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2-15-2017

Defining Your Online Presence For The Arts Professional: Facebook, Twitter and Instagram

Lauren Puzier
lpuzier@albany.edu

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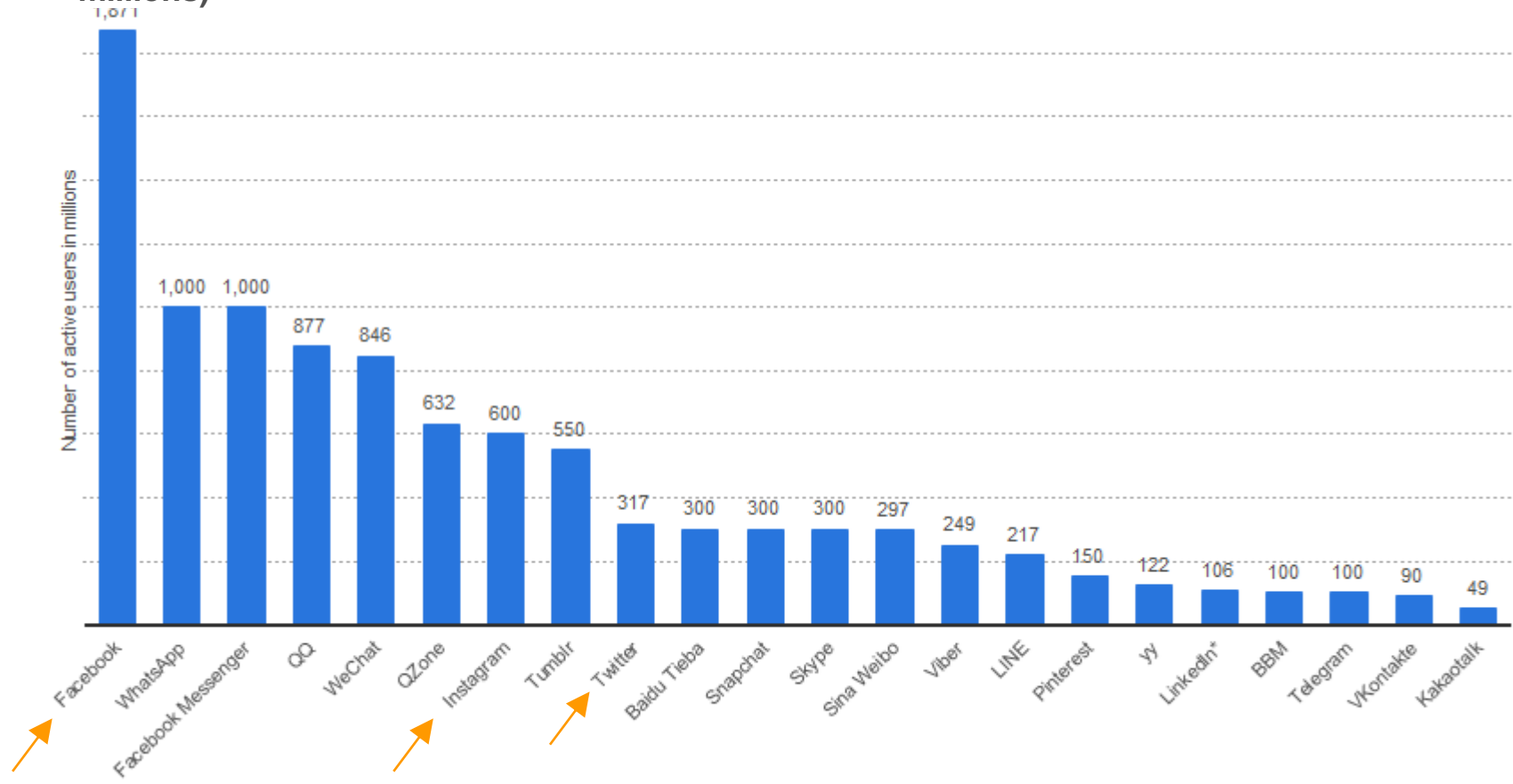
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Defining your online presence for the arts professional

Facebook, Twitter and Instagram

Leading social networks worldwide as of January 2017, ranked by number of active users (in millions)



You can assign roles to your different social media outlets.



Behind the scenes photos

Quotes

Blog Posts

Newsletters,
Announcements



Blog posts, interesting
articles

Quotes

News in the arts

Vine or Youtube Videos

Event updates, openings

Newsletters,
Announcements



Behind the scenes photos

Completed works / in
progress works photos

Videos / Instagram stories

Event information

In this blog post, Chief Digital Officer @LoicTallon discusses the Museum's move to Open Access: [met.org/2kPQMII](https://www.metmuseum.org/2kPQMII) 
[#MetOpenAccess](#) 

Linked Handle 

Shortened URL 

Related Hashtag 

Image 



 Share  Print  Link  Public Domain  Download  Enlarge







RETWEETS 163
LIKES 225



4:38 PM - 7 Feb 2017

 3  163  225

 **Lauren Marie**
Edit Profile

- MY EVENTS
-  Upcoming
 -  Calendar
 -  Discover
 -  Subscribed
 -  Past
 -  Create



FEB 5 Lunar New Year Festival: Year of the Rooster

Public · Festival · with The Metropolitan Museum of Art, New York

Interested Going ⋮

 5 February at 11:00–17:00
about 1 week ago

 The Metropolitan Museum of Art, New York Show Map

1000 5th Ave, New York, New York 10028

About Discussion

 Write Post  Add Photo/Video  Create Poll 

 Write something...

329 went · 1.5k interested

Share this event with your followers

Details

May art bring you good fortune! Mark the Year of the Rooster, one of the twelve animals of the Chinese zodiac, with performances, interactive gallery activities, and artist-led workshops for all ages.

Related Events See more

 **Come, One and All, to the Mys...**
Friday at The Metropolitan Mus...
Art · 54 guests
Interested · Going

 **Drop-In Tea Ceremonies**
24 February UTC at Impression...
1 guest
Interested · Going

 **Monteverdi Vespers of 1610**
8 April at The Metropolitan Mus...
Concert · Hosted by TN Test Page
Interested · Going

 **Royal Mistresses & Scandalo...**
Saturday at The Metropolitan M...
Art · 22 guests
Interested · Going

 **Newark Arts Honors Gala 2017**
29 March at The Avenue A Club
Fundraiser · 26 guests
Interested · Going

 **Look Groups at Newlyn Art G...**
25 March UTC at Newlyn Art G...
Hosted by Tate St Ives Look Gr...
Interested · Going

- TRENDING AMONG FRIENDS
-   
 - RECOMMENDED GAMES
 - Sativa Ananda was tagged in Frank Barone's photo.
 - Jacque Higgins Lape likes Robert Hayes's photo.
 - Zack Schoedel "he you're about to humiliate a racist idiot in the comments."
 - Steph Pich
 - Wendy Hoang
 - Kevin Garmy
 - Shayla Michelle Adams
 - Michelle Johnson
 - Julia L. White
 - Yvonne Hahn
 - Christina White
 - Stephen Douglas
 - Beverly Kerton
 - Elizabeth Erin
 - Sarah Youngs

GROUP CONVERSATIONS

 Turn on chat to see who's available.



28 day summary with change over previous period

Tweets
607 ↓ 3.3%



Tweet impressions
4.23M ↑ 8.2%



Profile visits
43.8K ↑ 28.3%



Mentions
2,888 ↑ 35.7%



Followers
28.6K ↑ 439



Feb 2017 · 10 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 74.8K impressions

Bart Hubbuch Suing New York Post Over Trump Tweet Dismissal wp.me/p3LRnW-2maL

↩ 15 ↻ 5 ❤ 16

View Tweet activity

View all Tweet activity

Top Follower followed by 2.21M people



Chris Mortensen

@mortreport **FOLLOWS YOU**

Top mention earned 2,910 engagements



Chris Broussard

@Chris_Broussard · Feb 7

Jerry Krause Assertion that Michael Jordan Never Lobbied for Help Is Revisionist BS | wp.me/p3LRnW-2m6J via

↩ 26 ↻ 123 ❤ 177

View Tweet

Tweets with photos get noticed



It's true. Tweets with images **drive more engagement** and generate more responses.

[Learn how to share a photo](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people



Promoted Tweets and content open up your reach on Twitter to more people.

Get started

FEB 2017 SUMMARY

Tweets
221

Tweet impressions
1.66M








Profile visits
13.3K

Mentions
719

New followers
127

Tweets **Top Tweets** Tweets and replies Promoted

Impressions Engagements Engagement rate

	Impressions	Engagements	Engagement rate
 [Redacted] - Feb 9 Bart Hubbuch Suing New York Post Over Trump Tweet Dismissal wp.me/p3LRnW-2maL View Tweet activity	75,077	1,874	2.5%
 [Redacted] - Feb 2 Leaked Art Briles Text Messages Paint Ugly Picture Of Baylor Tenure wp.me/p3LRnW-2IXa View Tweet activity	60,586	5,172	8.5%
 [Redacted] - Jan 15 Aaron Rodgers Made Up Game-Winning Play in Packers Huddle wp.me/p3LRnW-2lht View Tweet activity	59,668	28,344	47.5%
 [Redacted] - Jan 23 Tom Brady's Career Has Now Eclipsed Michael Jordan's as the Greatest in Modern Team Sports wp.me/p3LRnW-2Ix5 View Tweet activity	58,845	6,093	10.4%
 [Redacted] - Feb 5 Tom Brady Concerned His Jersey Was Stolen After Super Bowl LI wp.me/p3LRnW-2m2U View Tweet activity	53,632	33,814	63.0%
 [Redacted] - Jan 29 Pat Tillman's Wife Blasts Donald Trump's Immigration Ban wp.me/p3LRnW-2IKU View Tweet activity	48,534	5,386	11.1%
 [Redacted] - Feb 9 Somebody Added Barack Obama to NBA 2K17 and He's	36,158	1,946	5.4%

Promote

Promote

Promote

Promote

Promote

Promote

Engagements

Showing 28 days with daily frequency

Engagement rate

4.9%

Feb 11
3.4% engagement rate



Link clicks

122.1K

Feb 11
1.4K link clicks



On average, you earned **4.4K link clicks** per day

Retweets

3.2K

Feb 11
29 Retweets



On average, you earned **114 Retweets** per day

Likes

5.4K

Feb 11
59 likes



Page Summary Last 7 days ↕

Results from Feb 05, 2017 - Feb 11, 2017

Actions on Page *i*

February 4 - February 10



We don't have data to show you this week.

Page Views *i*

February 4 - February 10

176

Total Page Views ▼ 33%

**Page Likes**

February 4 - February 10

91

Page Likes ▼ 39%

**Reach** *i*

February 4 - February 10

222,133

People Reached ▼ 55%

**Post Engagements** *i*

February 4 - February 10

29,259

Post Engagement ▼ 66%

**Videos**

February 4 - February 10

4,141

Total Video Views ▲ 152





What are artists posting
on Facebook, Twitter
and Instagram?



Amylee

Like This Page · 4 February · 🌐

"Marquise" (acrylic painting on canvas)
100x80cm

👍 Like 🗨 Comment ➦ Share

👍❤️👹 131 [Top comments](#)

5 shares 5 comments



Barbara Denis J adore ce tableau et je trouve que ça ressemble beaucoup a ma jolie petite nièce Hélène
[See translation](#)

Like · Reply · 🗨 2 · 5 February at 01:20

➦ 1 Reply



Hélène Simonnet Sublime !! Amylee, chacun de vos tableaux m'époustouffe !!!
[See translation](#)

Like · Reply · 🗨 1 · 4 February at 17:04



Fantomette Samuse
Translated from French

Beautiful!!!!
[See original](#)

Like · Reply · 🗨 1 · 5 February at 03:48



Valérie Beauregard Vbe Wow ! J'adore ses cheveux ! 🥰
[See translation](#)

Like · Reply · 🗨 1 · 4 February at 14:00



Write a comment... 🗨

JOHN EDMONDS: SKOWHEGAN RESIDENCY FUNDRAISER 2014

This campaign is to raise money for the production of new work to be made while on residency at Skowhegan School of Painting & Sculpture in Madison, Maine.

Washington, District of Columbia, United States 

Story | Updates 0 | Comments 5 | Funders 43 | Gallery 6



\$3,700 USD

RAISED OF \$4,500 GOAL

82%

37 hours left

This campaign started on May 01 and will close on May 23, 2014 (11:59pm PT).

Flexible Funding

CONTRIBUTE NOW

SELECT A PERK

\$10 USD



John Edmonds

Follow · 22 May 2014 · Edited

800 bucks away! It's a considerable amount but I am close! Let's make that 3700 say 4500 by tomorrow, midnight!

<https://www.indiegogo.com/projects/john-edmonds-skowhegan-residency-fundraiser-2014>

Share

14

Suggested Pages

See All



The Atlantic

Meghan and 8 other friends like this.

Like

Like Share

11

1 share



John Edmonds

22 February at 11:23 AM



Genevieve Gaignard

Add Friend

Follow

Message



Timeline

About

Friends

Photos

More

DO YOU KNOW GENEVIEVE?

To see what she shares with friends, send her a friend request.

Add Friend

Intro

- Works at Art
- Studied at Yale School of Art
- Went to Yale School of Art
- Lives in New Haven, Connecticut
- From Orange, Massachusetts
- Followed by 186 people

Photos



Genevieve Gaignard

2 February at 09:24 · 🌐

Exciting News! Shulamit Nazarian Los Angeles has moved to a new location. Don't miss the Inaugural Opening on February 18th. It's a beautiful space. I can't wait for you all to celebrate with us!!



FEB 18

Shulamit Nazarian Inaugural Hollywood...

Sat 18:00 PST · 616 N La Brea Ave, Los Angeles, ...

142 people interested · 121 people going

Interested



Jennifer Yung

@jenniferyungart

Home

About

Photos

Likes

Posts

Create a Page

Like Follow Share ...

Send Message



Jennifer Yung

17 October 2015 ·

Fun sketch night with Zeeyang Guo Art 😊 #inktober #sketch #sketchnight



Like Comment Share

10

Chronological



Vinny Fung Wow.,You are not without skills young lady. ! Let me see more free hand sketches.

Like · Reply · 18 October 2015 at 02:01

Like · Comment

People Also Like



Jennifer Young

Musician/band

Like



Secret Hitler

Arts and entertainment

Like



Jenny Yang, Comic/Wr...

Comedian

Like

Liked by This Page



Michał Bednarski \ III...

Like



Yuko Shimizu

Like



MoMA The Museu...

Like

English (UK) · English (US) · Español · Português (Brasil) · Français (France)



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Rachel Maclean

@artistrachelmaclea

Home

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Like Follow Share ...

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Message



Rachel Maclean shared Berlin Art Link's post.

20 September 2016 · 🌐

Thank you Berlin Art Link!



Berlin Art Link

16 September 2016 · 🌐

Like Page

#WORK ▶ Our latest interview with RACHEL MACLEAN

"I'm interested in the way that companies like Google have offices that are like crèches; they soften their int..."

See more



Work // The Politics of Play : An Interview with Rachel Maclean | Berlin Art Link

Rachel Maclean's signature cute / grotesque aesthetic, rooted in the fairytale genre and a critique of happiness marketing, belies the labor...

BERLINARTLINK.COM

Like Comment Share

6

ABOUT

See All

Message Now

www.rachelmaclea.com/

Artist

Visitor Posts



Katharine Deas

21 January at 16:41 · 🌐

Saw The Lion and the Unicorn today in Drogheda. Brilliant.

Like · Comment

People Also Like



Berlin Art Link

Magazine

Like



UK Young Artists

Charitable organisation

Like



Scotland + Venice

Museum/Art Gallery

Like

English (UK) · English (US) · Español · Português (Brasil) · Français (France)

+

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Stuart Semple

@MrStuartSemple

Home

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Store

Notes

Email Newsletter

Likes

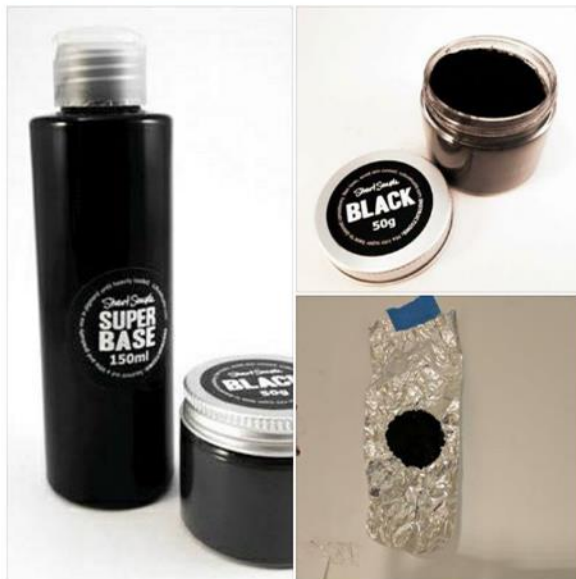
Events

Posts

Create a Page

Stuart Semple added 6 new photos.
3 February at 13:12 · 🌐

I'm really excited!! I've finally finished making you a better black. BLACK V.1.0 (beta) (the flattest, mattest, blackest art material on the planet) is available now from culturehustle.com - I want you to help me make it even better so please share what you make and how you mix it! It comes in two parts a SUPER BASE - this is a special acrylic co-polymer with a unique molecular structure that means it holds more pigment than any other acrylic, I've made it smell of black cherry and added the best mattifiers out there so it reflects nearly no light! Then you get BLACK - an ultra light fast, micronized pigment to mix into the base! I really hope you enjoy it and it does the job! Love Stuart xxx if you want some it's here: culturehustle.com



👍 Like 💬 Comment ➦ Share

👍 🗨️ 🧐 671

Chronological ▾

199 shares

View previous comments

2 of 99

3,411 people like this and 3,391 people follow this

About

See All

🗨️ Typically replies within an hour
[Message Now](#)

🌐 www.stuartsemple.com/

🎨 Artist

People Also Like



Curating the Contemp...

Publisher

👍 Like



Hackney Attic

Bar

👍 Like



Art on A Postcard

Community

👍 Like

Liked by This Page



Officers

👍 Like



Stuart Semple

👍 Like



Dorset Community Fo...

👍 Like

English (UK) · English (US) · Español · Português (Brasil) · Français (France)

+

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Jennifer Yung

jenniferyungart

Home

About

Photos

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Like Follow Share ...

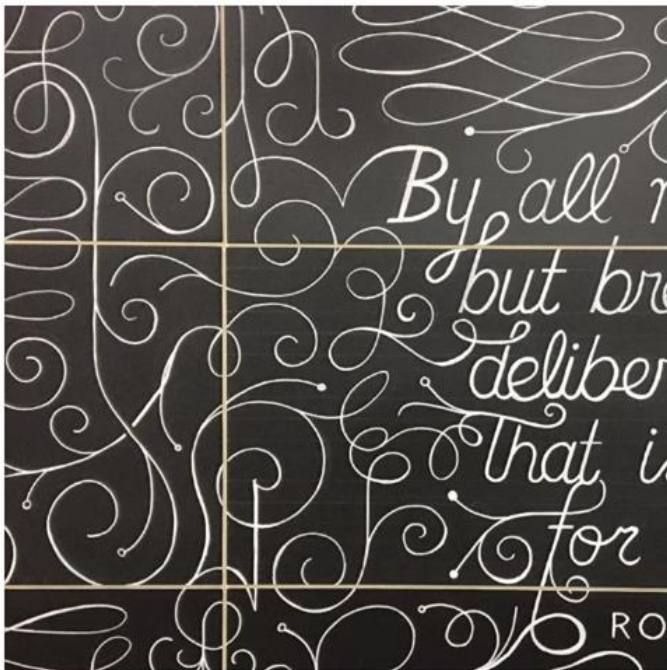
Send Message



Jennifer Yung in New York, New York

27 January 2016 · 🌐

Another sneak peek at a new wall, more photos coming soon!



Like Comment Share

1

Chronological



Karelia Malin Gorgeous!!!

Like · Reply · 1 · 27 January 2016 at 12:24



Love your artwork style! I found you via the Mom's Basement Etsy te... See more

1 Comment

Like · Comment



Karelia Malin

17 February 2012 at 23:40 🌐

what is UP homeslice

Like · Comment



Elaine Annalise

16 February 2012 at 15:49 🌐

These looks awesome Jenni 😊

Like · Comment

People Also Like



Jennifer Young

Musician/band

Like



Secret Hitler

Arts and entertainment

Like



Jenny Yang, Comic/Wr...

Comedian

Like



Amylee, Fine Artist

@AmyleeParis

Follow

Title: Sunset - Artist: Amylee

Size: 40x30cm - 15.8"x11.8"

Technic: Acrylic painting on linen canvas
(Available without frame)



RETWEETS

4

LIKES

4



k bilharz
@billygab

kathryn bilharz
Joined February

Tweet to

4 Followers you



14 Photos and



Who to follow

Musée C
Musée Carnavalet
Paris

k bilharz gabriel
@billygabes

Follow

Work at Pastabilities, in action on a Saturday night. @Pastabilities82



7:57 AM - 28 Apr 2013



X
Follow



shkp
a goat, l



Kenya (Robinson)

@kenya_9

 Follow



Making the [#FinestOfFiFis](#) with goldenxiaowers
for [#ST4NKLOV3](#)...  by [_suzyd_...](#)
[instagram.com/p/BQZOqZ_Auwj/](https://www.instagram.com/p/BQZOqZ_Auwj/)

9:07 PM - 11 Feb 2017 from Brooklyn, NY



Reply to [@kenya_9](#)

Kenya (Robinson)

eos

goldenxiaowers for [#ST4NKLOV3](#)
[_suzyd_...](#)
[instagram.com/p/BQZOqZ_Auwj/](https://www.instagram.com/p/BQZOqZ_Auwj/)



Tabita Rezaire
@browncorefly

TWEETS
314

FOLLOWING
527

FOLLOWERS
450

LIKES
393



Follow



Tabita Rezaire @browncorefly · 14 Feb 2016
they say u should celebrate me!



10 Black Artists to Watch in 2016 - artnet News

It's already been a powerful year for black artists working across mediums. Here are 10 who we're excited to see more of in 2016.
news.artnet.com



Tabita Rezaire Retweeted



Jepchumba @digitalafrican · 12 Feb 2016
Tabita Rezaire @browncorefly is a digital art superstar

Translate from Romanian





TWEETS
496

FOLLOWING
787

FOLLOWERS
2,742

LIKES
508



Following

Rachel Maclean

@Maclean_Rachel

Video artist

📍 Glasgow

rachelmaclean.com

📅 Joined December 2011

 Tweet to Rachel Maclean

👤 1 Follower you know



Tweets

Tweets & replies

Media



Rachel Maclean @Maclean_Rachel · 2 Dec 2016

I just uploaded "IWITC Single Screen With Title and Credits H264 Lower Res" to #Vimeo:



It's What's Inside That Counts (2016)

Commissioned HOME, University of Salford Art Collection, Tate, Zabudowicz Collection, Frieze Film and Channel 4. 3- screen and single screen installation D...
vimeo.com

↩ 4

↻ 2

❤ 7



Rachel Maclean

@Maclean_Rachel

TWEETS
496

FOLLOWING
787

FOLLOWERS
2,742

LIKES
508



Following



Rachel Maclean Retweeted



UNCLE CHOP CHOP @unclechopchop2 · 15 Nov 2016

@Maclean_Rachel UnCLE ChOp cHoP launch event 7 - 9pm Thursday
17th November at The Old Hairdressers Glasgow.

Who to follow · Refresh · View all



Fantastika @FantastikaPress ×

Follow



Gabriel Rosenberg @gnro... ×

Follow



Clare Donald @clarebair ×

Follow

Find friends

Trends · Change

#IfCarsDidntExist

5,361 Tweets

#SuperBowl

#UFC208

16.5K Tweets

#StandWithPP

@IsobelCarr is Tweeting about this

#DNCForum

15.8K Tweets

Calhoun College



1



2



oleknyc
Akron Art Museum

Follow

301 likes

9h

oleknyc Red with #ViolaFrey
#TheWorldandtheWoman
Glazed ceramic
@akronartmuseum
Red - @jaquellin24

#olek #turnthepage #akronartmuseum
efram_photography Beautiful!
ericlau_street Splendid media!
dadzcover 🐾

Log in to like or comment.





oleknyc

Follow

2,232 views

1w

oleknyc Sending you all 100% organic
#love

#happyweekend #olek

myah_creationz ❤️

synnemarti ♡

paulanowsnap Is this hair?

karzar73 Love it!

hardworkbeingme ♥♥♥

wynwoodhandmade Beautiful!

neoclassics ♥

swaystay 😊😊😊😊

terriercedtw So pretty 🍷🍷🍷🍷

Log in to like or comment.



98 posts 215 followers 591 following

Jennifer Yung Designer, illustrator, & letterer in New York www.jenniferyung.com



jenniferyungart

Follow

60 likes

5w

jenniferyungart Back at it in the New Year! ☐☐

jenniferyungart .

.

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.

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#lettering #handlettering #type
#typespire #goodtype #customtype
#goodtype #thedailytype #design
#typography #handtype #typegang
#calligraphy #calligritype
#letteringdesign #handdrawntype
#typedaily #artoftype #typematters
#instaart #art #artoftheday #instaartist
#wip #desk #process

rossi_rei This is so cool!

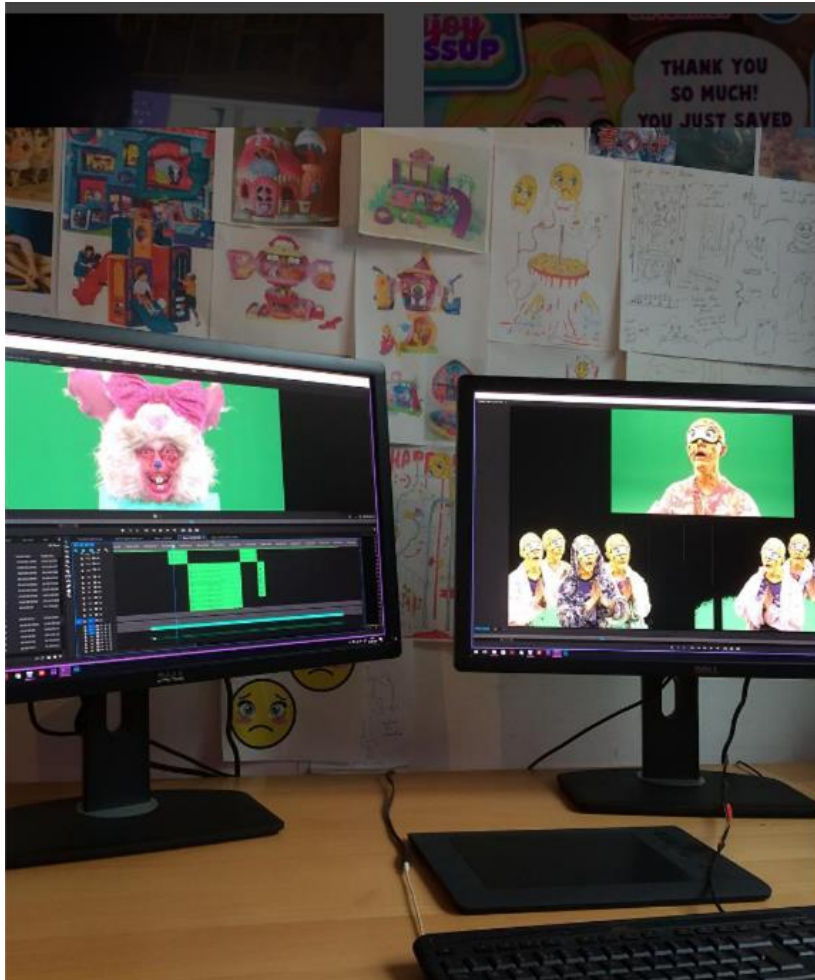
jenniferyungart @rossi_rei thank you!

brownpaperbunny Love it

evolvered 🙌

Log in to like or comment.





rachelannamaclean

Follow

43 likes

23w

rachelannamaclean Working on edit for new film 'It's What's Inside That Counts' for HOME, Manchester

characharaboy You are my most influential artist of thw last year!

stevecookcine Looking good Rachel, can't wait to see it.

oliverpietern I like your work. reminds me on my old work at deviantart :-) cats, cyber, greenscrenn, cgi ... awesome

Log in to like or comment.





amaliaulman

Downtown Los Angel..

Follow

9,387 views

16w

amaliaulman Excited about Adam Curtis and Banksy's new movie 😊

kray_figment Baby

joff_keens same

somebadideas "...But it was a cabal of global elites who had never reckoned with the power of pigeons..."

amaliaulman @somebadideas 😊

bonniemaylane I showed your work to my photography class today at NYU and they loved it! 😊

kevin_phillips ♥

mishkanemiroff I think your vision of hell is dead on! Black balloons!

carladolo approaching 9 months Amalia ...bob must be excited?

serenaimago Nice fake wind

asantacruzr 😊

Log in to like or comment.



Sign up to see photos and videos from your friends.

Sign up



erikparkerstudio
Bill brady Gallery

Follow

542 likes

8w

erikparkerstudio #installationview of #fountainofyouth 3 person show with @gregbogin @tonymatelli . @billbrady Gallery down in #sunny #warm #miami. #gregbogin #tonymatelli #erikparker #billbradygallery #notahoax #tbt

newsomstudio Great looking show!

artofandrewsendor 🍷🍷🍷

gregbogin 🍷🍷🍷🍷🍷

torbengiehlerstudio 🍷🍷🍷🍷

mattblackstudio KILLER SHOW

parkstar1010 Awesome show my brother! Had a blast

Log in to like or comment.





kenya9

Follow

CULTURE DESK

THE PODCAST AS PERFORMANCE ART

By Cassie da Costa 12:00 A.M.



85 likes

2w

kenya9 #LINKinBIO

childmalli Ohmigod yes. So good + deserved + exciting.

loveyopup1 #badbitch

meemswd !!!!!!!!

rebeccajoyette Yezz!!!!

danie.wu 🌟🌟🌟

reporterdesign 😊😊😊

mariangelagaimo Oooooohhhh!!!!!!

cdespont Yessss!!!!!

teliottmansa "arctic shiver"

voltashow 🎧🎧🎧

anacondass Badass ☐☐

sandrawhyhong 🤪🤪🤪🤪

kimberlymbecoat great read!! 🙌🙌🙌🙌

Log in to like or comment.



When to post on
Facebook, Twitter
and Instagram?

BEST DAYS



BEST TIMES



And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that "happiness index."



Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.



Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

BEST DAYS

S M T **W** T F S



B2B performs 16% better during business hours.

B2C performs 17% better on weekends.



BEST TIMES

12PM

1PM

2PM

3PM

4PM

5PM

6PM



Wednesday around noon and 5-6pm are peak moments during workers' breaks.



Twitter users are 181% more likely to be on Twitter during their commute.

Quick Tip:

Use Twitter Analytics and Followerwonk, to track data on your own followers to find the best times to tweet.

Instagram //

BEST DAYS

S M T W T F S

VERY LOW
ENGAGEMENT

BEST TIMES

2AM 4AM 6AM 8-9AM 11AM 1PM 3PM 5PM



The best time to post is between 8-9 am. Avoid posting at 3-4 pm.



Posting a video on Instagram at 9 pm gets 34% more interactions.

*Quick
Tip:*

Post content more during off-work hours than during the work day, aside from peak times.

Sync, schedule, and
manage multiple
social networks



TweetDeck

- Free
- Create and schedule content
- *Twitter Only*
- Manage multiple twitter accounts
- Create saved searches
- Manage direct messages



Hootsuite™

- Free and Paid Plans
- Create and schedule content
- Multiple Social Media Platforms
- Create Campaigns
- Analytics
- Calendar



buffer

- Free and Paid Plans
- Create and schedule content
- Multiple Social Media Platforms
- Video and Gif Uploader
- Calendar

References

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