

NEWSLETTERS & SOCIAL MEDIA



2021 REPORT



MARKETING TEAM STATEMENT

This 2021 report presents the statistics and trends of our Mizzou Libraries newsletters and main Mizzou Libraries social media accounts.

The two newsletters showcased are **# of Updates from Mizzou Libraries to Start Your Week** and **Stay Connected: Mizzou Libraries Student Newsletter**. This report does not include other specialized libraries newsletters or subject specialist engaging emails. All newsletter overviews are from September 2020 to June 2021. In Summer 2020, we began the process to move from Mailpoet 2 to Mailpoet 3. September 2020 is as far back as the statistics go.

The social media section only focuses on the Mizzou Libraries main platforms: Facebook, Instagram, Twitter, and Youtube.

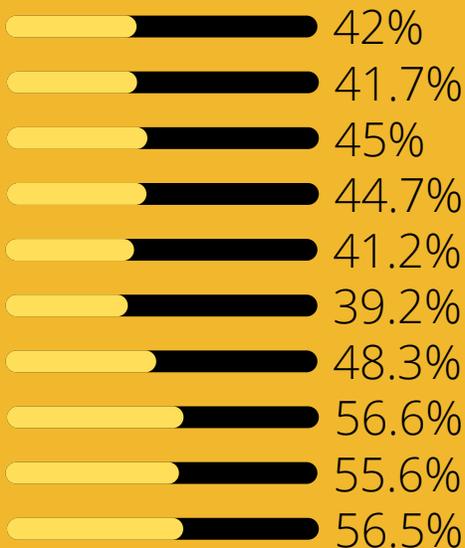
NEWSLETTERS: UPDATES FROM MIZZOU LIBRARIES TO START YOUR WEEK

Our weekly newsletter *Updates from Mizzou Libraries to Start Your Week* emails out every Monday morning at 10am. When we moved from Mailpoet 2 to Mailpoet 3 in September 2020, 771 subscribers were transferred. As of June 2021, there's been a decrease in subscribers to 589, mostly due to inactive subscribers who haven't opened the newsletter in several weeks. This decrease in subscribers caused an increase in our open rate.

Below is a monthly average of the open rate and click rate of the weekly newsletter. Open rate is the percentage of subscribers who open the email. According to Mailpoet, an **excellent percentage is over 30%**, **good is 10%-30%**, and **average is under 10%**. Click rate is the percentage of subscribers who open and click a link within the newsletter. According to Mailpoet, **excellent is above 3%**, **good is 1%-3%**, and **average is under 1%**.



Open Rate



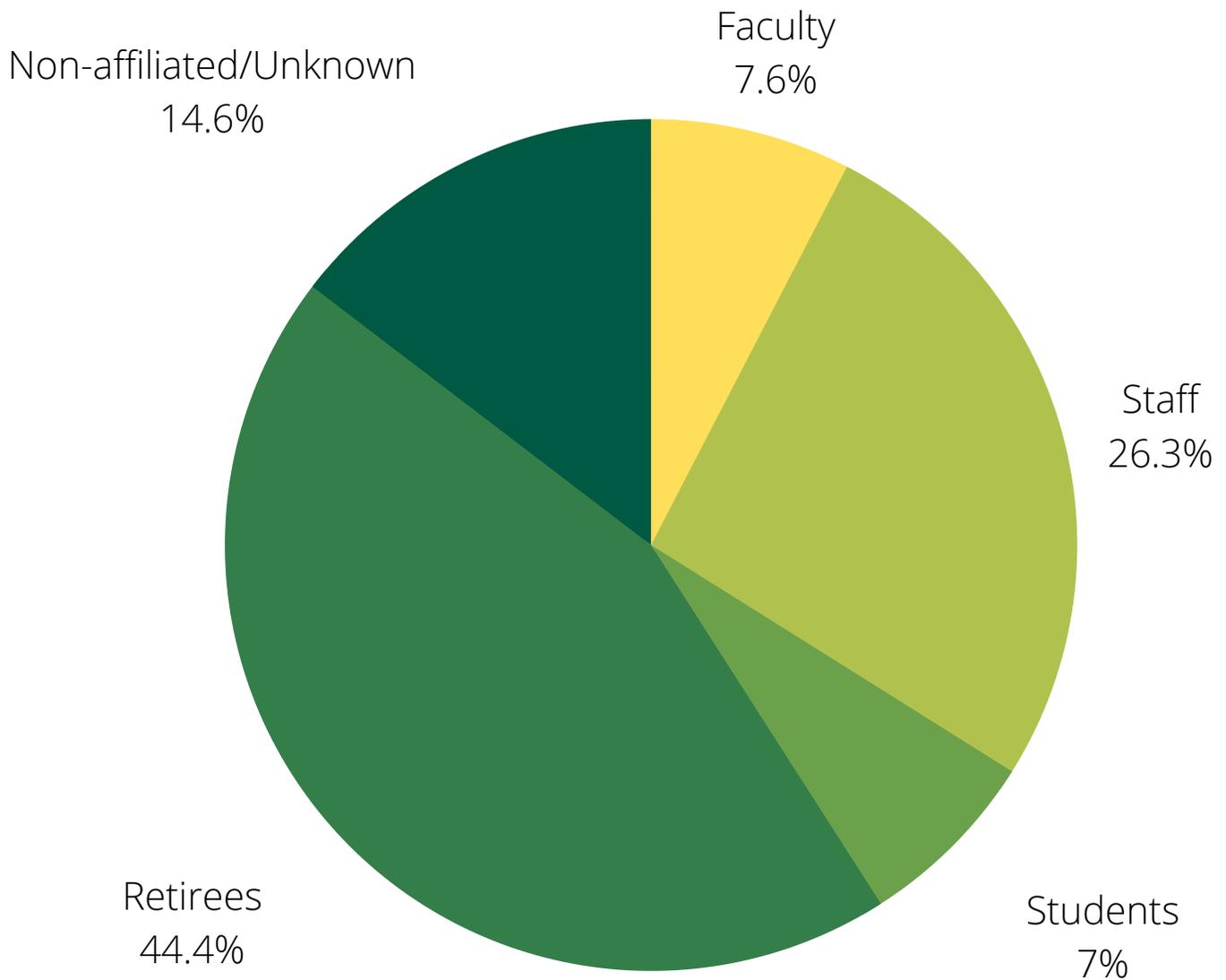
Click Rate





Updates From Mizzou Libraries to start your week

SUBSCRIBER BREAKDOWN



NEWSLETTERS:

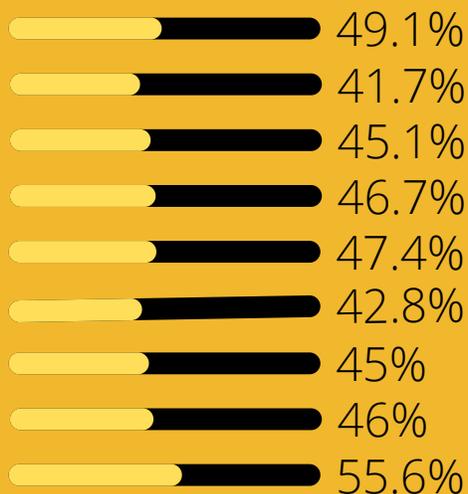
STAY CONNECTED: MIZZOU LIBRARIES STUDENT NEWSLETTER

Our weekly newsletter *Stay Connected: Mizzou Libraries Student Newsletter* was an idea resulting out of the pandemic. The marketing team realized there wasn't a direct way to connect with our students. Starting in September 2020, this newsletter has a mix of undergraduate and graduate students subscribed. It's a voluntary subscription with some emails manually added from escape room sign ins, students who work at the libraries, ULSAC reps, and other. This email is manually curated by the marketing team and emails out every two weeks during the fall and spring semesters. It currently has 329 subscribers.

Below is a monthly average of the open rate and click rate. Open rate is the percentage of subscribers who open the email. According to Mailpoet, an **excellent percentage is over 30%**, **good is 10%-30%**, and **average is under 10%**. Click rate is the percentage of subscribers who open and click a link within the newsletter. According to Mailpoet, **excellent is above 3%**, **good is**



Open Rate



September

October

November

December

January

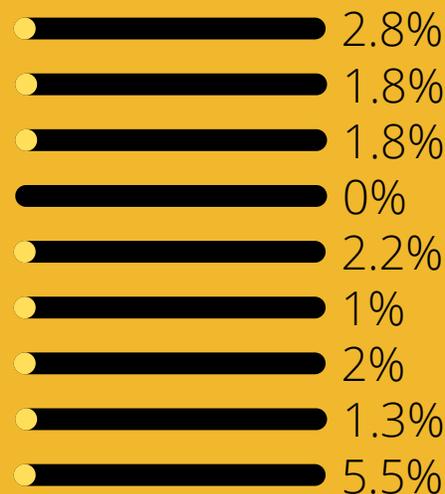
February

March

April

May

Click Rate



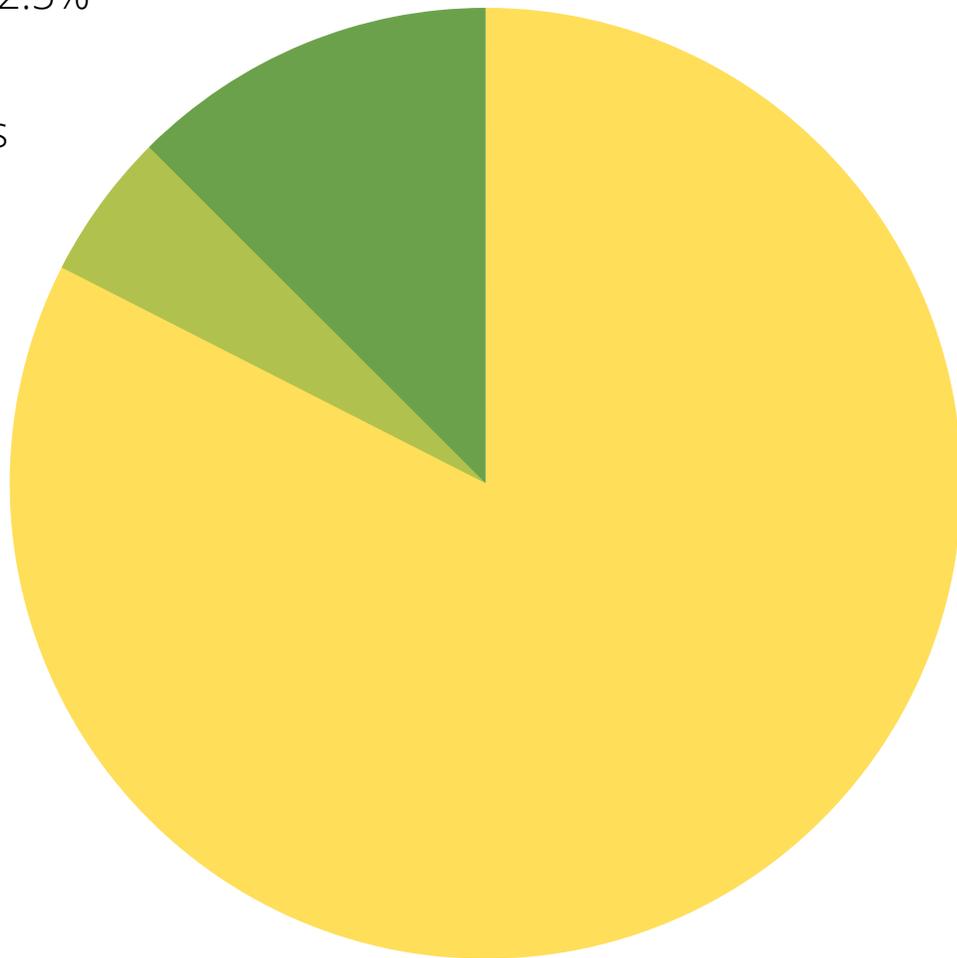


Stay Connected: Mizzou Libraries Student Newsletter

SUBSCRIBER BREAKDOWN

Non-affiliated/Unknown
12.5%

Graduates
5%



Undergraduates
82.5%

SOCIAL MEDIA

Mizzou Libraries main social media platforms are Facebook, Twitter, and Instagram. Mizzou Libraries also encompasses social media accounts from various specialized libraries and departments.

This report only includes metrics for the Mizzou Libraries Facebook, Instagram, Twitter and Youtube from July 2020- June 2021.



4,284



1,577



2,732

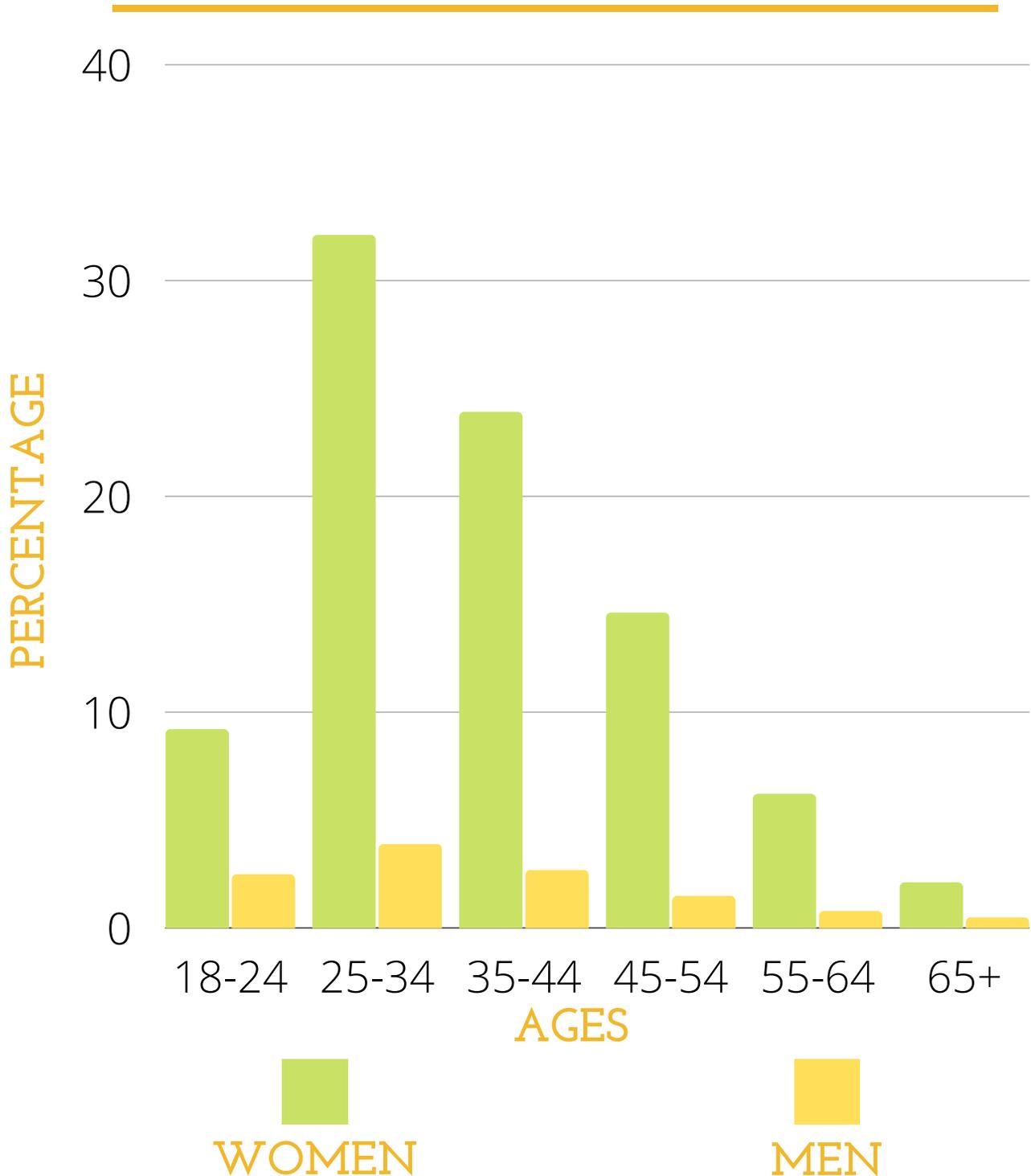


446



Instagram

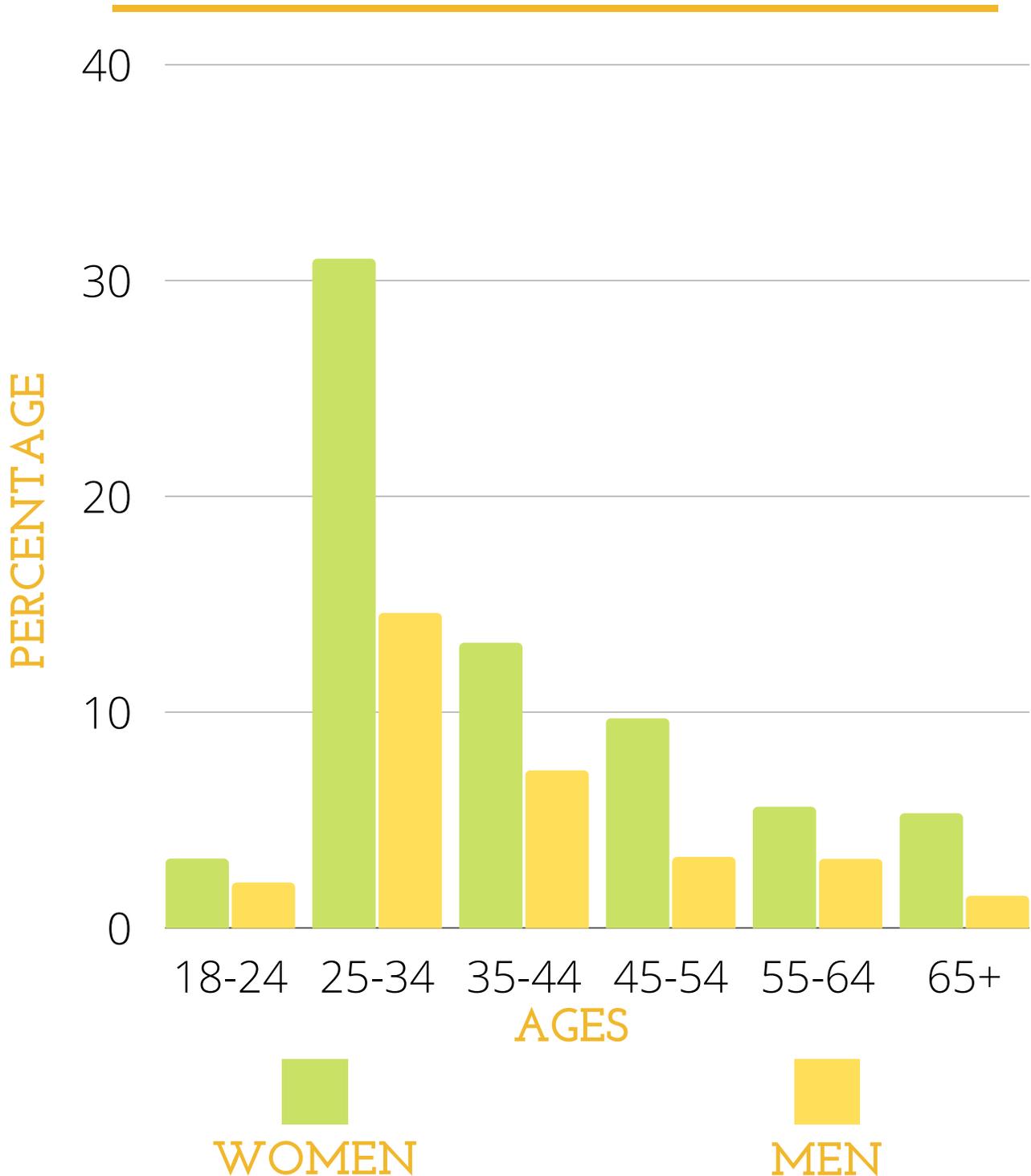
SUBSCRIBER BREAKDOWN

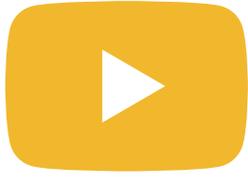




Facebook

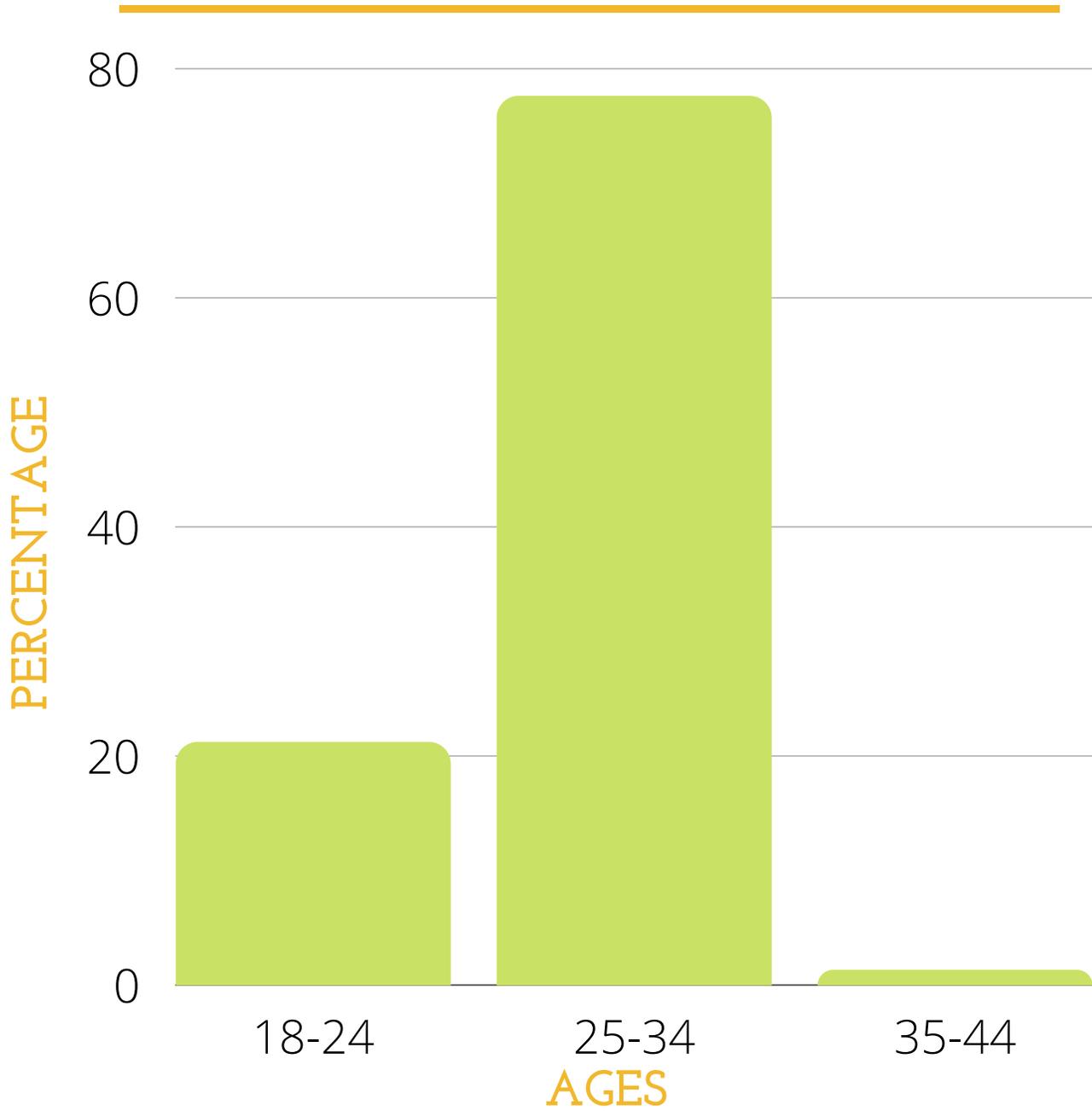
SUBSCRIBER BREAKDOWN





Youtube

VIEWER BREAKDOWN



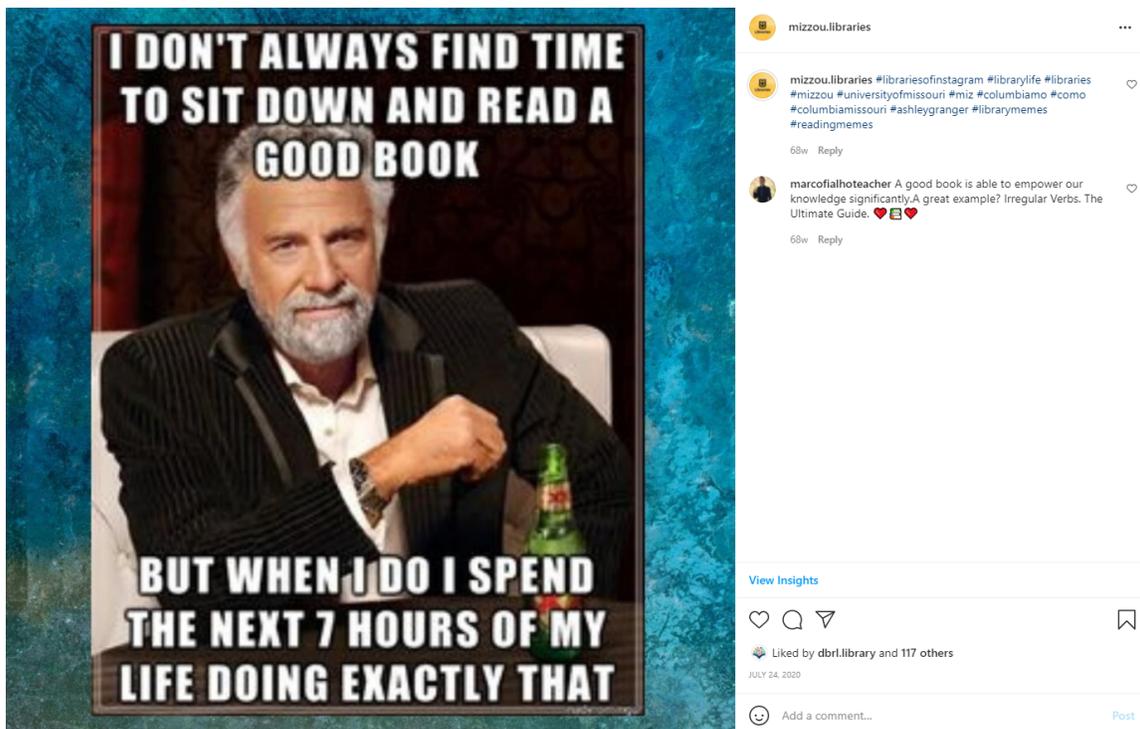


Monthly Breakdown

INSTAGRAM BREAKDOWN

JULY 2020

TOP POST



LIKES
118

SHARES
22

COMMENTS
2

SAVES
4

PROFILE VISITS
3

IMPRESSIONS
1,863

MONTHLY REACH
3,751

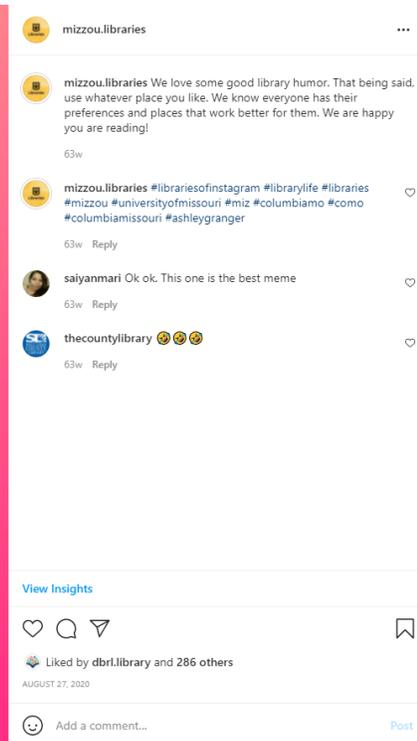


Monthly Breakdown

INSTAGRAM BREAKDOWN

AUGUST 2020

TOP POST



LIKES
287

SHARES
23

COMMENTS
3

SAVES
9

PROFILE VISITS
12

IMPRESSIONS
4,496

MONTHLY REACH
6,109



Monthly Breakdown

INSTAGRAM BREAKDOWN

SEPTEMBER 2020

TOP POST

mizzou.libraries List of books to read before you die:

1. Any book you want
2. Don't read books you don't want to read
3. That's it
4. Congratulations you did it

61w

sophietica I hate-read through 2/3 of Crime and Punishment recently before I finally quit. I need to focus on rule no2 #butitsaclassic

View Insights

Liked by **dbrl.library** and 1,276 others

SEPTEMBER 8, 2020

Add a comment... [Post](#)

LIKES
1277

SHARES
255

COMMENTS
13

SAVES
90

PROFILE VISITS
61

IMPRESSIONS
15,089

MONTHLY REACH
17,473



Monthly Breakdown

INSTAGRAM BREAKDOWN

OCTOBER 2020

TOP POST

mizzou.libraries

mizzou.libraries Featured in this photo is Warren Bass, a baton twirler, at #Mizzou Homecoming in 1963. #DYK in 1961, Warren and his school band performed during half time. There were 63 bands that preformed, but it was Warren who got to most cheers and stole the show, getting a "tremendous roar" every time he tossed the baton. You can read more at the link in our bio. @Mizzouhomecoming

56w

mizzou.libraries #librariesofinstagram #librarylife #mizzou #miz #homecoming

[View Insights](#)

Liked by **mizzou** and 78 others

OCTOBER 12, 2020

Add a comment... [Post](#)

LIKES
79

SHARES
0

COMMENTS
3

SAVES
1

PROFILE VISITS
7

IMPRESSIONS
1,452

MONTHLY REACH
3,521

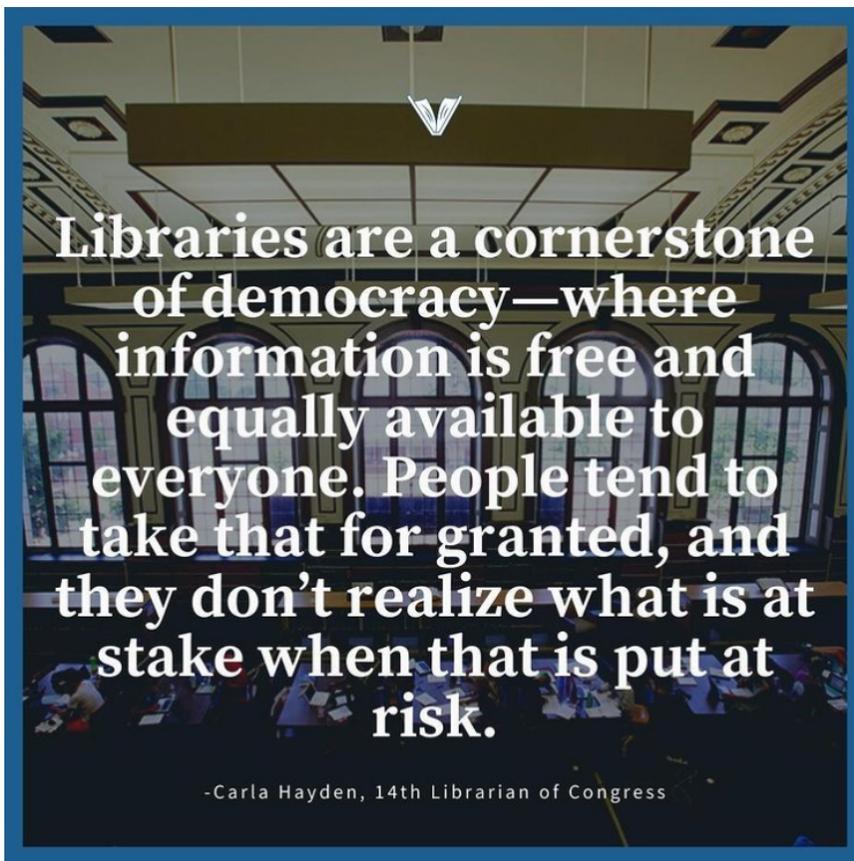


Monthly Breakdown

INSTAGRAM BREAKDOWN

NOVEMBER 2020

TOP POST



mizzou.libraries

mizzou.libraries It's election day so VOTE!
53w

mizzou.libraries
#librariesofinstagram #librarylife #libraries #mizzou #universityofmissouri #miz #columbiamo #como #columbiainmissouri #iglibraries #election2020 #election #govote #voting #getoutthevote
53w Reply

[View Insights](#)

Liked by **dbri.library** and 169 others
NOVEMBER 3, 2020

Add a comment... [Post](#)

LIKES
170

SHARES
21

COMMENTS
1

SAVES
8

PROFILE VISITS
3

IMPRESSIONS
2,274

MONTHLY REACH
4,408

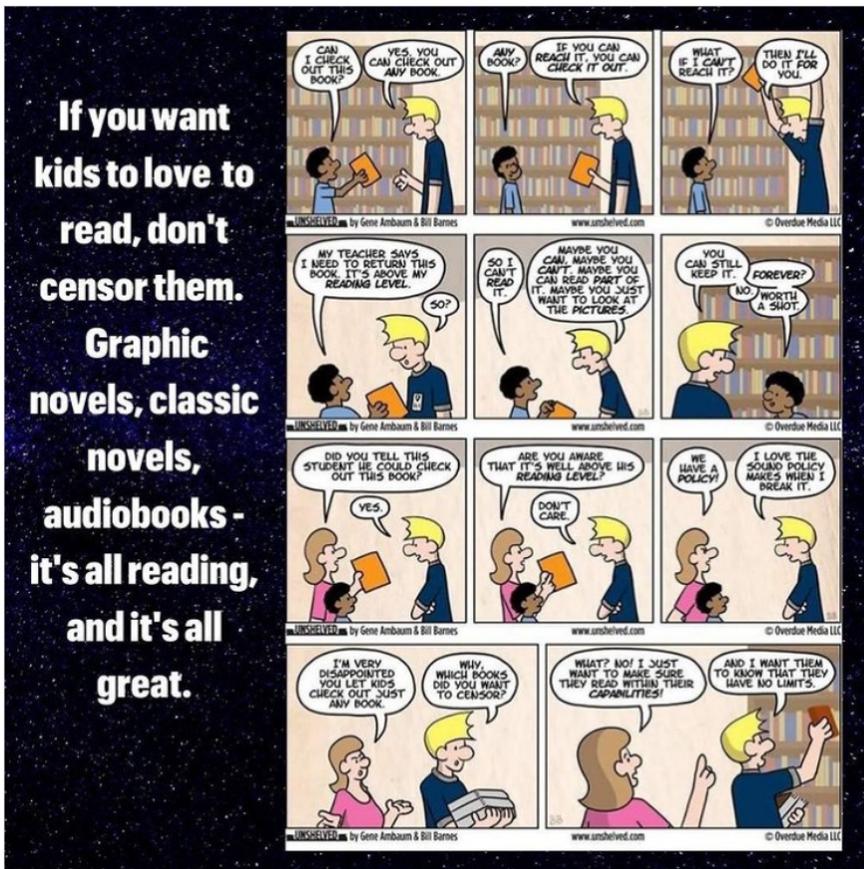


Monthly Breakdown

INSTAGRAM BREAKDOWN

DECEMBER 2020

TOP POST



mizzou.libraries

mizzou.libraries "if you want kids to love to read, don't censor then. Graphic novels, classic novels, audiobooks- it's all reading and it's all great. "

46w

mizzou.libraries #librariesofinstagram #librarylife #libraries #mizzou #universityofmissouri #miz #columbiamo #como #columbiainmissouri #ashleygranger

46w Reply

learn2bokwme This hits hard. When

View Insights

Liked by mizzou and 192 others

DECEMBER 18, 2020

Add a comment... Post

LIKES
193

SHARES
8

COMMENTS
4

SAVES
9

PROFILE VISITS
4

IMPRESSIONS
3,392

MONTHLY REACH
4,913

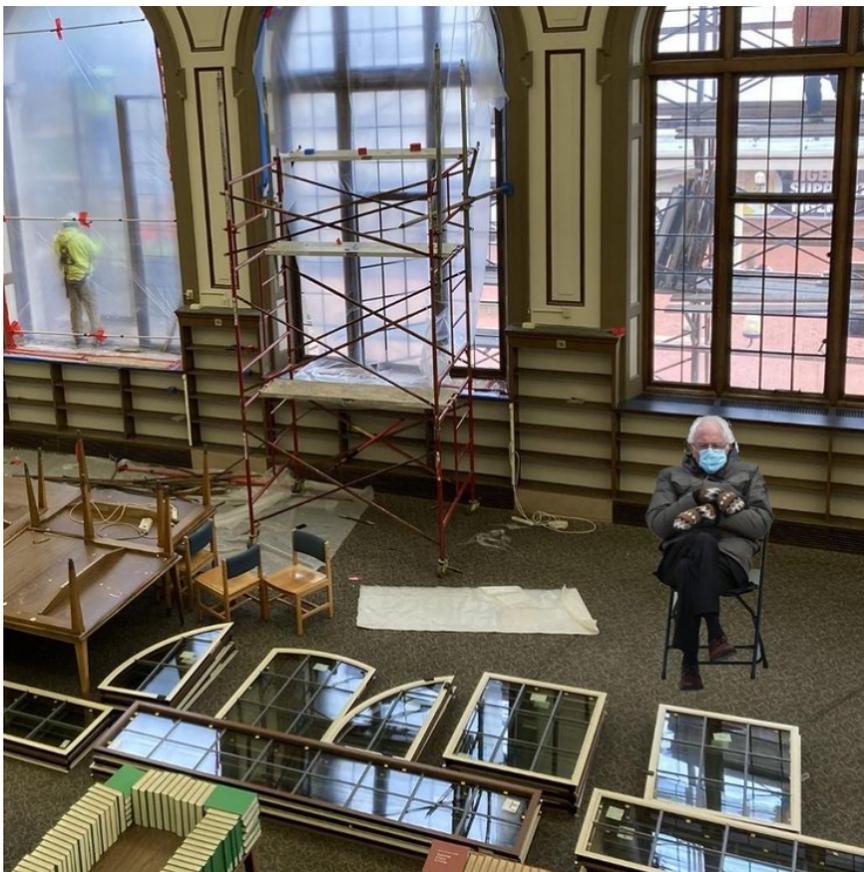


Monthly Breakdown

INSTAGRAM BREAKDOWN

JANUARY 2021

TOP POST



mizzou.libraries



mizzou.libraries "I am once again asking you when the reading room will be open."

We hope you can use the reading room soon! The window restoration project is taking a bit longer than anticipated, but our over 100 year old building needed it.

42w



mizzou.libraries
#librariesofinstagram #librarylife
#libraries #mizzou
#universityofmissouri #miz
#columbiamo #como
#columbiamissouri #librarymemes



View Insights



Liked by muspeccoll and 366 others

JANUARY 21



Add a comment...

Post

LIKES
367

SHARES
48

COMMENTS
4

SAVES
11

PROFILE VISITS
60

IMPRESSIONS
5,174

MONTHLY REACH
9,195



Monthly Breakdown

INSTAGRAM BREAKDOWN

FEBRUARY 2021

TOP POST

mizzou.libraries

mizzou.libraries When you try to find your way out of the Ellis Library stacks

[video description: short clip of the

View Insights

1,035 views
FEBRUARY 8

Add a comment... Post

LIKES
151

SHARES
33

COMMENTS
4

SAVES
5

PROFILE VISITS
36

IMPRESSIONS
2,286

MONTHLY REACH
5,423



Monthly Breakdown

INSTAGRAM BREAKDOWN

MARCH 2021

TOP POST



mizzou.libraries

mizzou.libraries The fact that Keanu Reeves has and uses a public library card fills us with joy ❤️ @lapubliclibrary

[image description: a photo of Keanu Reeves holding up his public library card]

35w

mizzou.libraries #librarylove #librariesofinstagram #librarylife #libraries #mizzou #universityofmissouri #miz #columbiamo #como #columbiamissouri #ashleygranger #keanureeves

View Insights

Liked by mizzouwellbeing and 150 others

MARCH 5

Add a comment... Post

LIKES
151

SHARES
6

COMMENTS
3

SAVES
1

PROFILE VISITS
2

IMPRESSIONS
1,513

MONTHLY REACH
7,295



Monthly Breakdown

INSTAGRAM BREAKDOWN

APRIL 2021

TOP POST



mizzou.libraries

mizzou.libraries It's Friday! What are you reading? [📖: @josie_donaldson]

image description: student reading a book in between library stacks

29w

mizzou.libraries
#librariesofinstagram #librarylife
#libraries #mizzou
#universityofmissouri #miz
#columbiamo #como
#columbiamissouri #Library
#Bookstagram #BooksOfInstagram
#Reading #Books #Read

[View Insights](#)



Liked by mizzouengineer and 86 others

APRIL 16

Add a comment... [Post](#)

LIKES
87

SHARES
1

COMMENTS
3

SAVES
4

PROFILE VISITS
11

IMPRESSIONS
1,361

MONTHLY REACH
3,900



Monthly Breakdown

INSTAGRAM BREAKDOWN

MAY 2021

TOP POST



David J. Trowbridge
@DTrowbridge7

I just told our six-year old about interlibrary loan.

Daughter: They'll get you ANY book? Even if it's ten miles away?

Dad: Even if it's a thousand miles away!

Daughter: Librarians must be magic.

Dad: They have to be. They work with books.

LIKES
493

SHARES
51

SAVES
13

PROFILE VISITS
9

COMMENTS
4

IMPRESSIONS
5,757

MONTHLY REACH
7,228



mizzou.libraries

mizzou.libraries Our ILL employees are definitely hard working magicians.

I just told our six year old about interlibrary loan.
Daughter: They'll get you ANY book? Even if it's ten miles away?
Dad: Even if it's a thousand miles away!
Daughter: Librarians must be magic.
Dad: They have to be. They work with books.

27w

mizzou.libraries
#librariesofinstagram #librarylife
#libraries #mizzou

View Insights

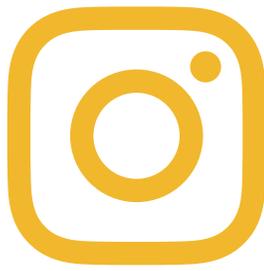
Liked by mizzouwellbeing and 492 others
MAY 6

Add a comment... Post

COMMENTS
4

IMPRESSIONS
5,757

MONTHLY REACH
7,228



Monthly Breakdown

INSTAGRAM BREAKDOWN

JUNE 2021

TOP POST



mizzou.libraries ...

mizzou.libraries Due to the storms this past weekend, we lost the largest and oldest tree outside Ellis Library. The tree was planted as a gift by the #Mizzou class of 1938. The west entrance looks so different now. Thanks to @daniel_zigler for the photo of the fallen down tree.

image description: first image is a photo of a fallen tree outside the west entrance of ellis; the second photo is a placard that was next to the tree that says class of 1938

19w

mizzou.libraries ♡

[View Insights](#)

♡ 💬 📍 🔖

Liked by mizzoubusiness and 284 others

JUNE 30

Add a comment... Post

LIKES
285

SHARES
77

COMMENTS
11

SAVES
9

PROFILE VISITS
67

IMPRESSIONS
3,863

MONTHLY REACH
4,235



Monthly Breakdown

FACEBOOK BREAKDOWN

JULY 2020

MONTHLY METRICS

POSTS

34

REACH

2,074

LIKES

1.4K

TOP POST



LIKES AND REACTIONS

75

COMMENTS

7

REACH

792

SHARES

4



Monthly Breakdown

FACEBOOK BREAKDOWN

AUGUST 2020

MONTHLY METRICS

POSTS

42

REACH

3,572

LIKES

1.4K

TOP POST

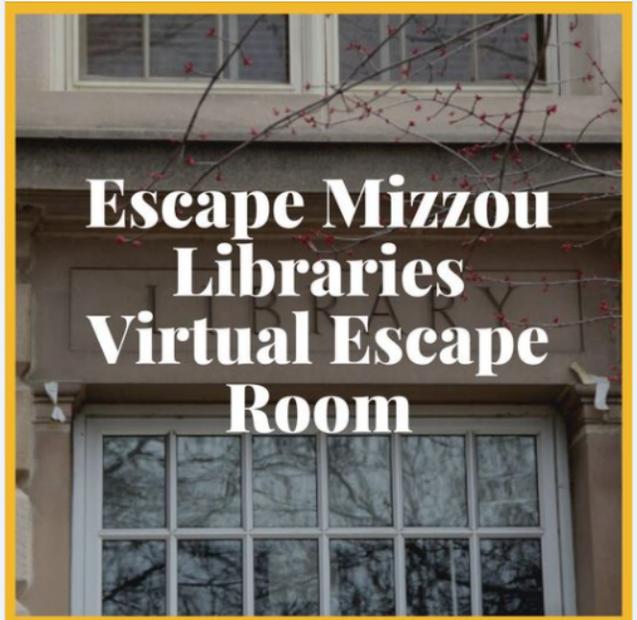


University of Missouri Libraries

Published by Buffer · August 19, 2020 ·

Do you have what it takes to Escape #Mizzou Libraries?
<https://buff.ly/3aQWrXb>

Mizzou students can enter to win a prize back, so make sure you provide your email to be entered.



LIKES AND REACTIONS

16

COMMENTS

0

REACH

1.5K

SHARES

3



Monthly Breakdown

FACEBOOK BREAKDOWN

SEPTEMBER 2020

MONTHLY METRICS

POSTS

50

REACH

2,357

LIKES

1.4K

TOP POST



University of Missouri Libraries

Published by Buffer · September 8, 2020 · 🌐

List of books to read before you die:

1. Any book you want
2. Don't read books you don't want to read
3. That's it
4. Congratulations you did it



read-and-be-merry

List of Books to Read Before You Die

1. Any book you want
2. Don't read books you don't want to read
3. That's it
4. Congratulations you did it



LIKES AND
REACTIONS

126

COMMENTS

27

REACH

1.5K

SHARES

11



Monthly Breakdown

FACEBOOK BREAKDOWN

OCTOBER 2020

MONTHLY METRICS

POSTS

47

REACH

1,533

LIKES

1.4K

TOP POST



LIKES AND REACTIONS

26

COMMENTS

1

REACH

400

SHARES

3



Monthly Breakdown

FACEBOOK BREAKDOWN

NOVEMBER 2020

MONTHLY METRICS

POSTS

31

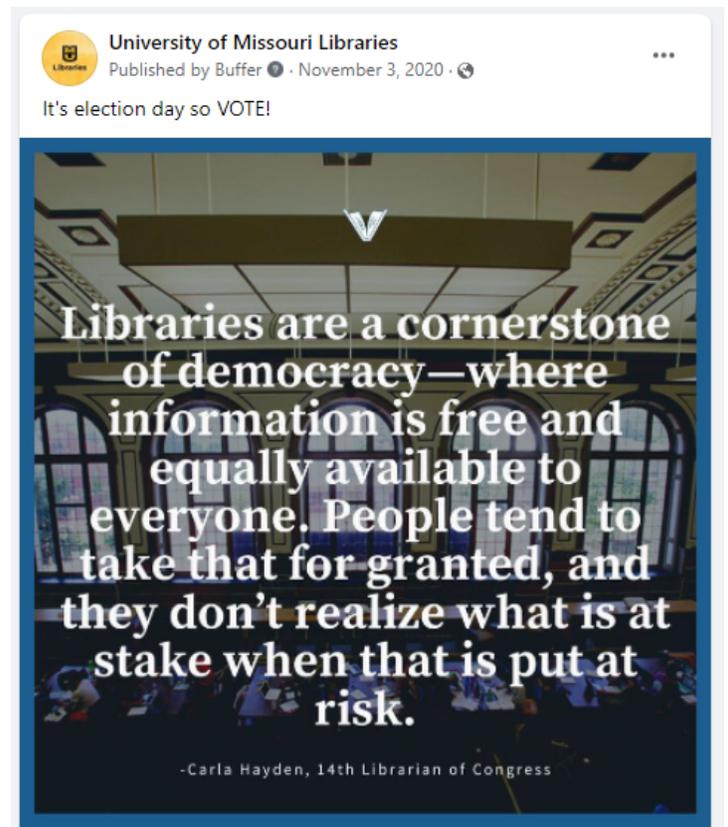
REACH

2,237

LIKES

1.4K

TOP POST



LIKES AND REACTIONS

36

COMMENTS

0

REACH

770

SHARES

0



Monthly Breakdown

FACEBOOK BREAKDOWN

DECEMBER 2020

MONTHLY METRICS

POSTS

33

REACH

1,714

LIKES

1.4K

TOP POST



LIKES AND
REACTIONS

34

COMMENTS

1

REACH

586

SHARES

0



Monthly Breakdown

FACEBOOK BREAKDOWN

JANUARY 2021

MONTHLY METRICS

POSTS

45

REACH

7,861

LIKES

1.4K

TOP POST

 **University of Missouri Libraries**
Published by Buffer · January 27 · 🌐

We ❤️ getting the chance to show off our Mizzou Libraries on #LibraryShelfie Day!

1. Arianna is working hard getting rooms 201 and 202 back in order for students to use soon!
2. 10,000+ brand new shelves waiting to be filled with books at the new addition to the depository... [See more](#)



LIKES AND
REACTIONS

168

COMMENTS

4

REACH

3.9K

SHARES

11



Monthly Breakdown

FACEBOOK BREAKDOWN

FEBRUARY 2021

MONTHLY METRICS

POSTS

42

REACH

1,721

LIKES

1.4K

TOP POST



LIKES AND
REACTIONS

26

COMMENTS

0

REACH

520

SHARES

8



Monthly Breakdown

FACEBOOK BREAKDOWN

MARCH 2021

MONTHLY METRICS

POSTS

56

REACH

3,920

LIKES

1.4K

TOP POST

 **University of Missouri Libraries**
Published by Buffer · March 19 · 

The Grand Reading Room is finally open! We repeat, the Grand Reading Room is open! Enjoy plenty of socially distanced study space while you admire our new energy efficient windows  IG: heckmanmckenna

[image description: photo of the ellis library grand reading room with some students studying in the background]



LIKES AND REACTIONS

153

COMMENTS

19

REACH

2.3K

SHARES

15



Monthly Breakdown

FACEBOOK BREAKDOWN

APRIL 2021

MONTHLY METRICS

POSTS

41

REACH

3,920

LIKES

1.4K

TOP POST

 **University of Missouri Libraries**
Published by Buffer · April 9 · 🌐

It's Friday! What are you reading?
We've received a ton of new books this week! That's a lot of books to process.
[image description: photo of four book carts full of new books waiting to be processed]



LIKES AND
REACTIONS

40

COMMENTS

1

REACH

1.6K

SHARES

7



Monthly Breakdown

FACEBOOK BREAKDOWN

MAY 2021

MONTHLY METRICS

POSTS
18

REACH
789

LIKES
1.4K

TOP POST



LIKES AND REACTIONS

29

COMMENTS

0

REACH
397

SHARES
2



Monthly Breakdown

FACEBOOK BREAKDOWN

JUNE 2021

MONTHLY METRICS

POSTS
15

REACH
789

LIKES
1.4K

TOP POST

University of Missouri Libraries
Published by Buffer · June 30 · 🌐

Due to the storms this past weekend, we lost the largest and oldest tree outside Ellis Library. The tree was planted as a gift by the [#Mizzou](#) class of 1938. The west entrance looks so different now. Thanks to [@daniel_zigler](#) for the photo of the fallen down tree.

image description: first image is a photo of a fallen tree outside the west entrance of ellis; the second photo is a placard that was next to the tree that says class of 1938

LIKES AND
REACTIONS

287

COMMENTS

37

REACH

3.1K

SHARES

19



Monthly Breakdown

TWITTER BREAKDOWN

JULY 2020

MONTHLY METRICS

TWEETS

42

TWEET IMPRESSIONS

48.3K

PROFILE VISITS

116

MENTIONS

11

TOP TWEET



Mizzou Libraries
@MizzouLibraries



Library Curbside Pickup for MU Faculty and Students Starts July 1st buff.ly/3iffbOx

**Curbside Pickup of
Library Materials
Begins July 1**



LIKES

9

RETWEETS

6

REPLIES

1

IMPRESSIONS

13,257

ENGAGEMENTS

394



Monthly Breakdown

TWITTER BREAKDOWN

AUGUST 2020

MONTHLY METRICS

TWEETS

38

TWEET IMPRESSIONS

88.9K

PROFILE VISITS

634

MENTIONS

22

TOP TWEET



Mizzou Libraries
@MizzouLibraries



Hey @Mizzou! We want to help you stay connected with #Mizzou Libraries. Sign up for our student newsletter. Subscribe here: buff.ly/2CVkzeq and be sure to click Stay Connected: The Mizzou Libraries Student Newsletter

We are here for you #TigersSupportTigers



LIKES

6

RETWEETS

5

REPLIES

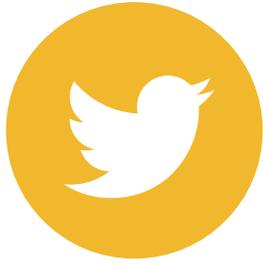
0

IMPRESSIONS

18,812

ENGAGEMENTS

163



Monthly Breakdown

TWITTER BREAKDOWN

SEPTEMBER 2020

MONTHLY METRICS

TWEETS

58

TWEET IMPRESSIONS

97.9K

PROFILE VISITS

346

MENTIONS

37

TOP TWEET

 Mizzou Libraries
@MizzouLibraries

Remember to wear your mask when you visit any of the Mizzou Libraries. [#MaskUpMizzou](#)



LIKES

18

RETWEETS

5

REPLIES

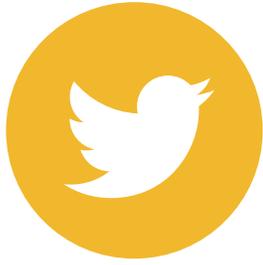
0

IMPRESSIONS

22,204

ENGAGEMENTS

2,542



Monthly Breakdown

TWITTER BREAKDOWN

OCTOBER 2020

MONTHLY METRICS

TWEETS

61

TWEET IMPRESSIONS

88.8K

PROFILE VISITS

285

MENTIONS

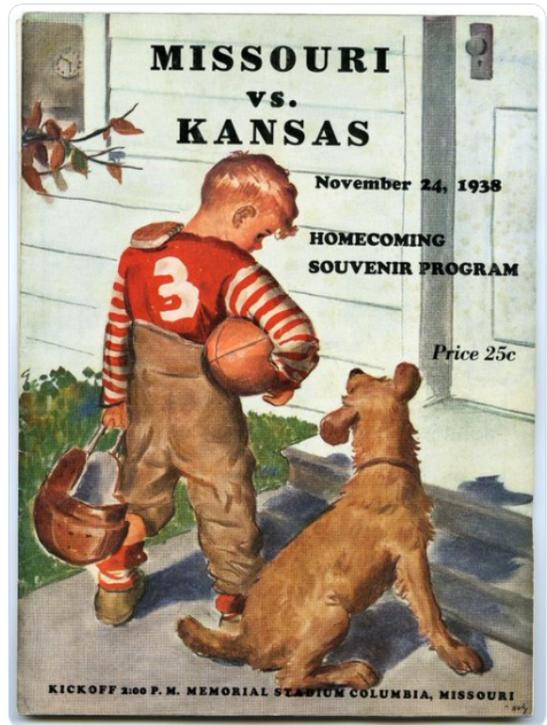
17

TOP TWEET



Mizzou Libraries
@MizzouLibraries

Ever curious about what the #Mizzou homecoming program looked like in 1938 against Kansas? And wow it was 25 cents! @MU_Homecoming



LIKES

104

RETWEETS

11

REPLIES

2

IMPRESSIONS

32,433

ENGAGEMENTS

7,792



Monthly Breakdown

TWITTER BREAKDOWN

NOVEMBER 2020

MONTHLY METRICS

TWEETS

41

TWEET IMPRESSIONS

65.8K

PROFILE VISITS

326

MENTIONS

28

TOP TWEET



Mizzou Libraries
@MizzouLibraries

...

Raise your hand if you have one of our I ❤️ Mizzou Libraries stickers [📷 IG: jeffreycraigg]



LIKES

14

RETWEETS

3

REPLIES

2

IMPRESSIONS

17,632

ENGAGEMENTS

573



Monthly Breakdown

TWITTER BREAKDOWN

DECEMBER 2020

MONTHLY METRICS

TWEETS

27

TWEET IMPRESSIONS

36.9K

PROFILE VISITS

341

MENTIONS

95

TOP TWEET



Mizzou Libraries
@MizzouLibraries



Writing Your Final Paper? Mizzou Libraries Can Help



library.missouri.edu

Writing Your Final Paper? Mizzou Libraries Can Help
It's that time of the semester when you are most likely
thinking about your final papers. We've got several guides t...

LIKES

6

RETWEETS

2

REPLIES

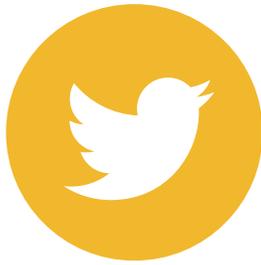
0

IMPRESSIONS

12,995

ENGAGEMENTS

56



Monthly Breakdown

TWITTER BREAKDOWN

JANUARY 2021

MONTHLY METRICS

TWEETS

37

TWEET IMPRESSIONS

90.1K

PROFILE VISITS

1,348

MENTIONS

84

TOP TWEET



Mizzou Libraries
@MizzouLibraries

...

In the spirit of the [@ThisOldHouse](#) what is it segment, this is attached to the floorboards of one of our librarian's 1930 home. It is marked "Western Electric". Your clue: land line. What's your guess? Click the link for the answer buff.ly/3cmpEM5



LIKES

18

RETWEETS

1

REPLIES

18

IMPRESSIONS

12,995

ENGAGEMENTS

56



Monthly Breakdown

TWITTER BREAKDOWN

FEBRUARY 2021

MONTHLY METRICS

TWEETS

44

TWEET IMPRESSIONS

50.6K

PROFILE VISITS

1,385

MENTIONS

12

TOP TWEET



Mizzou Libraries
@MizzouLibraries



When you try to find your way out of the Ellis Library stacks



LIKES

73

RETWEETS

14

REPLIES

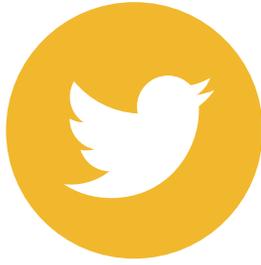
0

IMPRESSIONS

5,031

ENGAGEMENTS

808



Monthly Breakdown

TWITTER BREAKDOWN

MARCH 2021

MONTHLY METRICS

TWEETS

49

TWEET IMPRESSIONS

99.8K

PROFILE VISITS

1,393

MENTIONS

19

TOP TWEET



Mizzou Libraries
@MizzouLibraries

...

The Grand Reading Room is finally open! We repeat, the Grand Reading Room is open! Enjoy plenty of socially distanced study space while you admire our new energy efficient windows [📷 IG: heckmanmckenna]



LIKES

45

RETWEETS

4

REPLIES

2

IMPRESSIONS

18,271

ENGAGEMENTS

601



Monthly Breakdown

TWITTER BREAKDOWN

APRIL 2021

MONTHLY METRICS

TWEETS

67

TWEET IMPRESSIONS

63.2K

PROFILE VISITS

1,798

MENTIONS

32

TOP TWEET

One of our favorite weeks of the year!

#NationalLibraryWeek 🥰

twitter.com/Mizzou/status/...



LIKES

5

RETWEETS

2

REPLIES

0

IMPRESSIONS

15,802

ENGAGEMENTS

29



Monthly Breakdown

TWITTER BREAKDOWN

MAY 2021

MONTHLY METRICS

TWEETS

20

TWEET IMPRESSIONS

19.5K

PROFILE VISITS

518

MENTIONS

6

TOP TWEET



Mizzou Libraries
@MizzouLibraries



We have surprise guests outside the health sciences library!



LIKES

30

RETWEETS

1

REPLIES

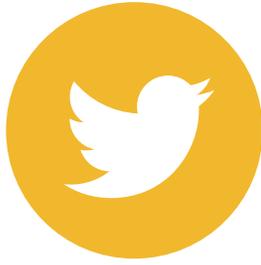
0

IMPRESSIONS

4,401

ENGAGEMENTS

165



Monthly Breakdown

TWITTER BREAKDOWN

JUNE 2021

MONTHLY METRICS

TWEETS

16

TWEET IMPRESSIONS

17.5K

PROFILE VISITS

729

MENTIONS

1

TOP TWEET



Mizzou Libraries
@MizzouLibraries



It's going to be hot out here this weekend in Missouri. Perhaps this snowy photo will help cool you down. This snowy shot features the west wing of Ellis Library as well as the pedestrian tunnel underneath 9th Street which was filled in sometime in the 1990s.



LIKES

11

RETWEETS

0

REPLIES

0

IMPRESSIONS

5,727

ENGAGEMENTS

390

Monthly Breakdown



YOUTUBE BREAKDOWN

JULY 2020

MOST VIEWED VIDEO OF THE MONTH



Zotero 06: Adding Websites To Zotero
15K views • 5 years ago

University of Missouri Libraries

Zotero 06: Adding Websites To Zotero Created by Rachel Brekhus.

VIEWS
192

LIKES
0

SHARES
0

COMMENTS
0

MONTHLY STATS

VIEWS
1,968

LIKES
9

SHARES
7

COMMENTS
0

IMPRESSIONS
14.5K

UNIQUE VIEWERS
1.6K

Monthly Breakdown



YOUTUBE BREAKDOWN

AUGUST 2020

MOST VIEWED VIDEO OF THE MONTH



History of Writing & Western Dress 1/3: Early Civilizations: Mesopotamia, Egypt, Ancient Greece/Rome

10K views · 4 years ago

 University of Missouri Libraries

History of Writing & Western Dress Part 1 of 3: Early Civilizations: Mesopotamia, Egypt, Ancient Greece/Rome Learn abc

CC

12:15

VIEWS
357

LIKES
2

SHARES
0

COMMENTS
0

MONTHLY STATS

VIEWS
2,302

LIKES
16

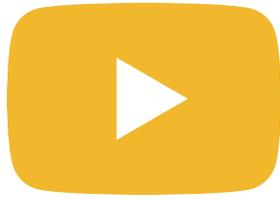
SHARES
9

COMMENTS
2

IMPRESSIONS
18.6K

UNIQUE VIEWERS
1.8K

Monthly Breakdown



YOUTUBE BREAKDOWN

SEPTEMBER 2020

MOST VIEWED VIDEO OF THE MONTH



History of Writing & Western Dress 1/3: Early Civilizations: Mesopotamia, Egypt, Ancient Greece/Rome

10K views · 4 years ago

 University of Missouri Libraries

History of Writing & Western Dress Part 1 of 3: Early Civilizations: Mesopotamia, Egypt, Ancient Greece/Rome Learn abc

CC

VIEWS
403

LIKES
4

SHARES
1

COMMENTS
0

MONTHLY STATS

VIEWS
3,353

LIKES
28

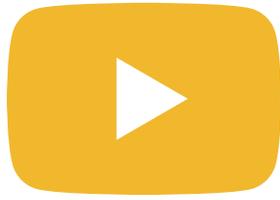
SHARES
14

COMMENTS
18

IMPRESSIONS
25.1K

UNIQUE VIEWERS
2.4K

Monthly Breakdown



YOUTUBE BREAKDOWN

OCTOBER 2020

MOST VIEWED VIDEO OF THE MONTH



Zotero 06: Adding Websites To Zotero

15K views • 5 years ago



University of Missouri Libraries

Zotero 06: Adding Websites To Zotero Created by Rachel Brekhus.

VIEWS

291

LIKES

0

SHARES

0

COMMENTS

0

MONTHLY STATS

VIEWS

2,965

LIKES

23

SHARES

6

COMMENTS

3

IMPRESSIONS

19.6K

UNIQUE VIEWERS

2.1K

Monthly Breakdown



YOUTUBE BREAKDOWN

NOVEMBER 2020

MOST VIEWED VIDEO OF THE MONTH



Zotero 06: Adding Websites To Zotero

15K views · 5 years ago



University of Missouri Libraries

Zotero 06: Adding Websites To Zotero Created by Rachel Brekhus.

VIEWS
370

LIKES
2

SHARES
2

COMMENTS
0

MONTHLY STATS

VIEWS
2,340

LIKES
19

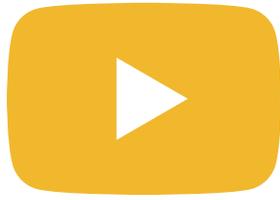
SHARES
9

COMMENTS
2

IMPRESSIONS
13.8K

UNIQUE VIEWERS
1.8K

Monthly Breakdown



YOUTUBE BREAKDOWN

DECEMBER 2020

MOST VIEWED VIDEO OF THE MONTH



Zotero 06: Adding Websites To Zotero

15K views · 5 years ago



University of Missouri Libraries

Zotero 06: Adding Websites To Zotero Created by Rachel Brekhus.

VIEWS

348

LIKES

1

SHARES

0

COMMENTS

0

MONTHLY STATS

VIEWS

2,272

LIKES

15

SHARES

18

COMMENTS

2

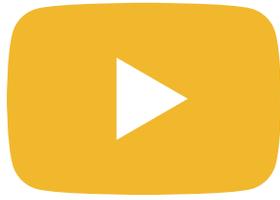
IMPRESSIONS

17.1K

UNIQUE VIEWERS

1.7K

Monthly Breakdown



YOUTUBE BREAKDOWN

JANUARY 2021

MOST VIEWED VIDEO OF THE MONTH



Zotero 06: Adding Websites To Zotero

15K views · 5 years ago



University of Missouri Libraries

Zotero 06: Adding Websites To Zotero Created by Rachel Brekhus.

VIEWS
290

LIKES
1

SHARES
0

COMMENTS
0

MONTHLY STATS

VIEWS
2,269

LIKES
14

SHARES
42

COMMENTS
1

IMPRESSIONS
18.4K

UNIQUE VIEWERS
2.0K

Monthly Breakdown



YOUTUBE BREAKDOWN

FEBRUARY 2021

MOST VIEWED VIDEO OF THE MONTH



Zotero 06: Adding Websites To Zotero

15K views · 5 years ago



University of Missouri Libraries

Zotero 06: Adding Websites To Zotero Created by Rachel Brekhus.

VIEWS

234

LIKES

3

SHARES

3

COMMENTS

0

MONTHLY STATS

VIEWS

2,397

LIKES

24

SHARES

28

COMMENTS

3

IMPRESSIONS

21.9K

UNIQUE VIEWERS

1.8K

Monthly Breakdown



YOUTUBE BREAKDOWN

MARCH 2021

MOST VIEWED VIDEO OF THE MONTH



Zotero 06: Adding Websites To Zotero

15K views • 5 years ago



University of Missouri Libraries

Zotero 06: Adding Websites To Zotero Created by Rachel Brekhus.

VIEWS

363

LIKES

1

SHARES

3

COMMENTS

0

MONTHLY STATS

VIEWS

3,373

LIKES

30

SHARES

50

COMMENTS

4

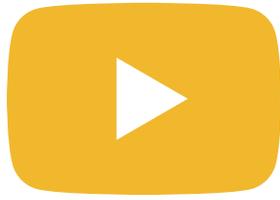
IMPRESSIONS

32.6K

UNIQUE VIEWERS

2.2K

Monthly Breakdown



YOUTUBE BREAKDOWN

APRIL 2021

MOST VIEWED VIDEO
OF THE MONTH



Zotero 06: Adding Websites To Zotero

15K views • 5 years ago



University of Missouri Libraries

Zotero 06: Adding Websites To Zotero Created by Rachel Brekhus.

VIEWS
406

LIKES
3

SHARES
0

COMMENTS
0

MONTHLY STATS

VIEWS
2,829

LIKES
23

SHARES
35

COMMENTS
2

IMPRESSIONS
21.4K

UNIQUE VIEWERS
2.0K

Monthly Breakdown



YOUTUBE BREAKDOWN

MAY 2021

MOST VIEWED VIDEO OF THE MONTH



Zotero 06: Adding Websites To Zotero

15K views • 5 years ago



University of Missouri Libraries

Zotero 06: Adding Websites To Zotero Created by Rachel Brekhus.

VIEWS

406

LIKES

3

SHARES

0

COMMENTS

0

MONTHLY STATS

VIEWS

2,800

LIKES

29

SHARES

18

COMMENTS

3

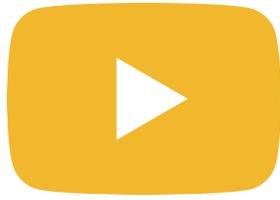
IMPRESSIONS

20.9K

UNIQUE VIEWERS

2.1K

Monthly Breakdown



YOUTUBE BREAKDOWN

JUNE 2021

MOST VIEWED VIDEO OF THE MONTH



Zotero 06: Adding Websites To Zotero

15K views · 5 years ago



University of Missouri Libraries

Zotero 06: Adding Websites To Zotero Created by Rachel Brekhus.

VIEWS
360

LIKES
1

SHARES
0

COMMENTS
0

MONTHLY STATS

VIEWS
2,425

LIKES
19

SHARES
30

COMMENTS
2

IMPRESSIONS
16.8K

UNIQUE VIEWERS
1.8K