

ASHR Social Media Report NCA 2019 – Baltimore

Prepared by Jordan Loveridge, Social Media Coordinator
j.t.loveridge@msmary.edu

Social media engagement is an increasingly important element of ASHR's growth and success as an organization. Since implementing new social media strategies in November 2017, ASHR membership has increased even in non-Symposium years, as Allison Prashc attests in her membership report.

A few salient points about ASHR's growing social media presence:

- ASHR has increased its online public presence exponentially through our Twitter account (@ASHRrhetoric), Facebook Page, and ongoing interviews with historians of rhetoric published on the ASHR website. While likes, followers, and retweets aren't everything, it is worth noting that in almost two years we've amassed 1,449 followers, tweeted more than 1,235 times, and garnered 1,645 Facebook likes (up from around 1,275 when I began as Social Media Coordinator).
- The ASHR Twitter account consistently averages between 17,000 and 25,000 impressions every month, a huge increase in visibility for the organization and for new ASHR initiatives. Overall, these averages are also increasing (see below for this month's change in followers, impressions, etc. vs. last month).

28 day summary with change over previous period



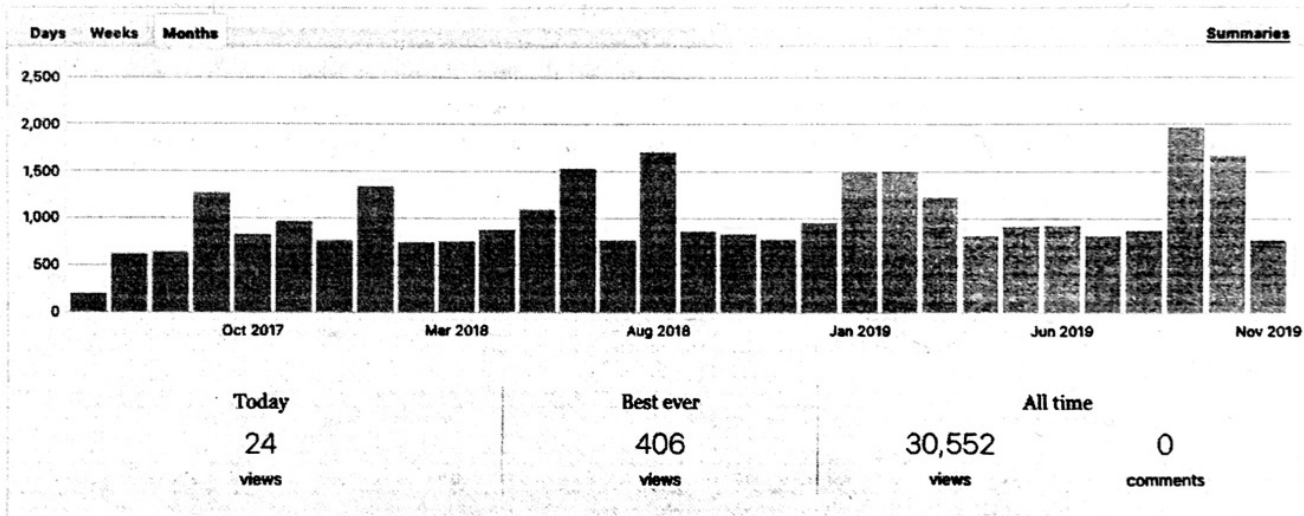
- Continuing to produce and host original content is an excellent way of driving traffic to the ASHR site and increase awareness of the organization. Content such as ASHR Interviews, Diversifying the Teaching of the History of Rhetoric modules, and conference schedules/information all result in high levels of traffic. Below you will find a summary of the most visited pages since August, as well as general information about ASHR website traffic. As you will see, traffic and nearly all measures of engagement online are up (e.g. monthly traffic, average daily visits per year).

Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017						195	619	634	1,274	827	967	761	5,277
2018	1,340	744	754	879	1,068	1,536	768	1,709	663	836	774	956	12,256
2019	1,501	1,510	1,232	818	924	932	816	876	1,986	1,671	771		13,019

Average per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2017						18	20	20	42	27	32	26	27
2018	43	27	24	29	35	51	25	55	29	27	26	31	34
2019	48	54	40	27	30	31	28	28	66	54	57		41



August 16, 2019 to Today

Title	Views
Home	893
Teaching Resources	459
2020 Symposium	339
Diversifying Teaching	244
Arabic Interpretations of Aristotle's Rhetoric in 13th Century Europe	215
ASHR Conference 2019	197
Journal	190
African Philosophy and Rhetoric	184
Women in the History of Rhetoric	184
Chinese Rhetoric in Classical and Contemporary Times	173
Home page / Archives	166
Syllabi	111
ASHR Interview: Krista Klocke	110
Login	95
Recent Issue	90
Turkish Rhetoric at the Intersections of Three Formative Texts	88