

# Ae:ther

Re:search

## ROMAN REPUBLICAN ANTIQUARIANISM: BACK TO THE FUTURE ENGAGEMENT REPORT



Aether

29 Nov · 🌐

There's much more hidden behind the architecture and stone we normally view Roman history through. [UCL research reveals...](#) See more



researchaether.com

Roman Republican Antiquarianism:  
Back to the Future

Learn more

👍 490

3 comments · 28 shares

👍 Like

💬 Comment

➦ Share

As a team we were impressed by the viral interest through Facebook communities. It's easy to encourage likes through clever posting, but it was rewarding to see 28 people want to share your content with their followers.

Twitter was not as strong by number, but both the **UCL History media team** and **Professor Christopher Smith** (Executive Chair of the AHRC) both took time to share the article with their followers boosting the number of people viewing the **FRRAnt** project outreach.

As a platform, this is still very much our launch phase, and now that we know the community responds well to the your research domain, we are very much looking forward to publishing your second article.

|   |  |  |  |
|---|--|--|--|
| <p><b>Direct email campaign</b></p> <p>95% EU research project leaders<br/>5% public sector employees</p> | <p>Reach</p> <p><b>14,556</b></p>              | <p>Total opens</p> <p><b>4,903</b></p> <p>(2,702 unique users opened 1.8x)</p> | <p>Average publication session duration</p> <p><b>2minutes 39seconds</b></p> |
| <p><b>Online media</b></p> <p>Facebook, Instagram, LinkedIn, Twitter</p>                                  | <p>Views / impressions</p> <p><b>5,590</b></p> | <p>Engagement (likes, comments, shares, clicks)</p> <p><b>699</b></p>          | <p>Average article session duration</p> <p><b>1minute 39seconds</b></p>      |
| <p><b>Total audience</b></p>  | <p>Reach</p> <p><b>20,146</b></p>              | <p>Views</p> <p><b>4,140</b></p>   | <p>Online engagement</p> <p><b>699</b></p>                                   |

### Top 5 domains recorded by number of sessions:

1. @ucl.ac.uk
2. @cam.ac.uk
3. @uu.nl
4. @weizmann.ac.il
5. @uva.nl

