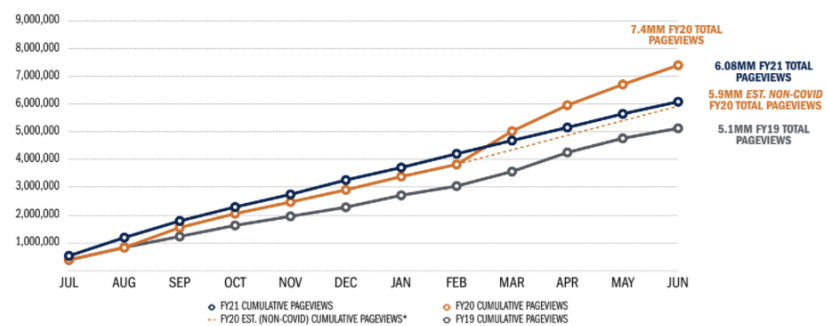


# BREAKING DOWN OUR FY21 PERFORMANCE SUMMARY

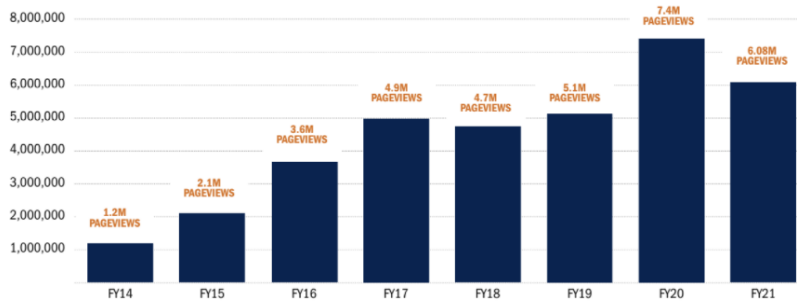
## NEWSLETTER

### UVA TODAY

Despite a significant drop in the past year, UVA Today has managed to retain nearly 20% of its 45% jump in pageviews, likely stemming from establishing itself as a consistent source of COVID-19 updates for the university.



UVA TODAY PAGEVIEWS,  
FY19-21

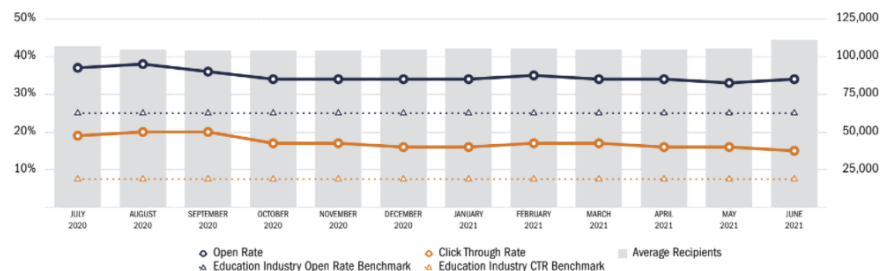


UVA TODAY PAGEVIEWS  
OVER TIME

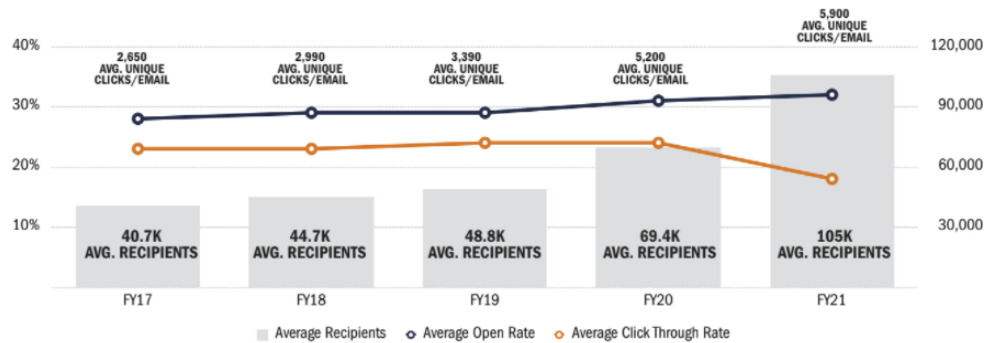
Between years itself (and accounting for the unprecedented boost from COVID content), FY21 saw only 3.1% growth in cumulative pageviews. This is the slowest growth the newsletter has seen since the 8.5% viewership increase between FY18—which actually saw a 4.1% decrease from the previous year—and FY19.

### DAILY REPORT

Overall readership stabilized at around 105,000 recipients once parents and students were added to the distribution list, but while both the average open (35%) and click-through (17%) rates are over 10% higher than



DAILY REPORT METRICS  
FOR FY21



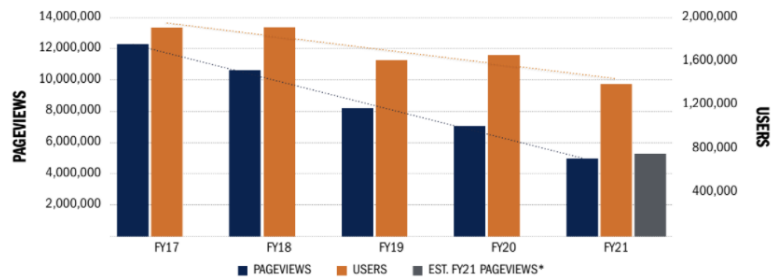
### DAILY REPORT METRICS OVER TIME

the industry standard, the latter has dropped around 20% between FY20 to FY21.

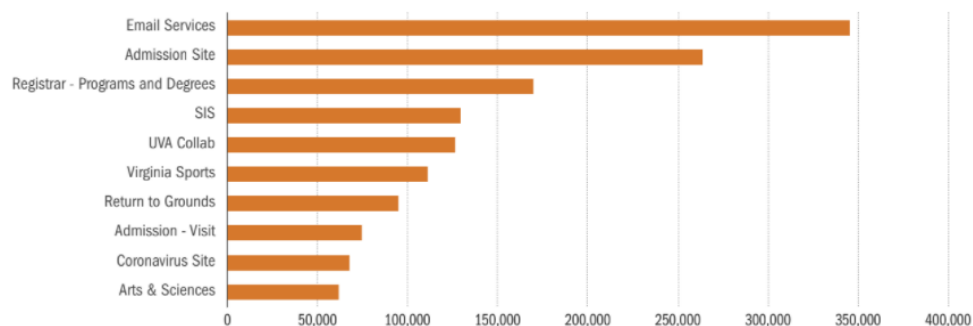
While that might sound disheartening, it could be a symptom of information overload in the past year. Automatically including UVA students and their parents obviously bolsters numbers and the 2020-21 academic year came with a lot of important updates, but those stakeholder groups have begun to reassess their priorities and limit their news channels to what directly affects them and their well-being. It would be prudent to compare the click-through rates of categories like 'University News' and 'Student Experience' against 'Research and Discovery' and 'Business and Government' to see if this is more of an issue of subject relevancy than general apathy.

## WEBSITE

Over the past five fiscal years, pageviews for [virginia.edu](https://virginia.edu) have declined about 50%. I believe that this has more to do with the continued improvement of SEO intuition than anything else as evidenced by organic search traffic growing this year to almost 50% of all website sessions and followed close behind by direct traffic, which can occur independently depending on browser autofill settings or via return visits to pages visited following organic search sessions.



### VIRGINIA.EDU PAGEVIEWS & USERS OVER TIME

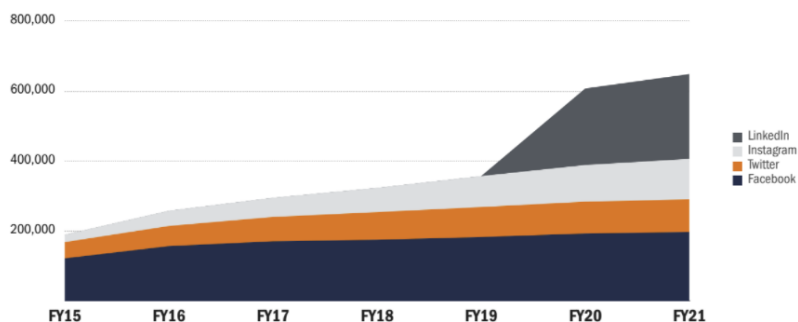


Potential options for recovering outbound (website-leaving) clicks:

- consolidate external university websites (see left axis above) to the .edu umbrella
- create an in-site contact form to avoid single email service redirects

# SOCIAL MEDIA

While growth is to be expected on all platforms over the course of time, LinkedIn has shown astronomical growth since tracking began in FY19. I believe this, compared to other platforms, has to do with the inclusion of UVA faculty/staff and industry leaders of all stripes also following our feed in addition to the standard student, parent, and alumni pool. The 2019 NCAA championship also likely added prestige to the overall university brand.



**SOCIAL MEDIA FOLLOWERS  
OVER TIME, FY15-21**

## EACH PLATFORM'S STRENGTH IN ONE WORD:



**ICON**



**FACES**



**RESULTS**



**HOME**

Based on high-performing posts, it would appear that content featuring the following garners the most engagement:

## INSTAGRAM

The Rotunda is the most iconic UVA symbol—it's in the logo for a reason! Instagram posts featuring the Rotunda in various forms (e.g. as art, the centerpiece of a season's greeting) are viewed by nearly 67,000 accounts on average.

## TWITTER

Twitter can be a bit of a mixed bag, but posts featuring a familiar face like Jay Huff or President Ryan can be counted on doing well—so well, in fact, that the average 31% engagement rate is the best across all four tracked platforms.

## LINKEDIN

The explosive growth LinkedIn has experienced in the past two years can be chalked up to being the platform that appreciates UVA's many successes as an institution the most with over 75,000 users on average viewing a post from the university.

## FACEBOOK

While Facebook has the lowest engagement rate by far at 7%, posts that do well on the platform are often a mix of what works well for Instagram and LinkedIn: things like the Rotunda or commencement that show that for at least four years, UVA is home.