

The Society for Archaeological Sciences VP for Digital Media Report for 2021

Ben Marwick

I commenced this role in 2020, with the primary responsibilities of overseeing the updating of the SAS website (taking over from Destiny Crider), and maintaining and growing engagement with the SAS membership and community through social media channels previously established by Andrew Zipkin. I have assembled a small team to assist in posting content and supporting engagement. I also support Carmen Ting as the SAS Bulletin Editor in disseminating Bulletin content through our social media channels.

Website: I coordinated the updating of the SAS website (<https://socarchsci.org/>) to use Joomla, a modern, responsive, mobile-friendly content management system. The installation of the new system, transfer of content from the previous site to the new one, and formatting of templates, was carried out by a contractor, Michael Jarosz, Dales Web Design. While we gained a pleasant new visual style, and the ability to update content easily, we do not yet have an integrated solution for managing membership payments and status. The long-standing PayPal system remains operational on the new website. In the future we may explore <https://civicrm.org/> as a solution. The website includes information on SAS awards, including the newly created Charles C Kolb Award and the updated SAS Research Support Award.

SASNet email list: The Society's long-standing email list is now managed using a module within the new website. It continues to be fully moderated, with me approving messages for distribution. Open to non-members, this list currently has 367 recipients. We also have an email list for the SAS executive board, and potential to make additional email lists for other purposes (e.g. a members-only list).

Facebook: The SAS Facebook page (<https://www.facebook.com/SocArchSci/>, posts by admin only) currently has 5023 followers (up from 3537 in last year's report). Content is scheduled using Hootsuite, which also posts to LinkedIn and Twitter. Andrew Zipkin shares information relevant to his role as VP of intersociety relations. The top five countries where our followers are located are: United States of America (1,001), India (407), Mexico (323), United Kingdom (251), and Greece (214). The SAS Facebook group (<https://www.facebook.com/groups/SocArchSci/>, posts by group members) has 2047 members (up from 1462 in last year's report), and it's healthy with several relevant posts per week from group members. The top five countries where our members are located are the United States (686), United Kingdom (173), India (83), Canada (80), and Italy (73). We receive a direct message on Facebook every few months asking general questions about archaeology, or from members asking for their publications to be featured in a post.

LinkedIn: The SAS group (<https://www.linkedin.com/groups/13661355/>) has 94 followers (up from 64 in last year's report), and the page has 177 followers (<https://www.linkedin.com/company/53199484>). We observe little engagement on this platform.

Twitter: We created a new twitter account (<https://twitter.com/socarchsci>) this year to harmonise the username with our existing accounts. Thanks especially to ongoing contributions from Beth Velliky and Liying Wang, the SAS twitter account has grown rapidly to 1098 followers.

Instagram: We have 131 followers (<https://www.instagram.com/socarchsci/>), but currently are not posting content. We've had some expressions of interest from members to assist with this, and will follow up with them over the coming year.

YouTube: We started a SAS YouTube account this year (<https://www.youtube.com/channel/UCYZ2oYhsFfZ0wUsLX14W1qQ>), primarily to host recordings of the Early Career Brown Bag Seminars organised by the SAS Ambassadors. The goal with these recordings was to manage access so that a link to the videos could be sent to members of the SASNet email list, and not be accessible via Google search. We have eight videos on our channel, with between 7 and 24 views each. Six of these are from the Brown Bag seminars, although of these are not visible on the channel page because they are set to 'unlisted' so only those with the link can view the video. This access protocol was negotiated with the SAS Ambassadors. Our YouTube channel has six subscribers currently.

Digital media initiatives: We have four initiatives currently that promote engagement with the SAS community and promote the Society's values. First is the membership spotlight, a long-running initiative that shares details of recent publications by members. Most of these come from requests by members that we share their recent publications. Second is #transparenttuesday, a new initiative that shares details of archaeological science publications that include openly available data and open source programming code for data analysis (e.g R or Python script files). Posts for these initiatives are broadcast to our Facebook page, LinkedIn page, and Twitter account. Where possible we tag authors in our posts to help them notice our promotion of their work, and this often results in positive engagement. Third was #InternationalWomensDay where we highlighted the work of the women in the SAS leadership and shared links to their recent publications. Fourth is #tipsthursday, where we post a link and images to open source content to guide archaeologists on how to write for publication in scholarly journals. This is aimed at early career researchers, recognising that our followers are mostly in the 24-34 years old age group.

Workshop with the Society of Black Archaeologists: Motivated by discussions throughout international archaeological communities on the low demographic diversity of the discipline, I investigated options to establish a collaboration between SAS and SBA as a way to support the participation of Black archaeologists in archaeological science. After discussions with the leadership of SBA, we decided a remote workshop, open to anyone, on writing for journal publication would be a meaningful activity. The workshop was titled "How to Get Published in a Scientific Journal" (15 Feb 2021, <https://fb.me/e/cSjqqEDzB>) and consisted of a panel of SAS leadership (Brandi Lee MacDonald, Marcos Martinon-Torres, Ben Marwick) and SBA leadership (Anna S. Agbe-Davies, Justin Dunnavant). This panel represented journals such as Journal of Archaeological Science, Archaeometry, Historical Archaeology, Scientific Data, Journal of Open Archaeology Data, Humanities and Social Sciences Communications, and others.

Approximately 300 people participated, with a lively and respectful Q&A in the Zoom chat. I received several emails from student participants expressing their appreciation and requesting a recording of the event (we did not record it). Given the high level of participation and engagement, I hope we can offer this workshop, or ones like it, annually. A more intensive, hands-on workshop could be offered as a privilege of membership, in addition to the open format we used this year.