The below graph shows FY2020 and FY2019 pageviews from July 1 - April 30

**UVA TODAY PAGEVIEWS**

**Source:** Google Analytics

**Date Range:** 7/1 - 4/30

**March 2020:** 1.2 Million Pageviews
UVA TODAY YEAR OVER YEAR PAGEVIEWS - APRIL

April 2020 pageviews were up 37% year over year.

SOURCE: Google Analytics
DATE RANGE: 4/1 - 4/30
## TOP PERFORMING UVA TODAY STORIES - APRIL 2020

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

<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>166,839</td>
</tr>
<tr>
<td>Biocomplexity Institute Researchers Develop COVID-19 Projection Model for Virginia</td>
<td>23,987</td>
</tr>
<tr>
<td>Write It Down*: Historian Suggests Keeping a Record of Life During Pandemic</td>
<td>23,754</td>
</tr>
<tr>
<td>Get Your UVA Zoom Backgrounds Here</td>
<td>23,403</td>
</tr>
<tr>
<td>UVA Announces Plans for Final Exercises for the Class of 2020</td>
<td>23,034</td>
</tr>
<tr>
<td>How to Protect Your Mental Health During a Quarantine</td>
<td>21,268</td>
</tr>
<tr>
<td>Latest Updates on UVA’s Response to the Coronavirus</td>
<td>20,997</td>
</tr>
<tr>
<td>What Will Fall at UVA Look Like? This Committee Is Exploring Options</td>
<td>20,482</td>
</tr>
<tr>
<td>UVA Darden Grads’ Activewear Apparel Company Shifts Focus to Mask Production</td>
<td>18,850</td>
</tr>
<tr>
<td>Mamadi’s Last Word</td>
<td>16,986</td>
</tr>
</tbody>
</table>

* This data consists of the top stories by pageviews during the month of April regardless of when the story itself was published.

**SOURCE:** Google Analytics  
**DATE RANGE:** 4/1/2020 - 4/30/2020
This story about exercise and COVID-19 drove 18% of all UVA Today pageviews in April. Facebook was a top driver of pageviews, as the story was shared over 400 times on the platform.

EXERCISE MAY PROTECT AGAINST DEADLY COVID-19 COMPLICATION, RESEARCH SUGGESTS

Organic Search 5%
Other 5%
Research Digest 6%
Daily Report 11%
Direct 22%
Facebook 51%

SOURCE: Google Analytics
DATE RANGE: 4/1/2020 - 4/30/2020

DISTRIBUTED IN:
DAILY REPORT - 4/16/20
RESEARCH DIGEST - 4/25/20

166K PAGEVIEWS
DAILY REPORT
The below graph shows the Daily Report Open Rate and Click Through Rate for FY2020 through April 2020.

* Open rate is calculated by dividing unique opens by total delivered emails, CTR is calculated by dividing unique clicks by unique opens.

**SOURCE:** Marketing Cloud

**DATE RANGE:** 7/1/19 - 4/30/20
APRIL TOP PERFORMING DAILY REPORT DISTRIBUTIONS

THE UVA TODAY DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON 4/20/20

SUBJECT LINE: FINALS PLAN, DOMESTIC DANGER, ARTS ON THE HILL

41.3% OPEN RATE
26.8% CLICK THROUGH RATE

UVA Announces Plans for Final Exercises for the Class of 2020

THE UVA TODAY DAILY REPORT WITH THE HIGHEST CLICK THROUGH RATE WAS SENT ON 4/7/20

SUBJECT LINE: PROVIDING AID, MAMADI'S FAREWELL, WELcoming NEW HOOS

37.5% OPEN RATE
26.9% CLICK THROUGH RATE

Photos: The Great Emptiness of Grounds

SOURCE: Marketing Cloud
DATE RANGE: 4/1/2020 - 4/30/2020
UVA THIS MONTH
APRIL 2020 UVA THIS MONTH EMAIL DISTRIBUTION

RELEASED ON APRIL 18, 2020
282,296 TOTAL EMAILS DELIVERED

TOP 5 STORIES WITHIN APRIL UVA THIS MONTH BY CLICKS

Photos: The Great Emptiness of Grounds

WHAT IS LEFT: AN ESSAY BY FOURTH-YEAR STUDENT DERRICK WANG

MAMADI’S LAST WORD

2,409 APPLICANTS RECEIVE UVA OFFERS DURING REGULAR ADMISSION

GET YOUR UVA ZOOM BACKGROUNDS HERE
WHILE THE OVERALL NUMBER OF EMAILS DELIVERED REMAINED RELATIVELY CONSISTENT, OPEN RATE AND CLICK THROUGH RATE BOTH INCREASED SIGNIFICANTLY IN APRIL.

APRIL OPEN RATE UP 22% OVER FEBRUARY (32% TO 39%)
APRIL CLICK THROUGH RATE UP 42% OVER FEBRUARY (12% TO 17%)
editor’s note: when we published the inaugural edition of the uva research digest in february, we did not know the extraordinary changes that covid-19 would soon bring to the university. our second issue highlights the crucial work uva researchers across grounds are undertaking to fight the coronavirus pandemic. read on for stories about one way to prevent a deadly complication from the virus, uva health’s independent covid-19 test and advice from experts on homeschooling children and protecting your mental health under quarantine. don’t forget to subscribe to keep up with future uva discoveries.

exercise may protect against deadly covid-19 complication, research suggests

regular exercise may reduce the risk of acute respiratory distress syndrome, a major cause of death in patients with the covid-19 disease, a top exercise researcher reports. he is urging people to exercise based on his findings, which also suggest a potential treatment approach.

released on april 25, 2020
261,015 total emails delivered

top 5 stories within april research digest by clicks

exercise may protect against deadly covid-19 complication, research suggests

how to protect your mental health during a quarantine

uva health independently develops new covid-19 tests

biocomplexity institute researchers develop covid-19 projection model for virginia

q&a: how does covid-19 stack up with the pandemics of the past?
WHILE THE OVERALL NUMBER OF EMAILS DELIVERED REMAINED RELATIVELY CONSISTENT, OPEN RATE AND CLICK THROUGH RATE BOTH INCREASED SIGNIFICANTLY IN APRIL.

APRIL OPEN RATE UP 50% OVER FEBRUARY (21% TO 31%)
APRIL CLICK THROUGH RATE UP 73% OVER FEBRUARY (9% TO 16%)

SOURCE: Marketing Cloud
SOCIAL MEDIA
The below graph shows year to date reach and engagement rate for all Social Media content.

* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during the month of April. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes.

**SOURCE:** Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics

**DATE RANGE:** 1/1/2020 - 4/30/2020
**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.

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**OVERALL, AVG. REACH AND AVG. ENGAGEMENTS PER POST HAVE REMAINED FAIRLY CONSTANT THROUGHOUT 2020 SO FAR**

* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during the month of April. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes.

**SOURCE:** Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics

**DATE RANGE:** 1/1/2020 - 4/30/2020
APRIL 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY REACH: 4/16/20

University of Virginia
Published by Kelly Kaufman - April 16 at 11:40 AM

At 6:30 a.m. this morning, construction crews working on the new UVA Health wing lined up to applaud and cheer health care workers on their way into work or leaving their shifts.

319K USERS REACHED
27K ENGAGEMENTS
9% ENGAGEMENT RATE

TOP FACEBOOK POST BY ENGAGEMENT RATE: 4/16/20

University of Virginia
Published by Kelly Kaufman - April 16 at 2:14 PM

Regular exercise may reduce the risk of acute respiratory distress syndrome, a major cause of death in patients with the COVID-19 virus, according to UVA research.

45K USERS REACHED
4.4K ENGAGEMENTS
10% ENGAGEMENT RATE

SOURCE: Creator Studio
DATE RANGE: 4/1/2020 - 4/30/2020
APRIL 2020 TOP INSTAGRAM POSTS

TOP INSTAGRAM POST BY REACH: 4/16/20

70K USERS REACHED
11K ENGAGEMENTS
17% ENGAGEMENT RATE

uva At 6:30 a.m. this morning, construction crews working on the new UVaHealth wing lined up to applaud and cheer health care workers on their way into work or leaving their shifts.

TOP INSTAGRAM POST BY ENGAGEMENT RATE: 4/21/20

65K USERS REACHED
14K ENGAGEMENTS
22% ENGAGEMENT RATE

uva When the students are away...

SOURCE: Creator Studio
DATE RANGE: 4/1/2020 - 4/30/2020
APRIL 2020 TOP TWEET

The below Tweet was the top performer in terms of both reach and engagement rate during the month of April

TOP TWEET BY REACH AND ENGAGEMENT RATE: 4/16/20

UVA @UVA · Apr 16

At 6:30 a.m. this morning, construction crews working on the new @uvahealthnews wing lined up to applaud and cheer health care workers on their way into work or leaving their shifts.

86K USERS REACHED
8K ENGAGEMENTS
10% ENGAGEMENT RATE

SOURCE: Twitter Analytics
DATE RANGE: 4/1/2020 - 4/30/2020
THANK YOU