

UVAFinance Communications Channels



- Our newest channels are **LinkedIn and Threads**.
- We use **YouTUBE** primarily as a training tool
- **Instagram** is focused on the people on our team.
- **X (Twitter)** has a mostly UVA-internal audience.
- Our **LinkedIn** reach has grown exponentially this year.
- The **blog digest** audience grew by nearly 1000 this year.

How many people do we reach per month?

Engagement per Month (visits, opens, impressions)



More about our digest audience



The blog mailing list is **~5,600** each month (variation due to WDF roles). While engagement naturally fluctuates, it averages **40% per month**. This means, with our current list, **2,240 folks across UVA open the digest email**.

Best-Performing blog posts of 2023:

- UVAFinance Welcomes Olga N. Weider
- Introducing UVAF: Tina Brice and Tim Lingo
- TravelUVA and Workday Expenses Webinars Coming Soon
- Introducing UVAF: Nasima Andesha and Joyce Gredler
- UVAFinance Welcomes Duane Miller
- Introducing UVAF: Song Song and Kristie Sojka
- Introducing UVAF: Chailey Hench and Ann Paxton
- Introducing UVAF: Bess Landolt and Chris Peper
- Leadership Essentials with Clara Tang and Michelle Gregory
- Introducing UVAF: Linda Estepp and Jack Jensen
- The Finance Solution Center Customer Portal is Live!



A word about mass mail

We send between **6-12 mass email messages per month** using Marketing Cloud. Marketing Cloud tracks engagement on a granular level (who opened, when, etc.).

Our **email open rates** vary based on the subject and the audience (both size and who's on the list), but tends to **average between 30 and 40%**.



UVAFinance's Website

Our Top-Visited Sites are always some variation of the following:

- Homepage
- Approved Tuition and Mandatory Fees
- Payroll
- Procure Goods and Services
- Resources
- Workday Finance Training
- Travel Planning /Booking Travel



Thanks to SiteImprove, we keep our Digital Certainty Index at above 90%. This is an ongoing process; the score dips and we make fixes as needed (broken links, SEO issues, Accessibility, etc).

2023 Achievements

- Launch of “Introducing UVAFinance” and Finance Team page on the blog
- Design leadership on Annual Financial Report and Quarterly Financial Reports
- Major progress with UVAF Depts on website content
- Collaboration with FSC on communication
- Continued building of internal partnerships resulting in cohesive coms to our stakeholders

2023 Improvements

- Use of SiteImprove to identify issues with SEO, Accessibility, and accuracy of information on website.
- Use of WDF to target audiences more closely.
- Use of the blog and digest to enhance the focus on UVAF values
- Communications presence on the website, featuring useful resources

Coming in 2024

- Relaunch of UVAF Podcast as a vehicle for values focus
- Continued support and refining of Quarterly Financial report process
- Increased work with Supplier Diversity: support publicity, highlight events, revamp vendor-facing site.
- Continue the increased focus on our internal UVAF team