

# **FY22-Q1 COMMUNICATIONS SUMMARY**

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**UNIVERSITY COMMUNICATIONS**

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## EXECUTIVE SUMMARY

July, August, and September included a few major events such as the Tokyo Olympic Games (where current and former UVA athletes competed), the return of students to Grounds in August, and the beginning of the football season. Content reflected these major events as well as other subjects that are typical of a more “normal” year. Engagement on social media was particularly strong in August and generally consistent the rest of the quarter.



Pageviews for UVA Today content were down this quarter compared to the same time last year. However, a decrease compared to last year is expected as pageviews were particularly high in 2020 due to many COVID communications. UVA Today content earned the most pageviews in August as the University welcomed students back to Grounds. While year over year pageviews are down (partly due to many COVID communications in 2020), performance looks strong across products, with the Daily Report and UVA This Month email products all remaining consistently above average if not seeing improvement.



Social media performance generally remained consistent this quarter. Performance was particularly strong in August around “normal” academic year content such as move-in, convocation, Wahoo Welcome, and the first day of classes. Content engagement on social media seems to vary across platform. Posts with beautiful photos of Grounds or Charlottesville tended to be strong performers on Facebook and Instagram. Posts which captured specific events on Grounds tended to do best on Twitter and LinkedIn.



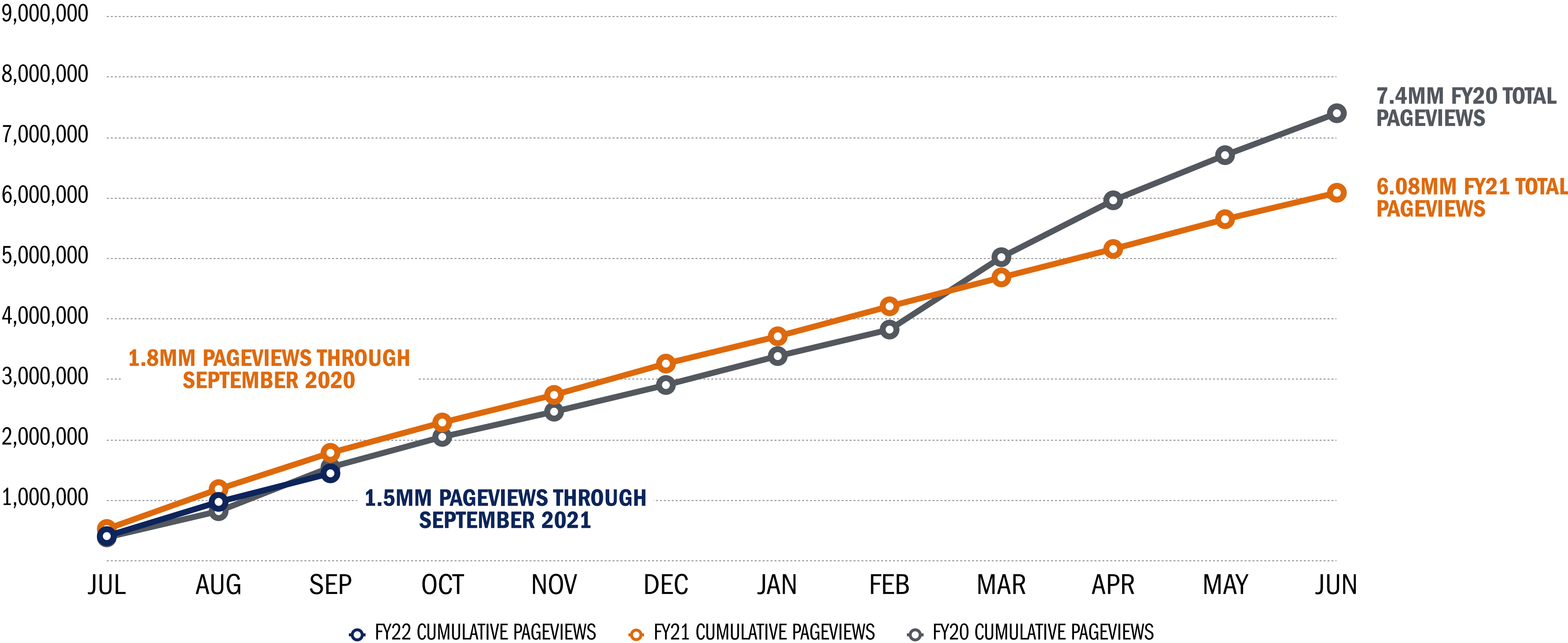
We have recently begun monitoring organic search performance more closely, keeping an eye on what stories are appearing often in organic search results and bringing readers to the UVA Today website. This quarter, we noticed two older stories saw a sudden spike in organic traffic. Further investigation allowed us to identify the causes of the spikes, and understand more about user behavior.

**Key Takeaway:** Monitoring organic search activity will help us stay aware of what stories are doing well consistently, and which are sudden or new. This will allow us to determine if/when stories may be worth promoting further or resharing, in certain circumstances. Also, thinking proactively about how content aligns with upcoming events will allow us to develop a promotion strategy that naturally builds on organic momentum.

# UVA TODAY

# UVA TODAY PAGEVIEWS FY19 - FY22

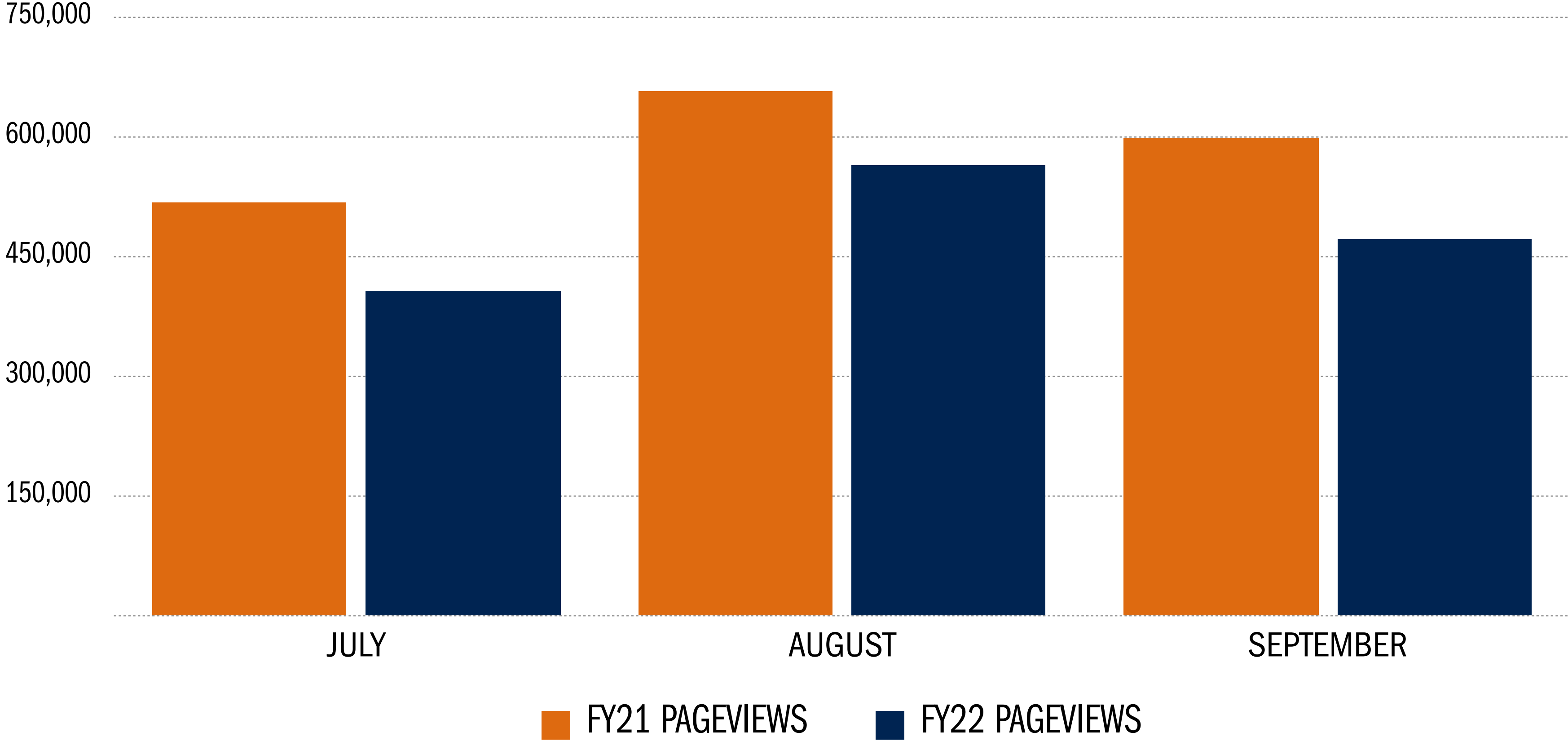
The below graph shows cumulative UVA Today pageviews from FY19 through FY22 to date.



**SOURCE:** Google Analytics  
**DATE RANGE:** 7/1/18 - 9/30/21

# UVA TODAY MONTHLY PAGEVIEWS - FY22 VS. FY21

*Year over year, Q1 pageviews were down from FY21, which is unsurprising given that top stories in August and September 2020 included Fall semester updates related to COVID-19.*



**SOURCE:** Google Analytics

# TOP PERFORMING UVA TODAY STORIES THIS QUARTER

*Below are the top 10 stories by pageviews on UVA Today during the first quarter of FY22.*

STORY	PAGEVIEWS
<a href="#">Meet 'Team UVA': These Hoos Are Headed to the Olympics</a>	31,684
<a href="#">Can a Heartburn Drug Help Doctors Treat COVID-19?</a>	29,629
<a href="#">UVA Re-enters the Nation's Top 25 in Fresh U.S. News Rankings</a>	28,262
<a href="#">What's Happening at the Corner of Emmet Street and Ivy Road?</a>	24,035
<a href="#">As Delta Spreads, Professor Makes 7 Vaccine Mandate Predictions</a>	20,053
<a href="#">How Pop Star Taylor Swift Helped Incoming UVA Swimmer Win an Olympic Silver Medal</a>	18,364
<a href="#">Q&amp;A: Bill Petri on Current Research, Findings, Potential Effects of New Delta Variant</a>	17,812
<a href="#">UVA Clinical Psychologist Offers 6 Tips for Parents of New College Students</a>	17,036
<a href="#">Everything We Think We Know About Drinking Water May Be Wrong</a>	16,905
<a href="#">UVA Athletes Continue to Rack Up Olympic Medals in Tokyo</a>	16,868

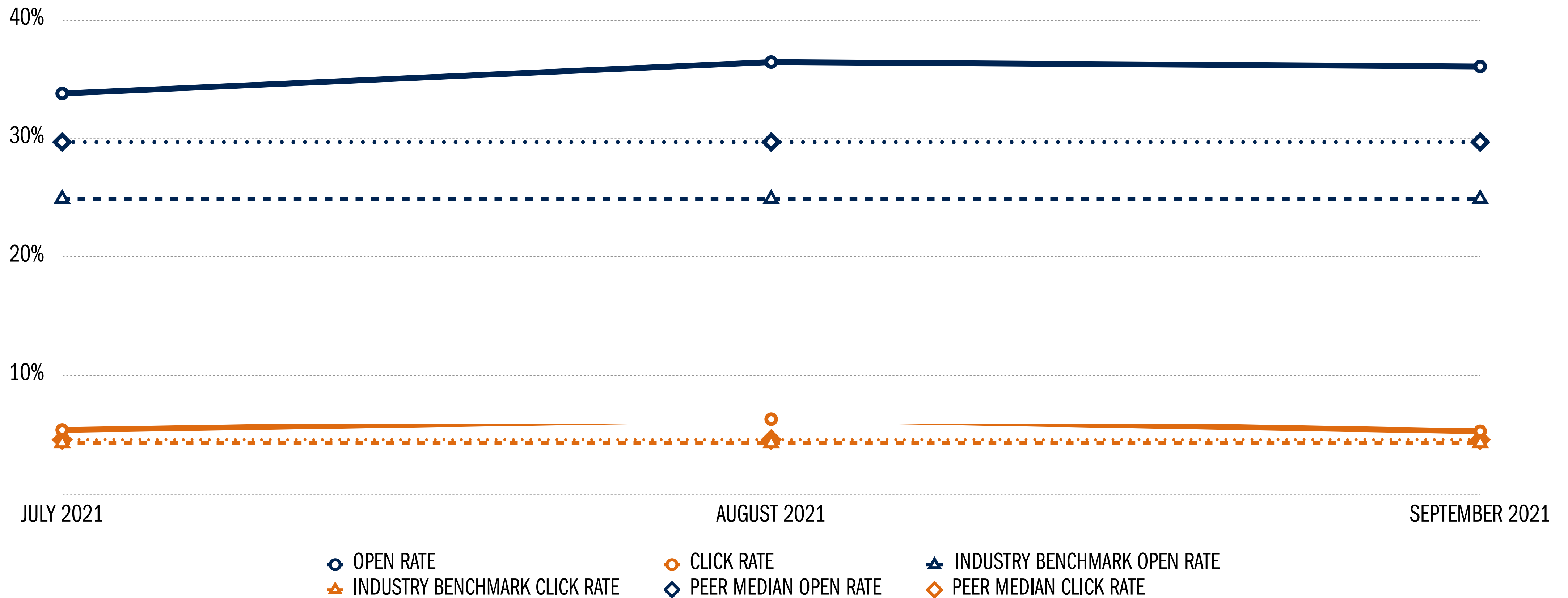
\* This includes of the top stories by pageviews during the month of September regardless of when the story itself was published.

**SOURCE:** Google Analytics  
**DATE RANGE:** 7/1/21 - 9/30/21

# DAILY REPORT

# FY22 DAILY REPORT PERFORMANCE

*From July to September, open rates improved slightly while click through rates remained constant.  
Both open rate and click through rate continue to outperform industry averages.*



Click rate is calculated by dividing unique clicks by emails delivered.  
Industry benchmarks from Campaign Monitor's 2021 Benchmarks (reflecting data for 1/1/20 - 12/31/20).  
Peer benchmarks from Simpson Scarborough peer study.

SOURCE: Marketing Cloud



## TOP PERFORMING DAILY REPORT EDITIONS BY OPEN RATE

**40% OPEN RATE**  
**4.4% CLICK RATE**



### Local Emergency Services Attract Students Who Want to 'Give Back'

In seeking a place in the community, some UVA students join the Seminole Trail Volunteer Fire Department -- and then they stay. [MORE >](#)

**EMAIL SEND DATE: 9/1/21**

**SUBJECT LINE: STUDENT RESPONDERS, PAPER PLANES, NO. 1 FAN**

**39% OPEN RATE**  
**7.7% CLICK RATE**



### UVA Health to Require COVID Vaccination for Employees, Effective Nov. 1

Executive Vice President for Health Affairs Dr. K. Craig Kent said the policy will save lives, prevent unnecessary sickness and help UVA Health provide the best care possible for patients. [MORE >](#)

**EMAIL SEND DATE: 8/26/21**

**SUBJECT LINE: VAX POLICY, DEAN INTRO, COVID AND HEARTBURN**


**SOURCE: Marketing Cloud**  
**DATE RANGE: 7/1/21 - 9/30/21**

## TOP PERFORMING DAILY REPORT EDITIONS BY CLICK RATE

**37% OPEN RATE**  
**9.4% CLICK RATE**

UNIVERSITY of VIRGINIA

**UVA**Today  
DAILY REPORT



**Dear First-Years: Advice From 19 Lawn Residents**

EDITOR'S CHOICE: In 2018, UVA Today polled new Lawn residents about their experiences at the University of Virginia. Go back in time to learn about their favorite study spots, insider tips and what they would have told their first-year selves. [MORE >](#)

**EMAIL SEND DATE: 8/17/21**  
**SUBJECT LINE: LAWNIES' ADVICE, MINCER'S, SNAKEBITES**

**38% OPEN RATE**  
**9.4% CLICK RATE**

UNIVERSITY of VIRGINIA

**UVA**Today  
DAILY REPORT



**Photos: Back Together, Back in Class**

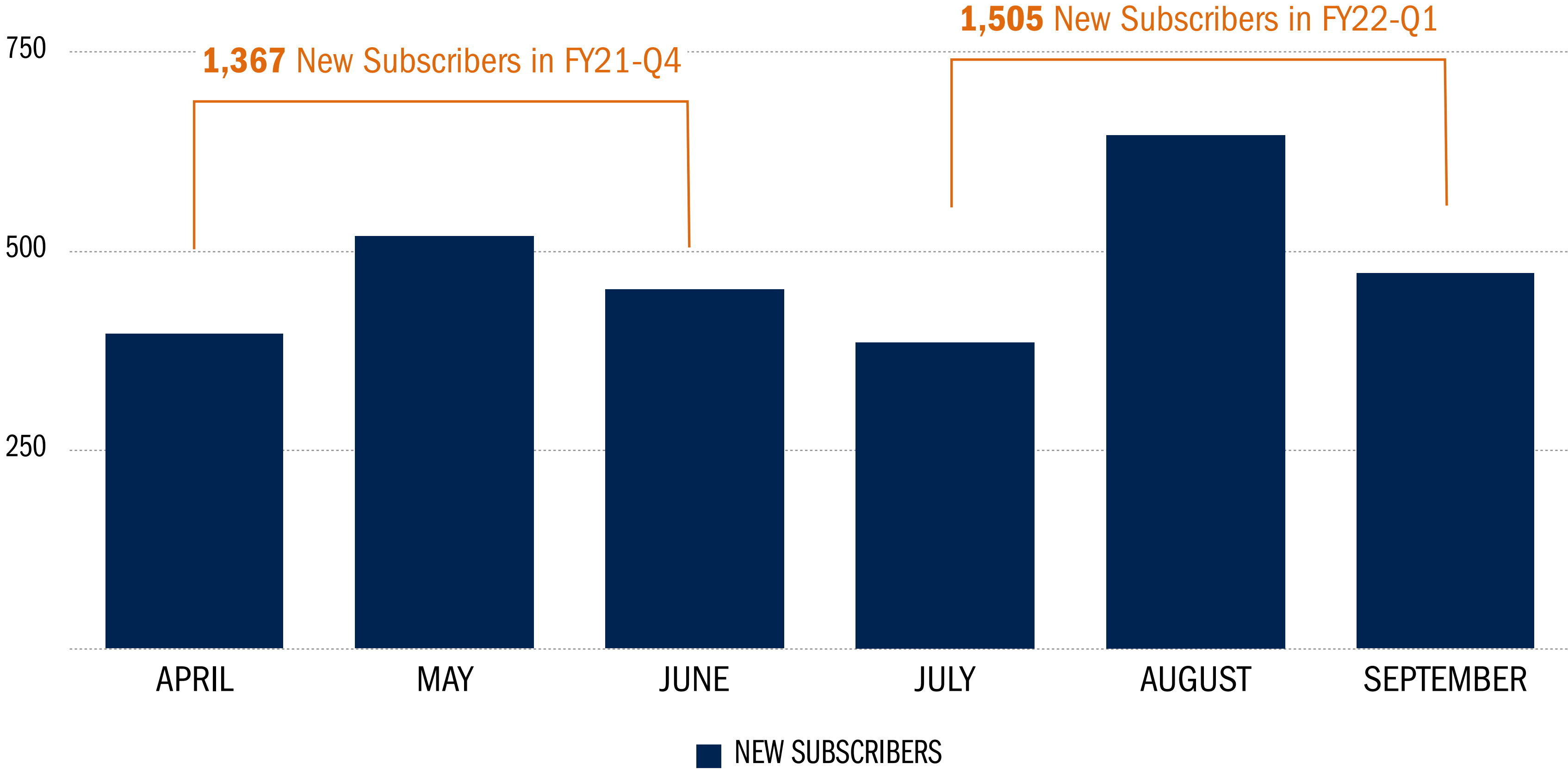
UVA undergraduates returned to class Tuesday, once again filling sidewalks and classrooms as they kicked off a new academic year. [MORE >](#)

**EMAIL SEND DATE: 8/25/21**  
**SUBJECT LINE: CLASSES BEGIN, VAX LAW, GREEN KNIGHT**

**SOURCE:** Marketing Cloud  
**DATE RANGE:** 7/1/21 - 9/30/21

# DAILY REPORT SUBSCRIBER GROWTH

The below graph shows new Daily Report subscribers since event tracking was implemented in Google Analytics in April 2020



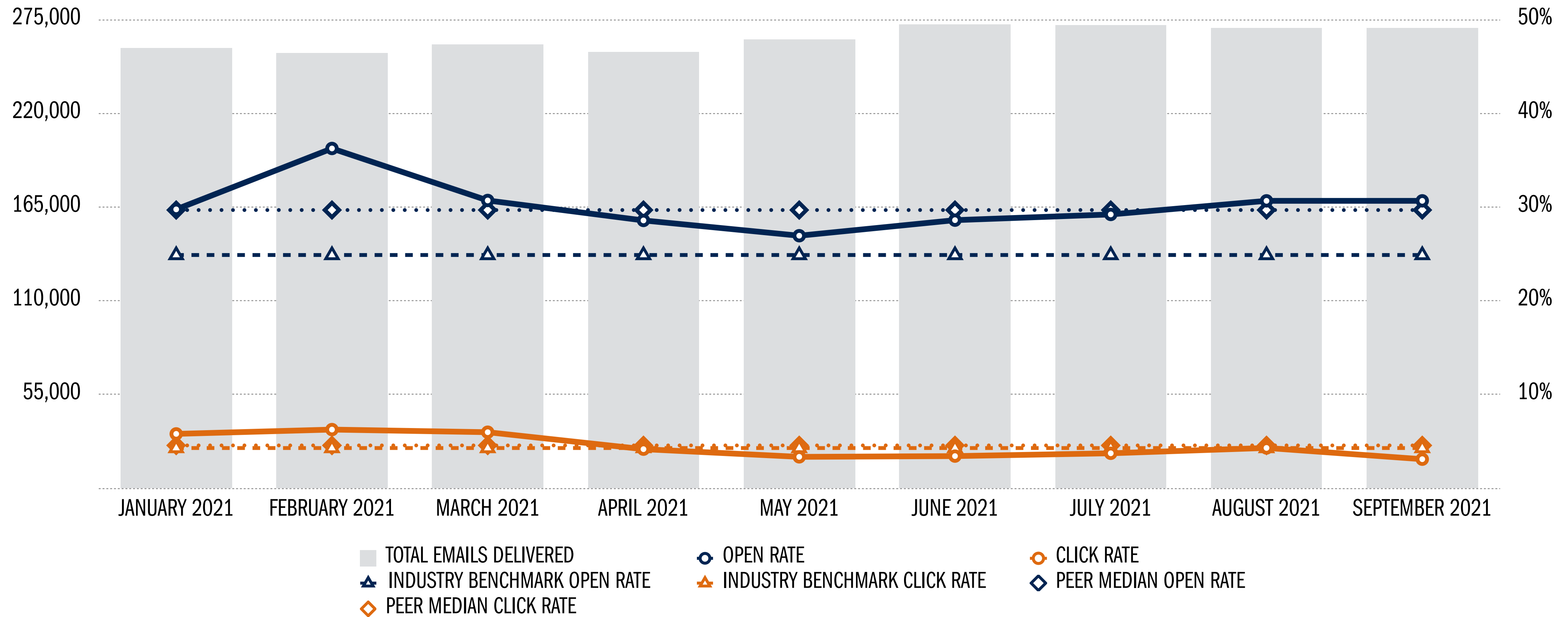
Subscriber events counted in Google Analytics may not align perfectly with net new subscribers in Marketing Cloud for a variety of reasons. One reason for this is that if a user subscribes the same email more than once, it will be counted on the site analytics, but will be de-duped once it reaches Marketing Cloud.

**SOURCE:** Google Analytics  
**DATE RANGE:** 4/1/21 - 9/30/21

# UVA THIS MONTH

# YEAR TO DATE UVA THIS MONTH PERFORMANCE

*From July to September, both open and click rates stayed consistent and competitive with peers.*



Click rate is calculated by dividing unique clicks by emails delivered.  
 Industry benchmarks from Campaign Monitor's 2021 Benchmarks (reflecting data for 1/1/20 - 12/31/20).  
 Peer benchmarks from Simpson Scarborough peer study.


SOURCE: Marketing Cloud

# JULY 2021 UVA THIS MONTH

UNIVERSITY of VIRGINIA

## UVA This Month

*Editor's note: Though July is a quieter month on Grounds, UVA students, faculty and staff have kept busy, working and learning while also preparing for the fall. Below, learn more about what students are up to this summer (including an impressive number of UVA Olympians), check out the latest construction on Grounds and catch up with former chemistry professor Thomas Crowell, who celebrated his 100th birthday this month.*



RELEASED ON **JULY 31, 2021**  
**270K** TOTAL EMAILS DELIVERED

### TOP 5 MOST-CLICKED STORIES IN JULY UVA THIS MONTH

WHAT'S HAPPENING AT THE CORNER OF EMMET STREET AND IVY ROAD?

BREAKTHROUGH RESEARCH SHOWS SOME BEHAVIORAL TRAITS EMERGE AT BIRTH

MEET 'TEAM UVA': THESE HOOS ARE HEADED TO THE OLYMPICS

HIGH VACCINATION RATES AMONG STUDENTS, STAFF SET UP MORE NORMAL FALL

THOMAS CROWELL STARTS A NEW CENTURY


**SOURCE:** Marketing Cloud

# AUGUST 2021 UVA THIS MONTH

UNIVERSITY of VIRGINIA

## UVA This Month

*Editor's note: August was an eventful month on Grounds as University of Virginia students returned in full force. Thanks to high vaccination rates among students, faculty and staff, classes started in-person and plenty of welcome activities brought students together all over Grounds. Take a look at the festivities below, dive into a special UVA Today series on the 20th anniversary of the 9/11 terrorist attacks, meet the family behind Mincer's, and more.*



A photograph showing a man in a blue polo shirt kissing a young woman on the cheek. They are outdoors, with a brick building and greenery in the background. A play button icon is overlaid on the bottom left of the image.

RELEASED ON **AUGUST 28, 2021**  
**270K** TOTAL EMAILS DELIVERED

## TOP 5 MOST-CLICKED STORIES IN AUGUST UVA THIS MONTH

JUST DOING IT: FOUR GENERATIONS LATER, MINCER'S STILL A COMMUNITY STAPLE

REMEMBERING 9/11

PHOTOS: BACK TOGETHER, BACK IN CLASS

AS DELTA SPREADS, PROFESSOR MAKES 7 VACCINE MANDATE PREDICTIONS

UVA CLINICAL PSYCHOLOGIST OFFERS 6 TIPS FOR PARENTS OF NEW COLLEGE STUDENTS

**SOURCE:** Marketing Cloud

# SEPTEMBER 2021 UVA THIS MONTH

UNIVERSITY of VIRGINIA

## UVA This Month

*Editor's Note: Fall semester at the University of Virginia finally felt completely in gear by early September. Students and faculty returned to class. Fans returned to Scott Stadium. And the steady hum of activity helped generate a new sense of community and purpose across Grounds. Read about our student chess champion, a new center to support veterans, and about research that promises to improve lives. It's all part of fall at UVA.*



(Photo illustration by Ziniu Chen, University Communications)

### FIRST, READ THIS

- Students arrived on Grounds with enthusiasm, anticipation and energy. **Meet a few of the newest Hoos** and learn what they're most excited about as their college journeys begin.

RELEASED ON **SEPTEMBER 25, 2021**  
**270K TOTAL EMAILS DELIVERED**

### TOP 5 MOST-CLICKED STORIES IN SEPTEMBER UVA THIS MONTH

[MOST OF US FORGET PEOPLE'S NAMES. HERE'S A WAY TO CHANGE THAT.](#)

[UVA FIRST-YEAR STUDENT TAKES DOWN GRANDMASTER-ELECT TO WIN STATE CHESS TITLE](#)

[A NEW HOME FOR THE ARTS AT UVA: \\$50 MILLION GIFT SETS STAGE FOR PERFORMING ARTS CENTER](#)

[MEET A FEW OF THE NEWEST HOOS](#)

[JUST ASK U.S. NEWS.](#)

**SOURCE:** Marketing Cloud



# RESEARCH DIGEST

# AUGUST 2021 RESEARCH DIGEST

UNIVERSITY of VIRGINIA

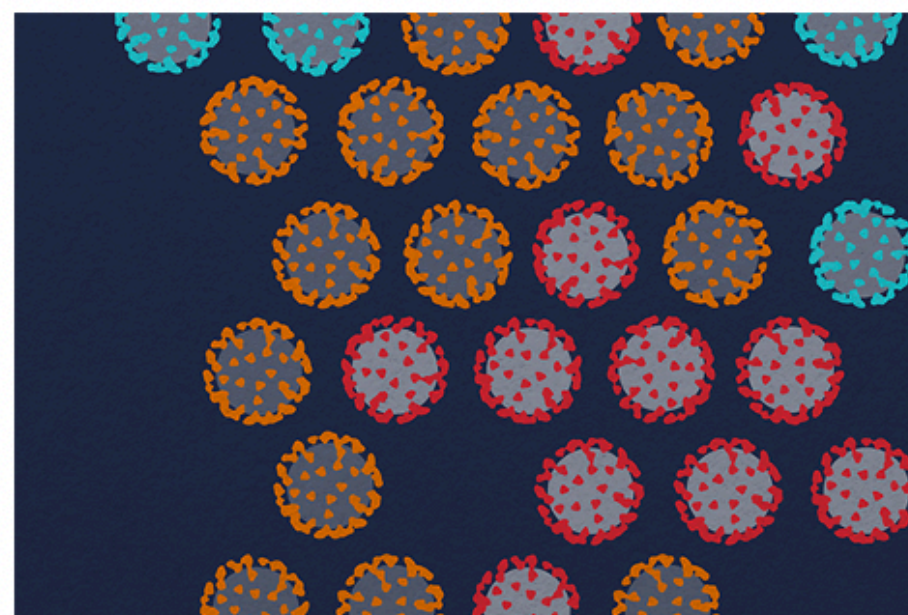
**UVA**Research  
DIGEST

*Editor's note: Our feature story explores a tantalizing possibility – a vaccine that could defeat any COVID-19 variant that might crop up, and even some coronaviruses that cause the common cold. As the delta variant of the COVID-19 virus plagues the United States and the world, the University of Virginia's Dr. Steven L. Zeichner and Virginia Tech's Dr. Xiang Jin-Meng are hard at work on what they are calling a "universal coronavirus vaccine" – one they hope can be produced for only \$1 per dose.*

*Also in this issue: a rising star in the UVA chemistry department explores less-studied parts of the periodic table, breakthrough research about the first two weeks of life, a HIPAA explainer and a look at declining male fertility.*

Read on for UVA's latest top research stories, and don't forget to [subscribe](#) to keep up with future UVA discoveries.

## One Vaccine to Rule Them All



Story by Caroline Newman • Design by Alexandra Angelich

RELEASED ON **AUGUST 21, 2021**  
**270K** TOTAL EMAILS DELIVERED

## TOP 5 MOST-CLICKED STORIES IN AUGUST RESEARCH DIGEST

ONE VACCINE TO RULE THEM ALL

Q&A: BILL PETRI ON CURRENT RESEARCH, FINDINGS, POTENTIAL EFFECTS OF NEW DELTA VARIANT

BREAKTHROUGH RESEARCH SHOWS SOME BEHAVIORAL TRAITS EMERGE AT BIRTH

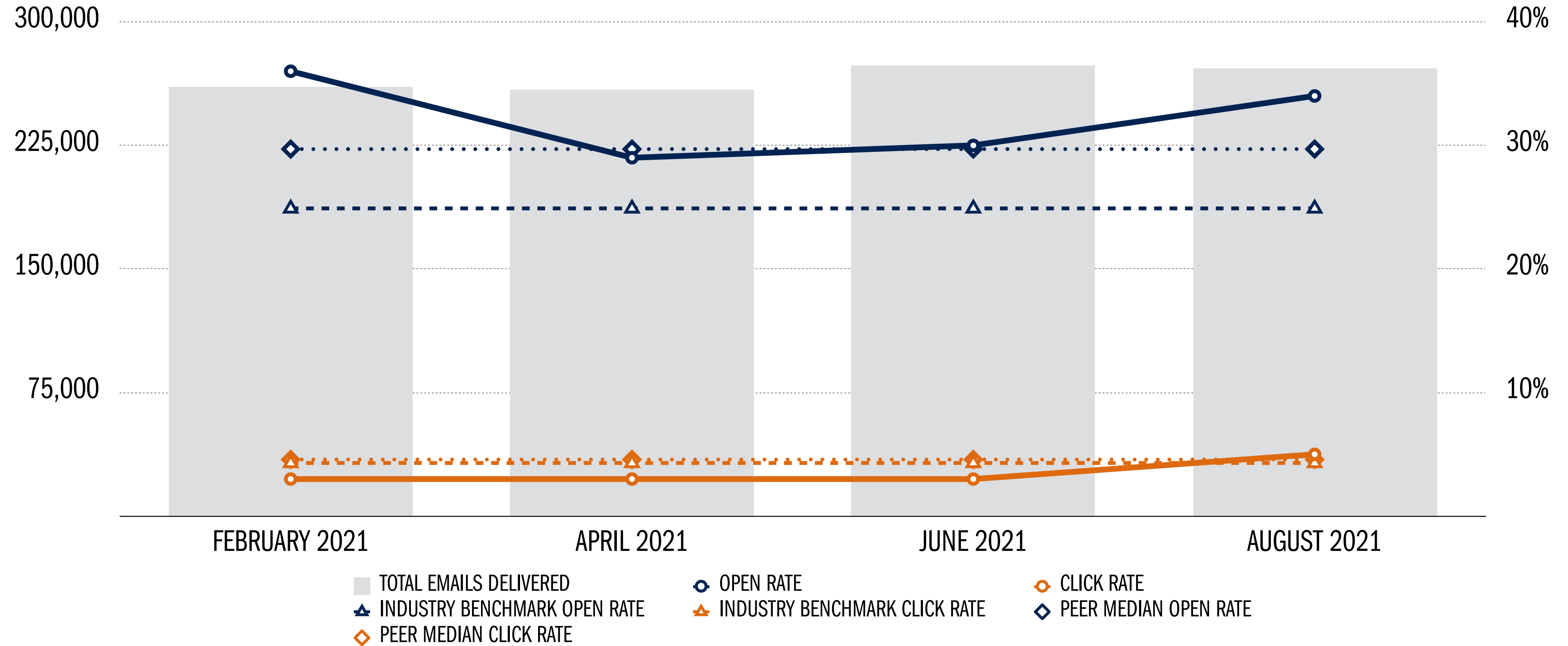
HOW TO AVOID SNAKEBITES, AND WHAT TO DO IF YOU'RE BITTEN

UNCOMMON BONDS: ROBERT GILLIARD IS A RISING STAR IN INNOVATIVE CHEMISTRY

**SOURCE:** Marketing Cloud

# YEAR TO DATE RESEARCH DIGEST PERFORMANCE

*The August Research Digest outperformed the prior edition, with both open and click rates improving*



Click rate is calculated by dividing unique clicks by emails delivered.  
 Industry benchmarks from Campaign Monitor's 2021 Benchmarks (reflecting data for 1/1/20 - 12/31/20).  
 Peer benchmarks from Simpson Scarborough peer study.

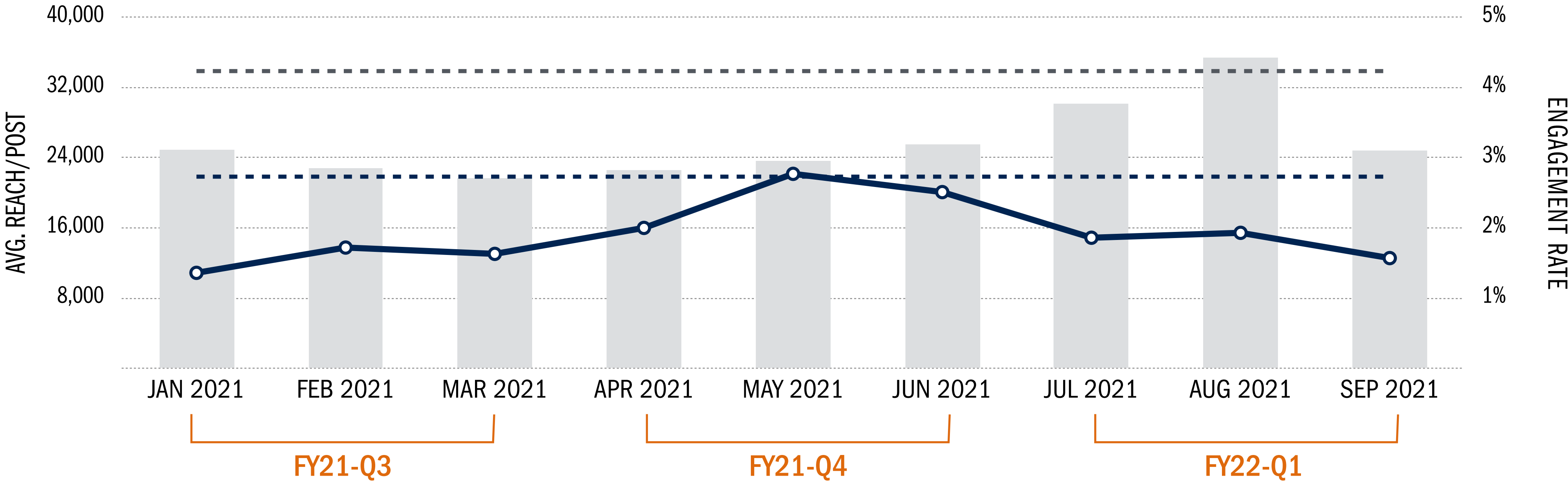
SOURCE: Marketing Cloud

# SOCIAL MEDIA

**FACEBOOK**

# YEAR TO DATE FACEBOOK PERFORMANCE

*Average reach per post improved in August, outperforming the 2020 average. Engagement is lower compared to last quarter.*



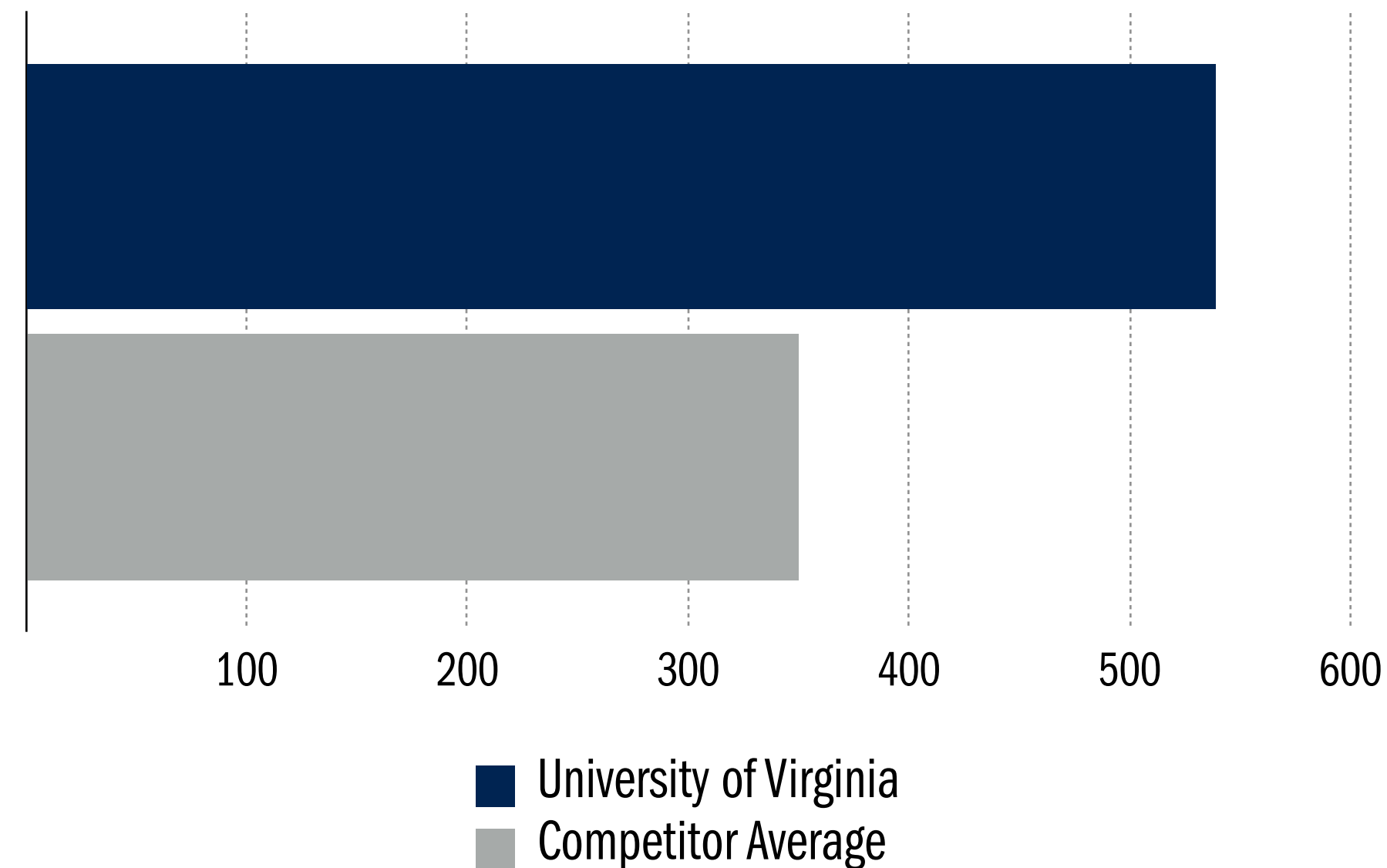
AVG. REACH/POST  
 2020 AVG. REACH/POST  
 ENGAGEMENT RATE  
 2020 AVG. ENGAGEMENT RATE

**SOURCE:** Sprout Social  
**DATE RANGE:** 1/1/21 - 9/30/21

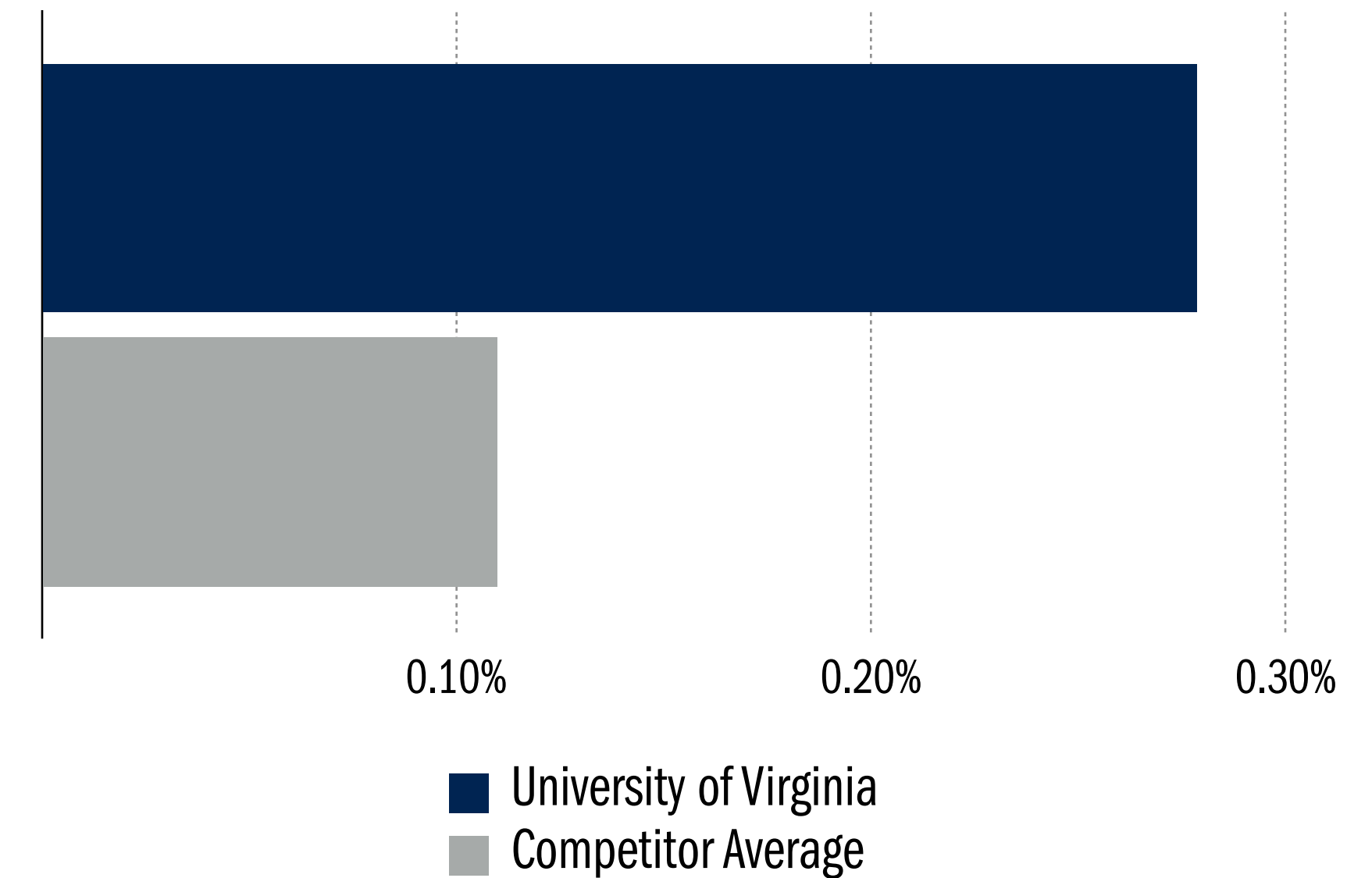
# SEPTEMBER FACEBOOK PERFORMANCE VS. COMPETITORS

*In Q1, Facebook posts earned more post engagements on average, and a higher engagement rate than competitors*

## AVG. ENGAGEMENTS/POST



## 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.  
Competitor average reflects average for period 8/1/21 - 8/30/21  
Competitor list includes 10 flagship, public research institutions: Berkeley, Purdue, UNC-CH, U of Michigan, U of Florida, U of Georgia, U of Illinois Urbana-Champaign, U of Maryland and U of Texas at Austin.

**SOURCE:** Sprout Social  
**DATE RANGE:** 7/1/21 - 9/30/21

# TOP FACEBOOK POSTS THIS QUARTER

8/19/21



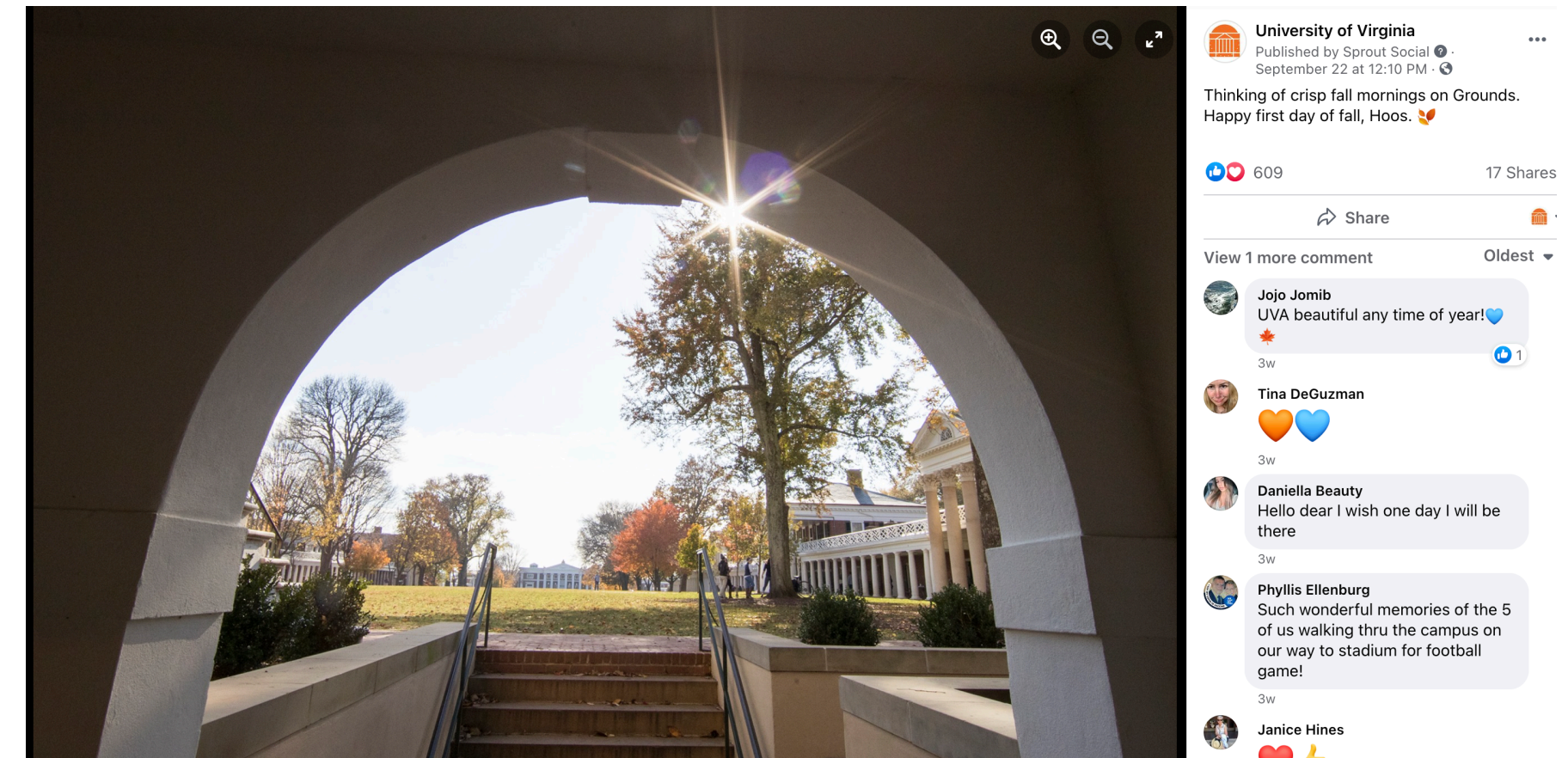
**76K USERS REACHED**  
**3.8K ENGAGEMENTS**  
**5% ENGAGEMENT RATE**

8/20/21



**99.5K USERS REACHED**  
**3.8K ENGAGEMENTS**  
**3.9% ENGAGEMENT RATE**

9/22/21



**18K USERS REACHED**  
**705 ENGAGEMENTS**  
**3.9% ENGAGEMENT RATE**

**SOURCE:** Sprout Social  
**DATE RANGE:** 7/1/21 - 9/30/21

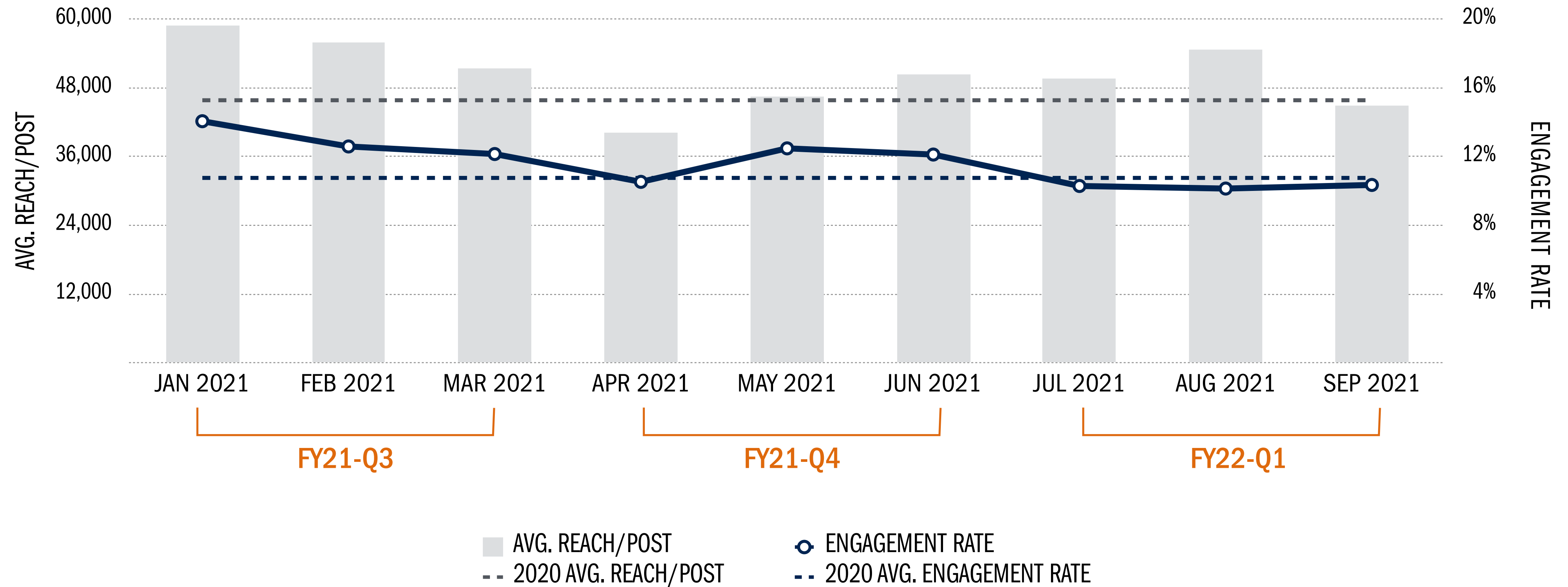
Reflects top posts by engagement rate.



**INSTAGRAM**

# YEAR TO DATE INSTAGRAM PERFORMANCE

*Average reach per post decreased on Instagram in September, engagement rate is consistent.*

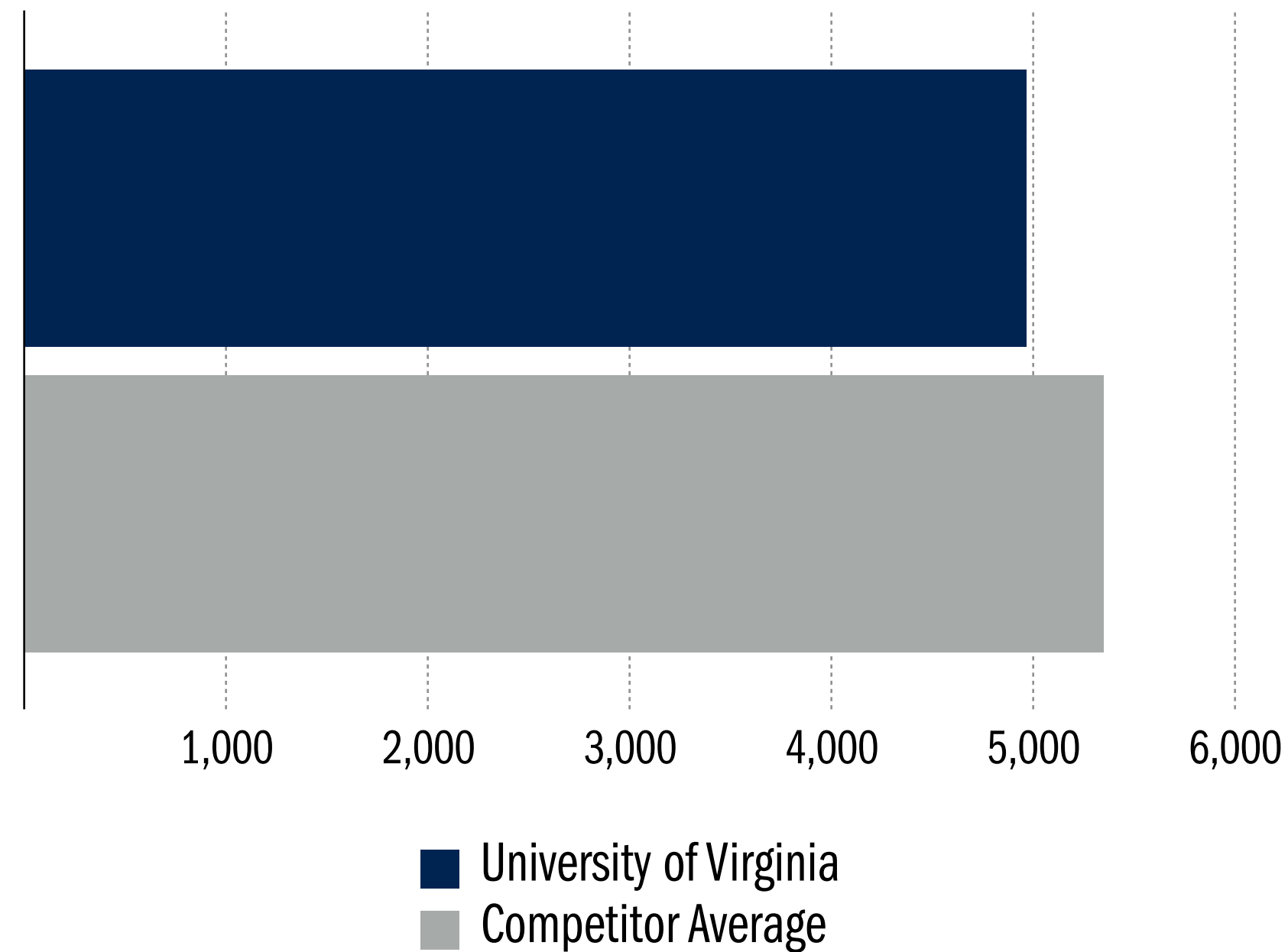


**SOURCE:** Sprout Social  
**DATE RANGE:** 1/1/21 - 9/30/21

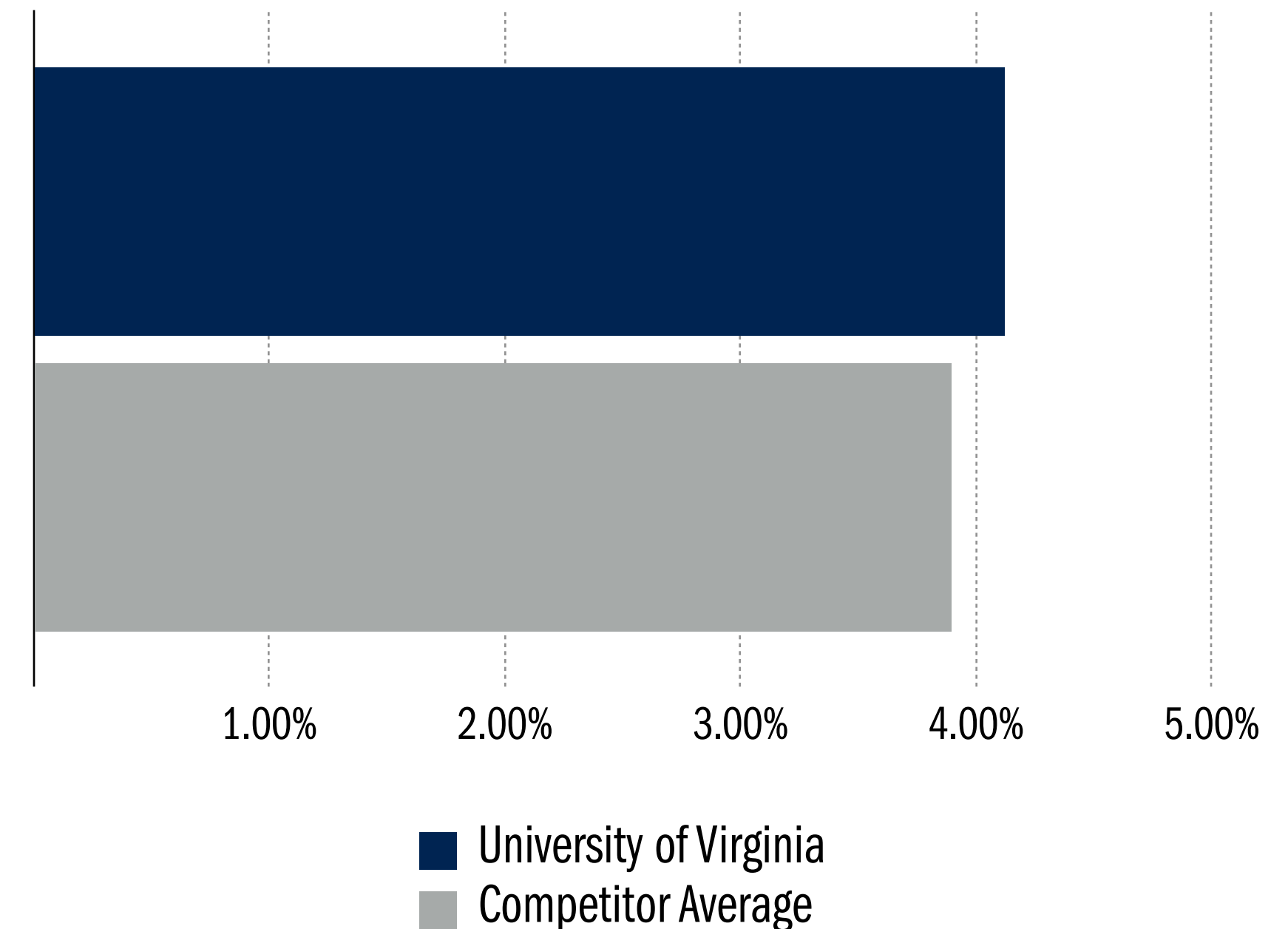
# SEPTEMBER INSTAGRAM PERFORMANCE VS. COMPETITORS

*In September, UVA was below average in terms of average engagements per post which was driven up by high performing posts from UT Austin and the University of Illinois. UVA was above average in terms of average engagement rate.*

## AVG. ENGAGEMENTS/POST



## 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. Competitor average reflects average for period 8/1/21 - 8/31/21. Competitor list includes 10 flagship, public research institutions: Berkeley, Purdue, UNC-CH, U of Michigan, U of Florida, U of Georgia, U of Illinois Urbana-Champaign, U of Maryland and U of Texas at Austin.

**SOURCE:** Sprout Social  
**DATE RANGE:** 7/1/21-9/30/21

# TOP INSTAGRAM POSTS THIS QUARTER

9/28/21

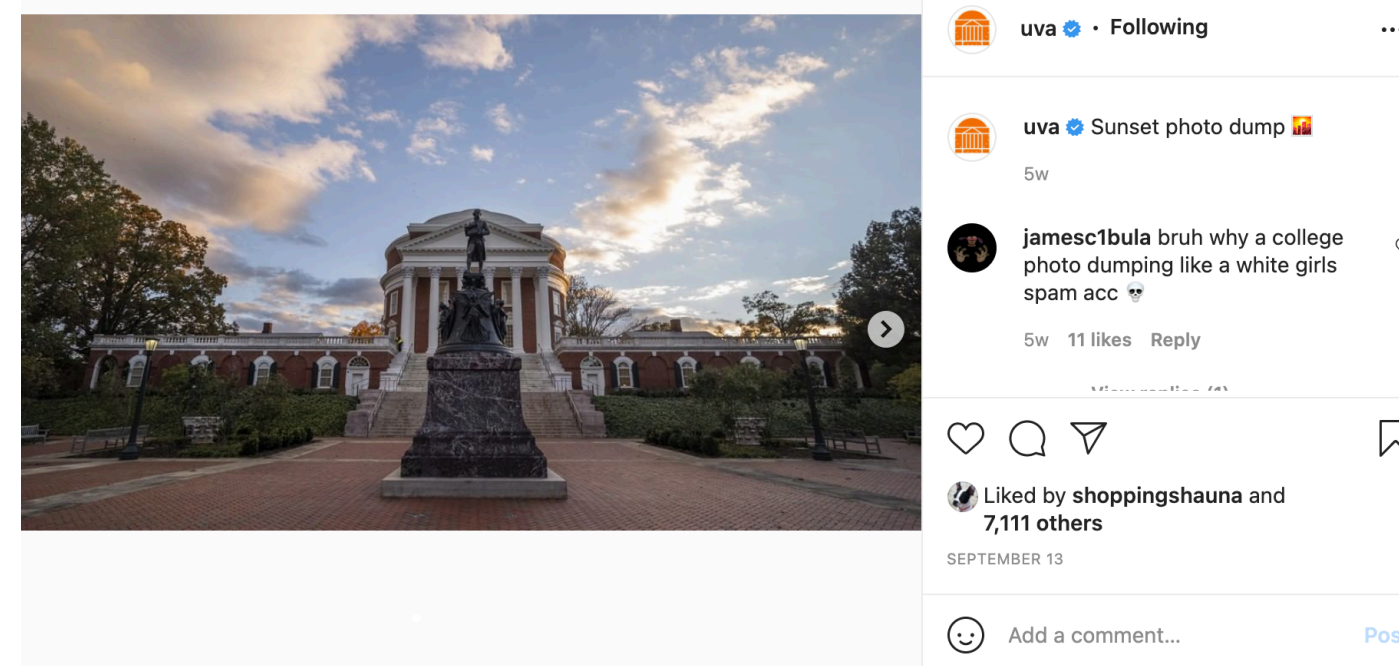
Carousel Post



**57K USERS REACHED**  
**9.8K ENGAGEMENTS**  
**17.2% ENGAGEMENT RATE**

9/13/21

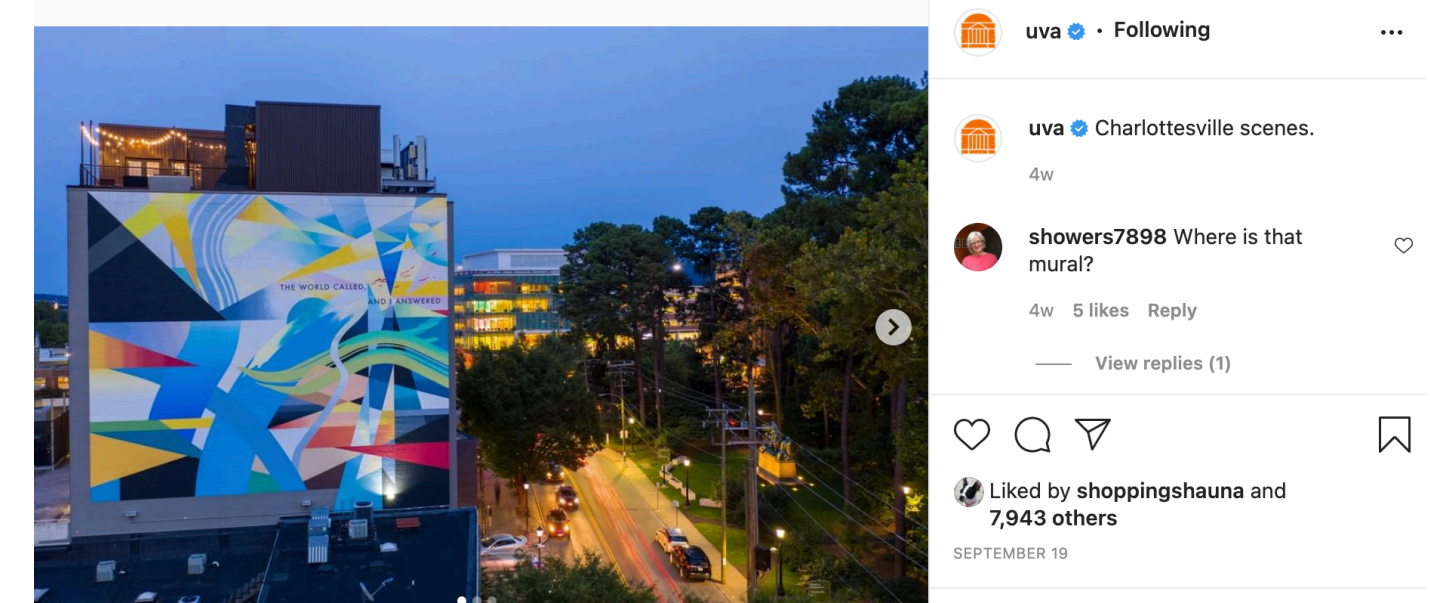
Carousel Post



**49K USERS REACHED**  
**7.2K ENGAGEMENTS**  
**14.8% ENGAGEMENT RATE**

9/19/21

Carousel Post

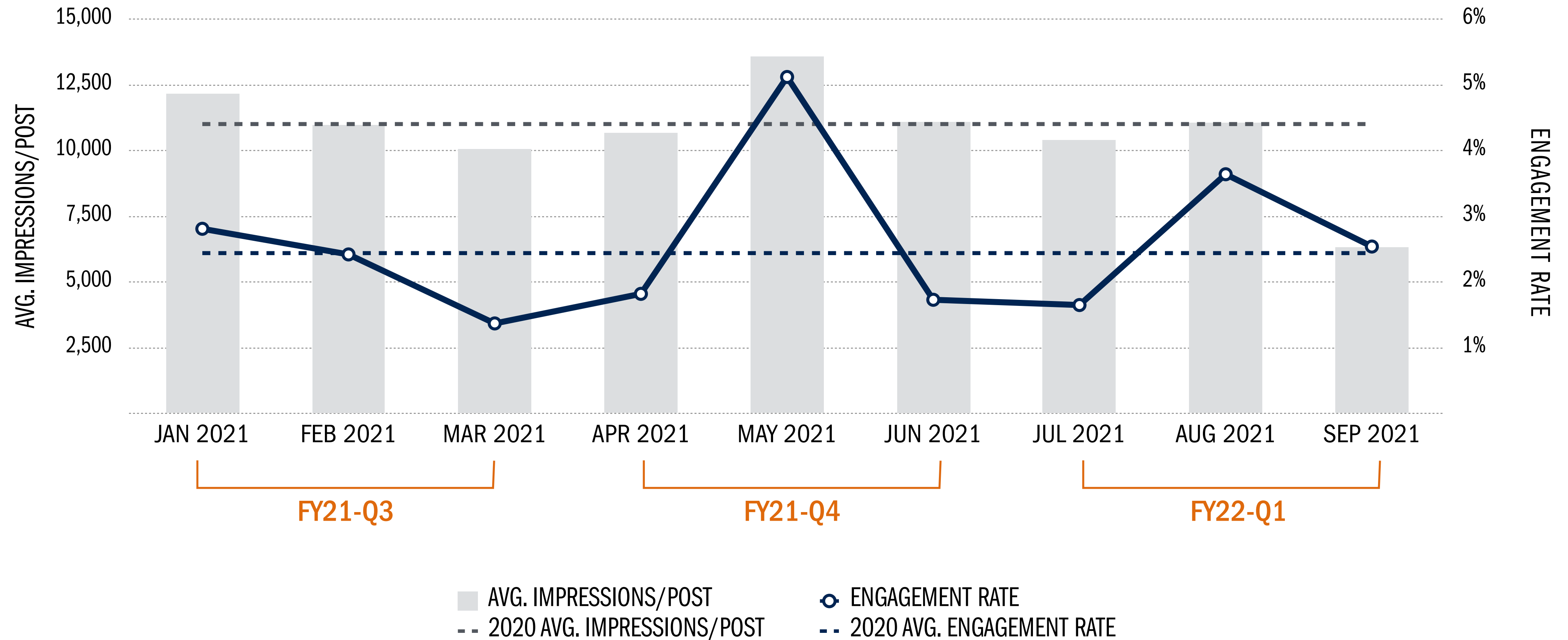


**55K USERS REACHED**  
**8K ENGAGEMENTS**  
**14.7% ENGAGEMENT RATE**

**TWITTER**

# YEAR TO DATE TWITTER PERFORMANCE

*Average impressions per Tweet decreased significantly in September, while engagement rate is roughly average for the quarter.*



**SOURCE:** Twitter Analytics, Sprout Social  
**DATE RANGE:** 1/1/21 - 9/30/21

# TOP TWEETS THIS QUARTER

8/24/21

**UVA** @UVA · Aug 24  
A few scenes from the first day of class.

4 24 204

**46.2K IMPRESSIONS**  
**6.8K ENGAGEMENTS**  
**14.7% ENGAGEMENT RATE**

8/27/21

**UVA** @UVA · Aug 27  
From Future Medical Professionals for Life to the Pickleball Club -- the student activities fair focused on organizations that are fewer than three years old and drew students who were between classes.

4 10 25

**34.9K IMPRESSIONS**  
**4.2K ENGAGEMENTS**  
**12.1% ENGAGEMENT RATE**

8/27/21

**UVA** @UVA · Aug 27  
Students began their UVA experience with a warm 'Wahoo Welcome'

The orientation program offered students a chance to get to know one another before classes began this week. [bit.ly/3D8iZQF](https://bit.ly/3D8iZQF)

1 2 32

**8.6K IMPRESSIONS**  
**910 ENGAGEMENTS**  
**10.6% ENGAGEMENT RATE**

Reflects top posts by engagement rate.

On Twitter, when posting photo content, Twitter counts clicks on the photos as "engagements," therefore, these post types have an advantage when it comes to engagement rates vs. other post types such as links.

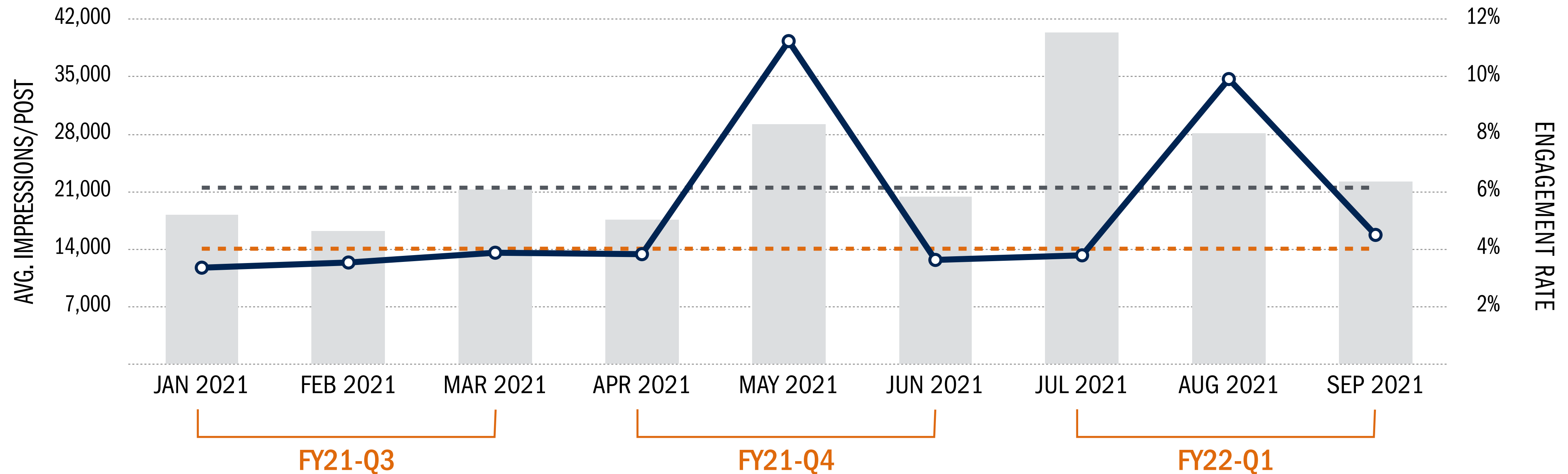
**SOURCE:** Twitter Analytics, Sprout Social  
**DATE RANGE:** 7/1/21 - 9/30/21

**LINKEDIN**



# YEAR TO DATE LINKEDIN PERFORMANCE

*LinkedIn posts earned more impressions on average in Q1 with a notable spike in July. Engagement rate spiked in August but remained average for the rest of the quarter.*



AVG. IMPRESSIONS/POST  
 2020 AVG. IMPRESSIONS/POST  
 ENGAGEMENT RATE  
 2020 AVG. ENGAGEMENT RATE

**SOURCE:** LinkedIn Analytics, Sprout Social  
**DATE RANGE:** 1/1/20 - 9/30/21

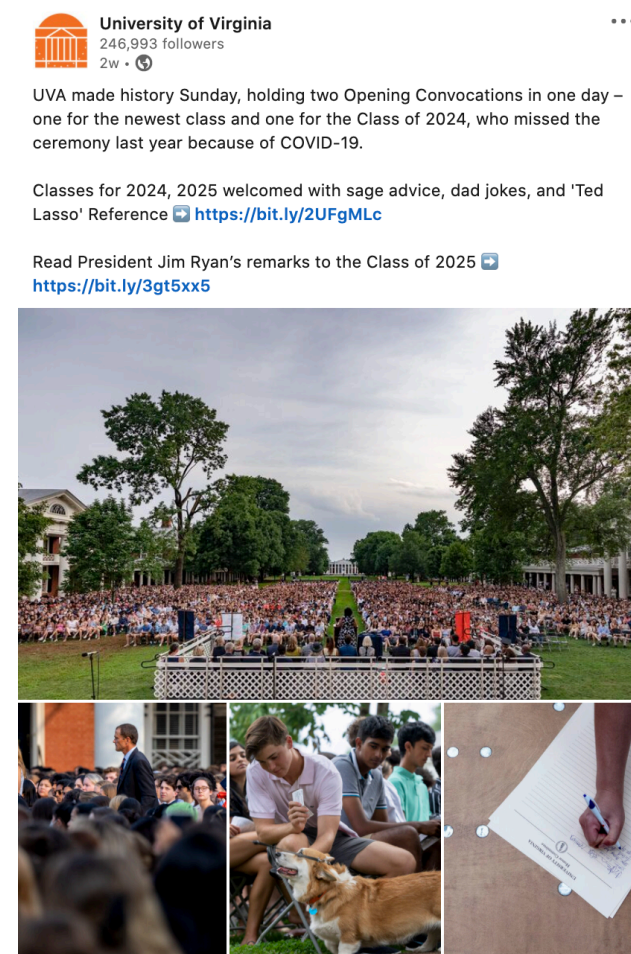
# TOP LINKEDIN POSTS THIS QUARTER

8/19/21



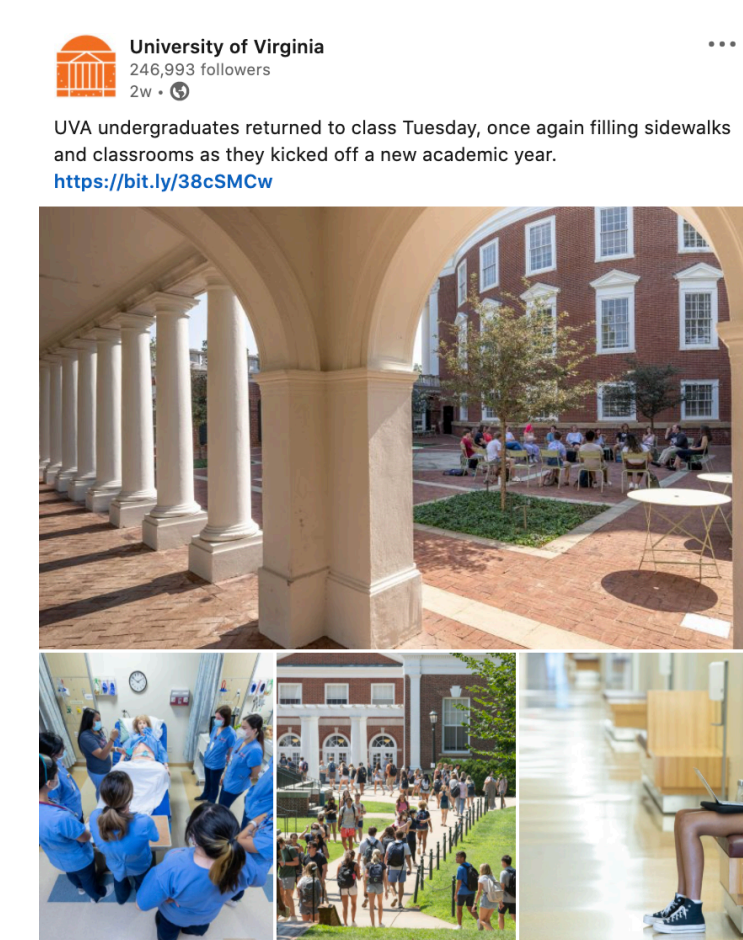
**65.5K IMPRESSIONS**  
**12.9K ENGAGEMENTS**  
**19.8% ENGAGEMENT RATE**

8/23/21



**56K IMPRESSIONS**  
**10.1K ENGAGEMENTS**  
**17.9% ENGAGEMENT RATE**

8/25/21



**53.7K IMPRESSIONS**  
**9.6K ENGAGEMENTS**  
**17.9% ENGAGEMENT RATE**

Reflects top posts by engagement rate.

On LinkedIn, when posting photo content, LinkedIn counts clicks on the photos as “engagements,” therefore, these post types have an advantage when it comes to engagement rates vs. other post types such as links.

**SOURCE:** LinkedIn Analytics, Sprout Social  
**DATE RANGE:** 7/1/21 - 9/30/21

# ORGANIC SEARCH HIGHLIGHT

# ORGANIC SEARCH HIGHLIGHT

*In August, this story from February gained popularity on Organic Search. We investigated to determine what was driving this interest - this is what we found:*

UVA Today

**DOCTORS BELIEVE SECRET TO DEFEATING COVID MAY BE INSIDE THIS HOO'S BODY**



UVA alumnus John Hollis has "super antibodies" that make it impossible for him to contract COVID-19. (Contributed photo)

February 16, 2021 • Whitelaw Reid, wdr4d@virginia.edu

**5.3K GOOGLE SEARCH IMPRESSIONS**  
**640 CLICKS TO STORY**



A Google search brought us to John Hollis' Twitter account, where he had Tweeted about being a guest on a SiriusXM channel



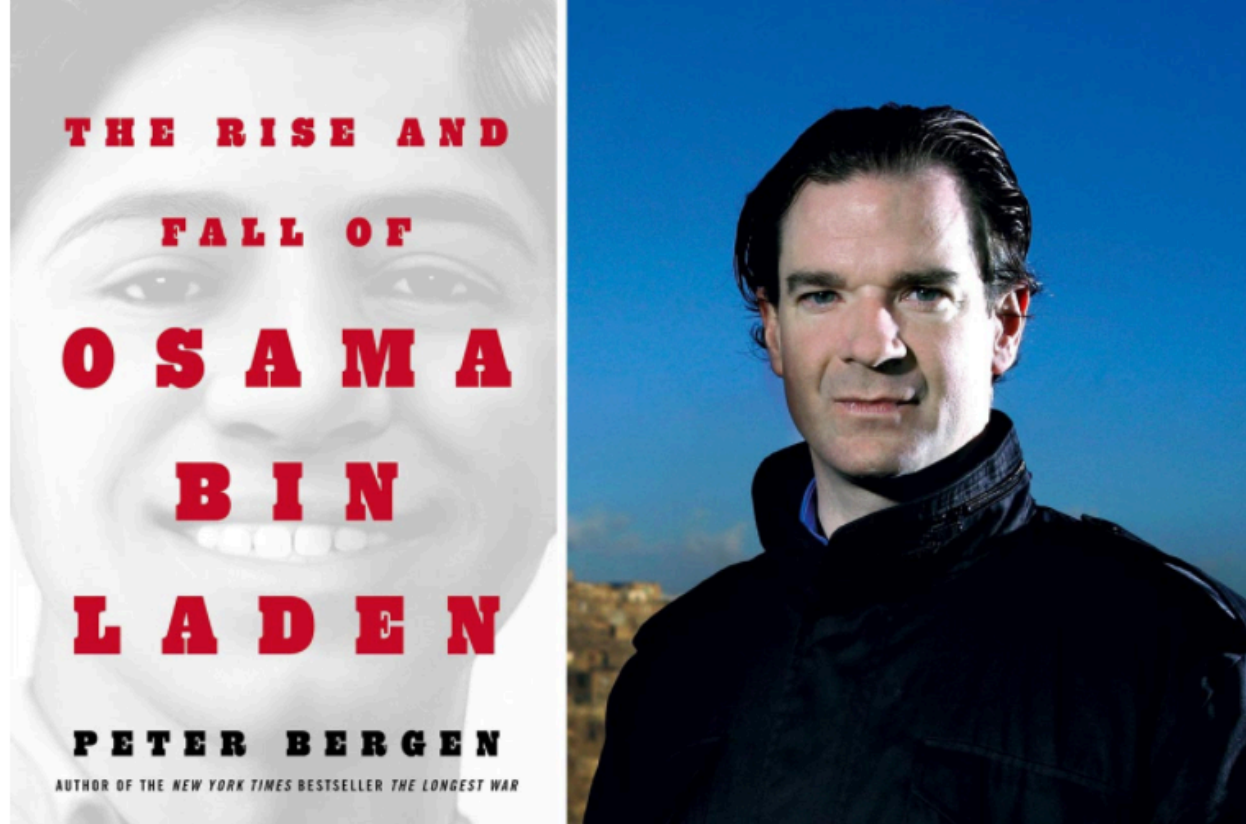
We found that the date of the episode aligned with the spike in searches, suggesting that this increased traffic came from the listeners of the show

# ORGANIC SEARCH HIGHLIGHT

*In September, this story from August was the top-performing story found through Organic Search. The interest coincided with the anniversary of September 11th.*



**OSAMA BIN LADEN WAS KILLED A DECADE AGO. HERE'S WHY IT STILL MATTERS.**



CNN national security analyst Peter Bergen will discuss the findings of his new book during a virtual visit with UVA's Colonnade Club on Tuesday. (Contributed photos)

August 06, 2021 • McGregor McCance, cmm9vg@virginia.edu

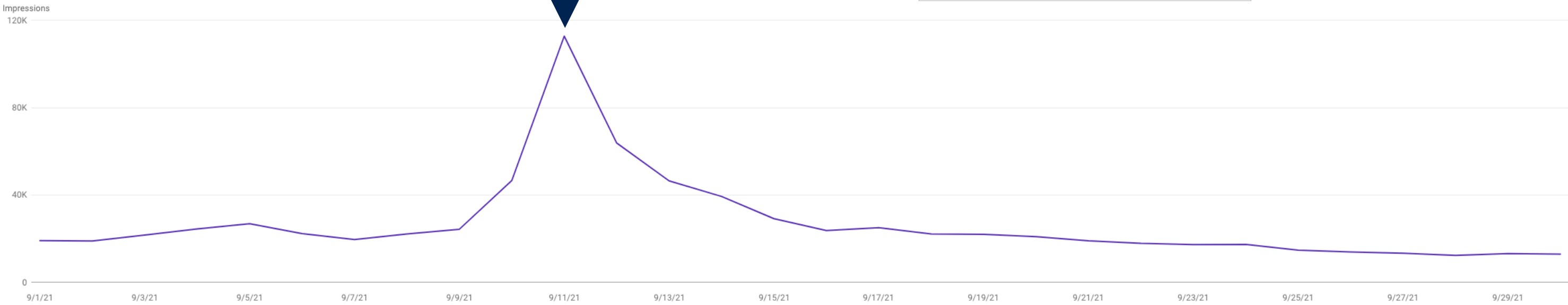
**806K GOOGLE SEARCH IMPRESSIONS**  
**8.9K CLICKS TO STORY**

Top searches in Google which led to the UVA Today story



Top queries
osama bin laden death
osama bin laden dead
osama bin laden
bin laden death
bin laden dead

Organic searches which led to this story peaked on September 11th



**THANK YOU**