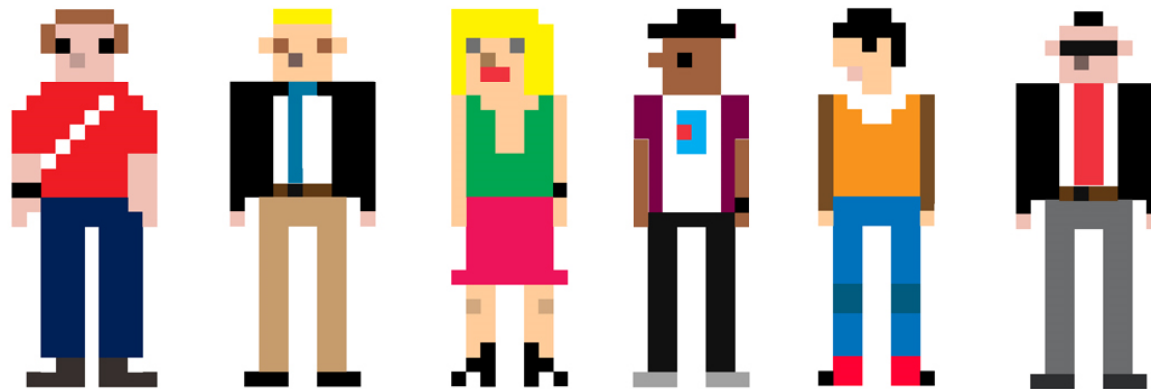




# Getting to Know Your *Digital* Audience

A Case Study From The Cork Folklore Project



Penny Johnston

Clíona O' Carroll



way from here on in

HUMANITIES WITH TURNING POINT

**THE CORK FOLKLORE PROJECT**

**Cork Folklore**  
@bealoideascork FOLLOWS @PJS\_JOHNSTON

We are a non-profit research and public oral history archive with material collected by, from and for the community of Cork City;  
ucc.ie/en/ctf/  
Cork · facebook.com/corkfolklorepr...

241 TWEETS 286 FOLLOWS

Followed by Ran...

USER

**CORK FOLKLORE PROJECT**  
2005 FOLKLORE ALL OTHER ROUTES  
Easton Trossach  
1794-1871

About Us What We Do Journal

THE ARCHIVE

JOURNAL OF THE CORK FOLKLORE PROJECT

# Why bother getting to know our online audience?

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Email or Phone Password Log In  
Keep me logged in Forgot your password?

**THE CORK FOLKLORE PROJECT**  
**Cork Folklore Project**  
Community Organization

Timeline About Photos Reviews More

PEOPLE

★★★★★  
794 likes 2 visits

**Cork Folklore Project** shared a link.  
11 June  
A very informative blog

Create Page

Recent  
2014  
2013  
2012  
Founded

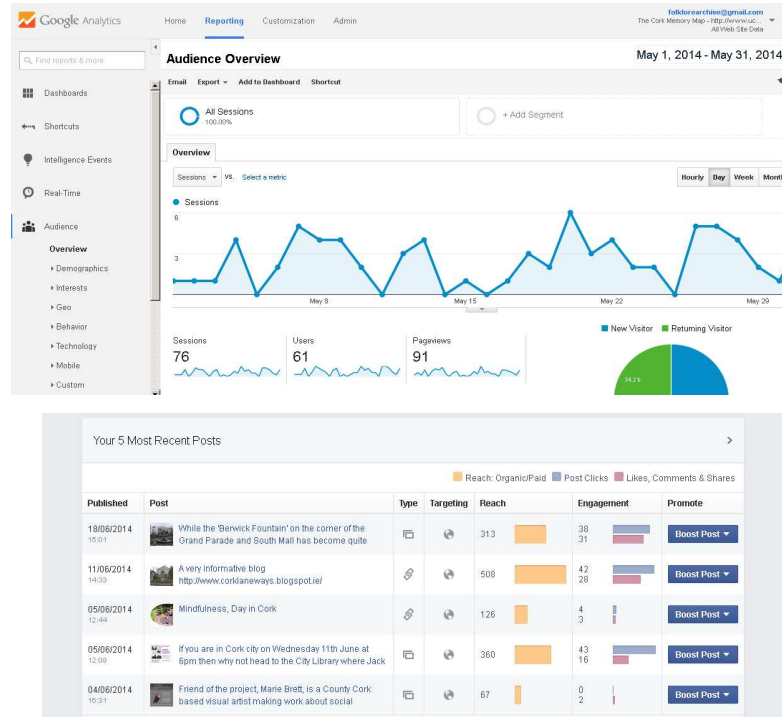
# Context

Part of a larger research project

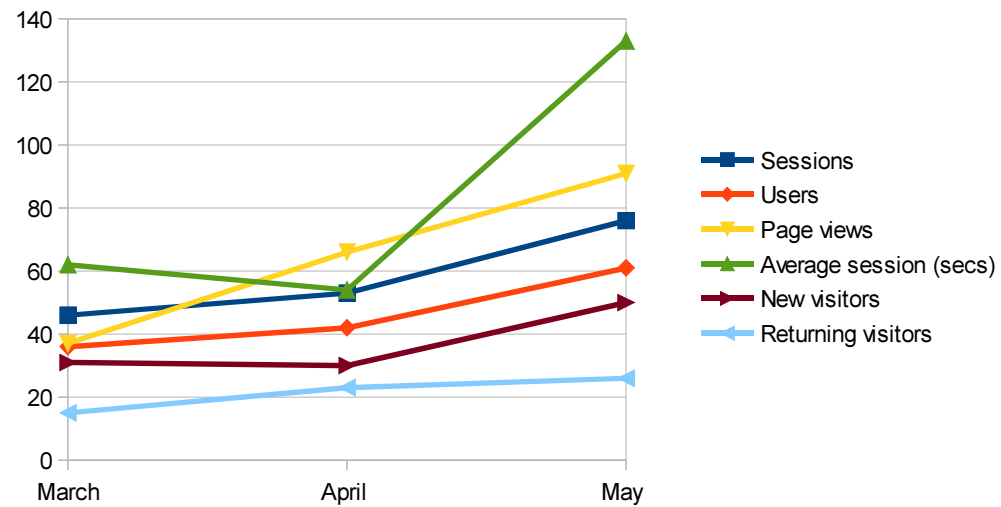


digital arts & humanities PhD

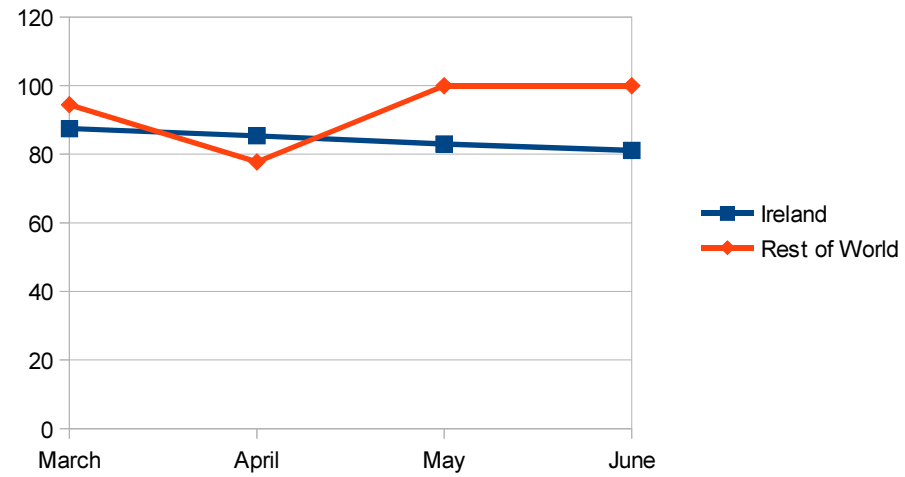
# How do we get to know our digital audience?



# Results: good :-)



# Results: bad :- (



# Insights

Total Page Likes as of Today: 816



**BENCHMARK**  
Compare your average performance over time.  
Total Page Likes



Cork Folklore Project changed their cover photo.  
8 December 2012

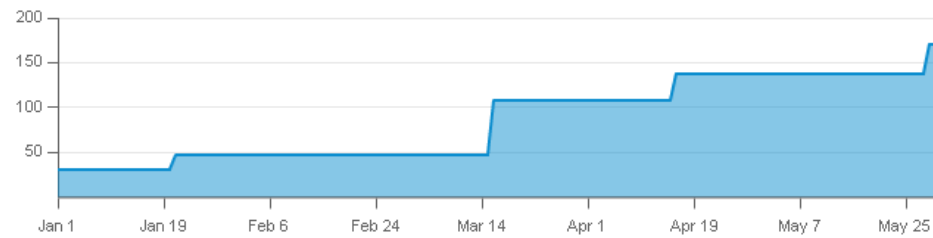


Unlike · Comment · Share

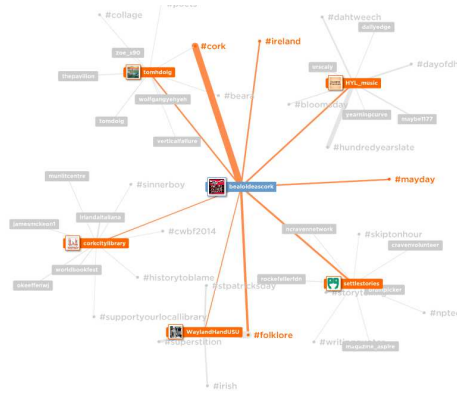
140 likes · 21 comments · 99 Shares

# Twitter

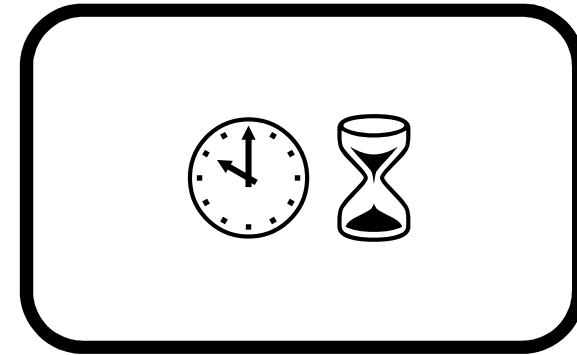
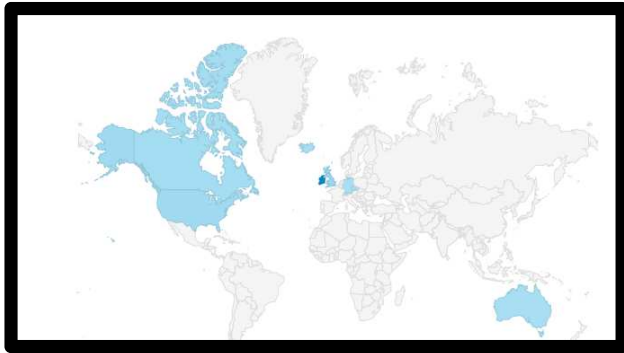
Follower Growth



[bealoideasork](#)







# What have we learned?

## # Hashtags most used

#cork	26	#folklore	9
#oralhistory	8	#ifthewallscouldtalk	6
#mayday	5	#timelesscork	3
#archives	2	#lent	2
#cityofsurprises	2	#ashwednesday	2



Tweet

THE CORK  
FOLKLORE  
PROJECT

Thank you!

Penny Johnston



Clíona O' Carroll