

Social Media + Arizona Humanities

Regi Adams, Board Member

Marilyn Murphy, Sr. Marketing &
Communications Coordinator

Overview

1. Platforms we use
2. How you can get involved
3. Why social media matters
4. Being Ambassadors and Advocates

Help us share & grow...

- Follow Arizona Humanities
- Like AH posts/tweets
- Share AH posts/tweets and events
- Post Photos from event and tag AH



So that we can...

- Connect with new audiences
- Drive traffic to events and programs
- Raise awareness of the humanities
- Fundraise for AH

Social Media

- Websites and applications that enable users to create and share content or to participate in social networking



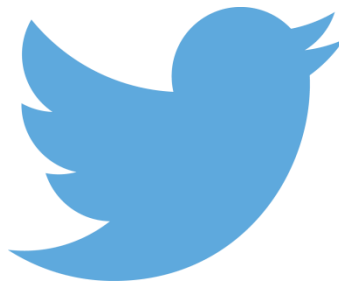
**KEEP CALM
AND
CREATE
AWESOME
CONTENT**

Voice of AH

- Respectful
- Open and honest
- Positive
- Trustworthy
- Informative
- Fun!
- **Voice of Humanities in Arizona**

Platforms We Use

- Facebook
- Twitter
- Instagram
- LinkedIn



— SOCIAL SITES EXPLAINED —



FACEBOOK

I like donuts



TWITTER

I'm eating
a #donut



INSTAGRAM

Here's a photo
of my donut



LINKEDIN

My skills include
donut eating



Stats

- 1,600+ likes on facebook
- 1,400+ followers on twitter
- 350+ followers on instagram
- 60+ followers LinkedIn

What is facebook?

- Facebook is a for-profit corporation and online social networking service





Arizona Humanities

Published by Marilyn Murphy [?] · August 11 at 10:40am · 🌐

Would you like to bring an engaging humanities presentation to your organization? We're now booking speakers November 1, 2016 - October 31, 2017, so you can schedule your fall and spring programming today!

<http://www.azhumanities.org/programs/azspeaks/>



1,076 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍 Kathy Cook, Stella Espinosa-Carlzen and 2 others



Arizona Humanities added 4 new photos.

Published by Marilyn Murphy [?] · August 10 at 12:37pm · 🌐

A big welcome to our new board members: Julie Codell, Dr. Sharonah Fredrick, Dana Jamison, MD, and Emerson Yearwood!

<http://www.azhumanities.org/four-members-join-the-board-of-.../>



181 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍 Jeanne Richardson, Deborah Payne and 2 others

Top Comments ▾



Write a comment...



Edgar Rafael Olivo Welcome to the team!

Unlike · Reply · Message · 👍 1 · August 10 at 12:43pm



Arizona Humanities

Published by Marilyn Murphy [?] · August 7 at 1:26pm ·

Which library is the most beautiful in Arizona?

<http://www.techinsider.io/most-beautiful-library-in-all-50-...>



The most beautiful library in each US state

Libraries can feature tall ceilings, quaint reading spaces, glass, wood, or concrete — all qualities highlighted in libraries around the country.

TECHINSIDER.IO

1,061 people reached

Boost Post

Like Comment Share

Brenda Hollingsworth-Marley, Phyllis O'Donnell and 12 others · Top Comments ▾

1 share



Write a comment...



Eshe Pickett Brenda Hollingsworth-Marley, next time you come to AZ, I'll take you to this library, also the White Tank library is gorgeous!

Like · Reply · Message · 1 · August 7 at 11:41pm



Brenda Hollingsworth-Marley Yes!!! Yes!!!! I'm so excited to go to this place!!!!

Like · Reply · Message · 10 hrs



Arizona Humanities

Published by Marilyn Murphy [?] · August 5 at 9:53am ·

Announcing our Summer Mini Grant Awardees! Five organizations were awarded \$9,510 in funds to support humanities projects. Congratulations to: Glen Canyon Natural History Association, Pueblo Grande Museum Auxiliary, Southwest Folklife Alliance, Tonatierra Community Development Institute, and the Veterans Heritage Project!

http://www.azhumanities.org/announcing-summer-mini-grant-a...



724 people reached

Boost Post


Like Comment Share

Cynthia Schwarzborg Edlow and Sherman Duke Hutchison

1 share

What is a tweet?

tweet

/twēt/ 

noun

1. the chirp of a small or young bird.
2. a posting made on the social media website Twitter.
"he started posting tweets via his cell phone to let his parents know he was safe"

verb

1. make a chirping noise.
"the birds were tweeting in the branches"
2. make a posting on the social media website Twitter.
"she talks about her own life, but she's just as likely to tweet about budget cuts and Keynesian economics"



You Retweeted


Stories of Health @StoriesIH · Aug 15
Training Good Doctors Starts With the Liberal Arts



Training Good Doctors Starts With the Liberal Arts
Hospital rankings were released Aug. 2 by U.S. News & World Report. Of the top 20, almost every single hospital is affiliated with a medical school...
newrepublic.com

🔄 1 ❤️ 1

Arizona Humanities @AZHumanities · Aug 10
Join us for FRANK Talks, launching this month at Arizona **#Libraries!**
buff.ly/2ayuaan



Free, thought-provoking, expert-facilitated discussions on important issues facing our communities

🔄 2 ❤️ 2

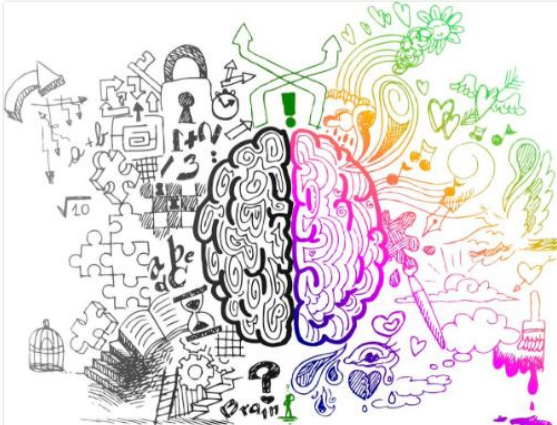
Arizona Humanities @AZHumanities · Aug 12
We're so excited to host author **@Anne_A_Wilson** August 23rd in **#dtphx!**
RSVP today! buff.ly/2b3r5xr



🔄 1 ❤️ 1

You Retweeted

Cal Humanities @Cal_Humanities · Jul 27
@NEHgov & **@NEAarts** co-sponsor study on integrating **#STEM** with **#arts** & **#humanities!**
bit.ly/2aa4hLu





Arizona Humanities @AZHumanities · Jul 26

Excellent read from @NPR: Embracing The #Humanities: A Perspective From #Physics buff.ly/2a0oLFQ



Arizona Humanities @AZHumanities · Jul 19

Sat July 23rd, check out the @PaysonBookFest, funded in part by a grant from @AZhumanities! buff.ly/2a68K2Z



Arizona Humanities @AZHumanities · Jul 1

Check out the #Hopi Festival of Arts & Culture July 2-3, made possible in part by a grant from @AZHumanities!

museumofnaz @museumofnaz

83rd annual #Hopi Festival showcases artistry, cultural traditions July 2-3 in #Flagstaff @musnaz.org - nhonews.com/main.asp?Secti...



TWEET HIGHLIGHTS

Top Tweet earned 883 impressions

Congrats to Bisbee, Arizona being named best historic small town in nation!

buff.ly/1Wc4qmC pic.twitter.com/vhfZpxltyc



3 4

View Tweet activity

View all Tweet activity

Top Follower followed by 497K people



Soledad O'Brien

@soledadobrien FOLLOWS YOU

I'm the CEO of Starfish Media Group. I report for [@PBS](#) [@CNN](#) [@HBO](#) [@CBS](#) [@Worthmag](#) [@webMD](#) and others. Mom. Horse Lover. Wine Drinker. Rabid Tweeter.

View profile

View followers dashboard

Top mention earned 22 engagements



Kyrsten Sinema

@RepSinema · May 11

Working w/ [@AZHumanities](#) to help [#AZ09](#) veterans connect with fellow vets through writing workshops & book groups.

pic.twitter.com/ayPGXpsg4b



2 2 4

View Tweet

Top media Tweet earned 756 impressions

Humanities Happenings May 2016 - Festivals, Film screenings, and more!

conta.cc/1qUD7PV

pic.twitter.com/1JO40kuZqA



MAY 2016 SUMMARY

Tweets

52

Profile visits

374

New followers

23

Tweet impressions

29.4K

Mentions

20

Instagram

- An online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them.





azhumanities

28 likes

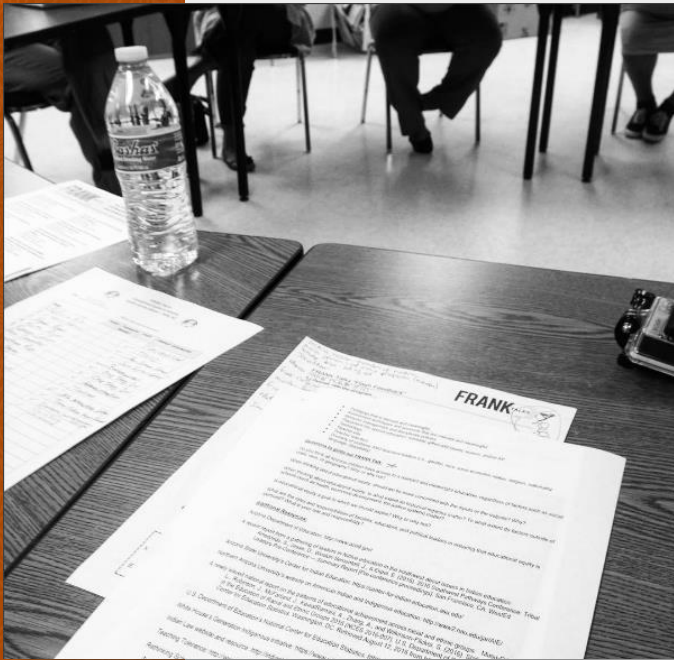
6w

azhumanities This photo from the Springerville 4th of July parade was sent to us by the Casa Malpais Archaeological Park and Museum in the beautiful White Mountains! On Saturday, July 30th, the Springerville Heritage Center will host the Archaeology Road Show which is funded in part by a grant from @AZhumanities. This banner promoting the "Antiques Road Show" type program appeared in the Independence Day festivities. We post local #springerville

♡ Add a comment...

...





azhumanities

11 likes

1d

azhumanities "schools don't exist in a bubble...what are the issues around equity that are relevant to the schools in this community?" dr castagno asks the group of 14 community stakeholders tonight during our 2nd frank talks program in partnership with the arizona state library records and archives #neh #azhumanities #franktalks #communityconversations #equity #educationalequity #education



Add a comment...

...



azhumanities

18 likes

3w

azhumanities Kicking off our Storying Arizona brown bag lunch workshop! Learn about this new \$10,000 special grant initiative on our website. Proposals are due November 1. #azgrants #papasosalado #storyingarizona #culture #history #stories #storytelling #discussion #oralhistory #arizona



Add a comment...

...



azhumanities

snohiceshavery, varkeyfdn, azedschools, lapwg, kerrymcquaide, eabeytia, go.skool2010, thelifeofaraven and haydenfold like this

7w

azhumanities Rodo Sofranac is our first featured Arizona children's author for our 2nd Hop Skip Jump into Summer Reading program in Aguila, AZ. The reason we work with local authors for our public literacy event is to help demonstrate to kids that there are REAL people who live in our communities who write the stories on our library shelves. #aguilalibrary #maricopalibraries #neh #azhumanities #Arizona #myaznow #literacy #children #arizonaauthors

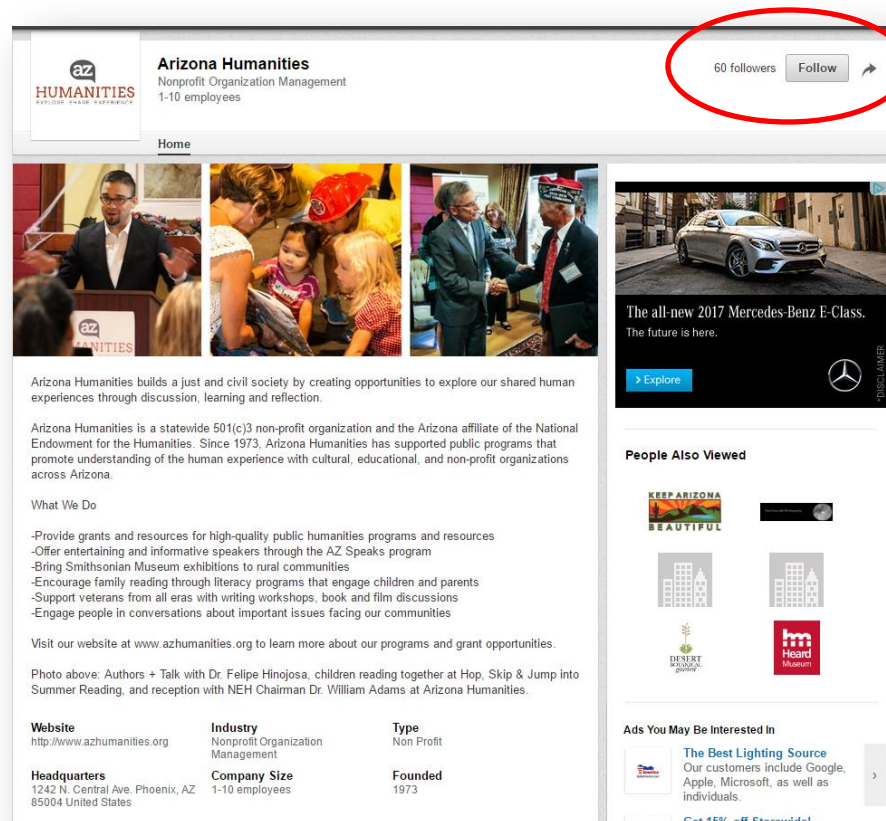


Add a comment...

o o o

LinkedIn

- LinkedIn is a business-oriented social networking service.



Connecting on LinkedIn

- Connect with AH
- Add a Volunteer and Causes section to your profile
- Showcase your service across your professional networks simultaneously.



Recent Updates

Arizona Humanities Do you know a community member who creates opportunities to explore our shared human experiences? We're now accepting nominations for the Arizona Humanities Awards! Deadline is September 30th, 2016. <https://lnkd.in/ebduUUc>



Humanities Awards

azhumanities.org • This award recognizes a distinguished humanities scholar who has enhanced public understanding of the role that the humanities play in transforming lives and strengthening communities. The award recognizes the dedication and contribution of former...

Like • Comment • Share • 14 days ago

Arizona Humanities Be a part of the Arizona Humanities team! Do you love the humanities? Would you like to share history and culture with others across Arizona? We're now seeking a Programs and Grants Assistant. <https://lnkd.in/epUUcGi>



Jobs

azhumanities.org • The Programs and Grants Assistant provides administrative support to Arizona Humanities on a day to day basis across departments, including support for the implementation of programs and events, grants and workshops, and general communications. The....

Like (1) • Comment • Share • 14 days ago

 **Beatriz Kravetz**

Add a comment...



Tag @AZhumanities

- Twitter and Instagram: Use the “@” and type “AZhumanities”
- Facebook: Use “@” and type “Arizona Humanities” to tag us
- When tagged, we receive a notification to like/retweet/share
- Use #Azhumanities in tweets and instagram posts

Avoid sharing...

- Negativity
- Politics (!)
- Personal Opinions
- Inappropriate pictures
- Sharing too much (Quality > Quantity)

Help us share & grow...

- Follow Arizona Humanities
- Like AH posts/tweets
- Share AH posts/tweets and events
- Post Photos from event and tag AH



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Finally, have fun!!!

