



Society for
Archaeological
Sciences

May 2024

2024 SOCIAL MEDIA ANNUAL REPORT

Connecting the SAS

Prepared by

Vana Orfanou

Reporting period

May 2023 - May 2024

Social Media Team

May 2023
May 2024

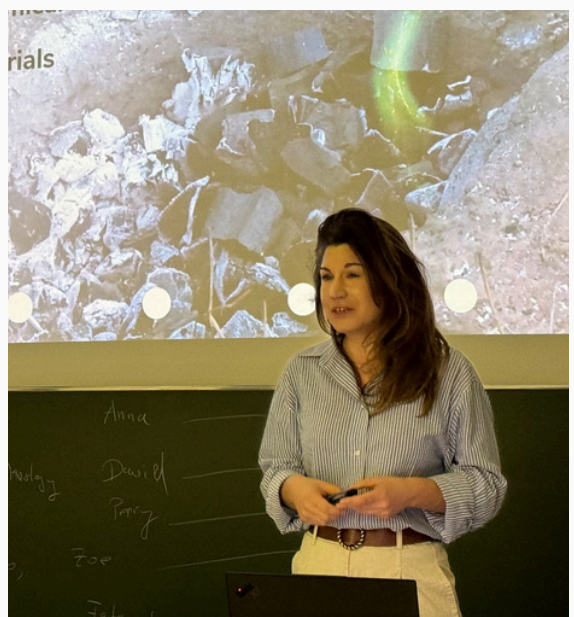
Cleopatra Chaztipetrou
SAS Volunteer X



Andrew Zipkin
SAS Volunteer LinkedIn
(& SAS President Elect)



Maedeh Darzi
SAS Volunteer Facebook



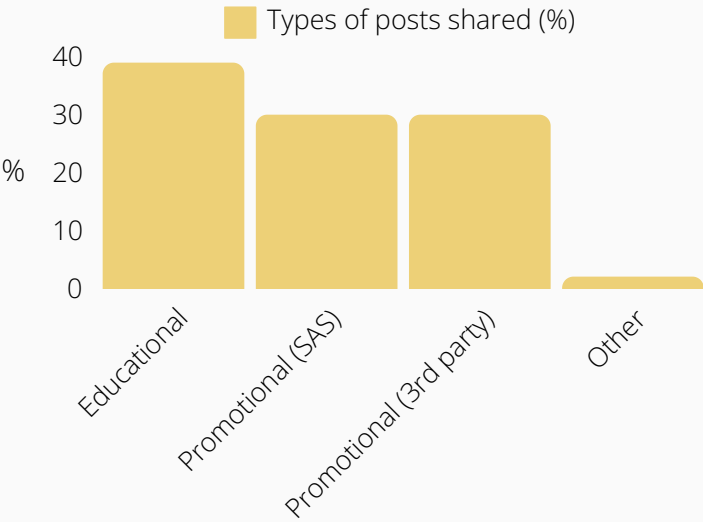
Vana Orfanou
SAS VP for Social Media
(& Instagram)

SAS Social Media at a Glance

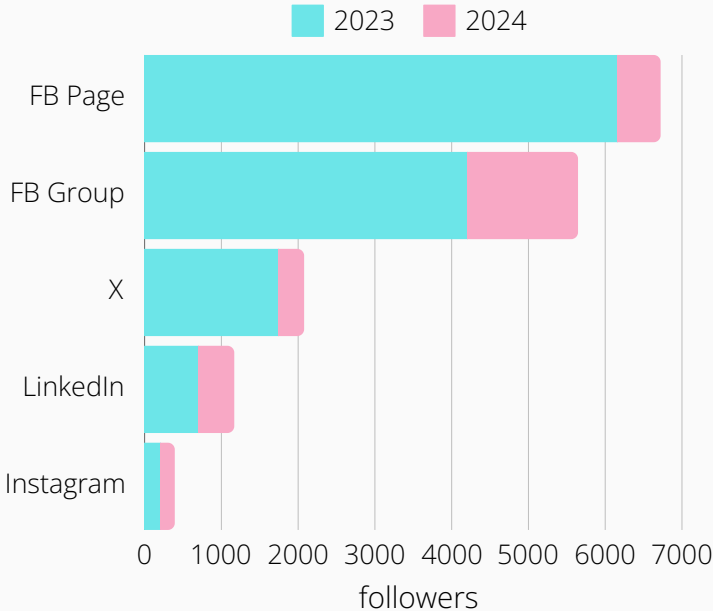
May 2023
May 2024

We note a steady growth in our follower increase across all platforms. The content shared balances educational and promotional posts.

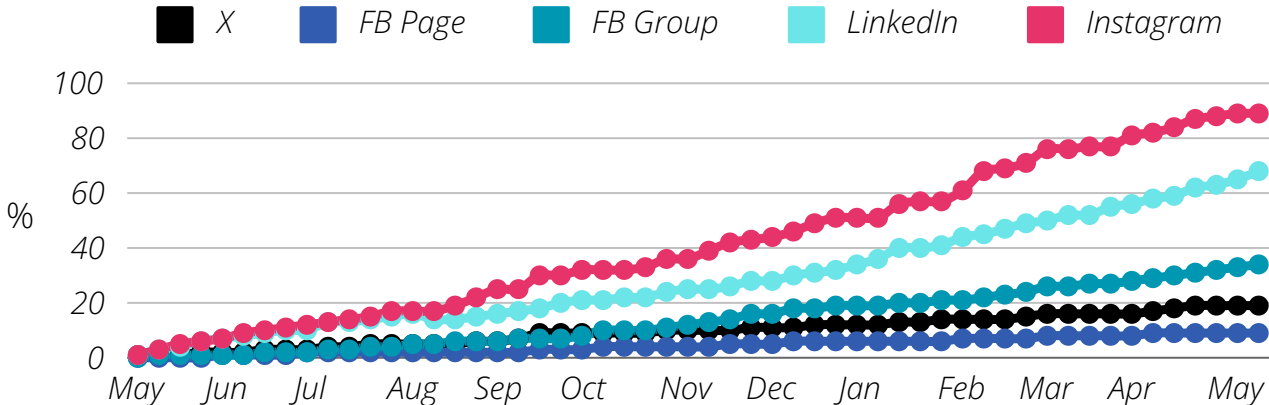
Content shared



Growth follower



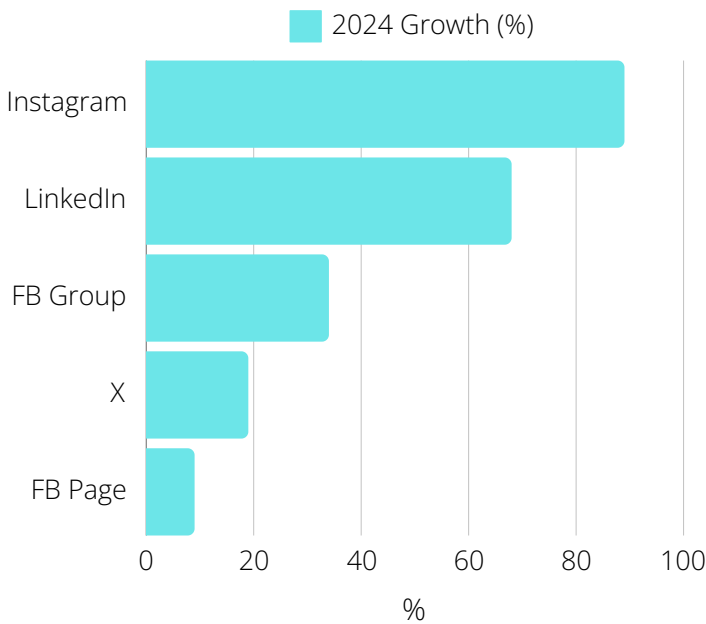
Follower Growth Cumulative (%)



Period May 2023 - May 2024

Follower Growth

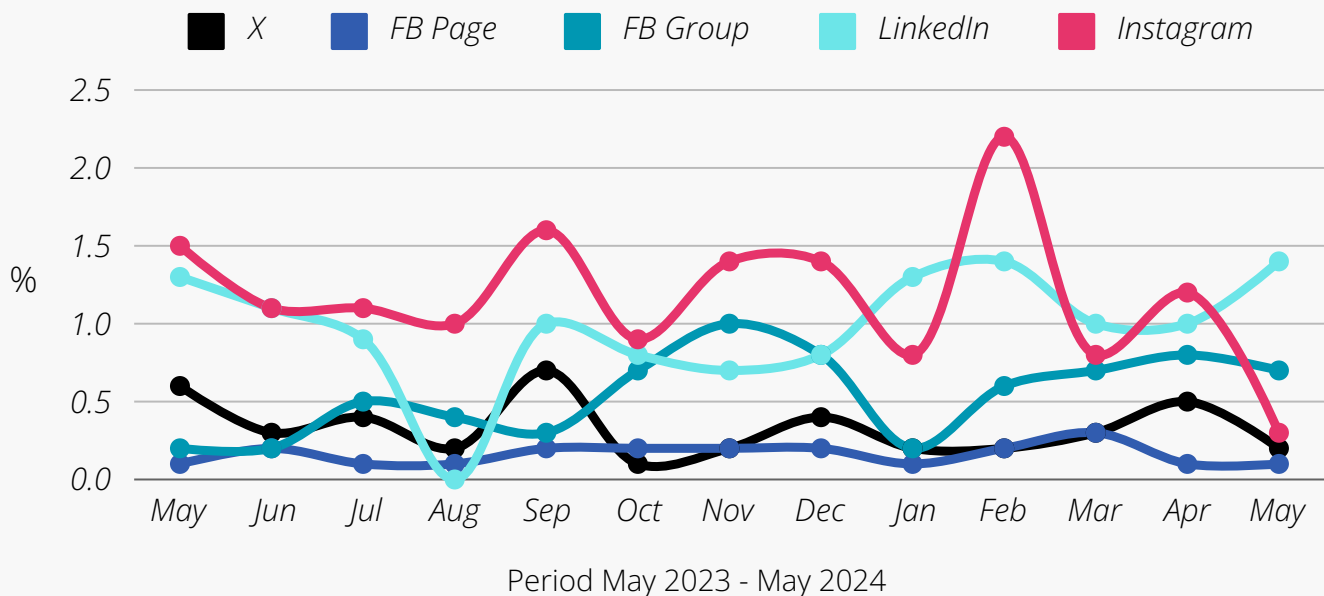
May 2023
May 2024



Accounts with smaller following (Instagram, LinkedIn) show the fastest (%) growth overall. Higher absolute follower growth happens on Facebook. Our X account is growing relatively more slowly, which reflects the general state of the platform.

Monthly (and weekly) growth is periodic with higher rates of growth around conference and award promotion.

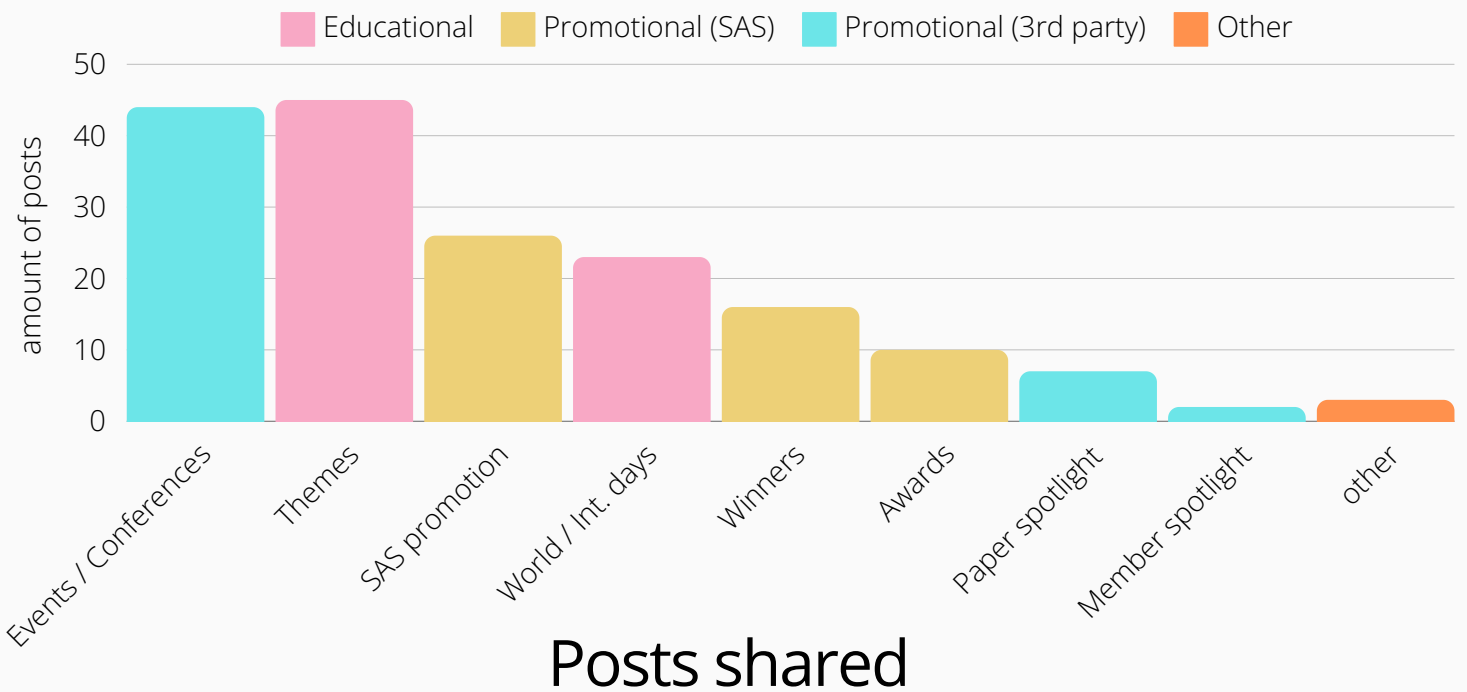
Monthly Follower Growth (%) based on the previous month



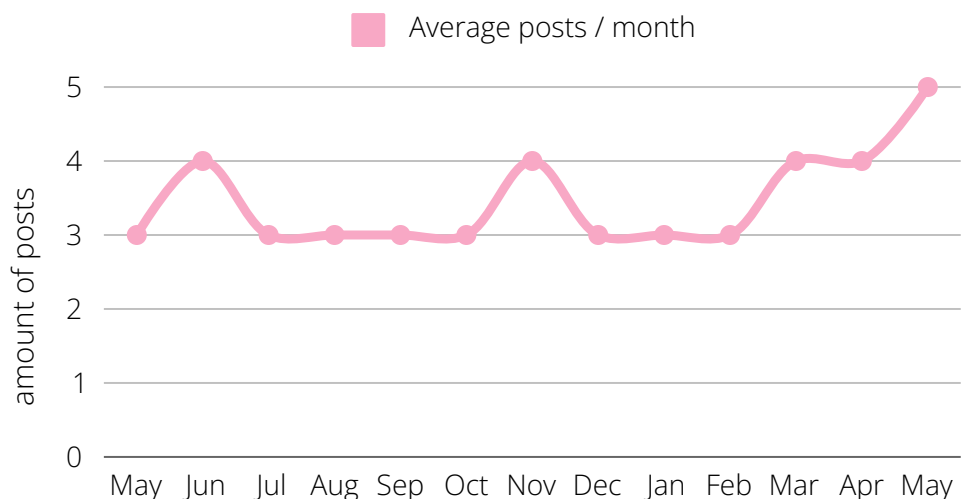
Posting Strategy

May 2023
May 2024

We maintain a steady presence with 2-5 weekly posts in each platform (lower frequency during holidays and the summer break) and a balance of promotional and educational posts.



Posting frequency



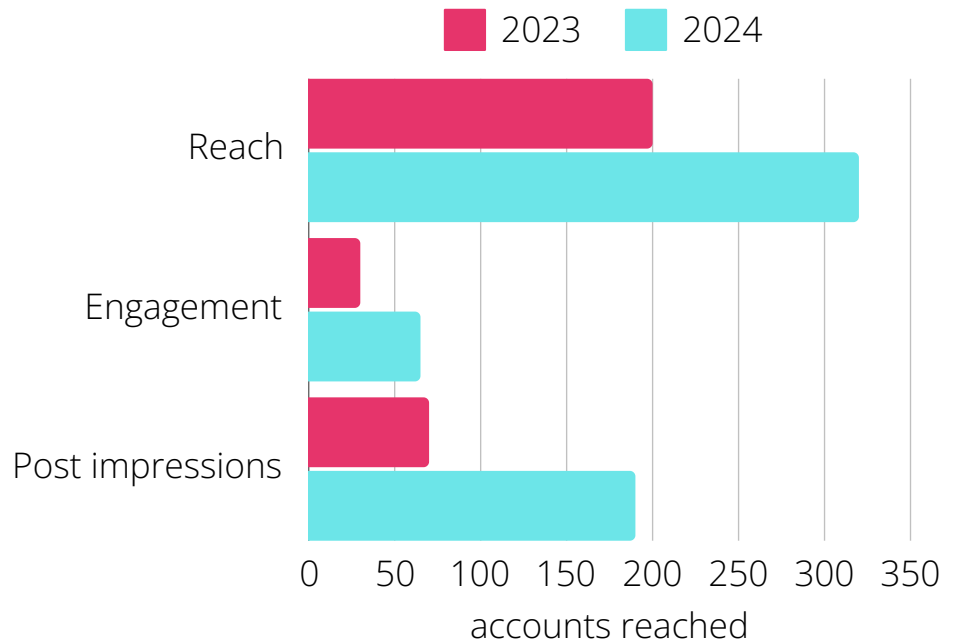
Period May 2023 - May 2024

Post Reach

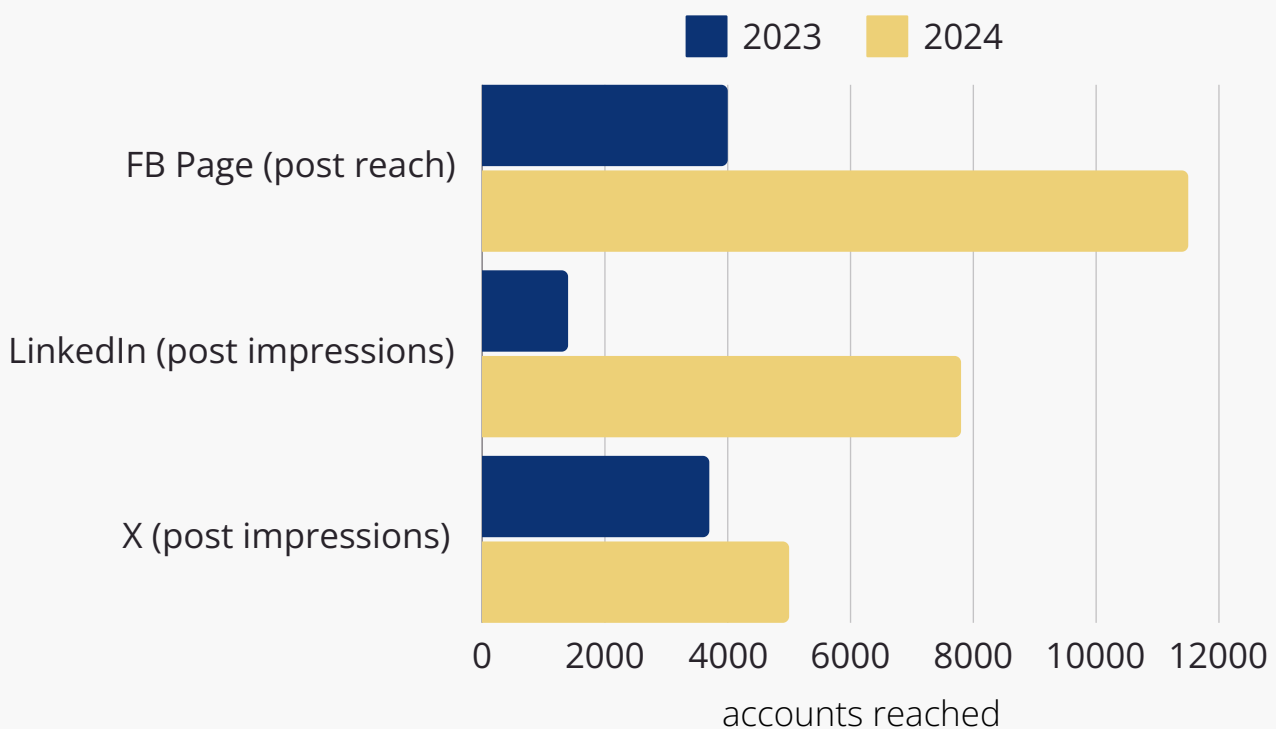
May 2023
May 2024

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

Instagram Reach



Facebook, LinkedIn & X



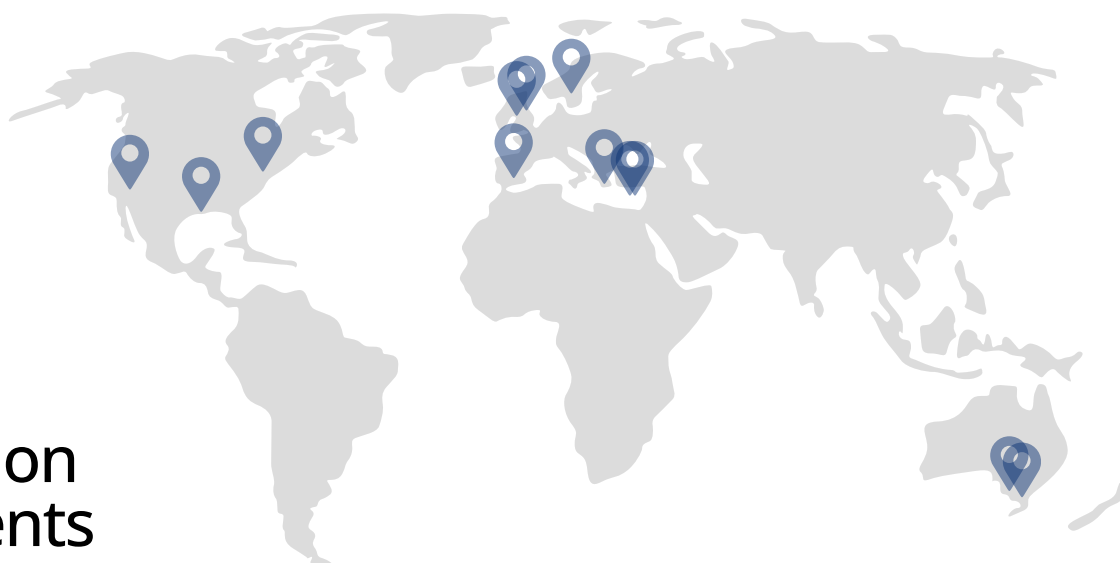
Events Promoted

May 2023
May 2024

List of conferences & events promoted

- ICAS-EMME4, Cyprus
- SciX2024, USA
- ISA2024, Australia
- SAA, USA
- Young Researchers in Archaeometry, Cyprus
- Unraveling the Palaeolithic, UK
- UKAS, UK
- Archaeometallurgy in Europe, Sweden
- Landscape Archaeology Conference, Spain
- Symposium of the HSA, Greece
- ScieX2023, USA
- ARCAS Symposium, Australia

Location
of events



Educational Content Shared

May 2023
May 2024

Monthly themes

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

- May 23 – May metals
- June 23 – June Jade
- July 23 – July Justice
- August 23 – August Botany
- September 23 – September Slag
- October 23 – October Ochre
- November 23 – November Network
- December 23 – Cool December
- January 24 – [break]
- February 24 – [break]
- March 24 – Maritime Masters
- April 24 – African Alloys
- May 24 – Rock Art Anthems

World / International Days

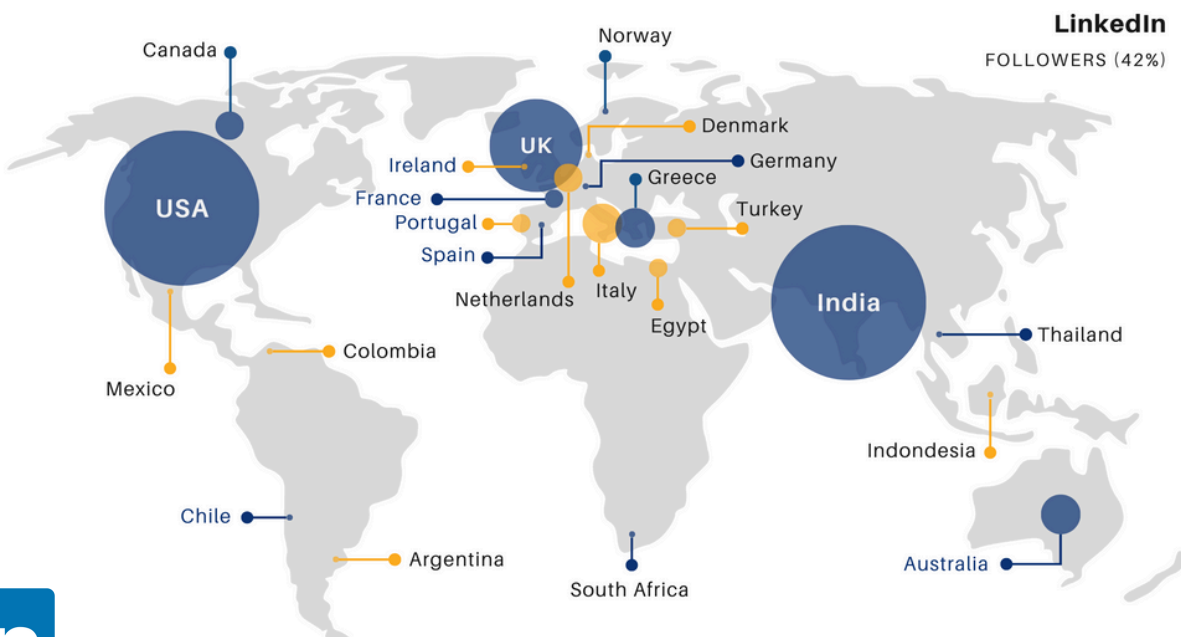
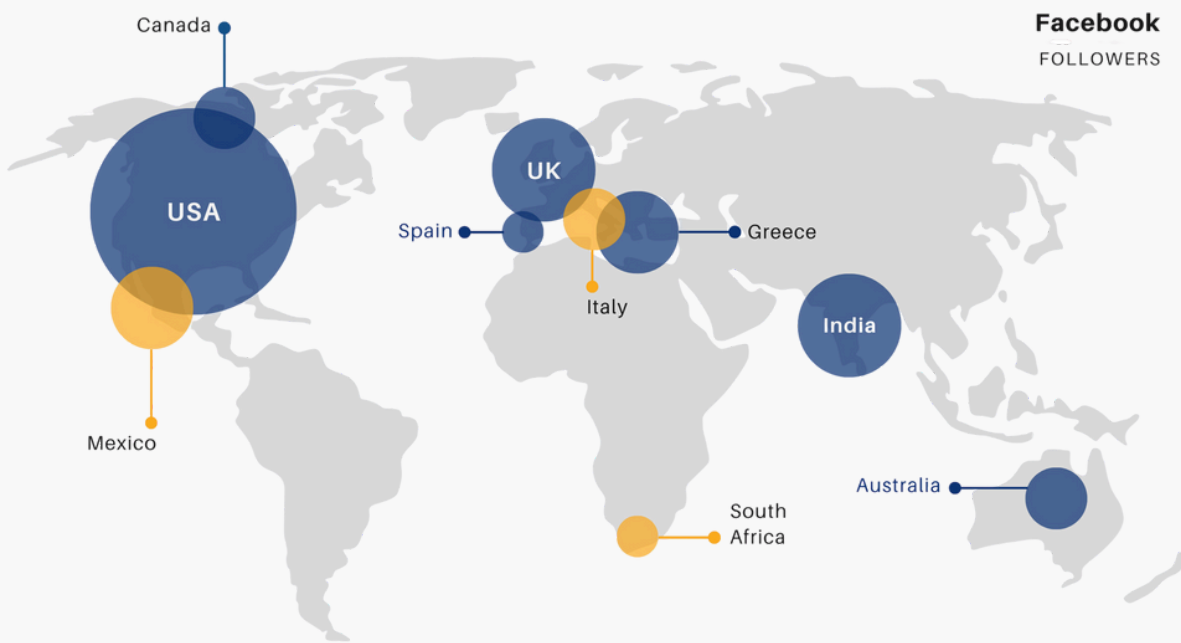
We share one article from one of the SAS affiliated journals related to the specific day

- World Environment Day
- World Refugee Day
- World Population Day
- International Day of the World's Indigenous Peoples
- International Day of the Remembrance of the Slave Day and its Abolition
- International Day of Democracy
- World Habitat Day
- World Food Day
- World Cities Day
- World Children's Day
- International Day for the Abolition of Slavery
- International Migrants Day
- World Wetlands Day
- World Pulses Day
- International Day of Women and Girls in Science
- World Seagrass Day
- International Day of Forests
- International Day of Zero Waste
- World Health Day
- Earth Day

Geographical Reach

May 2023
May 2024

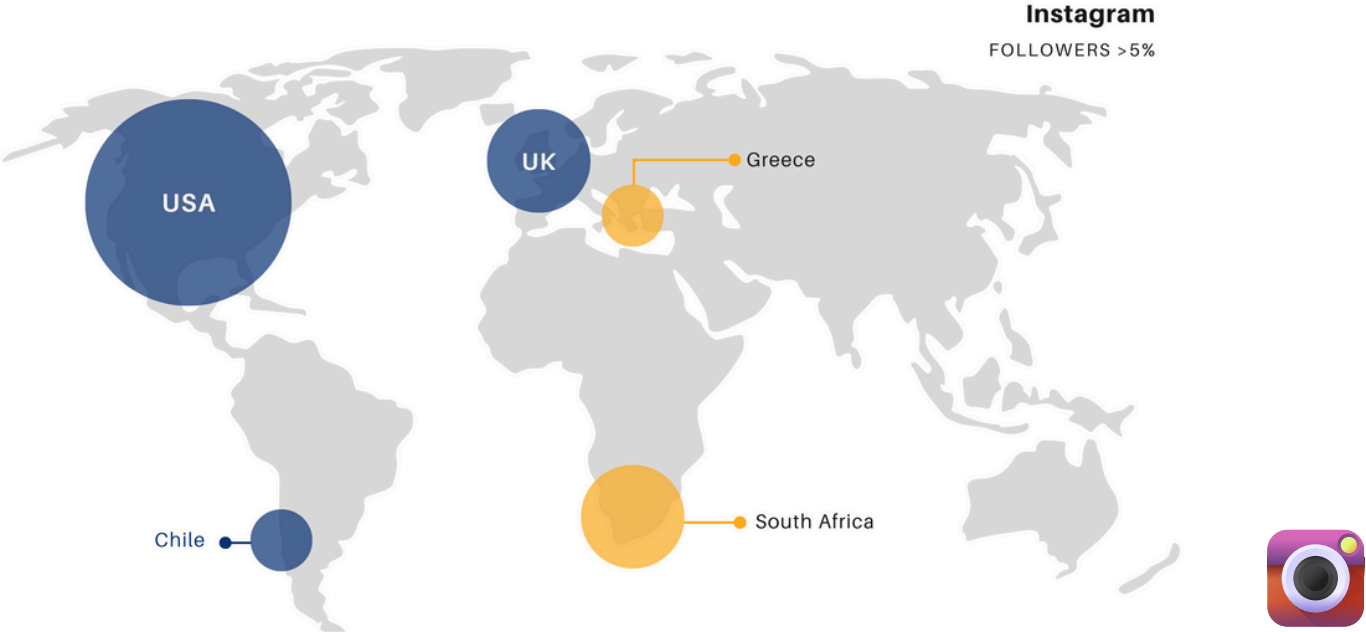
We have several hotspots of activity across social media platforms such as northern America, Europe, India and Australia.



Geographical Reach

May 2023
May 2024

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Summary

May 2023
May 2024

- Steady growth across all platforms and a regular posting schedule
- Balance of promotional and educational content, with which the audience interacts
- The SAS Social Mediam team coordinates well, and all posts are shared promptly



Evaluating the points of action from May 2023



Point: Introduce the Researcher Spotlight (and add it to the members benefits)

- Researcher Spotlight introduced. More posts are scheduled from autumn

Point: Establish a more grounded visual corporate identity

- The SAS Instagram account has by now an established visual identity
- Similarly on the rest of the platforms our posts are consistent
- Colour palette and fonts are established

Plan forward



- Introduce a photo competition
- Expand the SAS Member Spotlight
- Expand our reach to currently underrepresented areas (e.g. Africa, south America)