Destiny Crider, Vice President for Communications, SASWeb and SASNet
April 2015, SAA Meeting
RE: Annual Report of Communications Electronic-Based Outreach Resources

SASWeb – http://Socarchsci.org

Bluehost provides the web management product to maintain our website (socarchsci.org) and listserv (sasnet) functions. The Domain name is purchased through BlueHost every other year.

From Jan2014-December 2014, there were a total of 15,742 unique visitors (1,170 to 1,505 per month). May was the point of peak access (aligning with ISA meeting, highest hits on May 6-7). Visitors from the United States continue to the largest portion of visitors, although overall visitors are reported worldwide including Europe, Asia, South America, and Africa. Visits typically occur from 0-2 Minutes, with a smaller portion more than 2 minutes. The Bulletin continues to maintain a strong draw of views, with board and bulletin member profiles as a strong draw. Most of the primary information pages (board, member, communication, awards, conference, and governing all have regular visitors per month, with the largest share of views on the main entry page.

SASnet@socarchsci.org – **Listserv**
There are currently 459 subscribers to the listserv (registered users). Posts typically provide information about conferences, jobs, and society meetings and announcements. This service is open to the public and is not the single use of members. It is one way to reach an audience of potential members as well as communication to paid members.

SAS Wiki and SAS Blog

The Wiki is primarily used to announce jobs, conferences, and at one point I created a resource of graduate programs. I asked for membership suggestions for content and received a small handful of suggestions. Most of the content to the Wiki is generated from Listserv or direct requests to post job announcements. Rob Sternberg continues to offer content for the wiki, with the most active area in conferences and workshops.   The Wiki does not offer usage statistics.
SASBlog is primarily used to post conference, job, research announcements – as well as to disseminate information about SAS resources and meeting dates. Since it was setup in May of 2010, we have received 66,407 page views. The highest reported hit is associated with a 2010 post about the Virtual Issue Geoarchaeology of Egypt and the Nile (http://socarchsci.blogspot.com/2010/11/geoarchaeological-research-in-egypt-and.html ; also highest on hits for key words Egypt/Nile). Another popular blog post (http://socarchsci.blogspot.com/2014/09/a-sojourn-into-foodways-of-prehistoric.html) was written by one of our SAS grant awardees on her research on Prehistoric Southern Vietnam. ** Lesson here should be that more substantial research oriented content for the SASBlog will reach a wider audience.

Facebook Page

Originally started by a member of SAS, Dana Drake Rosenstein, circa 2012 it is a public page available to anyone that "likes" or signs on for notification requests. There are currently 308 subscribed members of the page, although not clear how many are officially SAS membership. I continue to post society related updates (poster competition, general meeting dates, redirects to Wiki and Blog, etc.). Others have used to post conference and article announcements. One issue has been that as a public page, there can be regular spam postings that need to be monitored and removed. But generally, contributions from the public include news and journal articles, job announcements, conference updates, and generally on topic for SAS.