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.
The below graph shows FY21 vs FY20 cumulative pageviews.

- FY2021 CUMULATIVE PAGEVIEWS
- FY2020 CUMULATIVE PAGEVIEWS

SOURCE: Google Analytics
DATE RANGE: 7/1/19 - 12/31/20
The below graph shows FY21 vs FY20 pageviews by month.

* 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*

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

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

**SOURCE:** Parse.ly  
**DATE RANGE:** 1/1/20 - 12/31/20
# Top Tags by Total Pageviews - December

<table>
<thead>
<tr>
<th>TAG</th>
<th>Pageviews</th>
<th>Number of Posts</th>
<th>Avg. Pageviews/Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>University News</td>
<td>82,352</td>
<td>27</td>
<td>3,050</td>
</tr>
<tr>
<td>Health/Medical</td>
<td>80,444</td>
<td>22</td>
<td>3,657</td>
</tr>
<tr>
<td>Students</td>
<td>65,363</td>
<td>21</td>
<td>3,113</td>
</tr>
<tr>
<td>COVID-19</td>
<td>63,810</td>
<td>14</td>
<td>4,558</td>
</tr>
<tr>
<td>Faculty</td>
<td>54,991</td>
<td>27</td>
<td>2,037</td>
</tr>
<tr>
<td>Research</td>
<td>50,779</td>
<td>21</td>
<td>2,418</td>
</tr>
<tr>
<td>Alumni</td>
<td>49,073</td>
<td>12</td>
<td>4,089</td>
</tr>
<tr>
<td>Community</td>
<td>47,098</td>
<td>18</td>
<td>2,617</td>
</tr>
<tr>
<td>Student Experience</td>
<td>43,144</td>
<td>12</td>
<td>3,595</td>
</tr>
<tr>
<td>School of Medicine</td>
<td>41,313</td>
<td>13</td>
<td>3,178</td>
</tr>
</tbody>
</table>

**Source:** Parse.ly  
**Date Range:** 1/1/20 - 12/31/20
DAILY REPORT
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 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

Subject Line: Brogdon’s Service, Homegrown Leader, Belgium Exchange

35% Open Rate
15% Click Through Rate

Former Cavalier Star Malcolm Brogdon Continues to Win – On and Off the Court
Malcolm’s Brogdon’s off-court successes continued on Thursday when the former UVA basketball star – now a point 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 >

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

Subject Line: 30 Under 30, Baby’s First Breath, On the Run

33% Open Rate
24% Click Through Rate

Meet 11 UVA Alumni on the New Forbes ‘30 Under 30’ Lists
The young alumni honored have started companies, created alternatives to harmful pesticides, benefited brain cells that influence psychiatric disorders, and represented brand stars and NFL quarterbacks. MORE >
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

<table>
<thead>
<tr>
<th>2020 in Photos: Part I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet 11 UVA Alumni on the New Forbes ‘30 Under 30’ Lists</td>
</tr>
<tr>
<td>UVA Health Begins COVID-19 Vaccinations for Frontline Staff</td>
</tr>
<tr>
<td>UVA Family Holiday Concert 2020</td>
</tr>
<tr>
<td>The Unusual Year That Has Been 2020 is Now a Card Game</td>
</tr>
</tbody>
</table>

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*

*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.*
DECEMBER 2020 RESEARCH DIGEST

RELEASED ON DECEMBER 12, 2020
265K TOTAL EMAILS DELIVERED

TOP 5 MOST-CLICKED STORIES IN DECEMBER RESEARCH DIGEST

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

SOURCE: Marketing Cloud
YEAR TO DATE RESEARCH DIGEST PERFORMANCE

- **February**: 75,000 total emails delivered, 10% open rate, 20% click-through rate
- **April**: 150,000 total emails delivered, 20% open rate, 30% click-through rate
- **June**: 225,000 total emails delivered, 30% open rate, 40% click-through rate
- **August**: 300,000 total emails delivered, 40% open rate, 50% click-through rate

**December**
- Open rate increased 11% from October (27% to 30%)
- Click-through rate declined 17% from October (11% to 9%)

**Source**: Marketing Cloud
SOCIAL MEDIA
The below graph shows year to date reach and engagement rate for Social Media content. Reach and engagement rate declined in December, likely as a result of the holiday season.

* 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
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.

* 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
The below graph represents Facebook Engagement Rate over time compared to industry benchmarks, which reflect average engagement rates for the period January - June 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
The below graph represents Instagram Engagement Rate over time compared to industry benchmarks, which reflect average engagement rates for the period January - June 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
In December, UVA ranked below the landscape average for engagements per post, but was second overall in engagement rate by number of followers.

### DECEMBER FACEBOOK PERFORMANCE VS. COMPETITORS

<table>
<thead>
<tr>
<th>UNIVERSITY</th>
<th>AVG. ENGAGEMENTS/POST</th>
<th>ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Illinois</td>
<td>600</td>
<td>0.20%</td>
</tr>
<tr>
<td>University of Florida</td>
<td>500</td>
<td>0.30%</td>
</tr>
<tr>
<td>University of Texas</td>
<td>800</td>
<td>0.40%</td>
</tr>
<tr>
<td>University of Virginia</td>
<td>1,000</td>
<td>0.20%</td>
</tr>
<tr>
<td>Michigan</td>
<td>500</td>
<td>0.10%</td>
</tr>
<tr>
<td>Berkeley</td>
<td>600</td>
<td>0.20%</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>400</td>
<td>0.10%</td>
</tr>
<tr>
<td>UNC Chapel Hill</td>
<td>300</td>
<td>0.10%</td>
</tr>
<tr>
<td>Purdue University</td>
<td>400</td>
<td>0.10%</td>
</tr>
<tr>
<td>University of Maryland</td>
<td>300</td>
<td>0.10%</td>
</tr>
<tr>
<td>University of Georgia</td>
<td>600</td>
<td>0.10%</td>
</tr>
<tr>
<td>UNC Chapel Hill</td>
<td>400</td>
<td>0.10%</td>
</tr>
<tr>
<td>Purdue University</td>
<td>400</td>
<td>0.10%</td>
</tr>
<tr>
<td>Berkeley</td>
<td>600</td>
<td>0.10%</td>
</tr>
<tr>
<td>Michigan</td>
<td>400</td>
<td>0.10%</td>
</tr>
</tbody>
</table>

**Source:** RivalIQ

**Date Range:** 12/1/20 - 12/31/20

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

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.

**AVG. ENGAGEMENTS/POST**

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

**ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)**

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

**SOURCE:** RivalIQ

**DATE RANGE:** 12/1/20 - 12/31/20
DECEMBER 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY REACH: 12/15/20

University of Virginia

"There is no getting, and it's a great feeling to take a shot towards helping oneself from a nationwide perspective. In my family and loved ones. " - Dr. Tanus Bhay


172K USERS REACHED
8.6K ENGAGEMENTS
4.99% ENGAGEMENT RATE

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

University of Virginia

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

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

**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 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. Tasene Beti, 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. ...

81K IMPRESSIONS
748 ENGAGEMENTS
0.92% ENGAGEMENT RATE

TOP TWEET BY ENGAGEMENT RATE: 12/11/20

Zack Curry @zack_curry - Dec 11, 2020
Congratulations Zach!

UVA @UVA - Dec 11, 2020

2K IMPRESSIONS
319 ENGAGEMENTS
16% ENGAGEMENT RATE

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

SOURCE: RivailQ, Twitter Analytics
DATE RANGE: 12/1/20 - 12/31/20

* Twitter does not report unique reach, only total impressions.
DECEMBER 2020 TOP LINKEDIN POSTS

TOP POST BY REACH (IMPRESSIONS
dotr):

University of Virginia
259,592 Followers

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

69K IMPRESSIONS
2.7K ENGAGEMENTS
3.95% ENGAGEMENT RATE

TOP POST BY ENGAGEMENT RATE:

University of Virginia
259,592 Followers

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.

28K IMPRESSIONS
2K ENGAGEMENTS
7.13% ENGAGEMENT RATE

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

SOURCE: RivalIQ, LinkedIn Analytics
DATE RANGE: 12/1/20 - 12/31/20
THANK YOU