

Communications and Visibility

External links

Link to our bespoke 'Introduction to GBIF' video:

<https://www.facebook.com/uwizoologymuseum/videos/537812064183922>

Link to our Press Release, announcing the start of the project, and subsequent press coverage:

<https://sta.uwi.edu/news/releases/release.asp?id=22327>

<https://tt.loopnews.com/content/uwis-life-sciences-dept-awarded-eu40000-biodiversity-research>

Links to our social media pages:

<https://www.facebook.com/uwizoologymuseum>

<https://twitter.com/UwiZoology>

<https://www.instagram.com/uwizoologymuseum/>

Link to our blog post to mark International Museum Day 2022:

<https://uwimuseum.wordpress.com/2022/06/01/exploring-the-uwi-museums-discovering-the-wonders-of-the-university-of-the-west-indies-zoology-museum/>

Social Media Analytics

| Facebook | | |
|----------------|--------|---|
| Month | Reach | Average Reach |
| May 2021 | 1,324 | Pre-project: 680 p/m |
| June 2021 | 201 | |
| July 2021 | 136 | |
| August 2021 | 1,677 | |
| September 2021 | 231 | |
| October 2021 | 512 | |
| November 2021 | 2,738 | After launch of project social media campaign (mid-Oct): 6,462 p/m |
| December 2021 | 1,825 | |
| January 2022 | 4,891 | |
| February 2022 | 11,674 | |
| March 2022 | 7,799 | |
| April 2022 | 6,416 | |
| May 2022 | 9,888 | |

Total followers (May 2022): 3,767

| Twitter | | | | |
|---------------|--------|-------------------|----------------|----------|
| Month | Tweets | Tweet impressions | Profile visits | Mentions |
| January 2022 | 21 | 6,154 | 1,020 | 8 |
| February 2022 | 45 | 17,300 | 1,983 | 19 |
| March 2022 | 40 | 10,900 | 1,837 | 14 |
| April 2022 | 32 | 9,093 | 1,517 | 6 |
| May 2022 | 35 | 12,700 | 1,434 | 12 |

Total followers (May 2022): 174

| Instagram | |
|---------------|-------|
| Month | Reach |
| January 2022 | 423 |
| February 2022 | 704 |
| March 2022 | 579 |
| April 2022 | 460 |
| May 2022 | 548 |

Total followers (May 2022): 264