



Society for
Archaeological
Sciences

May 2025

2025 SOCIAL MEDIA ANNUAL REPORT

Reaching wide

Prepared by

Vana Orfanou

Reporting period

May 2024 - May 2025

Social Media Team

May 2024
May 2025

**Cleopatra
Chaztipetrou**

SAS Volunteer X

Abhishek Patil

SAS Volunteer LinkedIn

(Images removed to compress PDF)

Anna Karligkioti

SAS Voluneer Facebook

Vana Orfanou

SAS VP for Social Media
(& Instagram)

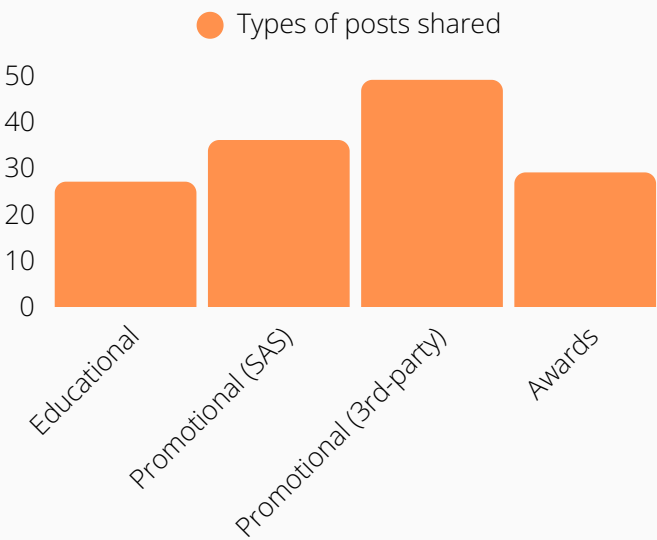
SAS Social Media at a Glance

May 2024

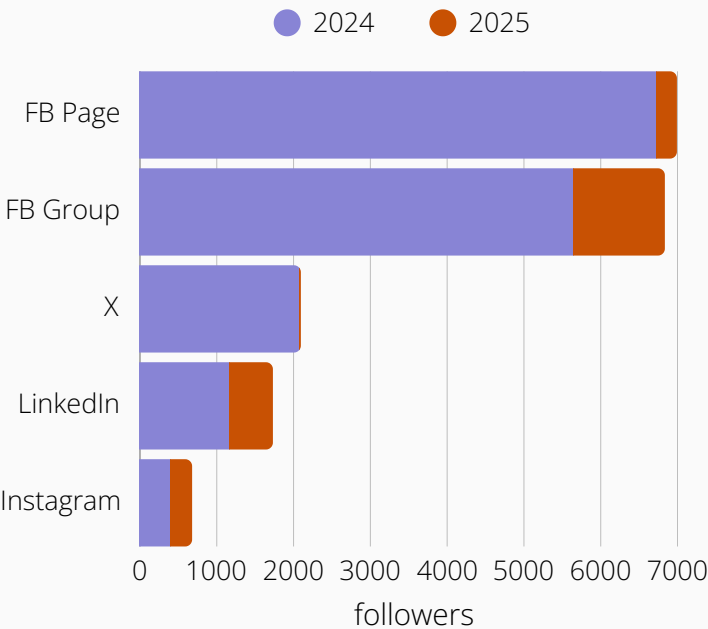
May 2025

We note a steady growth in our follower increase in most platforms, particularly in the Facebook Group, Instagram and LinkedIn. The content shared balances promotion of events and activities organised by the SAS.

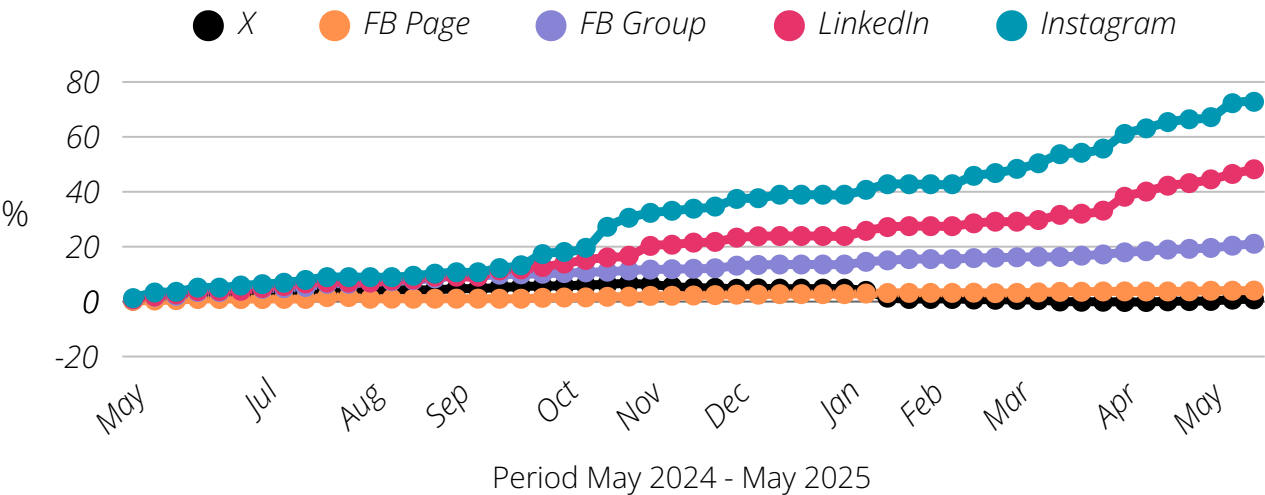
Content shared



Growth follower

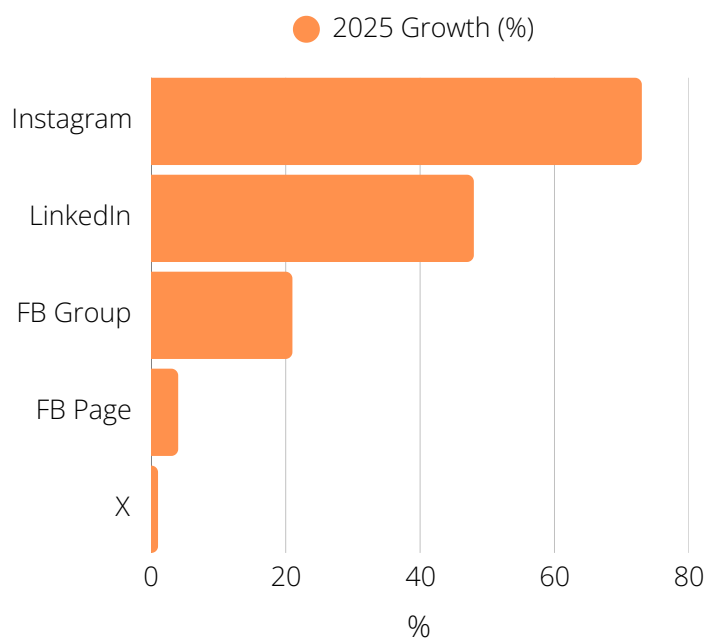


Follower Growth Cumulative (%)



Follower Growth

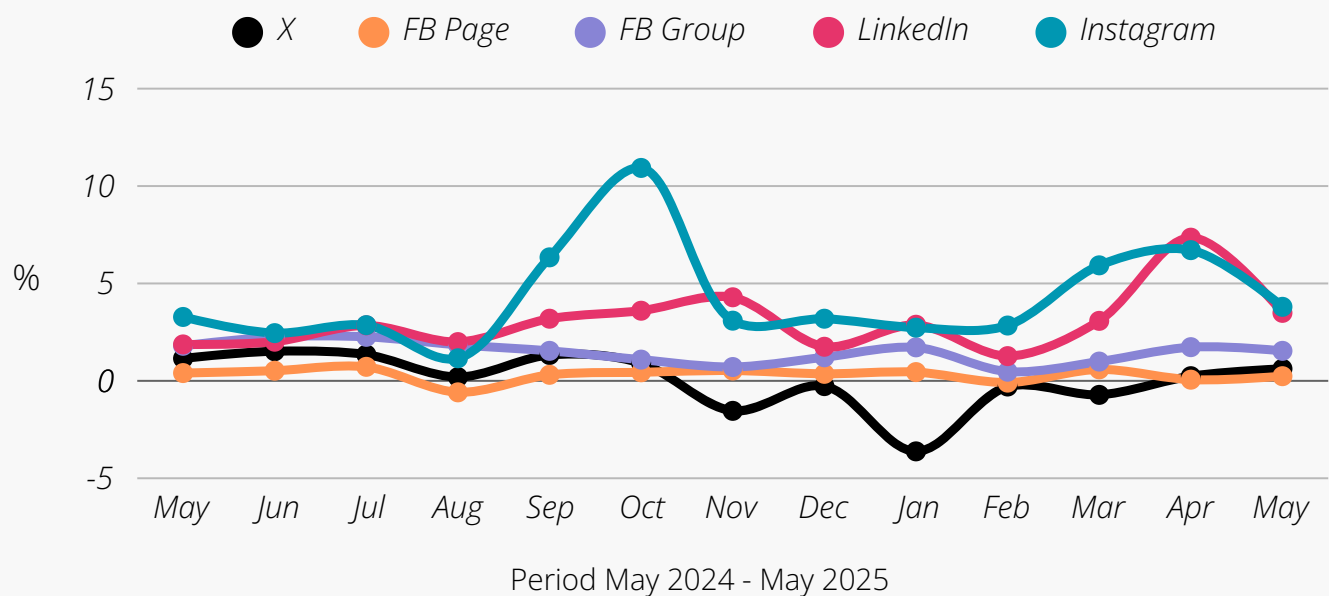
May 2024
May 2025



We note a healthy growth across Instagram, LinkedIn and on the Facebook Group; a slower, but steady growth on the Facebook Page. Our followers on X note a drop between Oct 24 and May 25, when they stabilised at 2024 levels.

Monthly growth shows higher rates of growth in autumn and spring. Slower growth in the summer. Negative growth over X between Oct 24 and May 25.

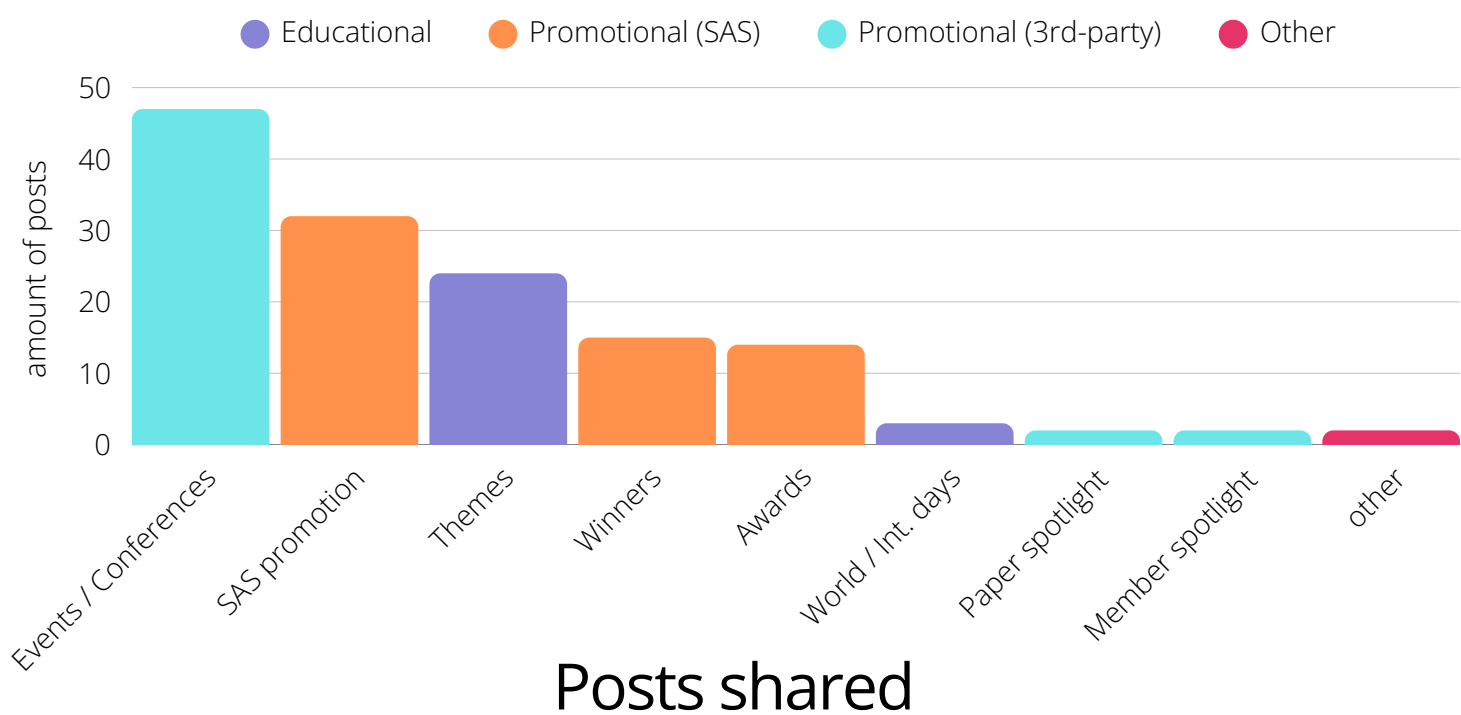
Monthly Follower Growth (%) based on the previous month



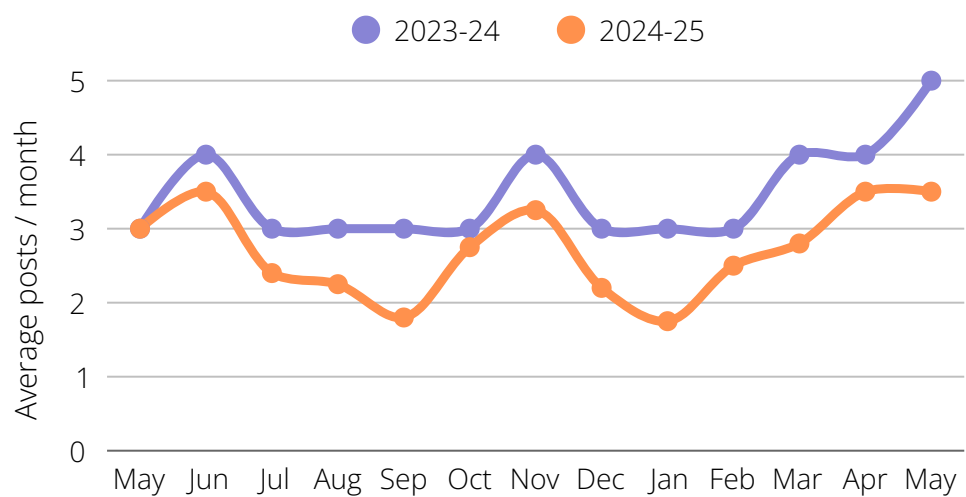
Posting Strategy

May 2024
May 2025

We maintain a steady presence with an average of 3 weekly posts in each platform (lower frequency during holidays and the summer break; higher frequency during autumn and spring) and a balance of posts promoting activities of the SAS, the SAS members and affiliated events and journals.



Posting frequency

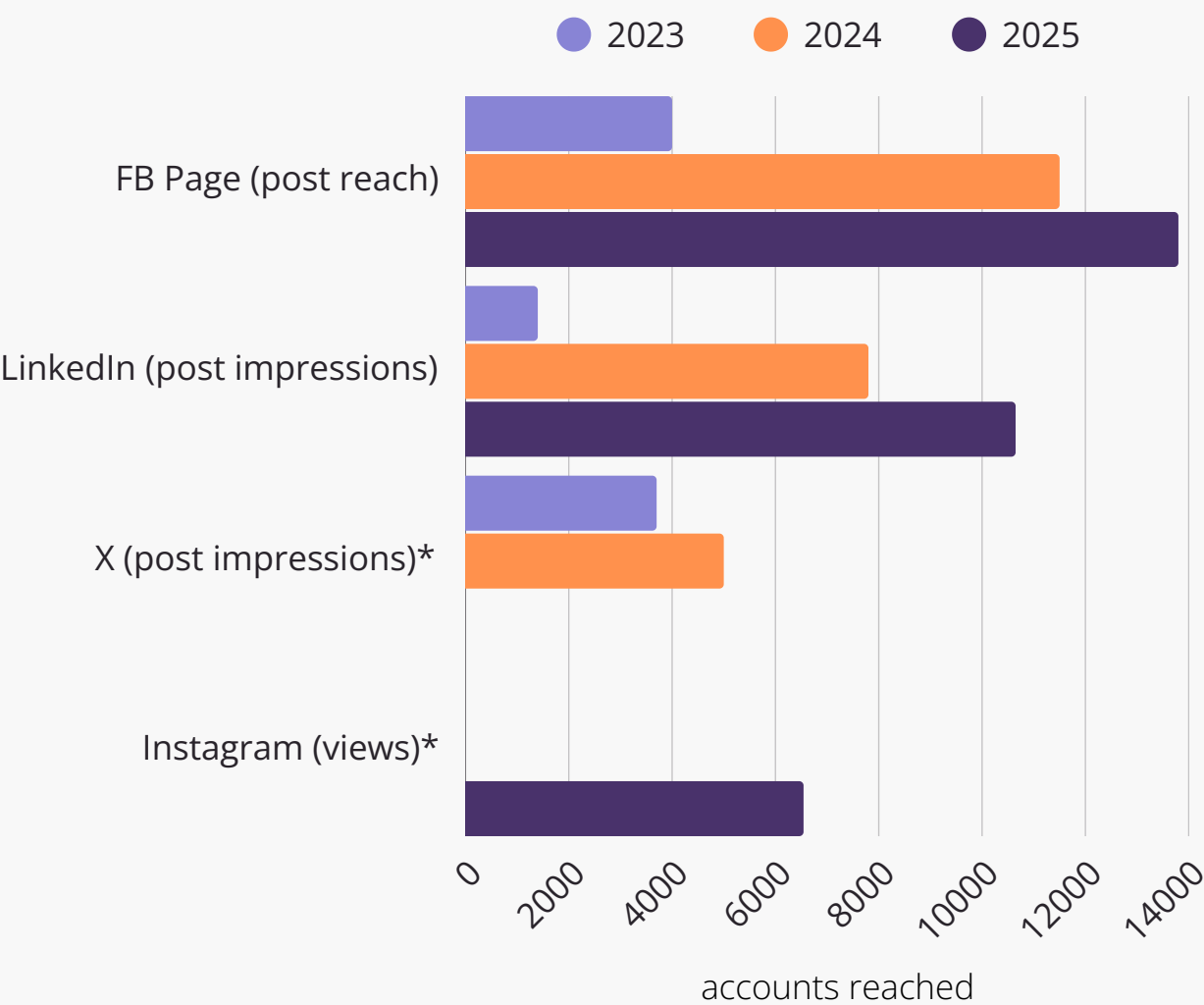


Post Reach

May 2024
May 2025

Charts compare data between
May 2023, 2024, and 2025.
The month of May is taken as
a representative month.

Facebook, LinkedIn & X



* Limited data for X and Instagram due to platform changes.

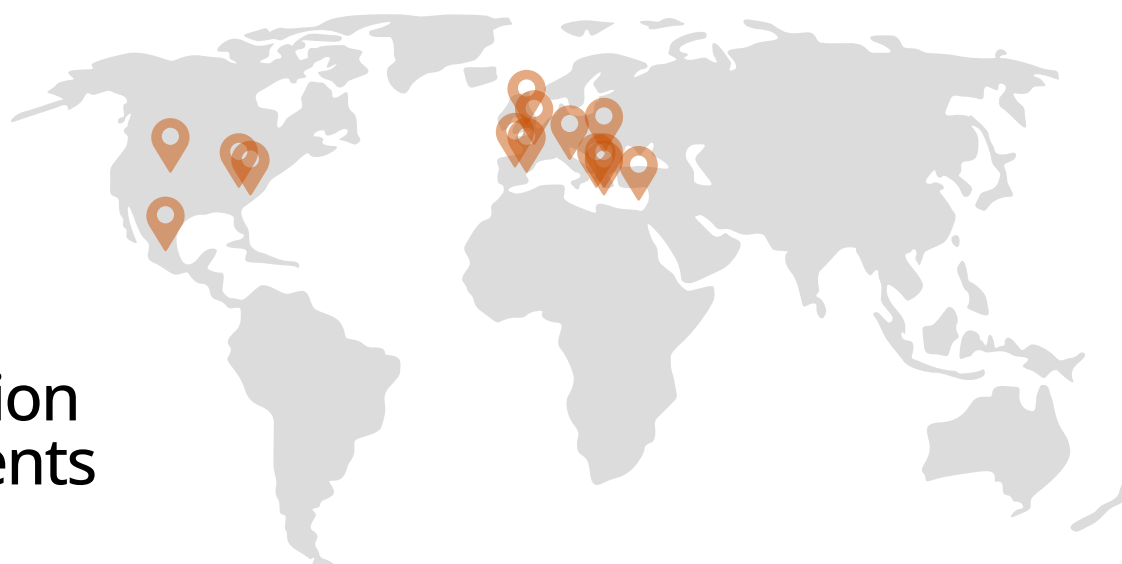
Events Promoted

May 2024
May 2025

List of conferences & events promoted

- 8th Workshop Young Researchers in Archaeometry, Budapest
- 14th International Meeting on Phytolith Research, Barcelona
- UISPP Archaeometry Conference on Stone, Glass, Ceramics, and Metals, Chania
- SciX2025, Covington, KY
- 9th Symposium of the Hellenic Society for Archaeometry, Patra
- 90th Annual Meeting of the SAA, Denver
- 25th GMPCA Archaeometry Symposium, Rouen
- 17th European Meeting on Ancient Ceramics (EMAC), Bilbao
- 11th International Symposium on Biomolecular Archaeology, Turin
- 7th Workshop Young Researchers in Archaeometry, Nicosia
- 8th Symposium on Archaeological Research and New Technologies, Kalamata
- Methodological Innovations in p-XRF Studies, Vienna
- SciX2024, Raleigh
- Congress of Latin American Archaeometry, Art and Conservation of Cultural Heritage, Mexico City
- Unravelling the Palaeolithic, York

Location
of events



Educational Content Shared

May 2024
May 2025

Themes for selected months

We share one article each week for a month from one of the SAS affiliated journals under a selected theme

- April 2025 – Feeding the Gods highlighting aspects of communal rituals involving the conspicuous consumption of meals
- December 2024 – Winter Sun related to the winter solstice, the importance of the sun and the seasonality of winter festive rituals
- November 2024 – November Rain focusing on hydrology and water management from agricultural activities to rain forests
- August 2024 – House of Augustus exploring the time around Gaius Julius Caesar Augustus, founder of the Roman Empire
- July 2024 – Of Mice and Men related to the archaeological science of understanding little mammals
- June 2024 – Value in the Valley related to archaeometric investigations of the Indus Valley

Selected World / International Days

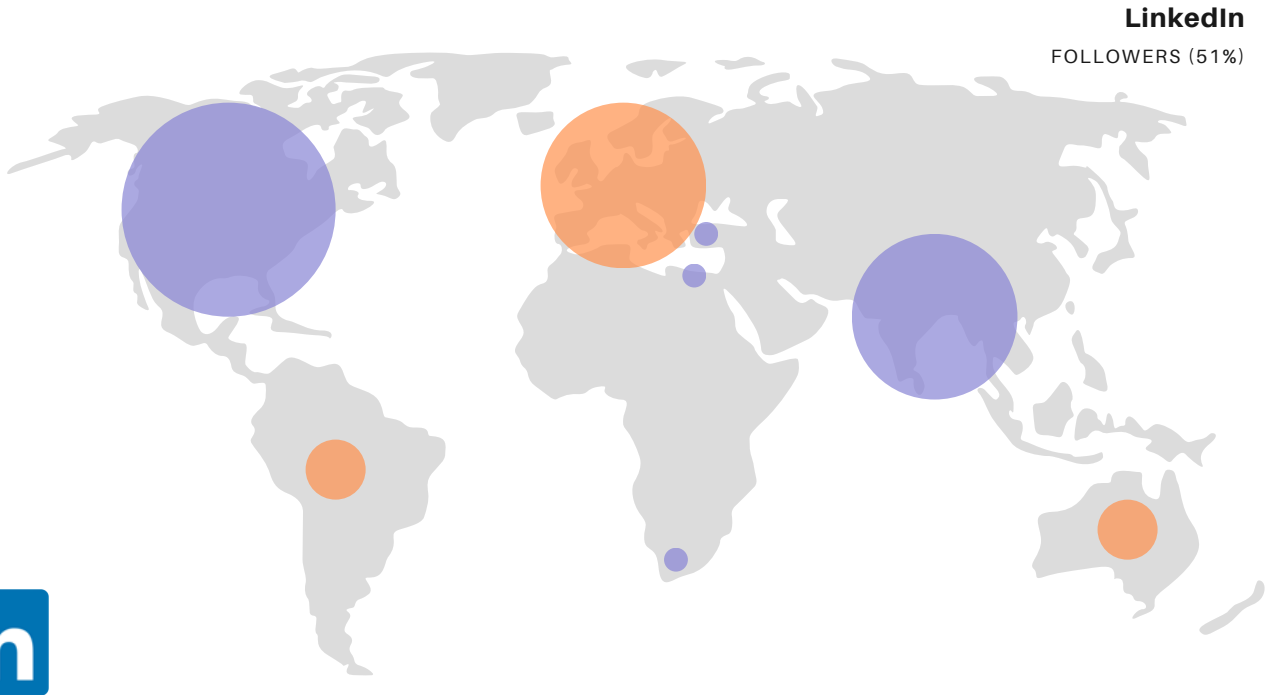
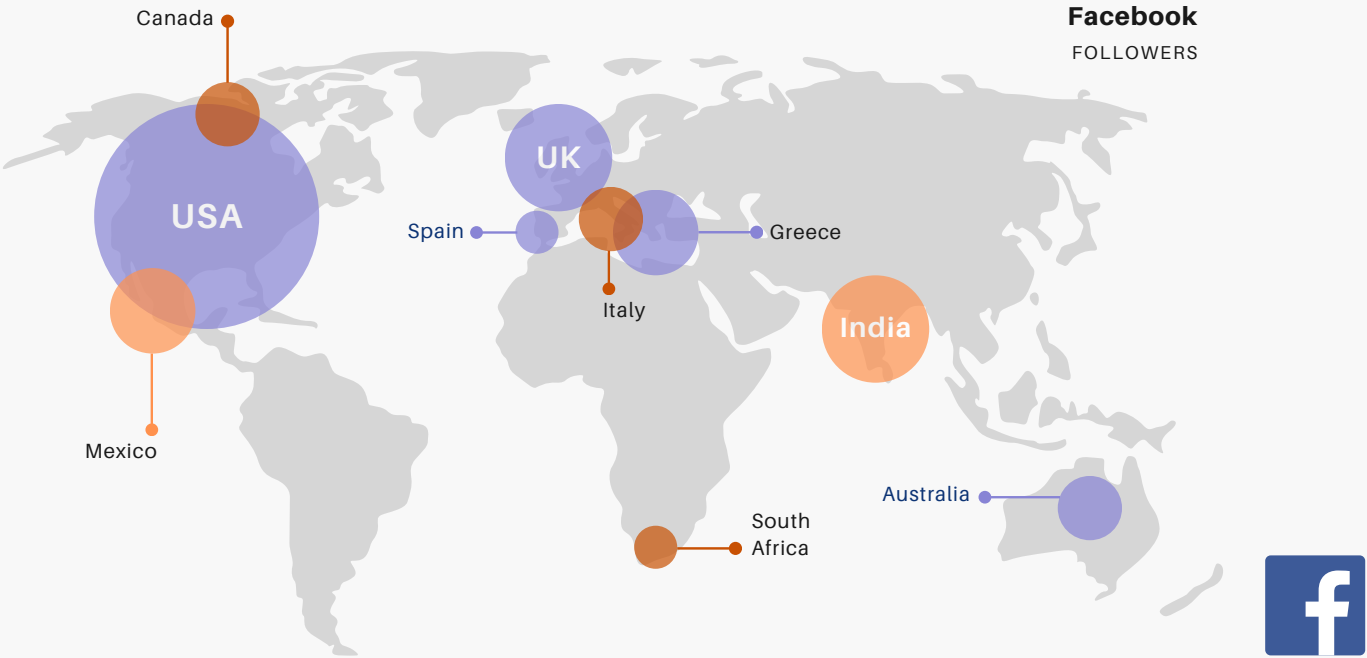
We share one article from one of the SAS affiliated journals related to the specific day

- World Water Day
- World Soil Day
- International Women's Day
- International Archaeology Day

Geographical Reach

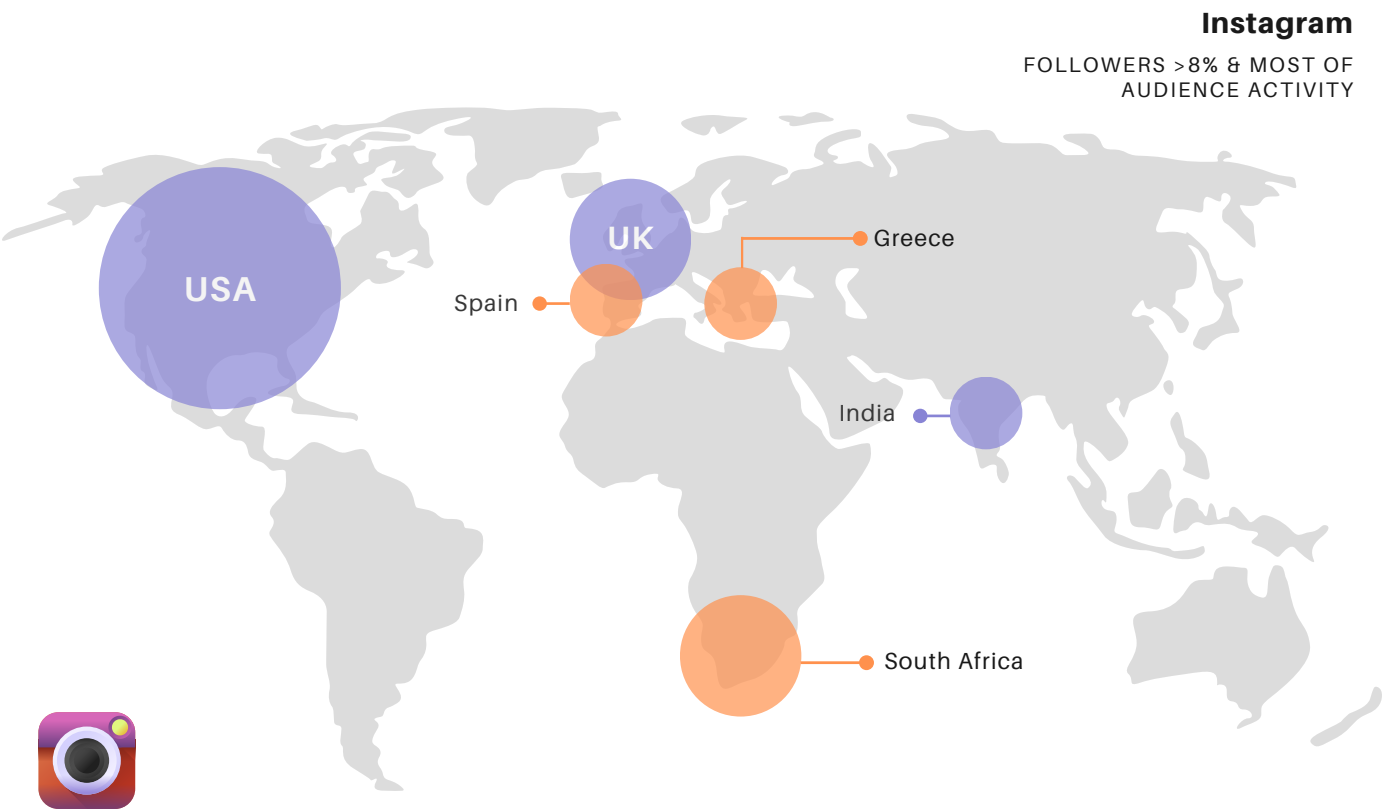
May 2024
May 2025

We have several hotspots of activity across social media platfroms such as northern America, Mexico, Europe, India, Australia, and South Africa.



Geographical Reach

May 2024
May 2025



Summary

May 2024
May 2025

- Most growth on selected platforms (Instagram, LinkedIn, Facebook Group).
- Balance of types of content shared; promoting SAS- and partner-led activities.
- The SAS Social Mediam team manages a steady and reliable presence year-round.

Evaluating the points of action from May 2024



Point: Introduce a photo competition

- Planned for autumn 2025.

Point: Expand the SAS Member Spotlight

- Even though we have had some interest from young researchers, there is potential for a wider reach.

Point: Expand our reach to currently underrepresented areas (e.g. Africa, south America)

- We notice indeed an increased following from India and Africa.

Plan forward



- Evaluate the impact of the SAS Social Media activity (e.g. through a survey) for informing future decisions on the direction of the SAS Social Media strategy.