

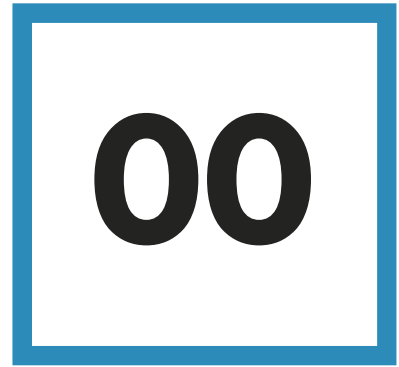
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21

ANNUAL
REPORT

University
Communications



Statement



We all expected 2021 to bring the end of the pandemic, bring a "return to normal" and grace us with proximity and in-person experiences again. But 2021 taught us the invaluable gift of adjusting our expectations, accepting what might never return and adopting a new version of life and ourselves.

We've learned that remote work doesn't stop the creativity of our teams but it does show how important our connections to the team can be and how we inspire one another. We learned that change, however difficult, can be good. We also learned that sometimes, even despite

ourselves, the work of this team and the university as a whole can speak for itself. It's easy to produce good work when there is good work already being done.

We see our role as an opportunity to serve the greater Duke community, to amplify the outstanding stories from around Duke, to provide the necessary updates and information during a particularly confusing time and to share the good news of the community.

01

Duke Today

Duke Today continues to serve as our main hub of content and distribution. It is the core of our operational work and is undergoing the early stages at the present time. Since 2017 we have seen a sustained increase annually with a slight drop in 2021 totaling 3.2 million pageviews. The Duke Daily is the largest driver direct to stories.

By The Numbers

1,383

Total Stories Published

363

Basic Stories

929

Promoted (External) Stories

7

Photo Essays

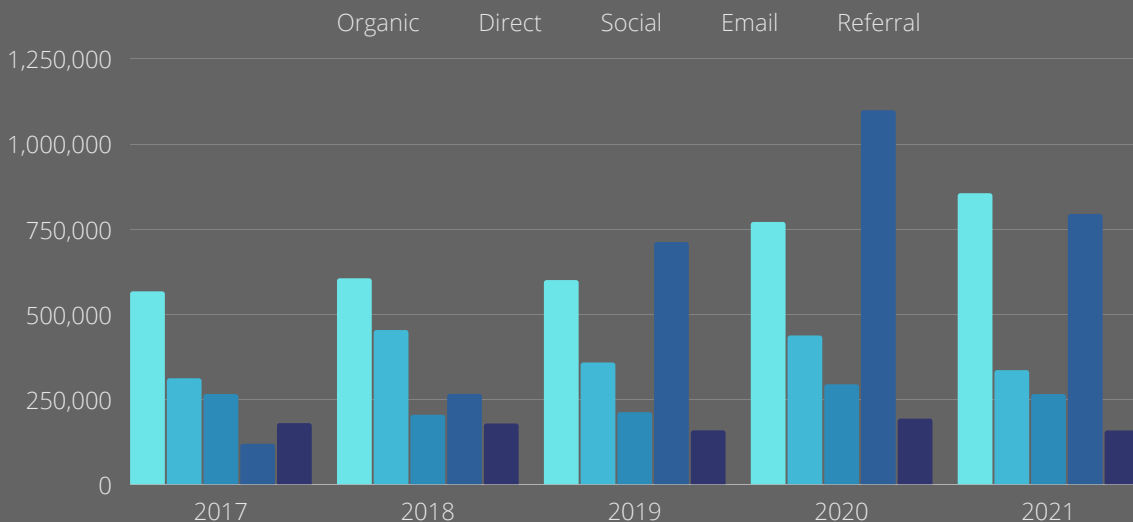
84

MultiMedia Stories

10%

Increase in sharing of external content

TRAFFIC SOURCES



02

The Duke Daily Duke Weekly

PAGE 01

By The Numbers

The continued success of the Duke Daily and Duke Weekly continued in 2021. As the largest drivers of story traffic, we saw an increase in subscribers and executed a new look and feel in 2021.

241

Newsletters - 41 Weekly's,
200 Daily's

7.3 Million

Opens

34%

Open Rate

1.467 M

Total Clicks

64,676

Duke Daily Subscribers

127,780

Duke Weekly Subscribers

Most Opened Daily

9/2 Vaccine boosters; Academic Council chair; new MONET center (22,786 unique opens).

Most Opened Weekly

12/18 The year in science; Early Decision; Let it snow! (46,729 unique opens).



03

Media Briefings

The Media Briefings have placed Duke into the local and domestic conversations on relevant topics including COVID, Vaccines, Voting and National Security.

By The Numbers

39

Media Briefings

69

Duke Experts Featured

500+

News Stories in the Media

11

Duke Schools and Partners represented

154,938

Visits on DT stories

902

Media Attendees

Top 3 Most Watched Briefings

1. Omicron and the Holidays
2. Pregnancy and COVID
3. Booster Briefing



04

Multimedia

Multimedia plays a huge role in our day-to-day as well as strategic content. This year saw a continued need for video content as well as virtual events.

By The Numbers

1,725,134 135

Total Views: 1.5M YouTube, 200k Vimeo

Videos - 71 Youtube, 64 Vimeo

22

Media kits created

17

Presidential Videos Created

6

Live Events

2

YouTube Premiere

Top 3 YouTube Videos

1. What is Autism? | Quick Learner - [418,237](#)
2. Teaching During a Pandemic - [62,083](#)
3. Duke Commencement 2021 Address John Legend - [42,425](#)

Top 3 Vimeo Videos

1. Sights and Sounds of Class of 2025 Photo
2. Class of 2024: Our Blue Devil Returns
3. Duke Fall: We Can Do This!



05

WebDam

WebDam has seen a consistent uptick in downloads and contributions of photos and videos. With limited access to campus, WebDam continues to support the remote work in addition to capturing the life of campus.

By The Numbers

14,140

PUBLIC Images in WebDam
(376,484 total)

6,395

total downloads

950

PUBLIC Videos in WebDam

2,537

assets added in 2021

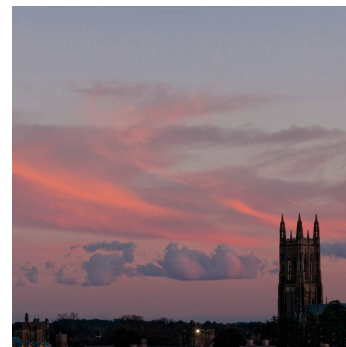
Top 5 Most Downloaded

Duke

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Team Science

Science saw big gains with its launch of the research site, a new Instagram account and a strong student writing pool. This resulted in an outstanding year of coverage.

06

115

Press Releases

21

Science Videos

79

Research Blog Posts

18

Research Newsletters

Top 3 Greatest Hits (Releases)

1. **If endangered primates disappear, so will their parasites. That's actually a problem**
2. **You can snuggle wolf pups all you want, they still won't 'get' you quite like your dog**
3. **Metabolism changes with age, just not when you might think**
4. **Australian wildfires triggered massive algal blooms in southern ocean**

Top 3 Greatest Hits (Videos)

1. **Check This Out: Dancing Roots (42K),**
2. **Check This Out: Lemur Call (5.1K) and**
3. **Lemur Love Late in Life (4.9K) – Part of a story package.**



Digital Team

Multimedia plays a huge role in our online presence and is closely tied to our digital infrastructure and online presence.

By The Numbers

1,725,134 135

Total Views: 1.5M YouTube, 200k Vimeo

Videos - 71 Youtube, 64 Vimeo

Sites

1. Campus Climate Survey
2. Univ 101
3. Public Affairs
4. Executive Education
5. Durham Affairs Community Impact Report

Special Events

1. Presidential Awards Virtual Show
2. 2024 Class Photo
3. 2025 Class Photo
4. Blue Devil Return
5. Wilhelmina Rueben-Cooke Dedication
6. 2021 Commencement
7. 2020 Commencement

On-Going Support

1. Maps
2. University Event Calendar
3. Emma
4. COVID Tracker
5. Durham & Community Affairs Impact
6. Audit, Risk, Compliance
7. State Relations
8. Duke.edu
9. Duke Today

Stories

1. Inside the Classroom
2. 3D Hearts
3. 9/11
4. Drone App
5. Virtual Exercise



Social Media

The continued success of the Duke Daily and Duke Weekly..
Largest drivers of story traffic. We saw an increase in subscribers and executed a new look and feel in 2021.



Instagram

DukeU

- 172 posts, 767 story slides, 6 Reels
- Most Viewed 12.17 You Made It! (159k views)
- Most Liked: 12.17 You Made it! Early Decision (14,813 likes)
- Followers: 256k

This Is Duke

- 171 posts, 6 reels
- Most viewed: 9.14 Puppy Kindergarten Photo Livestream (3,873 views)
- Most Liked: 12.9 Throwback to 90's Gothic Reading Room (1,749 likes)
- Followers: 10k

Duke Research

- NEW! 16 posts, 2 reels
- Most viewed: 8.23 How Hobbits Chew (112 views)
- Most Liked: 6.25 Lemurs (99 likes)
- Followers: 500+

Twitter

DukeU

- 1.073 tweets
- Most engagement: 5.2.2021 - John Legend clip - 275 retweets, 2011 Likes

Duke News

- 469 tweets
- most engagement: 4.1.2021 - Student Vaccinations - 31 Retweets, 143 Likes

Duke Research

- 424 tweets
- most engagement: A cancer rainbow (42 likes)

Facebook

DukeU

- 452 posts

LinkedIn

DukeU

- 239 posts
- Most liked: No place like Durham for the holidays (2,271 likes)

Awards & Accolades

09

It was a great year for recognition of our work. 2 Emmy nominations and 3 CASE awards were a nice feather in our cap but some of the most important feedback comes from our peers

2

Emmy Nominations

- 2020 Merry & Bright Holiday Video
- 2020 Founders Video

3

Case Awards

- Duke Daily Newsletter
- Media Briefings
- Veterans Day Virtual Ceremony

shoutouts

"Love love love this collection! SO many colors. SO much movement!" -- Mike S.

The Duke holiday greeting is absolutely delightful. I just watched and it brought a smile to my face. Wishing you a great week! -- Laurene Sperling, BOT Chair

*"It is a stunning work of art and I could not be more proud of it." -- Mike S.
Classroom Feature*

"Just saw the videos and stories and photos! Wow!!! They did an amazing job!!! Really special!!! I'm gonna watch a few times today! Absolutely loved it!!!!!! How do they do that so quickly?" --Weekly Reader

"I continue to be impressed and sometimes even surprised by how the University does in so many wonderful areas of responsibility to its students and all of its communities. Bravo." --David (Weekly Reader)

Working Groups and Training



10

Connections with University colleagues remained an important priority for the year. Leadership of the communicator network and providing multiple opportunities (in-person and online) to share knowledge and improve quality.

9

Training & Development workshops

- Macro Photography
- Portraits on an iPhone
- OpEd Writing
- ComSciCon Workshop
- Institutional Videography
- Science Communications (departments)
- Science Communications (grad academy)
- IVY+ The status of News sites
- Canva 101

10

Working Groups

- Duke Communicator Network
- Audio Working Group
- IVY+ groups
- Photo & Video Working Group
- ITAC
- OIT Extended Staff
- Web Governance
- Domain Name Review and Approval
- REAC Committees
- Mobile Steering Committee

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Take Aways

The Duke Daily/Weekly continues to be a game-changer for communications. University communications has seen a 10% increase in the sharing of department stories.

Media interest is strong on relevant topics and the more we can package, the more consumption of our material we see.

Media rich stories perform strongly and placement in the Daily/Weekly list shows no difference in views.

Beyond COVID updates, campus life stories seem to have significant interest.

Lemurs and puppies still break the internet.

