DECEMBER 2020 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

University *of* Virginia

EXECUTIVE SUMMARY

In December, the fall semester came to a close. COVID-19 cases continued to rise across the country, but positive news arrived as vaccine distribution began around the country and at UVA, and the first admissions decisions were released for the Class of 2025.

Total pageviews improved slightly month over month, up 14% from November, despite entering the holiday season which resulted in fewer UVA Today stories being published in December. 6 months into FY21, UVA Today has earned 3.26 million cumulative pageviews.
Key Takeaway: It is promising to see that pageviews increased in December, even though fewer stories were produced this month, and readers may have been in a holiday mindset.

The story *Exercise May Protect Against Deadly COVID-19 Complication, Research Suggests*, which was originally published in April, regained traction this month. In December, this story earned over 100,000 pageviews, bringing the story up to over 312K lifetime pageviews, by far the most-read UVA Today story of 2020. In December, the majority of pageviews on this story came from social media, particularly Facebook, where it was shared many times.
Key Takeaway: This story was widely circulated on social media, showing the power of "influencers" in the social space. One particular individual posted the link to this story, which was then shared over 100 times. Finding additional opportunities for UVA Today stories to be circulated by users who are trusted and influential in their field can lead to far greater reach and exposure for our content.
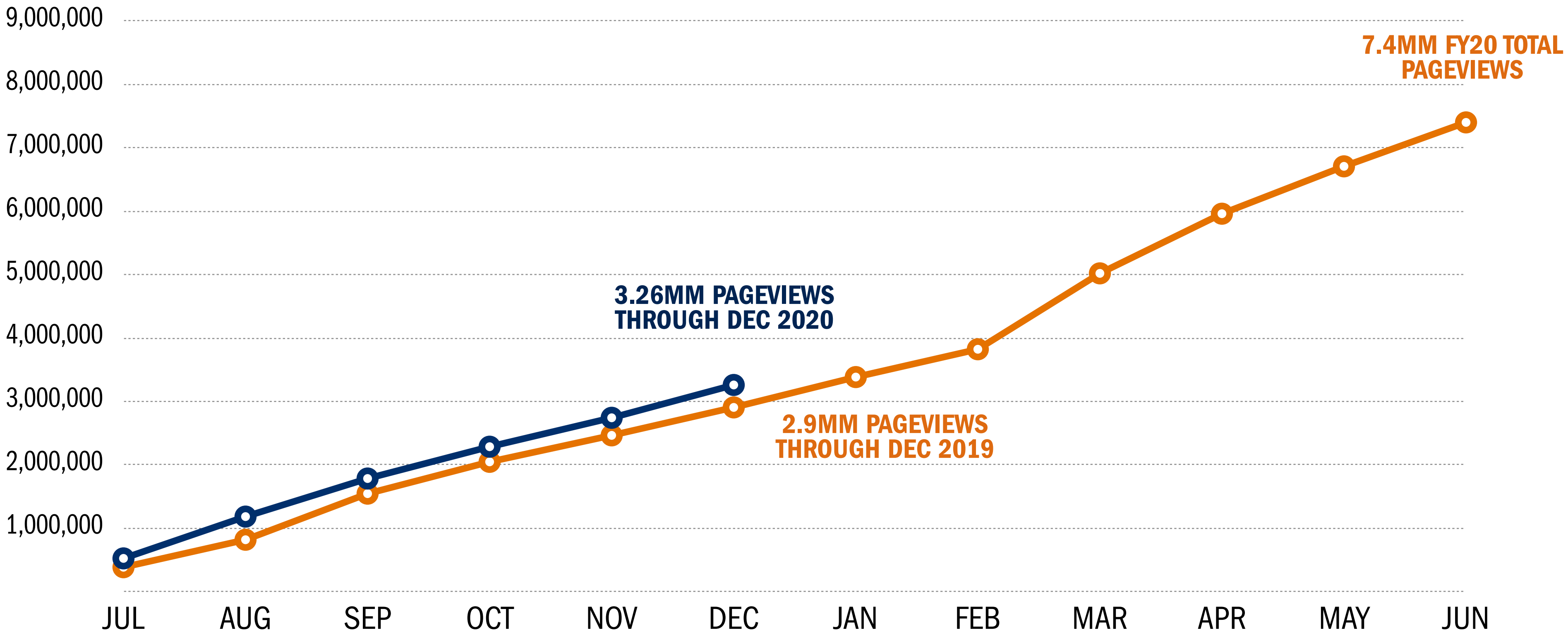
The Tweet with the highest engagement rate this month was part of the Early Decision admission effort to engage with admitted students. This demonstrates the effectiveness of replying directly to admitted students, helping to support the overall strategy to engage the Class of 2025. This tweet even earned a shoutout from another user for the social team's creative use of GIFs.
Key Takeaway: Using fun, congratulatory messaging is an excellent way of engaging with prospective/admitted students. Though the Tweet had low reach (which is typical for a reply), its engagement rate was nearly 900% higher than the average December engagement rate on Twitter.

UVA TODAY

UVA TODAY PAGEVIEWS - FY21 VS. FY20

*The below graph shows FY21 vs FY20 cumulative pageviews*

7.4MM FY20 TOTAL PAGEVIEWS

3.26MM PAGEVIEWS THROUGH DEC 2020

2.9MM PAGEVIEWS THROUGH DEC 2019

9,000,000	
8,000,000	
7,000,000	
6,000,000	
5,000,000	
4,000,000	
3,000,000	
2,000,000	
1,000,000	

JUL   AUG   SEP   OCT   NOV   DEC   JAN   FEB   MAR   APR   MAY   JUN

FY2021 CUMULATIVE PAGEVIEWS
FY2020 CUMULATIVE PAGEVIEWS

UVA TODAY MONTHLY PAGEVIEWS - FY21 VS. FY20

The below graph shows FY21 vs FY20 pageviews by month

FY21 PAGEVIEWS   FY20 PAGEVIEWS
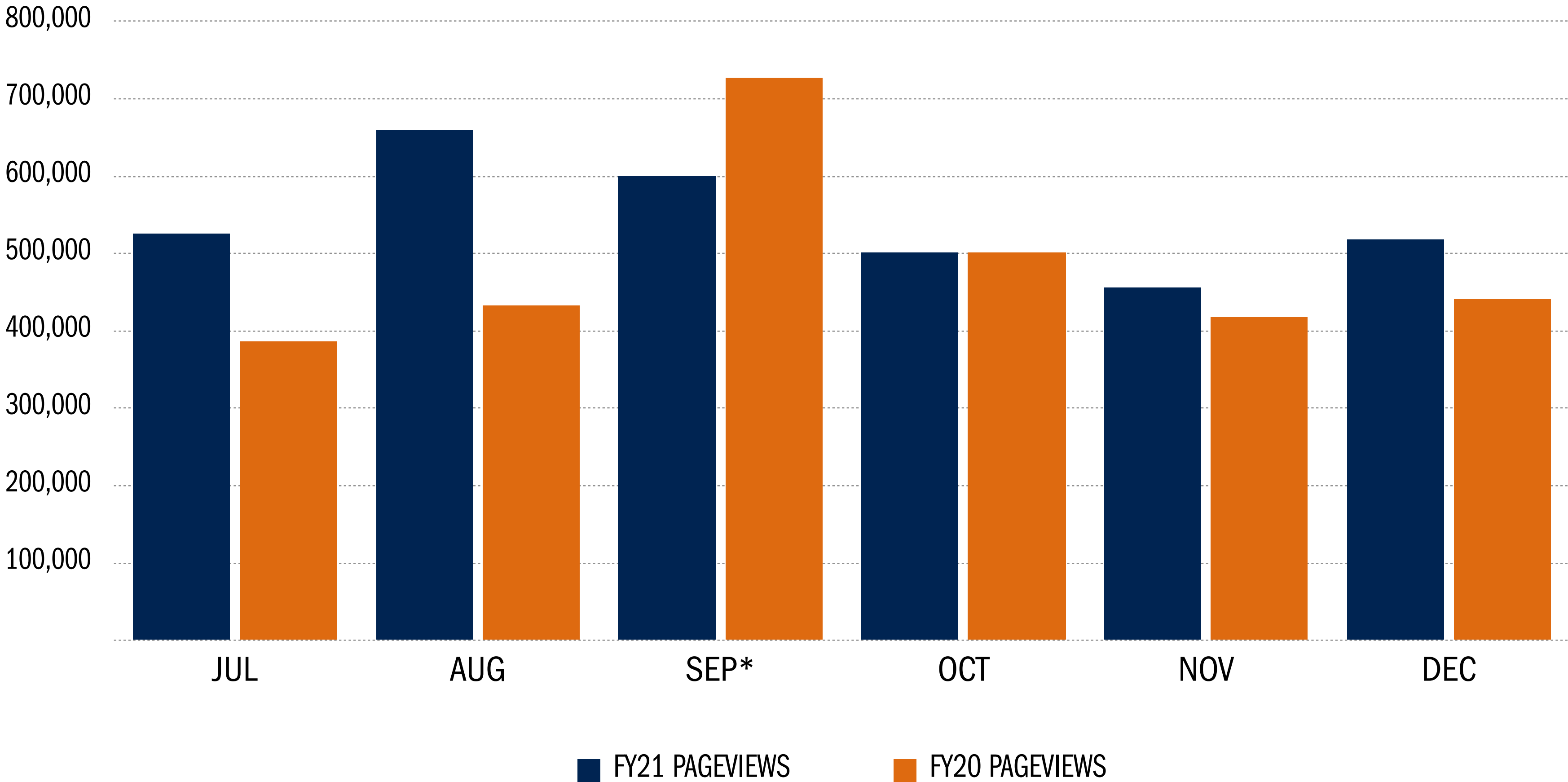
* September 2019 pageviews were driven by top performing stories about Tony Bennett declining a raise, Bryce Perkins shoutout, and The Good Old Song.

TOP PERFORMING UVA TODAY STORIES - DECEMBER 2020

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

STORY	PAGEVIEWS
Exercise May Protect Against Deadly COVID-19 Complication, Research Suggests	113,530
UVA Releases Early Decision Notifications to First Members of the Class of 2025	21,842
Meet 11 UVA Alumni on the New Forbes '30 Under 30' Lists	19,402
Q&A: COVID-19 to Become Third-Leading Cause of Death in United States	11,193
Former Cavalier Star Malcolm Brogdon Continues to Win – On and Off the Court	9,943
Age, Gender and COVID-19: A Complex, Hormone-Driven Interplay	9,082
UVA Health Begins COVID-19 Vaccinations for Frontline Staff	8,986
UVA Leaders Outline Plans for the Spring Semester	8,602
UVA Health Preparing to Administer Vaccine to Some	7,602
The Unusual Year That Has Been 2020 Is Now a Card Game	7,028

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

SOURCE: Google Analytics
DATE RANGE: 12/1/20 - 12/31/20

PARSE.LY TAG PERFORMANCE

The following two slides contain Parse.ly tag performance year to date and for the month of December. 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 (December).

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 POSTS	AVG. PAGEVIEWS/POST
COVID-19	3,155,099	373	8,459
University News	2,626,345	369	7,117
Faculty	2,289,459	381	6,009
Crisis	2,285,184	226	10,111
Health/Medical	2,278,385	307	7,421
Students	2,146,253	365	5,880
Research	1,813,045	328	5,528
Community	1,561,958	298	5,241
Research & Discovery	1,267,179	238	5,324
School of Medicine	1,070,087	154	6,949

TOP TAGS BY TOTAL PAGEVIEWS - DECEMBER

TAG	PAGEVIEWS	NUMBER OF POSTS	AVG. PAGEVIEWS/POST
University News	82,352	27	3,050
Health/Medical	80,444	22	3,657
Students	65,363	21	3,113
COVID-19	63,810	14	4,558
Faculty	54,991	27	2,037
Research	50,779	21	2,418
Alumni	49,073	12	4,089
Community	47,098	18	2,617
Student Experience	43,144	12	3,595
School of Medicine	41,313	13	3,178

SOURCE: Parse.ly
DATE RANGE: 1/1/20 - 12/31/20

DAILY REPORT

DAILY REPORT PERFORMANCE

The below graph shows the Daily Report Open Rate and Click Through Rate for FY2021 through December. Open and Click Through Rates softened slightly month over month.

- ○ OPEN RATE
- ○ CLICK THROUGH RATE
- ◆ INDUSTRY BENCHMARK OPEN RATE (NOV 2018 - NOV 2019)
- ◆ INDUSTRY BENCHMARK CLICK THROUGH RATE (NOV 2018 - NOV 2019)
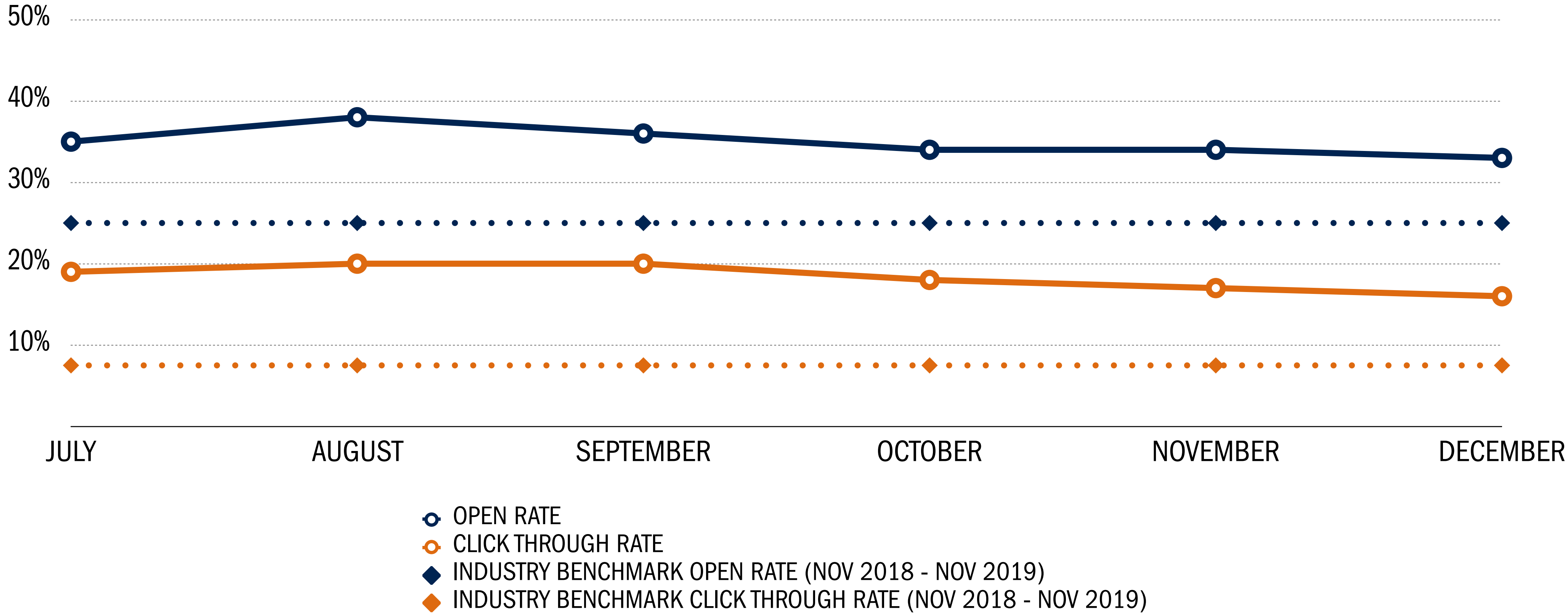
* Open rate is calculated by dividing unique opens by total delivered emails, CTR is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud
DATE RANGE: 7/1/20 - 12/31/20

DECEMBER TOP PERFORMING DAILY REPORT DISTRIBUTIONS

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON 12/7/2020

35% OPEN RATE

15% CLICK THROUGH RATE

UNIVERSITY of VIRGINIA

UVAToday
DAILY REPORT

Former Cavalier Star Malcolm Brogdon Continues to Win – On and Off the Court

Malcolm Brogdon's off-court successes continued on Thursday when the former UVA basketball star – now a guard for the NBA's Indiana Pacers – won the J. Walter Kennedy Citizenship Award in recognition of his service and dedication to his community. **MORE >**

**SUBJECT LINE:
BROGDON'S SERVICE, HOMEGROWN LEADER, BELGIUM EXCHANGE**

THE DAILY REPORT WITH THE HIGHEST CLICK THROUGH RATE WAS SENT ON 12/3/20

33% OPEN RATE

24% CLICK THROUGH RATE

UNIVERSITY of VIRGINIA

UVAToday
DAILY REPORT

Meet 11 UVA Alumni on the New Forbes '30 Under 30' Lists

The young alumni honored have started companies, created alternatives to harmful pesticides, identified brain cells that influence psychiatric disorders, and represented tennis stars and NFL quarterbacks. **MORE >**

**SUBJECT LINE:
30 UNDER 30, BABY'S FIRST BREATH, ON THE RUN**

SOURCE: Marketing Cloud
DATE RANGE: 12/1/20 - 12/31/20

UVA THIS MONTH

DECEMBER 2020 UVA THIS MONTH
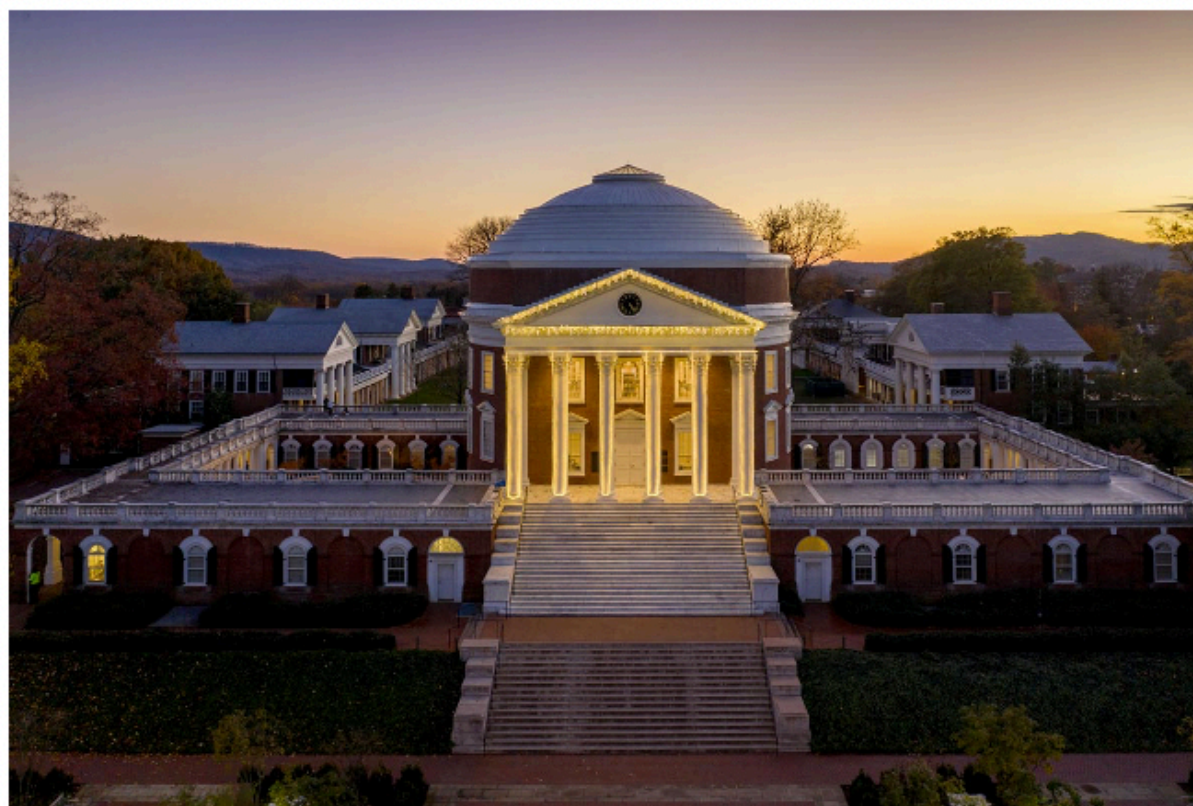
RELEASED ON DECEMBER 20, 2020
258K TOTAL EMAILS DELIVERED

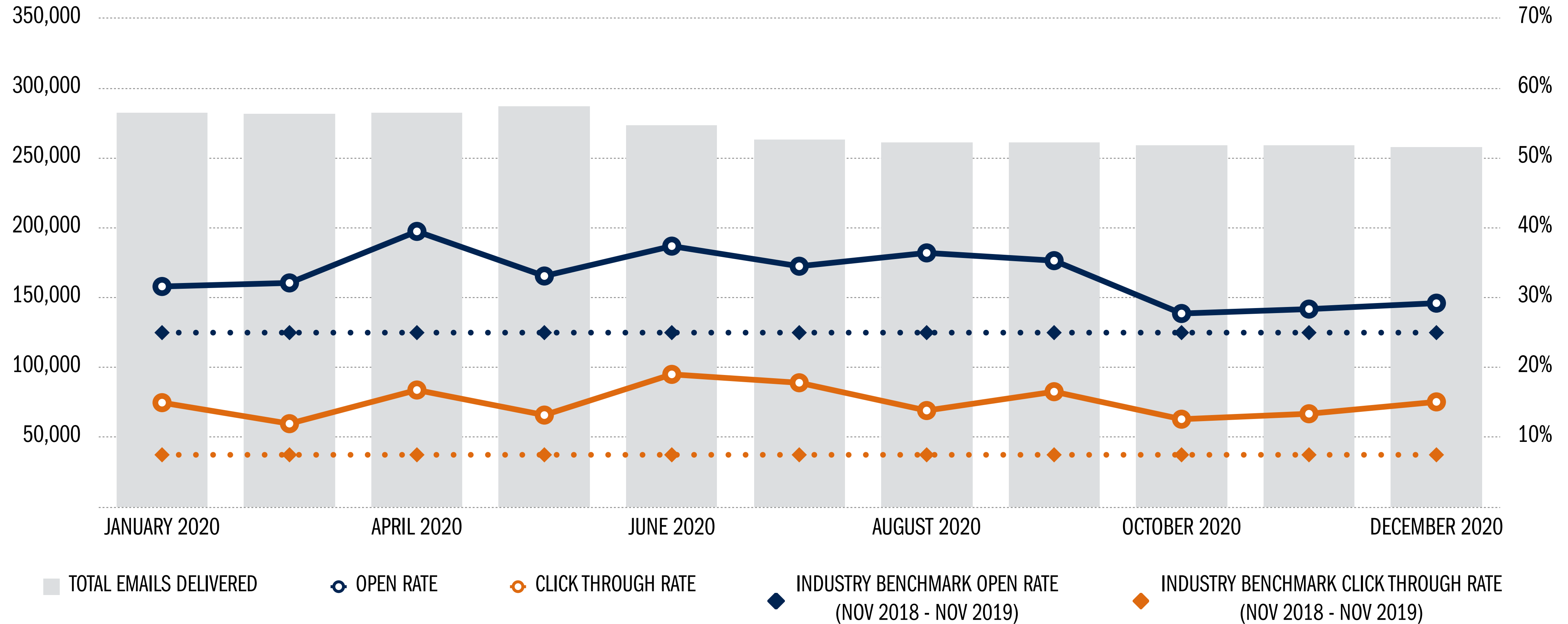| TOP 5 MOST-CLICKED STORIES IN DECEMBER UVA THIS MONTH |
|---|
| 2020 IN PHOTOS: PART I |
| MEET 11 UVA ALUMNI ON THE NEW FORBES '30 UNDER 30' LISTS |
| UVA HEALTH BEGINS COVID-19 VACCINATIONS FOR FRONTLINE STAFF |
| UVA FAMILY HOLIDAY CONCERT 2020 |
| THE UNUSUAL YEAR THAT HAS BEEN 2020 IS NOW A CARD GAME |

SOURCE: Marketing Cloud

YEAR TO DATE UVA THIS MONTH PERFORMANCE

From November to December, Open and Click Through Rate improved slightly for UVA This Month

TOTAL EMAILS DELIVERED   OPEN RATE   CLICK THROUGH RATE   INDUSTRY BENCHMARK OPEN RATE (NOV 2018 - NOV 2019)   INDUSTRY BENCHMARK CLICK THROUGH RATE (NOV 2018 - NOV 2019)

* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

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RESEARCH DIGEST

DECEMBER 2020 RESEARCH DIGEST

(Illustration by Meredith Michael Smith, University Communications)

RELEASED ON DECEMBER 12, 2020
265K TOTAL EMAILS DELIVERED

| TOP 5 MOST-CLICKED STORIES IN DECEMBER RESEARCH DIGEST |
|---|
| RESEARCH THAT SAVES LIVES: FOUR COVID-19 THERAPIES BEING TESTED AT UVA |
| COVID-19 REVEALS HOW OBESITY HARMS THE BODY IN REAL TIME, NOT JUST OVER A LIFETIME |
| Q&A: COVID-19 TO BECOME THIRD-LEADING CAUSE OF DEATH IN UNITED STATES |
| HOW POLITICS DRIVE OUR PERSONAL RELATIONSHIPS – AND EVEN WHERE WE LIVE |
| AGE, GENDER AND COVID-19: A COMPLEX, HORMONE-DRIVEN INTERPLAY |

SOURCE: Marketing Cloud

YEAR TO DATE RESEARCH DIGEST PERFORMANCE
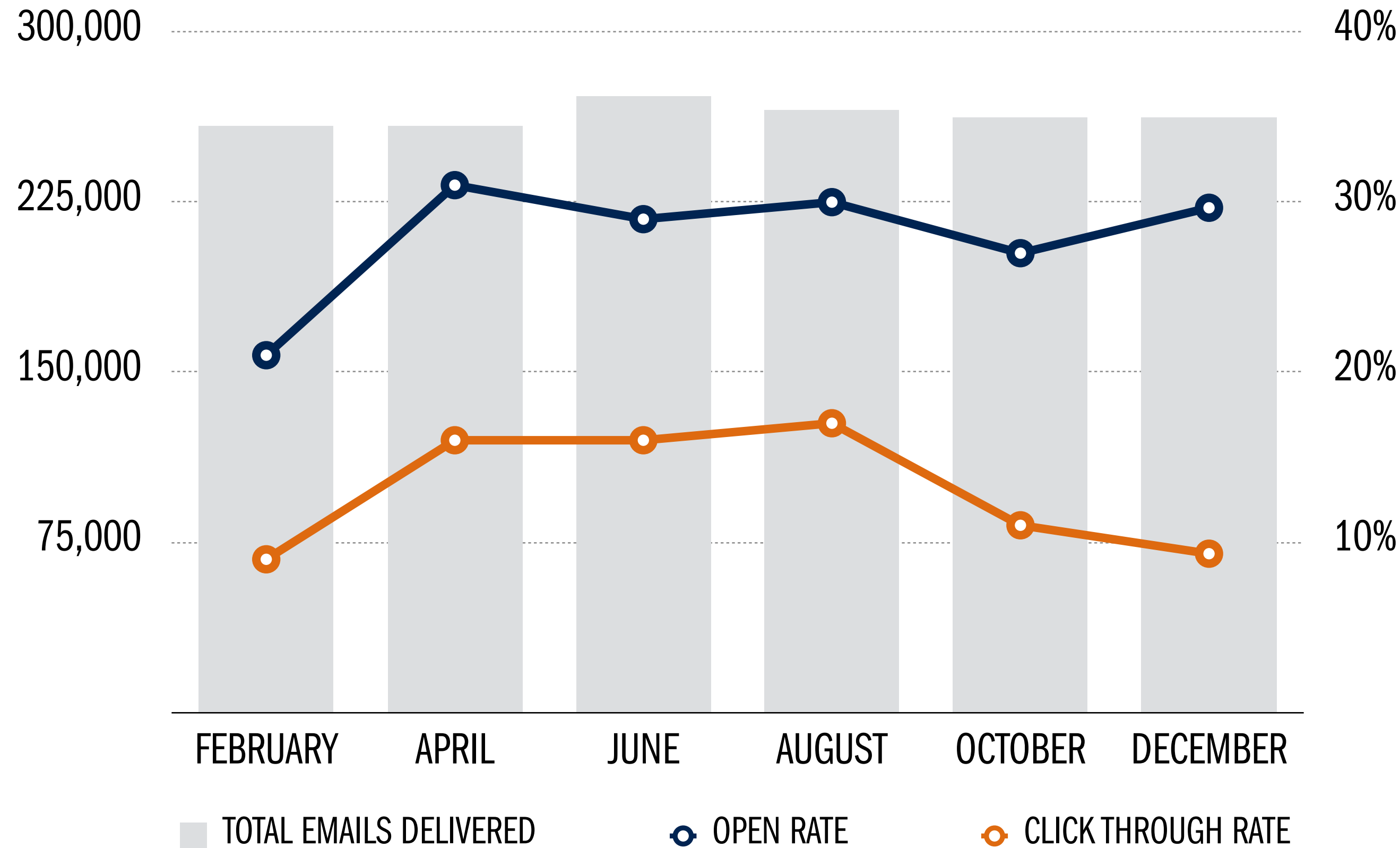
RESEARCH DIGEST OPEN RATE IMPROVED THIS MONTH, WHILE CLICK THROUGH RATE DECLINED

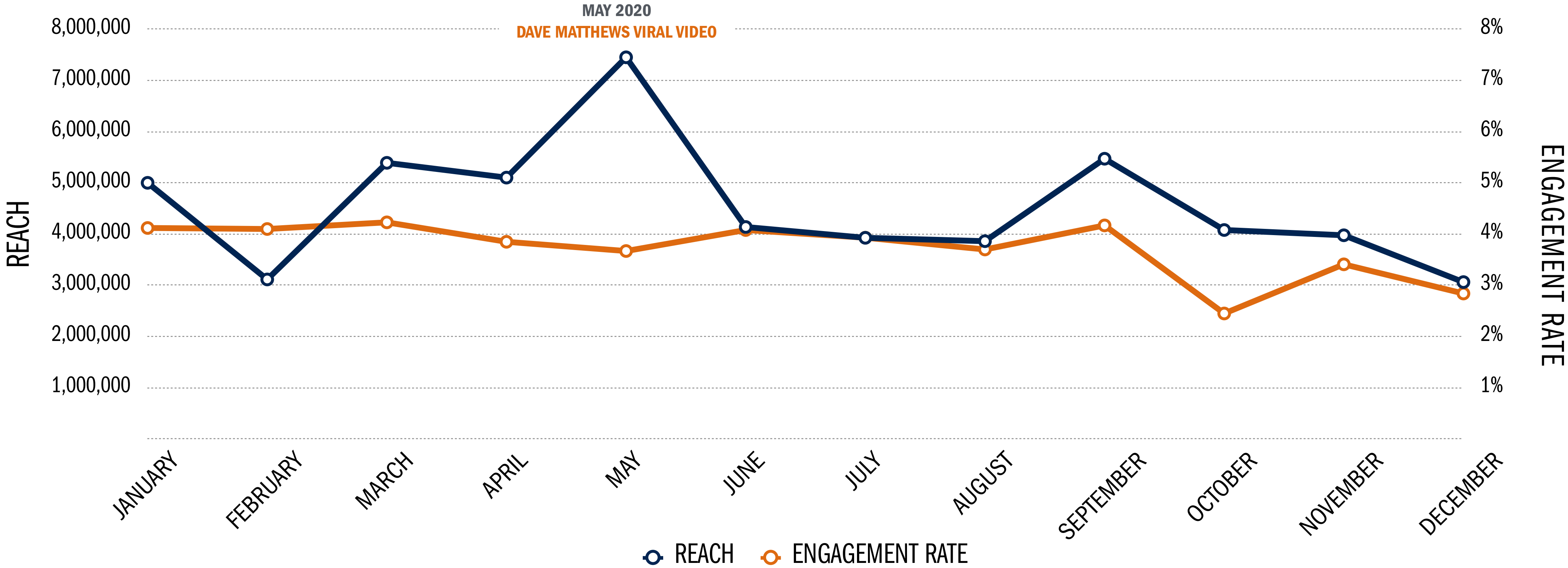DECEMBER OPEN RATE INCREASED 11% FROM OCTOBER (27% TO 30%)

DECEMBER CLICK THROUGH RATE DECLINED 17% FROM OCTOBER (11% TO 9%)

TOTAL EMAILS DELIVERED   OPEN RATE   CLICK THROUGH RATE

SOURCE: Marketing Cloud

SOCIAL MEDIA

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

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

JANUARY · FEBRUARY · MARCH · APRIL · MAY · JUNE · JULY · AUGUST · SEPTEMBER · OCTOBER · NOVEMBER · DECEMBER
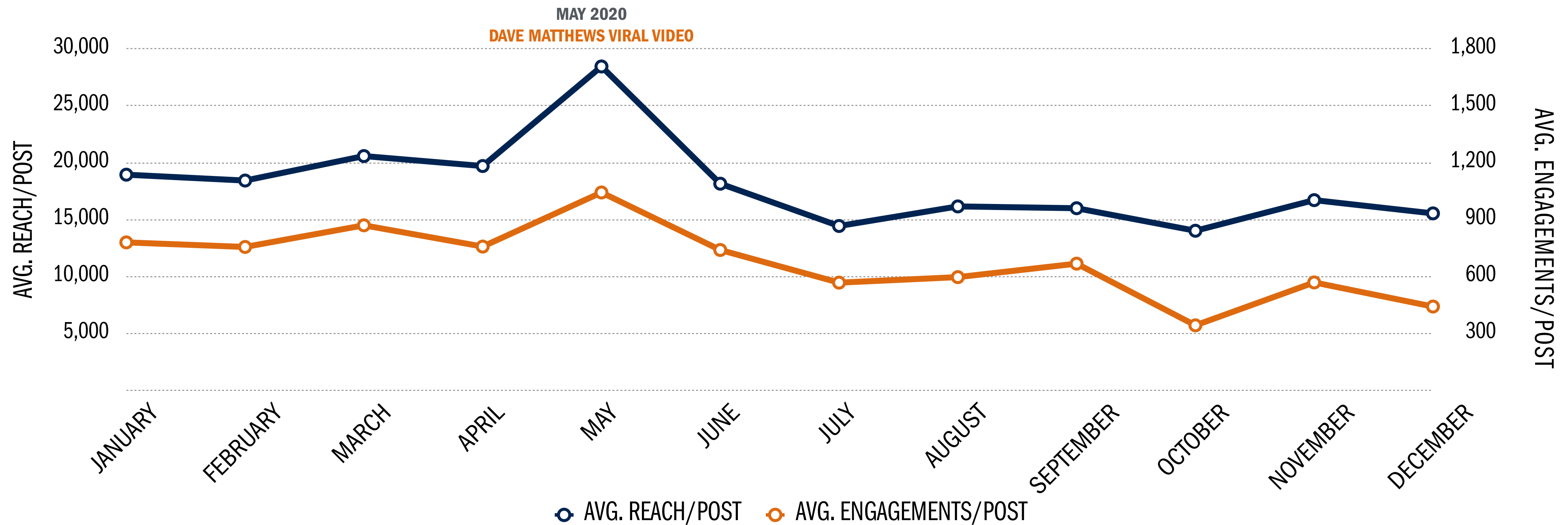
* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during each month. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes. Does not include Instagram Stories data.

SOURCE: Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics, RivalIQ
DATE RANGE: 1/1/20 - 12/31/20

FACEBOOK ENGAGEMENT RATE VS. INDUSTRY BENCHMARKS OVER TIME

The below graph represents Facebook Engagement Rate over time compared to industry benchmarks, which reflect average engagement rates for the period January - June 2020.

○ ENGAGEMENT RATE

◆ COMPETITOR BENCHMARK ENGAGEMENT RATE (JAN-JUN 2020)

Benchmark engagement rate calculated from time period 1/1/20 - 6/30/20.
Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting.
Competitor set includes the following schools: Maryland, Illinois, UNC Chapel Hill, Georgia, Purdue, Berkeley, Michigan, Florida, Texas

INSTAGRAM ENGAGEMENT RATE VS. INDUSTRY BENCHMARKS OVER TIME

The below graph represents Instagram Engagement Rate over time compared to industry benchmarks, which reflect average engagement rates for the period January - June 2020.

○ ENGAGEMENT RATE
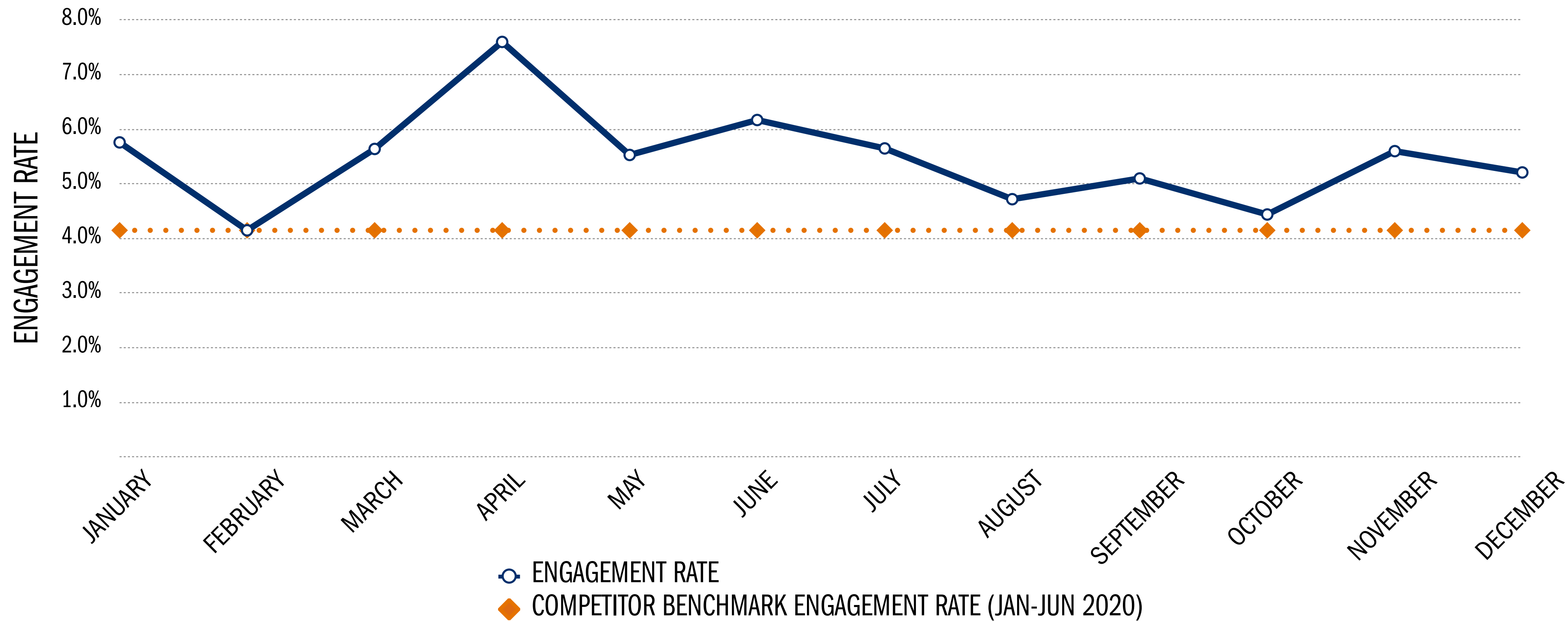◆ COMPETITOR BENCHMARK ENGAGEMENT RATE (JAN-JUN 2020)
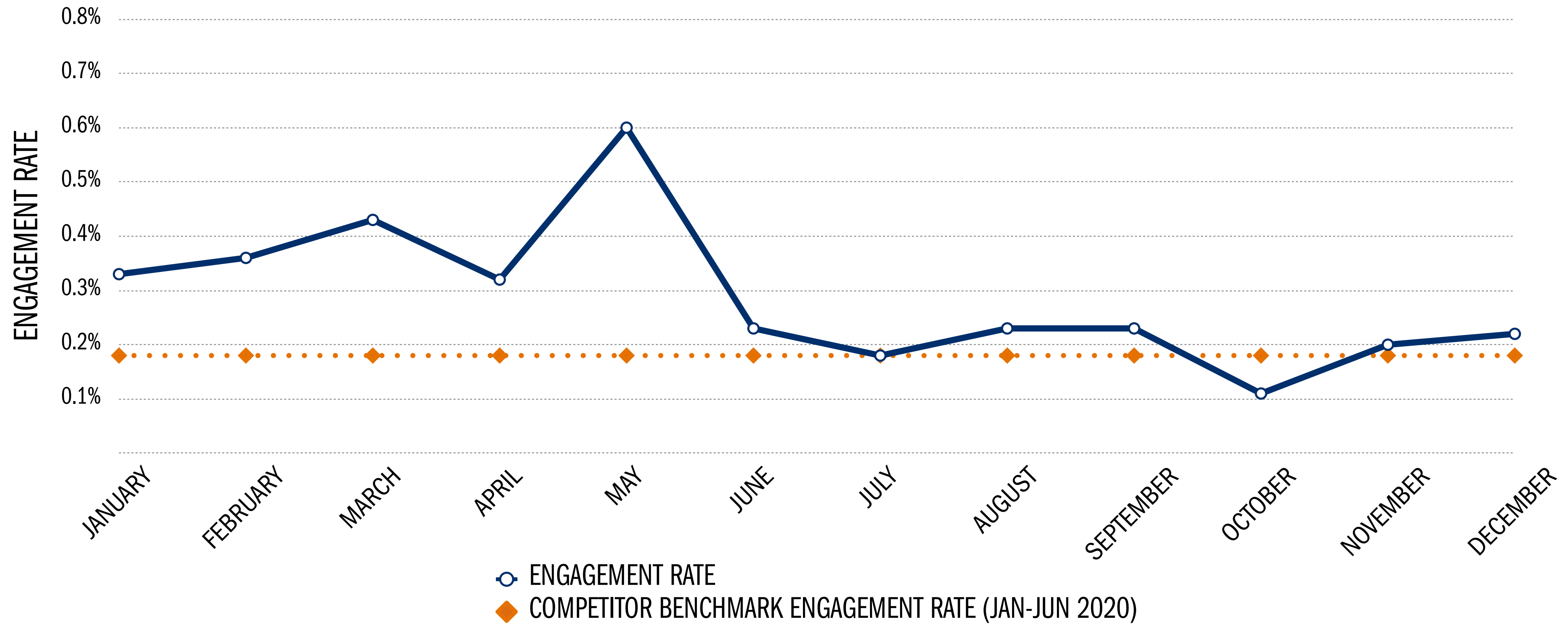
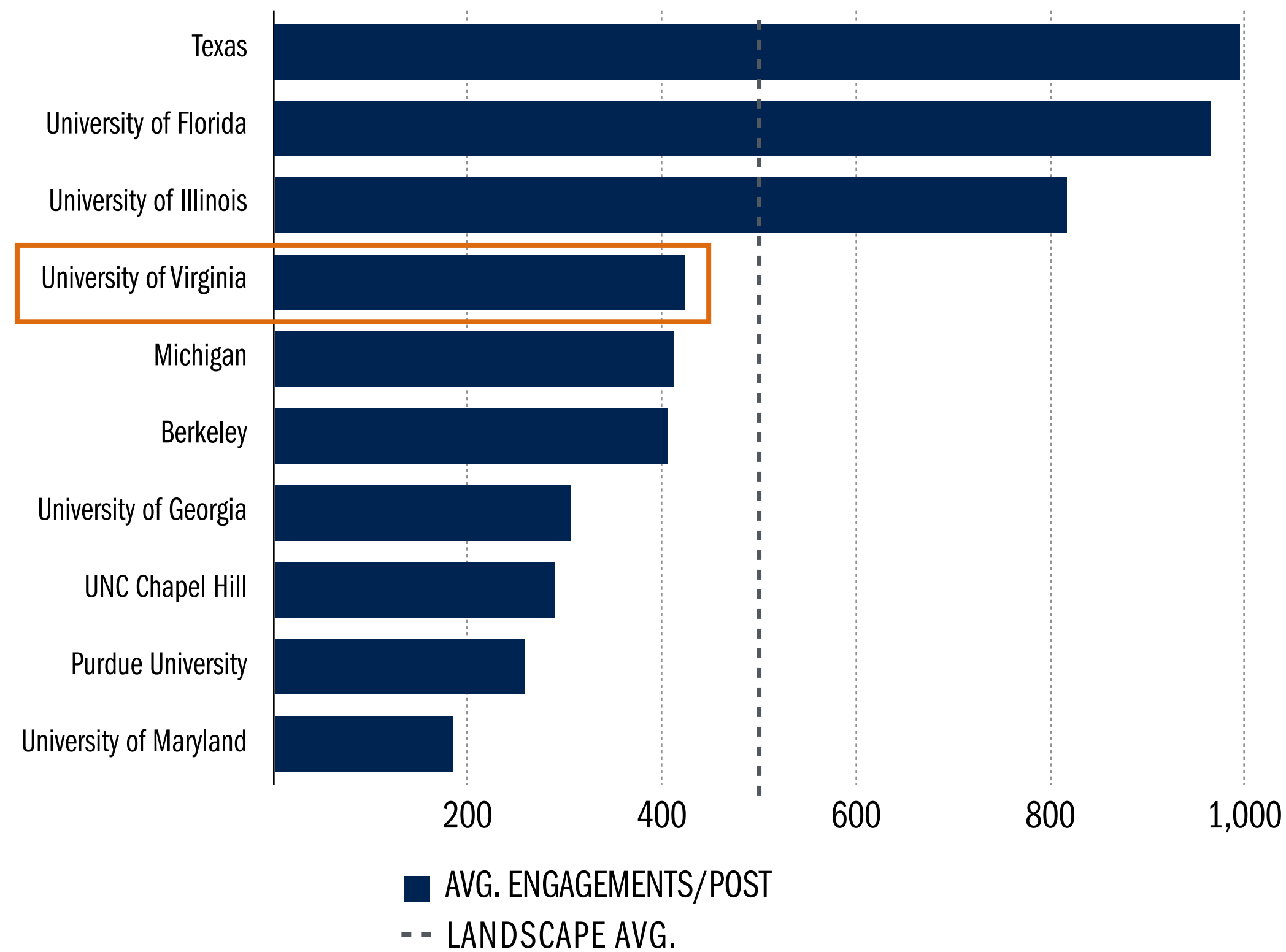Benchmark engagement rate calculated from time period 1/1/20 - 6/30/20.
Due to differences in publicly available data vs. private data, reported metrics for our competitive landscape will differ from our private reporting.
Competitor set includes the following schools: Maryland, Illinois, UNC Chapel Hill, Georgia, Purdue, Berkeley, Michigan, Florida, Texas

SOURCE: RivalIQ
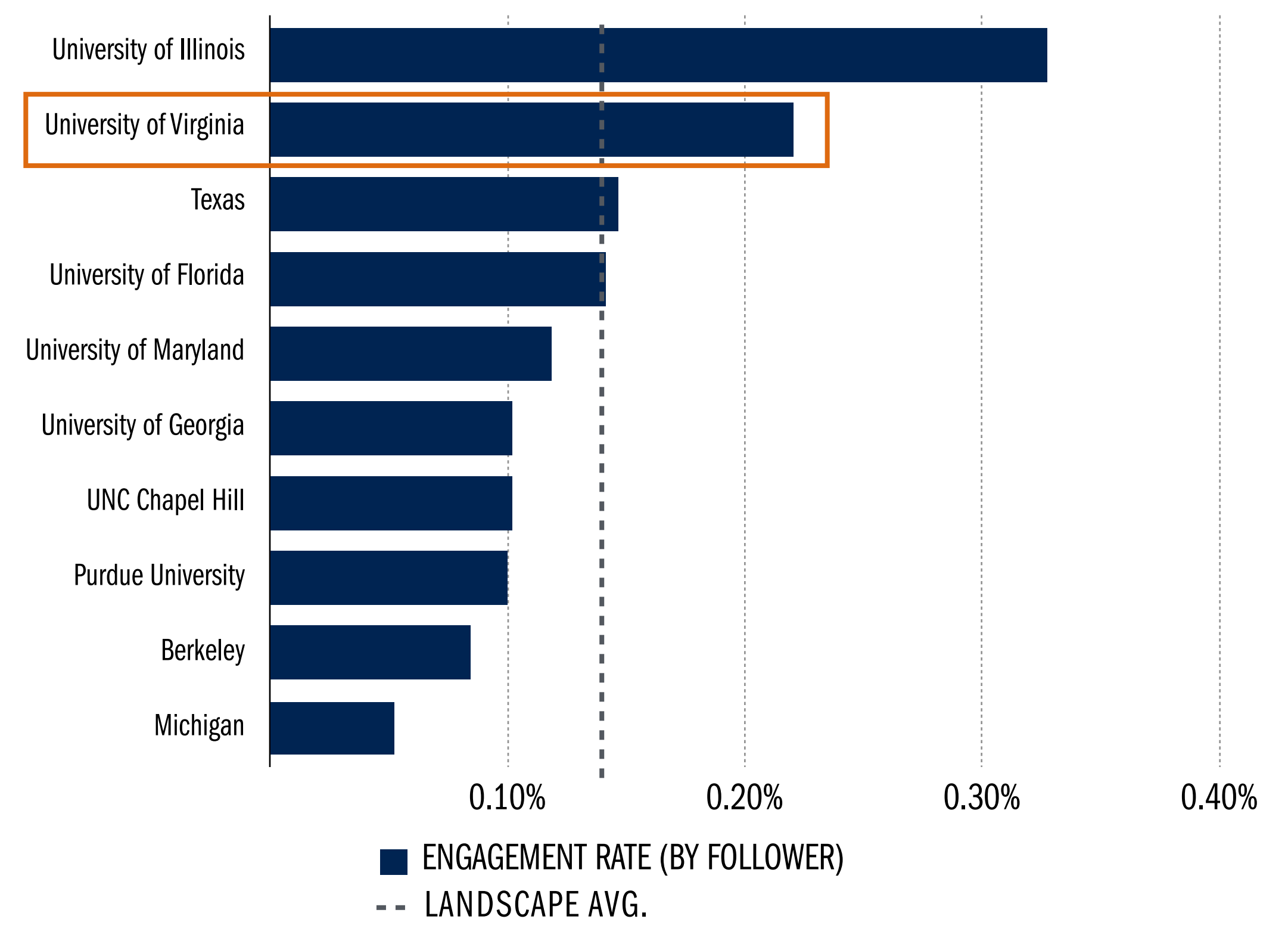**DATE RANGE:** 1/1/20 - 12/31/20

DECEMBER FACEBOOK PERFORMANCE VS. COMPETITORS

In December, UVA ranked below the landscape average for engagements per post, but was second overall in engagement rate by number of followers.

AVG. ENGAGEMENTS/POST

University	
Texas	
University of Florida	
University of Illinois	
University of Virginia	
Michigan	
Berkeley	
University of Georgia	
UNC Chapel Hill	
Purdue University	
University of Maryland	

■ AVG. ENGAGEMENTS/POST
‑ ‑ LANDSCAPE AVG.

ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

University	
University of Illinois	
University of Virginia	
Texas	
University of Florida	
University of Maryland	
University of Georgia	
UNC Chapel Hill	
Purdue University	
Berkeley	
Michigan	

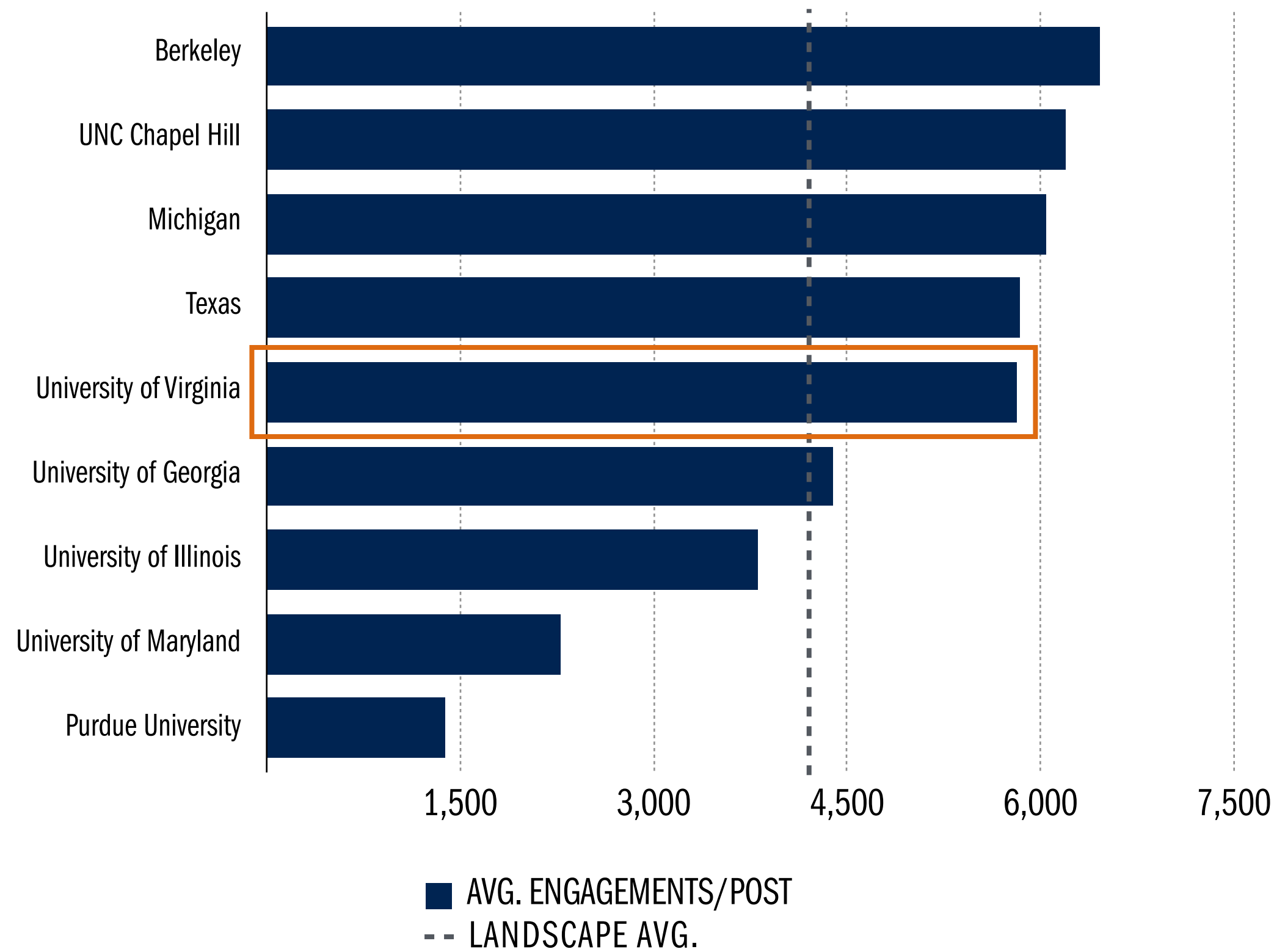■ ENGAGEMENT RATE (BY FOLLOWER)
‑ ‑ LANDSCAPE AVG.

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 12/1/20 - 12/31/20.

SOURCE: RivalIQ
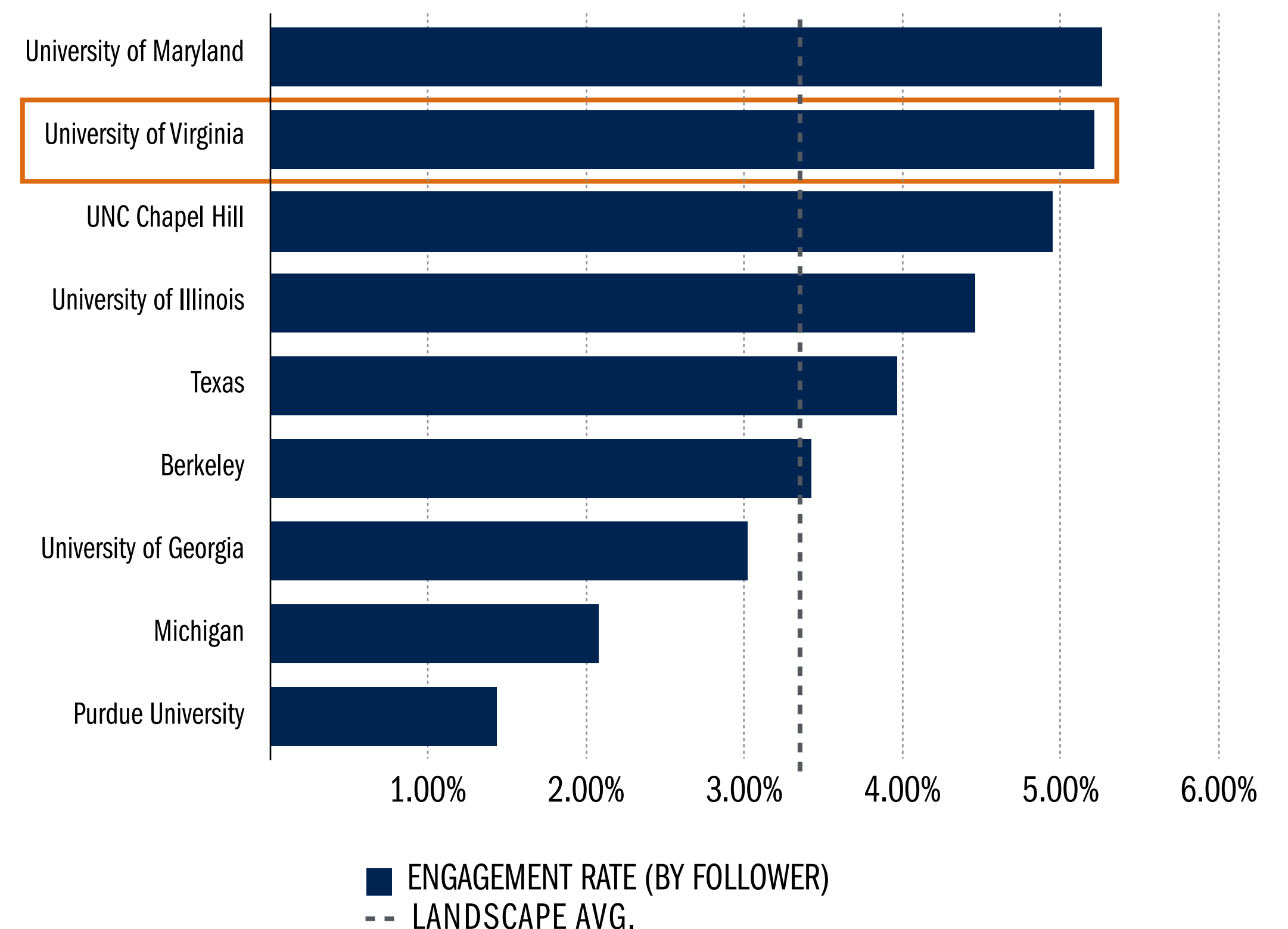**DATE RANGE:** 12/1/20 - 12/31/20

DECEMBER INSTAGRAM PERFORMANCE VS. COMPETITORS

In December, UVA ranked above average in engagements per post, and second overall in engagement rate by followers on Instagram.

AVG. ENGAGEMENTS/POST

University	
Berkeley	
UNC Chapel Hill	
Michigan	
Texas	
University of Virginia	
University of Georgia	
University of Illinois	
University of Maryland	
Purdue University	

Axis: 1,500 3,000 4,500 6,000 7,500

■ AVG. ENGAGEMENTS/POST
- - LANDSCAPE AVG.

ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

University	
University of Maryland	
University of Virginia	
UNC Chapel Hill	
University of Illinois	
Texas	
Berkeley	
University of Georgia	
Michigan	
Purdue University	

Axis: 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. University of Florida not included in Instagram data. Landscape average reflects average for period 12/1/20 - 12/31/20.

SOURCE: RivalIQ
DATE RANGE: 12/1/20 - 12/31/20

DECEMBER 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY REACH: 12/15/20

172K USERS REACHED
8.6K ENGAGEMENTS
4.99% ENGAGEMENT RATE

TOP FACEBOOK POST BY ENGAGEMENT RATE: 12/7/20

44K USERS REACHED
2.4K ENGAGEMENTS
5.36% ENGAGEMENT RATE

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 12/1/20 - 12/31/20

DECEMBER 2020 TOP INSTAGRAM POSTS

TOP INSTAGRAM POST BY REACH: 12/11/20

uva

WELCOME TO THE CLASS OF 2025!

uva It's official: tonight we welcome the first members of the Class of 2025! 🎉

To our newest students, post the good news with #UVA25 or DM us your acceptance letters!

Dec 11, 2020

75K USERS REACHED
7.6K ENGAGEMENTS
10.2% ENGAGEMENT RATE

TOP INSTAGRAM POST BY ENGAGEMENT RATE: 12/15/20

uva
UVA Health

uva @uvahealth began vaccinations Tuesday for employees at highest risk of acquiring COVID-19 through a work-related exposure, as a group that included doctors, environmental services workers, and pharmacists received their first of two Pfizer vaccine doses.

"This is a big moment, and it's a great feeling to take a step toward protecting myself from coronavirus or spreading it to my family and loved ones," said Dr. Taison Bell, director of UVA's Medical Intensive Care Unit, who was among the first... More

Dec 15, 2020

52K USERS REACHED
6.3K ENGAGEMENTS
12.1% ENGAGEMENT RATE

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 12/1/20 - 12/31/20

DECEMBER 2020 TOP TWEETS

TOP TWEET BY REACH (IMPRESSIONS*): 12/17/20

UVA ✔ @UVA · Dec 17, 2020

Funds will support key research areas and endow the post-doctoral program and several professorships at @WoodsonUVA.

$30 Million Investment Benefits STEM Research, Carter G. Woodson
Funds will support proposals in key research areas and endow the post-doctoral program and several professorships at the Carter G. …
🔗 news.virginia.edu

81K IMPRESSIONS
748 ENGAGEMENTS
0.92% ENGAGEMENT RATE

TOP TWEET BY ENGAGEMENT RATE: 12/11/20

Zach Carey @zach_carey_ · Dec 11, 2020

GIF

UVA ✔ @UVA · Dec 11, 2020
Replying to @zach_carey_
Congratulations Zach!

💬 1   🔁 1   ♡ 44

UVA ✔ @UVA · Dec 11, 2020

GIF

💬 1   🔁 1   ♡ 21

This tweet was a reply to an admitted student, as part of the Early Decision admission release.

Replies

Anna Williamson @annafwilly · Dec 11, 2020
Replying to @UVA and @zach_carey_
just wanted to say hi & happy friday to whoever runs this account because this gifs are priceless.

💬 2   🔁 1   ♡ 8

2K IMPRESSIONS
319 ENGAGEMENTS
16% ENGAGEMENT RATE

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

DECEMBER 2020 TOP LINKEDIN POSTS

TOP POST BY REACH (IMPRESSIONS*): 12/7/20

University of Virginia
230,598 followers
1mo • 🌐

Congratulations to Malcolm Brogdon, who won the J. Walter Kennedy Citizenship Award in recognition of his service and dedication to his community!

Former Cavalier Star Malcolm Brogdon Continues to Win - On and Off the Court
news.virginia.edu • 6 min read

69K IMPRESSIONS
2.7K ENGAGEMENTS
3.95% ENGAGEMENT RATE

TOP POST BY ENGAGEMENT RATE: 12/3/20

University of Virginia
230,598 followers
1mo • 🌐

The young alumni honored have started companies, created alternatives to harmful pesticides, identified brain cells that influence psychiatric disorders, and represented tennis stars and NFL quarterbacks.

Meet 11 UVA Alumni on the New Forbes '30 Under 30' Lists
news.virginia.edu • 5 min read

28K IMPRESSIONS
2K ENGAGEMENTS
7.13% ENGAGEMENT RATE

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

THANK YOU