

Influence. Awareness, message amplification, reach

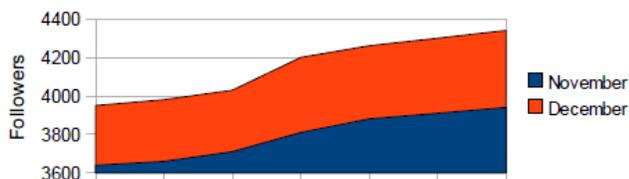
Metrics:

- ↑ New followers this month: 390 (10% increase)
- ↑ Retweet ratio: 151 RTs/ 329 tweets sent = 46% (up from 35%)
- ↑ Clicks: 9062 (72% increase)

Goal: Increase followers to 10,000 by June 30, 2010.

Actions:

- Include Twitter usernames in "Today in History" series to encourage retweeting by organizations with large following.
- Revisit Twitter background design and keywords in bio.
- Promote Twitter feed more prominently on Web site, email signatures, and in the museum.



Engagement. Conversation, interaction, participation

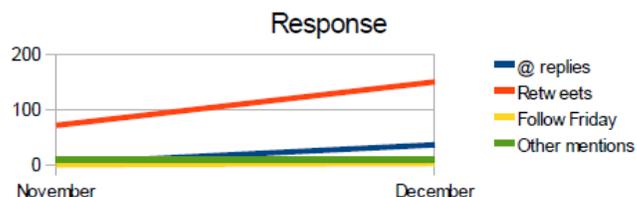
Metrics:

- ↑ Response:
- ↑ Conversation ratio (mentions:tweets sent): 1:0.6
- ↑ Overall mentions: 202 (132% increase)
- = Followers who retweet our content: 1% (no change)
- ↑ Visits to blog: 123 (ow.ly + Twitter.com) (56% increase)

Goal: Increase average conversation ratio to 1:1 by June 30, 2010.

Actions:

- Ask more questions. Specifically, solicit responses related to "Stories of freedom and justice" theme for 2010.
- Continue to send @ replies to Twitter users who mention a museum visit asking them what they liked most/least.



Relationships. Loyalty, satisfaction

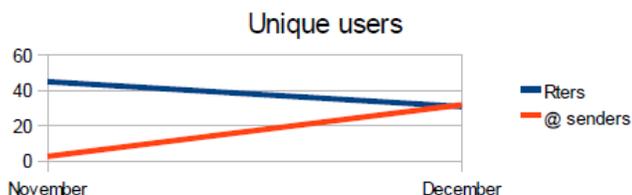
Metrics:

- ↑ Lists: 482
- ↑ Unique @ reply senders: 32 (9x increase)
- ↓ Satisfaction score: 96% (5 negative mentions)
- ↓ Unique RTers: 31 (less than 1% of followers)

Goal: Increase unique retweeters to average 5% of total followers per month.

Actions:

- Use #followfriday meme to provide acknowledgment to users who frequently retweet Museum content.



Effort. Time spent, resources applied

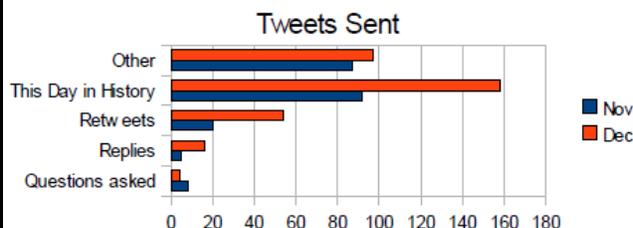
Metrics:

- ↑ Average tweets per day: 10 (Up from 7 in Nov.)
- ↑ Input: Tweets sent: 329 (61% increase)
- = Time spent: 3 FTE hours per week

Goal: Distribute responsibility for content creation and relationship building across the Museum.

Actions:

- Train additional Museum staff to send updates, monitor responses, and reply to follower questions and comments.



Content highlights.

Influence

Top clicked links:

- We're looking for an intern for spring 2010 to work on online educational activities. Find out more: <http://ow.ly/HExW> (235 clicks)
- Books make fabulous gifts for children. Find 200+ suggested historical fiction and nonfiction titles, all reading levels: <http://ow.ly/HezQ> (172 clicks)
- Today in 1792: George Washington re-elected president and John Adams re-elected vice president. <http://ow.ly/ldPY> <http://ow.ly/ldQg> (167 clicks)
- How well do you know D.C. museums? Connect each object with the museum in which it is found: <http://ow.ly/NqWM> (133 clicks)

- Today in 1884: Washington Monument is completed. Photo from around 1878: <http://ow.ly/kdUY> (104 clicks)

Engagement

Most retweeted:

- Happy birthday, Iowa! Today in 1846: The Hawkeye State became the 29th to be admitted to the Union.
- Today in 1776: Gen. George Washington's troops cross the Delaware River for a surprise attack. <http://ow.ly/PiKE>
- Today in 1904: The first New Year's Eve celebration is held in Times Square (then known as Longacre Square). <http://ow.ly/Qu0N>

Most @ replied message:

- Thanks for visiting us! What did you like most/least?

Relationships

Power Followers

The Museum should continue to build relationships with these followers who interacted with the Museum most frequently (RTs and @ replies) and have their own large networks on Twitter: @thewomensmuseum (museum); @alexismadrigal (editor for Wired); @mattizcoop (reporter, Atlantic, Time, Newsweek); @womenwotw (Nonprofit); @QueensMuseum (museum); @GroovyGrapevine (news site); @ASki04 (political junkie living in DC); @playjt (currency trader); @Indigo_Nights (museum buff).

Peers

Many of the Museum's followers also follow peer organizations with similar missions. The following list represents diverse approaches to Twitter and widely ranging follower numbers. The Museum should use these accounts as benchmarks: @airandspace, @librarycongress, @holocaustmuseum, @thehenryford, @thewomensmuseum, and @colonialwmsburg.

Selected @ replies

Negative

- @joshgans: @amhistorymuseum I would have liked to have been able to teach my kids more about American history there. It was a bit random and sound bity
- @terilee007: @amhistorymuseum I love SI, but my biggest tip - do not go to Smithsonian museums on December 26th, unless you like big crowds. Super busy

Positive

- @Mr_Lincoln: @amhistorymuseum The museum is simply the best in the United States. I love it there. I love your Lincoln exhibit, too.
- @PatMaloney: @rachelidiane Smithsonian is better than most museums. They still display artifacts of great Americans! Ought to follow @amhistorymuseum
- @Murkland: Bar at www.mengerhotel.com still there, w ax marks! Via @amhistorymuseum Today in 1900: Carry Nation smashes her 1st bar <http://ow.ly/PjAr>
- @cdilly: Makes me want to spend NYE at the #museum: RT @amhistorymuseum New on our blog: Slideshow: 2009 year in review <http://ow.ly/16ff6>
- @ASki04: Y2K seems like ystrday. How has it been 10!? T @amhistorymuseum: Remember Y2K? 10 years after the world was going to end: <http://ow.ly/QLCV>
- @JudithA47: @amhistorymuseum I hope you get large crowds every evening.