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
The below graph shows FY21 vs FY20 cumulative pageviews

**FY2021 CUMULATIVE PAGEVIEWS**
- 2,46MM PAGEVIEWS THROUGH NOV 2019
- 7.4MM FY20 TOTAL PAGEVIEWS

**FY2020 CUMULATIVE PAGEVIEWS**
- 2,74MM PAGEVIEWS THROUGH NOV 2020

**SOURCE:** Google Analytics
**DATE RANGE:** 7/1/19 - 11/30/20
The below graph shows FY21 vs FY20 pageviews by month.
### TOP PERFORMING UVA TODAY STORIES - NOVEMBER 2020

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

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

*This includes 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
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

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

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

Source: Parse.ly

Date Range: 1/1/20 - 11/30/20
## TOP TAGS BY TOTAL PAGEVIEWS - NOVEMBER

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

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

**SOURCE:** Parse.ly

**DATE RANGE:** 11/1/20 - 11/30/20
DAILY REPORT
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.

* 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 - 11/30/20
NOVEMBER TOP PERFORMING DAILY REPORT DISTRIBUTIONS

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

SUBJECT LINE: WHAT HAPPENED?, MANAGING UNCERTAINTY, TIKTOKKING

36% OPEN RATE
17% CLICK THROUGH RATE

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

SUBJECT LINE: VACCINE PLANS, GRATIFUL HOOS, CANCER DISCOVERY

33% OPEN RATE
23% CLICK THROUGH RATE

SOURCE: Marketing Cloud
DATE RANGE: 11/1/20 - 11/30/20
UVA THIS MONTH
NOVEMBER 2020 UVA THIS MONTH

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 HARM 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

* 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.
SOCIAL MEDIA
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.

*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 - 11/30/20
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.

* 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.
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 - 11/30/20
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 - 11/30/20
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 of Illinois
- Texas
- Berkeley
- University of Michigan
- University of Florida
- University of Georgia
- University of Virginia
- UNC Chapel Hill
- Purdue University
- University of Maryland

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

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

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
In November, UVA ranked third in average engagements per post, and first 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 11/1/20 - 11/30/20.
NOVEMBER 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY REACH: 11/21/20

University of Virginia

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.

Watch a replay of the event: https://t.dby.me/3HNFtGd

56K USERS REACHED
2.7K ENGAGEMENTS
4.9% ENGAGEMENT RATE

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

University of Virginia

Sunset over the mountains and autumn leaves — this is a picture-perfect view of fall on Grounds.

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

71K USERS REACHED
9.5K ENGAGEMENTS
13.5% ENGAGEMENT RATE

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.

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

52K USERS REACHED
7.7K ENGAGEMENTS
14.8% ENGAGEMENT RATE

uva On Grounds The Pratik Ginkgo, a ginkgo biloba tree on the northwest side of the Rotunda, is a sight to see all year round.

Sanjay Suchak, University Communications

SOURCE: RivalIQ, Creator Studio
DATE RANGE: 11/1/20 - 11/30/20
NOVEMBER 2020 TOP TWEETS

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

UVA @UVA · Nov 28
Associate Vice President for Safety and Security and Chief of Police Tim Longo released the following statement in reaction to social media posts regarding a difficult encounter between University police and a member of the Charlottesville community.

Nov. 28 Statement of UVA Chief of Police Tim Longo
Longo released the statement in reaction to social media posts regarding a difficult encounter between... news.virginia.edu

116K IMPRESSIONS
3.9K ENGAGEMENTS
3.4% ENGAGEMENT RATE

TOP TWEET BY ENGAGEMENT RATE: 11/3/20

UVA @UVA · Nov 3
#ElectionDay

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
- 228,917 followers
- 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.

**44K IMPRESSIONS**
**1.7K ENGAGEMENTS**
**3.95% ENGAGEMENT RATE**

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**TOP POST BY ENGAGEMENT RATE**: 11/23/20

- University of Virginia
- 228,917 followers
- UVA Achieves Its Highest-Ever NCAA "Graduation Success Rate"
- news.virginia.edu - 3 min read

**25K IMPRESSIONS**
**1.8K ENGAGEMENTS**
**7.3% ENGAGEMENT RATE**

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

**SOURCE**: RivalIQ, LinkedIn Analytics
**DATE RANGE**: 11/1/20 - 11/30/20
THANK YOU