



Our PR Problem Is Real: Social Media in the Context of Labor and Strategic Planning

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#artlibraries: Taking the Pulse of Social Media in Art Library Environments
ARLIS/NA 2018 NYC





labor



















Social Media ☆

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fx Week

	A	B	C	D	E	F	G	H	I
1	Week	Impressions	Impressions difference from last week	Reach	Reach difference from last week	Profile Views	Profile views difference from last week	Followers	Followers difference from last week
2	October 28 - November 4	1734	747						
3	November 7 - November 14	2,548	511						
4	November 20 - November 27	1692	64	328 reach	26	50	6	453	
5	MONTH 11/1/2016	4,500	453						
6	December 12 - December 19	1610	-199	348	-31	19	-4	479	
7	December 20 - December 26	261	-1349	192	-156	9	-10	484	
8	December 27 - January 2	1889	1628	461	269	50	40	492	
9	MONTH 12-2016	3760		1001		78		492	
10	January 3 - January 9	1135	-754	302	-159	8	-42	492	
11	January 10 - January 16	2637	1502	509	207	75	67	503	
12	January 17 - January 23	2400	-237	609	100	69	-7		
13	January 24 - January 30	2223	-177	428	-181	45	-24	515	
14	MONTH 01-2017	8395		1848		197		515	
15	January 31 - February 6	1797	-426	373	-55	32	-13	515	
16	February 7 - February 13	1514	-283	386	13	40	8	525	
17	February 14 - February 19	941	-573	336	-50	20	-20	531	
18	February 20 - February 27	2940	1764	507	140	56	37	546	
19	MONTH 02-2017	7192	482	1602	48	148	160	546	
20	February 27 - March 6	1038	-2393	386	-152	30	-24	551	
21	March 7 - March 13	1877	137	375	-44	56	30	563	

+ All Profiles Instagram Insights Tumblr Facebook 1 Twitter Digital Decker Internet Archive Omeka Exhibition Explore





Library	FTE	Engagement relative to FTE/Analysis	 likes	 followers	 followers
MICA	2071	Facebook: 49.9% Twitter: 18% Instagram: 24.1%	1033	375	500
Pratt	4458	Facebook: 33.4% Twitter: 4.5% Instagram: 9.4%	1487	202	421
RISD	2484	Facebook: 23.9% Twitter: 41% Instagram: n/a	594	1018	n/a
SAIC	3590	Facebook: 30.7% Twitter: 30.3% Instagram: 18.6%	1102	1088	668
Mean	3150	Relative to FTE, MICA has the most engagement compared to our peers for Facebook and Instagram while RISD is the most engaged on Twitter.	1054	670	530

