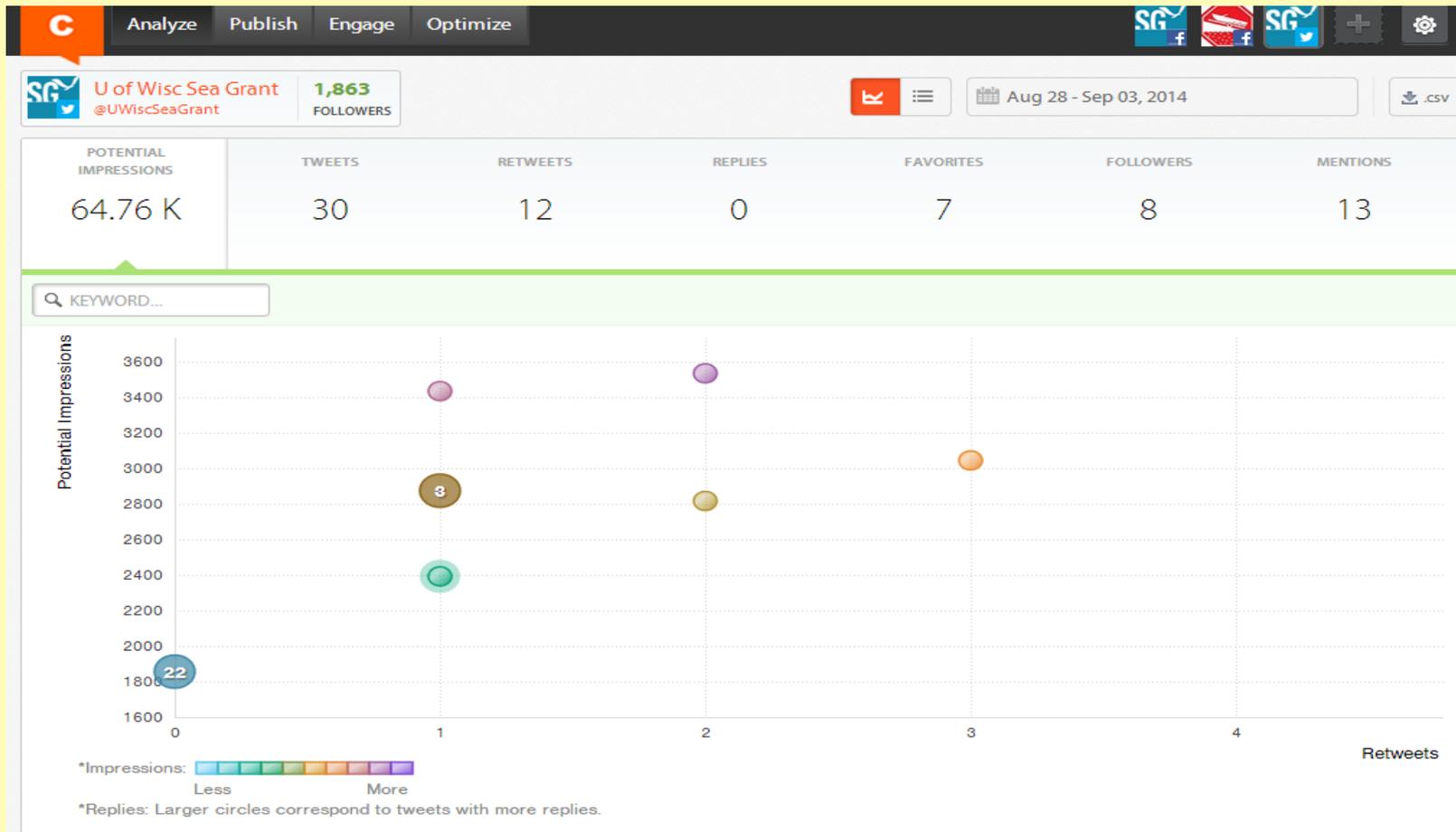


Evaluating Your Social Media

2014 Sea Grant Week
Moira Harrington

Assistant Director for Communications

Measurement tool: Crowdbooster



U of Wisc Sea Grant
@UWiscSeaGrant

1,863
FOLLOWERS

Aug 28 - Sep 03, 2014

Top Retweeters Influential Followers

USER	RETWEETS	IMPRESSIONS
League of Wis Munis (@LeagueWIMunis)	4	4056
Titus Seilheimer (@DrFishSG)	2	1068
EnvironmentalCouncil (@MichEnvCouncil)	1	1576
WiscSTEM (@WiscSTEM)	1	707
Melissa Brothers (@MelsT2R)	1	654
USGS in Wisconsin (@USGS_WI)	1	429
Tim Campbell (@t_campy)	1	426

 Alerts & Recommendations Recommended Times[Schedule](#)

To reach the most people, schedule your tweets for 2 PM, 9 AM and 10 AM.

 Reply[Respond](#)

You haven't responded to @NoordCoast:
@UWiscSeaGrant @ohioseagrant @miseagrant
Keeping #GreatLakes Clean through regional
Green Marina Program @SeaGrant
<http://t.co/CCL1Qns43J>

  Follower Growth[View](#)

You gained 1 follower a day from the week of 10th Oct to 17th Oct! (On average, you gain 0)

View your follower growth now. 2 years ago

  Retweet Spikes[Show all ▼](#)

You have 36 tweets that received a significant number of retweets.

What is measured,
improves.



What we learn. Results.



- We start with excellent content –photos, audio and video content. Coastal news. A new fish id app.
- Provide links back to the website.
- Share through social media.
- Keep sharing what most resonates.
- Web traffic increased 80% from 2012 to '13. That was nearly 1.2 million visitors in the 12-month period.
- On track to hit 1.3 million visitors this year.