

SOCIAL MEDIA

Moriah Grooms-Garcia, Mónica Vélez, and Amy Weber

Recognizing the importance of social media as a mainstream information source and global communication tool, the Oriental Institute has established a cross-departmental working committee to create an active presence in the major online channels. This past year the social media committee, consisting of Moriah Grooms-Garcia, Mónica Vélez, and Amy Weber, who come from the Public Education, Museum, and Membership departments respectively, have brought standards of management and measurement to the Institute's social media communications, which has produced clear results of its ability to reach a broad and diverse audience.

The Oriental Institute currently holds a place on the major social media networks including Twitter, YouTube, and Facebook, with the most significant growth seen in the latter venue. On Twitter, @Orientalinst has over 4,100 followers. The Oriental Institute's YouTube channel has a subscription base of 512, with a host of new content from the Member's Lecture Series and other programs to be posted in the near future. The Oriental Institute's Facebook fan base has increased by 47 percent in the past year, bringing it to over 8,100 fans from across the globe and putting its page among the top ten Facebook pages for cultural institutes in Chicago.

In addition, the social media committee manages the use of the Oriental Institute's social media tools such as the event-management service Eventbrite, which we use for some of our events to keep track of RSVPs, and the e-mail marketing tool myEmma, used to create and deliver the Institute's monthly e-newsletter, event reminders, and more. The use of the online traffic statistic tool Google Analytics has helped the social media committee to measure results and set future goals for the Institute's online presence.

In the next year the social media committee would like to focus on advocating and marketing the Oriental Institute to current and new patrons and to keep them abreast of the Institute's endeavors. Field projects, publications, development, and research projects will receive a greater emphasis in the coming year, bringing the valuable offerings of the Institute to an ever-larger social media community.
