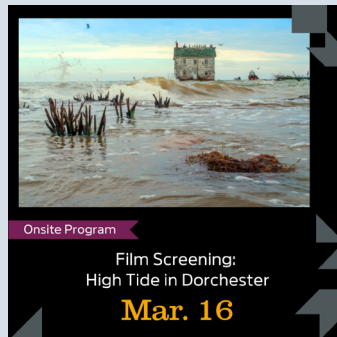
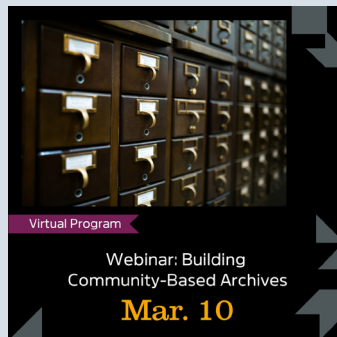
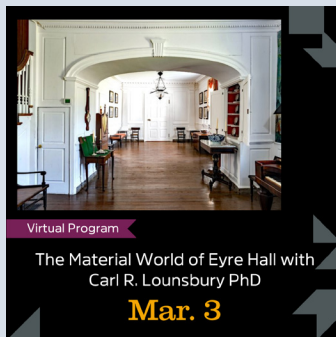
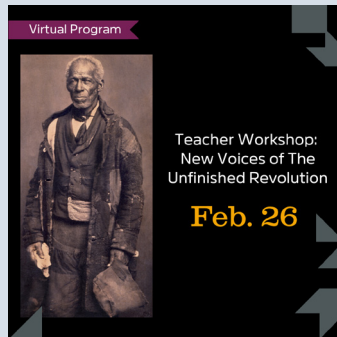




MARYLAND CENTER FOR HISTORY AND CULTURE

Jasmine Mendez-Paredes
Social Media Portfolio
Reflection #3
Internship SOD 390

CRAFT, DRAFT, & POST



Being Social Media and Communications Intern at the Maryland Center for History and Culture comes with many roles. A regular day at my internship consists of crafting, drafting, posting, and measuring website and social media content. Before creating flyers, I familiarized myself with the museum's brand guidelines and brand identity.

Most of these promotional flyers are created via Canva. I use Hootsuite to attach the media with a caption. Ultimately, Hootsuite is the medium used to publish on the museum's Instagram, Twitter, and Facebook pages.

The screenshot shows the Hootsuite interface with the 'Content' tab selected. A notification at the top states: 'Reconnection required. Some of your accounts are not publishing or collecting data. Reconnect your social accounts'. The left sidebar contains navigation icons for Drafts, Scheduled, Past Scheduled, Require Approval, Expired Approvals, Rejected, and Content Sources. The main area displays a list of draft posts:

- mdhistory** (@mdhistory): Dig deeper into the current archaeological excavations at the site of St. Mary's Fort with archaeologist, T... DRAFT • 3/11/2022 by Jennifer Michael
- MDHistory** (@MDHistory): Dig deeper into the current archaeological excavations at the site of St. Mary's Fort with archaeologist, T... DRAFT • 3/11/2022 by Jennifer Michael
- mdhistory** (@mdhistory): Today is free Second Saturday! Take advantage of free admission to the Museum from 10 am to 5 pm. Ha... DRAFT • 3/11/2022 by Jennifer Michael
- MDHistory** (@MDHistory): Today is free Second Saturday! Take advantage of #freeadmission to the Maryland Center for History an... DRAFT • 3/11/2022 by Jennifer Michael
- Maryland Center ...** (@Maryland Center for...): Today is free Second Saturday! Take advantage of free admission to the Museum from 10 am to 5 pm. Ha... DRAFT • 3/11/2022 by Jennifer Michael
- Maryland Center ...** (@Maryland Center for...): It's #ThrowbackThursday, and in honor of #WomensHistoryMonth, we celebrate Baltimore's Grande Da... DRAFT • 3/11/2022 by Jennifer Michael
- Maryland Center ...** (@Maryland Center for...): #ThrowbackThursday Lizette Woodworth Reese [TBT Caption Draft] Click on the link below to learn mo... DRAFT • 3/11/2022 by Jennifer Michael

EVENT PROMOTIONS

Maryland Center for History and Culture @MDHistory · Feb 19

Hear about the rich [#DecorativeArts](#), [#Architecture](#), individuals, & stories behind the [#ChesapeakeHistory](#) of the [#EyreHall](#) estate during a free virtual conversation. Register bit.ly/3541zdO

Learn more & buy the book: mdhistory.org/new-from-the-m...

[#HistoricHouses](#)



Virtual Program

The Material World of Eyre Hall
with Carl R. Louns

Mar.
12 - 1 pm

Maryland Center for History and Culture
Published by Hootsuite · March 3 at 11:44 AM

The British are coming! It is time to grab your haversack and join the Continental Army. In the Virtual Field Trip, "Grab Your Haversack: Exploring the Life of a Revolutionary War Soldier," students in grades 4-8 learn about what George Washington and other patriots carried with them during the Revolutionary War. Along the way, they'll learn about the life of a continental soldier and society during the Revolutionary War.

MCHC is pleased to offer this VFT at no cost to educ... See more



GRAB YOUR HAVERSACK

A FREE VIRTUAL FIELD TRIP OPPORTUNITY IN APRIL

EXPLORE THE LIFE OF A REVOLUTIONARY WAR SOLDIER
GRADES 4-8

M MARYLAND CENTER FOR HISTORY AND CULTURE

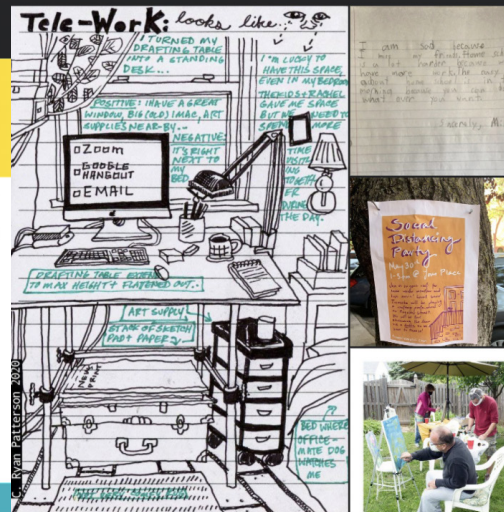
Maryland Center for History and Culture
Published by Hootsuite · 45m

[#OnThisDay](#) two years ago, we closed our doors for six months as the COVID-19 pandemic took hold. Our archiving work, however, didn't stop.

While working remotely, MCHC staff launched the "Collecting in Quarantine" initiative as a call to Marylanders to submit written accounts, photographs, and physical objects to help us document this moment in history. These images represent just a sampling of the many submissions we have received.

As we hit the two-year mark of COVID, what can you submit to our archive to help future generations understand this time in our history and how it impacted everyday life? Read instructions for sending us your stories here: <https://www.mdhistory.org/collecting-in-quarantine/>

Images: COVID comics, by C. Ryan Patterson; student letter courtesy of Milan; flier for social distancing party, photo by Mallory; outdoor art class, photo by Bill Tata.




FREE ADMISSION!
FOR VISITORS UNDER 18
DURING MARCH 2022

mdhistory

mdhistory Museum visitors under 18 are invited to enjoy [#FreeAdmission](#) to the Maryland Center for History and Culture throughout March in honor of [#MarylandDay](#) on March 25.

Families are encouraged to explore fun and educational activities, including the "Discover Maryland" exhibition and an accompanying scavenger hunt. Visitors of all ages also receive free admission on [#FirstThursday](#) (March 3) and [#SecondSaturday](#) (March 12) from 10 am to 6 pm.

We look forward to seeing you soon! Plan your visit by clicking on the bio link.

[#MDHistory](#) [#MarylandHistory](#) [#VisitMaryland](#) [#BaltimoreHistory](#) [#VisitBaltimore](#) [#BaltimoreMuseums](#) [#MarylandMuseums](#) [#Exhibitions](#)

Edited · 1w

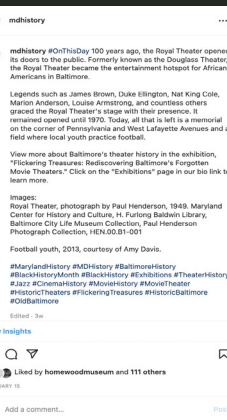
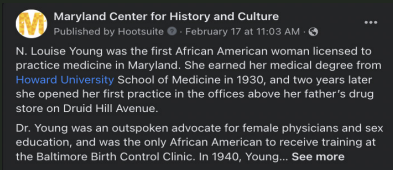
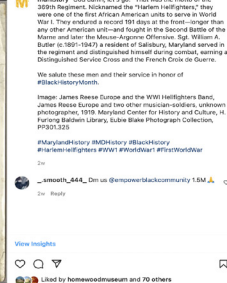
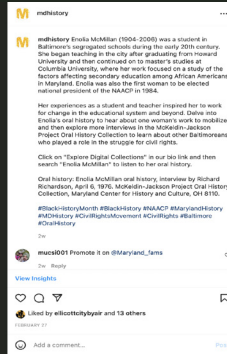
View Insights

Like · Liked by visitbmore and 11 others

MARCH 2

BLACK HISTORY MONTH

Listen to History



"MARYLAND DAY OF GIVING" STORIES

MARYLAND DAY OF GIVING

THIS or THAT Poll

Come back next Wednesday for the next "This or That" Rev War Poll!

Donate to MCHC's Maryland Day of Giving fundraiser to help digitize 250 Revolutionary War objects!

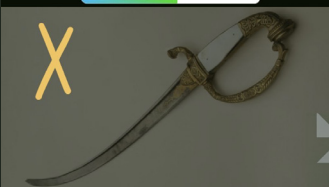
MARYLAND DAY OF GIVING

Which One Is Revolutionary War Era?



MARYLAND DAY OF GIVING

Which One Is Revolutionary War Era?



MARYLAND DAY OF GIVING

THIS or THAT Poll

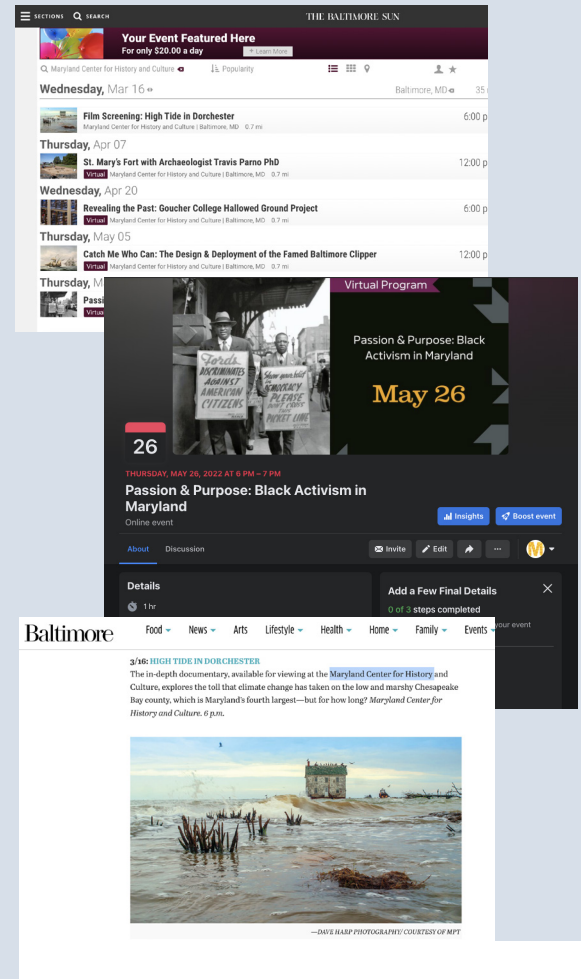
Take a look at our collections items and test your Revolutionary War knowledge!

READY? >>>>

COMMUNITY CALENDAR LISTINGS

Besides creating and publishing content on social media, my role as Social Media and Communications Intern is to also promote upcoming events. I learned how to draft events on the Meta interface and community calendar listings.

I would add events to the Baltimore Sun, Baltimore Magazine, Visit Baltimore, WYPR, JMore Living, State of Maryland Tourism, and Culture Fly. Some of these websites required specific dimensions for the images. Nonetheless, it allowed me to come up with creative solutions for posting these listings effectively.



MCHC Community Event Calendar Information (Spring 2022)

Baltimore Sun

- <http://events.baltimoresun.com/events/new>
- Image requirements – no larger than 300x200
- Login: jmichael@mdhs.org; Nipper201
- Event URL and Admission ticket – put registration page url
- Venue info – 610 Park Ave. 410-685-3750
- Contact for event – Jennifer Michael, media@mdhistory.org
- Categories – Talks & Lectures; Cultural Museums; option for 3rd
- Check “Virtual Event.” No print listing.
- Check off that we want a free basic listing.

EVENTS POSTED:

- Virtual Curator Tour (2/22)
- Material World of Eyre Hall (3/3)
- Building Community-Based Archives (3/10)
- March Second Saturday (3/12)
- Film Screening: High Tide in Dorchester (3/16)

Baltimore Magazine

- events.baltimoremagazine.com/
- Click on “Login” in upper right of page. Login is: jmichael@mdhistory.org; History6101
- Click on “Submit Event” tab on the right.
- Under “Location” put “Virtual.” For dial-in instructions, write: “Instructions will be emailed to registrants.” No stream URL.
- Event website: <https://www.mdhistory.org/events/>
- Contact is media@mdhistory.org.
- Ticket link is the registration page.
- Group – it would seem logical to fill this in with “Maryland Center for History and Culture” but the site wasn’t allowing me to fill this in.

EVENTS POSTED:

- Virtual Curator Tour (2/22)
- Material World of Eyre Hall (3/3)
- Building Community-Based Archives (3/10)
- March Second Saturday (3/12)
- Film Screening: High Tide in Dorchester (3/16)

Visit Baltimore

- Login: <https://baltimore.extranet.simpleviewcrm.com/login/#/login>
- jmichael@mdhistory.org; History6101
- Go to Collateral>Calendar of Events. Click on blue “Add Event” button.

ANALYTICS REPORTS

SOCIAL MEDIA ANALYTICS

Every month I record audience engagement from the museum's social media platforms. This could be documenting the top five posts from the month, likes, comments, shares, profile visits, impressions, engagement rate, and more. To find this information I visit the "Analytics" or "Insights" page from the museum's Facebook, Twitter, and Instagram page. Then I record data on a Word document provided by my supervisor.

Social Media Report: 2022 (TWITTER)

Key

- **Impressions** = Number of times users saw the Tweet on Twitter
- **Engagements** = Number of times a user has interacted with a Tweet
- **Engagement Rate** = Number of engagements divided by the total number of impressions

TOP 5 BEST POSTS: January

January Stats = (16.8K Tweet impressions, 516 impressions/day, 36 link clicks, 45 retweets, 92 likes, avg. +3 likes/day, avg. +1 retweet/day, 1.6% engage. rate)

Description	Date	Impressions	Engagements	Engagement Breakdown	Engagement Rate
Happier birthday to American writer & poet @EdgarAllanPoe who lived & wrote in Baltimore. #Poe is remembered for his now subject matter dealing in horror & detective work including in his popular piece "The Raven".	1/19	2,822	68	23 detail expands 22 likes 11 retweets 6 profile clicks 3 media engagements 2 replies 1 hashtag click	2.4%
Don't forget to stop by and enjoy FREE admission to the Museum @MDHistory through Friday, January 14. Come inside from the cold and explore more than 400 years of @MuseumHistory! twitter.com/MDHistory!	1/6	2,138	14	5 profile clicks 4 likes 3 retweets 2 detail expands	0.7%
One of our most popular fall virtual programs, "Sailing to Freedom: A Maritime History of Maryland's Underground Railroad" is now available to view. #UndergroundRailroad @MuseumHistory	1/22	1,088	39	12 likes 9 link clicks 7 retweets 6 detail expands 3 media engagements 2 profile clicks	3.6%
Here is your opportunity to join the Museum Department @MDHistory. We are hiring an Exhibitions Specialist to manage our robust exhibitions schedule. Apply now: mdhistory.org/exhibition-888	1/12	970	24	9 detail expands 8 link clicks 5 retweets 1 likes 1 profile clicks	2.5%
Today we remember @Martin Luther King for his tireless work towards racial equality and justice. We encourage the study of #CivilRightsActivism & highlight our #VirtualFieldTrip for all ages. "Protestine	1/17	853	25	13 detail expands 5 likes 4 link clicks 3 retweets	2.9%

Social Media Report: 2021 (TWITTER)

Key

- **Impressions** = Number of times users saw the Tweet on Twitter
- **Engagements** = Number of times a user has interacted with a Tweet
- **Engagement Rate** = Number of engagements divided by the total number of impressions

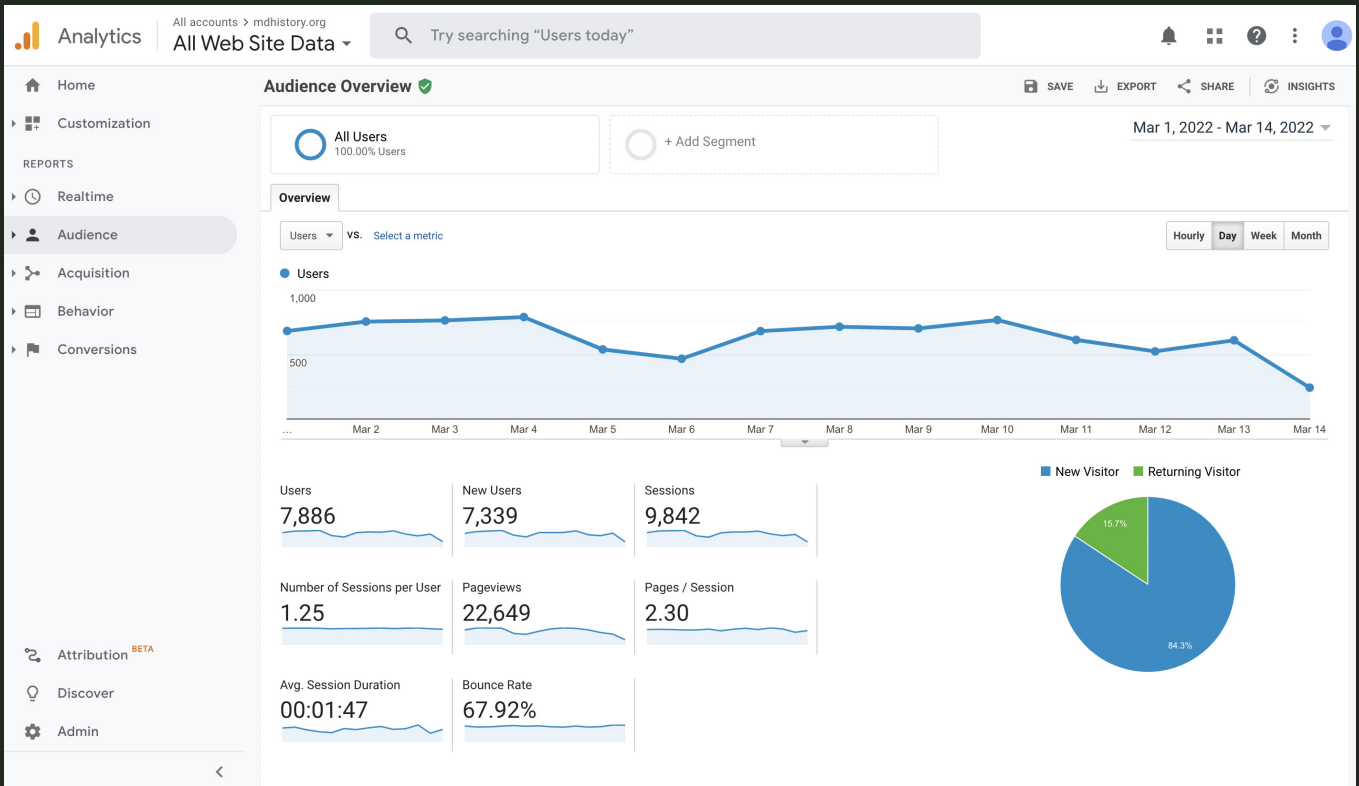
TOP 5 BEST POSTS: December

- November Stats = (14.9K Tweet impressions, 482 impressions/day, 48 link clicks, 40 retweets, 99 likes, avg. +3 likes/day, avg. +1 retweet/day, 2.3% engage. rate)

Description	Date	Impressions	Engagements	Engagement Breakdown	Engagement Rate
It's #NationalHorseDay! Read how a Marylander started a "cock farm" in marriage domestic livestock in "John S. Skinner's American Farmer: Breeding and Raising the Maryland "Blood Horse"" in this #Tb MD Historical Magazine issue. bit.ly/31M4OPs	12/13	1,310	39	16 likes 7 retweets 6 detail expands 5 link clicks 3 media engagements 2 profile clicks	3.0%
We love to see students engaging with our MD history resources! Learn more about our Traveling Tombs and Virtual Field Trips here: mdhistory.org/learn/ twitter.com/mdhistory!	12/6	1,131	6	3 likes 2 detail expands 1 retweet	.5%
Tonight marks the 50th Annual @MonumentJehine in Mt. Vernon. It is also FREE! Fast Thursday at the Museum. Come in the city early and visit @MDHistory 2 blocks away from the Jehine. We are open until 5 pm...	12/2	934	30	11 likes 11 detail expands 4 retweets 2 media engagement 2 profile clicks	3.2%
It's the last day of Hanukkah & many Jewish Marylanders will spend time with family, exchange presents & say prayers by candlelight. MD has long had a strong Jewish community & Baltimore's Lloyd St. Synagogue is among the oldest synagogues in the US. @HebrewHanukkah...	12/5	831	13	7 likes 2 retweets 2 media engagements 1 hashtag clicks 1 detail expands	1.6%

WEBSITE ANALYTICS

Page 7 shows how I use Google Analytics to record website traffic from the museum's website. The data is recorded on an Excel sheet. To complete these tasks, I experimented with the interface and received a Google Analytics for Beginners certification.



	A	B	C	D
1	Maryland User Locations			
2	City	Users	New Users	
3	Baltimore		1,508	1,319
4	Lexington Park		641	639
5	Towson		184	165
6	Fredrick		161	134
7	Columbia		132	123
8	Catonsville		120	111
9	Annapolis		105	89
10	Lutherville-Timonium		98	87
11	(not set)		84	78
12	Ellicott City		83	73
13	Owings Mills		77	69
14	Bel Air North		71	64
15	Bel Air South		67	62
16	Cockeysville		52	51
17	Silver Spring		50	40
18	Bethesda		49	42
19	Parkville		48	44
20	Dundalk		47	41
21	Severna Park		45	43
22	Elkridge		44	40
23	Westminster		44	40
24	Perry Hall		42	36
25	Pikesville		41	39
26	Salisbury		39	33
27	Hagerstown		38	38
28	Total:		5,113	4,695
29	Non-Maryland User Locations			
30	State	Users	New Users	
31	Alabama		92	90
32	Alaska		8	8
33	Arizona		73	73
34	Arkansas		18	17
35	California		534	519
36	Colorado		101	96
37	Connecticut		64	61
38	Delaware		76	62
39	District of Columbia		662	605
40	Florida		294	286
41	Georgia		174	164
42	Hawaii		13	13
43	Idaho		22	22
44	Illinois		172	163
45	Indiana		95	94
46	Iowa		138	136
47	Kansas		67	62
48	Kentucky		54	54
49	Louisiana		36	35
50	Maine		23	21

	A	B	C	D	E
1	Overview				
2	Bounce Rate			65.4%	
3	Total Users			13,985	
4	New Users			13,341	
5	Total Pageviews			43,149	
6					
7					
8					
9	Top 20 Pages				
10	No	Page Name	Slug	Pageviews (% of Total)	
11	1	Home	/	13.01%	
12	2	Digital Collections	/digital-resource/	1,705 (3.95%)	
13	3	Online Resources	/online-resources/	908 (2.10%)	
14	4	Hours & Admission	/visit/hours-admission/	833 (1.93%)	
15	5	Visit	/visit/	795 (1.84%)	
16	6	About	/about/	782 (1.81%)	
17	7	Exhibition	/museum/exhibitions/	638 (1.48%)	
18	8	Membership	/join-memo-humc-membership/	627 (1.45%)	
19	9	Career Opportunities	/about/career-volunteer-oppor	602 (1.40%)	
20	10	Search	/search/	560 (1.30%)	
21	11	Upcoming Programs	/events/	502 (1.16%)	
22	12	Museum	/museum/	481 (1.11%)	
23	13	Library	/library/	476 (1.11%)	
24	14	Staff	/about/staff/	441 (1.02%)	
25	15	Collections	/museum/collections/	400 (0.93%)	
26	16	Victorian Image of Pregnancy	/victorian-image-of-pregnancy	395 (0.92%)	
27	17	Exhibitions Specialist Vacancy	/exhibition-specialist-vacancy/	379 (0.88%)	
28	18	Career Volunteer Opportunities	/about/career-volunteer-oppor	359 (0.83%)	
29	19	Virtual Field Trips	/team/virtual-field-trips/virtual	354 (0.82%)	
30	20	Directions & Parking	/visit/directions-parking/	348 (0.81%)	
31					
32					
33	Top 10 Keywords				
34	Words	Times Used			
35	(not provided)		9,960		
36	(not set)		7,514		
37	Origin and Early History of the Fashion Plate		6		
38	Tarlatan		4		
39	A. Thomy Path		3		
40	Abolition Fanaticism in New York		3		
41	John Pendleton Kennedy		2		
42	MD History Lord Baltimore		1		
43	John Brown's Letter		1		
44	MD History a fight for recognition		1		
45					

	A	B	C	D
1	User Acquisition			
2				
3	Overview			
4	Source	Users (% of Total)	Bounce Rate	
5	Direct	4,356 (30.5%)	72.6%	
6	Organic Search	8,069 (56.6%)	63.6%	
7	Referral	1,049 (7.4%)	44.9%	
8	Social	785 (5.5%)	77.4%	
9	Email	0	0.0%	
10	Top 10 Referral Breakdown			
11	Source	Users (% of Total)	Bounce Rate	
12	Link Tree	73 (6.77%)	17.7%	
13	Wikipedia	62 (5.75%)	57.1%	
14	Maryland Zoo	61 (5.66%)	46.3%	
15	Maryland State Archives	61 (5.66%)	35.8%	
16	MD History Library	59 (5.47%)	43.9%	
17	Go Downtown Baltimore	52 (4.82%)	48.3%	
18	Guide Maryland State Archives	46 (4.27%)	29.8%	
19	M60006.eos-intl.net	44 (4.08%)	26.67%	
20	Wikipedia	33 (3.06%)	46.5%	
21	MDHS Maryland State Archives	32 (2.97%)	13.2%	
22				
23	Social Media Referral Breakdown			
24	Platform	Users (% of Total)	Bounce Rate	
25	Facebook	591 (75.29%)	79.5%	
26	Pinterest	71 (9.04%)	78.0%	
27	Twitter	55 (7.01%)	73.5%	
28	LinkedIn	35 (4.46%)	73.0%	
29				
30				

