

Report to  
**WVLA Executive Board**  
 November 06, 2018  
 Stonewall Resort  
 Submitted by Lori Thompson, PR Committee

## Social Media

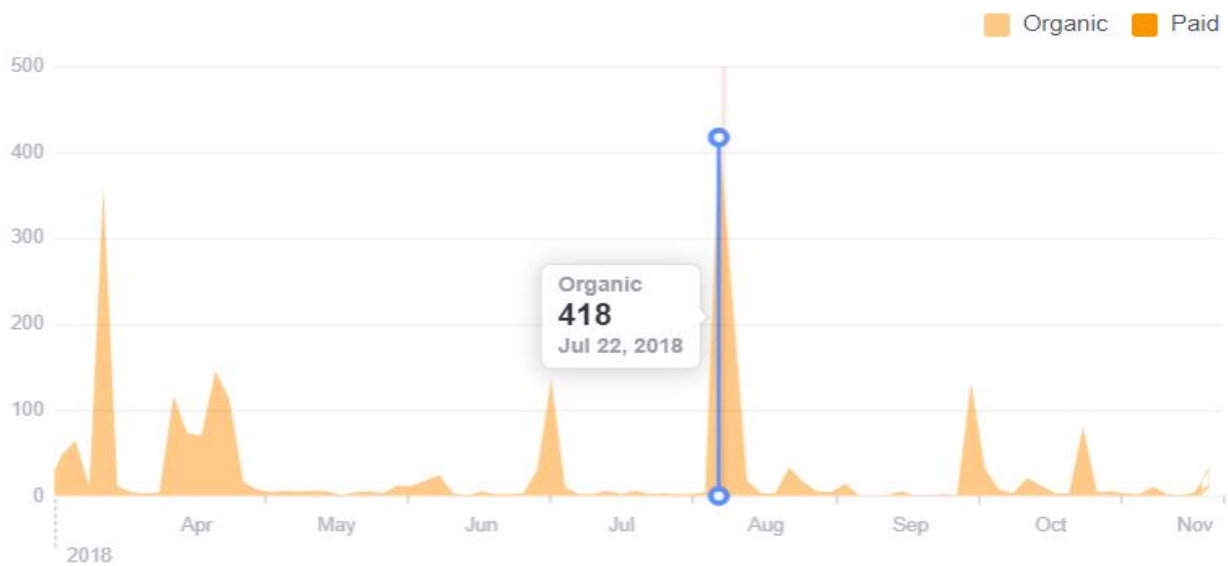
### Highlights from March 2018 -Present

- #SpringFling2018 shared throughout the conference with others using the hashtag
- Shared all new WV Libraries Newsletters
- Conversations over banned books in WV
- Looking forward to #WVLAfall2018 exciting conference tweets and comments

### Statistical Highlights March 2018 – Present

Facebook - <https://www.facebook.com/WestVirginiaLibraries/>

### Top posts by reach



Published	Post	Type	Targeting	Reach	Engagement
09/15/2018 11:06 AM	We are aware of the situation in Morgan County. "Connie Perry,			1K	160 73
03/13/2018 6:30 PM	Additional info on Olivia Bravo. Memorial service is to be held on			631	49 51
07/23/2018 11:08 PM	Why Amazon could never fill a library's shoes			568	32 52

Twitter – <https://twitter.com/WestVirginiaLib>

## Best Twitter Month

Apr 2018 - 30 days

### TWEET HIGHLIGHTS

**Top Tweet** earned 80 Impressions

What are you reading right now?  
[twitter.com/dollyparton/st...](https://twitter.com/dollyparton/st...)

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 93.4K people



**Igbo Bible**

@IgboBible FOLLOWS YOU

Jizos Kraist bu Onye-nwem na Onye Nzoputam. #Jesus  
 #Christ is my Lord and my Saviour. Ka anyi tukwasihu  
 Chineke obi mgbe nile. #Igbo #Bible #Africa UQ!

[View profile](#)

[View followers dashboard](#)

**Top mention** earned 7 engagements



**ACRL Residents**

@ACRL\_RIG · Apr 10

New residencies are on our blog! Apply for positions at @WestVirginiaLib or @sunyoswego to start your academic library career. #libjobs #libraryresidencies #libraryjobs

[View Tweet](#)

**Top media Tweet** earned 72 Impressions

We've been so busy we haven't had a chance to post! Bridging the Divide: Linking Your Library to West Virginia and the World #WVLASpringFling #SpringFling2018  
[pic.twitter.com/yZj4KHN7ZJ](https://pic.twitter.com/yZj4KHN7ZJ)



### APR 2018 SUMMARY

Tweets  
2

Tweet impressions  
704

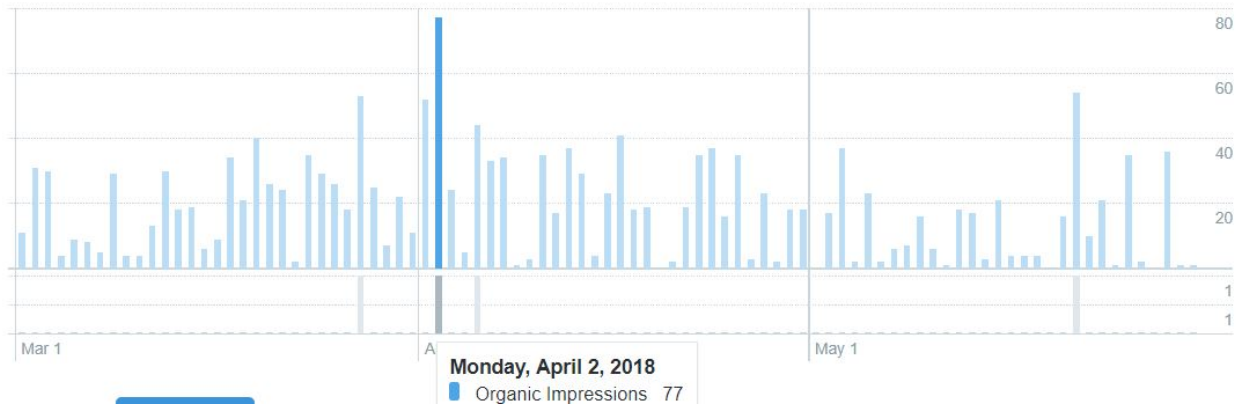
Profile visits  
5

Mentions  
2

New followers  
5

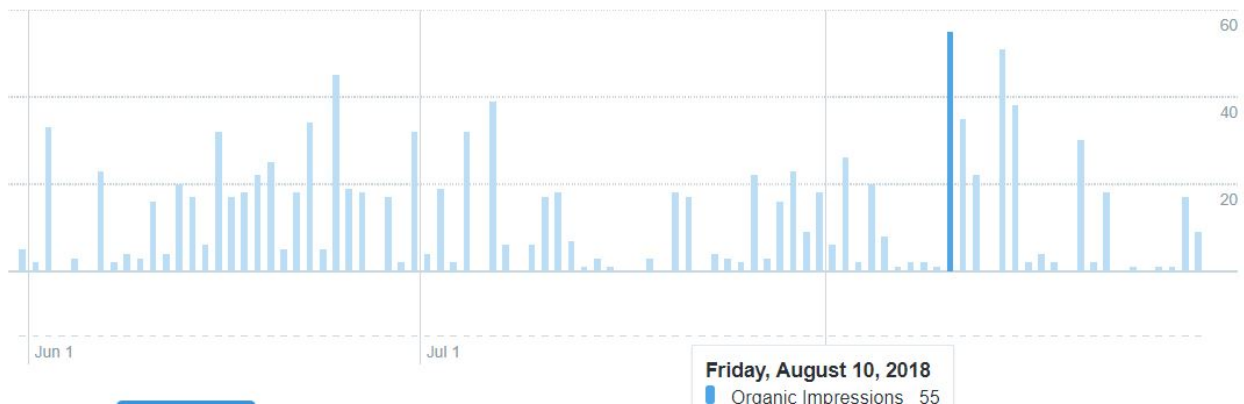
## March – May 2018

Your Tweets earned **1.7K impressions** over this **91 day** period



## June - August 2018

Your Tweets earned **1.1K impressions** over this **91 day** period



# September – November 2018

Your Tweets earned **736 impressions** over this **70 day** period

