

<p>Influence. Awareness, message amplification, reach</p> <p>Metrics:</p> <p>↑ New followers this month: 390 (10% increase) ↑ Clicks: 9062 (72% increase)</p> <p>Goal: Increase followers to 10,000 by June 30, 2010.</p> <p>Actions:</p> <ul style="list-style-type: none"> • Promote Twitter feed more prominently on Web site, email signatures, and in the museum. 	<p>Engagement. Conversation, interaction, participation</p> <p>Metrics:</p> <p>↑ Conversation ratio (mentions:tweets sent) (202:329): 1:0.6 ↑ Visits to blog: 123 (ow.ly + Twitter.com) (56% increase)</p> <p>Goal: Increase average conversation ratio to 1:1 by June 30, 2010.</p> <p>Actions:</p> <ul style="list-style-type: none"> • Ask more questions. Specifically, solicit responses related to “Stories of freedom and justice” theme for 2010.
<p>Relationships. Loyalty, satisfaction</p> <p>Metrics:</p> <p>↑ Lists: 482 ↓ Satisfaction score: 96% (5 negative mentions)</p> <p>Goal: Maintain high satisfaction score (90% or better).</p> <p>Actions:</p> <ul style="list-style-type: none"> • Respond to negative mentions promptly and transparently. 	<p>Effort. Time spent, resources applied</p> <p>Metrics:</p> <p>↑ Average tweets per day: 10 (Up from 7 in Nov.) = Time spent: 3 FTE hours per week</p> <p>Goal: Distribute responsibility for content creation and relationship building across the Museum.</p> <p>Actions:</p> <ul style="list-style-type: none"> • Train additional Museum staff to send updates, monitor responses, and reply to follower questions and comments.

Content highlights.

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)

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>

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

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: @rachel Diane Smithsonian is better than most museums. They still display artifacts of great Americans! Ought to follow @amhistorymuseum
- @cdilly: Makes me want to spend NYE at the #museum: RT @amhistorymuseum New on our blog: Slideshow: 2009 year in review <http://ow.ly/16fff6>