January 25, 2018

In fall 2017, I began using allocated funds to boost posts on Facebook, which has garnered a large increase in the reach of those targeted posts. It has also increased the rate of attracting new followers to the page. Typically, a normal post will make about 200-900 impressions, while a boosted post will make 1,500-9,000 impressions.

Instagram is being used more effectively now to promote and document the annual conference, as well as other Society news, such as What Our Members are Saying and Featured Art Libraries. I changed the Pinterest account to a business account, which will allow me to track analytics on the ARLIS/NA Pinterest boards. As it is currently used (for pinning ARLIS/NA Reviews and Multimedia & Technology Reviews), I am not sure that Pinterest is an effective platform for ARLIS/NA.

I worked with the 2018 Conference Organizing Committee to coordinate conference-related social media posting and outreach to local media outlets to promote the 46th ARLIS/NA Annual Conference in New York. I also worked with participants in the 2017 ARLIS Study Tour to Paris to grant them access to post to the various social media channels during their trip.

A project that needs to be carried out in 2018 is updating the contact information for posting ARLIS/NA announcements to other organizations’ listservs. Some information provided to me when I started this position is now out of date, and not all messages are being distributed to other listservs.

Press Releases posted to the website and sent to listservs from January 2017 – January 15, 2018:

- December 5, 2017: ARLIS/NA Announces 2018 Samuel H. Kress Awards for International Travel
- September 18, 2017: ARLIS/NA Announces the 46th Annual Conference of the Art Libraries Society of North America
- May 9, 2017: ARLIS/NA Releases Core Competencies for Art Information Professionals Report
- May 2, 2017: Inaugural Class of NDSR Residents Selected
• March 16, 2017: ARLIS/NA Statement on Immigration and International Collaboration
• February 23, 2017: ARLIS/NA Announces 2017 Melva J. Dwyer Award
• February 21, 2017: ARLIS/NA Announces 2016 Gerd Muehsam Award
• February 16, 2017: ARLIS/NA Announces 2016 George Wittenborn Memorial Book Award
• February 15, 2017: ARLIS/NA Honors University of Pittsburgh Students with Sotheby's Institute of Art Research Award
• February 14, 2017: ARLIS/NA Honors Outstanding Scholars with Research Awards
• February 12, 2017: ARLIS/NA Honors Elizabeth O'Keefe with 2016 Distinguished Service Award
• February 6, 2017: ARLIS/NA Statement on Proposals to Eliminate Funding for the NEA, NEH, and IMLS
• February 4, 2017: Inaugural NDSR Art Residency Cohort Announced

Other announcements sent to various listservs by the Media Editor from January 2017 – January 15, 2018:
• Calls for Reviewers: Multimedia & Technology Reviews (January, July, January)
• Announcement of new issue: Multimedia & Technology Reviews (April)
• Announcement of Shalimar Fojas White’s appointment at Harvard (April)
• Inaugural Class of NDSR Fellows (May)
• What Our Members Are Saying story about the IRC Study Tour in Paris (August)
• ARLIS/NA Member in the News: Appointment of Roger Lawson to Executive Librarian at the National Gallery of Art (August)
• ARLIS/NA Statement against hate (September)

Items posted to social media January 2017 – January 15, 2018:
• Facebook: 164 posts; 105,250 impressions
• Twitter: 192 posts; 129k impressions; 8.5k profile visits
• Instagram: 32 posts; 854 likes
• Pinterest: 106 pins

Social Media Community:
• Facebook: 2,097 likes, 2,075 followers (+193 since January 2017)
• Twitter: 1,349 followers (+229 since January 2017)
• Instagram: 294 followers
• LinkedIn Group Page: 961 members (+29 since January 2017)
• LinkedIn Company Page: 64 followers
• Pinterest: 49 followers (+8 since January 2017)