

Social Media Report **January - March 2017**

Facebook ([facebook.com/thewestmoreland](https://www.facebook.com/thewestmoreland))

As of March 31, 2017

- 4,420 total fans (+228 fans since December 31)
- 29% Male; 69% Female; 2% not-reported
- 1,335 average organic reach daily (The number of people who saw any activity from The Westmoreland's page including posts, posts by other people, mentions, check-ins, etc.) (-19.48% compared to Oct - Dec 2016)
- 883 average paid reach daily (The number of people who saw any activity from The Westmoreland's page including posts, posts by other people, mentions, check-ins, etc. because the activity was boosted or sponsored or an ad) (-5.86% compared to Oct - Dec 2016)
- Fans are from 45 countries
- The profile of a typical follower of The Westmoreland's Facebook page is a female aged 35-44.

Twitter (twitter.com/TheWestmoreland)

As of March 31, 2017

- 1,949 total followers (+63 since December 31)
- 14,700 average monthly impressions (number of times users saw our tweets on Twitter – includes organic and promoted tweets) (+62.79% compared to Oct - Dec 2016)
- 0 average paid monthly impressions for months that we had promoted tweets (No paid tweets during this period)
- 46 average monthly link clicks (includes organic and promoted tweets) (+116% compared to Oct - Dec 2016)
- 0 average monthly link clicks from paid posts (No paid tweets during this period)
- 49 average monthly retweets of The Westmoreland's tweets (includes organic and promoted tweets) (+110% compared to Oct - Dec 2016)
- 0 average monthly retweets from paid posts (No paid tweets during this period)
- 73 average monthly likes of The Westmoreland's tweets (includes organic and promoted tweets) (+101% compared to Oct - Dec 2016)
- 0 average monthly likes from paid posts (No paid tweets during this period)
- 17 average monthly replies of The Westmoreland's tweets (includes organic and promoted tweets) (+240% compared to Oct - Dec 2016)
- 1.7% average monthly engagement rate (includes organic and promoted tweets) (+30.77% compared to Oct - Dec 2016)

Instagram ([instagram.com/westmorelandmuseum](https://www.instagram.com/westmorelandmuseum))

As of March 31, 2017

- 888 total followers (+87 since December 31)

- 24 images posted (-2 compared to Oct - Dec 2016)
- Videos posted 1
- 52 average monthly likes of a post (-32.47 % compared to Oct - Dec 2016)
- 0.75 average monthly comments on a post (+127% compared to Oct - Dec 2016)
- 554 average monthly impressions per post (+21.22% compared to Oct - Dec 2016)
- 398 average reach per post (+22.46% compared to Oct - Dec 2016)
- 28% Male; 72% female
- Top age range of followers: 25-34

LinkedIn ([linkedin.com/company/westmoreland-museum-of-american-art](https://www.linkedin.com/company/westmoreland-museum-of-american-art))

As of March 31, 2017

- 872 total followers (+18 since December 31)
- 17 average monthly page views (+3.03% compared to Oct - Dec 2016)
- 13 average monthly unique visitors to page (-90% compared to Oct - Dec 2016)
- 43 average daily organic reach impressions (no change compared to Oct - Dec 2016)
- 0 average daily paid reach impressions (days during paid period) (No paid posts during this period)
- 4 average monthly clicks on links in organic posts
- 0 average monthly clicks on links in paid posts (No paid posts during this period)
- 9.5 average monthly likes on organic posts
- 0 likes on paid posts (No paid posts during this period)
- 0 average shares on organic posts (no change compared to Oct - Dec 2016)
- 0.42% average monthly engagement on organic posts (-37.31% compared to Oct - Dec 2016)
- 0.00% average monthly engagement on paid posts (No paid posts during this period)

Pinterest ([pinterest.com/thewestmoreland/](https://www.pinterest.com/thewestmoreland/))

As of March 31, 2017

- 19 average daily impressions of our Pinterest page (+18.75% compared to Oct - Dec 2016)
- 10 average daily viewers of our Pinterest page (+30.37% compared to Oct - Dec 2016)
- 3,664 average monthly viewers of our pins (+299% compared to Oct - Dec 2016)
- 15.33 average monthly engaged (people who act on or pins, such as repin them to their Pinterest page) (+17.92% compared to Oct - Dec 2016)

YouTube ([youtube.com/westmorelandmuseum](https://www.youtube.com/westmorelandmuseum))

As of March 31, 2017

- 98 total individual videos on our account (+2 since December 31)
- 54 subscribers to The Westmoreland's channel (+3 since December 31)
- 20,328 total cumulative individual video views (+869 since December 31)
- 320 average monthly video views (-35.22% compared to Oct - Dec 2016)
- 1:55 2:12 minutes – average video viewing duration (+0:17 compared to Oct - Dec 2016)
- 22% 26% average percentage of video viewed (+4% or 18.18% increase compared to Oct - Dec 2016)
- 0 average monthly likes on videos
- 9 average monthly shares on videos (-15% compared to Oct - Dec 2016)
- 2 videos added to viewers playlists (no change compared to Oct - Dec 2016)

Flickr ([flickr.com/the_westmoreland](https://www.flickr.com/the_westmoreland))

As of March 31, 2017

- 5,780 cumulative photos on the account (+117 since December 31)
- 5,951 cumulative photostream (main page) views (+9 since December 31)
- 2,785 cumulative album views (+26 since December 31)
- 237,185 total cumulative views of all of The Westmoreland's photos (+8,220 since December 31)
- 28 followers of our account (+1 since September 30)

Google My Business (Our listing on Google)

As of March 31, 2017

- 6,860 average monthly views (+48.58% compared to Oct - Dec 2016)
- 3,899 average monthly search views (Google Maps, Search, Maps for Mobile) (+54.42% compared to Oct - Dec 2016)
- 2,807 average monthly direct searches (searching for the Museum) (+49% compared to Oct - Dec 2016)
- 1,092 average monthly discovery searches (searching for something else) (+70% compared to Oct - Dec 2016)
- 913 average monthly total clicks (to website, directions, phone call, view photos) (-34.83% compared to Oct - Dec 2016)
- 549 average monthly clicks to our website (+42.6% compared to Oct - Dec 2016)
- 329 average monthly clicks for driving directions (+22.3% compared to Oct - Dec 2016)
- 35 average monthly clicks for phone calls (+25% compared to Oct - Dec 2016)
- 3,360 average monthly clicks to view photos (+143.48% compared to Oct - Dec 2016)