

## **Understanding How Scholars Use Social Media**

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This year the Getty Research Institute (GRI) initiated a research project to better understand how our core audience of art history scholars use and interact with social media. When the GRI Facebook page launched four years ago, we built a following by inviting library readers and Getty scholars to like our page. Since then, the page has grown to more than 15,000 followers. Are we still reaching our target audience? Or is it a mix of scholars and another group that we call, "Enthusiasts," individuals who are not art historians, but are deeply interested in the visual arts. Are there other social media platforms that our core audience might be using and, if so, how might they be using them for their work?

To answer these questions, the GRI developed a research study that combines traditional surveys with user experience interviews to identify the social media habits of both our GRI Facebook followers and our target audience of art historians. The results will help us to determine if our primary social media goal—to provide art historians with resources for their research—is aligned with what our followers are seeking from our Facebook page. Further, the research is designed to help us establish a strategy as to how we might more effectively reach out to scholars who may not know about the GRI and its resources.

For this panel discussion, Betsy Brand will present findings from the first two parts of the study: in-person interviews with our internal stakeholders and senior staff, and the results of an online survey to assess the typical social media use and demographics of scholars and our current Facebook followers.