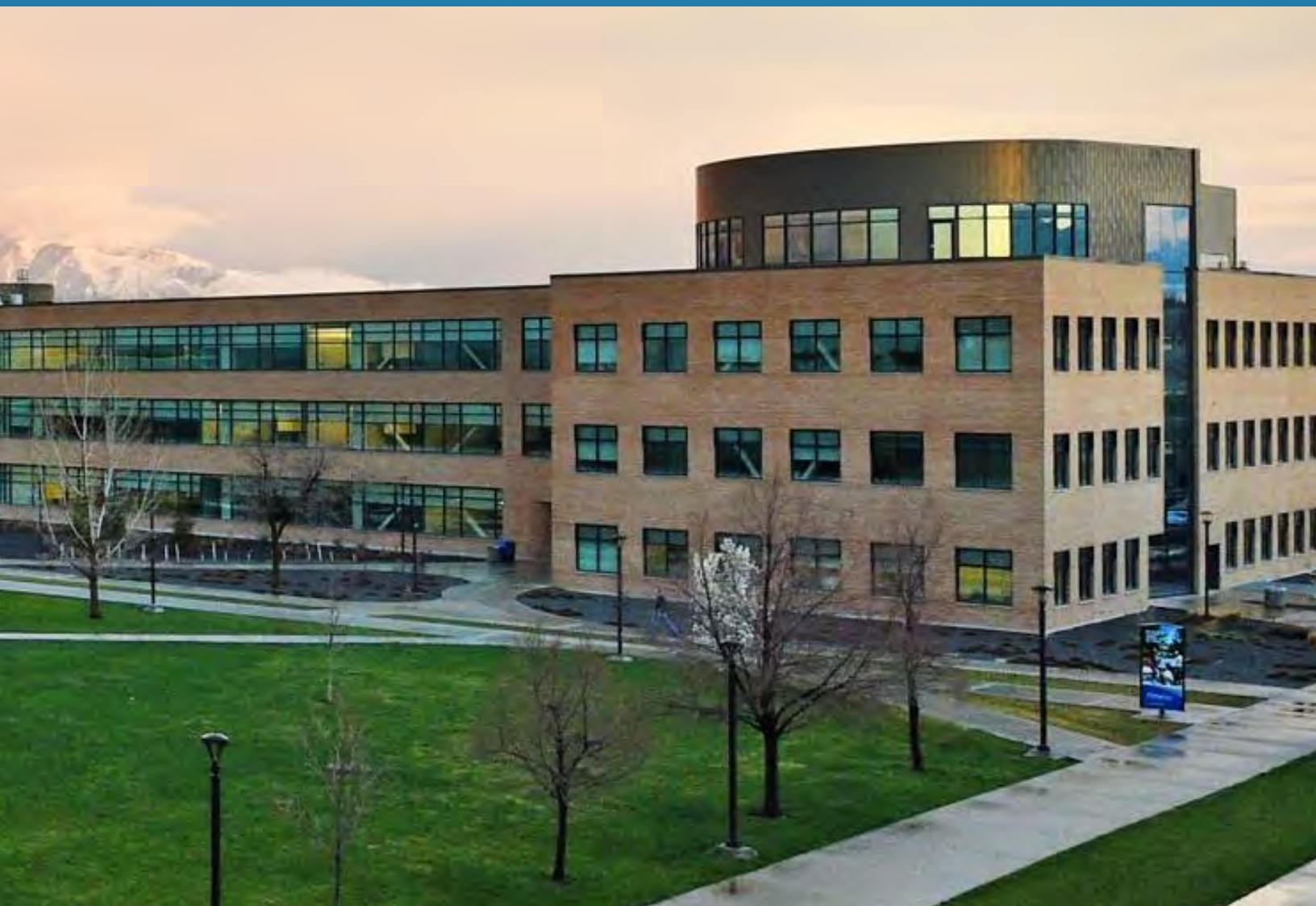


MEDIA REPORT

—
May 2021



News Coverage

Summary

590 stories in national and local media. An estimated 2,989,993 people had subscriber access (reach) to these articles with an estimated earned media value of \$526,600

Top Stories

May 3, 2021

[Grow your small business! This local program will give you a boost](#) *STUDIO 5 ONLINE - KSL-TV*

Supporting small businesses is always important. We've grown more aware of that priority over the past year.

May 4, 2021

[SLCC Promise, Aerospace Pathways win Envision Utah awards](#) *UTAHPOLICY.COM*

Salt Lake Community College, during an event at the State Capitol, received Envision Utah's "Your Utah, Your Future" award for SLCC Promise, a unique program that helps qualifying students at SLCC pay for their college education.

May 4, 2021

[SLCC announces fundraiser for students during #GivingTuesdayNow](#) *UTAHPOLICY.COM*

Salt Lake Community College will participate in #GivingTuesdayNow, a special global day of giving during which the college aims to raise \$10,000 on May 5 for its students who have been impacted by COVID-19.

May 4, 2021

[Innovator, inventor, disruptor and designer to speak at SLCC's 2019 commencement - Utah Policy](#) *UTAHPOLICY.COM*

Disruptive innovation expert Luke Williams will be the keynote speaker at Salt Lake Community College's 2019 Commencement, scheduled for 9:30 a.m., May 3, at the Maverik Center in West Valley City.

May 5, 2021

[This FREE program for small business owners helps take their companies to the next level](#) *KSTU.COM*

This is National Small Business Week, which recognizes that small businesses annually create every two of three new jobs in the U.S. and Salt Lake Community College (SLCC) is on the forefront of that movement in Utah.

May 6, 2021

[S.L.C.C. Expands Childcare Services](#) *KUTV.COM*

With the pandemic inching toward its end, more companies are fighting to retain female talent, but one obstacle remains: Providing adequate daycare services.

May 6, 2021

[Salt Lake Community College offers daycare services to help you succeed in school](#) *ABC4.COM*

With the pandemic inching toward its end, more companies are fighting to retain female talent, but one obstacle remains: Providing adequate daycare services.

May 6, 2021

[SLCC announces August graduation ceremony](#) *KSTU.COM*

Salt Lake Community College is planning to hold an in-person commencement in August.

May 7, 2021

[The case for ethnic studies in Utah](#) *SLTRIB.COM*

Growing up, I never learned about the depth of culture and history among Latinx communities.

May 10, 2021

[2021 30 Women to Watch](#) *UTAHBUSINESS.COM*

Though the first female recession has hit women hard in the labor force, there is no shortage of women breaking barriers and blazing ahead despite difficulty.

May 13, 2021

[SLCC offering affordable on campus childcare](#) *FOX13.COM*

The coronavirus pandemic has brought on added stress when it comes to childcare, but one higher ed institution in Utah is trying to make it more affordable.

May 17, 2021

[How Brent Anderson founded the Loveland Living Planet Aquarium](#) *ABC4.COM*

For my fifth birthday, my grandmother gave me a hardcover book called *The Sea*. This single gift determined the direction for the rest of my life.

May 25, 2021

[Instant Replay: SLCC Softball Player Makes Amazing Diving Catch](#) *KSLSPORTS.COM*

Check out this amazing diving catch from SLCC Bruin Mercedes Call.

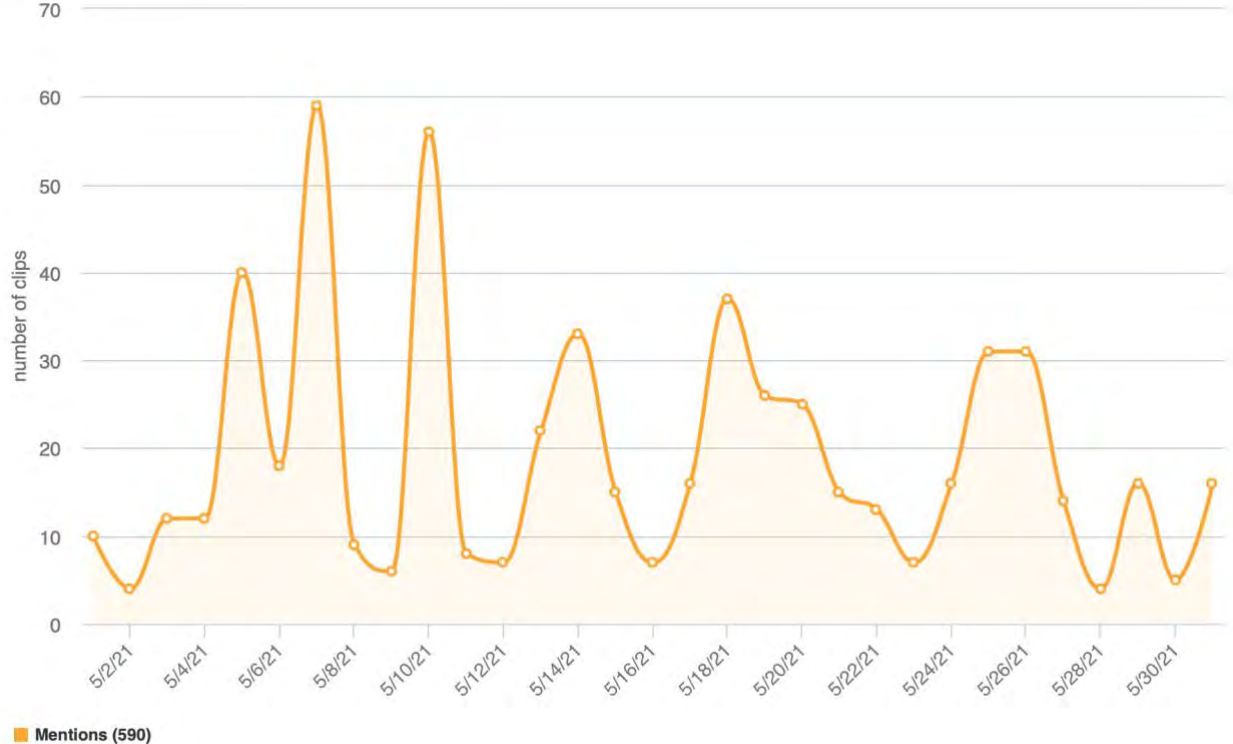
May 26, 2021

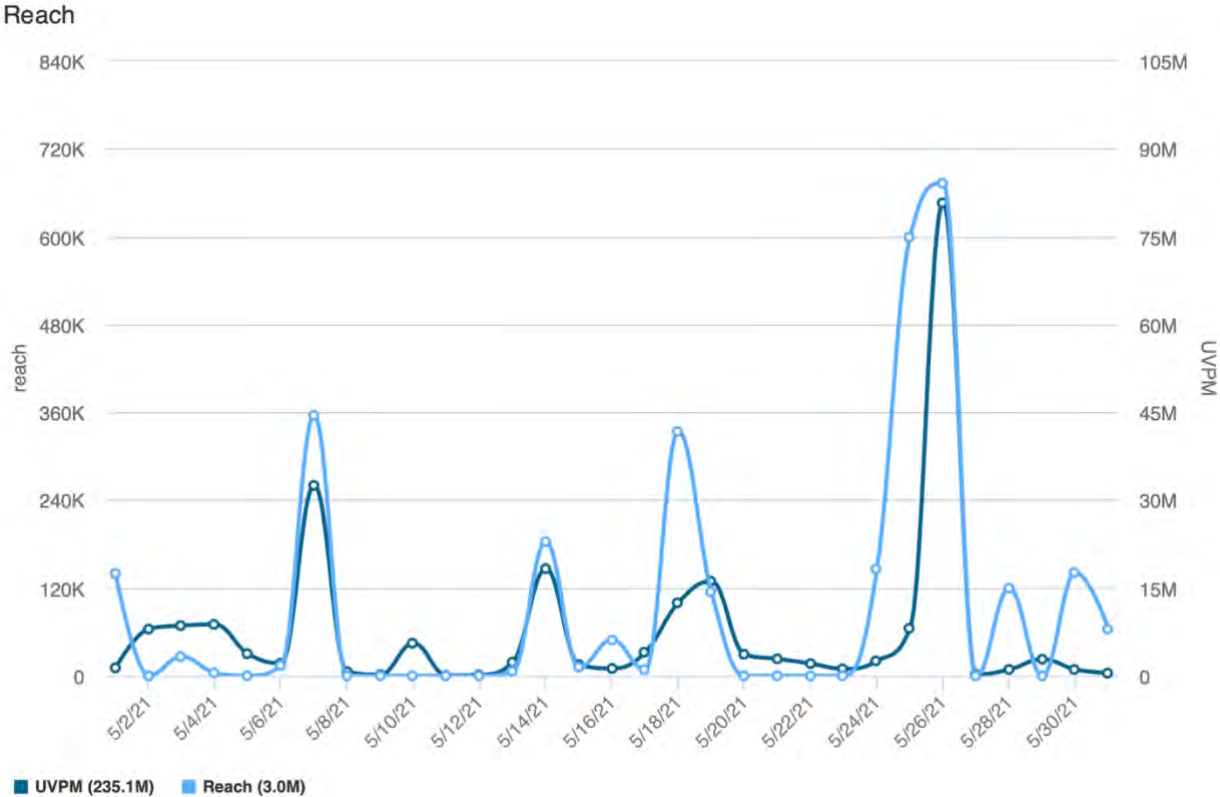
[2021 Outstanding Directors honorees](#) *UTAHBUSINESS.COM*

Every year, *Utah Business* and NACD Utah honors the board members of companies, nonprofits, and organizations for the inspirational work they do behind the scenes to create lasting innovation and growth for future generations.

Media Coverage Analytics

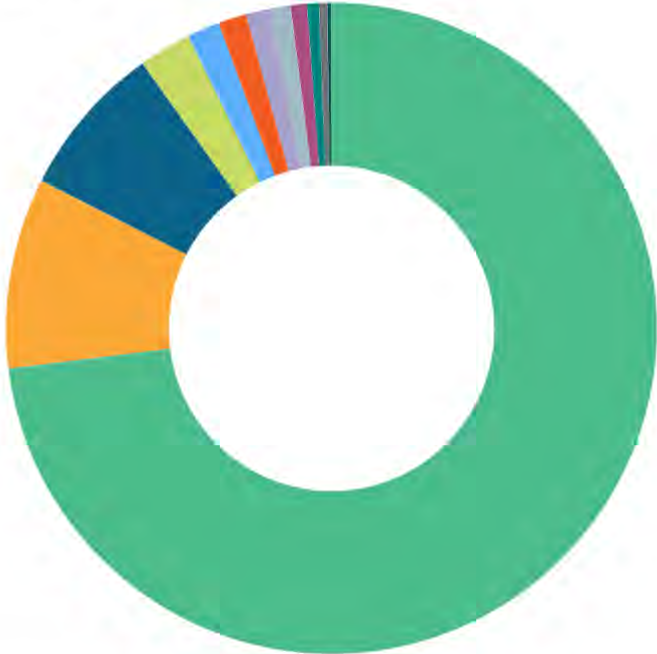
Total Mentions





Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Online, consumer: 73%	Television station: 9.5%	Microblog: 7.6%	Online, trade/industry: 2.6%
Online, news and business: 1.6%	Radio station: 1.4%	Cable/satellite - network/station: 1.2%	Blog, consumer: 1%
Social Networking Site: 0.8%	Blog, trade/industry: 0.6%	Newspaper: 0.4%	Photo/Video Sharing Site: 0.2%

Social Media

SLCC Blog

A total of 9 blog posts were created and placed on the SLCC News and Events Page.

5.3 [Meet Our Faculty: Tiffany Hilton](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

5.6 [First-ever Virtual Fashion Show Coming to SLCC](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

5.7 [College Congratulates Grads, Announces August Commencement Ceremony](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

5.13 [COVID Testing Required for Summer Student Re-entry](#)

Promoted on SLCC Today, Facebook, Twitter,

5.13 [Service-Learning: 500 Acts of Kindness](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

5.13 [Softball Wins Region 18, Heads to Arizona for Nationals](#)

Promoted on SLCC Today, Facebook, Twitter

5.24 [Women's and Men's Soccer Advance to National Tournaments](#)

Promoted on SLCC Today, Facebook, Twitter

5.26 [Commencement 2021: Legislative Champ](#)

Promoted on SLCC Today, Twitter, LinkedIn

5.28 [Meet Our Students: Simmi Kaur](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

Twitter

Number of tweets: 32

Tweet impressions: 30.1K

Number of mentions: 76

Follower Count: 4554 (-27)

Top Tweet:

Top Tweet earned 2,715 impressions

#TakeNote on these two facts for your day:

1. Donovan Mitchell will play in game 2 of the playoffs
2. Fall registration is open and we've waived our application fee! Apply today: slcc.edu [twitter.com/utahjazz/statu...](https://twitter.com/utahjazz/status...)

🔄 2 ❤️ 10

Top Media Tweet:

Top media Tweet earned 1,992 impressions

Happy Pride, Bruins! We ❤️ you just the way you are! #Pride2021
pic.twitter.com/hi9UqJjq0y



🔄 10 ❤️ 48

Top Mention:

Top mention earned 151 engagements



Deneece

@SLCCHuftalin · May 13

Its official!! This amazing @BruinAthletics softball team is going to nationals!!! Way to go @SaltLakeCC softball ❤️❤️❤️
pic.twitter.com/yGfd3VXhhy



🔄 1 🔄 3 ❤️ 54

Facebook

Number of posts: 22

Post impressions: 122K

Page likes: 21,181 (+29)

Top post:



LinkedIn

Number of posts: 5

Page views: 1215

Unique visitors: 722

Total followers: 65,554 (+31)

Reactions: 92

Comments: 5

Shares: 20

Top Post:



Salt Lake Community College
67,258 followers
5mo • 🌐

SLCC students still need your help! We've received hundreds of requests from students who are in need of financial support due to the continued impact of COVID-19. Requests include help paying rent, utility bills and tuition, and assistance in buying groceries. Please help make a huge difference in the lives of our students and their families by giving to SLCC's Students in Crisis Fund.
<https://buff.ly/3oNijcO>



👍❤️🌐 Thy Vu and 57 others 2 comments

Instagram

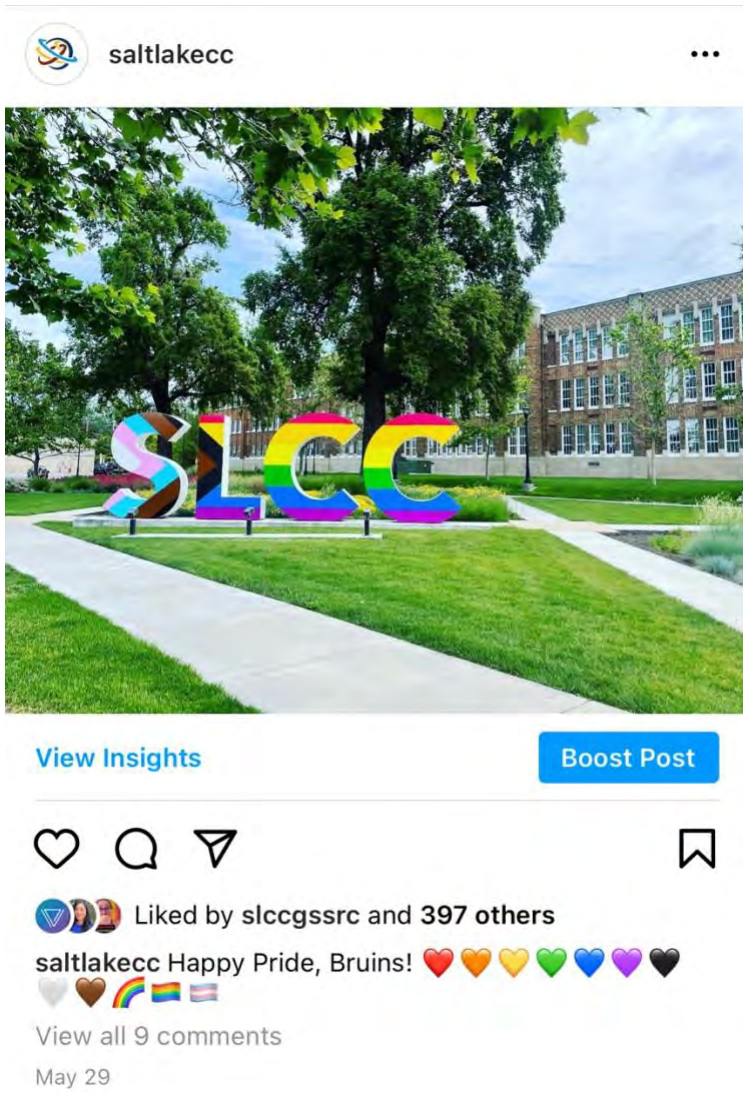
Number of posts: 6

Number of stories: 20

Post likes: 713

Total followers: 4060 (+39)

Top post:



saltlakecc

[View Insights](#) [Boost Post](#)

📍🗨️📧🔖

Liked by slccgsrc and 397 others

saltlakecc Happy Pride, Bruins! ❤️🧡💛🌈💜💔

View all 9 comments

May 29

