kelly Kuhlman
September 14

UVA boasts the top graduation rate of any public university in the country. UVA also graduates the highest percentage of Pell Grant recipients of any public school in the United States.

U.S. News Ranks UVA No. 4 Best Public University in the Country

44K USERS REACHED
2.71K ENGAGEMENTS
6.17% ENGAGEMENT RATE

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 9/1/20 - 9/30/20
SEPTEMBER 2020 TOP INSTAGRAM POST

**TOP INSTAGRAM POST BY REACH: 9/16/20**

![Image of a building with a pink sky]  

_{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 986 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**

![Image of a mask with text: "UVA" and "FOR ALL OF US"]  

_{Do your part, for all of us.}_

**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

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!

FOR ALL OF US

231K IMPRESSIONS
7.2K ENGAGEMENTS
3.1% ENGAGEMENT RATE

TOP TWEET BY ENGAGEMENT RATE: 9/23/20

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...

Source: Ryan Announced Policy Changes to Slow the Spread of COVID-19... President, Jim Ryan addressed the University community Tuesday evening, outlining three new restrictions that will be in place for at least the next two weeks.

33.6K IMPRESSIONS
8.5K ENGAGEMENTS
25% ENGAGEMENT RATE

* 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

University of Virginia
235,234 Followers

UVA boasts the top graduation rate of any public university in the country. UVA also graduates the highest percentage of Pell Grant recipients of any public school in the United States. https://linkd.in/edxrepj

U.S. News Ranks UVA No. 4 Best Public University in the Country
news.virginia.edu • 2 min read

87.7K USERS REACHED
6.8K ENGAGEMENTS
7.8% ENGAGEMENT RATE

SOURCE: RivalIQ, LinkedIn Analytics
DATE RANGE: 9/1/20 - 9/30/20
THANK YOU