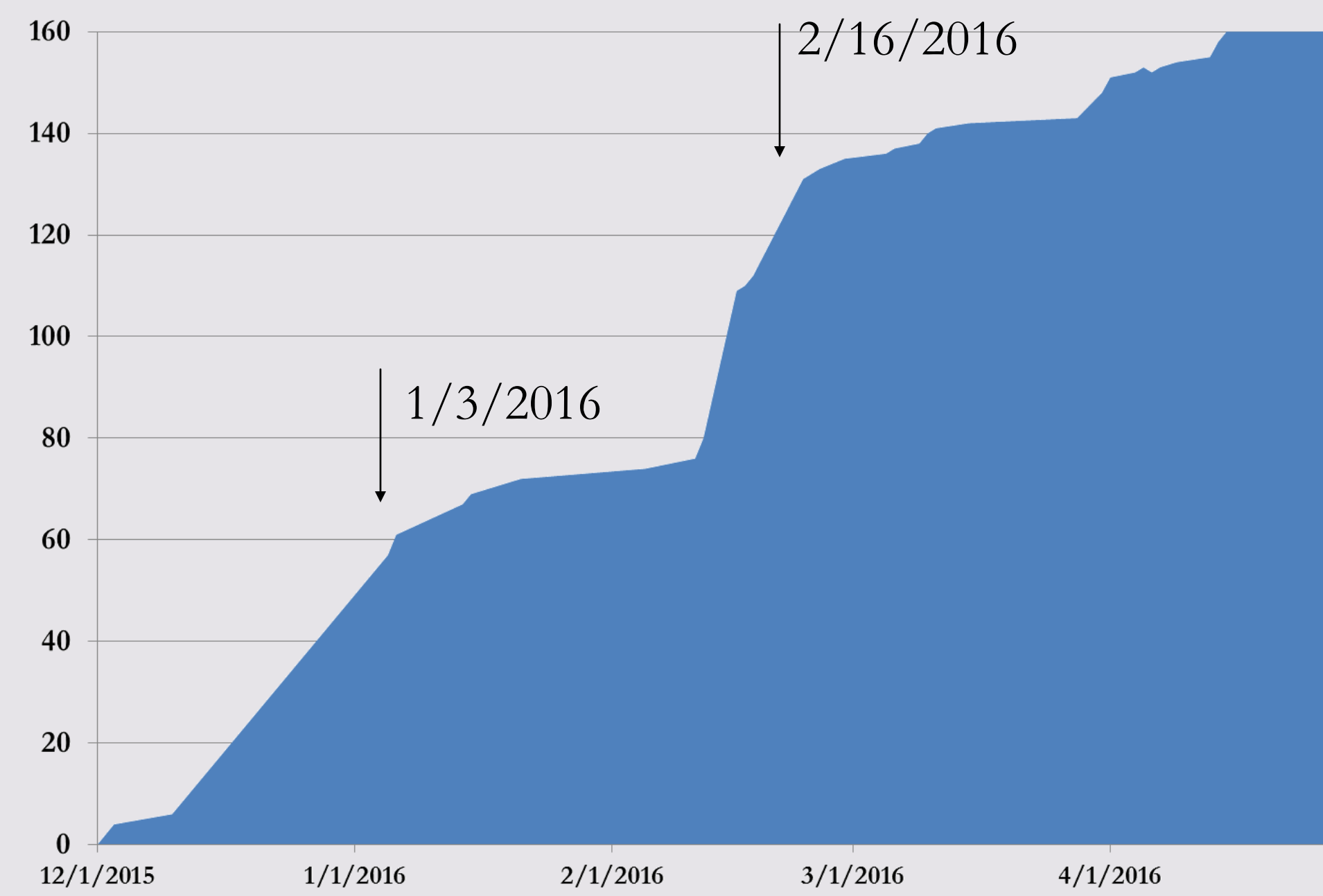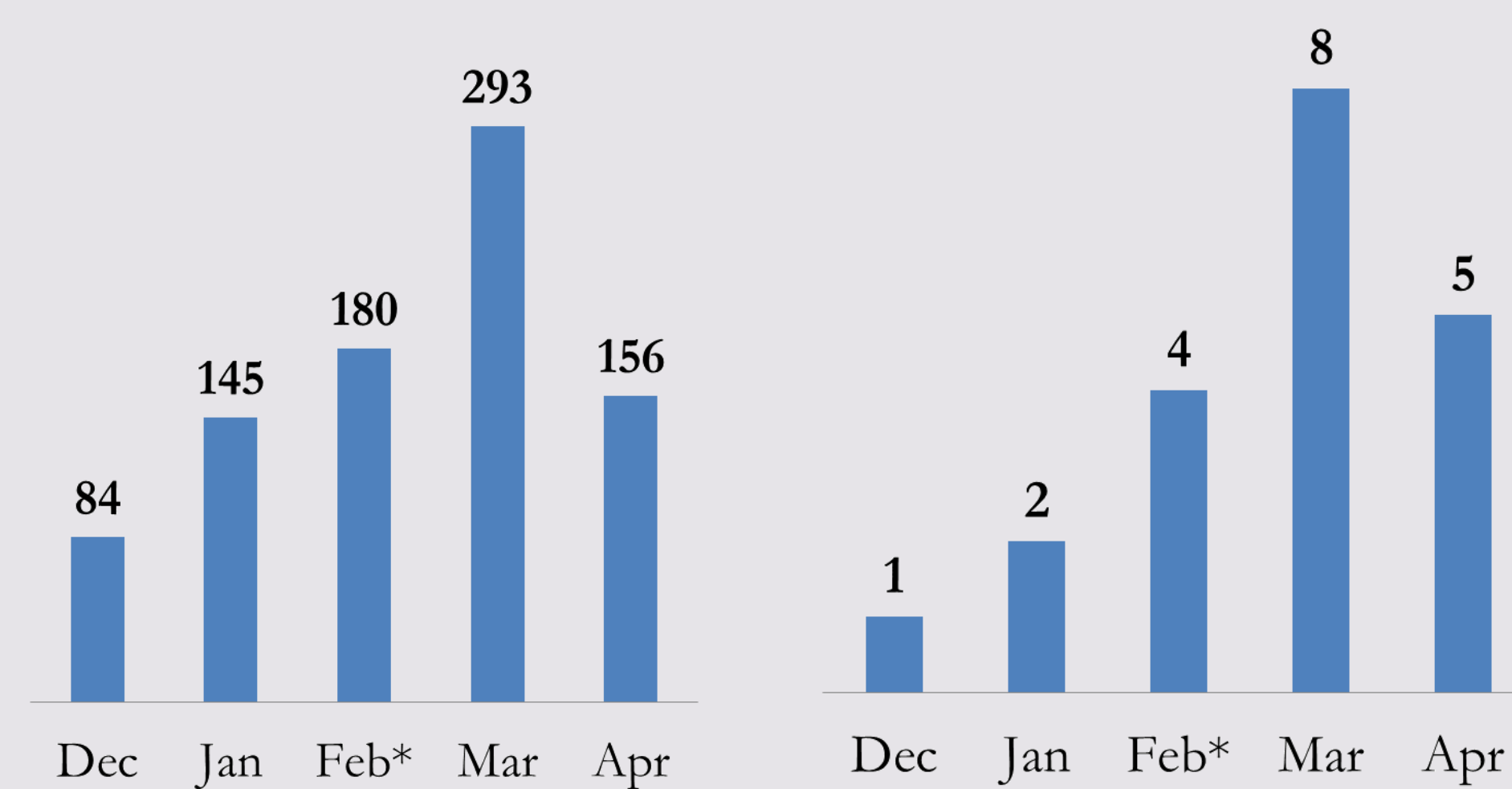# The First 100: Building UASC's Audience on Social Media

Claire Arnold • University Archives & Special Collections, Illinois Institute of Technology

Building Audience

From December to April our page likes grew steadily from 4 to 160. Here, you can see two big spikes: on January 3rd we sent emails to colleagues about the page, and on February 16th USAC shared the page at the Student Library Associates meeting. However, over half our page likes were steadily built at a rate of two to five a week, based on **posting engaging content.**

Average post reach

Average post likes

A monthly growth in average engagement on individual posts also shows how our audience has expanded. In our strongest month, March, the average post was seen by 293 people and liked by 8. Clearly **building an audience** and **creating successful posts** go hand in hand.

* We had one very high performing post in February that was a major outlier: 27 likes and 4754 reached. This was not included in these calculations

What makes a post work...

COMPELLING CONTENT

Telling a compelling story from IIT's past or sharing an unexpected fact gets an enthusiastic responses that encourages users to like and share the post.

TOPICAL TIE IN

Coordinating posts with national initiatives like Black History Month, Women's History Month, National Library Week and Preservation Week helps tap a broader audience.
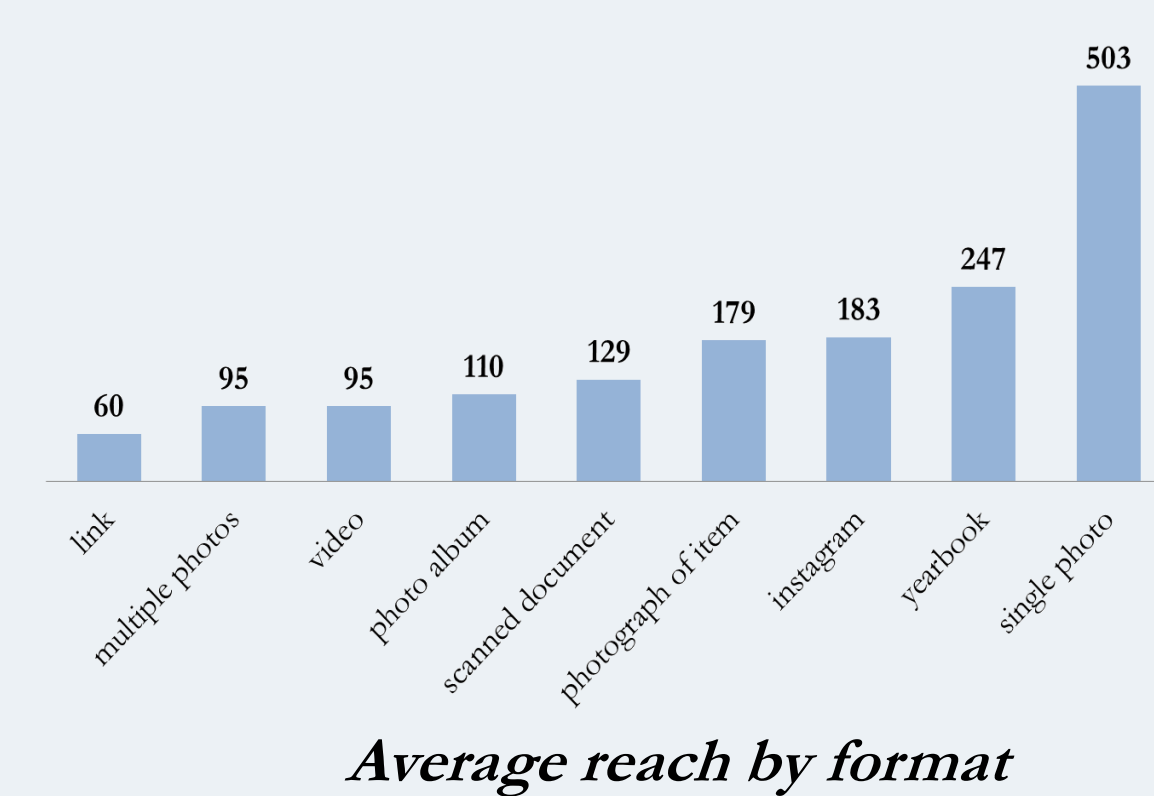
ENCOURAGE SHARING

Just one share increases a post's views from 100 to 264 on average. Tailoring content to appeal to specific campus groups and tagging other departments pages encourages sharing.

REGULAR POSTS

A predictable schedule helps other pages easily find posts to share; for example, IIT Today now regularly shares our #tbt posts.

FORMAT

Format has played a large role in out posts' successes. Looking back over 53 posts, it's clear that a single image with a few sentences of text engages the most users. Reposts from Instagram and scanned yearbook content have also proved popular. Links, videos, albums, and scanned documents are among the least engaging.

Average reach by format

GOOD LUCK

A happy coincidence helped boost this post to over 8,000 views. While we can't plan good luck, we can make it more likely by paying attention to audience and timing.

...and what doesn't

VAGUE TEXT

This general statement doesn't give opportunities to engage with the post.

NO IMAGE

A link without a picture doesn't attract attention or make people pause to read the rest of the post.

POOR ENGAGEMENT

Without a reason or why to engage with the posts, few shares and likes lead to poor reach.

Evaluating Progress

Tracking Performance

Logging how each post performs has been key to evaluating our past performance and continuing to build our reach and engagement.

Measuring Our Successes

✓ **Goal: Build at least one hundred page likes**

Over five months we built 160 likes, and have established a steady growth of 3-5 page likes per week.

✓ **Goal: Raise UASC's visibility beyond the library**

Our posts have been liked or shared by IIT Today, IIT Engineering, Spiritual Life and Diversity, along with many individual students, staff, and alumni.

✓ **Goal: Share (new) information about IIT's history**

Twenty three #tbt posts have provided a platform to share stories from IIT's past, many focused on women and diversity.

✓ **Goal: Connect with current students and alumni**

Students and alum have liked or commented on many of our posts.