

SOCIAL MEDIA

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Figure 1. The Oriental Institute was featured as one of the best college museums in the US. Our Facebook post about the article was shared over 200 times



Figure 2. Our tweet about this artifact was retweeted over 150 times

The Oriental Institute has grown an even stronger social media presence, this past year 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 efforts of Social Media Moo, LLC, a marketing company run by former Oriental Institute education staff member Moriah Grooms-García.

The OI has a strong presence on Facebook, Twitter, and YouTube. Our Facebook fan base has risen 16% (a 2% greater increase than last year), bringing it to nearly 22,000 fans from across the globe. Our top Facebook post this year was an article in which we were featured as one of the “50 Most Impressive College Museums 2017–2018” by College Values Online (fig. 1).

On Twitter, we now have 8,754 followers — a 30% increase over last year. We reached over 4.3 million unique Twitter users with our tweets, demonstrating the immense power of social media to help build awareness about the OI. Our top tweet was a feature of one of our artifacts — a lexical list that transliterates Sumerian into Akkadian (fig. 2).

On YouTube, we nearly doubled our base of subscribers. We gained 5,488 new subscribers, bringing us to a total of nearly 10,500 subscribers. Our top YouTube video continues to be a recording of the Eric Cline lecture “1177 BC: The Year Civilization Collapsed.” We boast nearly 130 videos on our Channel, including archival audio of lectures from past decades, the new Oriental Institute Oral History Project, current lectures, and more. Check out our YouTube Channel at www.youtube.com/jameshenrybreasted to see the videos for yourself!

The centralization of the Oriental Institute’s social media and email marketing efforts has helped the OI’s staff significantly both with their workflow and in the increased effectiveness of their social media presence. Social Media Moo, LLC looks forward to continuing work with the OI!