In summer and fall 2016, I worked with the 2017 Conference Organizing Committee to coordinate conference-related social media posting and outreach to local media outlets to promote the 45th ARLIS/NA Annual Conference.

Press Releases sent from March 2016 – January 5, 2017:

- July 13, 2016: ARLIS/NA Welcomes REDARTE/RJ as Affiliate Organization
- May 2, 2016: 2016 Melva J. Dwyer Award
- April 29, 2016: IMLS Grant for ARLIS/NA and Philadelphia Museum of Art Partnership
- April 13, 2016: 2015 Sotheby's Institute of Art Research Award
- March 30, 2016: 2016 Research Awards
- March 18, 2016: 2015 Distinguished Service Award Winner
- March 16, 2016: 2015 George Wittenborn Memorial Book Award Winner
- March 16, 2016: ARLIS/NA Endorses Carla Hayden for Librarian of Congress

Other announcements sent to various listservs by the Media Editor from March 2016 – January 5, 2017:

- Call for Reviewers: Multimedia & Technology Reviews (May)
- Conference Registration Announcements (December)

Items posted to social media March 2016 – January 5, 2017:

- Facebook: 165 posts; 66k impressions
- Twitter: 174 posts; 115k impressions; 5484 profile visits
- Pinterest: 101 pins

Social Media Community:

- Facebook: 1,904 followers (+162 since February 2016)
- Twitter: 1,120 followers (+278 since February 2016)
- LinkedIn: 932 members (+24 since July 2016)
- Pinterest: 41 followers (+5 since July 2016)