

# UVAToday Monthly Communications Summary

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## UNIVERSITY COMMUNICATIONS

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January 2024

# Report Highlights

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## UVA Today FYTD Performance

4.1M cumulative pageviews have been achieved FYTD. This exceeds pageviews for FY18, FY19, FY20, FY21, FY22, and FY23 for the same period (July-January).

## Top Stories

1. Littlejohn's Returning to the Corner (33,542 views)
2. He Challenged This Female UVA Track Star (32,832 views)
3. Q&A: Mysterious Dog Illness (25,178 views)\*
4. Chapel Renovation (20,570 views)
5. Alderman Reopening (16,357 views)

## Email Performance

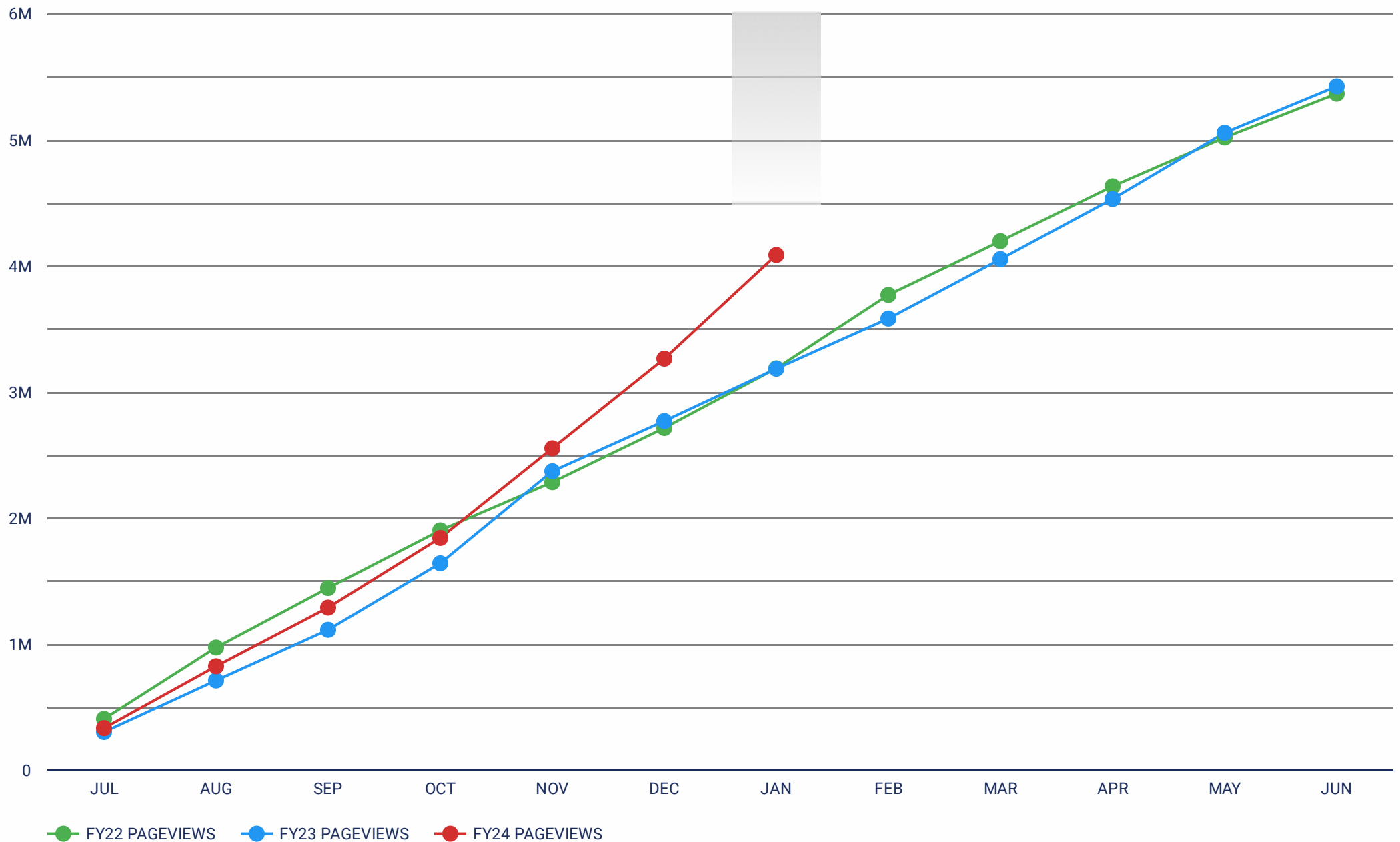
The January 16th DR had the highest CTR for the month (5.94%). Top stories for January 16th were Littlejohn's Returning to the Corner (4,776 unique clicks and 47.9% of total clicks) and UVA Nursing Professors Debunk Everyday Health Myths (3,498 unique clicks and 35.1% of total clicks).

## Additional Notes/Highlights

For the fifth straight month, a significant amount of traffic (100K users) stemmed from organic search. The most searched stories were the Mysterious Dog Illness (11.1K users) and the Littlejohn's Returning to the Corner (2.8K users) stories. For comparison, organic search drove 81K users to UVA Today in December, 94K users in November, 94K users in October, 95K users in September, and 67K users in August.

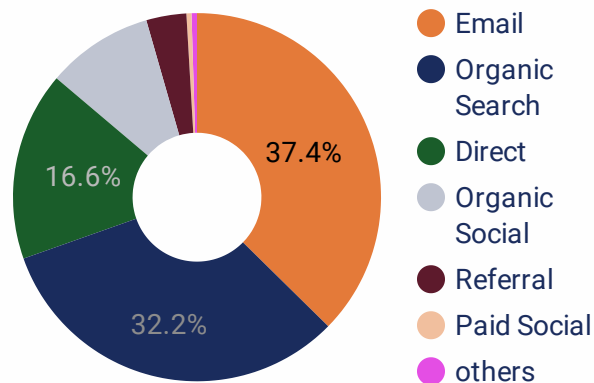
Popular search terms on Google included "alahna sabbakhan" (1,057 clicks), "dog respiratory illness" (779 clicks), "uva today" (779 clicks), "dog virus" (658 clicks), and "uva basketball" (546 clicks).

\*The Dog Illness story was published in the 12/21 DR, not in January. The bulk of its views stemmed from organic search (see slide 5). It is now the second most-viewed story of FY24 (see slide 12).

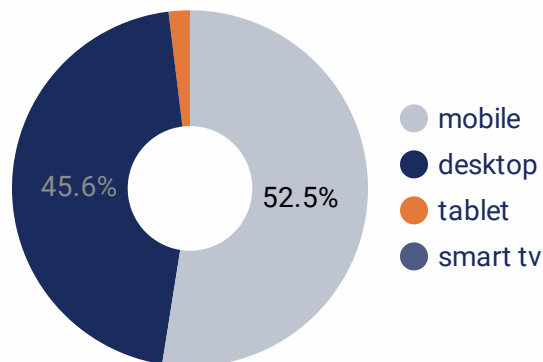


## Monthly Performance Summary

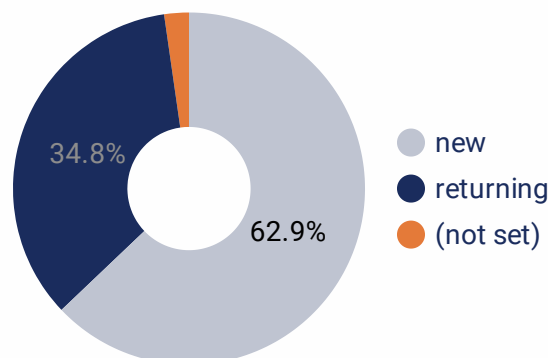
### Traffic Sources:



### Devices:



### New v. Returning Users:



### Views

822.7K

↑ 16.9%

### Average session duration

00:03:08

↑ 00:00:00

### Bounce rate

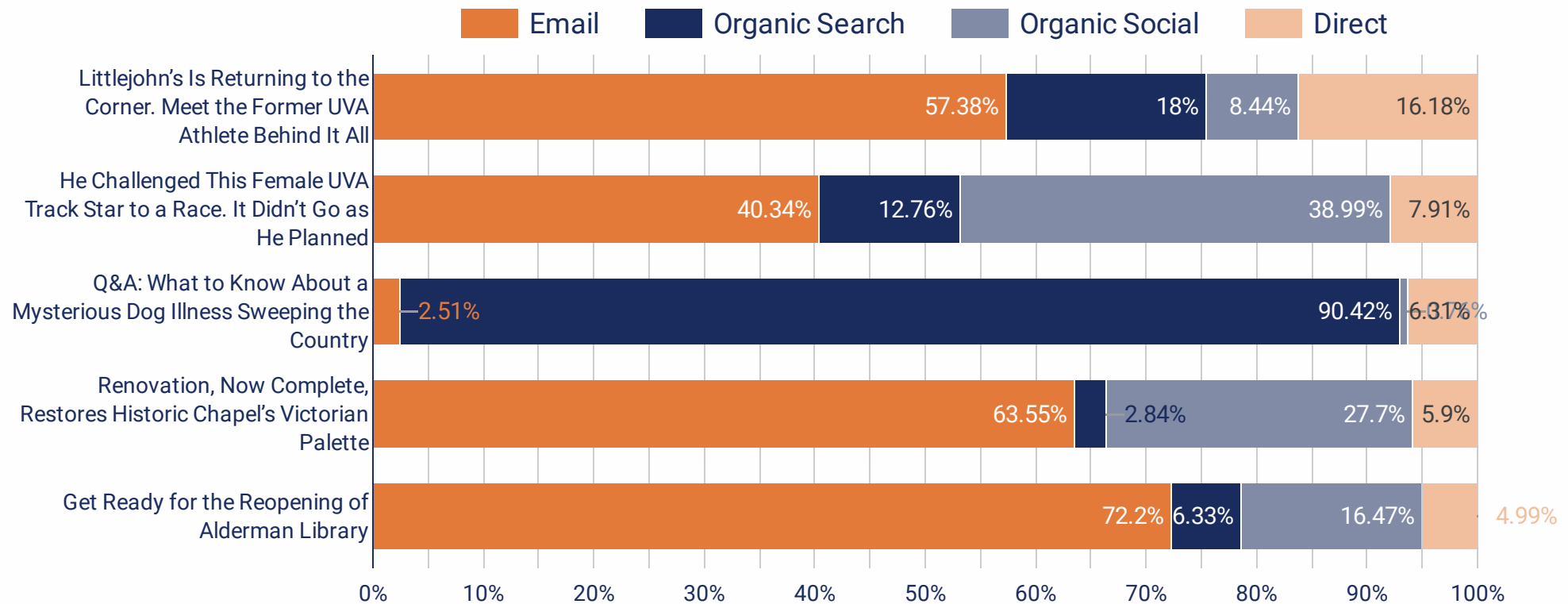
13.3%

↓ -0.65%

### Top 20 Performing Stories:

	Page title	Views	Average session durat...
1.	Littlejohn's Is Returning to the Corner. Meet the Former UVA Athlete Behind It ...	33.5K	00:02:27
2.	He Challenged This Female UVA Track Star to a Race. It Didn't Go as He Plann...	32.8K	00:02:37
3.	Q&A: What to Know About a Mysterious Dog Illness Sweeping the Country	25.2K	00:02:46
4.	Renovation, Now Complete, Restores Historic Chapel's Victorian Palette	20.6K	00:02:39
5.	Get Ready for the Reopening of Alderman Library	16.4K	00:02:52
6.	Does Dry January Really Work? Expert Says It's 'More Important Than Ever'	15.8K	00:03:04
7.	UVA Nursing Professors Debunk 4 Everyday Health Myths	14.8K	00:02:59
8.	'Iconic' UVA Figure Passes. His Lasting Legacy Is Rooted in Jefferson and Sa...	14.8K	00:02:50
9.	A First Look Inside the New Contemplative Commons	13.8K	00:02:52
10.	New Rankings Place Darden Atop All Public MBA Programs in the U.S.	13.1K	00:01:43
11.	The Bigger Picture: In the Presence of UVA Basketball Royalty	13K	00:01:53
12.	Get Your Exercise On at UVA's New, State-of-the-Art Gym	12.4K	00:02:39
13.	UVA Health Weighs In: 5 Misconceptions About Weight Loss Drugs	12.3K	00:02:41
14.	Ring in the New Year With UVA Librarians' Best Reads	11.7K	00:03:28
15.	UVA's 'Honor the Future' Campaign Surpasses \$5 Billion Goal Ahead of Schedule	11.6K	00:02:33
16.	UVA 'Changed His Life Forever': Longtime Facilities Manager Retires   UVA Tod...	10.7K	00:02:34
17.	Out-of-This-World Visitor Lands at UVA	10.4K	00:01:22
18.	The Bigger Picture: More Than 3 Inches of Snow Make Grounds a Winter Won...	10.2K	00:01:32
19.	Q&A: Would a Conservative Supreme Court Rule Against Donald Trump?	9.6K	00:03:51
20.	'Weight, Weight ... Don't Tell Me!' Should You Know Your BMI?	9.2K	00:03:21

## Referral Traffic for Top 5 January Stories





## Case Study: Get Ready for the Reopening of Alderman Library

This feature article  
garnered 31.3% of all  
clicks on the 1/6  
Weekend email

### Page Analytics

Views

16,357

Average session duration

00:02:52

Sessions

10,375

### Social Media Post Totals

Impressions: 482,884

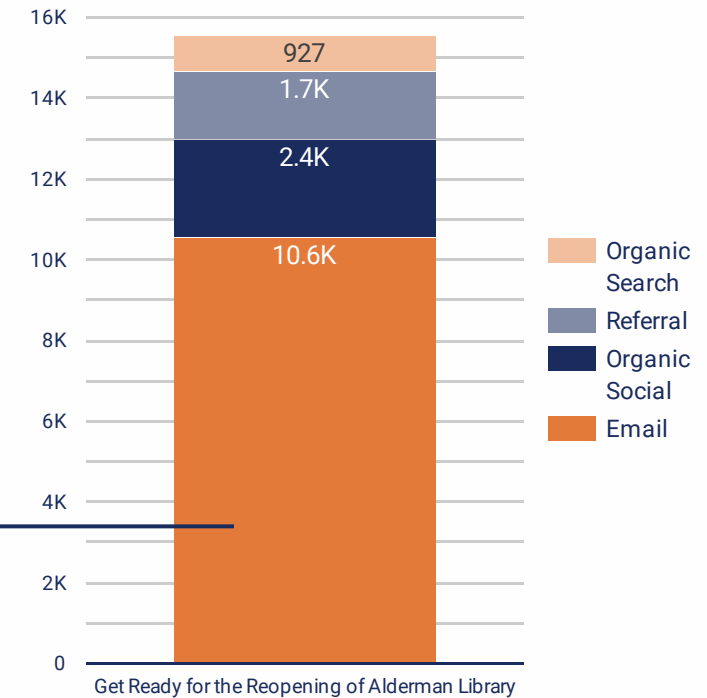
Engagements: 95,868

Reach: 626,676

Video Views: 105,199

5,405 clicks from the 1/6  
Weekend email

### Traffic Sources by Views



### Bounce Rate

Bounce rates for this article v. all UVA Today pages in January

Bounce rate

13.96%

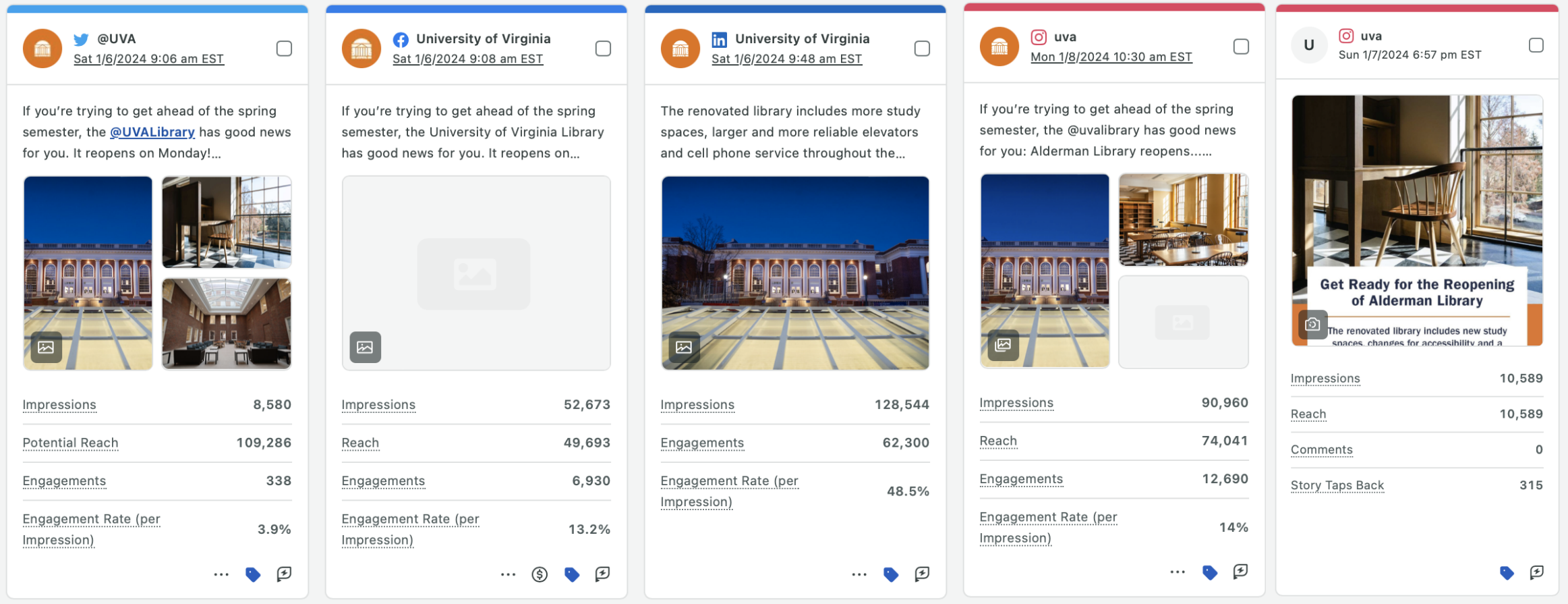
Bounce rate

13.27%



# Case Study (cont.): Get Ready for the Reopening of Alderman Library

## Social Media Post Breakdown (Posts Linking to Article)






# Case Study (cont.): Get Ready for the Reopening of Alderman Library

## Social Media Post Breakdown (Posts Related to Alderman Reopening)

@UVA

Mon 1/8/2024 11:27 am EST

The @UVALibrary is open today! 🎉 Where are you going to sit first?



Impressions

44,457

Potential Reach

137,382

Engagements

1,273

Engagement Rate (per Impression)


2.9%

...

University of Virginia

Mon 1/8/2024 12:09 pm EST

The University of Virginia Library is open today! 🎉 Where are you going to sit first?



Impressions

29,591

Reach

29,591

Engagements

3,966

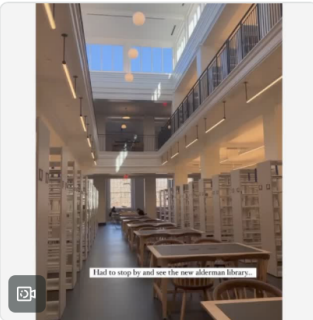
Engagement Rate (per Impression)

13.4%

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Mon 1/8/2024 3:17 pm EST



Impressions

12,291

Reach

12,291

Comments

0

Story Taps Back


866

...

@UVA

Thu 1/25/2024 9:15 am EST

Love, love, love seeing everyone inside @UVALibrary! 🥰



Video Views

4,488

Impressions

15,042

Potential Reach

110,971

Engagements

439

Engagement Rate (per Impression)


2.9%

...

uva

Thu 1/25/2024 11:25 am EST

We've got real love for @uvalibrary. 🥰



Impressions

84,838

Reach

74,098

Engagements

7,418

Engagement Rate (per Impression)


8.7%

...

University of Virginia

Thu 1/25/2024 12:19 pm EST

Have you wandered around the University of Virginia Library yet? We think you'll love it. ❤️💙



Video Views

15,873

Impressions

15,873

Reach

16,374

Engagements

514

Engagement Rate (per Impression)

3.2%

...



The click rate on 1/6 represents the highest click rate on a Weekend email to date. Clicks on 1/6 were primarily driven by the Alderman Reopening story (31.3% of clicks, 5,405 total clicks).

Email	Sends	Opens	Open Rate	Clicks	Click Rate	Unsubscribe Rate
1. UVA Today Weekend (1/6)	282,305	130,629	46.82%	11,996	4.3%	0.04%
2. UVA Today Weekend (1/13)	282,311	125,312	44.93%	6,122	2.2%	0.04%
3. UVA Today Weekend (1/20)	281,920	132,274	47.49%	7,815	2.8%	0.03%
4. UVA Today Weekend (1/27)	281,712	125,992	45.27%	6,841	2.46%	0.02%
5. UVA Today Weekend January Total	1,128,248	514,207	46.13%	32,774	2.94%	0.03%
6. UVA Today Weekend Average (since 8/19)	278,134	124,654	45.84%	7,514	2.49%	0.03%

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## Story Performance

### Total Views on Feature Stories (Views from any source during January)

1/6 Feature Story:  
Alderman Reopening

Views  
**16,357**

1/13 Feature Story:  
Sportswriter Alum

Views  
**8,812**

1/20 Feature Story:  
Meteorologist Alum

Views  
**4,447**

1/27 Feature Story:  
Standup Student

Views  
**5,319**

### Top 10 Performing Stories (Views generated by Weekend emails only):

	Page title	Views ▾
1.	Get Ready for the Reopening of Alderman Library	10,013
2.	He's Captured Some of the Biggest Moments in Sports. Only One Led Him to Tears	5,861
3.	Littlejohn's Is Returning to the Corner. Meet the Former UVA Athlete Behind It All	5,442
4.	He Challenged This Female UVA Track Star to a Race. It Didn't Go as He Planned	5,375
5.	A First Look Inside the New Contemplative Commons	4,603
6.	The Bigger Picture: In the Presence of UVA Basketball Royalty	4,284
7.	UVA Health Weighs In: 5 Misconceptions About Weight Loss Drugs	3,976
8.	Does Dry January Really Work? Expert Says It's 'More Important Than Ever'	3,757
9.	Funny Business: Darden Student's Journey from Shyness to Stand-Up Comedy	3,697
10.	UVA Nursing Professors Debunk 4 Everyday Health Myths	3,416

1 - 10 / 492 < >

**TOTAL VIEWS during the following weekends**  
 (Views from ALL sources, during January):

<b>Jan. 6 &amp; 7, 2024</b> 50,707	<b>Jan. 13 &amp; 14, 2024</b> 44,490	<b>Jan. 20 &amp; 21, 2024</b> 45,911	<b>Jan. 27 &amp; 28, 2024</b> 56,060
<b>Jan. 7 &amp; 8, 2023*</b> 11,153	<b>Jan. 14 &amp; 15, 2023*</b> 12,266	<b>Jan. 21 &amp; 22, 2023*</b> 29,016	<b>Jan. 28 &amp; 29, 2023*</b> 28,306

\* Data prior to June 2023 was sourced from Universal Analytics (UA), whereas recent data comes from Google Analytics 4 (GA4). As noted in prior reports around the transition from UA to GA4, there can be minor variations in data between these two sources.

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

Jul 1, 2023 - Jan 31, 2024

Total users  
1.5M

Sessions  
2.5M

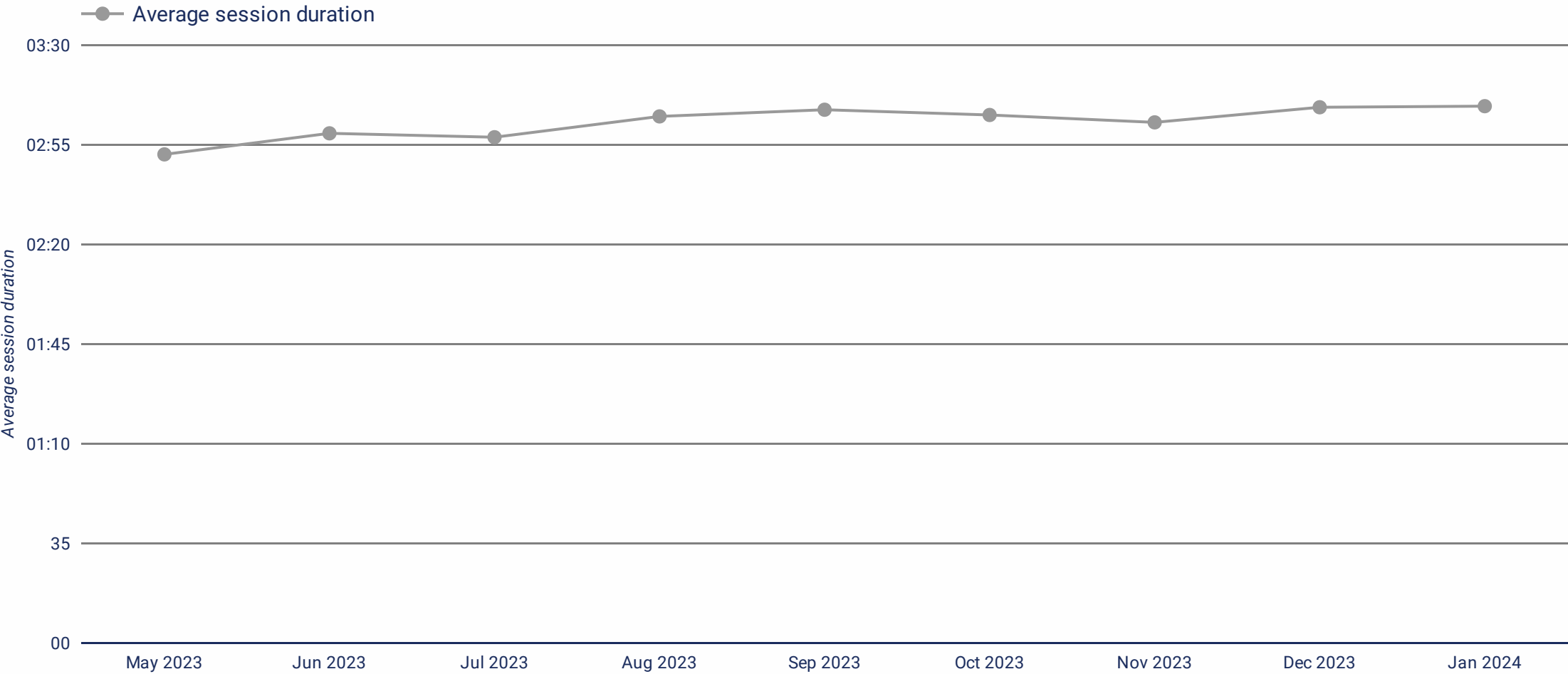
Views  
4.1M

Views per session  
1.62

Average session duration  
00:03:03

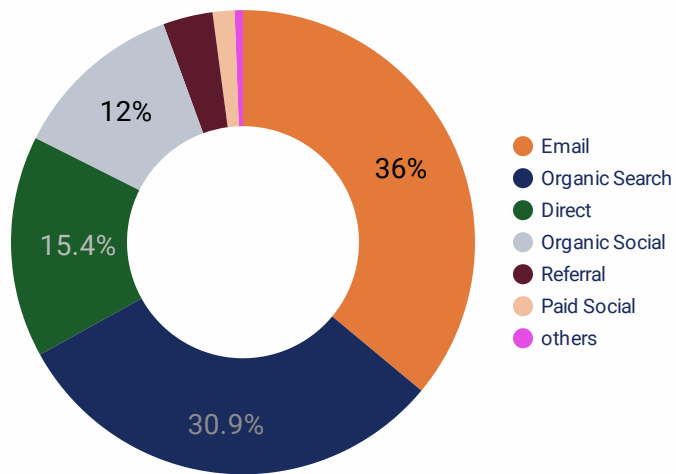
Bounce rate  
24.8%

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.



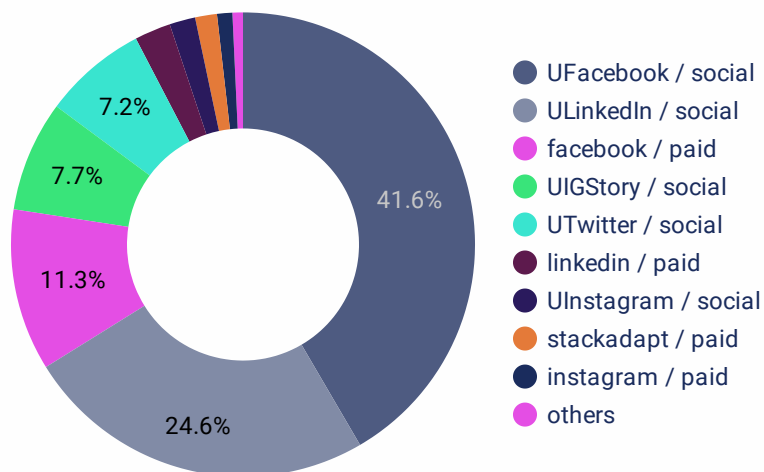
## UVAToday FYTD Performance Summary (2 of 3): Sources of Traffic by Default Channel Grouping and Social Networks

### Default Channel Grouping:



	First user default channel group	Views ▾	Bounce rate
1.	Email	1.5M	22.87%
2.	Organic Search	1.3M	19.95%
3.	Direct	631.7K	35.02%
4.	Organic Social	491.8K	23.04%
5.	Referral	141.9K	19.38%
6.	Paid Social	62.4K	37.27%
7.	Unassigned	11.8K	35.2%
8.	Paid Other	7.3K	32.35%
9.	Display	4.2K	57.99%
10.	Organic Video	349	27.14%

### Social Network:



	First user source / medium	Views ▾	Bounce rate
1.	UFacebook / social	174.5K	21.71%
2.	ULinkedIn / social	103.1K	21.72%
3.	facebook / paid	47.3K	39.74%
4.	UIGStory / social	32.4K	14.21%
5.	UTwitter / social	30.3K	28.42%
6.	linkedin / paid	10.6K	35.1%
7.	UInstagram / social	7.5K	17.71%
8.	stackadapt / paid	6.4K	35.62%
9.	instagram / paid	4.5K	28.69%
10.	facebook_web / social_spons...	536	30.77%

	Page title	Views ▾	Average se...
1.	The ‘Cinderella Story’ Behind UVA’s 34-Year-Old Kicker	54.4K <div></div>	00:03:33
2.	Q&A: What to Know About a Mysterious Dog Illness Sweeping the Country	45.1K <div></div>	00:02:47
3.	They Met Outside a UVA Classroom. Then They Started a Multimillion-Dollar ...	42.4K <div></div>	00:02:44
4.	Darden Receives Largest Gift in School History	39.2K <div></div>	00:02:39
5.	Littlejohn’s Is Returning to the Corner. Meet the Former UVA Athlete Behind It ...	33.5K <div></div>	00:02:27
6.	He Challenged This Female UVA Track Star to a Race. It Didn’t Go as He Plan...	32.8K <div></div>	00:02:37
7.	A Walk Through Grounds Brought Her to Acting. Now, She’s a Christmas Movi...	28.4K <div></div>	00:02:50
8.	10-Year-Old Wunderkind Hopes UVA Is Her Launchpad to Space	26.7K <div></div>	00:03:25
9.	UVA Advances One Spot in Retooled U.S. News Ranking to No. 24 Nationally	26.7K <div></div>	00:01:45
10.	To Be Great and Good in All We Do	26.6K <div></div>	00:00:46
11.	If You Need a Good Cry, Watch These UVA Early Decision Reactions	25.9K <div></div>	00:01:46
12.	A Message from UVA President Jim Ryan	23.9K <div></div>	00:01:59
13.	From New Club to National Champs: The Rise of UVA Pickleball	21.5K <div></div>	00:02:46
14.	New UVA Apparel Line a ‘Full Circle Moment’ for This Wahoo Couple	21K <div></div>	00:02:25
15.	Meet the Quintet of UVA Alumni on the 2024 Forbes ‘30 Under 30’ Lists	20.8K <div></div>	00:03:30
16.	Renovation, Now Complete, Restores Historic Chapel’s Victorian Palette	20.6K <div></div>	00:02:39
17.	Ryan Appeals for Compassion, Offers Support in Aftermath of Attacks in Israel	19.9K <div></div>	00:01:52
18.	Does Dry January Really Work? Expert Says It’s ‘More Important Than Ever’	18.8K <div></div>	00:02:58
19.	‘America Is Under Attack’: What the Morning of 9/11 Was Like for President B...	18.2K <div></div>	00:02:52
20.	If I’d Only Known: Lawnies Offer Advice to New Students	18K <div></div>	00:03:40

# Year to Date Daily Report Performance

The January 4th (4.87%) and 16th (5.94%) DR sends had the highest CTR of the month.  
Clicks on the 4th were driven by the He Challenged This Female UVA Track Star story.  
Clicks on the 16th were driven by the Littlejohn's Returning to the Corner story.

