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.
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
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.

**By The Numbers**

- **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)
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
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 a virtual events.

By The Numbers

1,725,134 135
Total Views: 1.5M YouTube, 200k Vimeo Videos - 71 Youtube, 64 Vimeo

22 17
Media kits created Presidential Videos Created

6 2
Live Events YouTube Premiere

Top 3 YouTube Videos

1. What is Autism? | Quick Learner - 418,237
2. Teaching During a Pandemic - 62,083

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!
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**

<table>
<thead>
<tr>
<th>PUBLIC Images in WebDam</th>
<th>14,140</th>
</tr>
</thead>
<tbody>
<tr>
<td>(376,484 total)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PUBLIC Videos in WebDam</th>
<th>950</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>total downloads</th>
<th>6,395</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>assets added in 2021</th>
<th>2,537</th>
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</thead>
</table>

**Top 5 Most Downloaded**

Duke
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.

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


### 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**
- 239 posts
- Most liked: No place like Durham for the holidays (2,271 likes)
Awards & Accolades

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)
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.

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

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
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.