2025–2030

UNIVERSITY COMMUNICATIONS
CONTENT STRATEGY

UNIVERSITY *of* VIRGINIA

TABLE *of* CONTENTS

UNIVERSITY *of* VIRGINIA

SECTION ONE

Purpose

Overview & Purpose

The first objective of the University Communications 2025-2030 Strategic Plan is to create a unified content strategy. The Plan states:

"Our charge is to masterfully tell the University of Virginia story, creating content that advances the overarching goals and aspirations of UVA. … As a team, University Communications will create a unified content strategy that outlines our content themes, core audiences, messaging priorities and distribution channels for each unit. Further, this effort will not only create greater clarity and better work, but will also instill a shared sense of ownership in its execution."

The content strategy presents an opportunity to define the strategic direction of University Communications' content over the next five years, ensuring continued consistency, enhanced collaboration, alignment with key priorities and a commitment to excellence.

*Sourced from: University Communications Strategic Plan
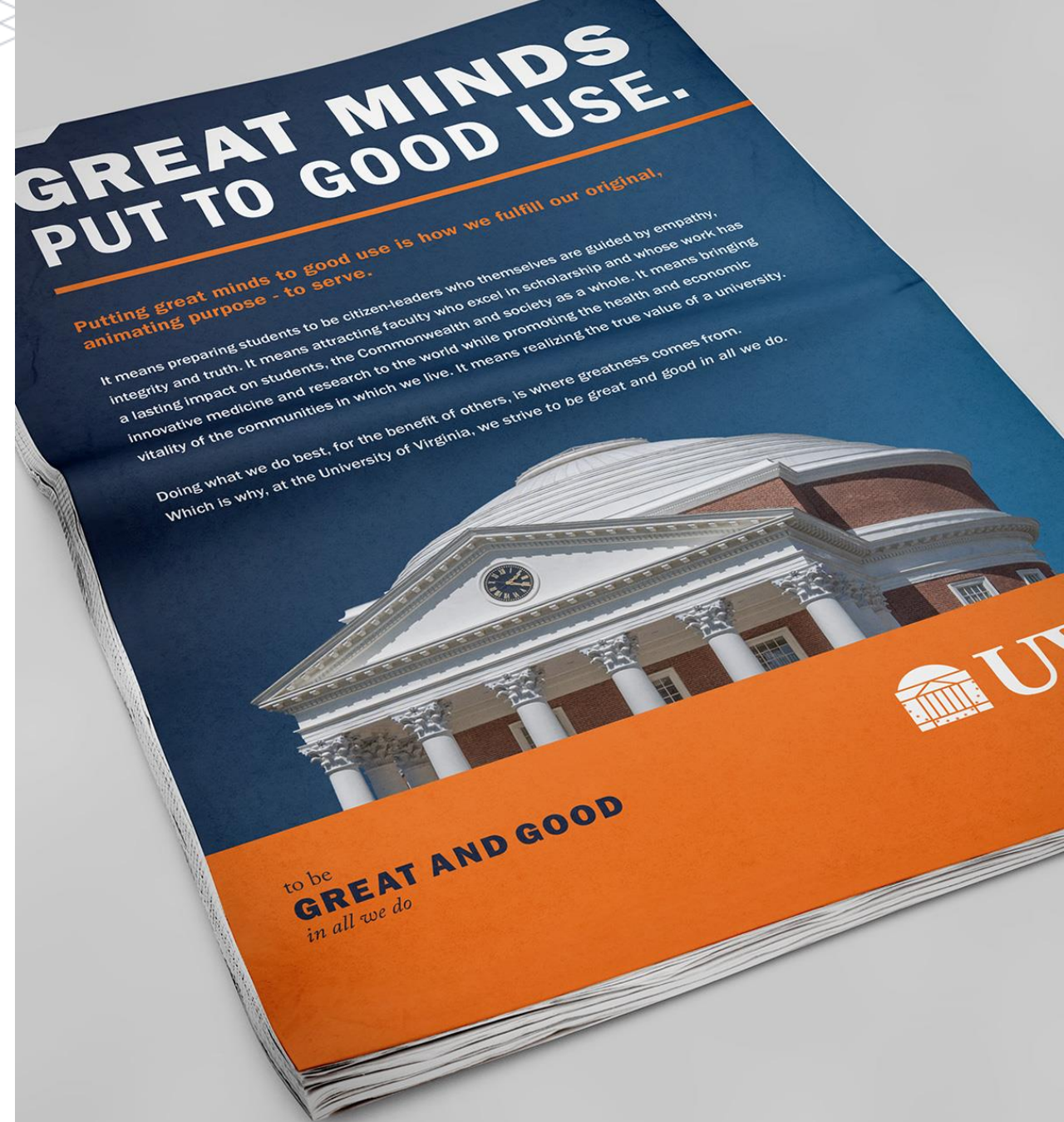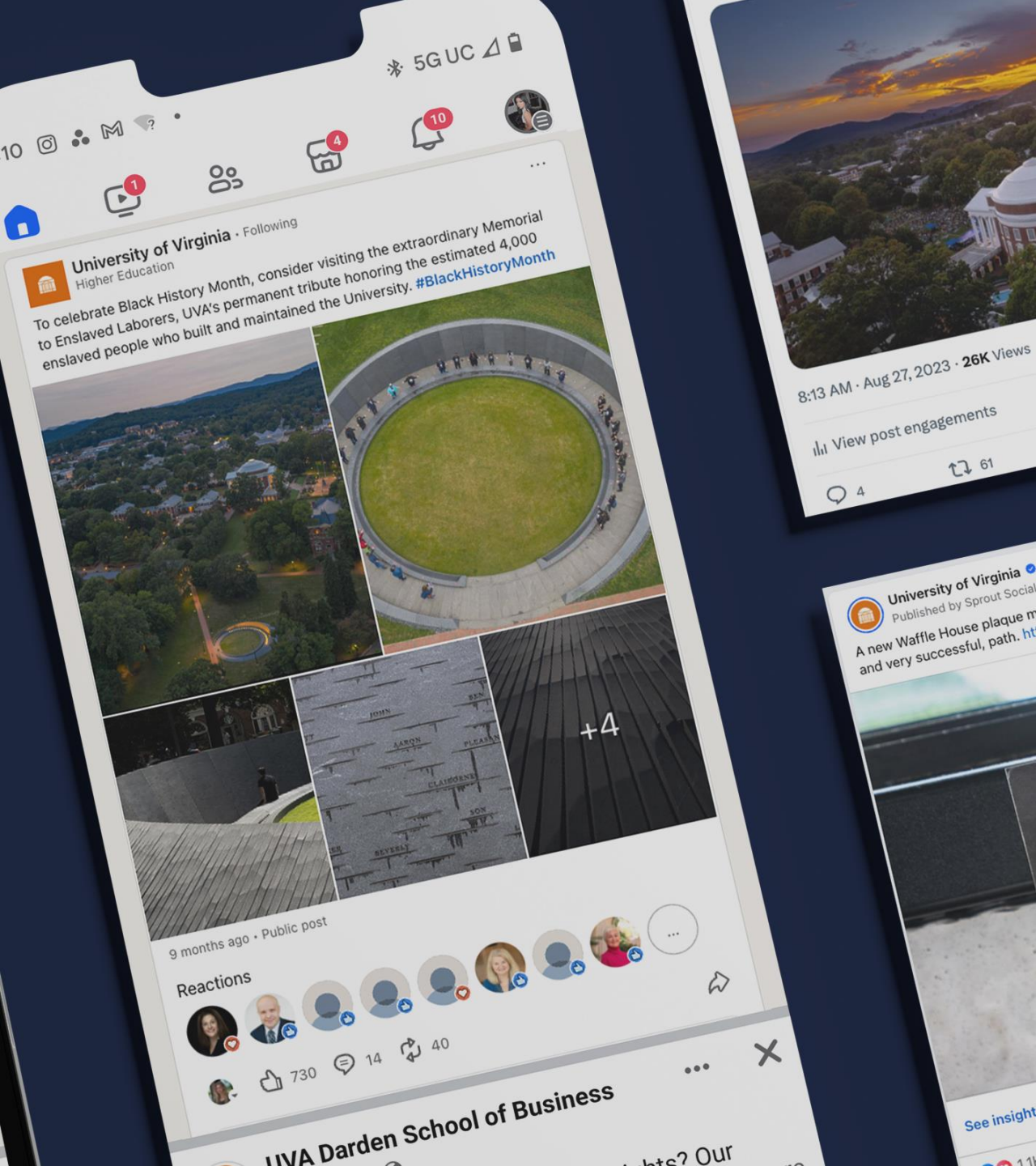
Why Now?

The primary goal of University Communications is to showcase the University as a model of excellence in public higher education through effective and engaging communications and marketing. Our aim is to not only inform, but also inspire our audiences, ensuring the impact of our University is widely recognized in our broad UVA community, across the commonwealth and beyond.*
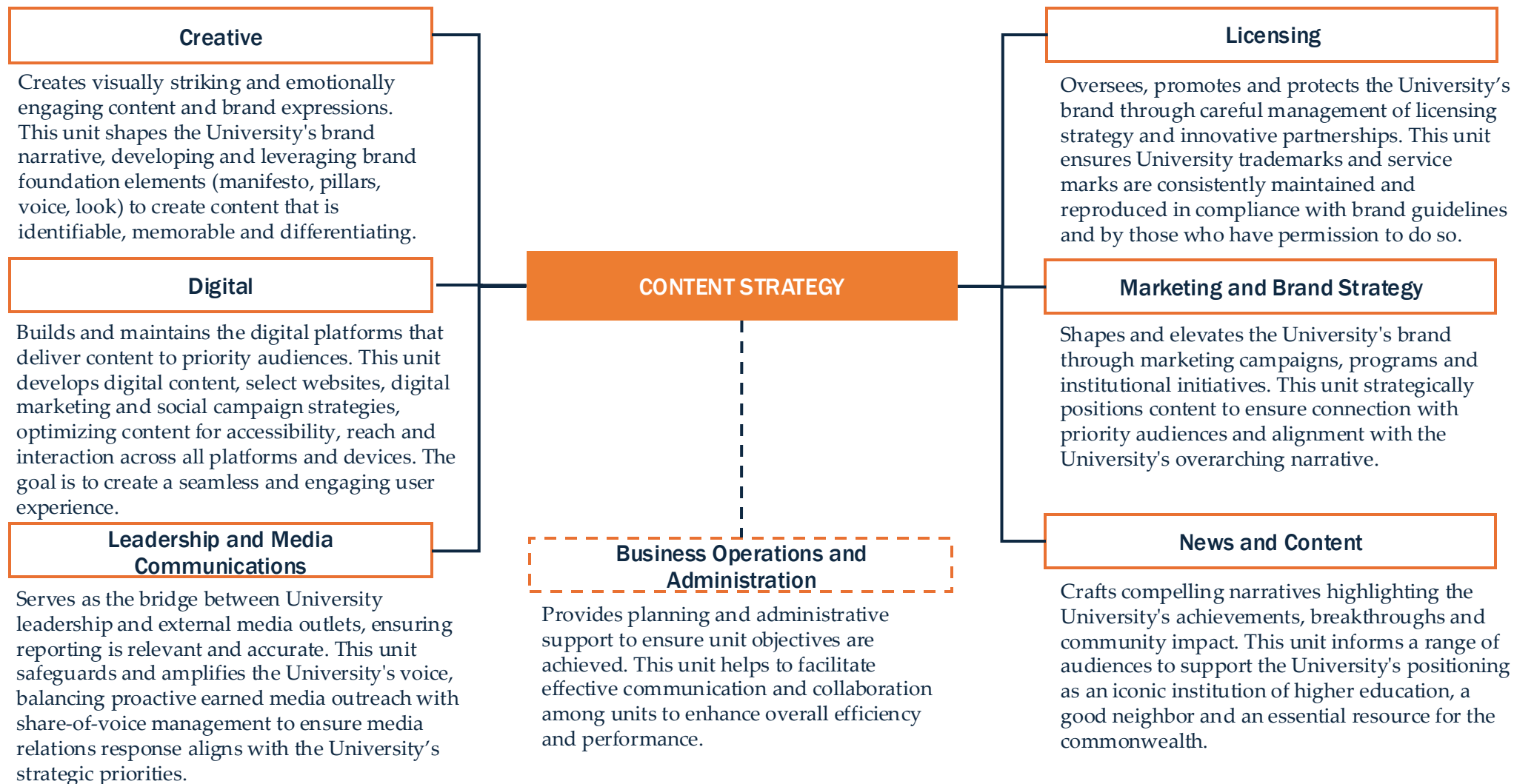
Central to achieving this goal is a coordinated content strategy.

A content strategy is a communications tool that will spur collaboration and focus our many talents on creating unified, omnichannel messaging. Faithfully executed, it will amplify UVA's voice while strengthening our connection with our priority audiences.

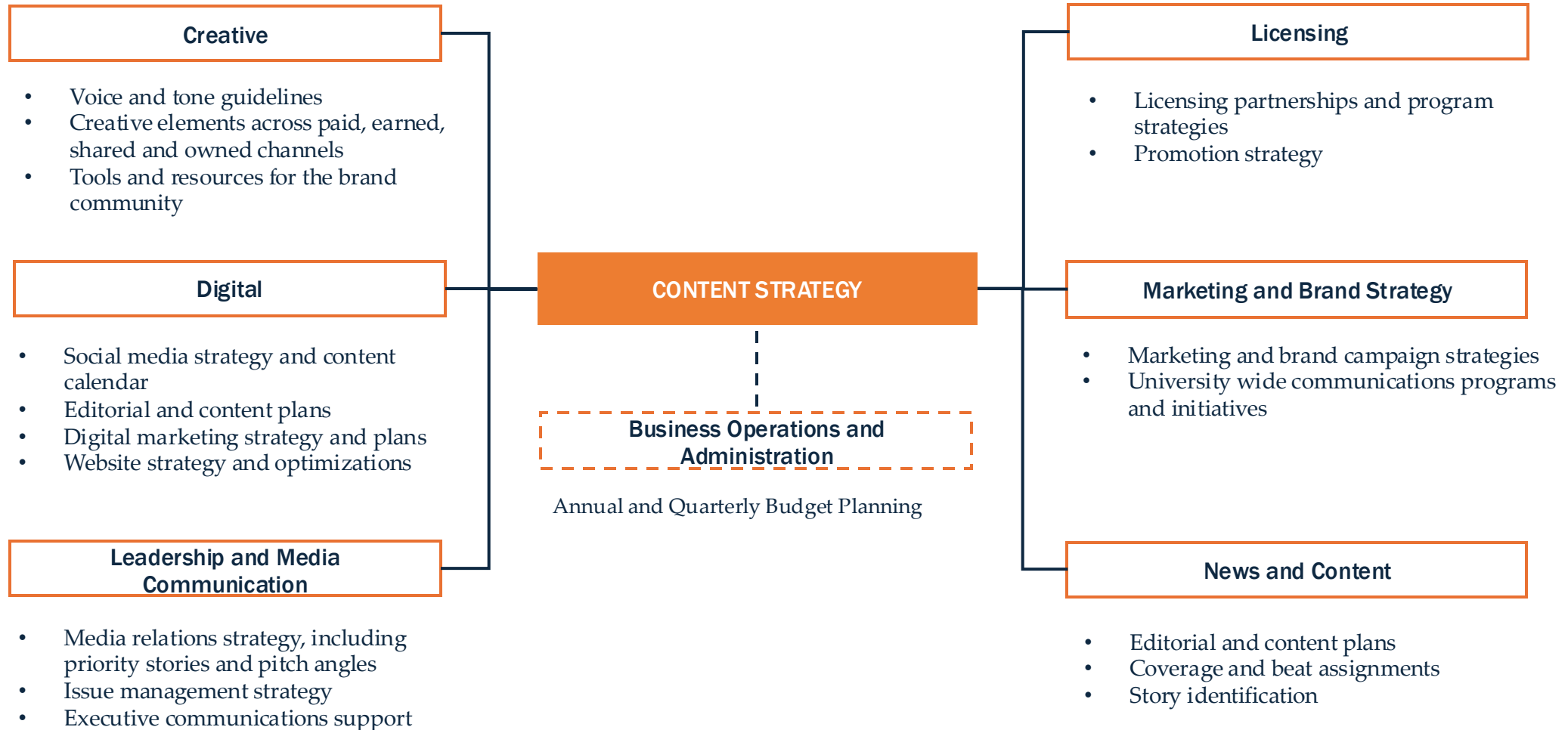*Sourced from: University Communications Strategic Plan

Content Strategy Lens

While content originates at different points, each unit within University Communications plays a critical role. **This framework describes the lens in which each unit creates and reviews content.**

Creative

Creates visually striking and emotionally engaging content and brand expressions. This unit shapes the University's brand narrative, developing and leveraging brand foundation elements (manifesto, pillars, voice, look) to create content that is identifiable, memorable and differentiating.

Digital

Builds and maintains the digital platforms that deliver content to priority audiences. This unit develops digital content, select websites, digital marketing and social campaign strategies, optimizing content for accessibility, reach and interaction across all platforms and devices. The goal is to create a seamless and engaging user experience.

Leadership and Media Communications

Serves as the bridge between University leadership and external media outlets, ensuring reporting is relevant and accurate. This unit safeguards and amplifies the University's voice, balancing proactive earned media outreach with share-of-voice management to ensure media relations response aligns with the University's strategic priorities.

CONTENT STRATEGY

Business Operations and Administration

Provides planning and administrative support to ensure unit objectives are achieved. This unit helps to facilitate effective communication and collaboration among units to enhance overall efficiency and performance.

Licensing

Oversees, promotes and protects the University's brand through careful management of licensing strategy and innovative partnerships. This unit ensures University trademarks and service marks are consistently maintained and reproduced in compliance with brand guidelines and by those who have permission to do so.

Marketing and Brand Strategy

Shapes and elevates the University's brand through marketing campaigns, programs and institutional initiatives. This unit strategically positions content to ensure connection with priority audiences and alignment with the University's overarching narrative.

News and Content

Crafts compelling narratives highlighting the University's achievements, breakthroughs and community impact. This unit informs a range of audiences to support the University's positioning as an iconic institution of higher education, a good neighbor and an essential resource for the commonwealth.

Content Strategy in Action

This content strategy serves as the overarching framework for units within University Communications. Each unit will anchor its plans to this strategy, aligning with established content themes and objectives. Units will regularly collaborate to ensure consistent, unified messaging that resonates with its audiences – maximizing the effectiveness and reach of the content created.
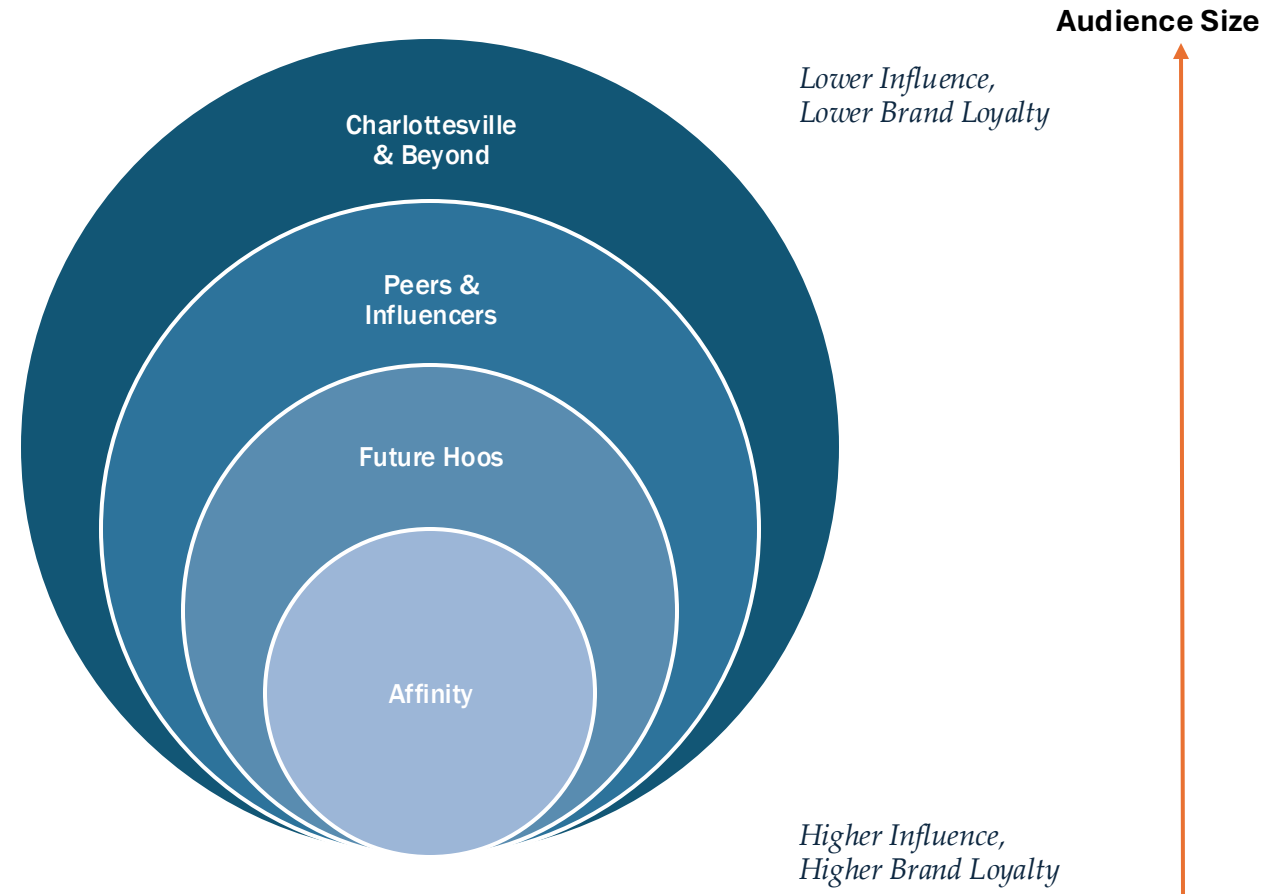
Creative

- Voice and tone guidelines
- Creative elements across paid, earned, shared and owned channels
- Tools and resources for the brand community

Digital

- Social media strategy and content calendar
- Editorial and content plans
- Digital marketing strategy and plans
- Website strategy and optimizations

Leadership and Media Communication

- Media relations strategy, including priority stories and pitch angles
- Issue management strategy
- Executive communications support

CONTENT STRATEGY

Business Operations and Administration

Annual and Quarterly Budget Planning

Licensing

- Licensing partnerships and program strategies
- Promotion strategy

Marketing and Brand Strategy

- Marketing and brand campaign strategies
- University wide communications programs and initiatives

News and Content

- Editorial and content plans
- Coverage and beat assignments
- Story identification

Note: Plans available via resources link on communications.virginia.edu – new plans to be added as they are updated.

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SECTION TWO

Audience

Audience Typology

Broadly, UVA's audiences are grouped by demographics, characteristics, established brand loyalty and relative size.

The aim is to shape attitudes and perceptions of these audiences when it comes to their beliefs and impressions of the University of Virginia.

Audiences:
- **Affinity**: includes key stakeholders who are deeply connected to UVA. Engaging this group fosters loyalty, advocacy and support—which is essential for enhancing our reputation.
- **Future Hoos**: includes prospective students, faculty, parents and families considering UVA. They are essential for creating a vibrant and diverse University community, enhancing recruitment, building excitement and shaping UVA's future.
- **Peers and Influencers**: includes peer university leaders, higher ed industry media, higher ed organizations, leaders of research granting agencies and the science and research community—all vital for enhancing the University's reputation for academic and research excellence.
- **Charlottesville and Beyond**: includes community partners, government officials, the business community, traditional media and residents who advocate for the University. By incorporating these audiences, we influence public policy, support our Good Neighbor initiative, and contribute to the broader community's growth and development.

Audience Size

Lower Influence, Lower Brand Loyalty

Charlottesville & Beyond

Peers & Influencers

Future Hoos

Affinity

Higher Influence, Higher Brand Loyalty

While audience categories are depicted as discrete, these groups can occasionally overlap. Audiences will evolve into refined personas through ongoing research and insights.

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Affinity Audience

Charlottesville & Beyond

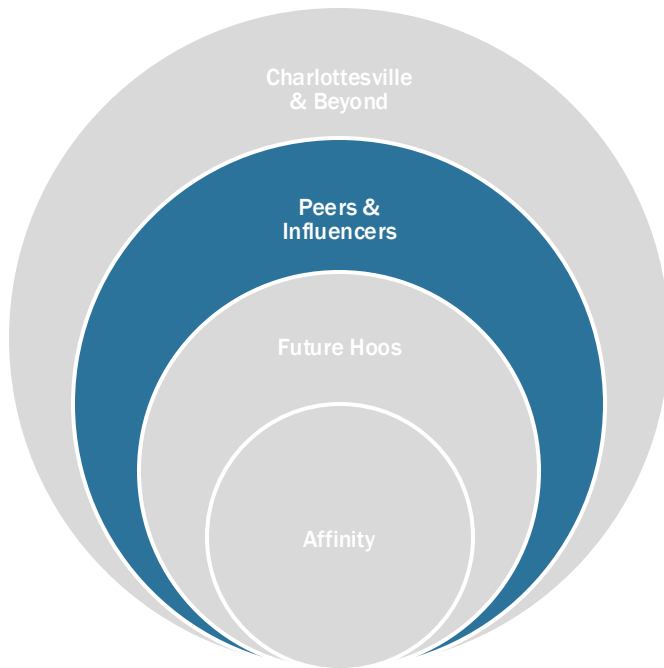Peers & Influencers

Future Hoos

Affinity

List encompasses common audiences within this category but is not comprehensive.

SUB-CATEGORY*	UNIVERSITY COMMUNICATIONS CONTENT GOALS	UNIVERSITY COMMUNICATIONS TARGET CHANNELS
Current Students (Graduate and Undergraduate)	• Foster a sense of community, belonging and pride • Provide timely University information, news and updates • Promote branded merchandise	• Instagram, YouTube and LinkedIn • Virginia.edu • UVA Today • On-Grounds Environmental • BrandDot
University Leadership, Faculty and Staff	• Foster a sense of community, belonging and pride • Recognize achievements and contributions to UVA and their respective fields • Provide timely University information, news and updates	• Virginia.edu • UVA Today, including the Daily Report and UVA Today Weekend • BrandDot • LinkedIn, Facebook and X • Earned Media • On-Grounds Environmental
Alumni	• Foster University pride and encourage ongoing engagement and support • Nurture and strengthen their connection to the University • Highlight University achievements to further positive brand perceptions • Provide timely University information, news and updates • Promote branded merchandise	• UVA Today Weekend • LinkedIn, Facebook and Instagram • Earned Media • Digital Advertising • Virginia Athletics Sports Venue Advertising
Donors and Friends	• Foster University pride and encourage ongoing engagement and support • Provide timely University information, news and updates • Demonstrate the impact of their contributions	• LinkedIn, Facebook and Instagram • UVA Today Weekend • Earned Media • Brand Events/Experiences • Digital Advertising
Fans and Followers	• Build and maintain positive sentiment around the UVA brand • Encourage participation in events, athletics and University life • Promote branded merchandise	• Instagram, Facebook, X and Threads • Virginia.edu • Digital Advertising • Earned Media • Virginia Athletics Sports Venue Advertising • Out of Home Advertising
Current Parents and Families	• Foster University pride and encourage ongoing engagement and support • Keep informed of their students' experiences and provide University updates • Provide timely University information, news and updates • Promote branded merchandise	• Virginia.edu • UVA Today, including the Daily Report and UVA Today Weekend • Facebook and Instagram • Earned Media
Board of Visitors	• Foster University pride and encourage ongoing engagement and support • Provide and maintain strategic updates on UVA's progress and future plans • Highlight UVA's contributions to the commonwealth and nation through research, education and public service	• Leadership Communications • UVA Today, including the Daily Report and UVA Today Weekend • Earned Media • LinkedIn

Future Hoos

Charlottesville & Beyond

Peers & Influencers

Future Hoos

Affinity

List encompasses common audiences within this category but is not comprehensive.

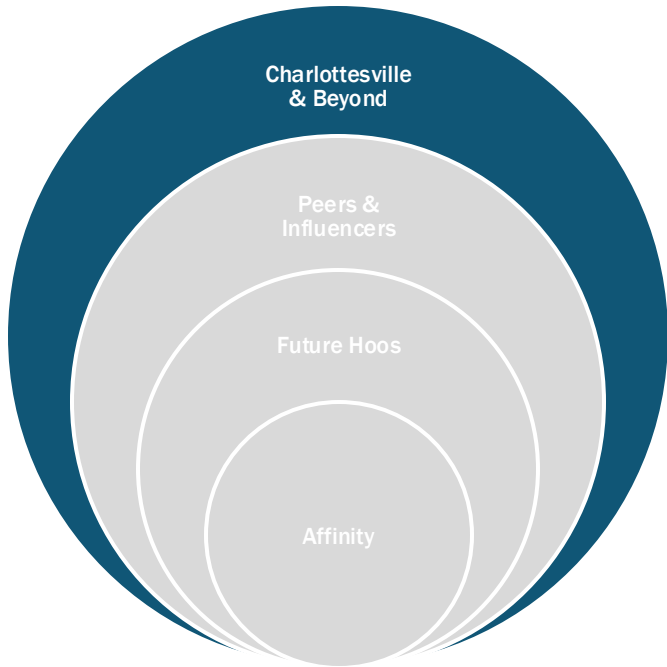| SUB-CATEGORY*	UNIVERSITY COMMUNICATIONS CONTENT GOALS	UNIVERSITY COMMUNICATIONS TARGET CHANNELS
Prospective Students (Graduate and Undergraduate)** **Graduate students may have different goals and interests based on their life stage and expectations for their education.*	• Showcase UVA's academic excellence, service, student life and tight-knit community • Highlight UVA's reputation for academic and research excellence, service and value • Provide information to inform their decisions, inspiring them to see UVA as their top choice and means to reach their career ambitions • Encourage following UVA on social media for the latest news and updates • Promote branded merchandise	• Digital Advertising • Instagram, YouTube and LinkedIn • Virginia.edu
Prospective Faculty and Staff	• Highlight UVA's reputation for academic excellence, service and research • Showcase the University's culture, values and community • Elevate UVA's national and global reputation as a leader in higher education, research and public service • Build awareness of UVA's mission, values and impact on society • Provide clear navigation to important resources and information	• Virginia.edu • LinkedIn • Digital Advertising • Earned Media/Higher Ed Publications • UVA Today Website
Prospective Parents and Families	• Affirm UVA as a pathway to life and career success • Highlight UVA's reputation for academic excellence, service and value • Build trust and confidence in UVA as an excellent choice for their students' education • Emphasize the value and return on investment of a UVA education • Provide clear resources and University information/news	• Virginia.edu • Facebook, Instagram and YouTube • Digital Advertising

Peers and Influencers

Charlottesville & Beyond

Peers & Influencers

Future Hoos

Affinity

SUB-CATEGORY*	UNIVERSITY COMMUNICATIONS CONTENT GOALS	UNIVERSITY COMMUNICATIONS TARGET CHANNELS
Peer University Leadership	• Position UVA as a leader in higher education innovation, research, academic excellence, service and resources • Influence positive perceptions of UVA as a top university • Build general awareness of UVA's mission, values and impact on society	• UVA Today Weekend • Digital Advertising • Higher Ed Industry Media
Higher Education Industry Media** **Higher Education Industry Media is also a channel to reach our identified audiences.*	• Promote UVA's achievements and research breakthroughs through storytelling • Build strategic relationships that result in positive and accurate media coverage	• UVA Today • Instagram, X and LinkedIn • Media Advisory • Direct Pitches • Topical Media Days
Science & Research Community	• Showcase UVA's research excellence, specifically the broader impact of the work • Share achievements with the broader academic and scientific community • Enhance UVA's national and global reputation as a leader in higher education, research and public service	• LinkedIn and X • UVA Today • Earned Media Coverage • Digital Advertising

List encompasses common audiences within this category, but is not comprehensive.

Charlottesville and Beyond

Charlottesville & Beyond
- Peers & Influencers
- Future Hoos
- Affinity

List encompasses common audiences within this category but is not comprehensive.

SUB-CATEGORY*	UNIVERSITY COMMUNICATIONS CONTENT GOALS	UNIVERSITY COMMUNICATIONS TARGET CHANNELS
Community Partners and Business Community	• Highlight UVA's role in supporting a vibrant community through partnerships, investments and service • Position UVA as a leader in higher education innovation, research, academic excellence, service and resources, patient care	• Facebook, LinkedIn, Instagram and X • Events • Digital, Print and Out of Home Advertising • Earned Media
Charlottesville Region	• Highlight UVA's collaborative initiatives, economic contributions and community engagement—positioning the University as a good neighbor • Promote events, programs and resources available to the Charlottesville community	• Local Earned Media • Events • Digital and Out of Home Advertising
Commonwealth Connectors** **Group includes residents of the Commonwealth who can advocate for the University.*	• Highlight UVA's impact on education, research, health care and economic development, especially for the benefit of Virginians • Promote events, programs and resources available to the commonwealth • Build awareness of UVA's mission, values and service	• Statewide/Regional Earned Media • Digital, Print and Out of Home Advertising • Facebook, LinkedIn, Instagram and X
News/Media^ *^News/Media is also a channel to reach our identified audiences.*	• Promote UVA's achievements and research breakthroughs through storytelling • Build strategic relationships that result in positive and accurate media coverage	• UVA Today • Instagram, X and LinkedIn • Media Advisory • Direct Pitches • Topical Media Days
Virginia Government Officials	• Highlight UVA's contributions to the commonwealth and nation through research, education and public service • Provide and maintain strategic updates on UVA's progress and future plans • Enhance UVA's national and global reputation as a leader in higher education, research and public service • Build awareness of UVA's mission, values and impact on society	• UVA Today, including UVA Today Weekend • Earned Media • Digital and Print Advertising

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SECTION THREE

Content Strategy

Content Strategy Framework

Brand Voice

The UVA brand voice is the lens through which all content is experienced. It encompasses our brand essence (Living Idealism) and our brand pillars, which in turn inspire our content.

Inclusive of UVA brand pillars:
- *An Uncommon Community*
- *Excellent for a Purpose*
- *Committed to Achievement*
- *Shared Ownership*
- *Perpetual State of Ingenuity*
- *The Significance of Place*

Strategic Goals of the 2030 Plan

1. *Strengthen our foundation*
2. *Cultivate the most vibrant community in higher education*
3. *Enable discoveries that enrich and improve lives*
4. *Make UVA synonymous with service*

Strategic Goal

Content Theme

Audience

Channel

Content Format

Can include multiple audiences, channels and content formats

Content Themes

Content themes are connected to the four strategic goals of The 2030 Plan.

Each distinct theme houses a variety of content and content formats. By intentionally aligning content themes with multiple strategic goals, we will advance several priorities at once. Example: Messaging about UVA's public service activities enables us to address three of four goals of The 2030 Plan.

Content Themes

- Academic Experience
- Alumni and Outcomes
- Athletics
- Discovery and Innovation
- Institutional
- Outstanding Faculty
- Public Service
- Projects and Investments
- Student Experience
- Traditions, History and Place
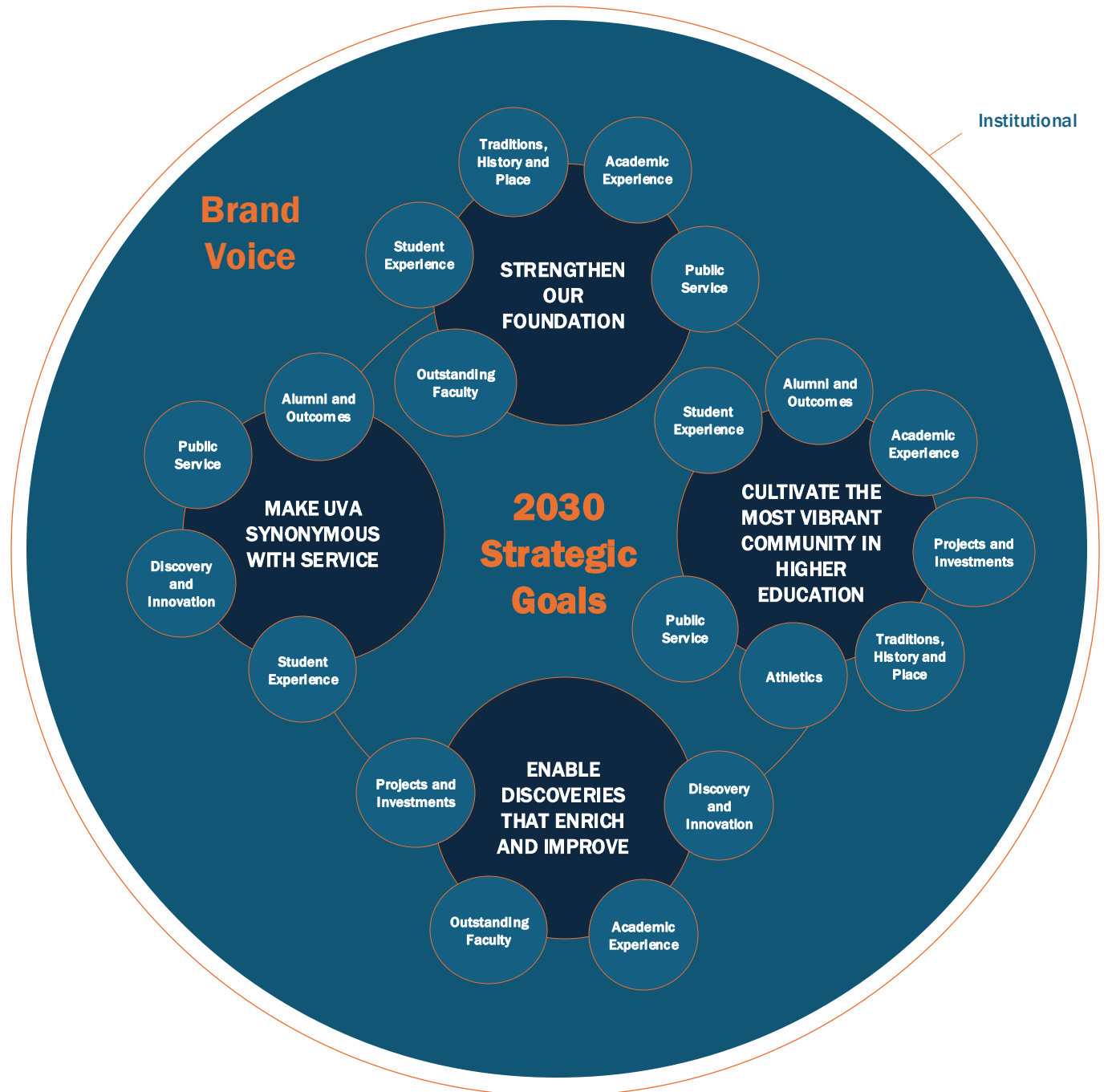
Content Theme Prioritization

Prioritizing content themes provides guidance for content creation and thematic balance.

Each theme is evaluated based on the following criteria:
- Alignment with strategic goals
- Opportunity to engage priority audiences
- Coverage happening within UVA's communications content ecosystem

Based on this evaluation, themes are classified as high-priority or standard content themes.

HIGH-PRIORITY CONTENT THEMES	STANDARD CONTENT THEMES
Academic Experience	Alumni and Outcomes
Discovery and Innovation	Athletics
Institutional	Outstanding Faculty
Student Experience	Projects and Investments
Traditions, History and Place	Public Service

Academic Experience

Theme Objective:

Demonstrate UVA's academic experience is among the world's best by citing UVA's academic achievements—ideally reached through collaboration—and recognition. Personalize as much as possible to show how lives are impacted. Essential to the academic experience is financial support; therefore, this theme should also include the University's efforts to ease the financial burden for students and their families, affirming the value and return of a UVA education.

Prioritization:

High

Discovery and Innovation

Theme Objective:
Support UVA's intensified focus on research and innovation. As befits a renowned research university, we will provide content that embraces the spirit of inquiry, emphasizing the interdisciplinary approach that leads to breakthroughs that improve lives and move society forward.

Prioritization:
High
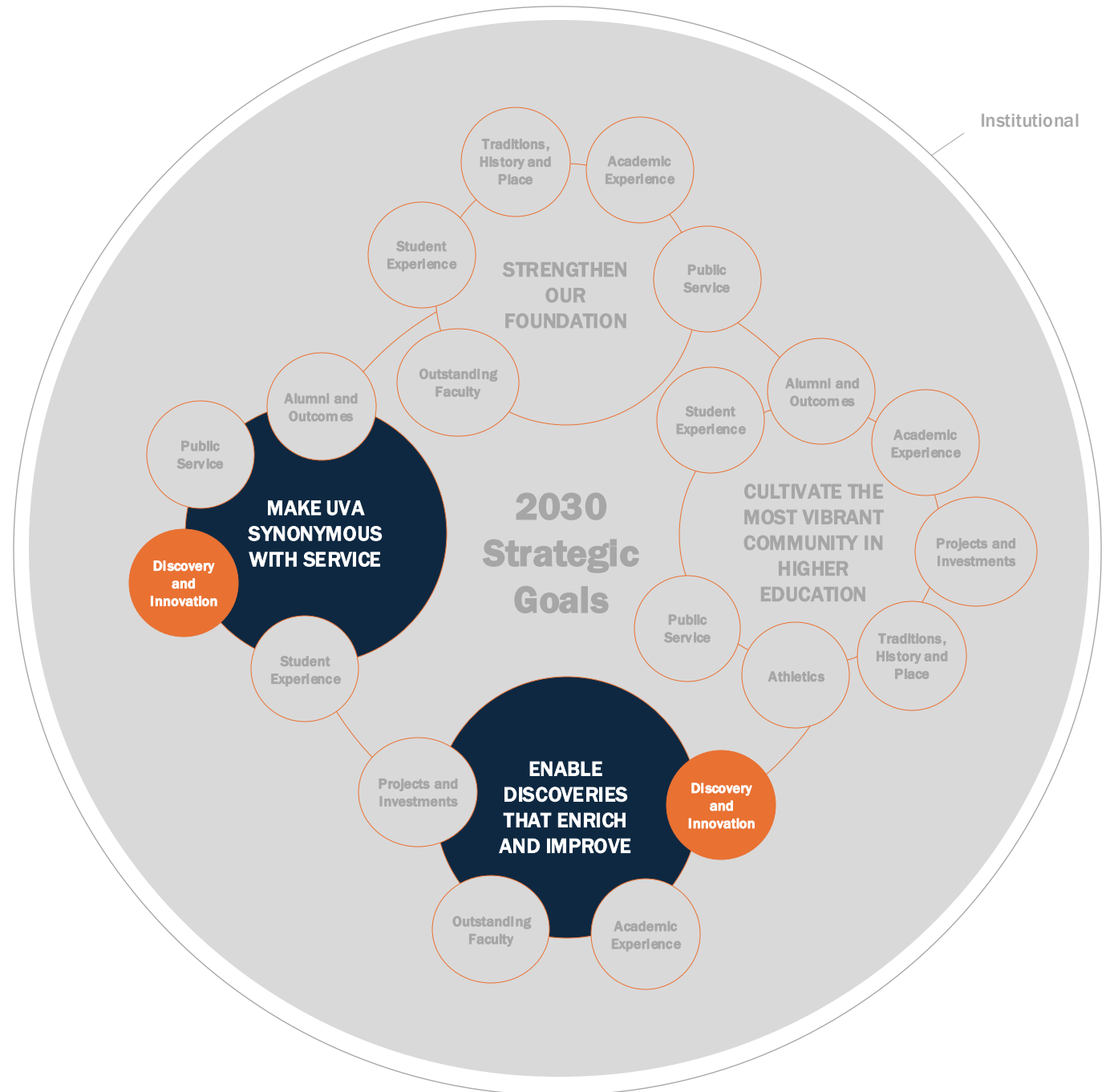
Institutional

Theme Objective:
This theme includes leadership statements, media relations responses, and any University communications in response to critical incidents, senior administrative hires, policy changes or events affecting the University community. It is critical for reinforcing the University's values, shaping its public image and ensuring clear communication with the broader community during moments that require thoughtful engagement.

Prioritization
High
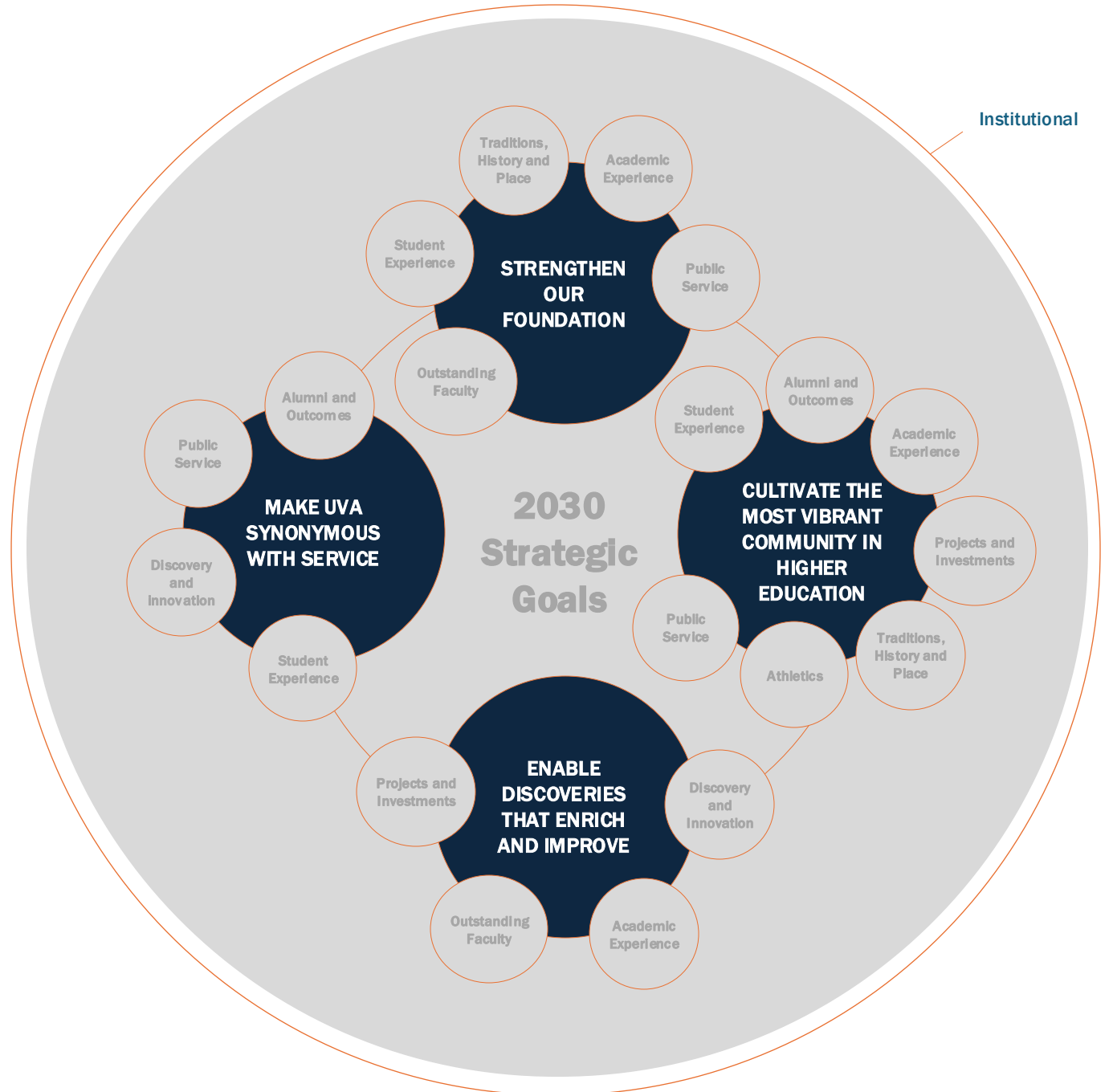
Student Experience

Theme Objective:
Showcase UVA's unique sense of community and vibrant residential experiences, highlighting events, celebrations and opportunities offered for expression and connection on our renowned Grounds and beyond. Celebrate the talents, leadership and contributions of our students who inspire and enrich these experiences.

Prioritization:
High

Traditions, History and Place

Theme Objective:
Celebrate and reflect on UVA's history, traditions and signature events. This includes UVA's designation as a UNESCO World Heritage site, its unique position as a witness to history, and its role as an iconic American institution of higher learning whose ideas and ideals continue to change the world.

Prioritization:
High
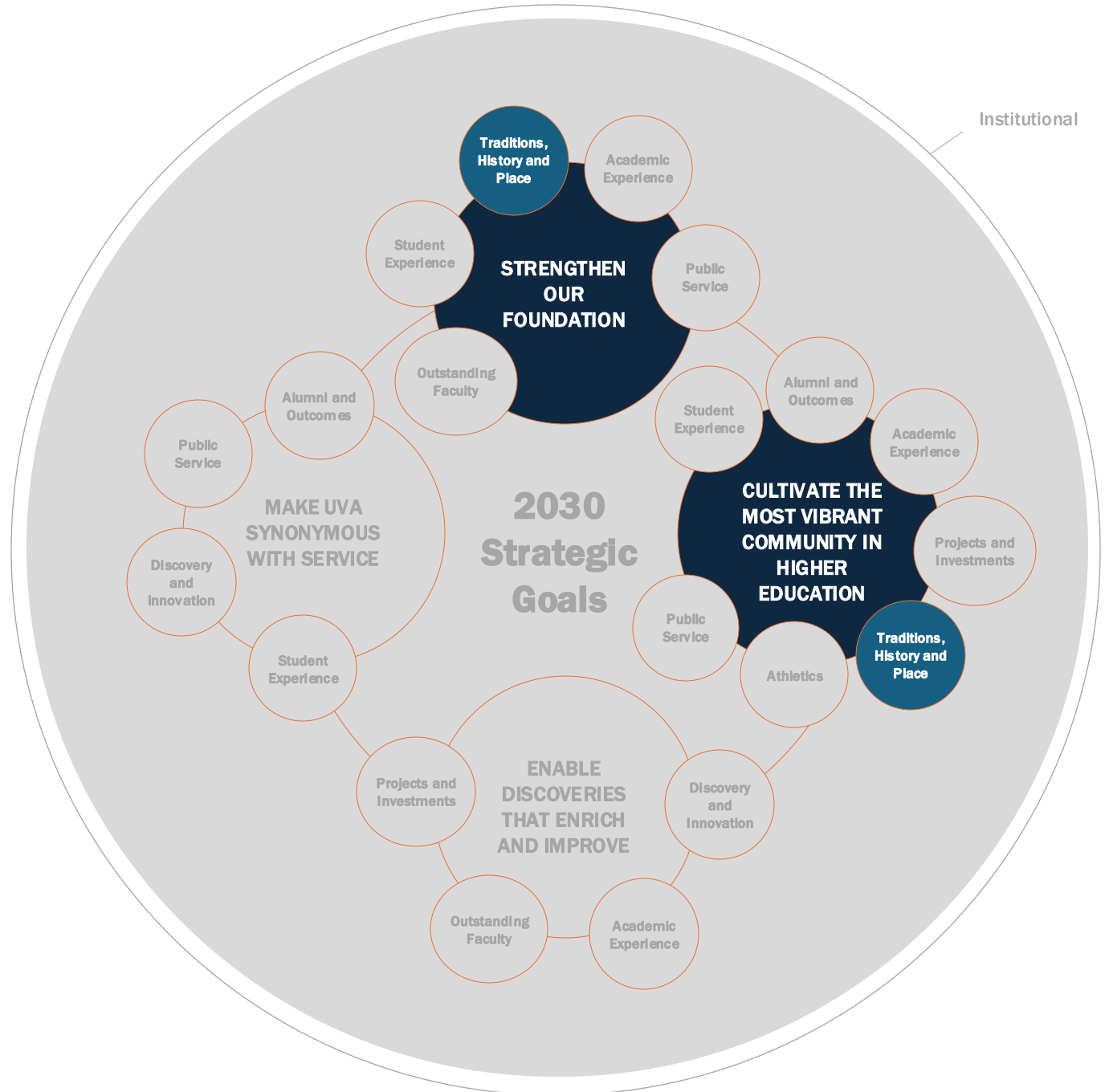
Alumni and Outcomes

Theme Objective:
Highlight alumni achievements, recognition in their fields, their continued connection to UVA and their satisfaction with how they've been prepared to meet career and life challenges. Let their stories be ones that show the many ways a UVA education can lead to lives of purpose and fulfillment.

Prioritization:
Standard

Athletics

Theme Objective:

Since 1881, athletic competition has been a cornerstone of the student experience, helping build UVA's national and global recognition. Athletics strengthens our sense of community by unifying our various audiences in a common cause: supporting all things *Wahoowa.*

This shared passion also fuels demand for licensed apparel, branded merchandise and collections, further amplifying the University's visibility and fostering deeper connections through proudly worn symbols of school spirit.

Prioritization:

Standard

Outstanding Faculty

Theme Objective:
Spotlight our exceptional faculty members by sharing their passion for teaching, their expertise in their field, how they inspire greatness in others and the relationships of mutual trust and respect they develop with their students.

Prioritization:
Standard
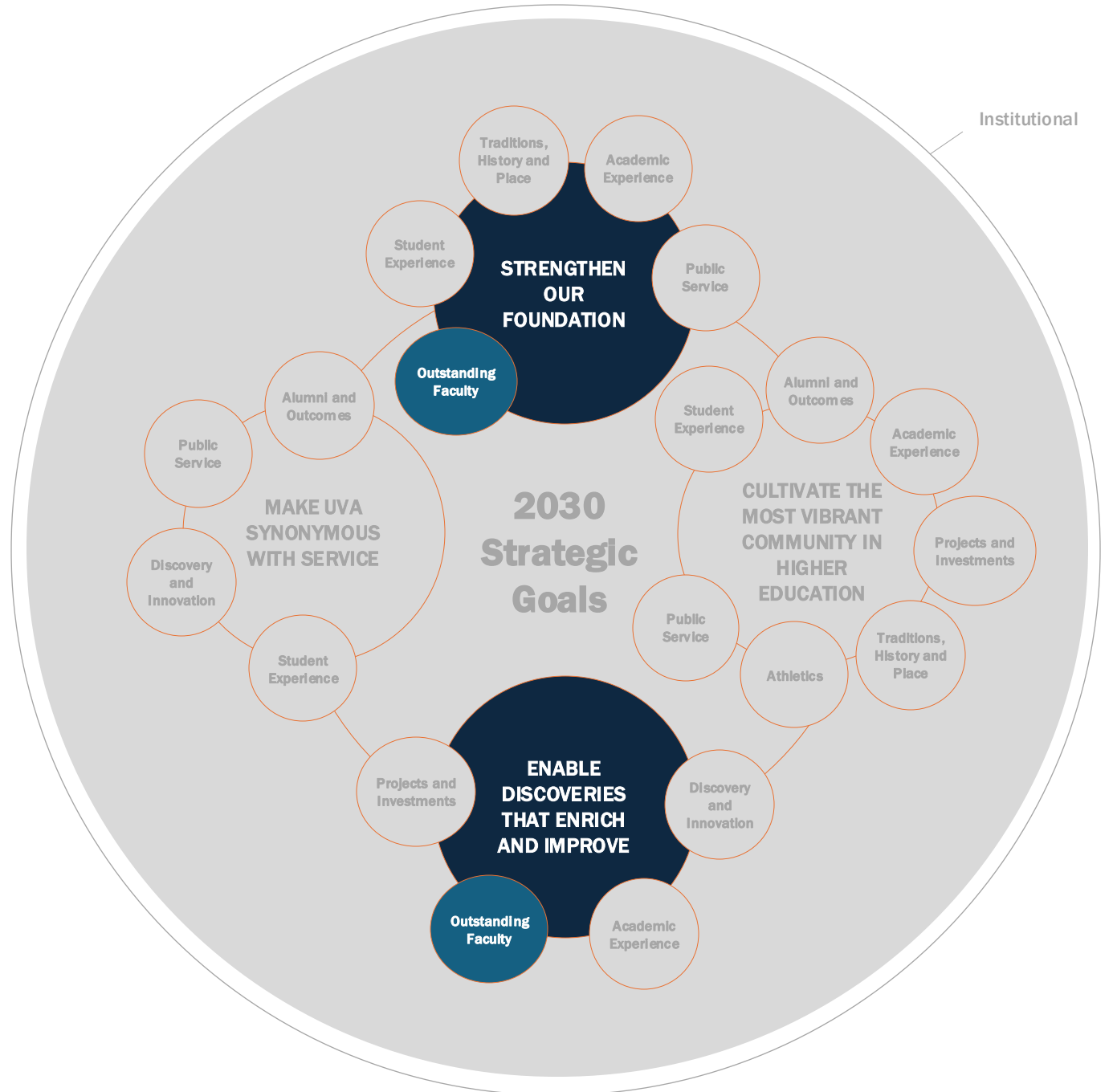
Projects and Investments

Theme Objective:
Recognize the strategic initiatives, capital projects and investments happening at UVA, which help to preserve, augment, advance and modernize its infrastructure and evolving capabilities.

Prioritization:
Standard
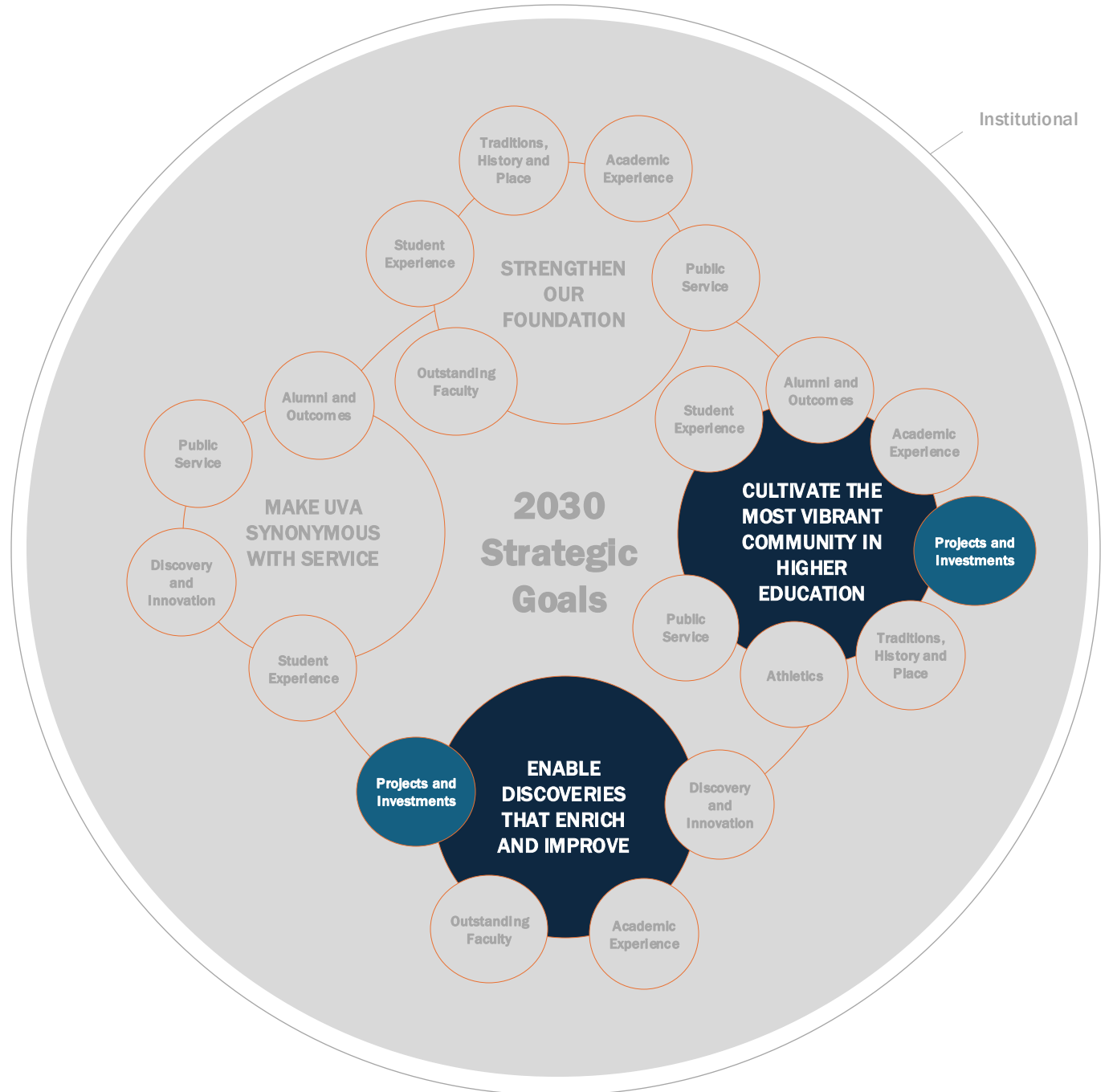
Public Service

Theme Objective:
Recognize and celebrate UVA's original, animating purpose — to serve. This commitment to service has many expressions, both grand and simple, all strengthening ties between UVA and our communities, extending beyond Grounds to wherever Hoos have the opportunity to help others.

Prioritization:
Standard

Content Types Overview

UVA Communications prioritizes the delivery of timely and fresh content to support the University's mission and strategic goals. Our work encompasses a wide range of content — from social media posts to news briefs to in-depth storytelling about the University.

TIMELY, FRESH CONTENT

This type of content is created to address current events, news, discoveries, accomplishments, trends, cultural conversations or immediate issues — often designed to capture attention and engage audiences in topical dialogue. It is highly relevant to the present, but may have a shorter shelf life as its relevance diminishes over time.

Examples: Olympics coverage, move-in weekend, institutional rankings, research awards, musical performances

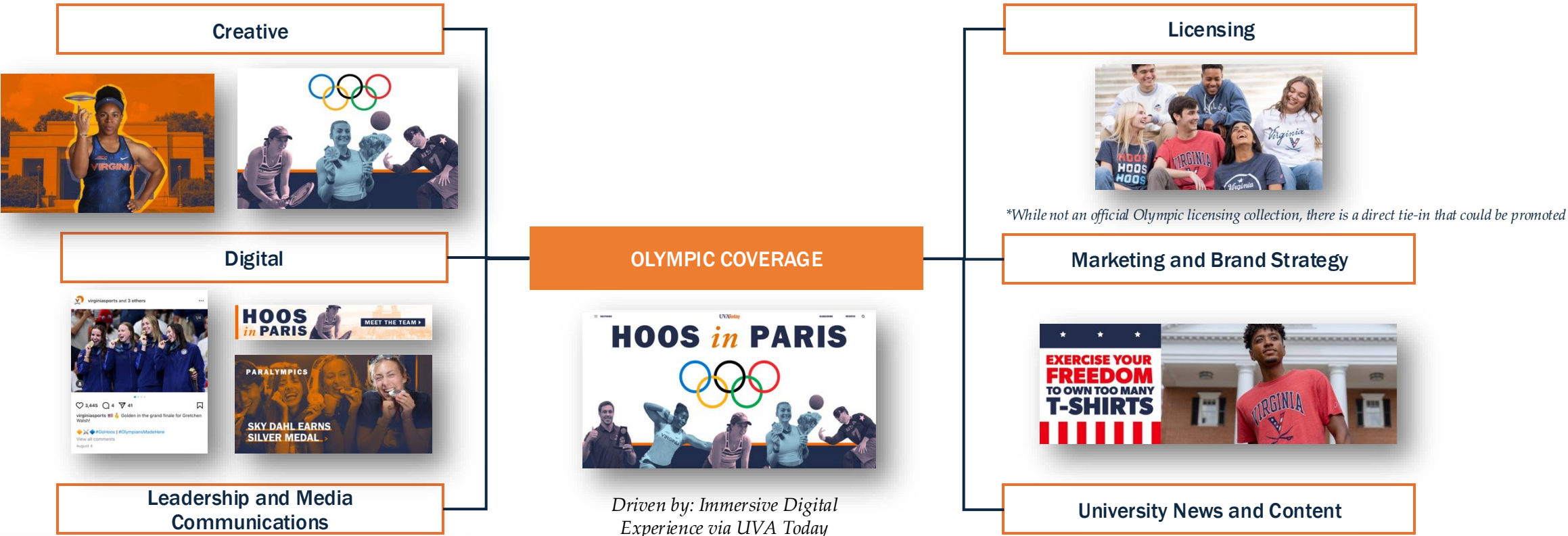**Target Percentage:** 50%

EVERGREEN CONTENT

This type of content remains relevant over a longer period, regardless of current trends or events. It provides enduring value and can be reused or repurposed repeatedly, maintaining its relevance and appeal to audiences well beyond its initial publication.

Examples: Great and Good, UVA Obscura, environmental displays, licensing programs

Target Percentage: 50%

Timely, Fresh Content Example

When content is ideated and promoted across channels, it can strengthen the message and resonate with multiple audiences. The Summer 2024 Olympic coverage by University Communications is a strong example of units collaborating to amplify UVA's participation and maximize each piece of content created—resulting in "surround sound" coverage.
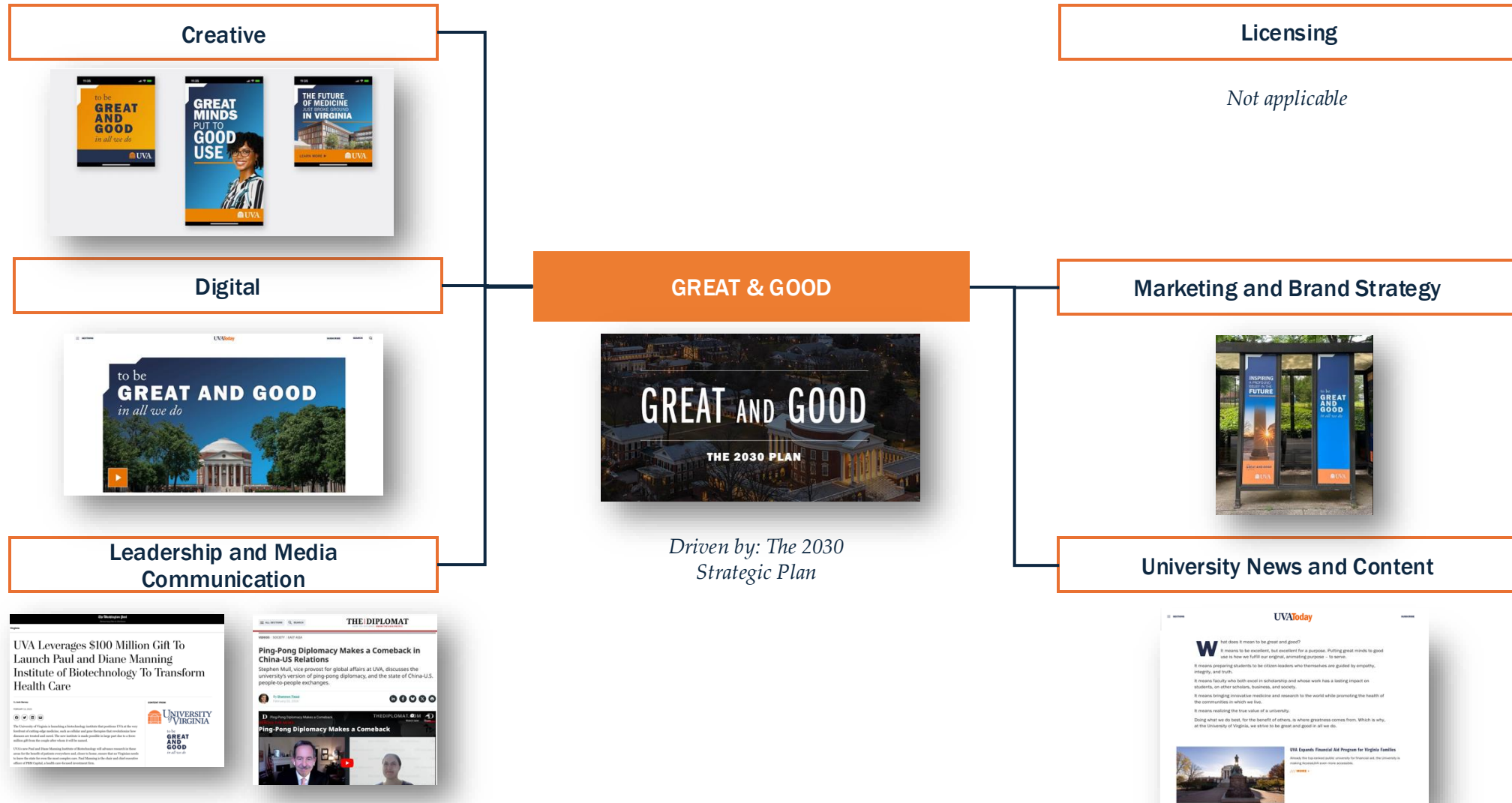
Creative

Digital

Leadership and Media Communications

OLYMPIC COVERAGE

Driven by: Immersive Digital Experience via UVA Today

Licensing

While not an official Olympic licensing collection, there is a direct tie-in that could be promoted

Marketing and Brand Strategy

University News and Content

Evergreen Content Example

To support the University of Virginia's 2030 Strategic Plan, University Communications crafted dynamic, cross-channel content through the "Great and Good" campaign, an expression of the University's positioning.

Creative

Licensing

Not applicable

Digital

GREAT & GOOD

Marketing and Brand Strategy

Driven by: The 2030 Strategic Plan

Leadership and Media Communication

University News and Content

SECTION FOUR

Ecosystem

UVA's Content Ecosystem

The University of Virginia is a decentralized system where individual schools and units have a great deal of autonomy in managing their own communications, content and initiatives.

Collaboration across the ecosystem is essential for enhancing storytelling, encouraging brand continuity, improving audience engagement and advancing the University's strategic goals.

UVA Health

Advancement

McIntire School of Commerce

School of Law

College and Graduate School of Arts & Sciences

Operations and Finance

Student Affairs

School of Data Science

School of Continuing and Professional Studies

Darden School of Business

President

University Communications

School of Engineering and Applied Science

Provost

School of Education and Human Development

Research

School of Medicine

School of Nursing

Enrollment

School of Architecture

UVA Northern Virginia

Athletics

Frank Batten School of Leadership and Public Policy

UVA's College at Wise

UVA Institutes

Content Strategy Checks and Balances

When strategizing, creating and reviewing proactive and reactive content, University Communications follows this checklist to ensure adherence to the Content Strategy and brand standards.

INITIATION	CREATION	INTEGRITY AND PERFORMANCE

INITIATION

Identification of Value
- Is this content aligned with our overarching content strategy and themes?
- Does this content advance UVA's or University Communications' strategic goals?
- Are we over/under indexing on certain content themes?

Audience Alignment
- Is the idea or content interesting or relevant to our audiences?
- What pain points/needs/wants will this content address?

Unit Plan Alignment
- How does this content advance our unit plan and objectives (i.e., UVA Today Editorial Plan, Paid Media Plan, Organic Social Strategy, Video Strategy, etc.)?

CREATION

Distribution Channel Alignment
- Which distribution channels would best align with this content and generate the most audience engagement?
- If this content performs well, how can we further utilize it to maximize its impact?

Self-Reflection
- As a [role], how am I advancing our content strategy as I [write, design, capture] this content?
- As a [role], am I comprehensively capturing our content themes through my work?

Storytelling Principle Alignment
- What beliefs about our brand are we looking to reinforce?
- How can I illustrate this idea through real examples? What is the human connection?
- Can I relate this content back to a current cultural conversation?
- What is the clear action we are asking our audience to take?

INTEGRITY AND PERFORMANCE

Guideline Adherence
- Does the imagery or design reflect UVA's visual brand standards?
- Is the content's tone consistent with our brand pillars, voice and personality?
- Is the brand pillar lens applied to the content?

Content Performance
- How did the content perform?
- Are there opportunities to further amplify this content across channels or to different audiences?
- What can we learn from this process that we can apply to future opportunities?

Storytelling Principles

No matter the content theme, audience, distribution channel or format, each piece of content we create will follow these storytelling principles.

SHOW, DON'T TELL

Engage our audiences by illustrating ideas through real-life examples and firsthand descriptions. Rather than stating facts, allow the audience to *experience* the message.

STAY RUTHLESSLY RELEVANT

Frame strategic content themes within a societal context, linking stories to the larger cultural conversation and ensuring our content resonates with the audience.

LOOK FOR THE HUMAN CONNECTION

Find the personal connection in each story and piece of content, drawing out the emotions, experiences and values that make it relatable. A range of perspectives and experiences should be considered in our narrative. Authentically *represent* and *celebrate* an array of voices.

ELICIT A REACTION

Craft content to provoke an emotional or intellectual response, whether it *inspires* action, *sparks* curiosity or *challenges* perspectives. Whenever possible, counter expectation. To engage our audiences on a deeper level, ensure the message is memorable, compelling and true to who we are and what we stand for.

EMBODY THE BRAND

Adhere to brand guidelines to produce work that resonates with our audience, maintains consistency in tone and style, and elicits a powerful, memorable response.

Content Initiation Flowchart

This flowchart encompasses the first phase of content creation, optimization or removal. While various units are responsible for different stages of the content lifecycle, we all can initiate and proactively identify content opportunities. Whether it originates as a social media post, news article, campaign concept or other form of content, each must adhere to a unified process and undergo the same rigorous integrity standards.

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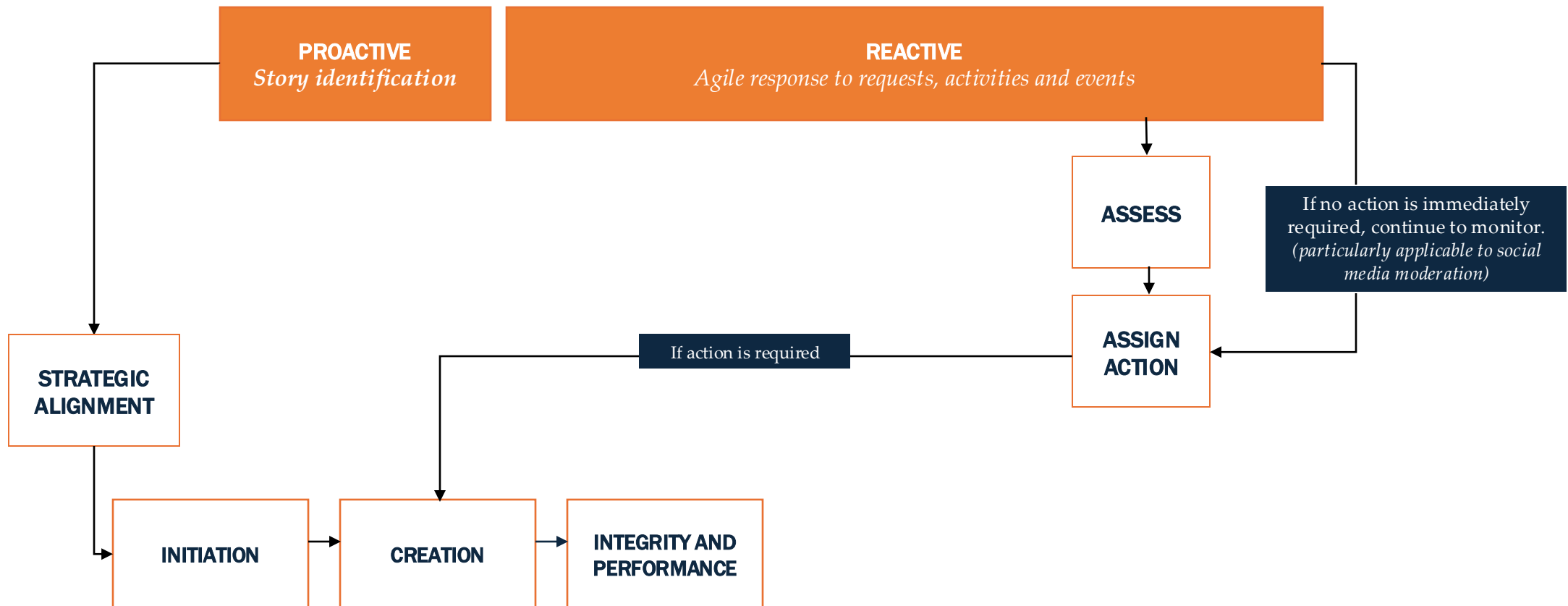
Content Performance

Core Omnichannel Objectives

1

GENERATE AWARENESS

Introduce the UVA brand, its offerings and what it stands for to priority audiences.

2

INFLUENCE ATTITUDES

Establish, develop and fortify meaningful relationships to influence the attitudes of our priority audiences.

3

INSPIRE ACTION

Motivate priority audiences to take the relevant action, such as apply to UVA, work at UVA, donate, buy licensed goods and attend an athletic event.

OUTCOME

If we achieve these objectives, we will realize our goal of contributing to the University of Virginia being recognized as the leading public university in the nation by 2030. One that is both great and good by reputation: great because of our excellence in research, teaching, learning and patient care, and good through our direct impact on the communities we serve and the value we contribute.

Content Performance

It is important for our teams to align on performance methodology and analytics so that consistent and accurate data is captured. Here are the priority metrics that will measure the efficacy of the content strategy (and inform strategic adjustments, if applicable).

Traffic, engagement and conversion metrics (for relevant channels)

Traffic, engagement, and conversion metrics (for relevant channels)

Month-over-month comparative performance

Past month's content theme allocation

Quarterly traffic, engagement and conversion trends

Quarterly content theme allocation

Brand perception study (1x/year)

Content audit to analyze ecosystem, channel and categorical performance

Higher ed competitive audit

WEEKLY	MONTHLY	SEMI-ANNUALLY	ANNUALLY

CHANNEL	CHANNEL OBJECTIVE	CONDUCIVE CONTENT FORMATS *MIX AND TEST FORMATS	KEY PERFORMANCE INDICATORS
UVA Today (including the Daily Report and UVA Today Weekend)	• Inform and engage the University community through compelling stories • Reinforce a positive brand perception of UVA • Support strategic initiatives	• Feature articles and profiles • Research summaries and impact stories • Photo essays and video • News briefs • Recurring series	• Readership via the website (user sessions, page views) • Engagement time per user • Email engagement (e.g., subscribes) • Referral source pattern • UVA Today events attendance • Social media engagement • Content theme • Earned media hits
Virginia.edu	• Serve as the central hub for information about UVA • Drive traffic to key information pages on the website • Enhance user experience and ensure easy access to resources • Support University reputation	• Web pages • Interactive elements and modules • News articles • Video content and multimedia galleries	• User experience • Referral source pattern • Outbound pathways
BrandDot and Brand Outreach (includes brand.virginia.edu, Brand Camp, OnBrand emails and ad-hoc user support)	• Provide brand resources to the UVA community • Increase brand adoption and compliance among the UVA communications community	• Downloadable templates • Guidelines • Multimedia assets • Brand narrative, voice and tone • In-person and virtual events	• User interactions (e.g., downloading, filling out forms) • Site memberships and behavior by membership categories • Canva behavior • Email engagement • Event attendance • Brand community surveys • SEO
Owned Ads	• Build awareness of key UVA initiatives and campaigns among a highly engaged audience • Promote licensed merchandise • Drive traffic to UVA's shared channels	• Animated ads • Static ads	• Impressions • Clicks • Ad content theme • Ad placement
Environmental and Out of Home Advertising	• Elevate brand visibility in high-traffic, public spaces to strengthen brand recall • Reinforce key messages with consistent and impactful physical presence	• Buses • Bus stop shelters • Banners • Other signage	• Quantity and footprint of installations • Content alignment with marketing strategies • Traffic to physical locations
Marketing Programs	• Advance the University's strategic goals • Enhance brand visibility and amplify UVA's core values • Deepen engagement with audiences	• Campaigns • Community engagement • Events	• Campaign engagement (e.g., referral sources, impressions, clicks, conversions) • Campaign conversions (e.g., donations to local charities) • Event attendance • Social listening and sentiment

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CHANNEL	CHANNEL OBJECTIVE	CONDUCIVE CONTENT FORMATS *MIX AND TEST FORMATS	KEY PERFORMANCE INDICATORS
LinkedIn	• Strengthen UVA as a leader in public higher education and research • Amplify University expertise, alumni outcomes and UVA Today content	• Articles • Infographics • Facts and figures	• Engagement rate • Follower growth and audience categories • Platform benchmarks
Instagram	• Showcase the vibrant culture and student life at UVA • Engage with current and prospective students to foster an online community	• High-quality photos • Reels • User-generated content	• Engagement rate • Likes, comments, shares and bookmarks • Follower growth and audience categories • Industry benchmarks • Impressions per post • Video view times
Facebook	• Share UVA updates, news and event information • Build and engage a broad community	• Long-form posts • Event promotions • Video content • Photo albums	• Engagement rate • Likes, comments, shares and bookmarks • Industry benchmarks • Follower growth and audience categories • Impressions per post
YouTube	• Engage and excite viewers about the UVA experience • Promote UVA's expertise	• Long-form video • Short-form video (Shorts) • Virtual events	• Video views and watch time • Subscriber growth • Engagement metrics (likes, comments, shares) • Viewer source
X	• Share real-time UVA updates, news and event information • Engage with a broad audience through short, impactful messages	• Text posts • Quote cards • User-generated content	• Follower growth and audience categories • Engagements • Engagement rate
Threads	• Foster real-time, community-driven conversations around the brand • Build an authentic brand voice through quick responses to trending topics and interactive dialogue with followers	• Short text posts • Reply threads • Polls and quizzes	• Engagements • Engagement rate • Impressions • Industry benchmarks
Licensing	• Drive awareness and sales of licensed products through storytelling and collaboration • Expand reach through collaborations with brands • Align licensing collections with the broader brand story	• Product galleries • Video content • User-generated content	• Strength of partnerships • Sales and royalties • Ad impressions • Ad engagements (e.g., clicks, video views) • Return on ad spend • Attendance at licensing-related events

CHANNEL MATRIX: EARNED CONTENT*

Catalog based on current activities; defer to channel-specific strategies for more information

CHANNEL	CHANNEL OBJECTIVE	CONDUCIVE CONTENT FORMATS *MIX AND TEST FORMATS*	KEY PERFORMANCE INDICATORS
External Local Media (via Media Advisories and Pitching)	• Inform the local community of UVA news and updates • Shape local public perceptions and brand image of UVA	• Feature articles and profiles • Research summaries and impact stories	• Media hits • Publication reach • Article shares and mentions • Quality of publication • Media day attendance • Email engagement
External Regional/National Media (via Media Advisories and Pitching)	• Inform the regional and national community of UVA news and updates • Shape public perception and brand image of UVA	• Feature articles and profiles • Research summaries and impact stories	• Media hits • Publication reach • Article shares and mentions • Quality of publication • Media day attendance • Email engagement
News Releases	• Announce newsworthy information about UVA • Generate media coverage for important University initiatives and stories • Shape public perception and brand image of UVA	• Long-form releases • Infographics • Multimedia asset packages	• Media hits • Number of media mentions • Quality of media coverage • Audience reach • Backlinks • Email engagement
Topical Media Days	• Amplify brand authority on relevant topics through highly engaging, targeted content • Create buzz and generate media attention	• Live events/press conferences • Exclusive interviews and panels • Multimedia content	• Media coverage and mentions • Follow-up expert engagement • Website traffic • Media attendance

CHANNEL	CHANNEL OBJECTIVE	CONDUCIVE CONTENT FORMATS *MIX AND TEST FORMATS	KEY PERFORMANCE INDICATORS
Search Engine Marketing (SEM)	• Drive traffic to UVA landing pages • Increase awareness and consideration among prospective students, faculty and staff • Promote licensed merchandise	• Search ads • Search engine indexing of editorial content	• Click-through rate (CTR) • Conversion rate • Cost per click (CPC) • Sales
Social Media Advertising	• Build brand awareness and increase engagement with UVA • Drive page impressions for UVA's social media profiles • Drive traffic to virginia.edu • Promote licensed merchandise	• Video ads • Story ads • Event promotion ads • Carousel ads • Static ads	• Engagement rate • Likes, comments, shares • Video views, percentage watched and completion rate • Impressions and clicks • Cost per click • Total ad spend • Industry benchmarks • Performance by content type (e.g., video versus photo)
Display/ Programmatic Advertising	• Increase brand visibility and reach • Support specific campaigns with targeted messaging • Retarget key audiences	• Banner ads • Animated content • Personalized retargeting	• Impressions • Click-through rate (CTR) • Cost per click (CPC) • CPM • Total ad spend • Video percentage watched • Return on ad spend (for licensing) • Brand perception
Video Advertising	• Build brand awareness • Establish an emotional connection with the UVA brand	• Video ads of various formats, including pre-roll, mid-roll and bumper	• Impressions • CPM • Video views, percentage watched and completion rate • Total ad spend • Industry benchmarks
Environmental Advertising	• Amplify brand awareness and visibility in high-traffic locations • Reinforce brand identity by utilizing large-format, high-exposure placements	• Transit ads • Out-of-home	• Quantity and footprint of installations • Content alignment with marketing strategies • Traffic to physical locations

Appendix

Content Strategy Definitions

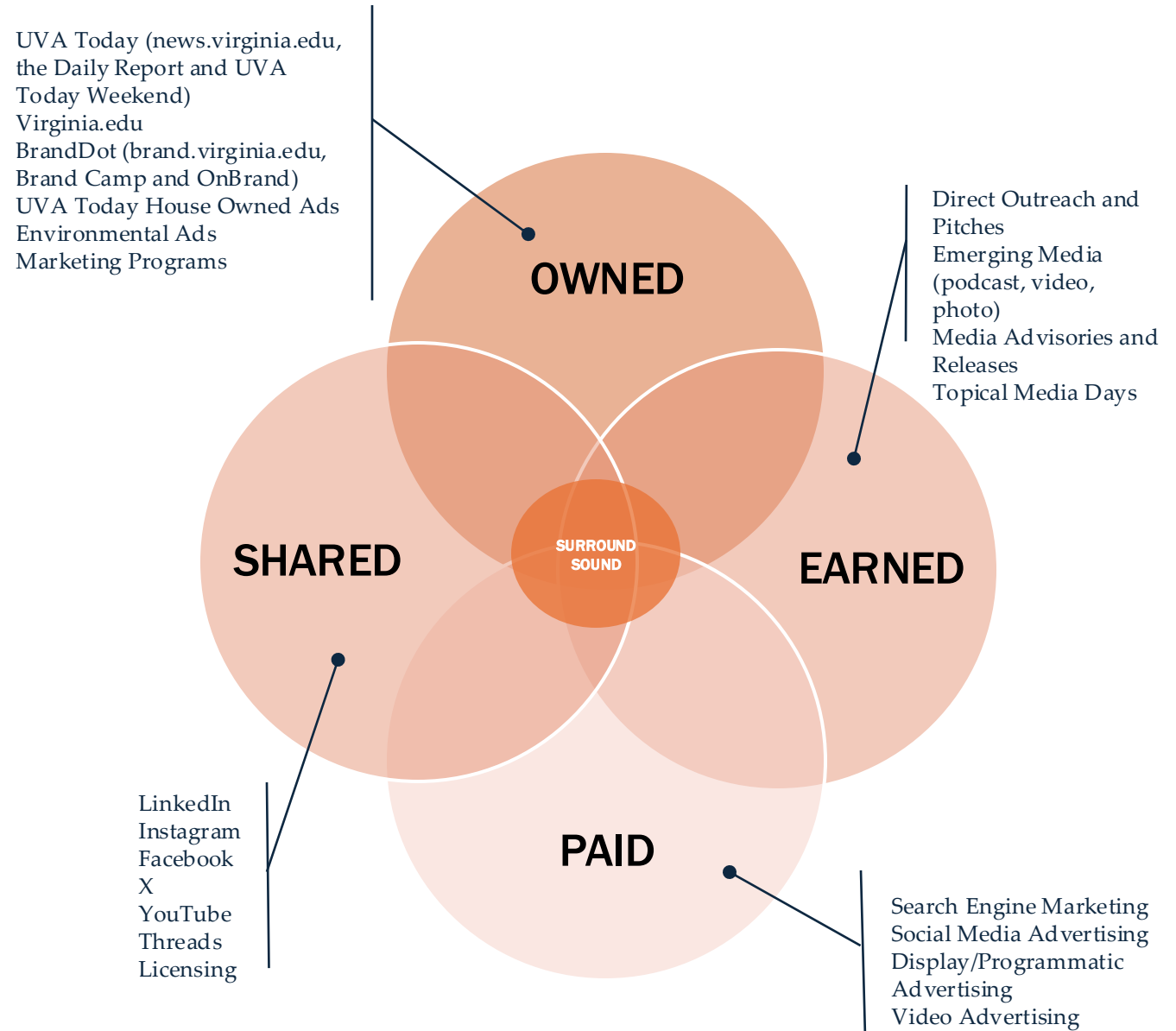|	DEFINITION	RELATIONSHIP
UNIVERSITY OBJECTIVES	The overarching goals and strategic priorities set by the University to guide its mission, vision and long-term aspirations.	University objectives provide the foundation and direction for our content strategies and initiatives.
BRAND PILLARS	Brand pillars are core elements that define and support the University's identity, reflecting its values, strengths and attributes.	Brand pillars provide a lens for the content themes, providing specific attributes and points of difference that the content should emphasize.
CONTENT THEMES	Content themes are broad topics or categories that align with strategic goals, organizing content into relevant areas of focus.	Content themes are derived from strategic goals and informed by brand pillars, providing a structured approach to content creation.
AUDIENCES	The various groups that the University aims to reach and engage with its content.	Content themes are tailored to resonate with a range of audiences. Understanding their needs and preferences ensures the content is engaging. Brand voice is modulated as needed to fit.
DISTRIBUTION CHANNELS	The platforms and mediums used to distribute content.	Distribution channels are chosen based on audience activity and content consumption preferences, with content themes adapted to fit each channel's characteristics and best practices.
CONTENT FORMATS	The different types and styles of content used to communicate messages.	Content formats are selected based on the nature of content themes and audience preferences, and are optimized for specific channels to ensure effective communication and engagement.

Distribution Channels

Distribution channels are the platforms and methods to deliver content to our target audiences. They are categorized into four types:
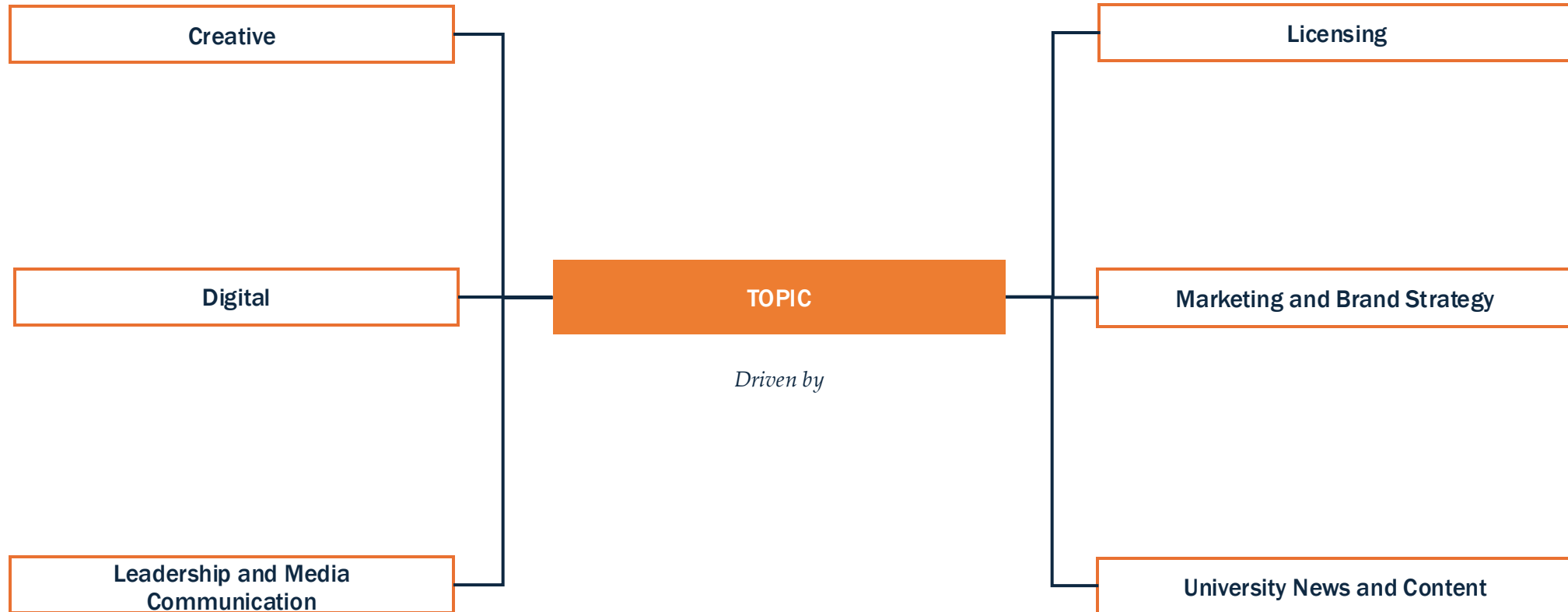
- **Owned Channels:** Platforms and media that the organization controls directly
- **Shared Channels:** Content distributed via social media and other platforms where audiences share content
- **Earned Channels:** Organic exposure gained through media relations and word-of-mouth
- **Paid Channels:** Content promotion through paid placements, such as advertising

Channels can work individually or through an omnichannel approach to amplify content and reach our audiences through multiple communications touchpoints.

UVA Today (news.virginia.edu, the Daily Report and UVA Today Weekend)
Virginia.edu
BrandDot (brand.virginia.edu, Brand Camp and OnBrand)
UVA Today House Owned Ads
Environmental Ads
Marketing Programs

Direct Outreach and Pitches
Emerging Media (podcast, video, photo)
Media Advisories and Releases
Topical Media Days

OWNED

SHARED

SURROUND SOUND

EARNED

PAID

LinkedIn
Instagram
Facebook
X
YouTube
Threads
Licensing

Search Engine Marketing
Social Media Advertising
Display/Programmatic Advertising
Video Advertising

Omnichannel Template

Creative	Licensing
Digital	**TOPIC**
	Marketing and Brand Strategy
Leadership and Media Communication	University News and Content

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