Using the Web, Social Media, and Metrics to Engage New Audiences and Measure Success

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Panel Presenters:
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Abstract:

Before the advent of the World Wide Web, it was usually only possible to see a rare object such as the Getty Museum's *Historia general del Piru*—one of only three known 17th-century manuscripts on the history of the Inca people and early colonial Peru—by attending an exhibition or by special appointment. But since this manuscript has been digitized and is freely available on the J. Paul Getty Trust website to read online or to download, it is now accessible to anyone in the world with an Internet connection. Open content policies such as the Getty's Open Content Program, encourage the digitization, dissemination, and sharing of these kinds of rare and unique materials without restriction via the Getty's website and online databases, and its more than 30 social media platforms, nine e-Newsletters, and blog, known as *The Iris*.

While for-profit companies parse out new audiences and track success through measurements such as ROI (Return on Investment) and KPI (Key Performance Indicators), what about the cultural sector? How does the J. Paul Getty Trust find our audiences online and how do we know if we've reached them? And if we have reached them, what does success look like? Is it the number of "clicks," "likes," or downloads, or is it something else, something more intangible but equally or more relevant?

This panel will explore this complex topic, and present an overview of the Getty Research Institute's web and social media efforts; share about a recent editorial and design overhaul of the J. Paul Getty Trust's blog; offer an update on a research project to understand how scholars use social media; and describe how a small working group at the Getty Research Institute uses Google Analytics and anecdotal evidence to measure, map, and present quarterly metrics reports.