



SOUTH DAKOTA MINES
An engineering, science and technology university



Marketing & Communications
Annual Report | July 2020 – June 2021

Marketing & Communications Office



Hello,

We appreciate the collaboration over the past year in creating new tools that bring increased awareness to South Dakota Mines. With the addition of a full-time videographer, we were able to increase our virtual presence on the website, social media, and through several YouTube campaigns.

We underwent several staffing changes this year. While it's hard to say goodbye to valued employees and teammates, new blood brings new talents and ideas. We have a team that is truly dedicated to increasing awareness of the university, research and economic development, and student/faculty/staff successes.

In this presentation you will see examples of our work and the ways we measure it across a variety of marketing and communication platforms.

I hope you will learn more about Marketing & Communications and discover ways we can collaborate to inspire the next generation of Hardrockers.

Regards,

Ann Brentlinger
Director

Marketing & Communications Office



The Marketing & Communications Office promotes the academic reputation of South Dakota Mines and tells the Mines story to all audiences through online media, social media, the Hardrock magazine, print materials, video, and web.

Mission and Vision

The MC team discovers what is best and most important about South Dakota Mines. We communicate it with creativity and impact to students, alumni, parents, faculty, staff, and the broader community. We work with our university partners to implement best practices in marketing and communication.

Our vision is that South Dakota Mines will be recognized as one of the nation's leading engineering, science, and technology universities that produces innovative thinkers who contribute the grand challenges in our society.

Marketing & Communications Team

Ann Brentlinger	Director
Mike Ray	Communications Manager
Julia Easton	Web Designer
Brian Hill	Videographer
Laurel Antonmarchi	Graphic Designer
Richard Hughes	Social Media and Content Producer
Sofia Gruden	Marketing Specialist

Marketing & Communications



BRAND Brand Voice Visual Photography Key Messaging Advertising
DESIGN Creative Direction Illustration Production Graphics Photo Archiving Print Buying **WRITING** Hardrock Magazine President's Weekly Message Family Matters Monthly@Mines Research Blog News Releases Copy Editing Proofreading Story Development
COMMUNICATION Crisis Management Media Relations Writing Reporting Storytelling Public Relations Internal Communication
MARKETING Advertising Project Management Campaign Planning Print Materials Video Analytics Metrics Print Buying **VIDEO** Script Writing Producing Editing Directing **SOCIAL MEDIA** Digital Storytelling Campus Life Student Success Research Faculty/Staff Success Photography Writing Posting Alumni and Parent Engagement Community Building Black Hills **WEBSITE** Website Development Search Engine Optimization ADA Compliance Mobile Apps Digital Advertising Google Analytics Virtual Tour User Experience

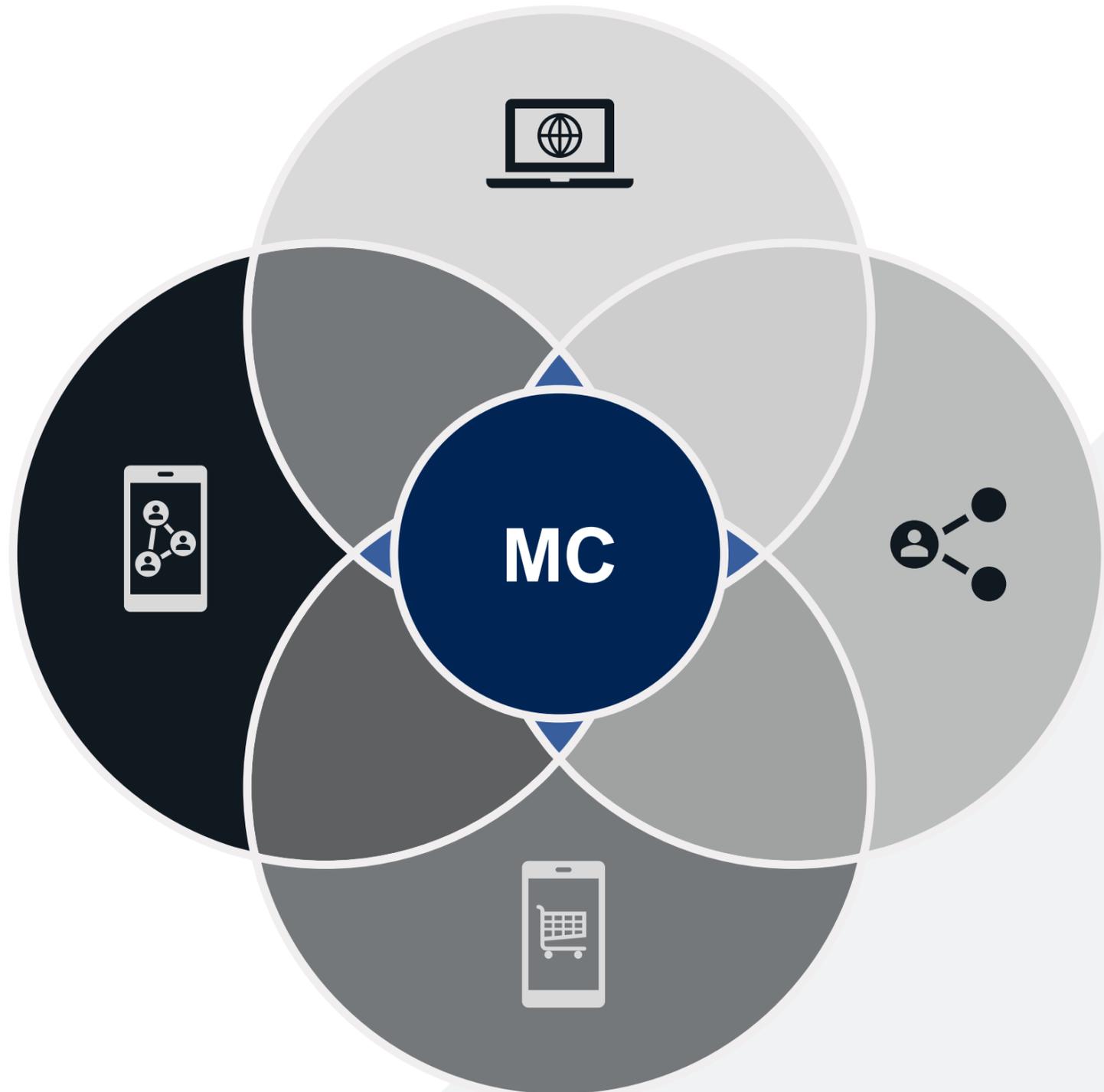


Earned, Owned, Paid and Social Media



Today's media landscape intersects with multiple touchpoints needed to garner attention in the messaging noise. The different types of media overlap and influence one another.

The following pages provide a snapshot of MC's work and its impact across these four convergent categories.



Owned Media



Paid Media



Earned Media



Social Media

Marketing & Communications



72,332

TOTAL FOLLOWERS

Facebook, Instagram, Twitter,
LinkedIn, Snapchat

954

WEBSITE PROJECTS

6,768,000

people reached thru
77 NEWS STORIES

Placed in print/online media worldwide

229

GRAPHIC DESIGN, VIDEO,
PHOTOGRAPHY PROJECTS

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Earned Media

Earned media are news stories in local, regional, national, international, and trade news outlets across print, digital, and broadcast platforms. MC has deep relationships with local and state reporters. The team also responds to reporter requests for expert commentary on a wide range of topics. MC uses the media management tool Cision to access reporters across the nation and world to pitch stories and to monitor media traction.

News picked up in FY21....



November 12, 2021

Mines Physicists Contribute to New Results from MicroBooNE and Help Pave the Way for DUNE

The team is working to build understanding of neutrino interactions inside the liquid argon time projection chambers used in both experiments.



ALERT TOP STORY

Mines' team wins first place at Governor's Giant Vision Business Plan Competition

Journal staff | May 3, 2021 | Updated May 3, 2021



Kirtie Gildemeister and Kelsey Fitzgerald are winners of the \$20,000 first place award at 2021 Governor's Giant Vision Business Plan Competition for their company, Hydrolyst LLC, which improves process of storing energy generated by solar and wind power.

Cold Spray Technology Could Allow Air Force To Quickly Repair Aircraft Parts Instead Of Replacing Them

Eric Tegler Contributor @ Aerospace & Defense

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Healthcare of Tomorrow » A U.S. News virtual event series where industry leaders discuss common challenges and solutions for the future of health. Learn more >>

Home / News / Best States / South Dakota News

University to Receive \$11 Million for Cold Weather Research

The South Dakota School of Mines and Technology has been awarded an \$11 million federal grant to develop better material and manufacturing technology to withstand cold weather.

By Associated Press | Sept. 16, 2021, at 9:24 a.m.

Save

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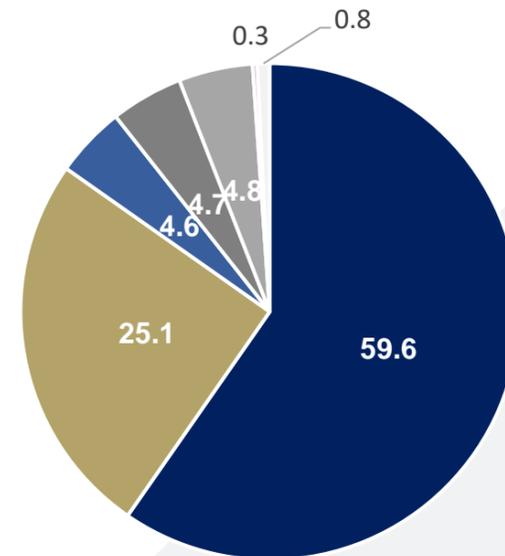
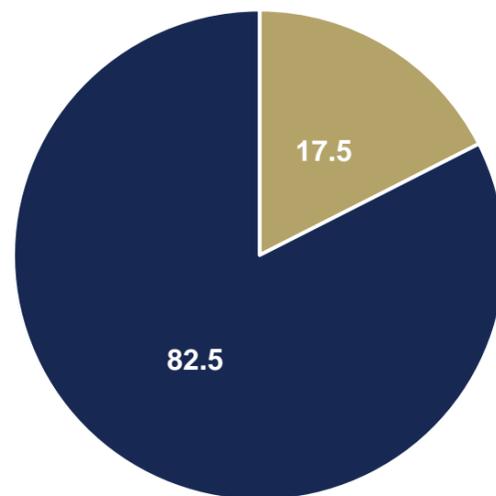
Owned Media



Owned media is any print, video, and web-based products controlled by MC that are unique to the university's brand. From July 1, 2020 to June 30, 2021, MC completed more than 950 owned media projects for the university, including web service requests.

Website

(July 2020- June 2021):
 1,049,112 sessions
 495,545 users



Top Search

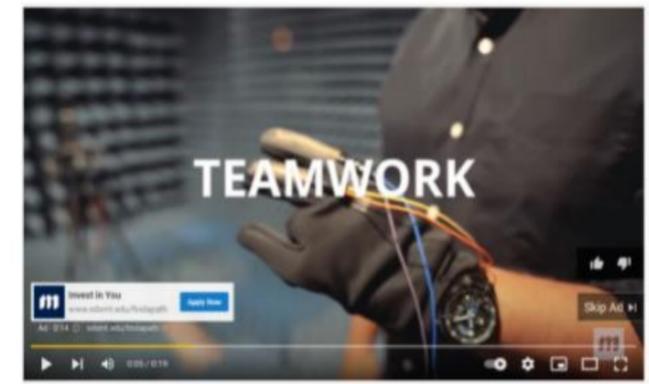
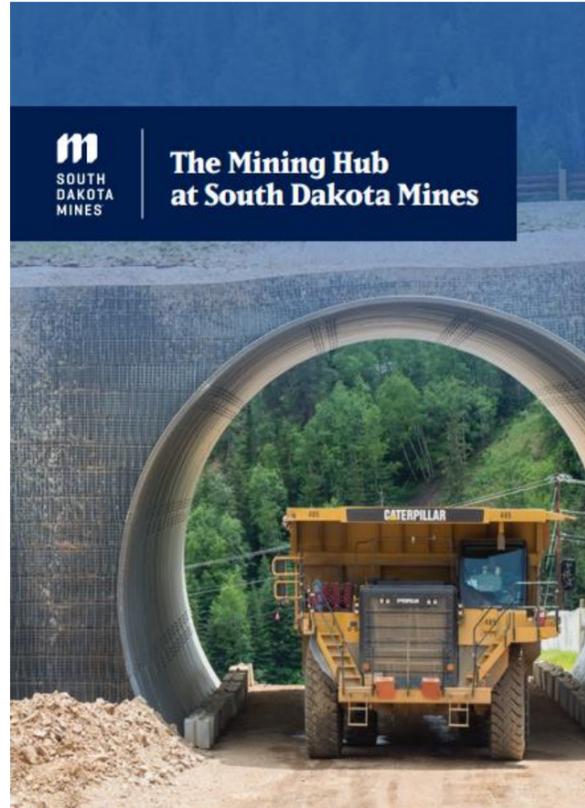
- Organic Search
- Direct
- Display
- Social

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Owned Media

Owned media also includes brochures, mailers, magazines, e-newsletters, and videos.



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Paid Media

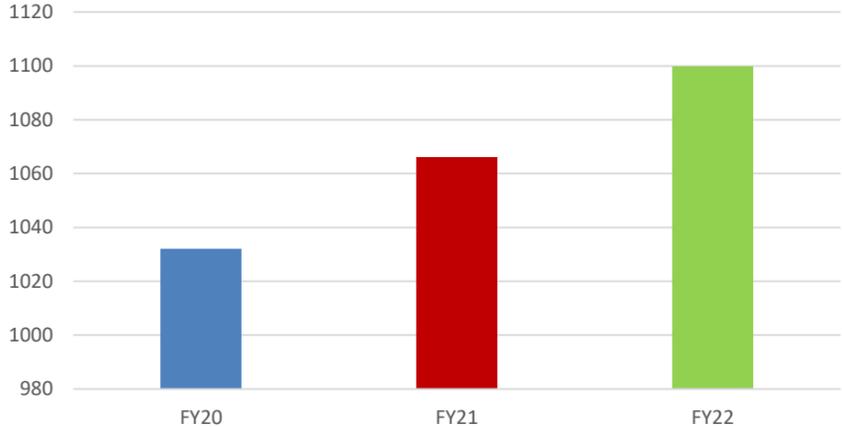


Paid media includes paid advertising on digital sources - Facebook, Instagram, Snapchat, and YouTube, and Google. MC ran 24 pay-per-click campaigns in FY21.

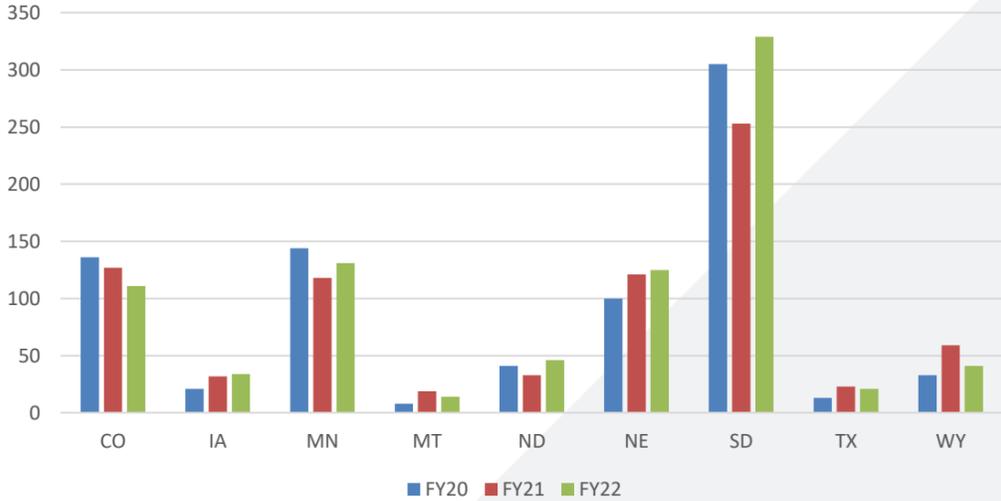
Using Google Analytics, Slate data, and reporting from our ad agency we track goals based on information requests, scheduled visits, and application intent.

Pay-per-Click Campaigns
 (July 2020 – June 2021)
 Impressions: 15,256,679
 Clicks: 78,154

Inquiries & Visits Scheduled



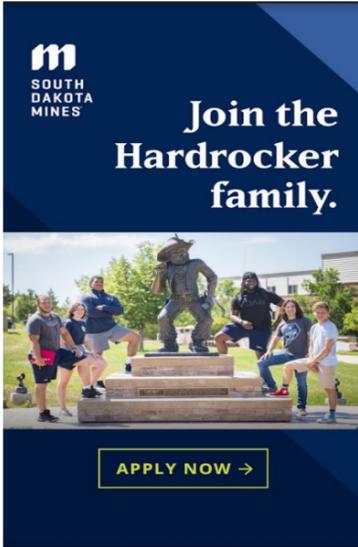
Inquiries and Scheduled Visits from Target States



Paid Media



Paid media also includes advertisements or any other publicity that is paid for. These include advertisements in print publications, digital signs, and billboards. These are just some of the 229 creative projects completed in FY21.



Social Media



Social media are the applications that enable users to create and share content or to participate in social networking. MC managers the university's Facebook, Instagram, Twitter, LinkedIn, Snapchat, Flickr, and TikTok platforms with daily posts to connect with potential and current students, families, alumni, and our fans. The team manages student takeovers of Snapchat and TikTok, two of the most popular mediums among our current and prospective student audience.



Social Media

(July 2020- June 2021)

Impressions: 12,479,981 (up 23%)

Engagement: 616,321 (up 9%)

Link clicks: 111,430 (up 66.2%)

3% increase in social media followers

Social Media



Social media followers exist in all age groups. Because of its reach and engagement, we use this medium to tell our stories, share content from other resources, and connect with people.

Top LinkedIn



 South Dakota School of Mines and Technology
Thu 10/7/2021 10:55 pm UTC

#SouthDakotaMines is extremely grateful for the Swindler family gift in honor of Mines alumna, Karen M. Swindler. Read more about the naming of the Karen M. Swindler



Top Instagram

 southdakotamines
Fri 10/1/2021 12:48 pm PDT

Fall is here at #SouthDakotaMines! Check out these awesome photos of fall in the Black Hills from Emma J Rivers



Top Facebook



 South Dakota Mines
Fri 10/29/2021 7:50 pm PDT

Students will not be able to return to the residence halls tonight. We have been working on arrangements to provide off-campus beds for those who need them. If you have not arranged for off-campus alternative housing for this evening, we have secured a substantial number of beds at Camp Rapid. All students needing accommodations will need to be at the James Kjerstad Event Center at the Central State Fairground, 915 East Centre St. Rapid City, SD, 57701 by 9:15 p.m.



Top Snapchat/TikTok

Snapchat = 1900+ Followers
600 added in FY20

The video was made on our new TikTok
Just starting to grow



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