

A journey into the unknown



The ADS's voyage into
expanding its dissemination
of digital archives

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<http://archaeologydataservice.ac.uk>

- What is the ADS
- What do we do on social media
- We changed how we used social media, what happened
- How did COVID-19 effect us



Image © <https://www.123rf.com/>

Today I'll be discussing what the ADS is, how we use social media, how this use has changed and the impact change had, and finally how COVID-19 effected us.

The Archaeology Data Service

- Set up in 1996
- Based at the University of York
- Only accredited UK **digital data** repository for archaeology
- Creating and setting standards, [Guides to Good Practice](#)
- Received the CoreTrustSeal in 2020



The archaeology data service is based at the university of **York** and was **established in 1996**, 6 years **years after Tim Berners-Lee** developed the **world wide web** and two years **before** Google.

ADS is the only certified digital repository in the UK for heritage data, with over 20 years of experience supporting research, learning and teaching with free, high quality and dependable digital resources.

Over those years we have gained the trust of the archaeology community through our policies and guides.

Social Media Accounts



Followers: 7,880
@ADS_Update



Followers: 4,215
archaeology.data.service



Followers: 1,616
archaeologydataservice



Followers: 1,429
Archaeology Data Service

We use social media social media a lot. We use it to highlight new and old archives, join in community discussion as well as make general announcements and more. We are most active on Twitter followed by Facebook, Instagram, and finally LinkedIn. This is reflected by our follower size for each of the accounts.

Social media terms explained

New likes/unlikes: The number of new people who have liked/unliked your Page (Unique Users)

Engaged users: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

Logged-in Page views: Page Views from users logged (Total Count)

Profile Visits: The number of people who visited your Page. (Unique Users)

Mentions: The total number of times your profile was mentioned in another users post. (Total Count)

Before I go any farther there are some terms that I need everyone to be familiar with. These terms are largely how Facebook defines each of these terms and having use all understand these terminologies is vital to understand the changes we experienced though I'll try and not be too term heavy.

As explained by Facebook

New likes/unlikes: The number of new people who have liked/unliked your Page (Unique Users)

Engaged users: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

Logged-in Page views: Page Views from users logged into Facebook/Twitter (Total Count)

Profile Visits: The number of people who visited your Page. (Unique Users)

Social media terms explained cont.

Impression: When someone sees something from your Page. This can happen multiple times for one person. (Total Count)

Total Reach: The number of people who had an impression of your page NOT including friends seeing friend's activity. (Unique Users)

Viral reach: The number of people who had an impression of your page INCLUDING friends seeing friend's activity. (Unique Users)

As explained by Facebook

Impressions: The number of times any content from your Page entered a person's screen. This includes posts, stories, check-ins, ads, social information from people who interact with your Page and more. (Total Count)

Total Reach: The number of people who had any content from your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)

Viral reach: The number of people who had any content from your Page enter their screen through with social information attached. As a form of organic distribution, social information displays when a person's friend interacted with your Page, post or story. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Unique Users)

Increasing our Social Media Presence



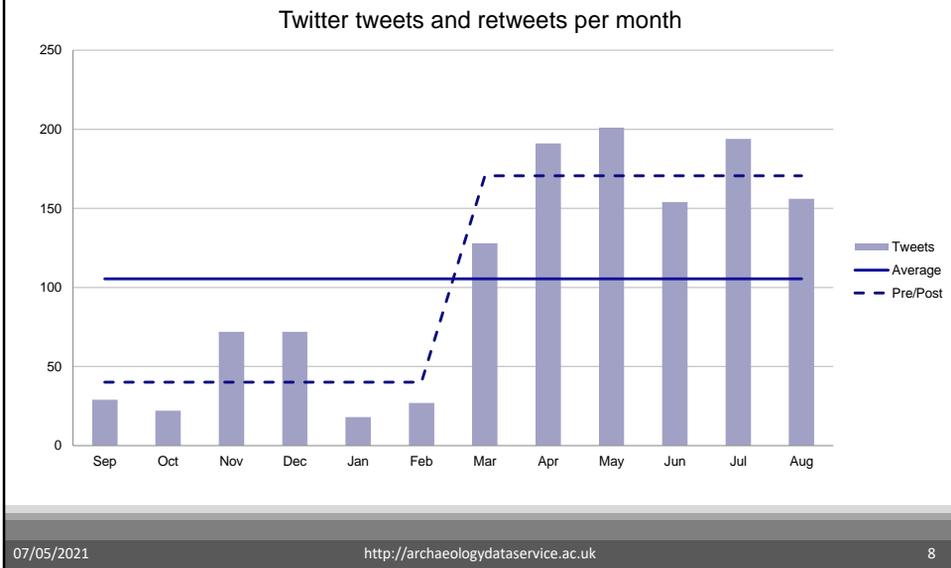
- Prior to 2019, posts were sporadic and focused on new material
- In 2019 a new focus on social media was made
- Facebook, Twitter, and LinkedIn saw more activity
- Instagram was created

Prior to 2019, post across all of our social media platforms were sporadic and tended to focus primarily on new material. We knew this irregular posting wasn't good and when combined with lack of confidence from some staff members and a lack of any clear policy on the subject, something needed to be done.

So in 2019, a new focus on social media was made. New staff were hired to help with this initiative. We increased the activity on Facebook, Twitter, and LinkedIn and created an Instagram account.

And we saw some pretty interesting changes.

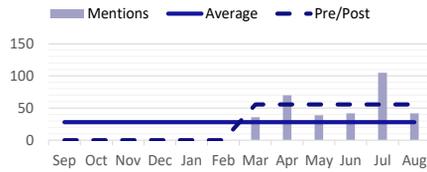
Twitter 2018/2019



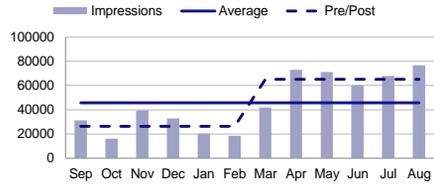
Here you can see the number of tweets and retweets we were doing each month increased significantly.

Twitter 2018/2019 cont.

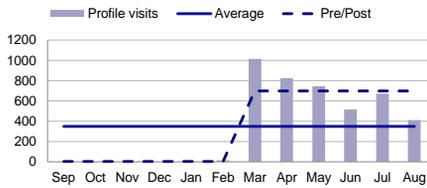
Twitter Mentions



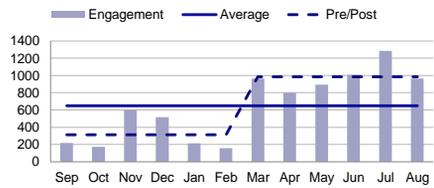
Twitter impressions



Twitter Profile visits



Twitter Engagement

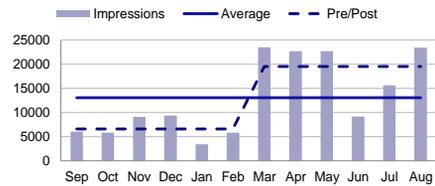


This increase had an impact. We more than doubled our mentions, impressions, profile visits, and engagement on twitter.

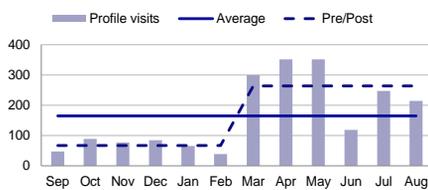
Facebook 2018/2019

Mentions unknown

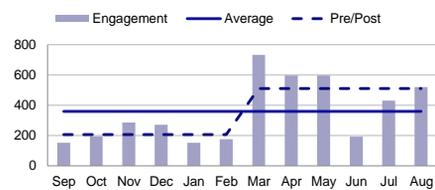
Facebook Impressions



Facebook Profile visits



Facebook Engagement



We saw similar increases on Facebook.

By increasing our posting frequency and interactions we saw an increase in:

- New followers
- Profile visits
- Total impression
- Mentions by others
- Engagement
- Etc

But how did this impact us?

Archives impact

Treatment	2018 Views (st.dev.)*	2018 Treatment (st.dev.)**	2019 Views (st.dev.)*	2019 Treatment (st.dev.)**	2018-2019 Views (st.dev.)*	2018-2019 Treatment (st.dev.)**
IPP	11.2 (± 0.6)	20.4 (± 4.5)	10.7 (± 0.9)	72.2 (± 7.1)	11 (± 0.5)	46.7 (± 4.3)
IPP fixed	9.7 (NA)	24.9 (± 0.9)	9.9 (NA)	55.1 (± 5.7)	9.9 (NA)	39.8 (± 2.9)
IPP random	9.7 (± 1.8)	24.9 (± 0.9)	10.2 (± 2.1)	55.3 (± 5.5)	10.0 (± 1.9)	39.8 (± 2.8)

*Estimated number of views before treatment (standard deviation)
 ** Estimated number of views due to treatment (standard deviation)

07/05/2021

<http://archaeologydataservice.ac.uk>

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We saw obvious gains in social media but we wanted to know how this effected our archives. We limited our scope to just Facebook and Twitter as Instagram was new and LinkedIn was in the process of being revitalized.

The posts/tweets from Facebook and Twitter were downloaded to find out which collections were publicised. I then downloaded the page visits for all of our collections.

From there, the collection summaries were separated into two groups: publicised and non published. Then, the month(s) that each collection was publicised on was assigned a treatment value (1) to create a matrix. All treatment values were 1 regardless of the number of times a collection may have been published on social media during a month (archives are often published on Facebook and Twitter simultaneously).

Three models were then fitted using this information via R: independently pooled panels (IPP), independently pooled panel with fixed effect model (IPP fixed), and independently pooled panel with random effects model (IPP random). These models show if there was an effect from publicising the data, and if so, how much (R also showed additional analysis of the effectiveness of the models).

By using 2018 and 2019 as separate, we control for the changes that were caused by hiring new staff. By testing 2018-2019, we established a baseline through the models tested.

When investigating these models, IPP shows a baseline for comparison with the other models. The 'views' as listed in the table show the estimated number of views without promotion while the 'treatment' in the table shows the additional views to the archive within the month of publishing them on social media.

The bottom two models show a more consistent effect for publishing archives on social media and the base number of views is more in line with what we would expect given the difference between different archives.

Full explanation

To measure the impact these sites had on redirecting traffic to our archives, we used the page visits for all collections. This was chosen for simplicity. If we had used page views or downloads, we would have had to consider both of these counts in conjunction. This would have then accounted for search interfaces (which have no downloads). However, we would then have had to investigate if high-slide bypasses the download count. The main downside with page visits is that the total is collected over a one month period so some results may be misleading for archives that were published at the end of the month. From there, the collection summaries were separated into two groups: publicised and non published. Then, the month(s) that each collection was publicised on was assigned a treatment value (1) to create a matrix. All treatment values were 1 regardless of the number of times a collection may have been published on social media during a month (archives are often published on Facebook and Twitter simultaneously).

Three models were then fitted using this information via R: independently pooled panels (IPP), independently pooled panel with fixed effect model (IPP fixed), and independently pooled panel with random effects model (IPP random). These models show if there was an effect from publicising the data, and if so, how much (R also showed additional analysis of the effectiveness of the models). The results of these models are listed in the table and explained below. Three time periods were tested using this information: 2018, 2019, and 2018-2019. By using 2018 and 2019 as separate, we control for the changes that were caused by hiring new staff. By testing 2018-2019, we established a baseline through the models tested.

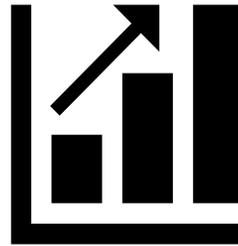
When investigating these models, IPP shows a baseline for comparison with the other models. The 'views' as listed in the table show the estimated number of views without promotion while the 'treatment' in the table shows the additional views to the archive within the month of publishing them on social media. With IPP, we see that every archive receives the same number of views every month, but then when it's published on social media, the number of views then increases but in a highly variable manner. This, however, does not make sense with what we would expect (i.e., it wouldn't make sense for use to get less views on an archive after publishing it on social media).

Thus, IPP fixed and IPP random were used. With these two models, we see a decrease in the standard deviation with treatment and a lower base number of views. These models show a more consistent effect for publishing archives on social media and the base number of views is more in line with what we would expect given the difference between different archives.

When you look at the models per year, the number of baseline views remains roughly the same. What significantly changes, however, is the number of additional views due to publication on social media. In 2018, there were an estimated 15 additional views while in 2019 there were 45. In 2018, social media publication was mainly limited to Friday photo and announcing new releases of archives. In 2019, however, there were additional themes that were posted per month which greatly increased the engagement on these profiles that was then reflected in increased views to archives. This increase in engagement was investigated elsewhere but was summarised in the 2019 Annual Report.

Archives impact summary

- 2018: Average boost in views was 15.
- 2019: Average boost in views was 45.
- That's an increase of 120%

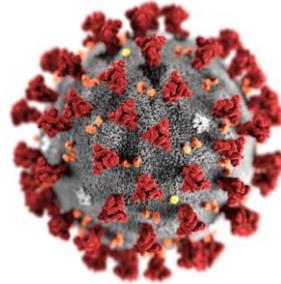


The baseline views remained roughly the same for the different tests. We were pulling in 15 new views to an archive whenever it was published on social media. Once we became more active on social media in 2019, this was raised to 45 additional views.

In 2018, social media publication was mainly limited announcing new releases of archives with the occasional to Friday photo or retweet . In 2019, however, there were additional themes that were posted per month which greatly increased the engagement on these profiles that was then reflected in increased views to archives. We felt that the amount of additional time we put into social media to get these gains was worth it and will help increase yearly gains in the future.

In March of 2020 the ADS switched to working from home at a reduced capacity. While the way we used social media remained the same, how did COVID impact us?

I compared 5/2019 – 3/2020 to 4/2020 – 2/2021 to see this impact.



SARS-CoV-2 by Alissa Eckert, MS; Dan Higgins, MAM/CDC

But changing our use of social media isn't the only impact we've seen. COVID-19 had an impact as you may expect. To investigate this impact, I compared the 9 months prior to lockdown 1 and the nine months after it. Again I'm going to be comparing Twitter and Facebook but this time for consistency's sake.

https://commons.wikimedia.org/wiki/File:SARS-CoV-2_without_background.png

Twitter post covid

Time Period	May 19 - Mar 20	Apr 20 - Feb 21	Change
Tweet impressions	77k	85k	11%
Profile visits	430	666	55%
Mentions	60	67	11%
New followers	60	84	39%
Average engagements	25	38	52%
Average engagement rate	1.52%	1.98%	30%
url clicks	5	6	29%

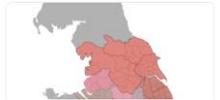
- The number of Tweet impressions increased by 11%
- Profile visits and post engagement increased by ~50%

Twitter saw some modest increases in impressions and mentions and a marked increase in profile visits and average engagement.

Twitter post covid – Viral?

 ADS Update
Domesday Shires and Hundreds of England

When the Normans arrived in England in AD1066 they found a kingdom divided into a distinctive administrative geography. The archive contains shapefiles of the administrative units.
@ADS_Library @LuneburhamTrust



 ADS Update

Volume 2 of the Rural #Roman Settlement project monograph is now available to download for FREE from the #ADSLibrary:

The Rural Economy of Roman Britain (2017).
archaeologydataservice.ac.uk/library/browse...

Vol 1 (pwl/KxwF50z50E) and project archive (doi.org/10.5284/1030449) also available.



- Impressions: 16,754 (average ~1,500)
- Engagement: 1,270
- Date: 11 Feb 2020
- Twitter post:
https://twitter.com/ADS_Update/status/1227170669311516673
- Impressions: 20,849 (average ~1,500)
- Engagement: 1,299
- Date: 1 May 2020
- Twitter post:
https://twitter.com/ADS_Update/status/1256145722833018881

This is likely due entirely to covid and not special instances like a post going viral as Twitter sees a post do significantly better than the rest every month or two.

Facebook post covid

Facebook totals per month	Lifetime Total Likes	New Likes	Unlikes	Page Engaged Users	Total Reach	Viral Reach	Logged-in Page Views
May-19	2532	21	6	240	6582	1177	213
Jun-19	2539	13	6	193	6194	1556	118
Jul-19	2553	24	9	443	10385	3429	252
Aug-19	2575	30	6	503	11171	1443	205
Sep-19	2625	55	8	892	12685	6734	310
Oct-19	2658	41	10	548	11262	2850	294
Nov-19	2698	47	2	809	11516	3771	266
Dec-19	2702	16	10	401	10264	3157	210
Jan-20	2865	170	7	2268	32668	26036	379
Feb-20	2933	73	3	1036	15346	8080	345
Mar-20	2949	24	7	642	9700	2943	158
Apr-20	2992	52	6	976	15127	424842	284
May-20	3037	59	12	1040	19009	12374	269
Jun-20	3279	256	12	3429	50334	43222	462
Jul-20	3298	25	4	510	10053	4166	356
Aug-20	3322	33	7	217	4581	830	185
Sep-20	3396	79	4	786	16300	13168	179
Oct-20	3454	65	4	448	9360	9360	233
Nov-20	3493	49	7	316	6127	1163	328
Dec-20	3518	32	8	721	17852	11195	290
Jan-21	3537	35	3	382	8028	3311	127
Feb-21	3616	63	9	1400	18545	12556	236
Mar-21	3650	34	9	476	12315	3587	181

Table summary showing monthly totals.

Facebook explains these terms as explained on the following slides.

Facebook on the other hand had much more interesting changes happen during covid in my opinion.

Daily Total Reach The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users) **Daily Viral Reach** The number of people who had any content from your Page or about your Page enter their screen through with social information attached. As a form of organic distribution, social information displays when a person's friend interacted with your Page, post or story. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Unique Users)

Monthly average for the viral reach for all posts:

2019: 10,007

2020: 17,205 (with)

2020: 14,193 (w/o)

Facebook post covid – Page views

Facebook totals per month	Lifetime Total Likes	New Likes	Unlikes	Page Engaged Users	Total Reach	Viral Reach	Logged-in Page Views
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Average page views per month:

- **Pre-March: 250**
- **Post-April: 268**
- **7% increase**

Small increase in average page views per month.

Facebook post covid – Likes/Engagement

Facebook totals per month	Lifetime Total Likes	New Likes	Unlikes	Page Engaged Users	Total Reach	Viral Reach	Logged-in Page Views
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Average total likes:

- **Pre-March: 47**
- **Post-April: 68**
- **46% increase**

Engaged users:

- **Pre-March: 725**
- **Post-April: 930**
- **28% increase**

The average amount of likes and engaged users we got on Facebook had very good increases.

Avg likes/dislikes per month:

2019: 4

2020: 10 (11 with)

2021: 6

Facebook post covid – Reach reach

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Total viral reach for all posts:

- March: 9,700
 - 12.5k average prior
- April: 15,127
 - 15.9k average post
- 27% increase

The total viral reach had a nice increase once lockdown was called.

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Facebook post covid – Viral reach

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Viral reach for all posts:

- March: 2,943
 - 5.5k average prior
- April: 424,842
 - 48.7k average post, 11k excluding this month
- 776% increase with April, 100% without
- August: 830

The most significant numbers come from the viral reach however. We saw an absolutely massive amount of people viewing our posts. To the point where I had to exclude April to get a more realistic idea of how this effected our actual viral reach numbers. I'd also like to note, August low of 830 (Eat out to Help out). Yet despite this massive increase in viral reach, we didn't see a corresponding increase in the other values.

Daily Total Reach The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users) **Daily Viral Reach** The number of people who had any content from your Page or about your Page enter their screen through with social information attached. As a form of organic distribution, social information displays when a person's friend interacted with your Page, post or story. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Unique Users)

Monthly average for the viral reach for all posts:

2019: 10,007

2020: 17,205 (with)

2020: 14,193 (w/o)

Facebook post covid – Viral post

Post Details

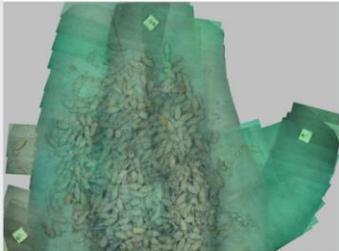
Archaeology Data Service
8 June 2020

Underwater archaeological sites, such as shipwrecks, offer extraordinary opportunities for archaeologists due to their low light, low temperature and a low oxygen environment which is favourable for archaeological preservation.

The VENUS project team surveyed shipwrecks at various depths to develop scientific methodologies for the virtual exploration of deep underwater archaeological sites.

This image is an orthophoto of amphora on the seabed at the Roman Port-Miou C wreck, Marseille.

Explore the project archive at: <https://doi.org/10.5284/1000004>



Performance for your post

38,183 People Reached

1,438 Reactions, comments & shares

1,052 Like	79 On post	973 On shares
116 Love	12 On post	104 On shares
1 Haha	0 On post	1 On shares
73 Wow	0 On post	73 On shares
38 Comments	10 On Post	28 On Shares
158 Shares	158 On Post	0 On Shares

2,589 Post Clicks

758 Photo views	164 Link clicks	1,667 Other Clicks
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NEGATIVE FEEDBACK

5 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

2020 had a few viral posts. Most notable is this one from June 2020. We saw a greater increase from viral posts like this then the increased viral reach lockdown gave us.

07/05/2021
<http://archaeologydataservice.ac.uk>
21

In fact, most of the increases we saw were due to this post. This post from alone gave us a much larger impact in terms of Page likes and engagement then the massive viral reach did. People were just scrolling without interacting with what they saw in April over lockdown 1.

Conclusions

- By increasing our online presence we were able to increase the expected traffic to an archive by 120%
- COVID had a different impact depending on the platform:
 - Facebook saw a massive increase in our viral reach but that translated to only modest increases. Viral posts had a greater impact.
 - Twitter saw profile visits and post engagement increased by ~50% without the singular viral post impact.
- Increasing our own engagement with social media has been key to our continued growth.

In conclusion, by increasing our online presence, we were able to increase the expected traffic to an archive by 120%.

Covid had an effect on us but it changed via the platform. Facebook saw a massive increase in our viral reach but that translated to only modest increases. Viral posts had a greater impact.

Twitter saw profile visits and post engagement increased by ~50% without the singular viral post impact that Facebook had.

Lockdown did increase traffic to our archives but a singular viral post did just as much. As such, increasing our own engagement with social media has been what was key to our growth. Though having more people seeing our posts, especially when one went viral helped.

Thanks for listening



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Thanks you, any questions?