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 Prasch 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

<table>
<thead>
<tr>
<th></th>
<th>Tweets</th>
<th>Tweet Impressions</th>
<th>Profile visits</th>
<th>Mentions</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>38</td>
<td>41.8K</td>
<td>269</td>
<td>31</td>
<td>1,449</td>
</tr>
<tr>
<td></td>
<td>↑216.7%</td>
<td>↑100.3%</td>
<td>↑24.0%</td>
<td>↑72.2%</td>
<td>↑42</td>
</tr>
</tbody>
</table>

- 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).