

END OF YEAR REPORT

Social Media, Podcast, Media
Appearances, and SCMR
January - December 2024

Presented to

SCM at UT

Presented by

Kate Malooley



SUPPLY CHAIN MANAGEMENT

A large, abstract orange shape with a diagonal cutout, located in the top-left corner of the page.

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GSCI LINKEDIN

11,209

FOLLOWERS

236

PUBLISHED

3,698

CLICKS

11,279

INTERACTIONS

674

SHARES

495,311

IMPRESSIONS

GSCI LINKEDIN

METRICS

Percentage Increases

21%

FOLLOWERS

0.50%

CLICKS

2.4%

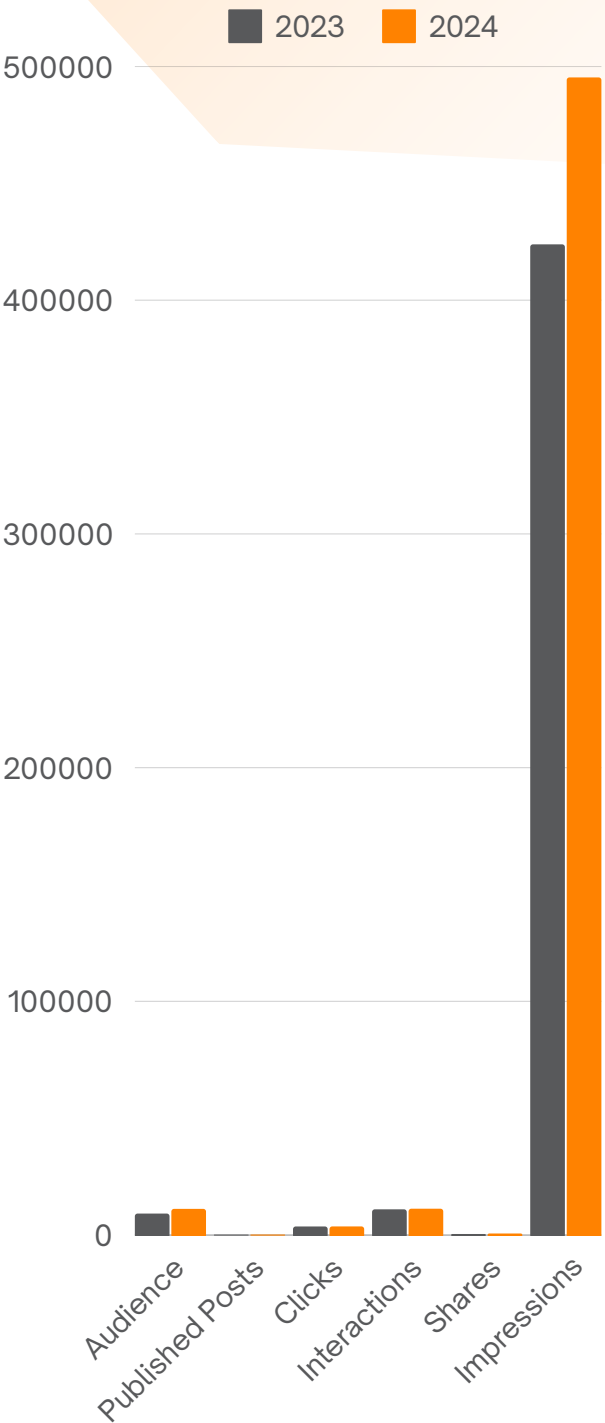
INTERACTIONS

45%

SHARES

17%

IMPRESSIONS



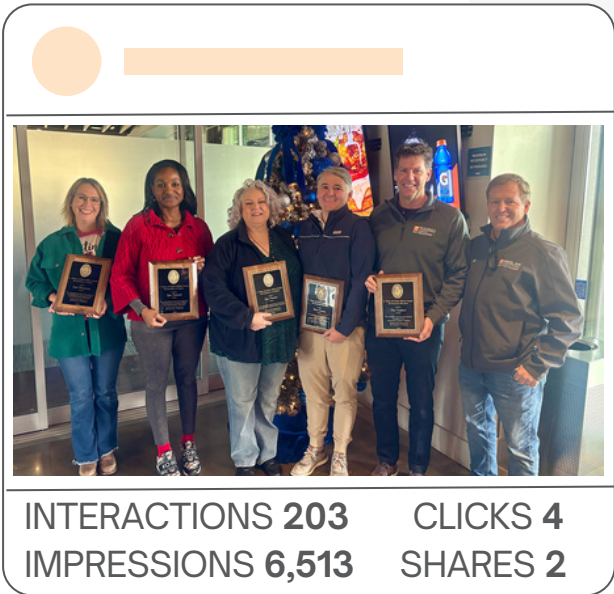
GSCI LINKEDIN

TOP PERFORMING POSTS

Based on Interactions



1



2



3

TOP 10 LINKEDIN POSTS

Based on Interactions

1



INTERACTIONS **468**
IMPRESSIONS **17,550**
CLICKS **269** SHARES **122**
[Link](#)

2



INTERACTIONS **203**
IMPRESSIONS **6,513**
CLICKS **4** SHARES **2**
[Link](#)

3



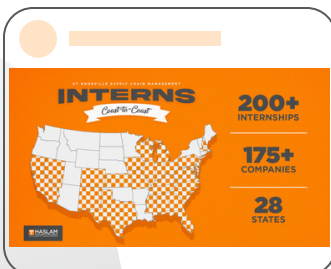
INTERACTIONS **195**
IMPRESSIONS **5,951**
CLICKS **8** SHARES **5**
[Link](#)

4



INTERACTIONS **190**
IMPRESSIONS **10,166**
CLICKS **121** SHARES **22**
[Link](#)

5



INTERACTIONS **186**
IMPRESSIONS **7,562**
CLICKS **11** SHARES **9**
[Link](#)

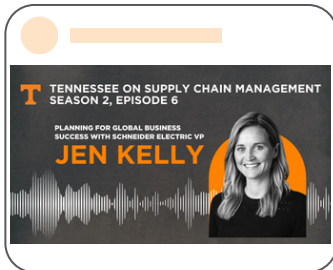
Positive Growth Trends

6



INTERACTIONS **180**
IMPRESSIONS **6,536**
SHARES **1**
[Link](#)

7



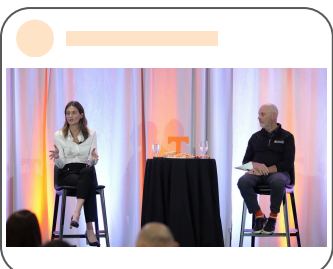
INTERACTIONS **175**
IMPRESSIONS **3,038**
CLICKS **70** SHARES **7**
[Link](#)

8



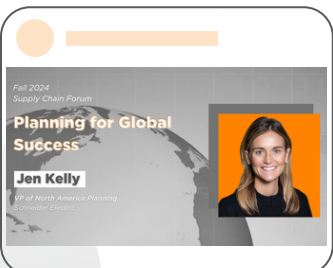
INTERACTIONS **167**
IMPRESSIONS **7,688**
CLICKS **51** SHARES **2**
[Link](#)

9



INTERACTIONS **156**
IMPRESSIONS **4,494**
CLICKS **14** SHARES **6**
[Link](#)

10



INTERACTIONS **144**
IMPRESSIONS **4,132**
CLICKS **19** SHARES **4**
[Link](#)

GSCI INSTAGRAM

1,002

FOLLOWERS

204

PUBLISHED

3,744

INTERACTIONS

97,660

IMPRESSIONS

GSCI INSTAGRAM

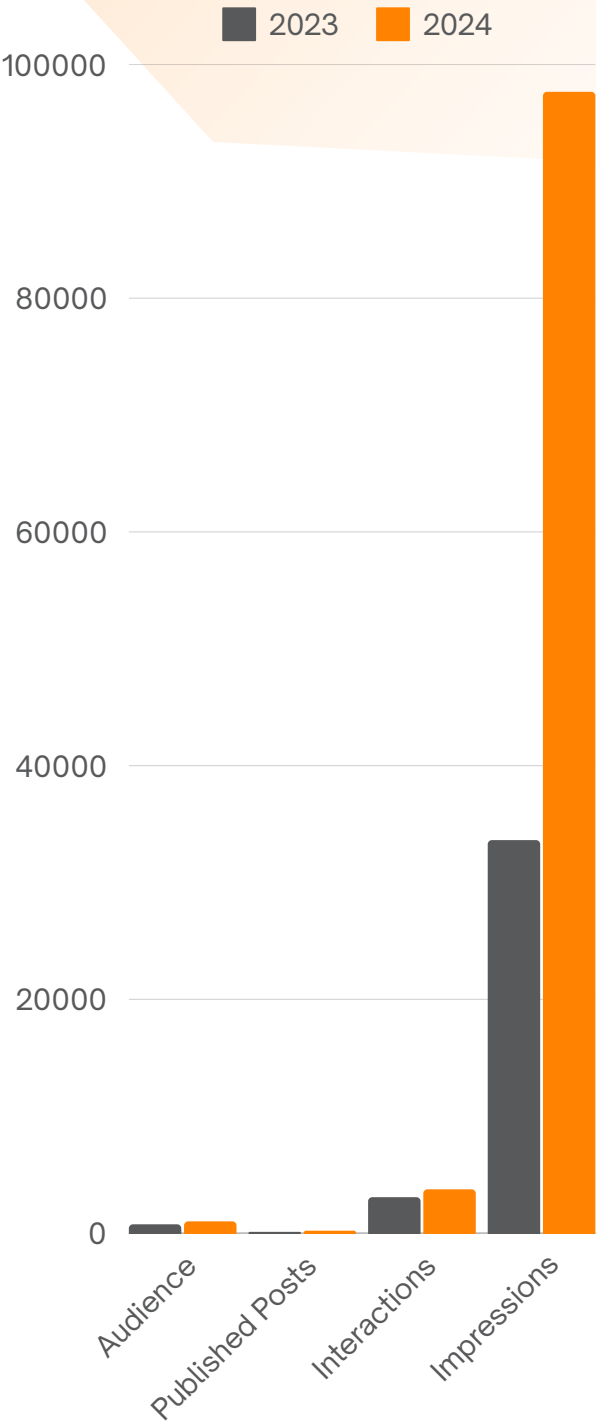
METRICS

Percentage Increases

33.5%
FOLLOWERS

22%
INTERACTIONS

190%
IMPRESSIONS



GSCI INSTAGRAM

TOP PERFORMING POSTS

Based on Interactions



1



2



3

TOP 10 INSTAGRAM POSTS

Based on Interactions

1



INTERACTIONS **316**
IMPRESSIONS **24,232**
[Link](#)

2



INTERACTIONS **123**
IMPRESSIONS **1,643**
[Link](#)

3



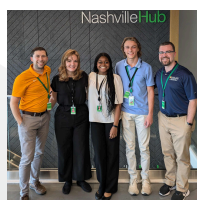
INTERACTIONS **118**
IMPRESSIONS **947**
[Link](#)

4



INTERACTIONS **112**
IMPRESSIONS **882**
[Link](#)

5



INTERACTIONS **108**
IMPRESSIONS **1,055**
[Link](#)

Positive Growth Trends

6



INTERACTIONS **99**
IMPRESSIONS **702**
[Link](#)

7



INTERACTIONS **98**
IMPRESSIONS **583**
[Link](#)

8



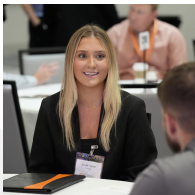
INTERACTIONS **90**
IMPRESSIONS **1,506**
[Link](#)

9



INTERACTIONS **90**
IMPRESSIONS **705**
[Link](#)

10

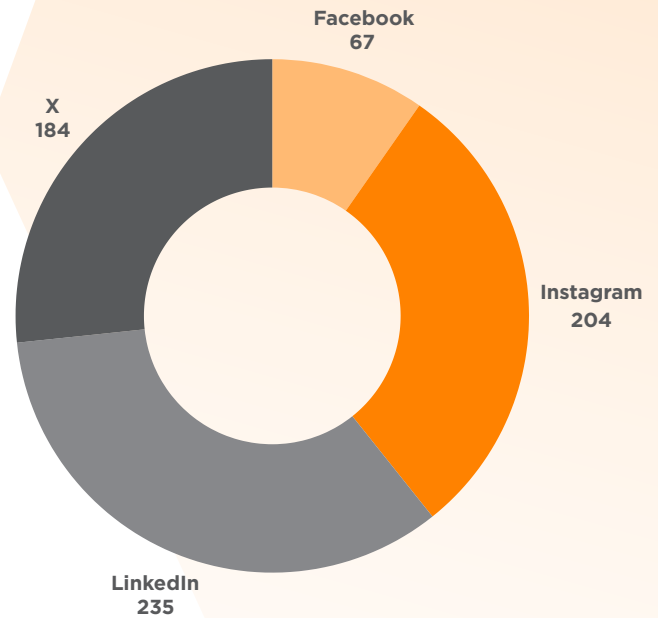


INTERACTIONS **83**
IMPRESSIONS **815**
[Link](#)



GSCI SOCIALS

Total Published
Posts **690**



Total Days Published
This Year **210**



TOP 5 ALL-TIME EPISODES

Based on Downloads

1	Episode S2 E11	Title Online Retail and the Modern-Day Consumer with Former Amazon Executive Dave Clark	Date Jul 18, 2024	Downloads 910
2	Episode S1 E0	Title Proving SCM Is More Fun Than You Think	Date Oct 07, 2021	Downloads 762
3	Episode S1 E13	Title Delivering Hope for the Supply Chain Marathon with Pfizer VP Michael Ku	Date Sep 15, 2022	Downloads 710
4	Episode S1 E4	Title Is Lean Dead? Special Guest Robert Martichenko, Founder/CEO of LeanCor Supply Chain Group	Date Feb 10, 2022	Downloads 692
5	Episode S1 E19	Title Growing into Leadership with Caterpillar VP Wendi Gentry-Stuenkel	Date Ma 09, 2023	Downloads 691

Podcast Performance

Season 2 Ranked by Most Popular

Episode	Title	Date	Downloads
S2 E11	Online Retail and the Modern-Day Consumer with Former Amazon Executive Dave Clark	Jul 18, 2024	910
S2 E8	Sustainability in Manufacturing with WestRock's Peter Anderson and Philips' Jeff DiLullo	Apr 25, 2024	491
S2 E6	Planning for Global Business Success with Schneider Electric VP Jen Kelly	Feb 15, 2024	479
S2 E3	Navigating Supply Chain's Evolution with Former SC Ports Authority CEO Jim Newsome	Nov 16, 2023	465
S2 E1	Embracing Innovation to Drive Success with Kenco Group President Denis Reilly	Sep 21, 2023	450
S2 E2	Learning From the Past to Predict the Future with CSCMP Leaders Tom Nightingale and Terry Esper	Oct 19, 2023	444
S2 E12	It's All About People with Sunland Logistics CCO Elijah Ray	Aug 22, 2024	410
S2 E5	Steering through Stormy Seas with Maritime Expert Don Maier	Jan 18, 2024	400
S2 E7	High-Level Insights with Logistics Managers' Index Creators Dale and Zac Rogers	Mar 21, 2024	386
S2 E4	Beyond the Classroom: Leaders Discuss the Real-World Impact of UT's EMBA for Global Supply Chain	Dec 21, 2023	366
S2 E0	Get Ready for Season 2 of Tennessee on Supply Chain Management	Sep 08, 2023	364
S2 E9	Effective Leadership with SC Johnson CPO Martha Buffington	May 22, 2024	347
S2 E10	Developing Talent to Increase Impact with Joe Buckley and Dan Pellathy	Jun 20, 2024	298



TOP 10 FEATURED FACULTY

Based Number of Appearances

1



Tom
Goldsby
14

6



Alex
Scott
5

2



Ted
Stank
8

7



Kate
Vitasek
4

3



Don
Maier
8

8



Thomas
Deakins
3

4



Alan
Amling
6

9



Justin
Kistler
2

5



Dan
Pellathy
6

10



Lance
Saunders
2

FEATURED FACULTY

Based Number of Appearances in 2024

Total	Faculty	Appearances
1	Thomas Goldsby	14
2	Ted Stank	8
3	Don Maier	8
4	Alan Amling	6
5	Dan Pellathy	6
6	Alex Scott	5
7	Kate Vitasek	4
8	Thomas Deakins	3
9	Justin Kistler	2
10	Lance Saunders	2
11	Sara Hsu	2
12	Seongkyoon Jeong	2
13	Alex Rodrigues	1
14	Hannah Carter, Tyler Orr, Joe Buckley, Izabela VanDeest	1
15	Huseyn Abdulla	1
16	Randy Bradley	1
17	Yemisi Bolumole	1



TOP 5 MEDIA SOURCES

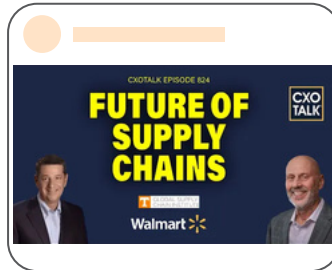
Based on Outlets Featuring Faculty Repeatedly

1	Publication Supply Chain Management Review	Features 8
2	Publication Wall Street Journal	Features 4
3	Publication WBIR	Features 4
4	Publication Inbound Logistics	Features 3
5	Publication The Conversation US	Features 3

Total Media
Sources **63**

MEDIA HIGHLIGHTS

1



Title
Navigating the Future of Supply Chain Management

Faculty
Ted Stank

[Link](#)

Source
CXO Talk

2



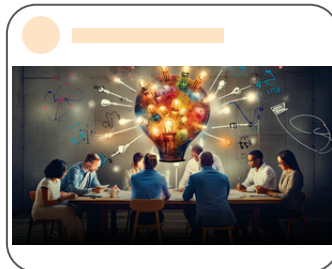
Title
Podcast: X-Shoring Fact and Fiction

Faculty
Tom Goldsby

[Link](#)

Source
Supply Chain Brain

3



Title
11 critical competencies supply chain planners need now (and how to develop them)

Faculty
Dan Pellathy

[Link](#)

Source
Supply Chain Xchange

4



Title
'What the Truck' Features UT's Global Supply Chain Institute

Faculty
Thomas Deakins

[Link](#)

Source
FreightWaves

5



Title
Brick-Filled Boxes. Bogus Receipts. Retailers Battle Fraudulent Returns.

Faculty
Alan Amling

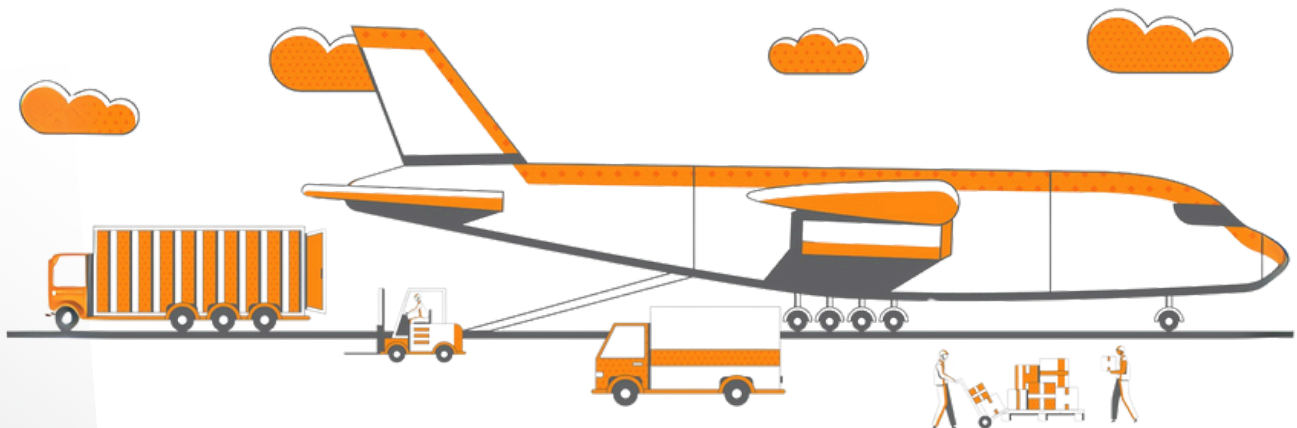
[Link](#)

Source
Wall Street Journal



SUPPLY CHAIN MANAGEMENT REVIEW

In 2024, GSCI marketing partnered with Supply Chain Management Review to amplify efforts to promote faculty research. In total, we produced nine articles, originally published by GSCI, and provided to SCMR for reposting on its site.



PUBLICATIONS

In Order of Publish Date

Headline

Five critical challenges facing supply chain planning talent and leadership development

Google Page Views **774**

LinkedIn Impressions **NA**

Author **Dan Pellathy**

Date **June 27 2024**

LinkedIn Clicks **NA**

Headline

11 core competencies critical for today's supply chain planners

Google Page Views **1559**

LinkedIn Impressions **494**

Author **Dan Pellathy**

Date **July 8 2024**

LinkedIn Clicks **15**

Headline

Five organizational action areas for developing supply chain talent

Google Page Views **529**

LinkedIn Impressions **371**

Author **Dan Pellathy**

Date **July 12 2024**

LinkedIn Clicks **12**



Supply Chain Management Review

Headline

Leadership development for supply chain leaders

Google Page Views **552**

Author **Dan Pellathy**

LinkedIn Impressions **409**

Date **July 19 2024**

LinkedIn Clicks **8**

Headline

Cybersecurity as a major supply chain risk domain

Google Page Views **1395**

Author **SK Jeong**

LinkedIn Impressions **203**

Date **August 5 2024**

LinkedIn Clicks **2**

Headline

The EPIC Framework: A tool for supply chain managers in an age of global disruptions

Google Page Views **632**

Author **Alan Amling
Alex Rodrigues
Sara Hsu**

LinkedIn Impressions **143**

Date **September 20 2024**

LinkedIn Clicks **1**



Supply Chain Management Review

Headline

Why global businesses must consider climate change risks to their supply chains

Google Page Views **745**

LinkedIn Impressions **169**

Author **Sara Hsu**

Date **September 27 2024**

LinkedIn Clicks **4**

Headline

The 3 types of cyberattacks affecting global supply chains

Google Page Views **1025**

LinkedIn Impressions **NA**

Author **Seongkyoon Jeong**

Date **October 7 2024**

LinkedIn Clicks **NA**

Headline

Understanding organized labor's impact on our supply chain

Google Page Views **803**

LinkedIn Impressions **NA**

Author **Don Maier**

Date **October 17 2024**

LinkedIn Clicks **NA**



