WHAT’S 140 CHARACTERS WORTH?*

*Or 280?

Anna Simon, Art Reference and Instruction Librarian
Kohler Art Library, University of Wisconsin-Madison
…to getting more serious
In case you missed it

UW-Madison Libraries @UWMadLibraries - Feb 16
This month, in 1979, the Statue of Liberty was built on our very own Lake Mendota. Enjoy this awesome photo from UW-Madison’s Special Collections! (Special Collections Photo UW.CLK-A0365.bib)
## 28 day summary

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
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</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>10</td>
<td>↑ 66.7%</td>
</tr>
<tr>
<td>Tweet Impressions</td>
<td>8,239</td>
<td>↑ 173.6%</td>
</tr>
<tr>
<td>Profile visits</td>
<td>270</td>
<td>↓ 5.3%</td>
</tr>
<tr>
<td>Mentions</td>
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<td></td>
</tr>
<tr>
<td>Followers</td>
<td>86</td>
<td>↑ 6%</td>
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</table>

### Feb 2018 • 16 days so far...

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**TWEET HIGHLIGHTS**

**Top Tweet** earned 1,664 impressions

Just unveiled: the Obama's official portraits @NPG. Michelle's by Amy Sherald and Barack's by Kehinde Wiley—the first African-American artists commissioned by National Portrait Gallery to paint official portraits. An important milestone of representation.

*#BlackHistoryMonth*  
[plc.twitter.com/ysBsdWzlWr](https://twitter.com/ysBsdWzlWr)

**Top mention** earned 19 engagements

Ellen  
[@LN2691 • Feb 8](https://twitter.com/LN2691)

My phone is on grayscale so this tripped me up at first. Seen at @KohlerArtLib

[plc.twitter.com/ML0eqYhBNy](https://twitter.com/ML0eqYhBNy)

**Top media Tweet** earned 1,598 impressions

Happy #BlackHistoryMonth @UWMadLibraries. This month we're pulling books by black artists as part of a #ReadingBlackout. Featured is documentary photographer Eli Reed and his book *#FramingFreedom*.

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**Get your Tweets in front of more people**

Promoted Tweets and content open up your reach on Twitter to more people.

*Get started*

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### FEB 2018 SUMMARY

<table>
<thead>
<tr>
<th>Metric</th>
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<td>New followers</td>
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</table>
Engagements = Total number of times a user has interacted with a tweet. This includes all clicks anywhere on the tweet, re-tweets, replies, follows, and likes.

Engagement rate = The number of engagements (tweets, clicks, retweets, follows, and likes) divided by the total number of impressions.

Impression = Number of times user saw the tweet on Twitter
TAKE-AWAYS FROM TWITTER ANALYTICS:

- Content that you retweet doesn’t count for your analytics--only original content counts.

- The engagement rate is your most important number.

- Look at what people are engaging with and do more of that.
Return On Investment
TAKE-AWAYS FROM TWITTER:

▪ Aim for a steady increase in followers
▪ Get students involved
▪ Always use images with your tweets
▪ Don’t rely on Instagram or Facebook to push out content on Twitter—it doesn’t translate well
▪ Outsource content creation to grad students
▪ Include a wide breadth of content—not just posts about Libguides and Shelfies
▪ Don’t get discouraged
Kohler Art Library

The fine arts library of the University of Wisconsin Madison campus. We love artists' books and high-resolution images.

www.library.wisc.edu/art