

**SUNY College of Environmental Science and Forestry
Office of Communications and Marketing**

What's that Smell? Media Success!

Supporting Assets

ESF's Office of Communications and Marketing partnered with the College's Digital Storytelling Studio to create a time-lapse of the event. To date, the video – hosted as an Instagram reel – has more than 35,000 views and more than 1,000 likes: <https://www.instagram.com/reel/CgDDGQWlcMP/>

Media coverage resulted in 8.9 million impressions.

Coverage snapshot:

[Rare 'Corpse Flower' blooms at SUNY ESF](#)

[Watch ESF's huge 'corpse flower' bloom and wither in 30 seconds of time-lapse video](#)

[VIDEO: Blooming of rare Corpse Flower at SUNY ESF captured in time-lapse](#)

[Rare 'Corpse Flower' blooms at SUNY ESF](#)

['Corpse flower' blooms at ESF: A first-time phenomenon in Syracuse](#)

[Deadly smelling 'corpse flower' poised to bloom in Syracuse](#)

[Rare Corpse Flower in bloom at SUNY ESF, smell compared to roadkill on a hot summer day](#)

[Corpse Flower at SUNY ESF is blooming...and it stinks](#)

[First ever Corpse Flower at SUNY ESF about to bloom](#)

[Rare Corpse Flower expected to bloom sometime Wednesday at SUNY ESF](#)

[SUNY ESF preparing for bloom event of rare Corpse Flower](#)

Social media highlights:

- Instagram (this post garnered +1,000 likes in 24 hours, and remains our most-engaged-with post of all time): <https://www.instagram.com/p/CgAOyxdOTFS/>
- Facebook: <https://www.facebook.com/sunyesf/photos/a.10152080416040875/10158956143010875/>
- LinkedIn: <https://www.linkedin.com/feed/update/urn:li:share:6953329859121049600>
- Twitter: Here's a feed of our mentions: https://twitter.com/search?q=ESF%20%2B%20%22corpse%20flower%22&src=typed_query&f=live