

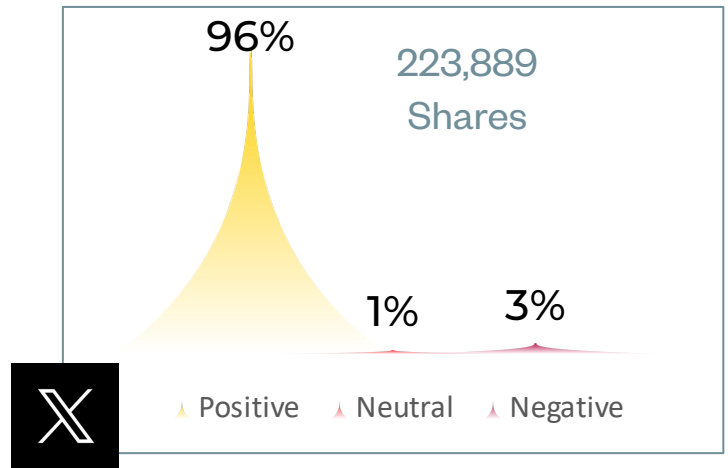
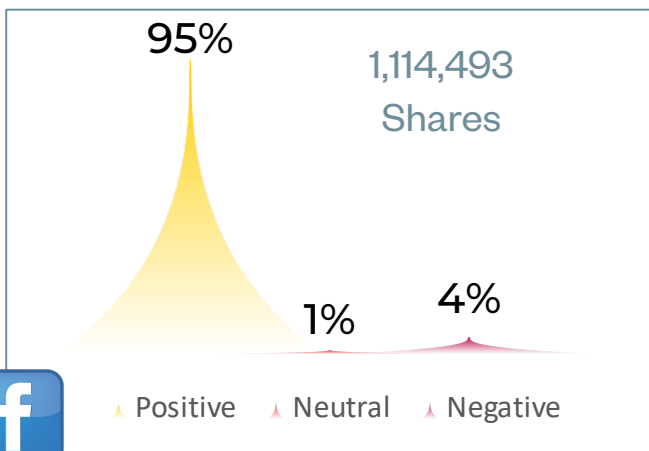
FY'23 REPORT

Earned Media

University of Utah in the News



Social Share of News Articles by Sentiment



VISION MATRIX



FY'23 REPORT

Owned Media

@theU

993,807
pageviews

Inspire

101
Articles

Innovate

146
Articles

Serve

58
Articles

VISION
MATRIX

@UUTAH SOCIAL



Total Audience

670,201



9.8%

Subscriber growth

70M+
IMPRESSIONS



3M+
ENGAGEMENTS



11M+
VIDEO VIEWS



University of Utah Magazine

550K+

copies
distributed

217K+

Digital
subscribers

82% read
most or all
issues

41% use it to
recommend
the U