



Society for Archaeological Sciences
VP for Social Media and Outreach Report

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SAS Annual Business Meeting
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SAS Facebook Group and Page Summaries

1. Group (members may apply to join, permitted to post their own content)
 - a. 535 members (35 joined in last 28 days)
 - b. 219 active (viewed, posted, reacted, or commented in last 28 days)
 - c. Total members exactly evenly divided between male and female
 - d. Predominantly from the US (257), UK (55), Canada (29), Australia (14), Italy (13), India (11), and Greece (10); single digits thereafter
 - e. Major purposes of group (vs page):
 - i. SAS admins post job, post-doctoral, and doctoral position solicitations (including all applicable items sent over SASnet)
 - ii. SAS admins post SAS sponsored events and initiatives (student poster awards, ISA, SAA sessions)
 - iii. Group members post in same categories as i.
 - iv. Group members post updates on new publications, stories from their university press office, and announce conferences and workshops
2. Page (FB users can like or follow, may only post to “visitors posts” section)
 - a. 553 Likes (relative to 122 one year ago)
 - b. 56% Female, 42% Male, 2% Not identified
 - c. US (162), UK (46), Greece (35), Canada (30), Mexico (25), Australia (24), Spain (18), Germany (17), India (17), France (12), Italy (11); single digits thereafter
 - d. FB Page activities summary
 - i. Page manager (AZ) predominantly posts links with commentary to new research publications in archaeological sciences with an emphasis on open access articles when available. Secondary post categories include popular science summaries of major discoveries, warnings about fraudulent conferences or journals, and announcements of SAS sponsored activities.
 - ii. Averaged 6 posts per week except for July and August when AZ was in the field with limited internet access (need a plan for this summer)
 - iii. Upcoming plans for page:
 1. Post animated slideshow schedule for SAS symposium at SAA annual meeting using headshots of all scheduled speakers
 2. Geotarget symposium related posts and SAS membership sign-up posts to non-local (greater than 100 miles from listed home) FB users present near conference hotel during SAA annual meeting (assumes use of promoted posts, estimated cost: \$10-15)
 3. Promote text profiles of archaeological scientists featured in upcoming issues of SAS Bulletin (coordinate with Bulletin editor)
 4. Promote graphic profiles (headshot, field or lab photo, poster) for SAS award winners from SAA and ISA meetings

iv. Comparative metrics on SAS FB page relative to similar pages

Facebook Page	Total Likes	Change from last week	Post in last 7 days	Reactions, comments, and shares on posts in last 7 days
Smithsonian's Human Origins Program	~17600	+0.2%	1	29
Internet Archaeology (page of the e-journal Internet Archaeology)	~5000	+0.1%	1	4
EXARC (experimental archaeology)	~3000	+0.3%	11	138
Archaeological Geology Division of the Geological Society of America	~2300	+0.6%	6	74
Center for Archaeological Sciences (University of Georgia, USA)	625	+1.5%	3	13
The Society for Archaeological Sciences	553	+1.3%	7	69
Hellenic Society for Archaeometry	482	+2.7%	0	0

*All metrics in Facebook section recorded on March 14th, 2018

SAS Promotional Bookmarks

1. Two-sided bookmark template designed in late 2017 for distribution at conferences and workshops to promote SAS membership (files available on SAS Google Drive)
 - a. 750 printed (ordered 250, UPS somehow provided 3x as many for same price)
 - b. 50 bookmarks distributed at 5th Science and Archaeology Symposium sponsored by Illinois State Archaeological Survey in February 2018
 - c. AZ has reached an agreement with the organizer (Tony Krus) of the Bayesian chronometric modeling workshop to be held at the Smithsonian during the SAA meeting to distribute ~50 bookmarks as part of the attendees' orientation packets
 - d. Remaining bookmarks will be brought to SAA for distribution inside of the SAS sponsored symposia; extra can be divided among other SAA board members
 - e. Do we need a new dual language version for ISA 2018 in Mexico or should we use the expected extras of the current English-only version? SAS board members attending ISA - please consider at SAA business meeting
 - f. Current bookmarks include information on membership rates; if rates change remaining bookmarks must be disposed of
 - g. Current bookmarks also include two scannable QR codes linking to the SAS FB page and to the SAS website membership sign-up page. QR code hosting subscription is valid through December 2018. AZ will track metrics on QR code scans after SAA and ISA and assess whether renewing subscription is advisable

Note: Further demographic data on Facebook page and group is available upon request.