



Society for Archaeological Sciences
VP for Social Media and Outreach Report
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Initiatives and activities completed or underway between Nov. 2016 and March 2017

1. Construction and promotion of new SAS Facebook page
 - a. <https://www.facebook.com/SocArchSci/>
 - b. Likes as of 3/15/17: 122 (and 128 Follows, largely overlapping)
 - c. Posts by AMZ since page initiation: 32
 - d. Demography of Likes and Follows:
 - i. 57% Female, 39% Male, 5% No information available
 - ii. 16% 18-24 yrs, 35% 25-34 yrs, 25% 35-44 yrs, 13% 45-54 yrs, 3% 55-64 yrs, 4% 65+ yrs, 4% no information available
 - iii. Nationality is dominated by USA (58 individual, 47.5%) with every other nation represented in the single digits of followers.
 - iv. ~80% of Likes and Follows were invited to the page by AMZ; the remaining 20% are organic/spontaneous. I urge other board members who use Facebook to scan their Friends list and invite relevant individuals to Like the page; to make the most effective use of our page we should have at least 300 Likes initially. A population that size allows Facebook algorithms to generate a target audience pool of Facebook users with similar interests and demography to our current followers. These audience pools can be used as targets for future paid promotion of posts and placement of Facebook ads to attract new Likes and Follows with minimal time investment by the Page manager.
 - v. Actions on Page: 31 clicks of Sign Up button that links to the SAS website membership sign-up page. No other actions have been taken on Page (clicking link to website, messages sent to Page manager, etc.).
 - vi. Total Page views: 181
 - vii. The feed from the Facebook page is now duplicated on the right panel of the SAS website homepage, courtesy of Destiny Crider.
2. Management of SAS Facebook group
 - a. 416 members as of 3/15/17
 - b. Demographic data is not automatically generated, in contrast to Pages
 - c. Implementation of three question asked automatically when someone requests to join the group:
 - i. Are you currently a member of the SAS? You don't have to be a member to join the group but you can find out more here:
www.socarchsci.org/memb.html
 - ii. Do you follow The Society for Archaeological Sciences Page too? Like our Page to stay up to date with the latest SAS news:
<https://www.facebook.com/SocArchSci/>

- iii. Are you a current or former professional archaeologist, museum conservator, or other cultural heritage professional? Or a student in any of these fields?
 - d. Questions are primarily informational and are intended to drive traffic to our website and the official Page. Answering these questions is voluntary and I generally have approved every request to join the group that I have encountered regardless of whether the questions were answered. I advise other Page admins (Marc Walton and Rob Sternberg) to follow a similar policy for the sake of consistency.
3. 2017 SAS Member Survey (launched 2/24/17)
- a. Survey link and password was sent to entire SAS active member list (240 members)
 - b. 67 responses as of 3/15/17, 27.9% response rate. Responses are dominated by Regular (52%) and Lifetime (33%) members. Student and retired active members are combined in the General Secretary's report (46 members, 19%). Student member responses to survey (9%) and retired member responses (6%) suggest that these categories are slightly underrepresented among respondents. Is it possible to maintain separate membership categories for student and retired members in the future to allow more precise monitoring of active member demographics?
 - c. The survey will close on 3/24/17 to allow time for aggregation of results and preliminary interpretation before the board meeting scheduled for 3/31/17. I will not be present at the meeting (on a plane) but will send out preliminary survey results to the board no later than the day before the meeting. More in depth discussion of the results should follow at the subsequent board meeting on Skype.
 - d. A secondary survey was launched on 3/4/17 at the suggestion of the General Secretary. The Survey of Recent SAS Members was sent to the e-mail addresses on file for former members of SAS whose active status lapsed within approximately the last two years: 132 invitations sent, 17 responses as of 3/15/17. This survey was slightly modified from the survey sent to active members to inquire about reasons for leaving the SAS and potential motivating factors for renewing membership. Results from this survey will be addressed at the Skype board meeting in April.
4. Sponsorship of awards at the 2017 UKAS meeting
- a. The SAS initially intended to sponsor a single student poster award but we were informed by our UKAS contact that this sponsorship had already been taken. As an alternative, we have proposed to sponsor two Early Career Researchers awards (one for a poster, one for an oral presentation, allowable to award both in same category if there are insufficient submissions to one of the categories).
 - b. Value of each award: \$100 USD, Membership in SAS for one year (electronic bulletin only), Publication of poster abstract in SAS Bulletin
 - c. Eligibility: Any individual who was awarded a Ph.D. within the last ten calendar years by an accredited institute of higher learning and who is presenting a poster or paper (oral presentation) at UKAS 2017.

- d. Responsibility to administer the awards has been delegated to the UKAS conference organizers but actual transfer of funds to awardees will be carried out by SAS. This has been confirmed by our UKAS conference organizer contact.