

ASHR Social Media Report  
NCA 2020  
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Social media engagement is an increasingly important element of ASHR's growth and success as an organization. Past years have seen steady and consistent growth in both ASHR membership and in relevant metrics of ASHR's online presence. This year, however, we are also hitting plateaus for some engagement metrics (as is expected for an organization that deals with a specific sub-field: our audience is not limitless).

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

- ASHR has increased its online public presence exponentially through our Twitter account (@ASHRrhetoric), Facebook Page, ongoing interviews with historians of rhetoric published on the ASHR website, teaching initiatives, and micro-grants.

Currently our follower count stands at:

Twitter: 1910 followers

Facebook: 1833 followers

- The ASHR Twitter account averages between 9,000 and 25,000 impressions every month, a huge increase in visibility for the organization and for new ASHR initiatives. Impression averages are more scattered this year because of ebbs and flows in content posted to our site, and huge spikes caused by events such as NCA and the micro-grant program.

**28 day summary** with change over previous period



- Continuing to produce and host original content is the best way of driving traffic to the ASHR site and increasing awareness of the organization. ASHR Interviews, Teaching the History of Rhetoric modules, and conference schedules/information, micro-grants, and panel videos all result in high levels of traffic. As you can see in the table below, all of these content types are well-represented in the list of most visited pages on our site from the last year.

## November 14, 2019 to Today

Title	Views
<a href="#">Home</a>	3,390
<a href="#">Women in the History of Rhetoric</a>	882
<a href="#">Journal</a>	836
<a href="#">Teaching the History of Rhetoric</a>	806
<a href="#">2020 Symposium</a>	717
<a href="#">Login</a>	598
<a href="#">Home page / Archives</a>	462
<a href="#">African Philosophy and Rhetoric</a>	446
<a href="#">ASHR COVID-19-Relief Micro-Grants</a>	391
<a href="#">Chinese Rhetoric in Classical and Contemporary Times</a>	343
<a href="#">Submissions</a>	336
<a href="#">ASHR Interview: Krista Klocke</a>	291
<a href="#">NCA 2020</a>	272
<a href="#">Awards</a>	257
<a href="#">Arabic Interpretations of Aristotle's Rhetoric in 13th Century Europe</a>	229
<a href="#">Editorial Policy</a>	207
<a href="#">Steering Committee</a>	207
<a href="#">Medieval Irish Rhetorical Traditions</a>	195
<a href="#">Resources</a>	185
<a href="#">2021 Special Issue: Journal for the History of Rhetoric</a>	167

Next you will find a table showing the number of site visits per month and average per day. Traffic is essentially flat compared to last year (average of 40 visits per day).

## 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	1,098	1,536	768	1,709	863	836	774	955	12,256
2019	1,501	1,510	1,232	818	924	932	816	876	1,968	1,671	1,593	898	14,739
2020	1,153	1,258	1,170	842	1,509	1,199	996	1,188	1,326	1,606	494		12,741

## Average per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2017						18	20	20	42	27	32	25	27
2018	43	27	24	29	35	51	25	55	29	27	26	31	34
2019	48	54	40	27	30	31	26	28	66	54	53	29	40
2020	37	43	38	28	49	40	32	38	44	52	40		40

- The top referrers to the ASHR site are Facebook (despite the fact that it is underutilized on my part) and Twitter. Interestingly, other significant referrers this year are various university LMS systems and personal websites. This tells me that ASHR resources are being used in classes and featured on members' personal websites. This is good for us!

November 14, 2019 to Today	
Referrer	Views
🔍 <a href="#">Search Engines</a>	3,359
<a href="#">Facebook</a>	560
<a href="#">Twitter</a>	525
<a href="#">sites.gsu.edu</a>	55
<a href="#">sogou.com</a>	38
<a href="#">umassd.umassonline.net</a>	20
<a href="#">gsw.view.usg.edu</a>	18
<a href="#">fgcu.instructure.com</a>	18
<a href="#">WordPress Android App</a>	18
<a href="#">paypal.com</a>	17
<a href="#">batchgeo.com</a>	16
<a href="#">learn.uwaterloo.ca</a>	10

#### Conclusion:

Engagement with ASHR Social Media is continuing to grow, but at a slower pace, and is also starting to level out. We should continue to produce relevant content that contributes to the success of our field, while also recognizing that we may be reaching an upper limit for our organization's size and mission.

The most successful initiatives from a social media standpoint have been interviews, teaching modules, and micro-grants. Continuing to develop content that fits these models, as well as searching for new opportunities, will be key for continued growth and success of ASHR.