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#ThesisTuesday at University of the Pacific

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Introduction

- 2021 social media campaign
- 52 ETDs published in 2020
- 4 hashtags: [#librariesofig](#) [#ETDs](#) [#graduatestudents](#) [#research](#)
- 2 platforms: Instagram & Twitter
- 1 post a week (Tuesdays)
- 1 school tagged per post

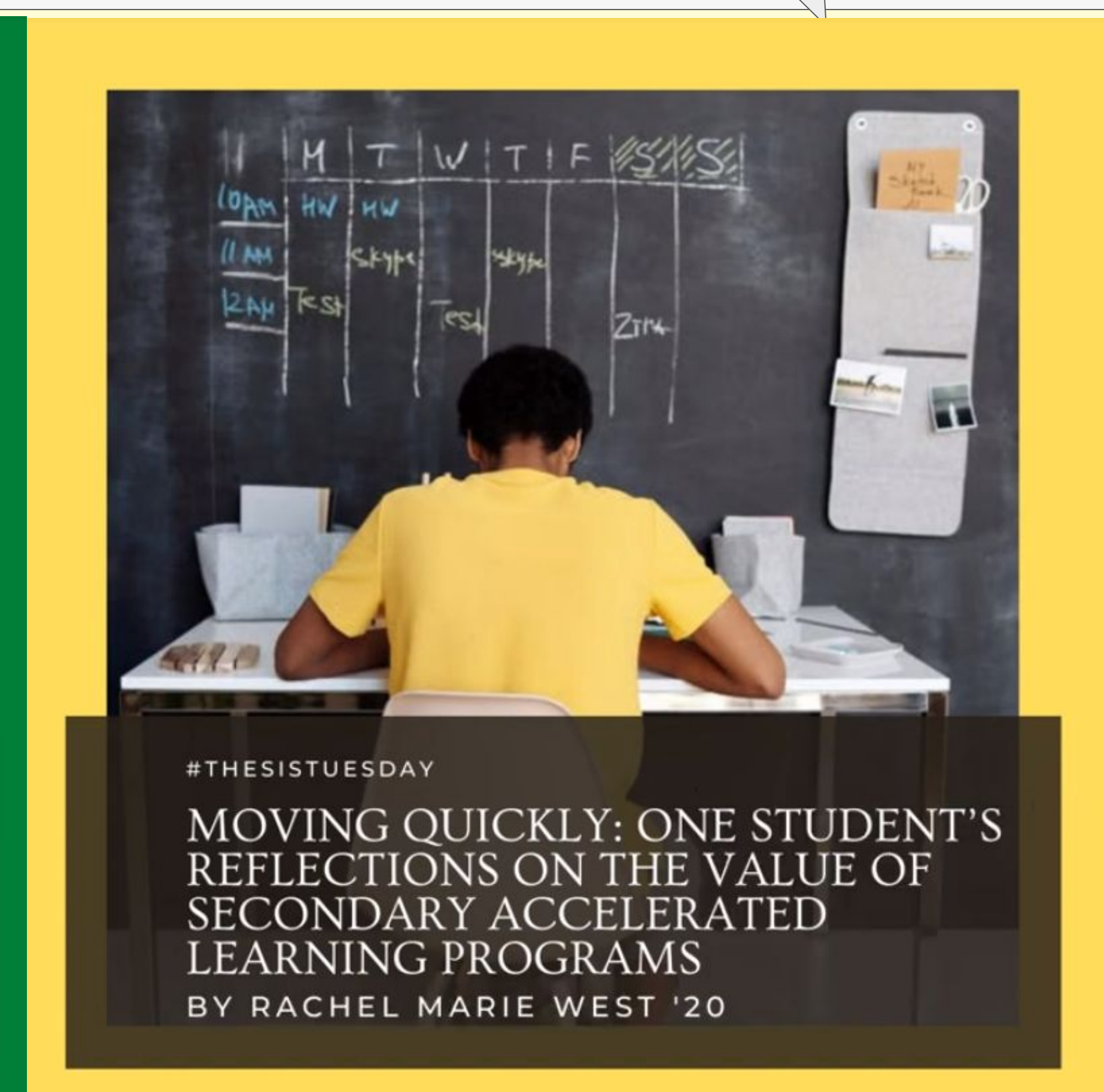
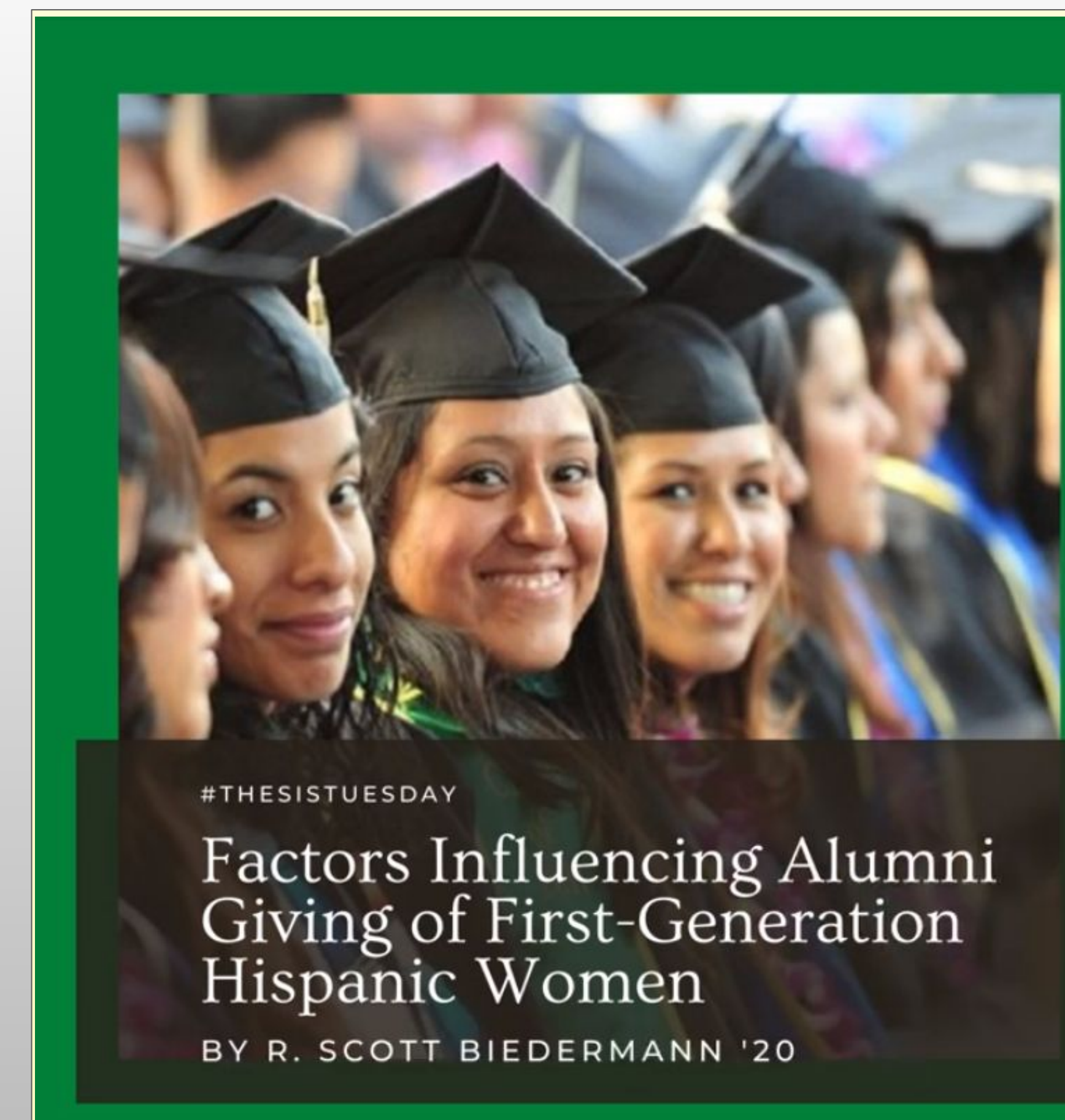
Conclusion

- Beneficial but lacking
- Low engagement overall
- Future Ideas
 - Don't use embargoed ETDs
 - Increase hashtags and make more relevant
 - Tag student (if possible)
 - Make images not videos
 - Share via Stories as well as Feed

26 likes, 2 reshares

10 likes

First post, Pacific student & employee

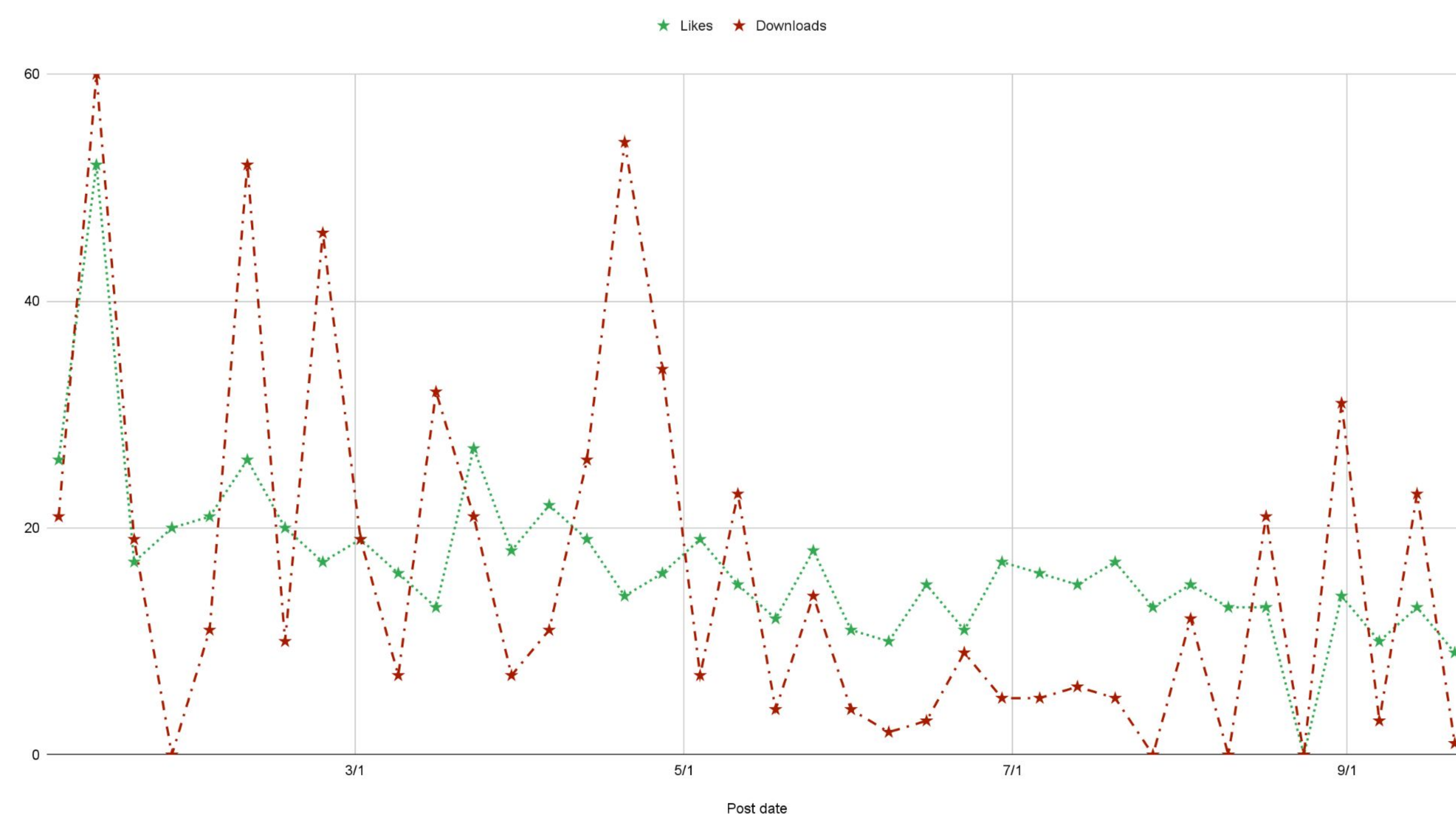


Highest total downloads

21 / 336 downloads

2 / 1,247 downloads

Instagram Likes and Downloads During Post Month



52 likes

Probably coresponds



2 comments, 7 reshares, 7 saves, 60 / 522 downloads

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