

SAS Social Media report January – May 2023

By VP for SoMe Vana Orfanou

Volunteers: Andrew Zipkin, Elizabeth Velliky, Maedeh Darzi

This document reports on the activities in 2023 so far and mostly from the end of February when I officially joined the SoMe team.

Platform management

Andrew Zipkin LinkedIn
Elizabeth Velliky Twitter
Maedeh Darzi Facebook
Vana Orfanou Instagram

Follower growth

The total number of SAS SoMe followers as of w/c 8 May is:

Twitter	Facebook Page likes	Facebook Page Followers	Facebook Group Members	LinkedIn Page Followers	Instagram
1740	5464	6156	4211	696	208

Until w/c 8 May, our platforms have grown since the end of 2022 values: 8% on Twitter, 2% on Facebook, 27% on LinkedIn and 18% on Instagram, as also shown in Figure 1.

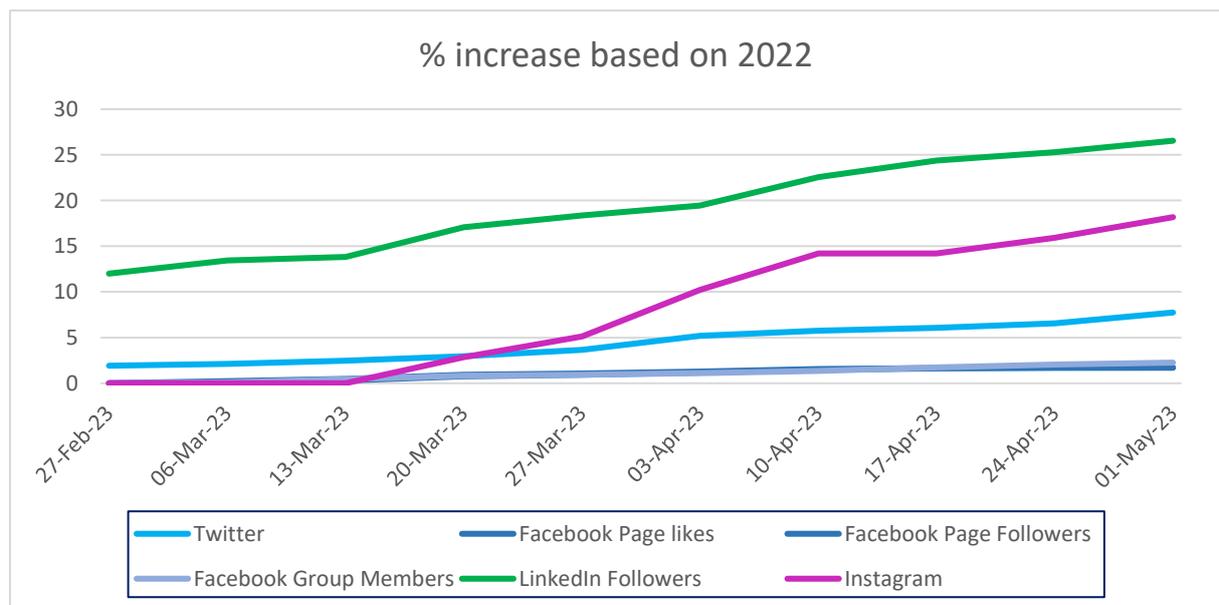


Figure 1. Overall growth (%) of SAS SoMe followers across all platforms

The weekly growth averages around 1% for Twitter and LinkedIn, 0.2% for Facebook, 2% for Instagram – see also Figure 2. The seemingly slower growth on Facebook shows because this has been our longest operating platform with already most of our followers and a slower rate of growth is expected.

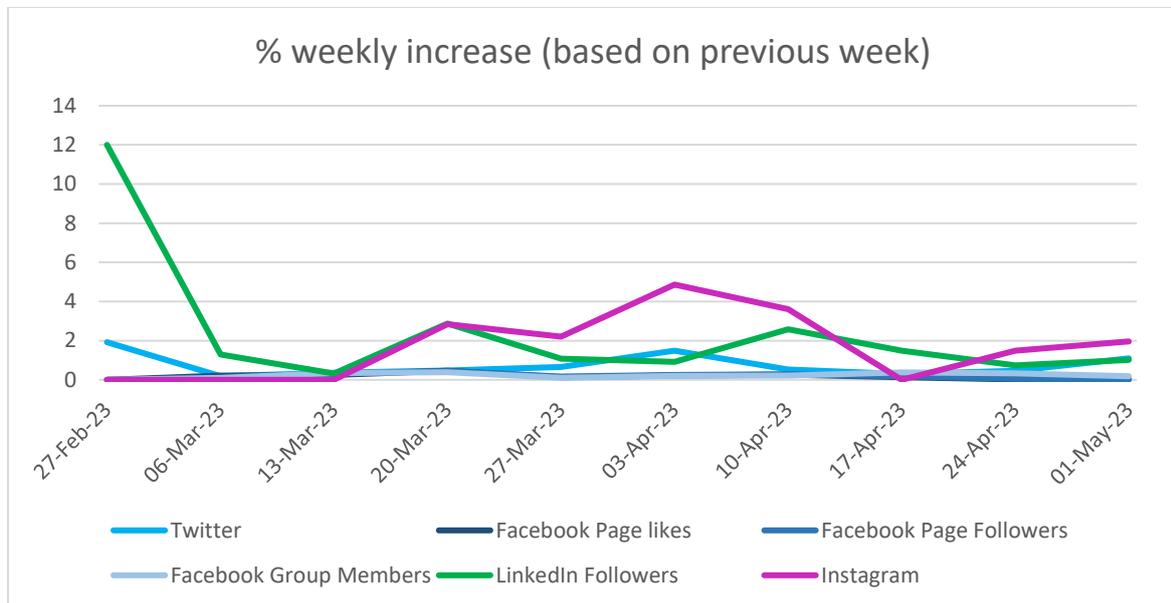


Figure 2. Weekly growth (%) of SAS SoMe followers across all platforms.

Posting schedule

Average of 3 posts per week since 27 February 2023 across all platforms. On a typical week, we post on Mon, Wed and Fri.

Posting strategy

Types of posts:

- News and announcements relevant to co-sponsored events (continued)
- Announcing prize and award winners (continued)
- Spotlight (continued)
- Introduction of the SAS SoMe team (April 23)
- A series of posts aiming to promote members' benefits (running since April 23). E.g.:
 - **Unlimited access to the Encyclopedia of Archaeological Sciences**
 - **Apply for the Student and Early Career Researcher Research Support Award**
 - **Discounted subscriptions for leading archaeological science journals**
 - **Stay updated with the SAS Bulletin Online**
- Theme of the month / Article of the week (running since May 23), where we choose one theme per month and we share one relevant article per week from one of the SAS affiliated journals.
- When the schedule is less busy with other posts, we post articles (from the SAS affiliated journals) related to the occasion. We did posts for:
 - Earth week
 - Labour day
 - Victory in Europe day

Our next series post to launch is the Researcher Spotlight where we will be spotlighting member profiles (not just hot-off-the-press publications, which is what the existing Spotlight does).

Post reach

Facebook

On average, each week our posts reach c. 4k. Amongst our most popular posts were the announcements of the two ambassadors. Winner announcement posts also do well.

LinkedIn

On LinkedIn, we are 5th amongst our competitors in follower growth and 4th in engagement. Our competitors include archaeology and research bodies with 1k to 7.5k followers: SAA, Register of Professional Archaeologists, SEARCH, American Cultural Resources Association (ACRA).

Daily impressions are 50-150.

Instagram

Monthly account reach: c. 200

Monthly accounts engaged: c. 30

Average impressions per post: c. 70

Most popular post: Announcing Amanda Dobrov (runner up for RE Taylor award)

Summary

- We seem to have a steady growth across all platforms and a regular posting schedule.
- Our followers interact with the shared content.
- Posts that announce people tend to attract more engagement (this is hardly surprising).
- The SAS team coordinates well, and all posts are shared promptly.

Plan forward

- Introduce the Researcher Spotlight (and add it to the members benefits)
- Establish a more grounded visual corporate identity. This is already ongoing with templates used for post series such as the Members Benefits and the Article of the Week or papers related to an International Day. E.g. our Instagram feed using the SAS colour palette (see Appendix below).

Vana Orfanou

May 2023

Appendix. Visual identity

socarchsci 2



Instagram:



#EFEFEF

#FDAB1E

#0C3374

#28232A

SAS colour palette: