

# APRIL 2020 COMMUNICATIONS SUMMARY

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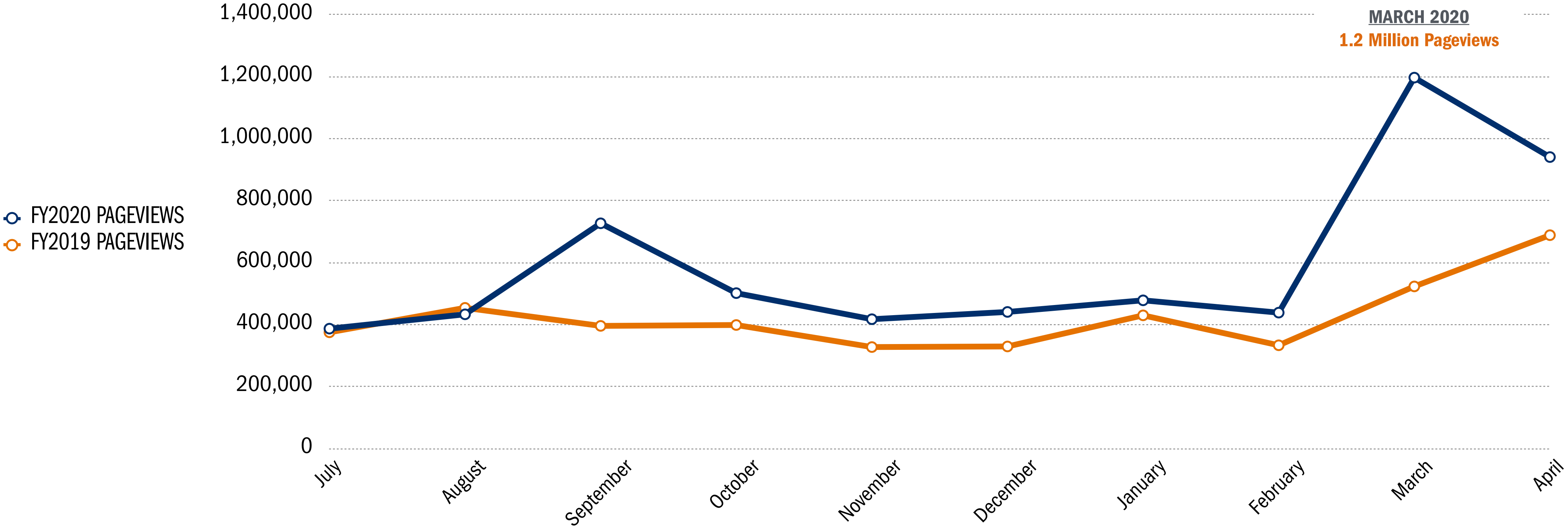
**UNIVERSITY COMMUNICATIONS**

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# UVA TODAY

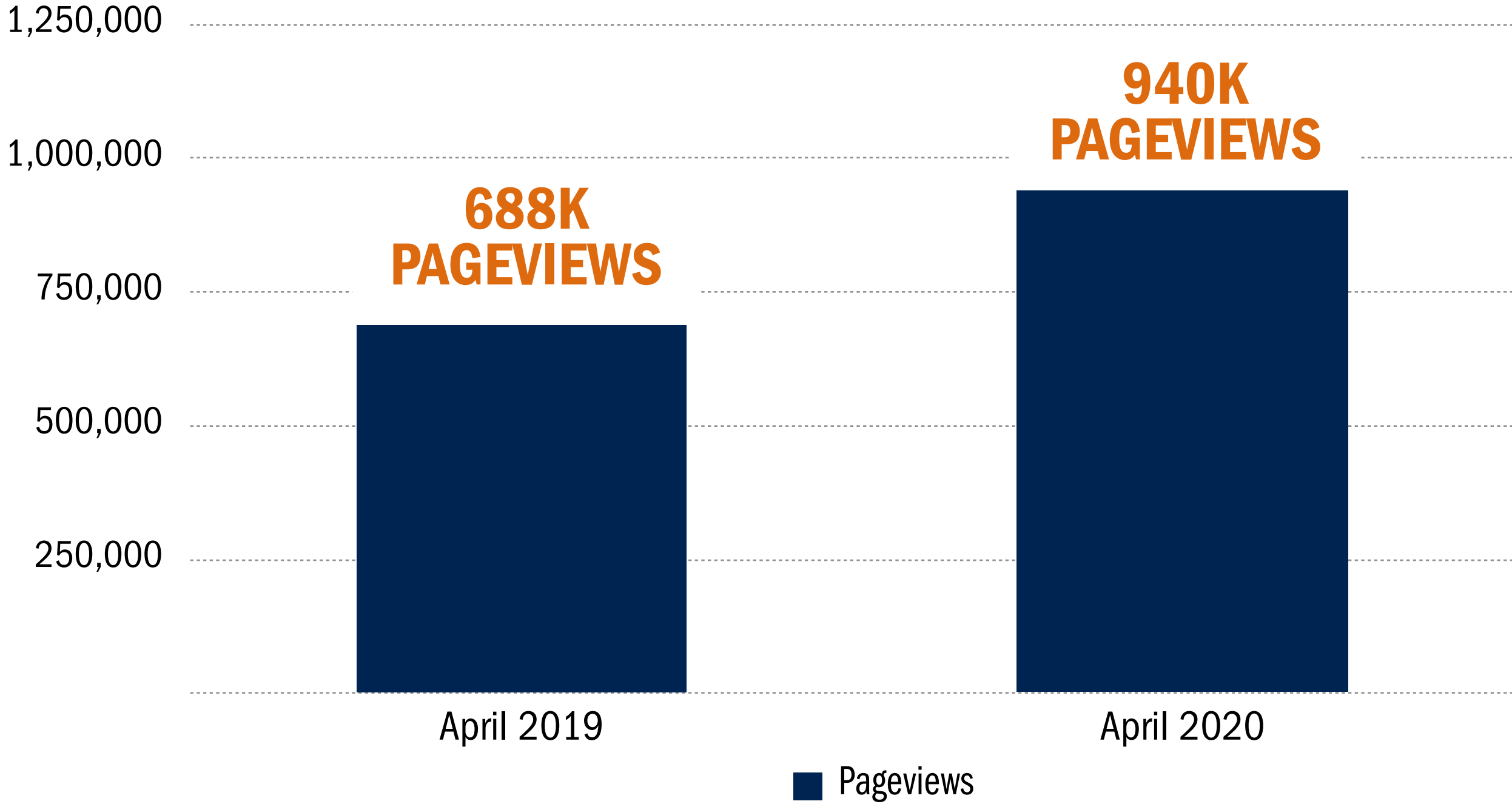
# UVA TODAY PAGEVIEWS

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



**SOURCE:** Google Analytics  
**DATE RANGE:** 7/1- 4/30

# 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\**

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

**THE TOP STORY IN APRIL  
REPRESENTED 18% OF  
ALL UVA TODAY  
PAGEVIEWS THIS MONTH**

\* 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

# APRIL 2020 TOP STORY

*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.*

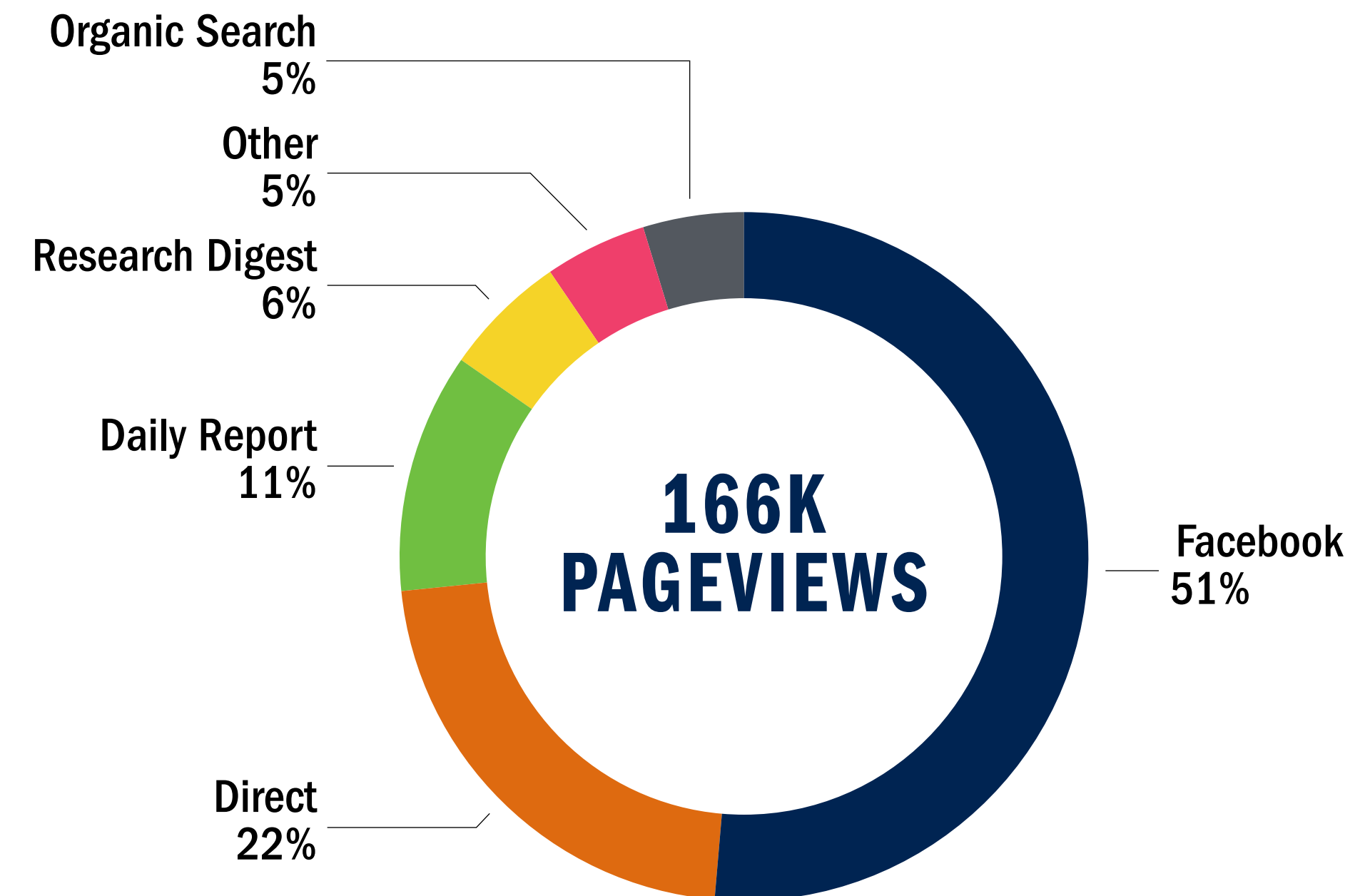
## EXERCISE MAY PROTECT AGAINST DEADLY COVID-19 COMPLICATION, RESEARCH SUGGESTS



UVA researchers found that regular exercise may reduce the risk of acute respiratory distress syndrome, a major cause of death in patients with the COVID-19 virus.

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

## PAGEVIEWS BY SOURCE

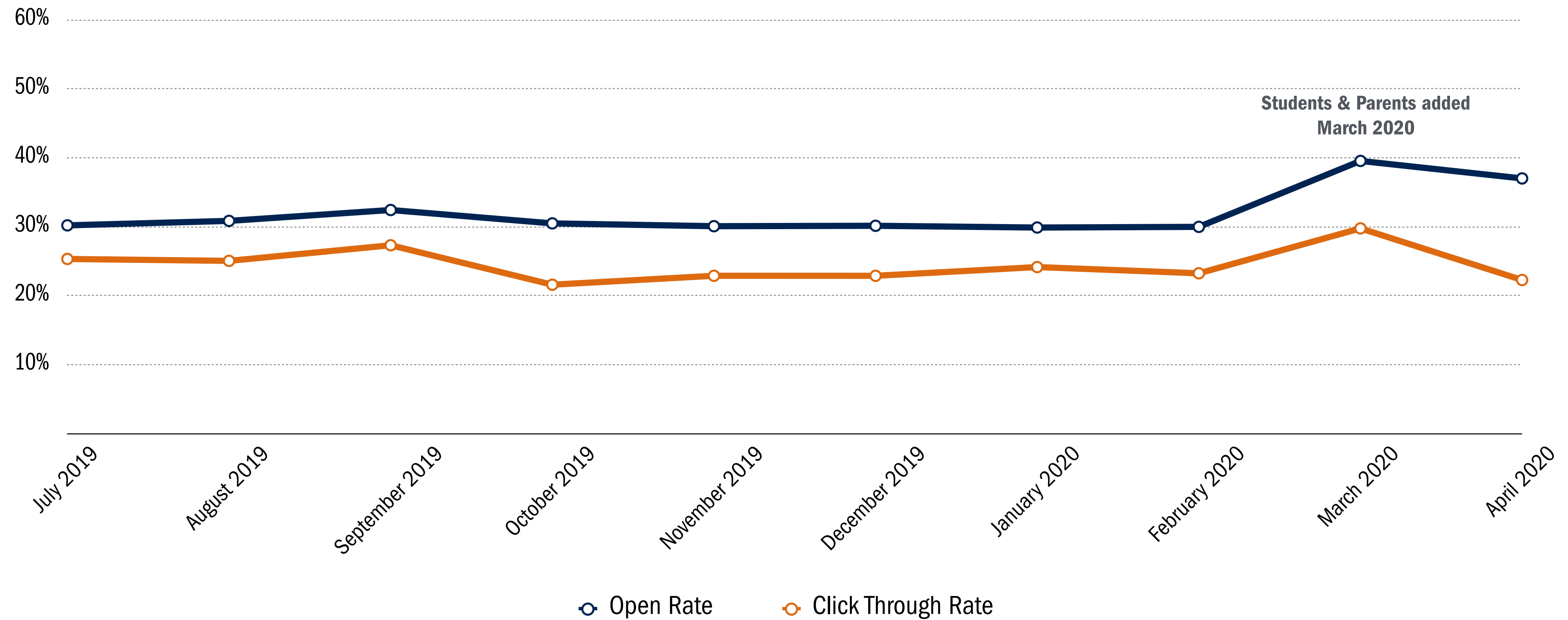


**SOURCE:** Google Analytics  
**DATE RANGE:** 4/1/2020 - 4/30/2020

# DAILY REPORT

# DAILY REPORT PERFORMANCE

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**



**UVA**Today  
DAILY REPORT



**UVA Announces Plans for Final Exercises for the Class of 2020**

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

**41.3% OPEN RATE**

**26.8% CLICK THROUGH RATE**

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



**UVA**Today  
DAILY REPORT

UVA'S RESPONSE TO THE CORONAVIRUS  
Find the latest updates, operational changes and other resources. [READ MORE >](#)



Photos: The Great Emptiness of Grounds

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

**37.5% OPEN RATE**

**26.9% CLICK THROUGH RATE**

**SOURCE:** Marketing Cloud  
**DATE RANGE:** 4/1/2020 - 4/30/2020

# UVA THIS MONTH

# APRIL 2020 UVA THIS MONTH EMAIL DISTRIBUTION



## UVA This Month

*Editor's note: March and April were unusual months at the University of Virginia, to say the least, as all courses moved online and Grounds emptied in an effort to fight the coronavirus pandemic. However, like people around the world, the UVA community has risen to meet this new challenge. Below, you will find stories chronicling incredible efforts by the men and women of UVA Health, inspiring perspectives from students and faculty, extraordinary photos of an extraordinary time – and some lighter moments.*



**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](#)

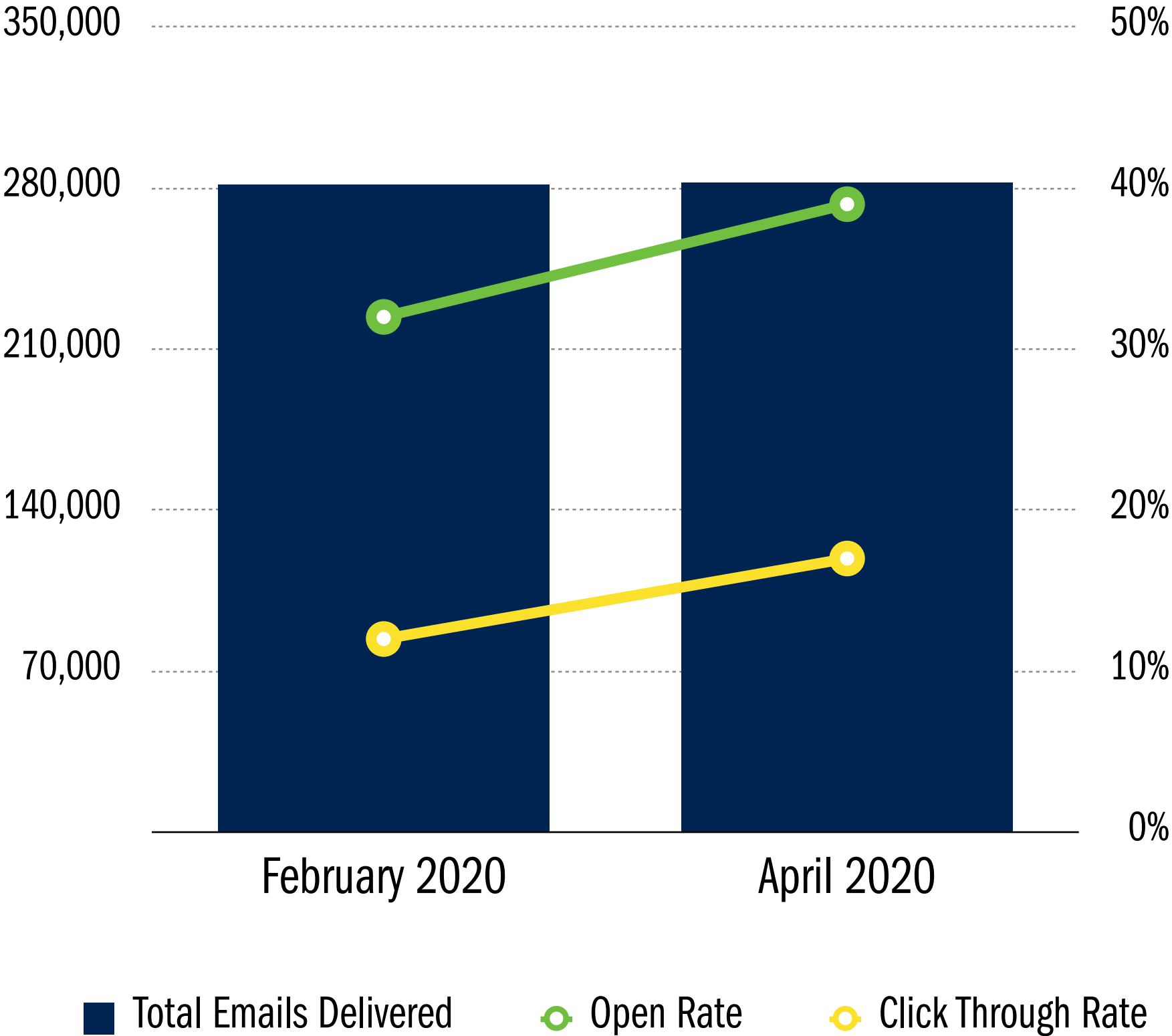
[WHAT IS LEFT: AN ESSAY BY FOURTH-YEAR STUDENT DERRICK WANG](#)

[MAMADI'S LAST WORD](#)

[2,409 APPLICANTS RECEIVE UVA OFFERS DURING REGULAR ADMISSION](#)

[GET YOUR UVA ZOOM BACKGROUNDS HERE](#)

# UVA THIS MONTH - FEBRUARY 2020 VS. APRIL 2020



**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%)**

SOURCE: Marketing Cloud

# RESEARCH DIGEST

# APRIL 2020 RESEARCH DIGEST EMAIL DISTRIBUTION

UNIVERSITY of VIRGINIA

## UVA Research DIGEST

*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



**R**egular 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](#)

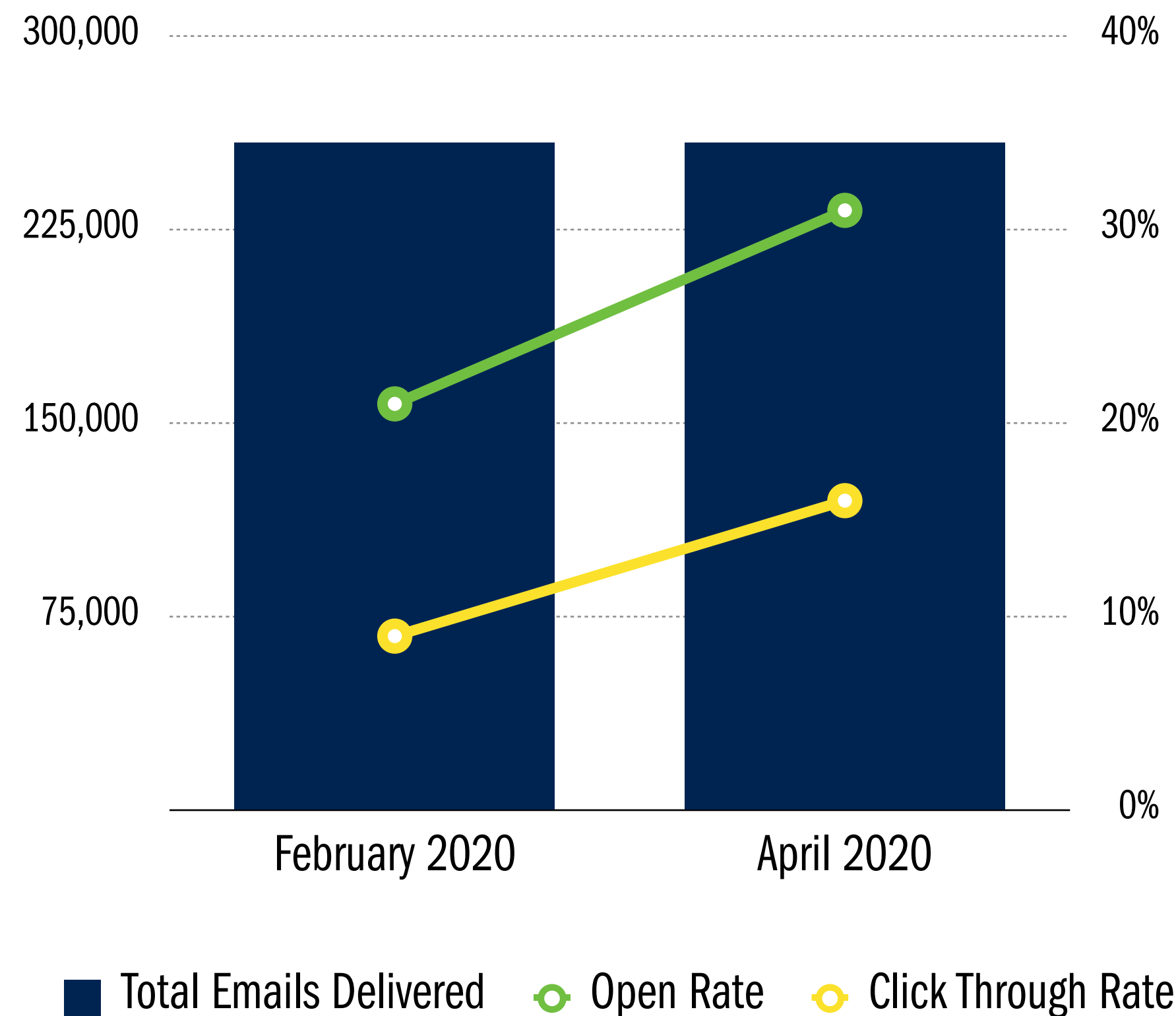
[HOW TO PROTECT YOUR MENTAL HEALTH DURING A QUARANTINE](#)

[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?](#)

## RESEARCH DIGEST - FEBRUARY 2020 VS. APRIL 2020



**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%)**

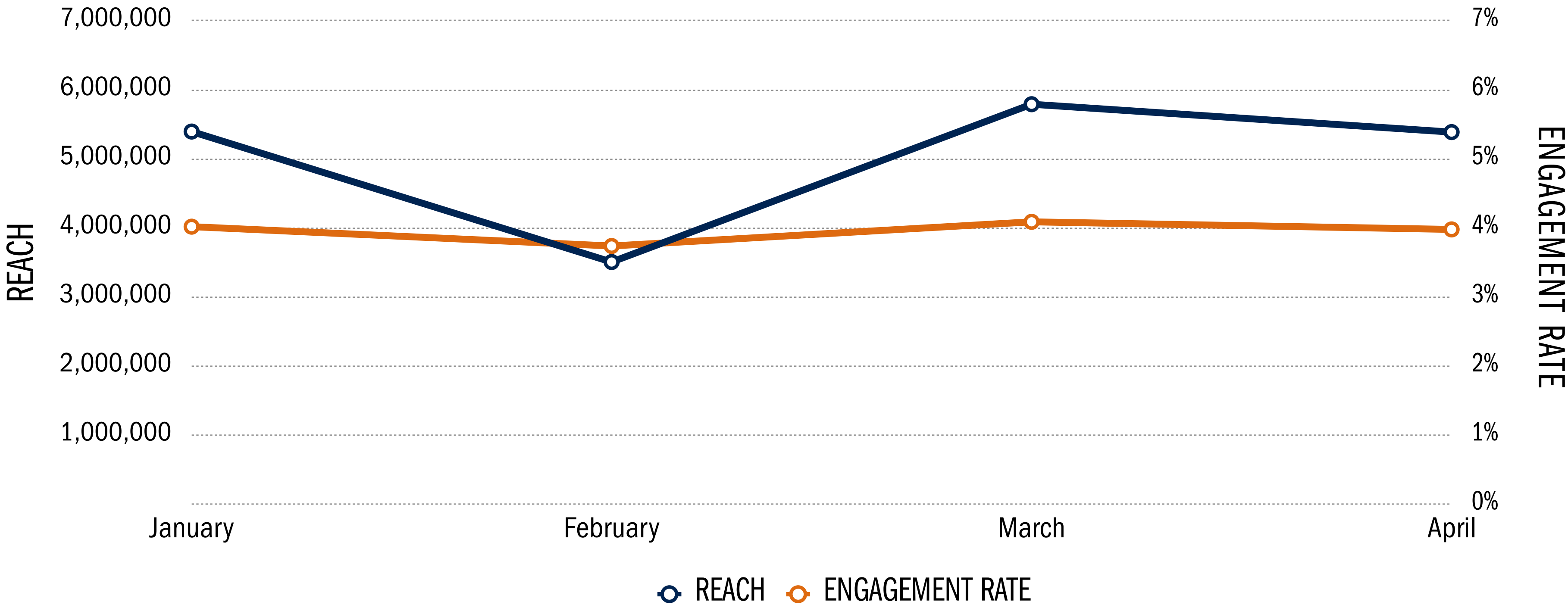
SOURCE: Marketing Cloud

# SOCIAL MEDIA



# SOCIAL MEDIA REACH AND ENGAGEMENT RATE - YEAR TO DATE

The below graph shows year to date reach and engagement rate for all Social Media content

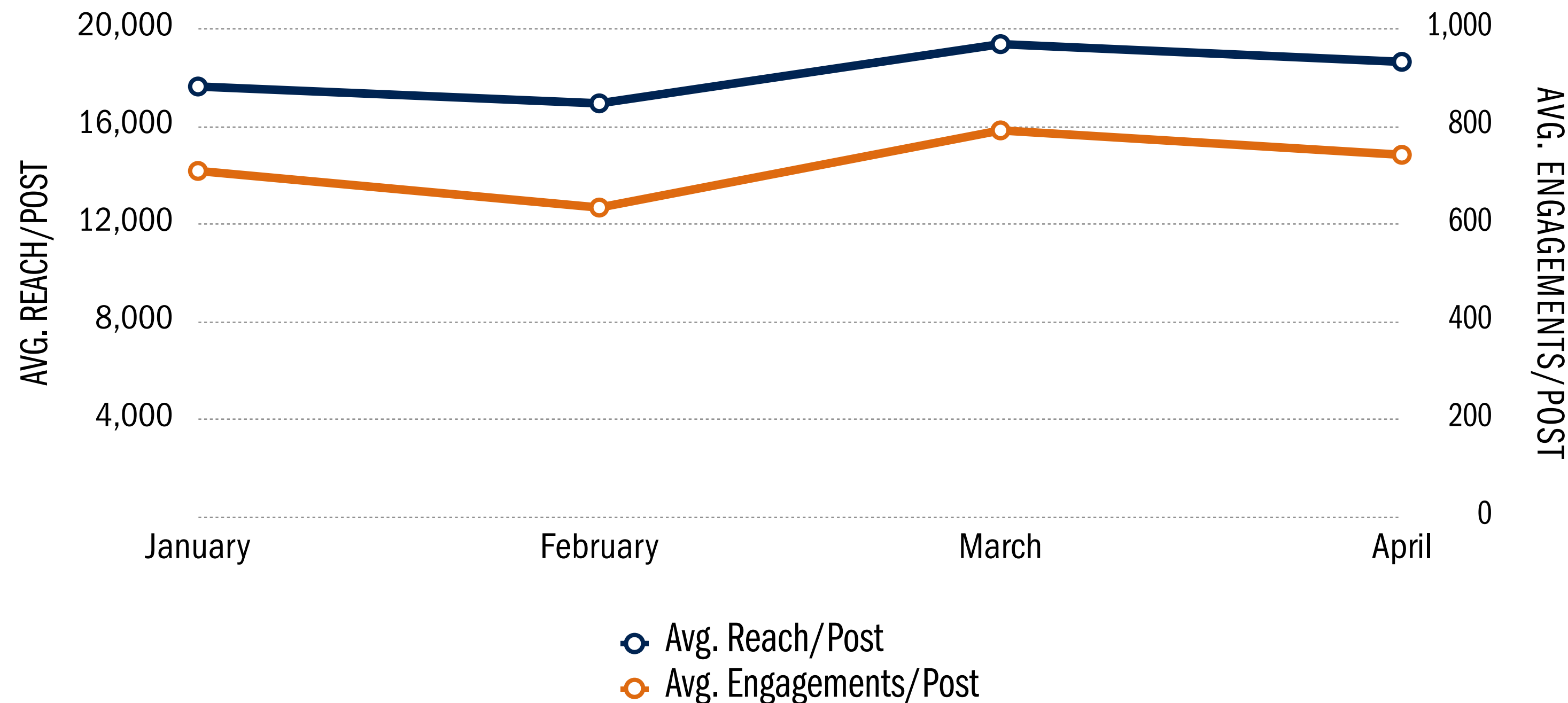


\* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during the month of April. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes.

**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.*



**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 Kauffman [?] · 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 Kauffman [?] · 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.



[NEWS.VIRGINIA.EDU](https://news.virginia.edu)  
**Exercise May Protect Against Deadly COVID-19 Complication, Research Suggests**

**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**

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



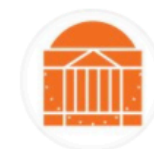
**65K USERS REACHED**  
**14K ENGAGEMENTS**  
**22% ENGAGEMENT RATE**

**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.



6 228 1.2K

**86K USERS REACHED**  
**8K ENGAGEMENTS**  
**10% ENGAGEMENT RATE**

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

THANK YOU