NOVEMBER 2020 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

University *of* Virginia

EXECUTIVE SUMMARY

In November, the election and its results remained in the spotlight across the country, while COVID-19 cases increased nationwide, though news of a potential vaccine emerged this month. At UVA, students reflected on the fall semester before returning home prior to Thanksgiving.

After pageviews and readership of email products declined from September to October, performance flattened a bit from October to November. Though pageviews and readership did not rebound to prior levels, we did not see the downward trend continue on the same trajectory that we saw last month.
Key Takeaway: Consistent month over month performance suggests that the decline we saw from September to October is flattening out, and performance may begin to improve over the next couple of months.

For the past two editions of UVA This Month, the most-clicked story within the email has been the first story *after* the "First, read this" section. This story placement includes a large image as well as a story preview. It is the only content block within the email that includes a full "teaser" of the story itself.
Key Takeaway: This may indicate that readers are more likely to click on stories that have a preview of the story content, rather than a summary of the story itself. There may be opportunity to test this "teaser" text in additional content placements, or in other products (Daily Report).

While UVA Today readership (pageviews and email engagement) remained relatively consistent month over month, social media performance improved. Both average reach per post and average engagements per post improved across all social media channels (Facebook, Instagram, Twitter, LinkedIn) in November.
Key Takeaway: After a sharp decline in October, it is promising to see reach and engagement improving across social media channels. Given that performance improved across all platforms, this appears to be indicative of a shift in user behavior rather than a one-off occurrence. It is possible that users were avoiding social media leading up to the election and are now beginning to return.
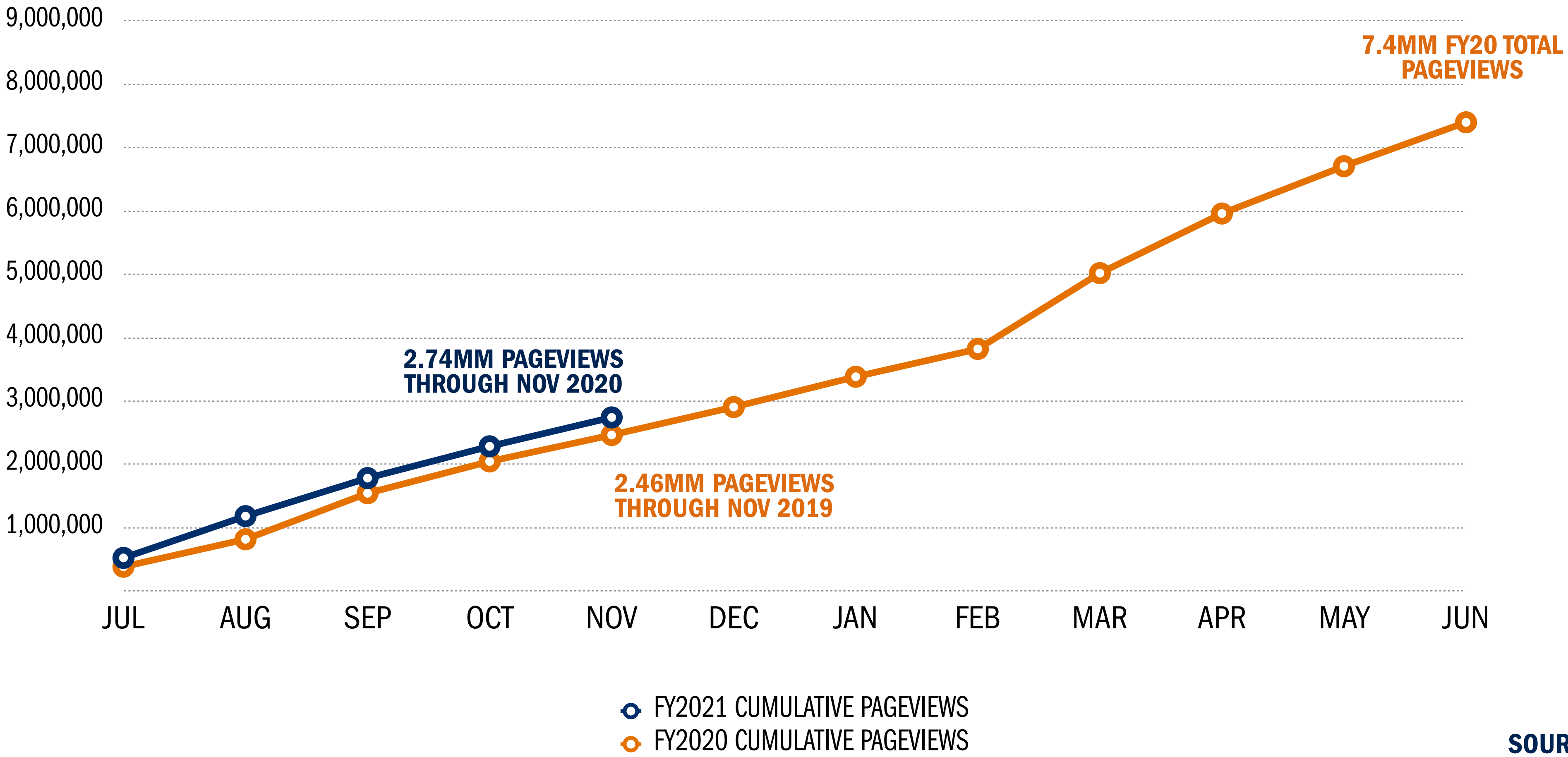
Our RivalIQ competitor set was updated this month to include public, flagship universities. Within this set of competitors, UVA's Facebook and Instagram performance has been above or around the landscape benchmark throughout 2020. In November, UVA ranked first and second on Instagram and Facebook, respectively, in terms of engagement rate.
Key Takeaway: Despite not having as many followers as some other competitors, particularly on Facebook, UVA sees strong engagement from followers. While growing total number of followers can be an appealing goal, current performance reflects the benefit of "quality over quantity" where we have fewer followers who are more engaged with our content.
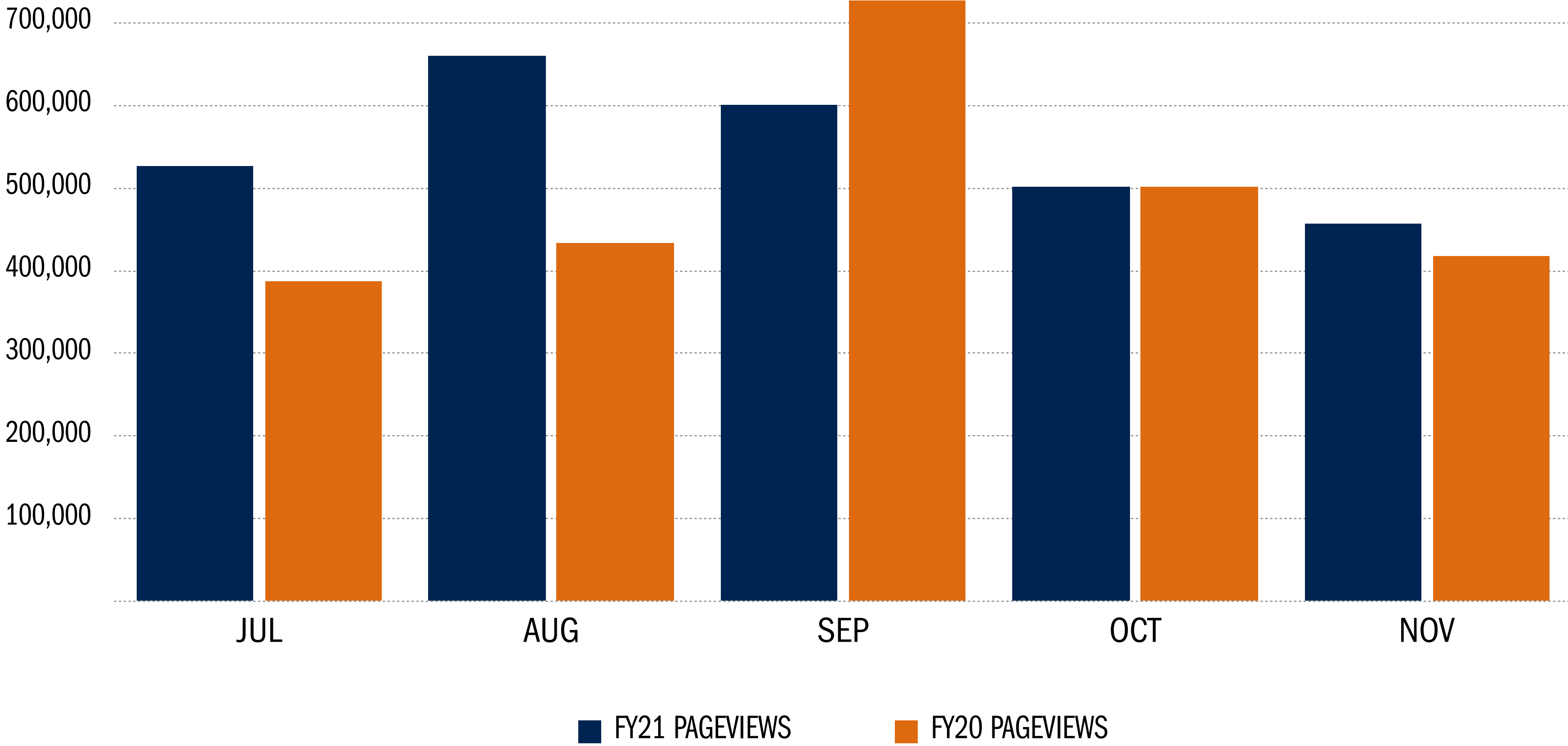
UVA TODAY

UVA TODAY MONTHLY PAGEVIEWS - FY21 VS. FY20

The below graph shows FY21 vs FY20 pageviews by month

Legend: FY21 PAGEVIEWS (navy), FY20 PAGEVIEWS (orange)

SOURCE: Google Analytics
DATE RANGE: 7/1 - 11/30

5

TOP PERFORMING UVA TODAY STORIES - NOVEMBER 2020

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

STORY	PAGEVIEWS
What the Exit Polls Are Telling Us	16,419
Avital Balwit, UVA's 55th Rhodes Scholar, Seeks to Prevent 'Existential Risk'	12,376
What 2020 Election Results Tell Us About America's Growing Urban-Rural Divide	12,365
Q&A: COVID-19 to Become Third-Leading Cause of Death in United States	10,936
In UVA Webinar, Dr. Anthony Fauci Discusses Vaccines, COVID-19 Lessons Learned	10,600
UVA Begins to Prepare for Potential COVID-19 Vaccine	9,761
'Finding Our Light': A Very Timely 20th-Anniversary Lighting of the Lawn	9,473
COVID-19 Reveals How Obesity Harms the Body in Real Time, Not Just Over a Lifetime	7,528
What Just Happened? UVA Scholars Delve Into Election Results	7,030
Q&A: Professor Sets the Record Straight on 2020 Divorce Rate	6,917

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

SOURCE: Google Analytics
DATE RANGE: 11/1/20 - 11/30/20

PARSE.LY TAG PERFORMANCE

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

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	2,949,597	359	8,216
University News	2,517,829	342	7,362
Crisis	2,150,382	220	9,774
Faculty	2,087,868	354	5,898
Health/Medical	2,060,791	285	7,231
Students	2,057,309	344	5,981
Research	1,616,056	307	5,264
Community	1,499,686	280	5,356
Research & Discovery	1,093,691	224	4,883
Staff	1,001,340	156	6,419

SOURCE: Parse.ly
DATE RANGE: 1/1/20 - 11/30/20

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

TOP TAGS BY TOTAL PAGEVIEWS - NOVEMBER

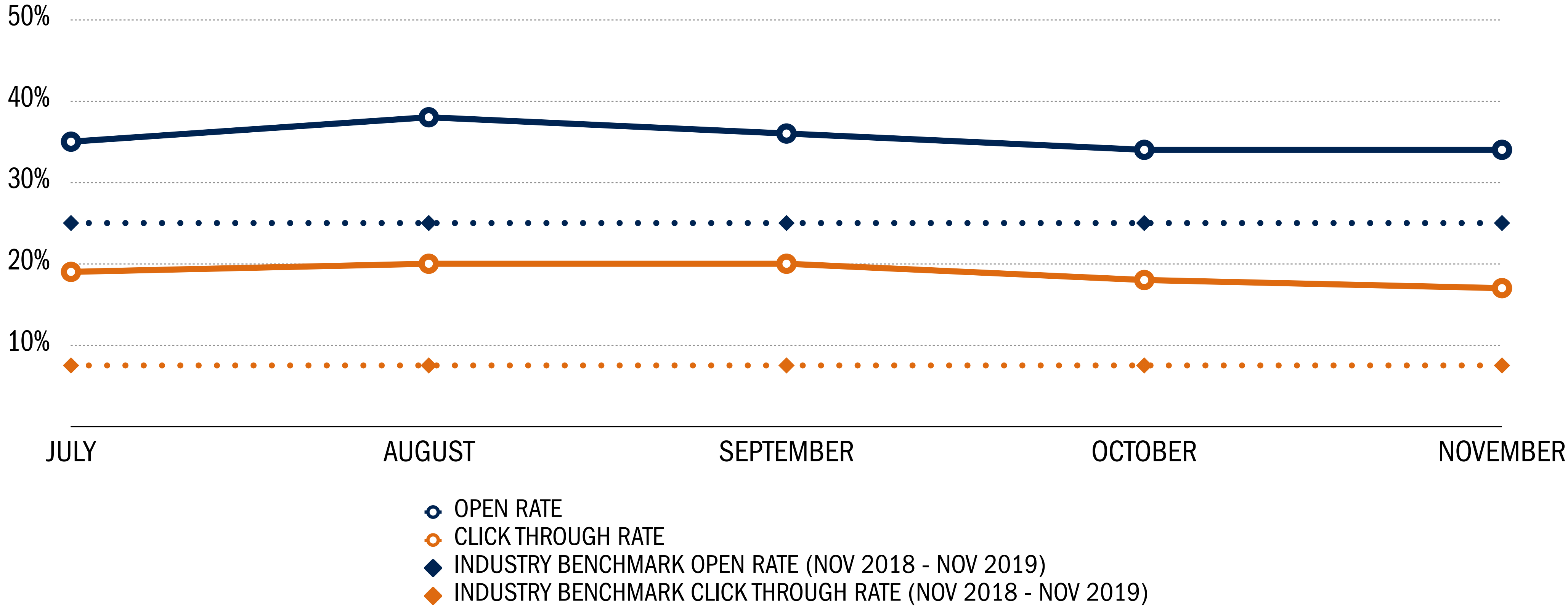| TAG	PAGEVIEWS	NUMBER OF POSTS	AVG. PAGEVIEWS/POST
Research	92,252	25	3,690
University News	88,028	29	3,035
COVID-19	82,510	22	3,750
Health/Medical	78,727	26	3,028
Students	67,095	25	2,684
Faculty	66,846	25	2,674
Arts/Humanities	47,581	12	3,965
School of Medicine	43,263	15	2,884
Research & Discovery	40,463	19	2,130
Democracy	37,749	9	4,194

SOURCE: Parse.ly
DATE RANGE: 11/1/20 - 11/30/20

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

DAILY REPORT

DAILY REPORT PERFORMANCE

The below graph shows the Daily Report Open Rate and Click Through Rate for FY2021 through November. Open and Click Through Rates remained relatively consistent month over month.

Legend:
- ○ 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.

NOVEMBER TOP PERFORMING DAILY REPORT DISTRIBUTIONS

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON 11/5/2020

THE DAILY REPORT WITH THE HIGHEST CLICK THROUGH RATE WAS SENT ON 11/23/20

36% OPEN RATE

17% CLICK THROUGH RATE

What Just Happened? UVA Scholars Delve Into Election Results

UVA scholars spent Wednesday providing real-time analysis of the presidential election as it unfolded. Here's what they had to say. **MORE >**

33% OPEN RATE

23% CLICK THROUGH RATE

UVA Begins to Prepare for Potential COVID-19 Vaccine

Medical experts shared enthusiasm for the prospect of a vaccine, and UVA has begun planning for its eventual arrival and distribution. **MORE >**

SUBJECT LINE:
WHAT HAPPENED?, MANAGING UNCERTAINTY, TIKTOKKING

SUBJECT LINE:
VACCINE PLANS, GRATEFUL HOOS, CANCER DISCOVERY

SOURCE: Marketing Cloud
DATE RANGE: 11/1/20 - 11/30/20

12

UVA THIS MONTH

NOVEMBER 2020 UVA THIS MONTH

(Video by Mitch Powers, University Communications)

RELEASED ON NOVEMBER 21, 2020
251K TOTAL EMAILS DELIVERED

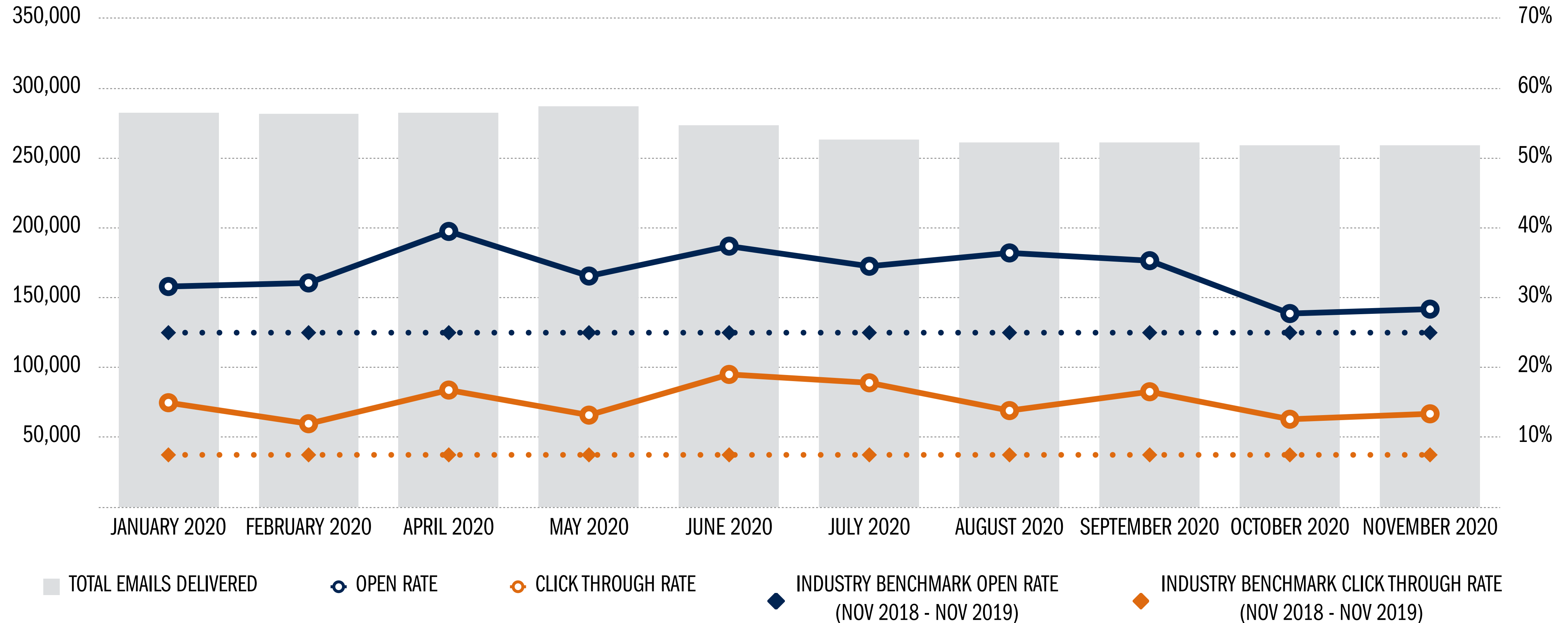| TOP 5 STORIES WITHIN NOVEMBER UVA THIS MONTH BY CLICKS |
|---|
| WHAT 2020 ELECTION RESULTS TELL US ABOUT AMERICA'S GROWING URBAN-RURAL DIVIDE |
| AHEAD OF THANKSGIVING, HOOS LOOK BACK WITH GRATITUDE |
| THE BIGGER PICTURE: LIGHTING OF THE LAWN, 2020 STYLE |
| COVID-19 REVEALS HOW OBESITY HARMS THE BODY IN REAL TIME, NOT JUST OVER A LIFETIME |
| AUTUMN ON GROUNDS: CAPTURING A SENSE OF PLACE AND TIME |

SOURCE: Marketing Cloud

YEAR TO DATE UVA THIS MONTH PERFORMANCE

From October to November, Open and Click Through Rate remained consistent 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.
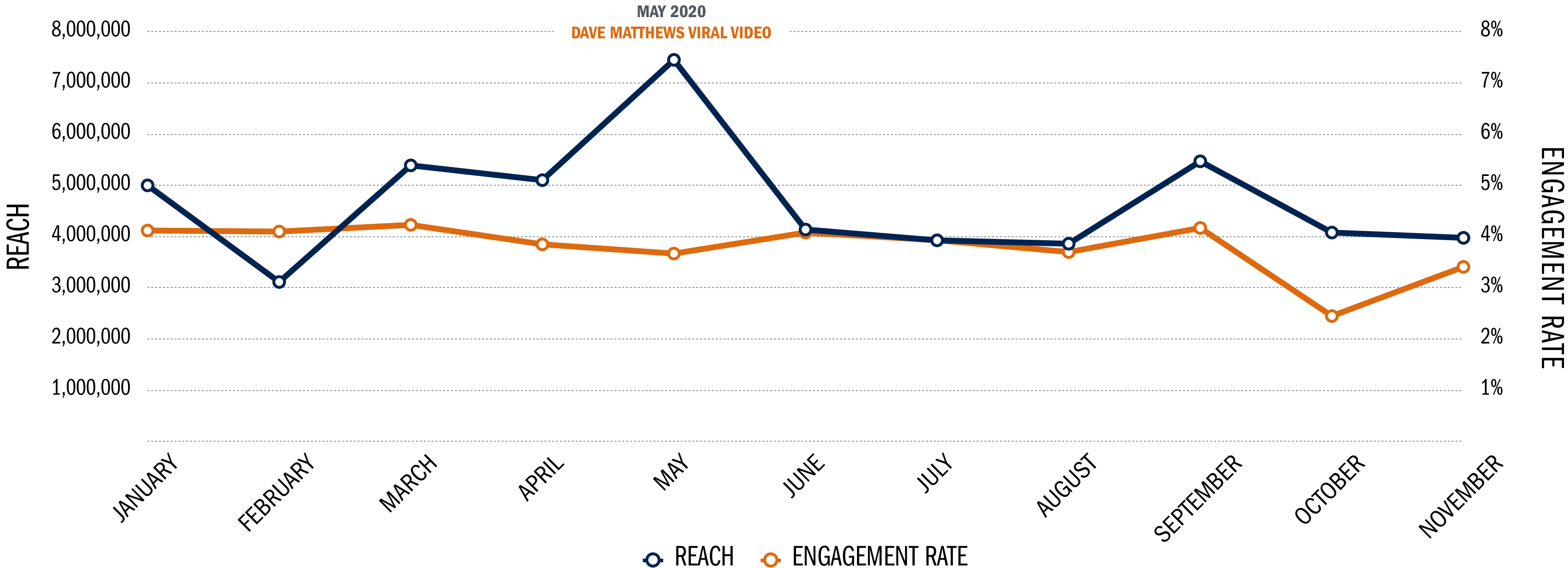
SOURCE: Marketing Cloud

15

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. Engagement rate improved in November after a year to date low last month.

MAY 2020
DAVE MATTHEWS VIRAL VIDEO
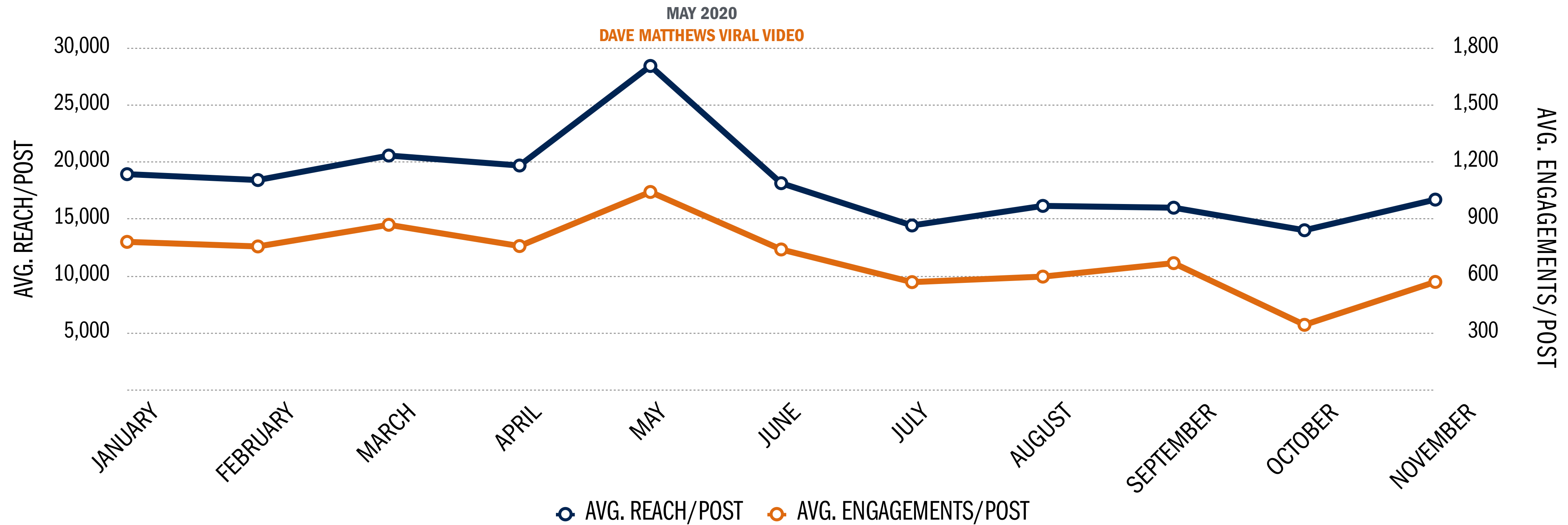

◇ REACH   ◇ ENGAGEMENT RATE

* 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.

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

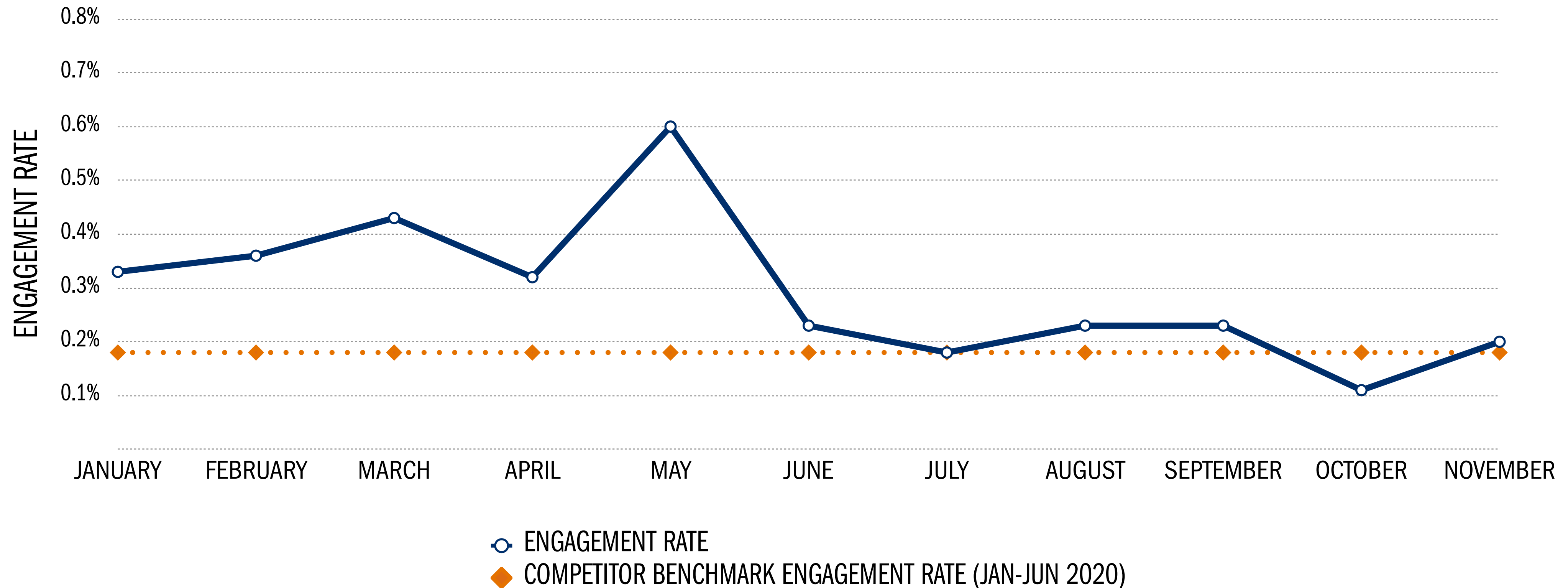AVG. REACH/POST — AVG. ENGAGEMENTS/POST

* 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.

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

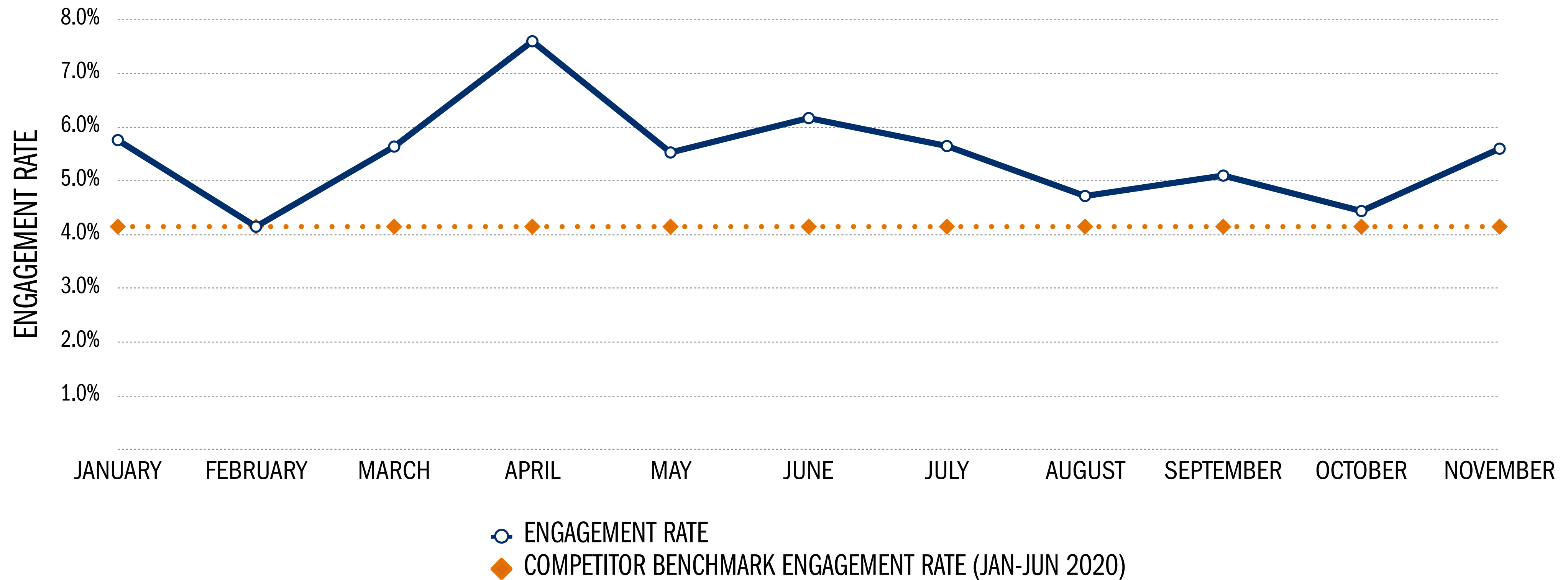◆ COMPETITOR BENCHMARK ENGAGEMENT RATE (JAN-JUN 2020)

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

SOURCE: RivalIQ

DATE RANGE: 1/1/20 - 11/30/20

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
○ ENGAGEMENT RATE
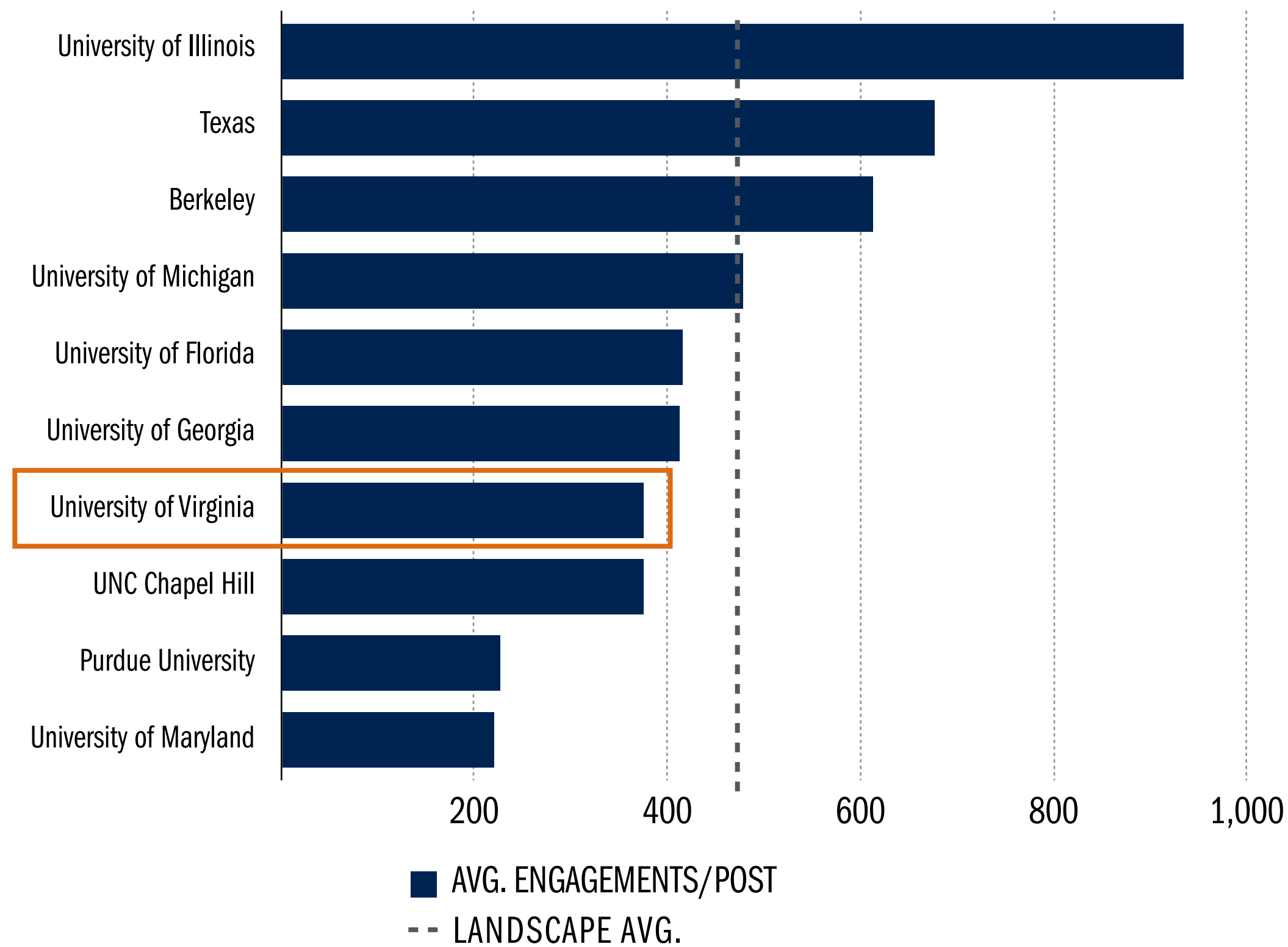◆ COMPETITOR BENCHMARK ENGAGEMENT RATE (JAN-JUN 2020)

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
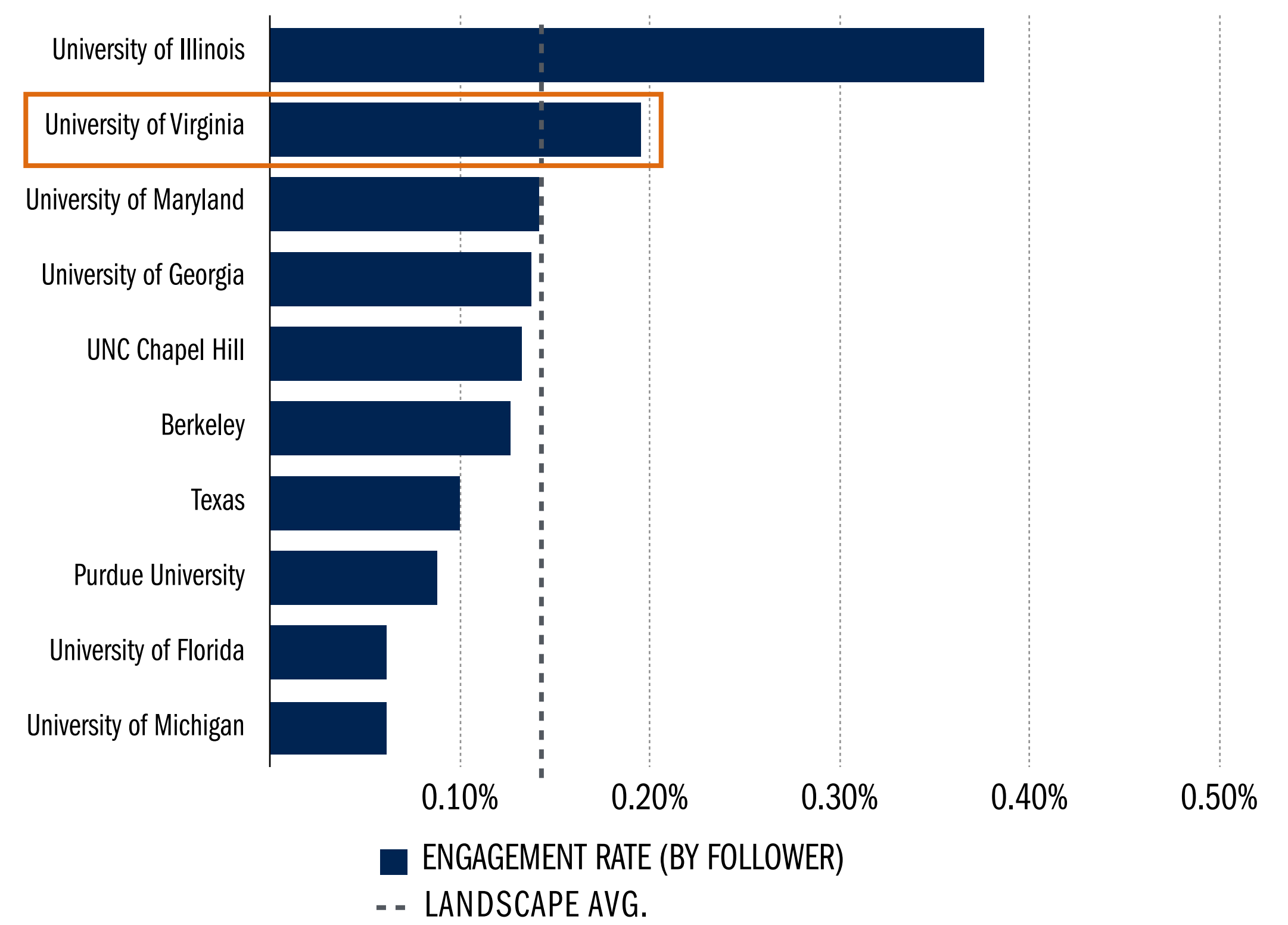**DATE RANGE:** 1/1/20 - 11/30/20

20

NOVEMBER FACEBOOK PERFORMANCE VS. COMPETITORS

In November, 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	
University of Illinois	940
Texas	680
Berkeley	610
University of Michigan	475
University of Florida	415
University of Georgia	410
University of Virginia	370
UNC Chapel Hill	375
Purdue University	225
University of Maryland	215

■ AVG. ENGAGEMENTS/POST
- - LANDSCAPE AVG.

ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

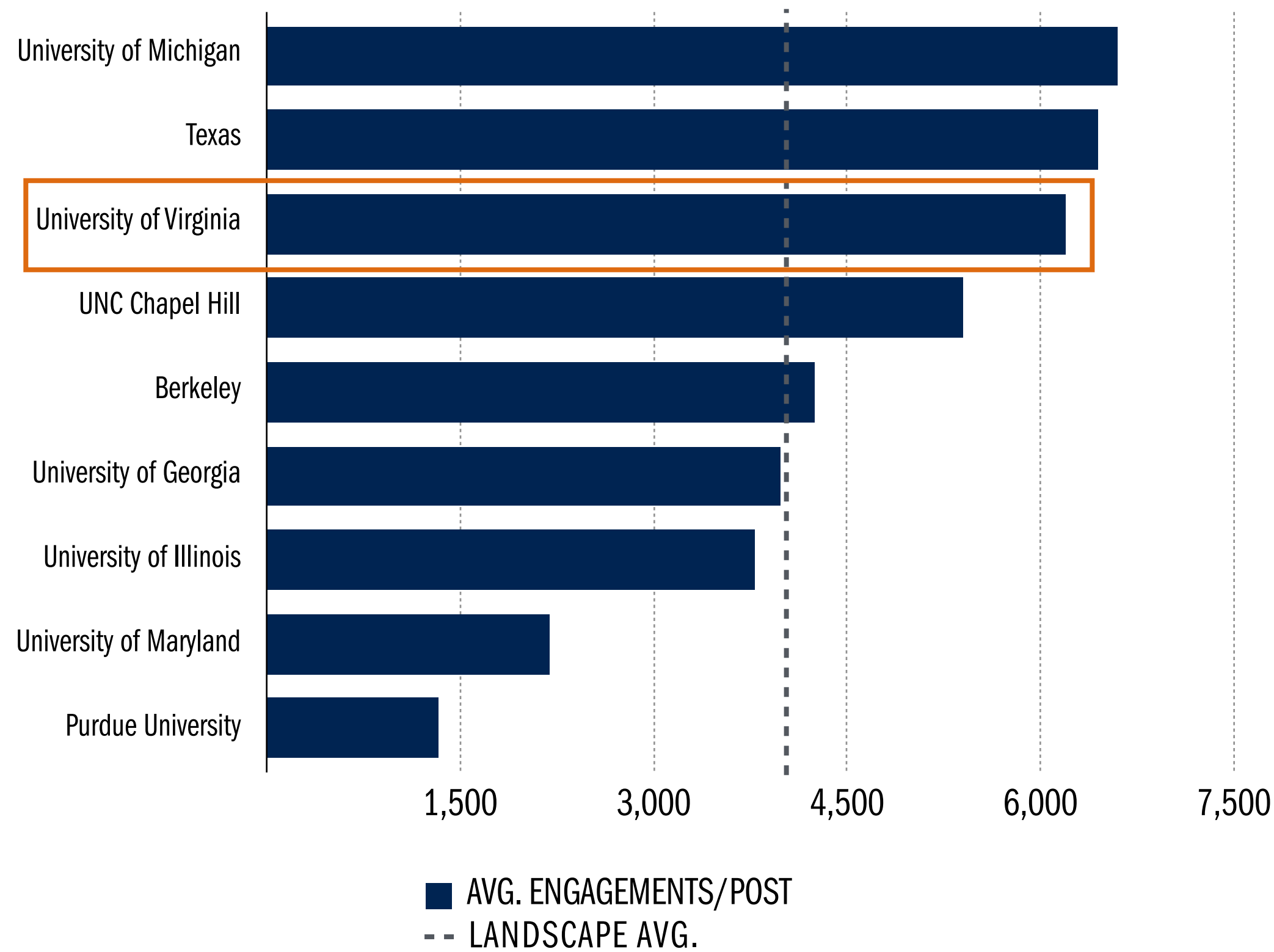| University	
University of Illinois	0.38%
University of Virginia	0.19%
University of Maryland	0.14%
University of Georgia	0.14%
UNC Chapel Hill	0.13%
Berkeley	0.13%
Texas	0.10%
Purdue University	0.09%
University of Florida	0.06%
University of Michigan	0.06%

■ 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 11/1/20 - 11/30/20.

SOURCE: RivalIQ
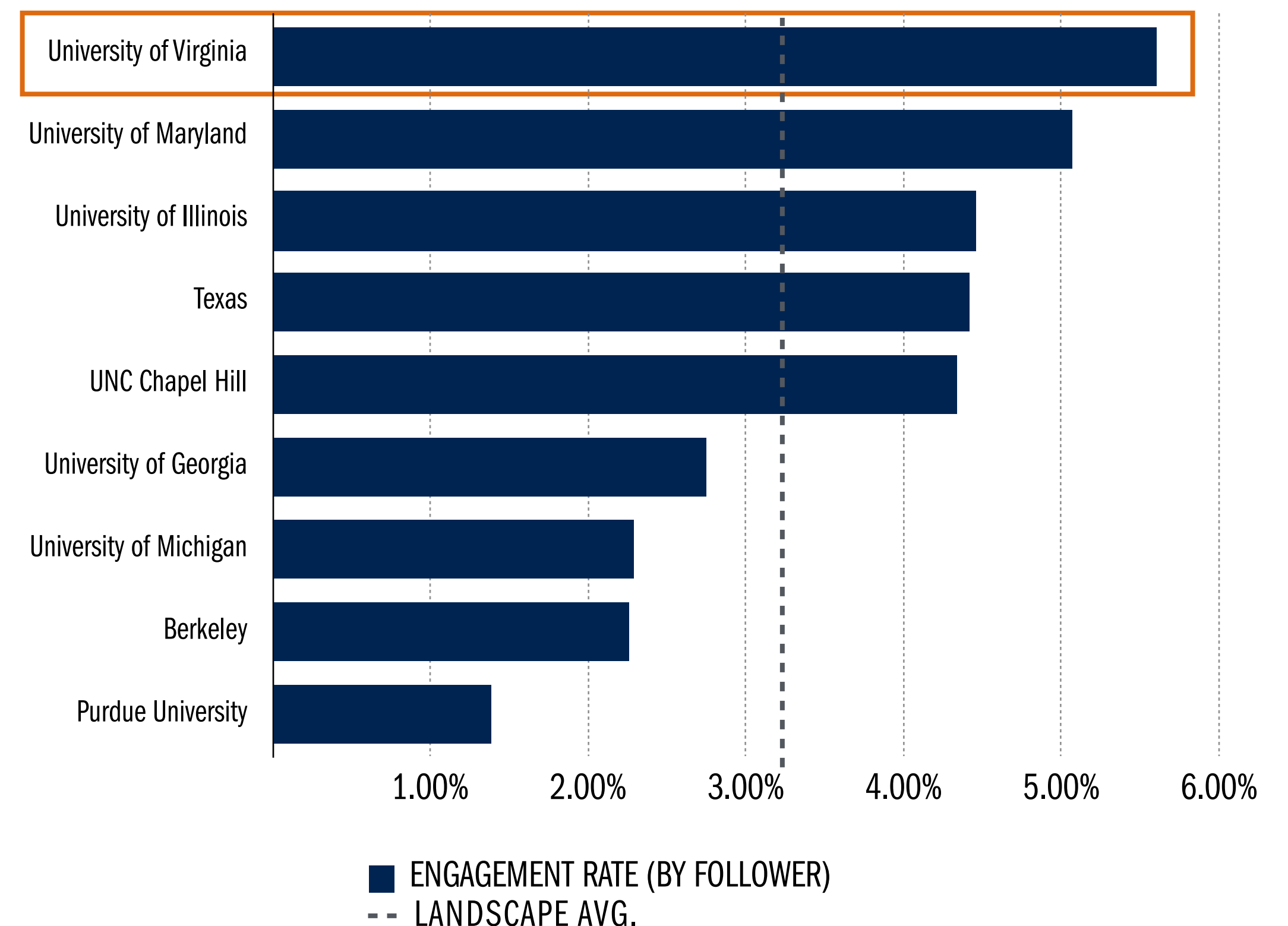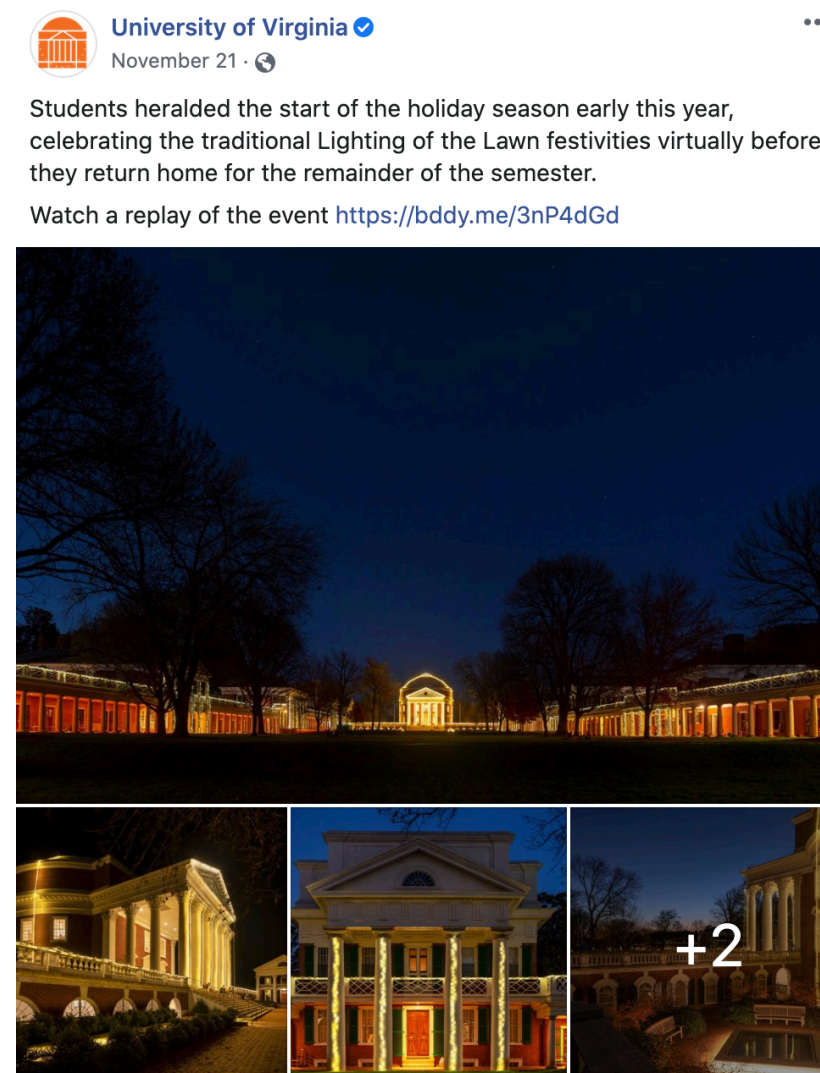**DATE RANGE:** 11/1/20 - 11/30/20

21

NOVEMBER INSTAGRAM PERFORMANCE VS. COMPETITORS

In November, UVA ranked third in average engagements per post, and first overall in engagement rate by followers on Instagram.

AVG. ENGAGEMENTS/POST

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

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

■ AVG. ENGAGEMENTS/POST
- - LANDSCAPE AVG.

ENGAGEMENT RATE (BY NUMBER OF FOLLOWERS)

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

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 11/1/20 - 11/30/20.

SOURCE: RivalIQ
DATE RANGE: 11/1/20 - 11/30/20

22

NOVEMBER 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY REACH: 11/21/20

56K USERS REACHED
2.7K ENGAGEMENTS
4.9% ENGAGEMENT RATE

TOP FACEBOOK POST BY ENGAGEMENT RATE: 11/6/20

44K USERS REACHED
3.2K ENGAGEMENTS
7.3% ENGAGEMENT RATE

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 11/1/20 - 11/30/20

NOVEMBER 2020 TOP INSTAGRAM POSTS

TOP INSTAGRAM POST BY
REACH: 11/21/20

uva

uva Students heralded the start of the holiday season early this year, celebrating the traditional Lighting of the Lawn festivities virtually before they return home for the remainder of the semester.

If you missed Thursday's livestream, tap the link in our bio to watch a replay of the celebration.

71K USERS REACHED
9.5K ENGAGEMENTS
13.5% ENGAGEMENT RATE

TOP INSTAGRAM POST BY
ENGAGEMENT RATE: 11/25/20

uva

uva Autumn on Grounds 🍂 The Pratt Ginkgo, a ginkgo biloba tree on the northwest side of the Rotunda, is a sight to see all year round.
.
.
.
📷: Sanjay Suchak, University Communications

52K USERS REACHED
7.7K ENGAGEMENTS
14.8% ENGAGEMENT RATE

NOVEMBER 2020 TOP TWEETS

TOP TWEET BY REACH (IMPRESSIONS*): 11/28/20

116K IMPRESSIONS
3.9K ENGAGEMENTS
3.4% ENGAGEMENT RATE

TOP TWEET BY ENGAGEMENT RATE: 11/3/20

30K IMPRESSIONS
2.5K ENGAGEMENTS
8.6% ENGAGEMENT RATE

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

SOURCE: RivalIQ, Twitter Analytics
DATE RANGE: 11/1/20 - 11/30/20

NOVEMBER 2020 TOP LINKEDIN POSTS

TOP POST BY REACH (IMPRESSIONS*): 11/19/20

University of Virginia
228,911 followers
2w

UVA student-athletes' scores are the highest since the NCAA began issuing the report.

UVA Achieves Its Highest-Ever NCAA 'Graduation Success Rate'
news.virginia.edu • 2 min read

44K IMPRESSIONS
1.7K ENGAGEMENTS
3.95% ENGAGEMENT RATE

TOP POST BY ENGAGEMENT RATE: 11/23/20

University of Virginia
228,911 followers
1w

Avital Balwit, of Portland, Oregon, a double major in political and social thought and cognitive science, has been named the University's 55th recipient of the Rhodes Scholarship.

Avital Balwit, UVA's 55th Rhodes Scholar, Seeks to Prevent 'Existential Risk'
news.virginia.edu • 4 min read

25K IMPRESSIONS
1.8K ENGAGEMENTS
7.3% ENGAGEMENT RATE

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

THANK YOU