

SOCIAL MEDIA

Kiersten Neumann

The Oriental Institute has continued to have a strong social media presence, sharing information about our research, museum, and events to a broader and more diverse audience. This growth has been possible over the past year thanks to the ongoing efforts of the cross-departmental social media committee, consisting of Moriah Grooms-Garcia, Kiersten Neumann, and Amy Weber, who came from the Public Education and Outreach, Museum, and Membership departments, respectively.

The Oriental Institute has maintained a strong presence in the major social media networks, including Twitter, YouTube, and Facebook. Our Facebook fan base has risen 15 percent from last year, bringing it to a total of 19,193 fans from across the globe. We had a bit of fun on April Fool's with an alert that the Museum was closed due to a mummy uprising; the corresponding post on Facebook was seen by over 19,000 people. Our well wishes for a "Happy Akitu" (Assyrian New Year!) from our Lamassu over Facebook in April was also very well received, reaching more than 44,000 people, making it the Oriental Institute's #1 most engaging post. On YouTube we have increased our subscription base to 4,662, up a significant 154 percent from last year. One of our greatest draws has been postings to our Oriental Institute Lectures playlist; we now have a total of fifty-six videos, and this number will continue to grow in the coming year thanks to the generous financial support of Oriental Institute members, sponsors, and partners. On Twitter, @orientalinst now has 6,834 followers.

Although we were sorry to see both Amy and Moriah leave the Oriental Institute this past spring, we are happy to continue a collaborative relationship with both. Amy has remained with the University of Chicago, as the Associate Director for Regional Programs in University Central Development, and we are contracting with Moriah's company, Social Media Moo, LCC, to help us manage our social media communication for the next year. We are excited to have Social Media Moo coordinate and maintain all of our social media networks and marketing emails and hope that by centralizing this process, we can continue to build a strong and loyal following.
