

# UVAToday Monthly Communications Summary

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UNIVERSITY COMMUNICATIONS

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November 2022

## November Report Insights

**2.3MM cumulative pageviews have been achieved FYTD.**

This exceeds 2018, 2019, and 2022 cumulative pageviews for the same period (July - November). This is most likely due to a spike in pageviews resulting from the events surrounding November 13th.

**"Wonderful People": UVA Community Pays Tribute to Lost Student-Athletes"** was the top-performing UVAToday story in November, accumulating over **107K pageviews**. An average of top-performing stories accumulate approximately 20K pageviews.

**The Daily Report average Click Rate was 5.57% in November.**

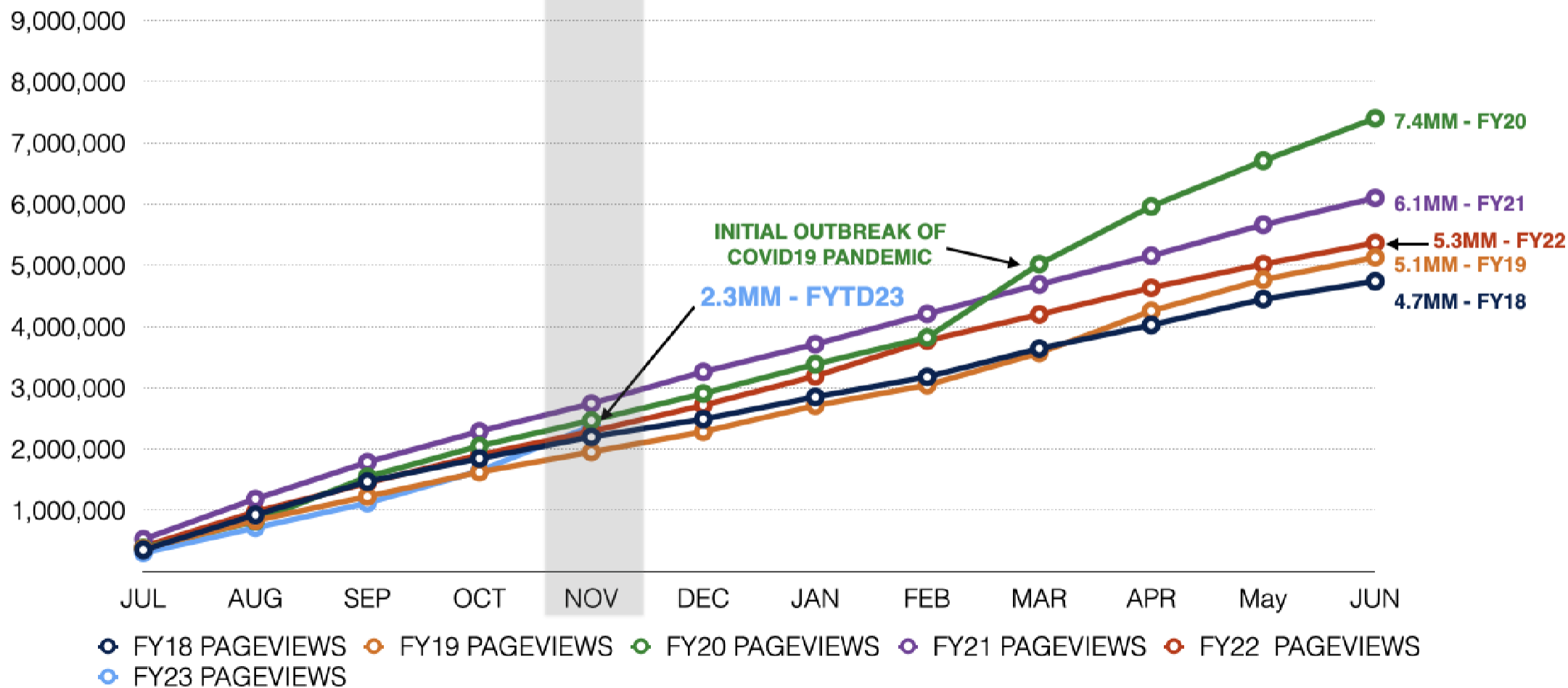
This represents a spike compared to historic performance resulting from an increased interest in important news updates surrounding the events of November 14th.

**Social Media New Follower Growth across platforms was 24,036.**

This represents a **630.8%** increase compared to November 2021. The main driver of this growth can be attributed to events surrounding November 13th.

# UVA TODAY CUMULATIVE PAGEVIEWS: FY18 - FYTD23

The below graph shows FY18 through November of FY23 cumulative pageviews



Source: Google Analytics  
Date Range: 7/1/17 - 11/30/22

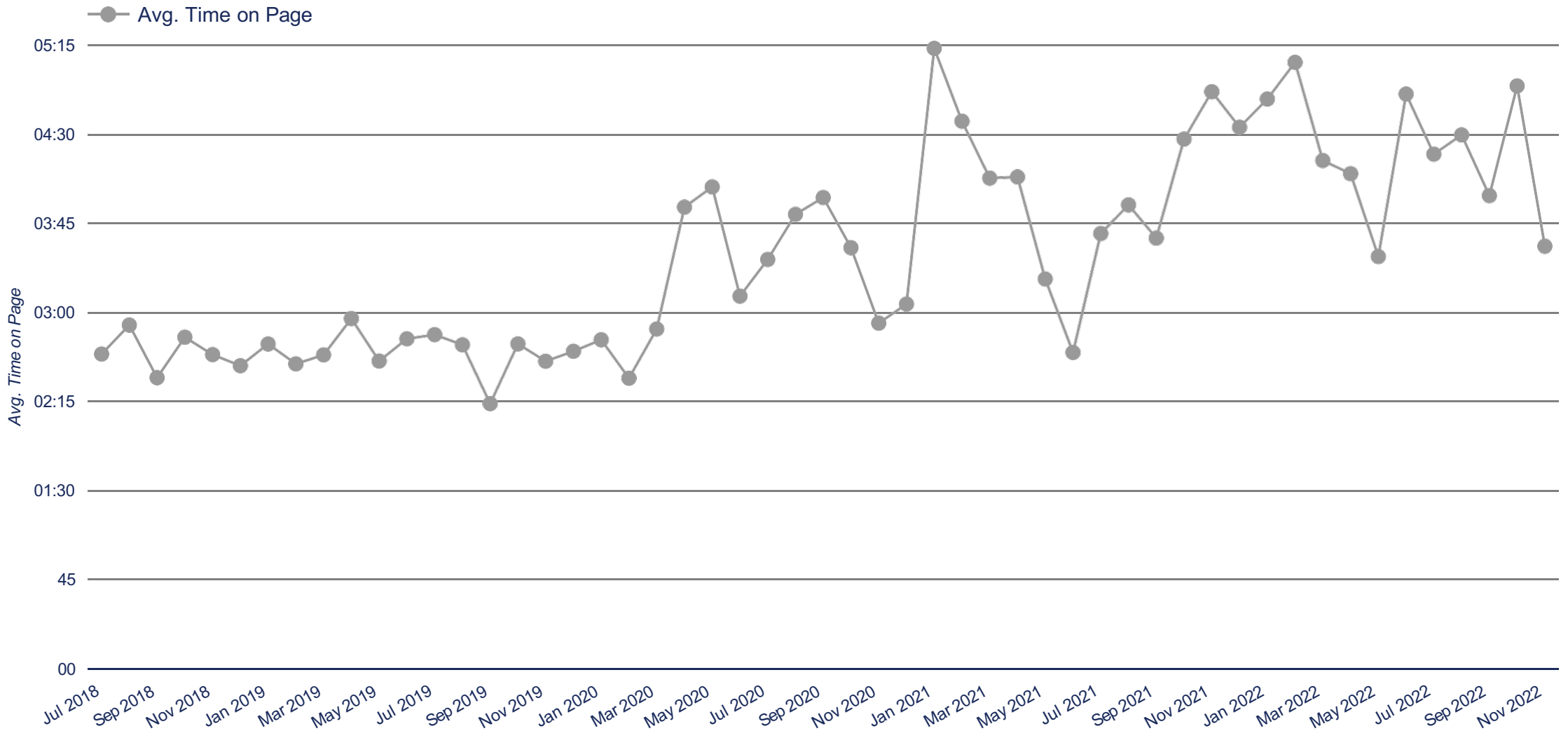
# UVAToday FYTD Performance Summary (1 of 3): Key Metrics

Jul 1, 2022 - Nov 30, 2022

Users <b>1.3M</b> ↑ 12.1%	Sessions <b>1.9M</b> ↑ 5.8%	Pageviews <b>2.4M</b> ↑ 3.8%	Pages / Session <b>1.23</b> ↓ -1.9%	Avg. Time on Page <b>00:04:09</b> ↑ 2.4%	Bounce Rate <b>80.0%</b> ↑ 5.3%
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Data: All %s reflect a comparison of performance from the same period the year prior

The graph displays the average amount of time per month users spent viewing a specified page or screen, or set of pages or screens on UVAToday.

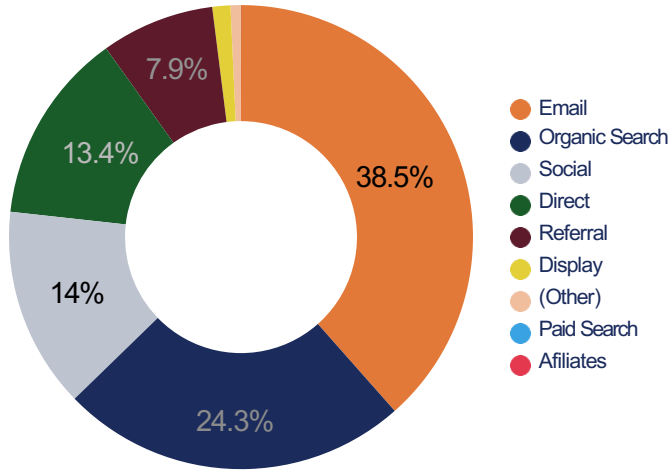


# UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

Jul 1, 2022 - Nov 30, 2022

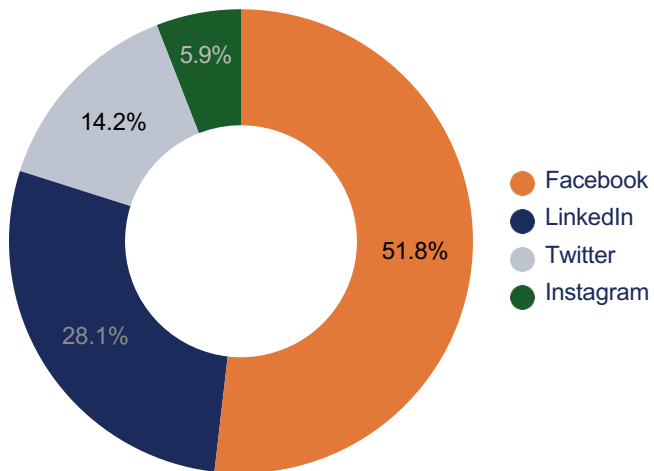
Data: All %s reflect a comparison of performance from the same period the year prior

## Default Channel Grouping:



	Default Channel ...	Pageviews ▾	% Δ	Bounce Rate	% Δ
1.	Email	913K	-1.0% ↓	73.07%	1.2% ↑
2.	Organic Search	575.7K	-10.1% ↓	82.94%	2.3% ↑
3.	Social	332.6K	31.4% ↑	87.34%	8.2% ↑
4.	Direct	317.4K	10.1% ↑	82.67%	7.8% ↑
5.	Referral	187.4K	9.0% ↑	78.65%	21.9% ↑
6.	Display	29.9K	-	94.31%	-
7.	(Other)	17.2K	65.0% ↑	87.75%	10.0% ↑
8.	Paid Search	43	-	92.11%	-
9.	Affiliates	34	-91.1% ↓	45%	-17.0% ↓

## Social Network:



	Social Network	Pageviews ▾	% Δ	Bounce Rate	% Δ
1.	Facebook	81.4K	32.0% ↑	86.58%	10.1% ↑
2.	LinkedIn	44.1K	680.2% ↑	87.97%	16.5% ↑
3.	Twitter	22.3K	31.0% ↑	86.79%	5.0% ↑
4.	Instagram	9.3K	443.8% ↑	81.33%	-1.0% ↓

	Page Title	Pageviews ▾
1.	UVA Discovers Driver of High Blood Pressure	134.2K
2.	'Wonderful People': UVA Community Pays Tribute to Lost Student-Athletes	107.4K
3.	Suspect Arrested in Shooting Deaths of 3 UVA Football Players; 2 Others Wounded	70.7K
4.	Message from President Ryan Regarding Fatal Shooting on Grounds	55K
5.	UVA Advances to No. 3 Best Public in 2023 U.S. News & World Report Rankings	48.2K
6.	To Be Great and Good in All We Do	37.3K
7.	Meet the New Cavalier on Horseback: She's Eager To 'Carry On a Legacy'	31.2K
8.	UVA Grieves Slain Football Players; Student Charged With Murder	30.2K
9.	Saturday Memorial Service to Honor Students: Here Are Details	15.3K
10.	Laughter, Tears Fill Memorial for D'Sean Perry, Lavel Davis Jr., Devin Chandler	14.7K
11.	Alumnus Captures Another Stunning Lawn Photo. This One Includes the Milky Way.	13.6K
12.	Moving Forward: How Should Parents Interact With Their Students Over Break?	13.5K
13.	Class of 2026 Is Most Diverse Group in History, Filled With Helpers and 'Nice People'	13.4K
14.	How a Single Email Changed a Life	13K
15.	Hey, Parents of New College Students: This Expert Advice Is Just for You	12.1K
16.	Finally, the Real Answer Why Your Best Ideas Come While Showering	12K
17.	UVA Board of Visitors Approves Credit to In-State Undergraduate Students	12K
18.	Gov. Youngkin Appoints Four New UVA Board of Visitors Members	11.8K
19.	Memorial Service Set for Saturday at JPJ; Football Game Canceled	11.8K
20.	Very Special Lighting of the Lawn Will Unite the Community After Tragedy	11.7K

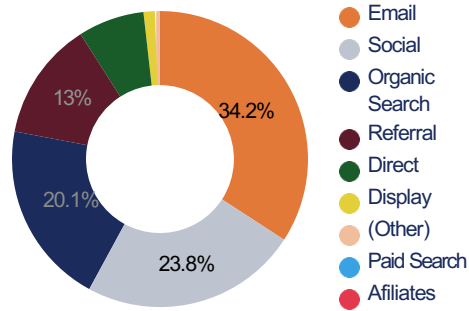
**Note:** Top stories by performance regardless of when the story itself was published

# UVAToday Monthly Performance Summary

Nov 1, 2022 - Nov 30, 2022

## Default Channel Grouping:

Data: All %s reflect a comparison of performance from the same period the year prior



## Key Metrics:

Pageviews  
**730.4K**  
↑ 91.0%

Avg. Time on Page  
**00:03:33**  
↓ -26.7%

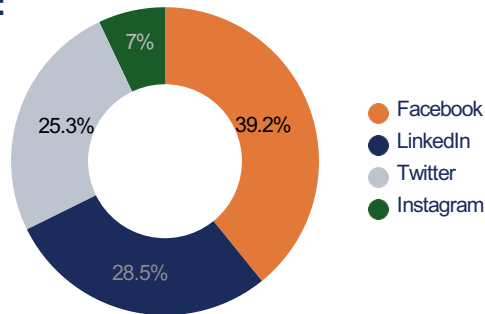
Bounce Rate  
**82.3%**  
↑ 14.0%

## Top 20 Performing Stories:

Page Title	Pageviews
1. 'Wonderful People': UVA Community Pays Tribute to Lost Student-Athletes	107.4K
2. Suspect Arrested in Shooting Deaths of 3 UVA Football Players; 2 Others Wounded	70.7K
3. Message from President Ryan Regarding Fatal Shooting on Grounds	55K
4. UVA Grieves Slain Football Players; Student Charged With Murder	30.2K
5. Saturday Memorial Service to Honor Students: Here Are Details	15.3K
6. Laughter, Tears Fill Memorial for D'Sean Pery, Lavel Davis Jr., Devin Chandler	14.7K
7. Moving Forward: How Should Parents Interact With Their Students Over Break?	13.5K
8. Memorial Service Set for Saturday at JPJ; Football Game Canceled	11.8K
9. Very Special Lighting of the Lawn Will Unite the Community After Tragedy	11.7K
10. UVA Cancels Classes, Other Activities Following Deadly Shooting	11.6K
11. From Pain to Finding 'A Little Bit of Joy,' UVA Football Begins Healing Process	11.6K
12. Tuesday Classes, Activities Cancelled; Vigil Being Planned to Honor Shooting Victims	11.5K
13. At a Familiar Gathering Place, Students Wrestle With Unfamiliar Emotions	10.7K
14. To Be Great and Good in All We Do	10.4K
15. Universities Show Social Media Solidarity With UVA	10.3K
16. Photos: An Emotional Tribute to Slain University of Virginia Students	10K
17. Photos: See How the UVA Community Is Memorializing the Loss of 3 Students	10K
18. Award-Winning Journalist Katie Couric To Create Blue Ridge Scholarship	8.1K
19. Volleyball Player's Journey Leads Back to Grounds	7.4K
20. How Do SSRIs Like Prozac, Lexapro Really Work? Ask a Fruit Fly	6.4K

Default Channel Grouping	Pageviews	%Δ	Bounce Rate	%Δ
1. Email	249.6K	57.6% ↑	74.42%	14.5% ↓
2. Social	173.5K	408.6% ↑	89%	25.1% ↑
3. Organic Search	146.6K	28.6% ↑	84.25%	6.0% ↑
4. Referral	94.8K	303.4% ↑	79.49%	15.5% ↑
5. Direct	52.8K	4.2% ↑	87.28%	11.5% ↑
6. Display	9.1K	-	94.76%	-
7. (Other)	4K	134.3% ↑	88.65%	35.8% ↑

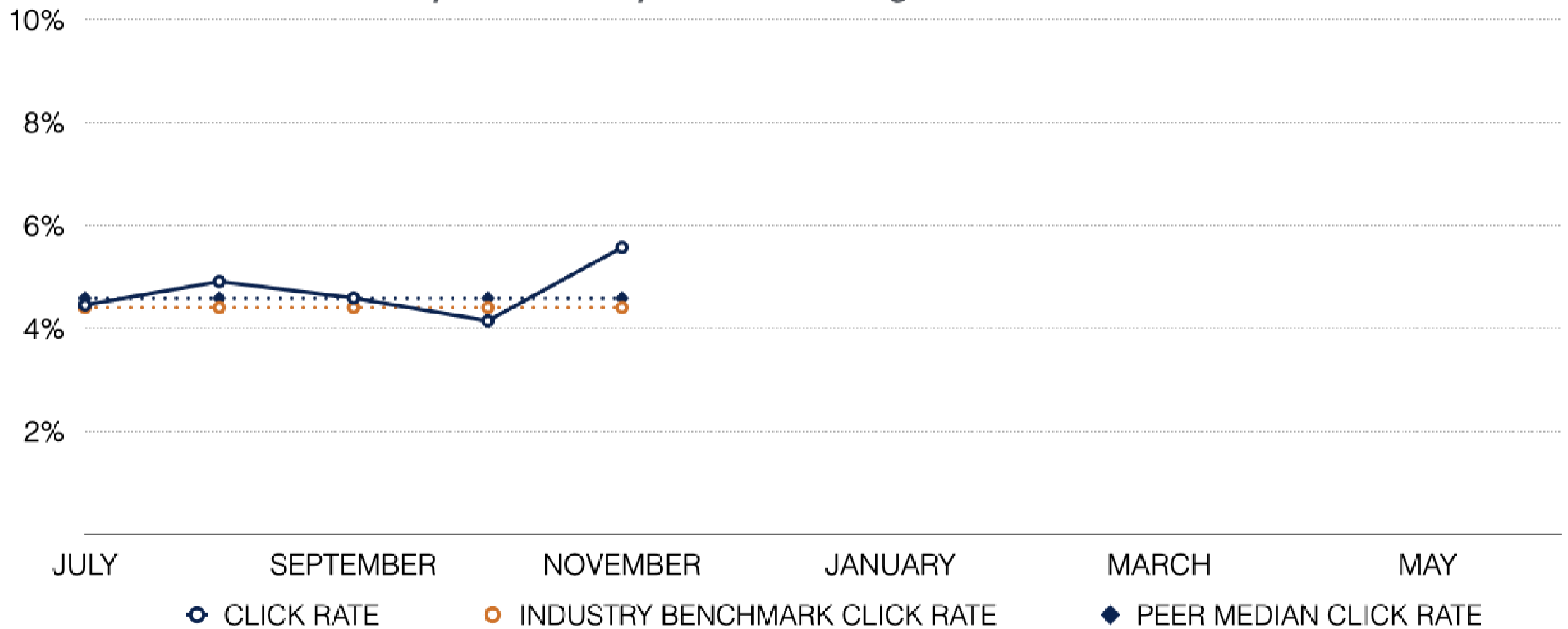
## Social Network:



Social Network	Pageviews	%Δ	Bounce Rate	%Δ
1. Facebook	17K	165.4% ↑	84.91%	11.0% ↑
2. LinkedIn	12.4K	909.7% ↑	85.69%	31.1% ↑
3. Twitter	11K	432.6% ↑	86.52%	11.3% ↑
4. Instagram	3.1K	1,459.2% ↑	78.67%	1.8% ↑

# YEAR TO DATE DAILY REPORT PERFORMANCE

The average Click Rate in November experienced a spike compared to historic performance as a result of increased interest in important news updates surrounding the events of November 14th



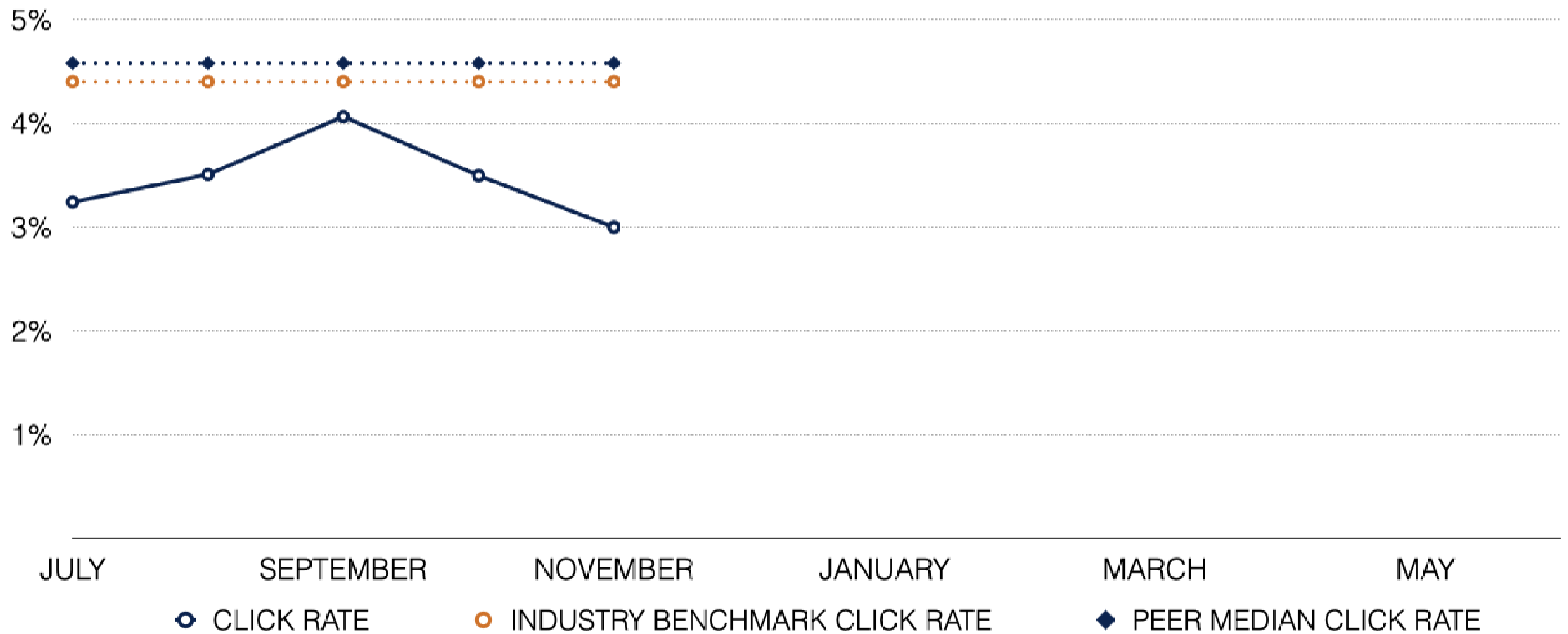
Click rate is calculated by dividing unique clicks by emails delivered  
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks  
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud  
Date Range: 7/1/22 - 11/30/22



# YEAR TO DATE UVA THIS MONTH PERFORMANCE

*November's UVA This Month received a lower Click Rate compared to historic trends*

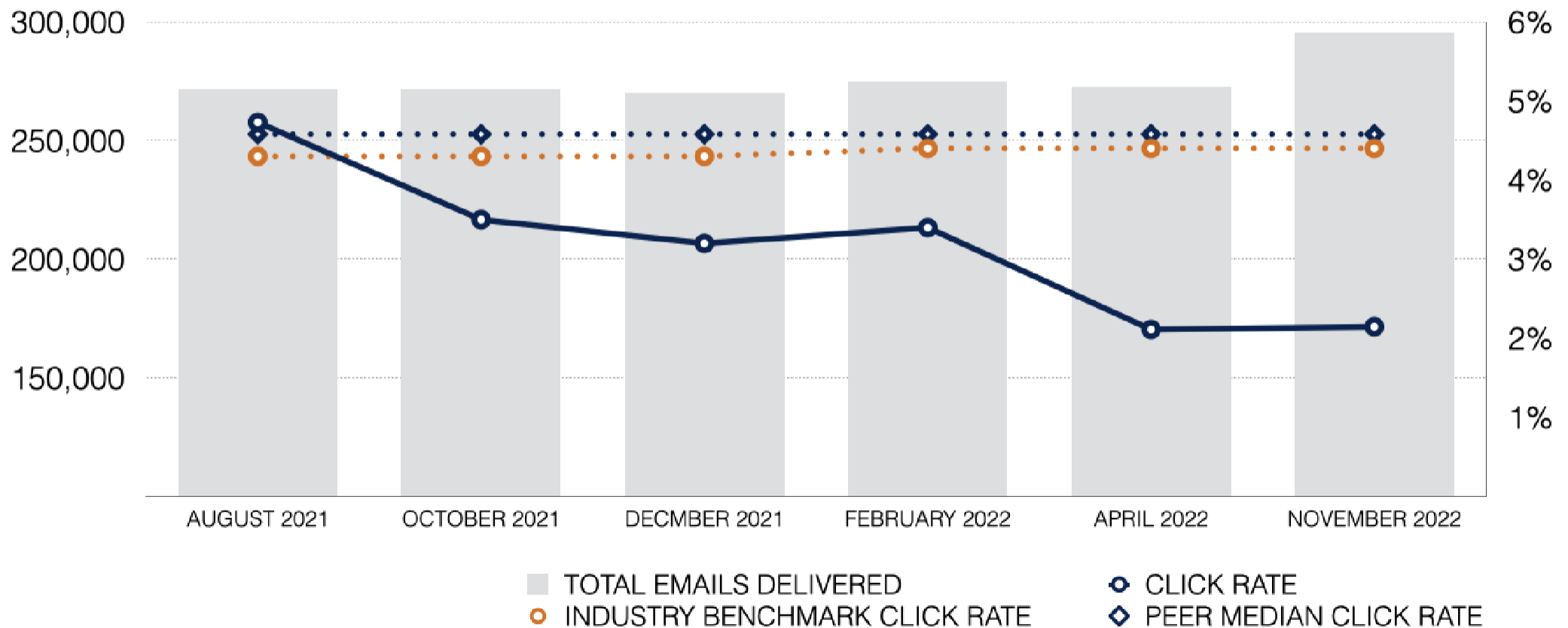


Click rate is calculated by dividing unique clicks by emails delivered  
Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks  
Peer benchmark from Simpson Scarborough peer study

Source: Marketing Cloud  
Date Range: 7/1/22 - 11/30/22

# RESEARCH DIGEST PERFORMANCE

*Click Rate for November's Research Digest remains consistent with April's Click Rate*



Click rate is calculated by dividing unique clicks by emails delivered.  
 Industry benchmarks from Campaign Monitor's 2022 email marketing benchmarks.  
 Peer benchmark from Simpson Scarborough peer study.

Source: Marketing Cloud  
 Date Range: 8/1/21 - 11/30/22

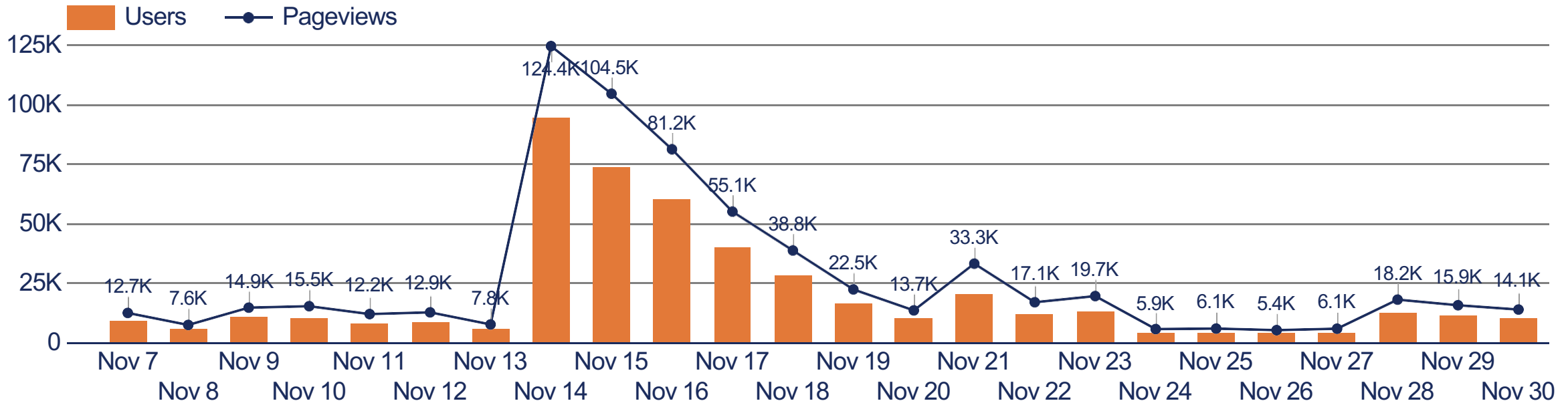
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# Content Impacts of the November 13<sup>th</sup> Tragedy

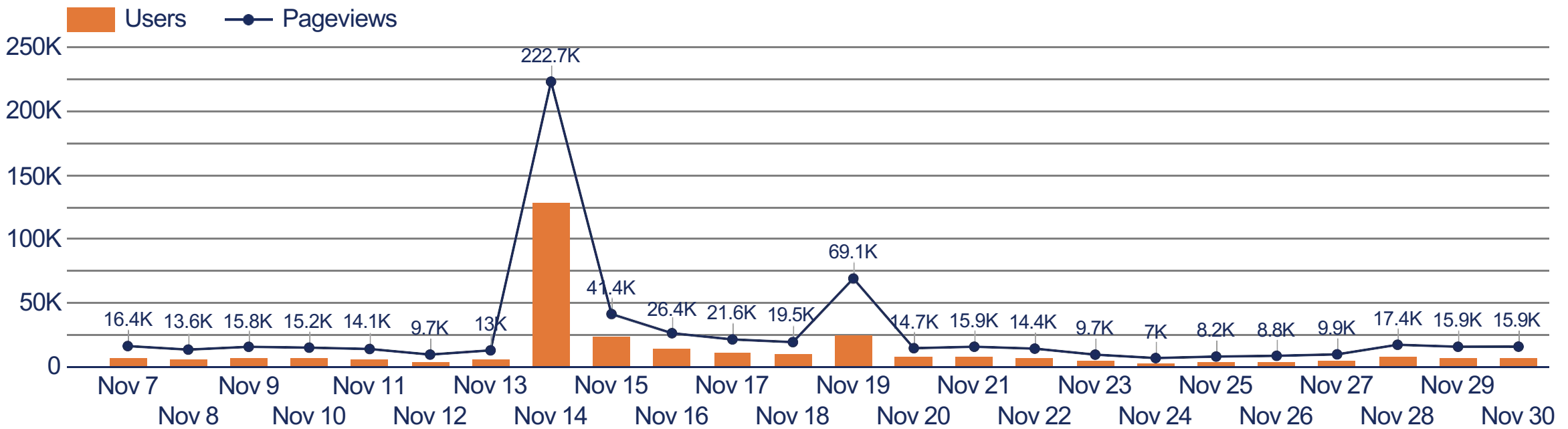
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## Website Pageview Trendlines - Nov. 7th - 30th

### News.virginia.edu



### Virginia.edu



# Video Metrics

## Press Conference (Nov. 14th)

Vimeo & GA Total Views: 108,034

Vimeo Impressions: 94,019

Vimeo View Rate: 16%

## Memorial Service (Nov. 19th)

Vimeo & GA Total Views: 48,474

Vimeo Impressions: 1,940

Vimeo View Rate: 37%

### Concurrent viewers

While live

Peak 19,927  
Average 16,945



# Social Media Metrics - Nov. 13th - 30th

## Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

<u>Audience</u> <b>750,300</b> ↗2.9%	<u>Net Audience Growth</u> <b>22,129</b> ↗643.6%	<u>Published Posts</u> <b>209</b> ↗53.7%
<u>Impressions</u> <b>20,827,930</b> ↗564%	<u>Engagements</u> <b>1,784,474</b> ↗822.7%	<u>Engagement Rate (per Impression)</u> <b>8.6%</b> ↗39.8%
<u>Video Views</u> <b>595,755</b> ↗72.8%	<u>Post Link Clicks</u> <b>317,274</b> ↗718.9%	<u>Shares</u> <b>34,408</b> ↗1,732.2%

Post	Impressions	Organic Impressions	Viral Impressions	Fan Impressions	Average Reach per Post	Average Organic Reach per Post	Average Viral Reach per Post	Engagements	Reactions	Comments	Shares	Click-Through Rate	Video Views
<b>197 Posts</b> Nov 13, 2022 – Nov 30, 2022	18,282,225 ↗641%	18,282,225 ↗641%	5,198,520 ↗683.6%	1,407,808 ↗151.9%	89,765.69 ↗286.1%	89,765.69 ↗286.1%	5,197,088 ↗672.4%	1,815,568 ↗1,208.3%	833,776 ↗1,082.4%	34,858 ↗4,171.8%	36,188 ↗3,232.2%	1.9% ↗21.1%	542,048 ↗88.6%
<b>134 Posts</b> Oct 26, 2022 – Nov 12, 2022	2,467,232	2,467,232	663,447	558,833	23,248.33	23,248.33	672,812	138,770	70,516	816	1,086	1.5%	287,449

Posts with the highest impressions.

University of Vir...  
Tue 11/15/2022 2:32 pm ...

Devin, Lavel and D'Sean were our classmates, teammates, friends and family. They were study partners...

LAVEL DAVIS, JR.  
College of Arts & Sciences  
2012 - 2022

D'SEAN PERRY

Impressions: 3,946,780

University of Vir...  
Tue 11/15/2022 2:32 pm ...

Devin, Lavel and D'Sean were our classmates, teammates, friends and family. They were study partners...

LAVEL DAVIS, JR.  
College of Arts & Sciences  
2012 - 2022

D'SEAN PERRY

Impressions: 2,433,341

uva  
Mon 11/14/2022 5:32 pm ...

Our hearts are broken at the loss of three members of our community, Devin Chandler, Lavel Davis Jr., an...

Impressions: 496,176

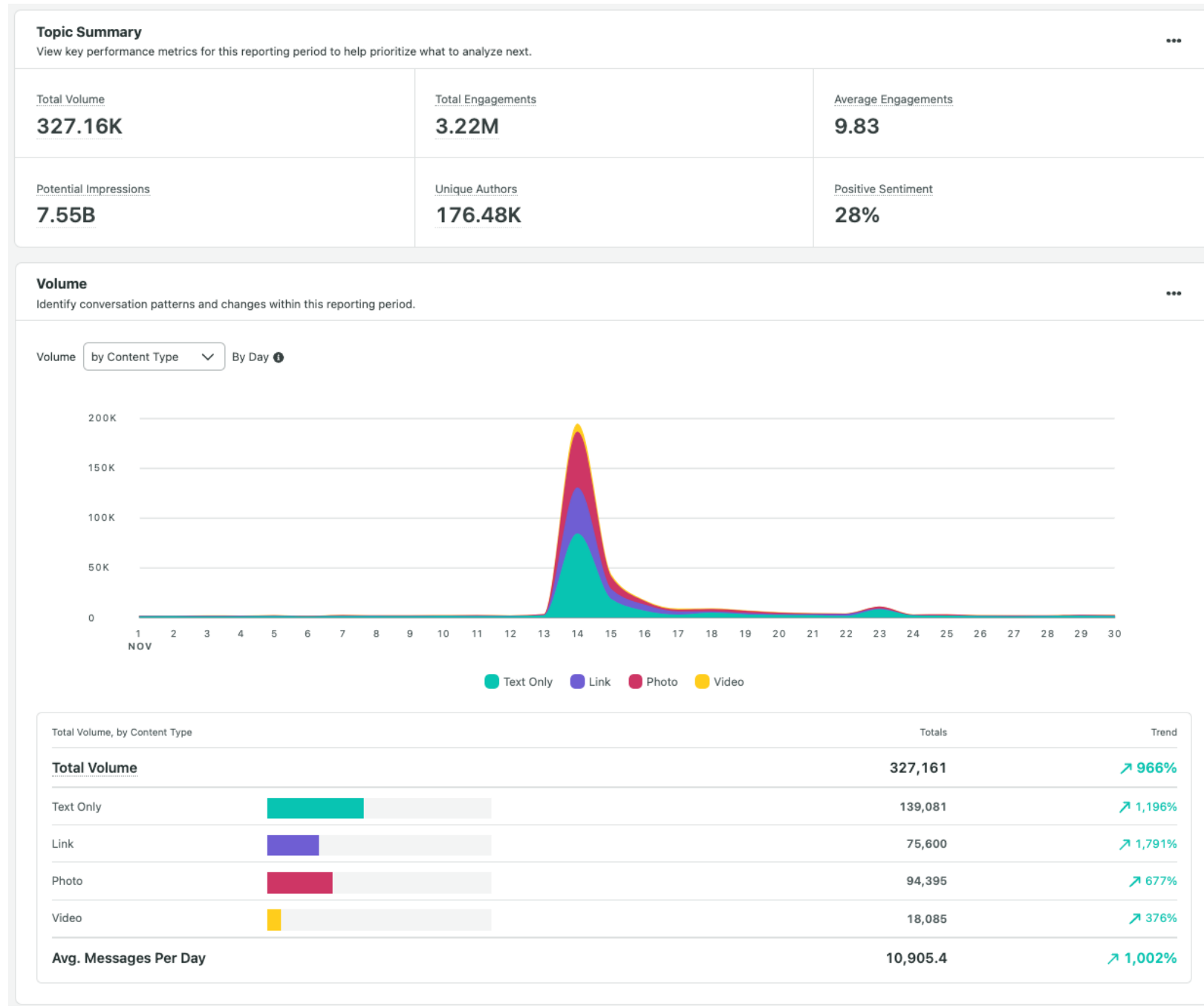
@UVA  
Mon 11/14/2022 5:33 pm ...

Our hearts are broken at the loss of three members of our community, Devin Chandler, Lavel Davis Jr., an...

Impressions: 316,545

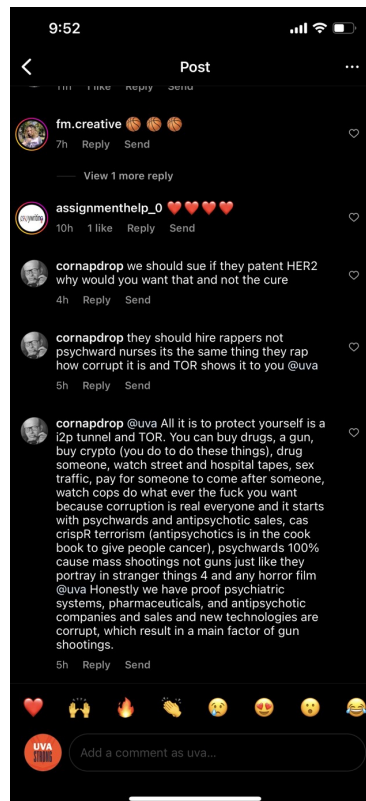
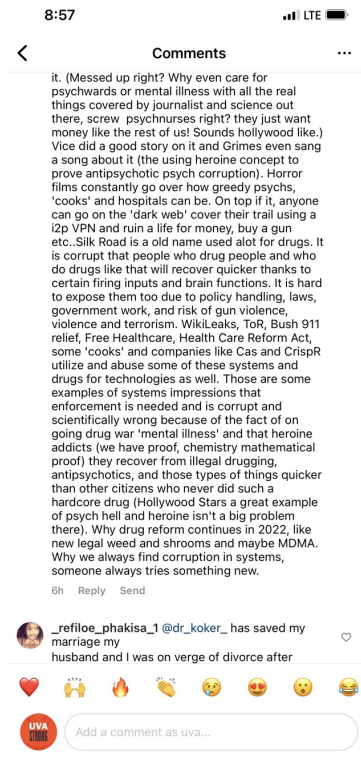
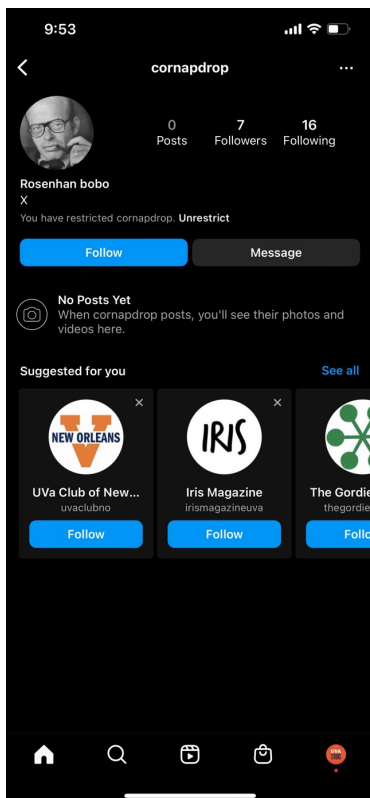
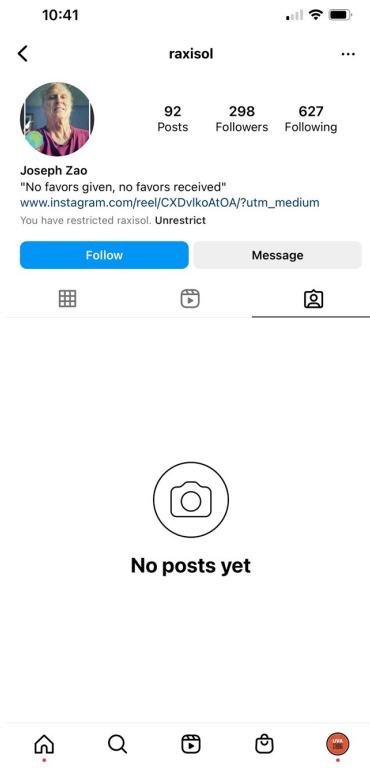
## Social Media Listening Metrics - Nov. 14th - 30th

After the November 13<sup>th</sup> shooting, there was a massive spike in content surrounding the events. Sentiment for the University has since rebounded to 63% positive. A range of 1,000 to 2,000 is the average normal daily volume.



**Data:** All %s reflect a comparison of performance from the same period the period directly prior.

## Social Media Comment Moderation Response



## Response

All social platform comment threads were monitored.

Screen grabs of any inappropriate comments were taken for documentation.

Accounts responsible for inappropriate comments were blocked. If they started to create new accounts, they were blocked by selecting the setting "block the account and others they create".

Brian and Bethanie were cc'd on all the commentary.



**Thank You**