COVID-19 COMMUNICATIONS

- 37K+ page views for uncw.edu/coronavirus, a site to curate resources and launched at the onset of the crisis
- 11K+ page views for the 100+ FAQ developed to address most pressing concerns
- 117K+ total page views of coronavirus-related news items

Facebook 36 posts about coronavirus (Feb. 29 – April 15)

- 7,750 likes
- 2,000 comments
- Nearly 2,000 shares
- Nearly 2,100 new followers
- Average viewers per post: 20,800

- Total Reach: 750,000

Most Page Views on a News Item


117,435 - Total page views of coronavirus-related news items

Media Coverage & Reach

- 239 news stories reaching 380 million

April 4 Special Post

“You are doing a great job.”

- 1,350 likes
- 75 comments
- 551 shares
- Reach: 74,022