

MAY 2020 COMMUNICATIONS SUMMARY

UNIVERSITY COMMUNICATIONS

EXECUTIVE SUMMARY

May 2020 was another unique month, as the Class of 2020 was celebrated during a Virtual Celebration, rather than the usual Final Exercises on the Lawn. Content published this month focused on telling the stories of the Class of 2020, while also continuing to inform on COVID-19-related research and updates.



UVA Today readership via pageviews and the Daily Report remained strong in May. Pageview data indicate that users primarily consumed content about the Class of 2020, as well as COVID-19 related updates regarding the upcoming semester.

Suggested action: it appears that readers enjoy content about students. Perhaps consider continuing to run stories about student experiences during the pandemic, or the incoming class. Continue to provide clear and up-to-date information as it comes available relating to the fall semester.



The Virtual Celebration video has earned nearly 90K views since premiered, and earned high praise from viewers in comments and across social media. The independent video of Dave Matthews' performance of his new song 'Singing from the Windows' accompanied by photos of graduating students earned record views on social media, with over 800K views across UVA's channels, as well as on Dave Matthews Band's social media.

Suggested action: when producing high priority content, continue to distribute across all of UVA's owned channels. Since we saw the Virtual Celebration was consumed across a variety of channels, we know that users have different preferences about where they consume content, and should aim to have it available to them in all of those places.



The May edition of UVA This Month was sent on Friday, April 15, the day prior to the Virtual Celebration, and saw softer engagement numbers than the April edition. In 2020, UVA This Month has not been consistently distributed on the same day of the week. While April may have seen increased engagement due to unique circumstances, it is also the only edition sent on a Saturday. It is possible that user behavior results in increased engagement rates on the weekend, when inboxes tend to be less full.

Suggested action: send next UVA This Month email on a Saturday to gauge effect of Day of Week on Open Rate, or run a split test sending the same email on different days to run a clean test with fewer variables.



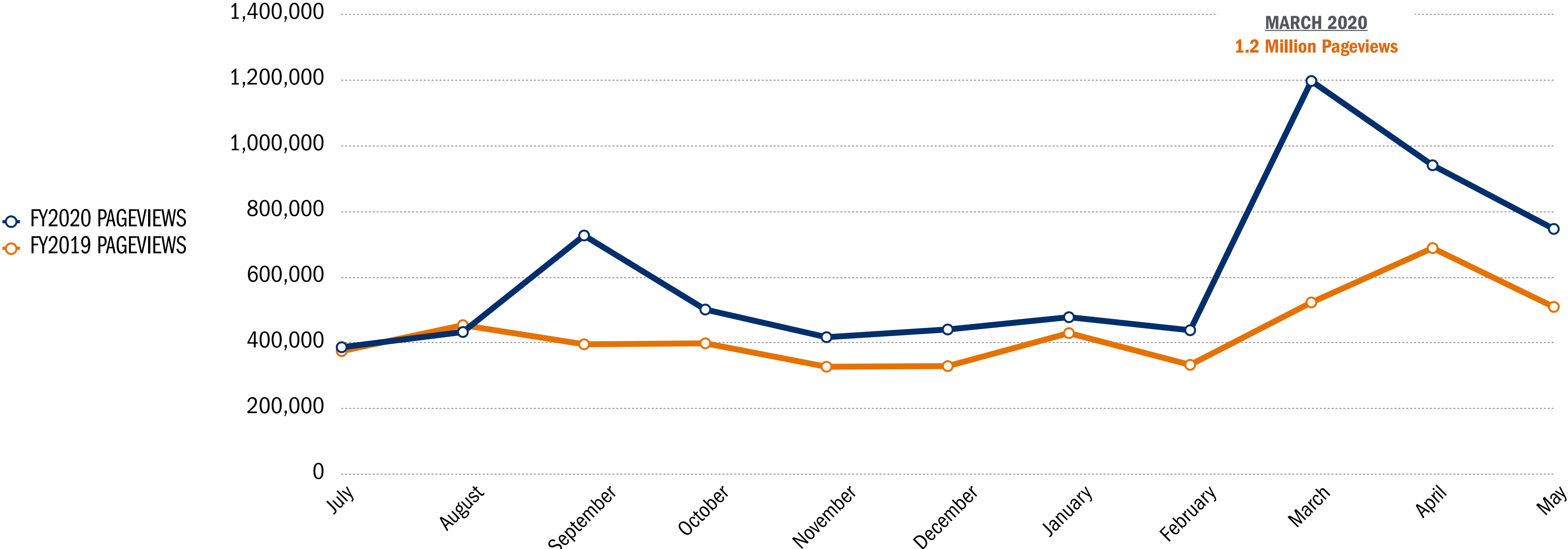
Social media reach has increased 42% since the beginning of the year. Despite scaling reach significantly in May, engagement rates only saw a slight decline. While stories about students and the pandemic remain the top-read on UVA Today, the social media posts that have seen the greatest reach and engagement rates often are not stories, but videos and photos from across Grounds. It's possible that users are simply clicking through to the stories before engaging with them on social media, which is why photos and videos see higher engagement rates. Users may be interested in consuming more "feel good" content on their social media accounts as a break from all of the pandemic-related content.

Suggested action: while some stories and information will need to be shared across social media to distribute the information, consider mixing in additional photo and/or video content, as that type of content appears to be the most engaging to our audience.

UVA TODAY

UVA TODAY PAGEVIEWS

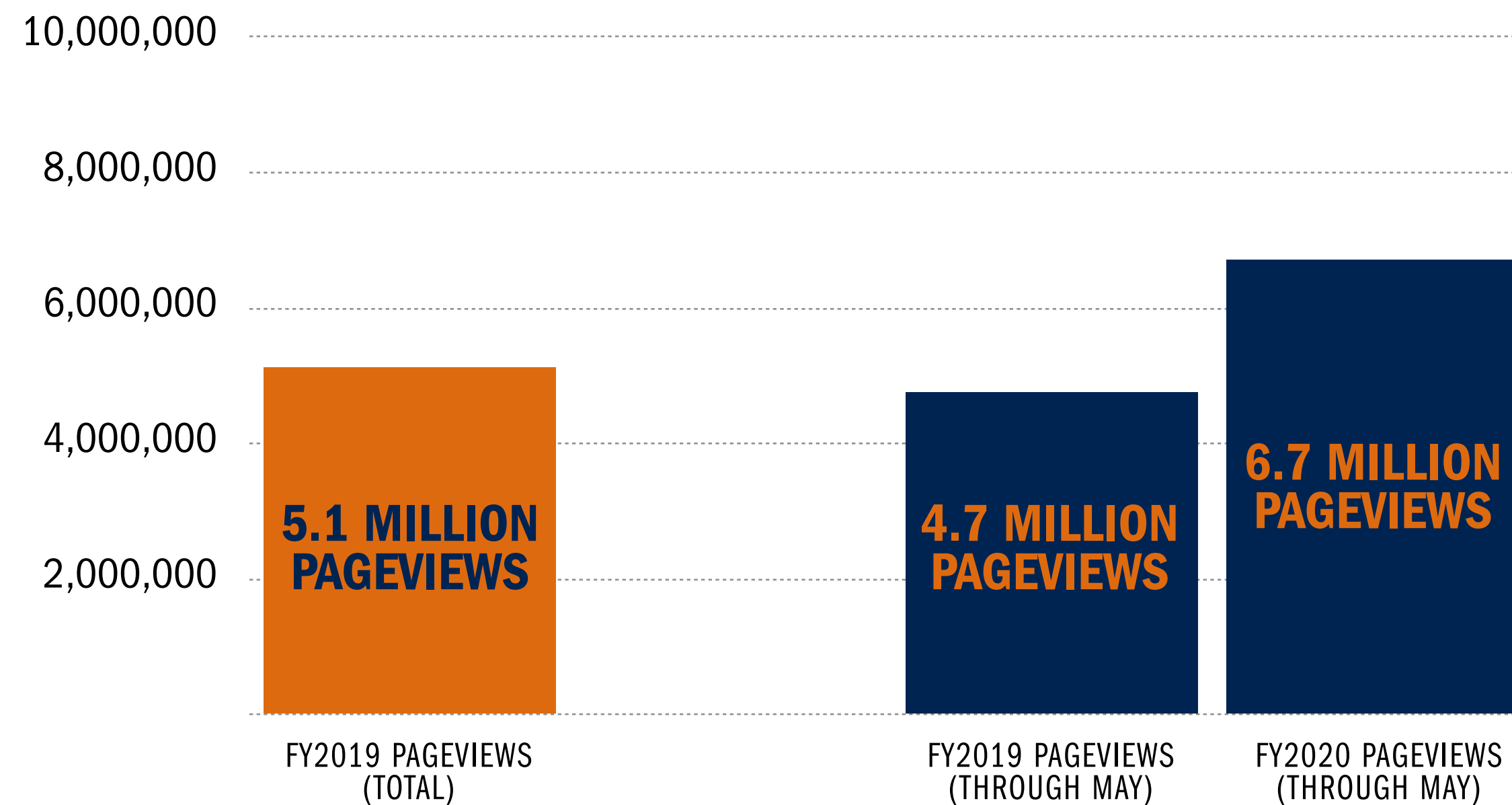
The below graph shows FY2020 and FY2019 pageviews from July 1 - May 31



SOURCE: Google Analytics
DATE RANGE: 7/1- 5/31

UVA TODAY PAGEVIEWS - YEAR OVER YEAR

FY2020 pageviews through May have already surpassed FY2019 pageviews for the full year. In FY2019, UVA Today earned 5.1 million total pageviews.

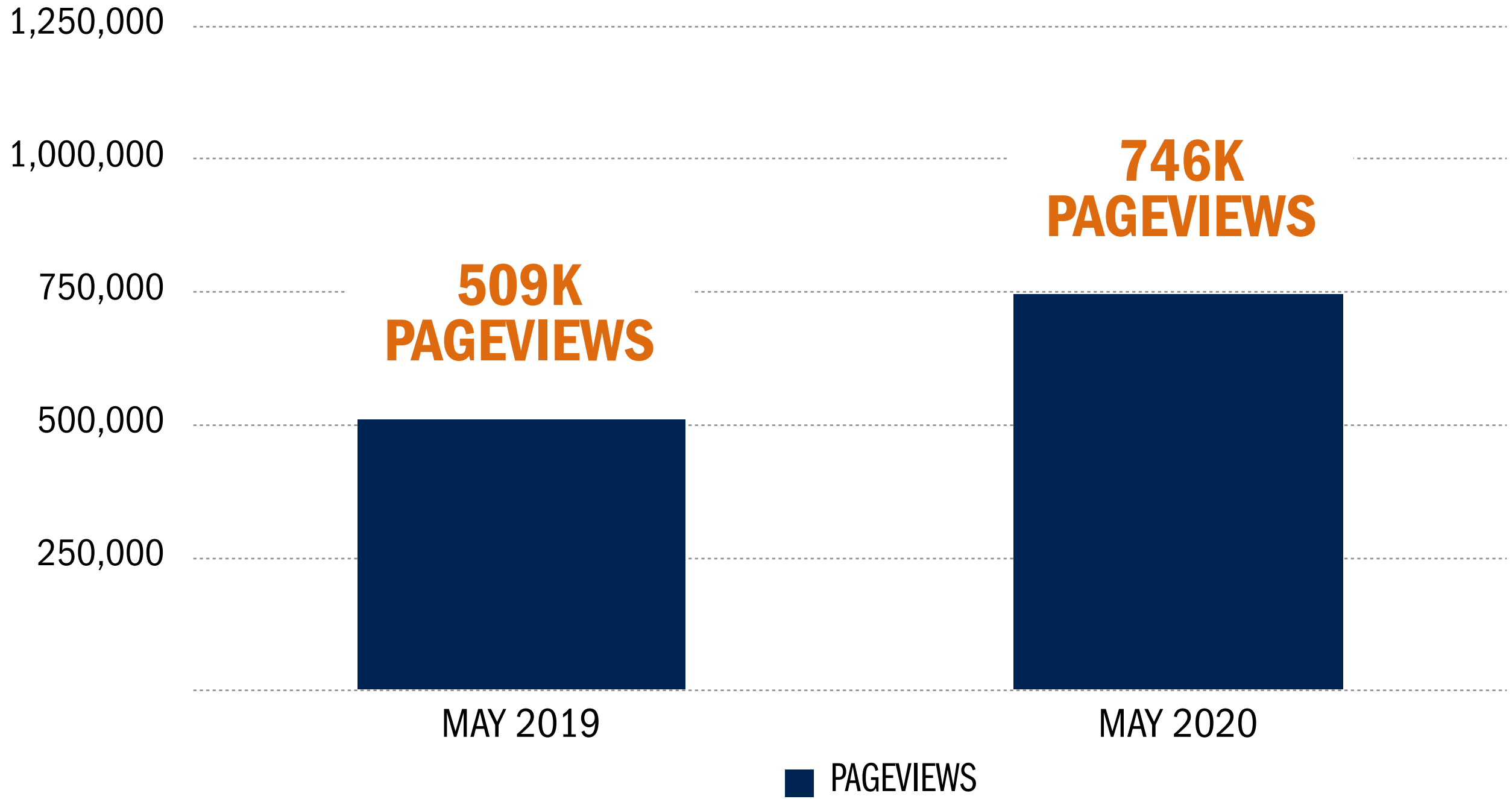


**UVA TODAY PAGEVIEWS ARE
UP 41% FROM FY2019
THROUGH MAY**



SOURCE: Google Analytics
DATE RANGE: 7/1- 5/31

UVA TODAY YEAR OVER YEAR PAGEVIEWS - MAY



**MAY 2020
PAGEVIEWS WERE UP
47% YEAR OVER YEAR**



SOURCE: Google Analytics
DATE RANGE: 5/1 - 5/31

TOP PERFORMING UVA TODAY STORIES - MAY 2020

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

STORY	PAGEVIEWS
Class of 2020 Celebration	52,187
UVA Intends to Start In-Person Classes in August	32,280
Last Looks at the Old Alderman Library	28,888
Virtual Celebration and Degree Conferral Will Honor UVA's Class of 2020 on May 16	26,768
President Ryan Joins CBS 'Face the Nation' to Discuss Higher Ed and the Coronavirus	19,446
Jefferson Scholars Foundation Awards Full Scholarships to 32 Outstanding Students	14,994
Nicole T. Jenkins Named Next Dean of McIntire School of Commerce	14,445
What Will Fall at UVA Look Like? This Committee Is Exploring Options	14,271
Exercise May Protect Against Deadly COVID-19 Complication, Research Suggests	13,454
Virtual Celebration Honors Grads With Surprise Performances, Poignant Reflections	12,545

DESPITE BEING POSTED ON MAY 28, THE STORY 'UVA INTENDS TO START IN-PERSON CLASSES IN AUGUST' EARNED THE SECOND MOST PAGEVIEWS FOR THE MONTH

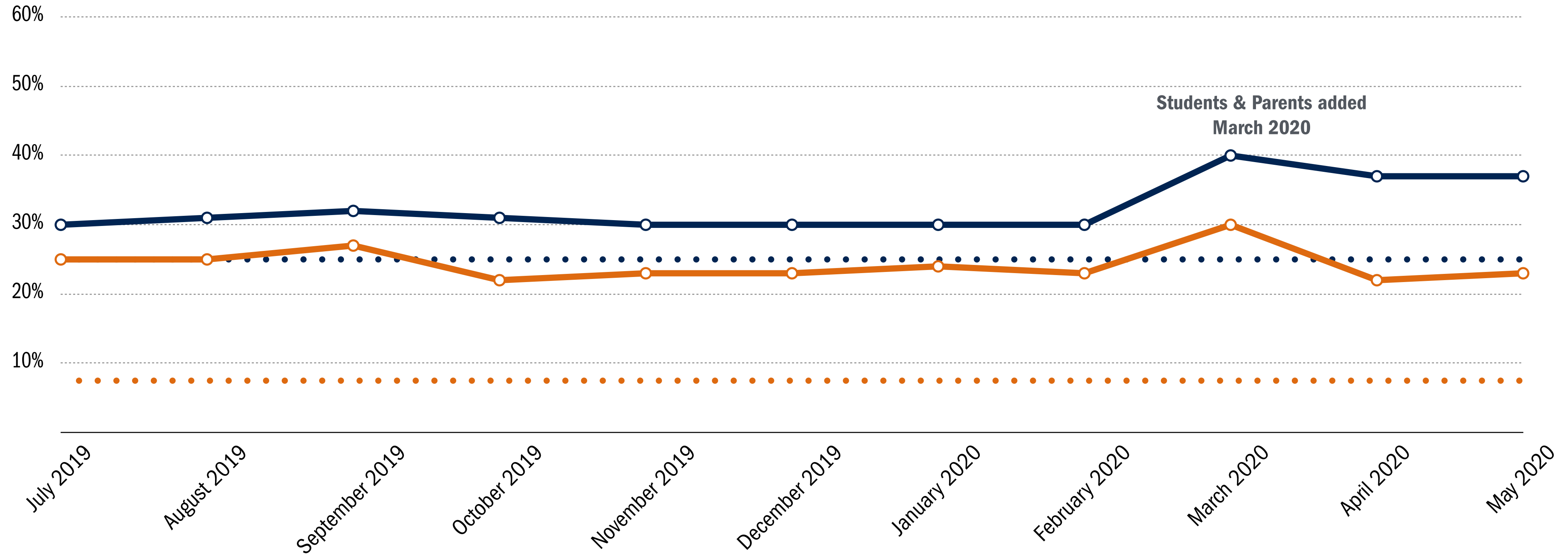
* This data includes of the top stories by pageviews during the month of May regardless of when the story itself was published.

SOURCE: Google Analytics
DATE RANGE: 5/1/20 - 5/31/20

DAILY REPORT

DAILY REPORT PERFORMANCE

The below graph shows the Daily Report Open Rate and Click Through Rate for FY2020 through May 2020



Students & Parents added
March 2020

- OPEN RATE
- CLICK THROUGH RATE
- INDUSTRY BENCHMARK OPEN RATE
- INDUSTRY BENCHMARK CLICK THROUGH RATE

* 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

SOURCE: Marketing Cloud
DATE RANGE: 7/1/19 - 5/31/20

MAY TOP PERFORMING DAILY REPORT DISTRIBUTIONS

THE DAILY REPORT WITH THE HIGHEST OPEN RATE WAS SENT ON **5/4/20**

42% OPEN RATE

27% CLICK THROUGH RATE



UVA Today
DAILY REPORT



A Sprint – and a Marathon: Ryan Thanks UVA Community and Looks Ahead

As classes end and exams begin, President Jim Ryan thanks University of Virginia students, faculty and staff for rising to a difficult challenge and looks to the challenges ahead this fall. [MORE >](#)

**SUBJECT LINE:
PRESIDENT'S MESSAGE, VIRTUAL INTERNSHIP, JOE HARRIS**

THE DAILY REPORT WITH THE HIGHEST CLICK THROUGH RATE WAS SENT ON **5/11/20**

41% OPEN RATE

30% CLICK THROUGH RATE



UVA Today
DAILY REPORT



President Ryan Joins CBS 'Face the Nation' to Discuss Higher Ed and the Coronavirus

On the Sunday morning show, Ryan discussed how the COVID-19 pandemic is affecting UVA and higher education. Watch the full interview here. [MORE >](#)

**SUBJECT LINE:
RYAN FACES NATION, RENAMINGS, DUMPLINGS AND BEER**

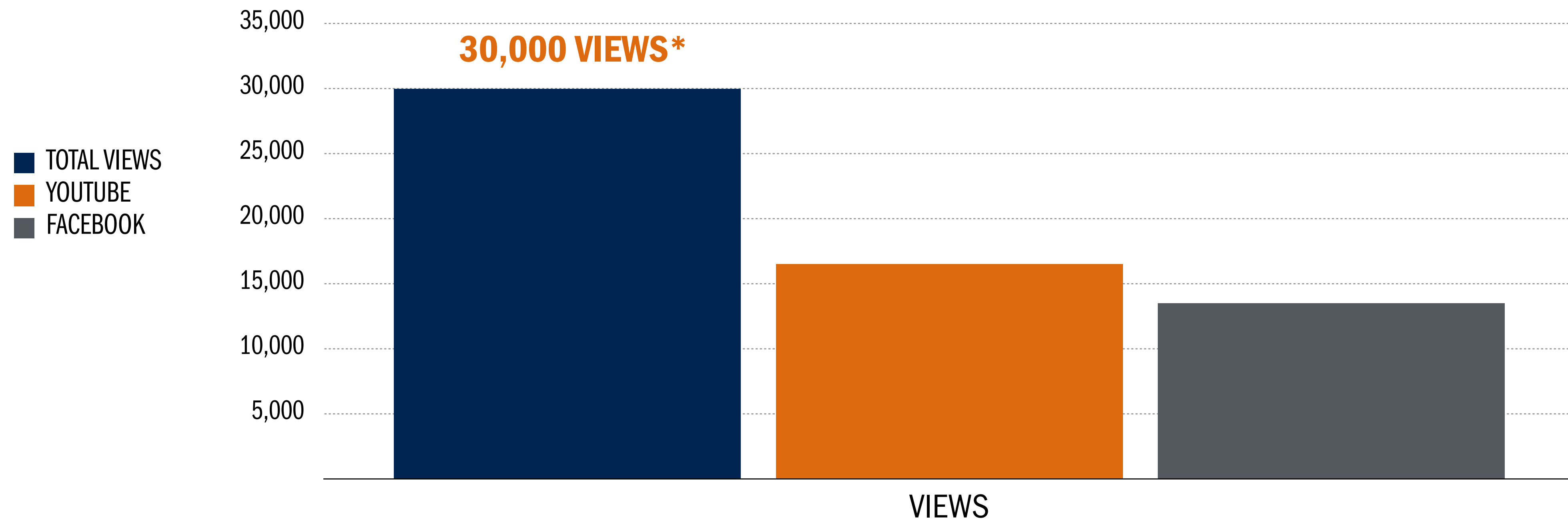
IN BOTH EDITIONS, THE HEADER STORY IN THE TOP POSITION WAS THE MOST-CLICKED STORY WITHIN THE EMAIL

SOURCE: Marketing Cloud
DATE RANGE: 5/1/20 - 5/31/20

VIRTUAL CELEBRATION

LIVE CONSUMPTION ACROSS PLATFORMS

The Virtual Celebration video was hosted live on Facebook and YouTube, and drove about 30,000 views during the livestream which occurred between 1pm - 1:45pm on Saturday, May 16

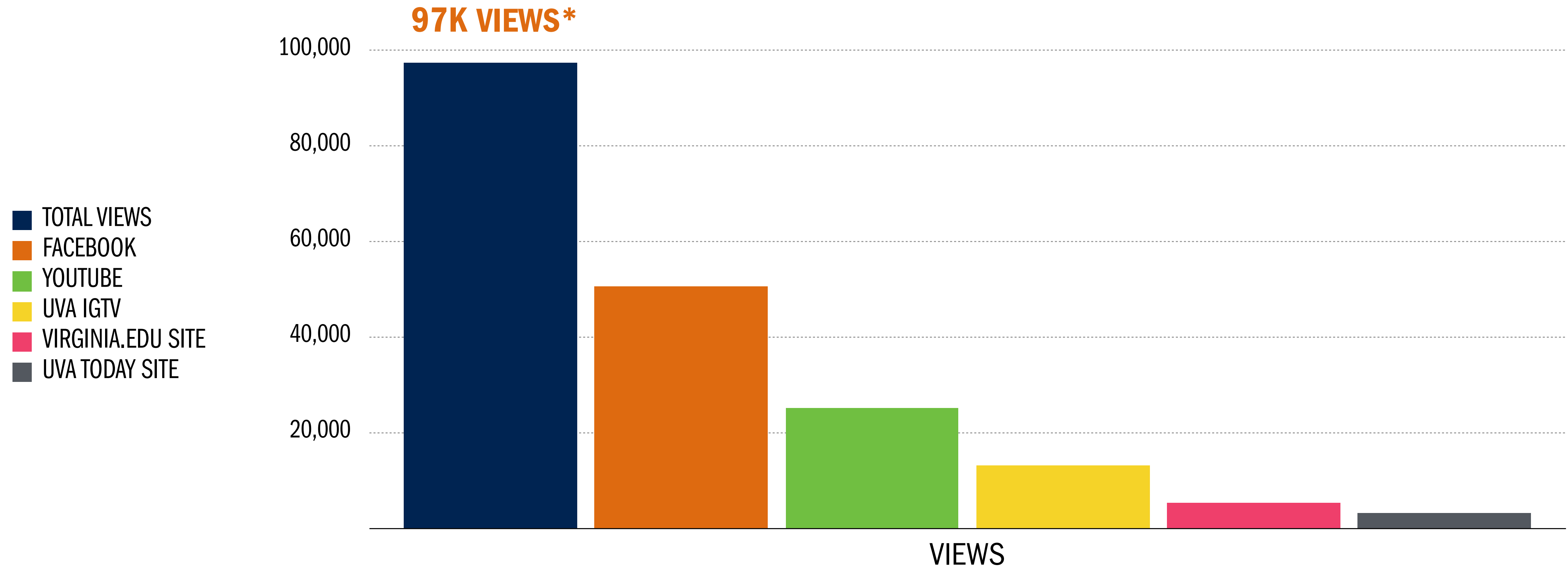


* Since many families gathered to watch the celebration together, actual viewership is likely higher.
YouTube data represents all views on the day of 5/16 as it cannot be segmented by hour.
Facebook data includes views from the both the UVA Facebook page and Jim Ryan's Facebook page.
Views from virginia.edu/live and UVA Today live are attributed to YouTube as those videos were embedded through the platform.

SOURCE: Facebook Creator Studio, YouTube Analytics
DATE RANGE: 5/16/20

TOTAL CONSUMPTION ACROSS ALL PLATFORMS

The below includes total views across all channels where the full Virtual Celebration video was posted, both live and following the event

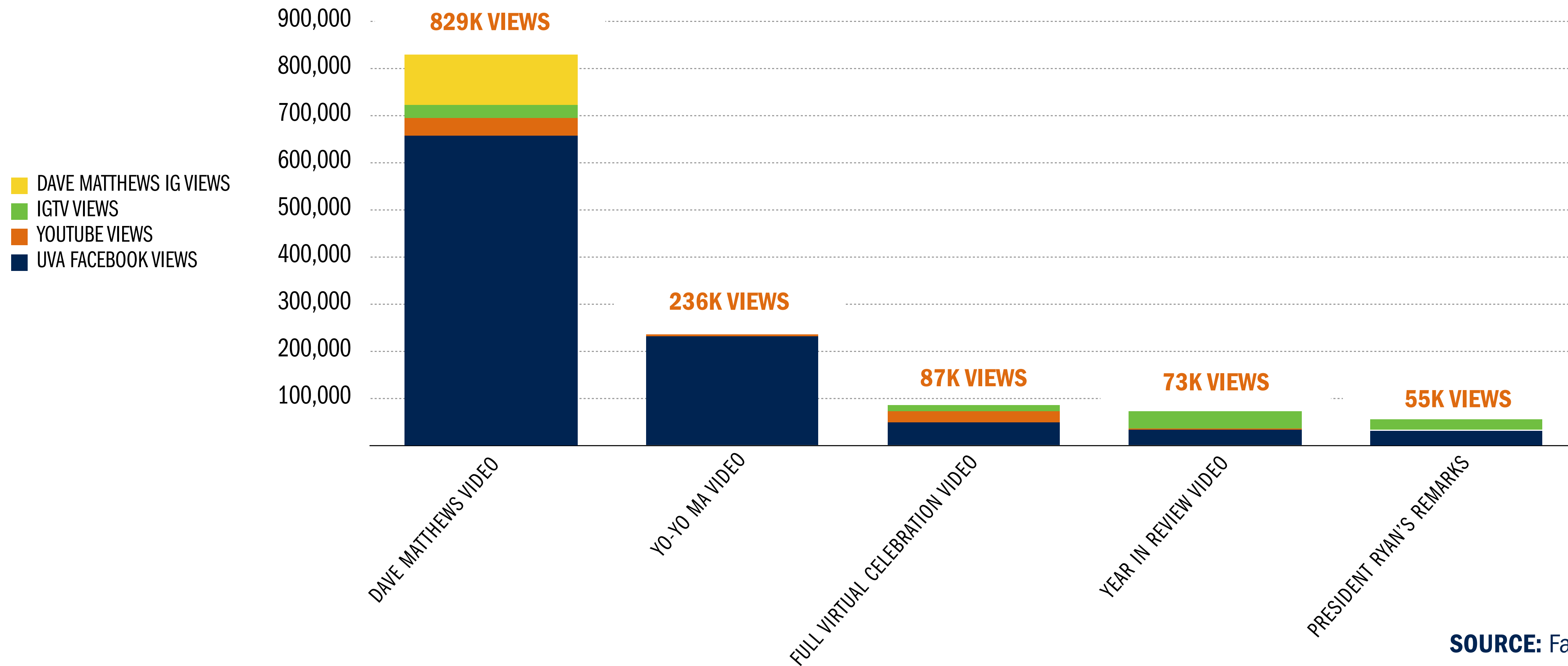


* Since many families gathered to watch the celebration together, actual viewership is likely higher.
virginia.edu and UVA Today views include view activity following the live event. Live views on those sites are captured in the YouTube views, since they were hosted on that platform.
Facebook data includes views from the both the UVA Facebook page and Jim Ryan's Facebook page.

SOURCE: Facebook Creator Studio, YouTube Analytics
Instagram Analytics, Google Analytics, Vimeo
DATE RANGE: 5/16/20 - 6/2/20

VIEWS BY VIRTUAL CELEBRATION VIDEO

The below outlines total views across social media channels for each Virtual Celebration video. The below videos have earned a combined 1.2 million views across social media channels since published.



SOURCE: Facebook Creator Studio, YouTube Analytics Instagram Analytics
DATE RANGE: 5/16/20 - 6/2/20

UVA THIS MONTH

MAY 2020 UVA THIS MONTH EMAIL DISTRIBUTION

 UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: May is typically a month of celebration at the University of Virginia as graduates and their families gather to walk the Lawn at Final Exercises. Though we cannot gather as usual this May, we will gather nonetheless – virtually on Saturday and in-person at a later date – to honor the Class of 2020. Learn more about the upcoming celebration and the extraordinary students who make up this extraordinary class.



RELEASED ON **MAY 16, 2020**
287K TOTAL EMAILS DELIVERED

TOP 5 STORIES WITHIN MAY UVA THIS MONTH BY CLICKS

[The Missing Purse: Time Capsule of 1993 Life at UVA Found in Alderman Library](#)

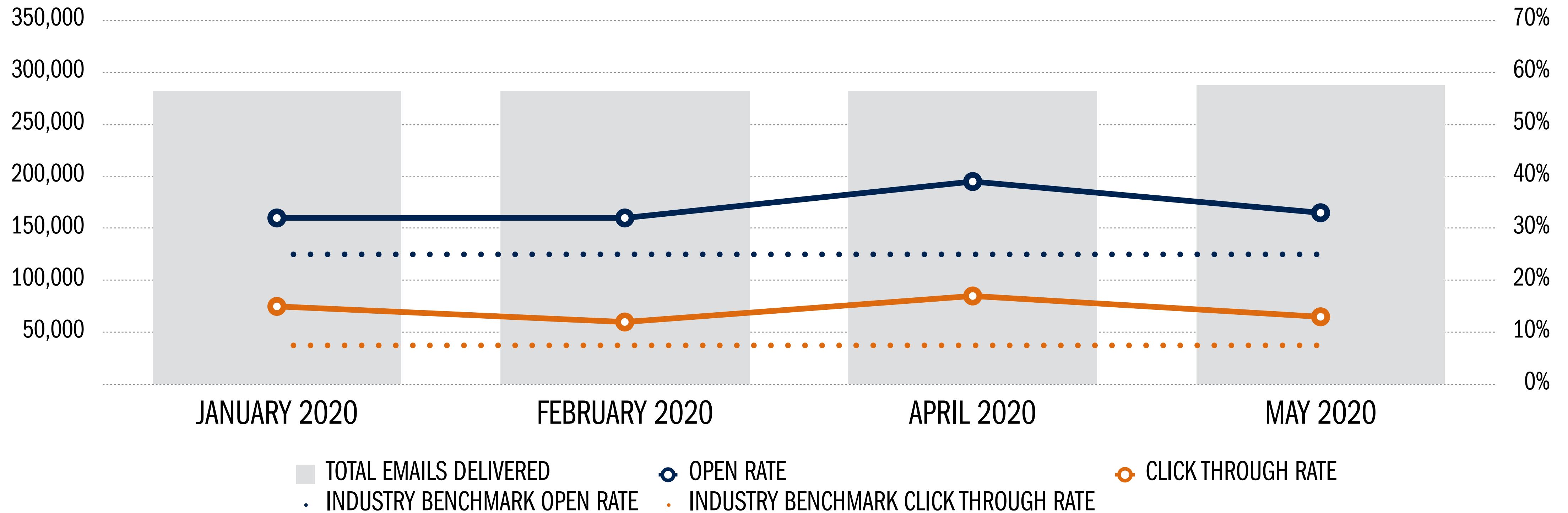
[What's Next? The Class of 2020 Enters a Changed World](#)

[VIRTUAL CELEBRATION AND DEGREE CONFERRAL WILL HONOR UVA'S CLASS OF 2020 ON MAY 16](#)

[CLASS OF 2020 CELEBRATION PAGE](#)

[Q&A: FROM THE CAVALIER DAILY TO A PULITZER PRIZE, IN LESS THAN A YEAR](#)

YEAR TO DATE UVA THIS MONTH PERFORMANCE



FOLLOWING STRONG PERFORMANCE IN APRIL, MAY OPEN AND CLICK THROUGH RATES DECLINED MONTH OVER MONTH, RETURNING TO SIMILAR RATES AS SEEN IN JANUARY AND FEBRUARY

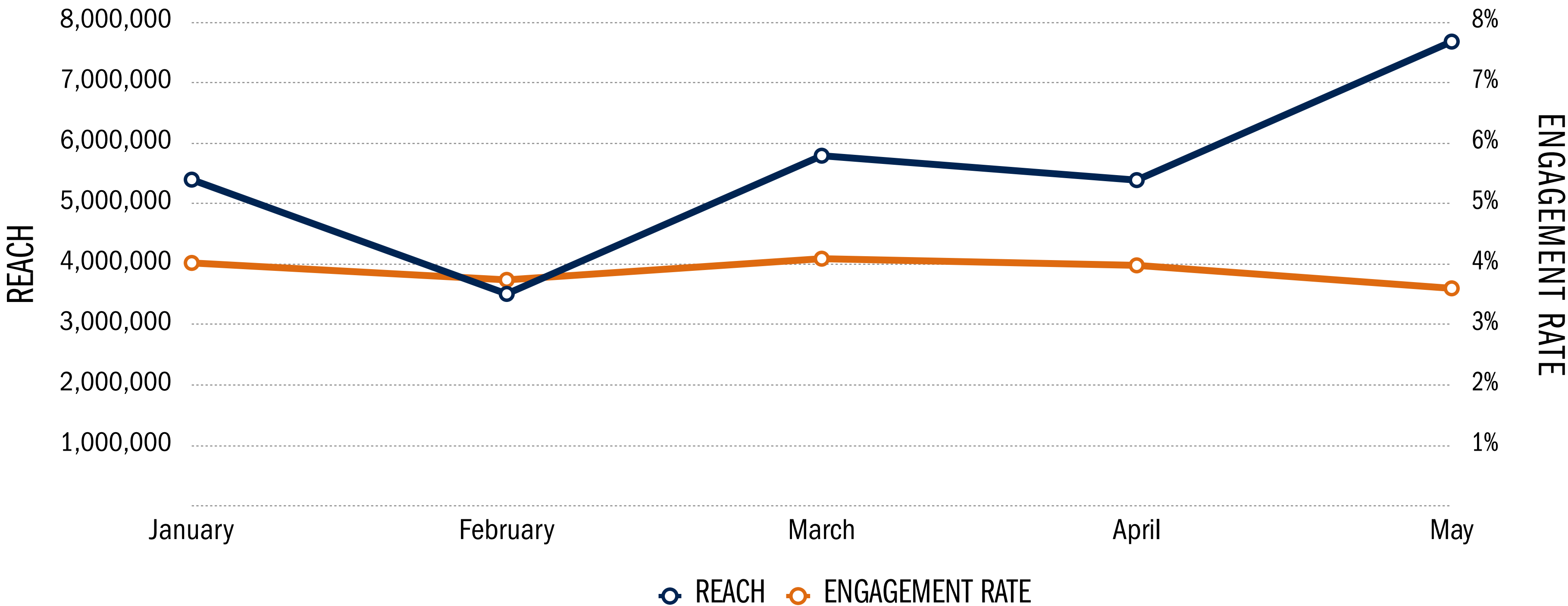
* Click through rate is calculated by dividing unique clicks by unique opens.
Education industry benchmark from HubSpot Email Benchmarks

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. Total reach has increased 42% since the beginning of the year.

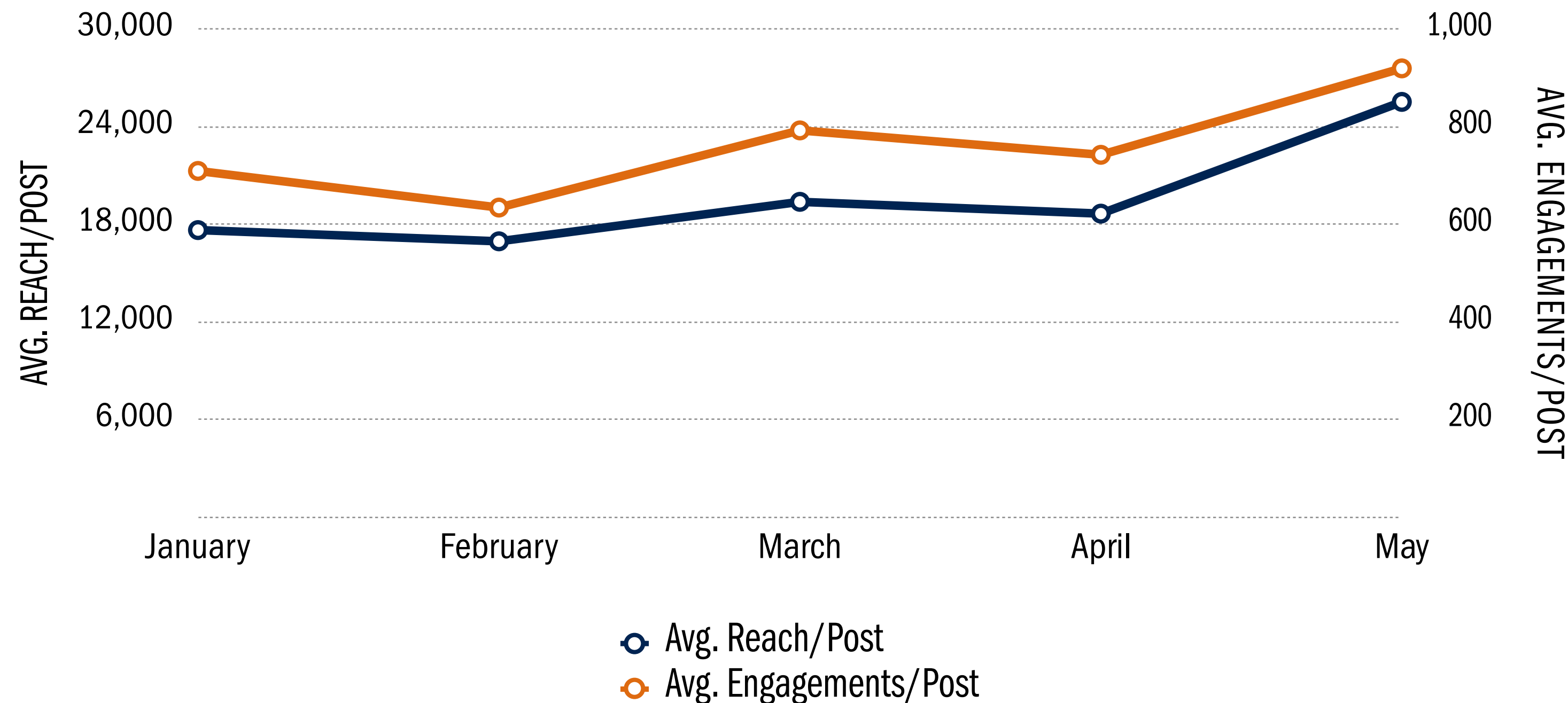


* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during the month of May. Twitter and LinkedIn track Impressions instead of reach, so for these platforms, Impressions = Reach for measurement purposes.

SOURCE: Facebook Creator Studio, Instagram Insights, Twitter Analytics, LinkedIn Analytics
DATE RANGE: 1/1/20 - 5/31/20

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.



AVG. REACH AND AVG. ENGAGEMENTS PER POST INCREASED IN MAY, AS SEVERAL OF THE POSTS RELATED TO THE VIRTUAL CELEBRATION SAW RECORD NUMBERS

* Includes reach for posts on Facebook, Instagram, Twitter, and LinkedIn posted during the month of May. 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: 1/1/20 - 5/31/20

MAY 2020 TOP FACEBOOK POSTS

TOP FACEBOOK POST BY REACH: 5/16/20

 **University of Virginia**
Published by Taylor Shaw [?] · May 16 at 6:01 PM · 🌐

As part of the UVA virtual celebration of the Class of 2020, Dave Matthews performed "Singing from the Windows," one of his newest songs written during the COVID-19 pandemic.



"Singing From the Windows" - Dave Matthews
03:36

1.7 MILLION USERS REACHED
56K ENGAGEMENTS
3% ENGAGEMENT RATE

THE TOP POST IN APRIL 2020 REACHED
320K USERS, IN COMPARISON

TOP FACEBOOK POST BY ENGAGEMENT RATE: 5/21/20

 **University of Virginia**
May 21 at 7:22 PM · 🌐

A bright spot on Grounds ✨



30K USERS REACHED
1.6K ENGAGEMENTS
5.5% ENGAGEMENT RATE

SOURCE: Creator Studio
DATE RANGE: 5/1/20 - 5/31/20

MAY 2020 TOP INSTAGRAM POSTS

TOP INSTAGRAM POST BY REACH: 5/14/20

 **uva**
University of Virginia



uva The many faces of the Rotunda. Photo by @calebahn.png

May 14, 2020

57K USERS REACHED
8K ENGAGEMENTS
14% ENGAGEMENT RATE

TOP INSTAGRAM POST BY ENGAGEMENT RATE: 5/27/20

 **uva**



uva The last looks at Alderman Library, which is now emptied to prepare for the building's major renovation.

May 27, 2020

52K USERS REACHED
9K ENGAGEMENTS
17% ENGAGEMENT RATE

SOURCE: Creator Studio
DATE RANGE: 5/1/20 - 5/31/20

MAY 2020 TOP TWEET

TOP TWEET BY REACH (IMPRESSIONS*): 5/14/20



A paid virtual internship launched by @Center4Politics hopes to help students whose public sector internships and other summer jobs vanished due to the pandemic.



Center for Politics Launches Virtual Internship for Students Who Lost
The paid virtual internship is intended to help politically minded students whose public sector internships or summer jobs vanished due to the pandemic, while...
news.virginia.edu

25K IMPRESSIONS
200 ENGAGEMENTS
1% ENGAGEMENT RATE

TOP TWEET BY ENGAGEMENT RATE: 5/13/20



CavMan visited Grounds today, with stops at the Corner and the UVA Health hospital!



21K IMPRESSIONS
1.9K ENGAGEMENTS
9% ENGAGEMENT RATE

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

SOURCE: Twitter Analytics
DATE RANGE: 5/1/20 - 5/31/20

THANK YOU