

ANARE Club AGM 2023

Item 7.8 Social Media Report

The ANARE Club's social media presence is fairly restricted to its Facebook page, for which Dale Jacobsen and myself are administrators.

I will admit freely that I have not been able to give the Facebook page as much time as I wanted over the past year. The Secretary role, plus my own personal work and study commitments, have very much reduced the time and effort I can put in.

This is unfortunately reflected in the decreasing traffic and engagement with the Facebook page. Dale has kindly stepped in with regular posts though they are not frequent enough to meet the Facebook algorithms and get the 'traction' to make a dent in people's news feeds. Ideally we should be posting at least daily, preferably several times a day: we simply don't have the time (or enough news!) to be doing this.

Having said that, the Facebook page does often make an impact particularly when there is something of personal and/or historic interest. It does have a role to play in connecting with our members.

My hope is that the person who takes on management of the web page and IT may be willing to manage the Facebook page as well. We'll have to see what transpires!

Copies of the social media reports for the past year are following for members' information.

Many thanks

Melanie Van Twest

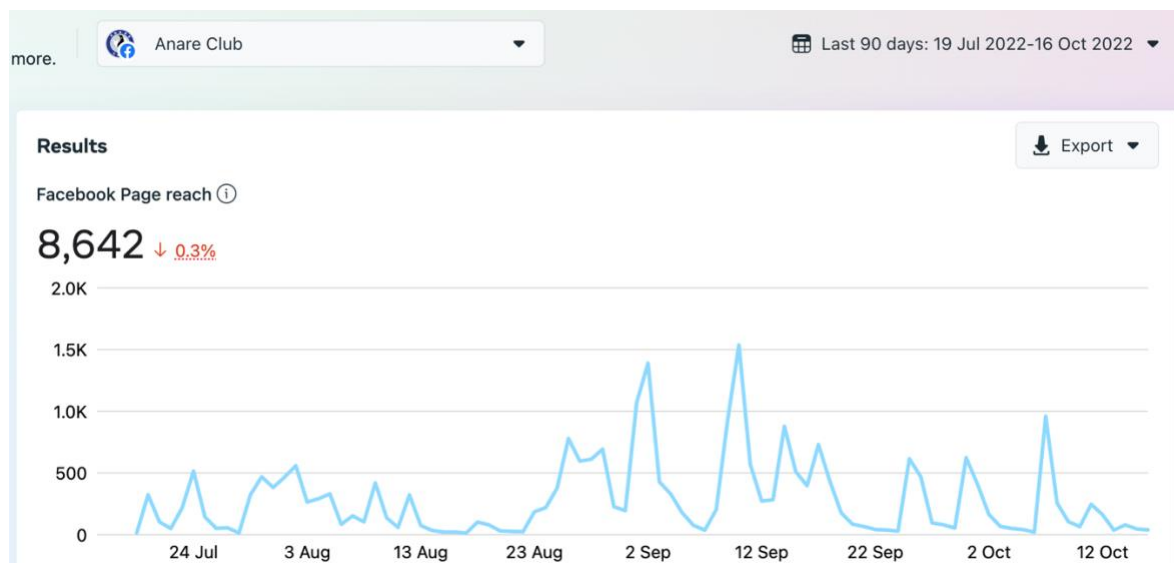
ANARE Club – National Council meeting 22 Oct 2022

Social Media report

Activity on the ANARE Club Facebook page has shown an improvement over the past 3 months. There has been a reduction in the number of posts, but an increase in the number of 'original content' posts ie posts written by ourselves, rather than re-posted from other accounts. This seems to be enough to hold the interest of page followers.



Last quarter

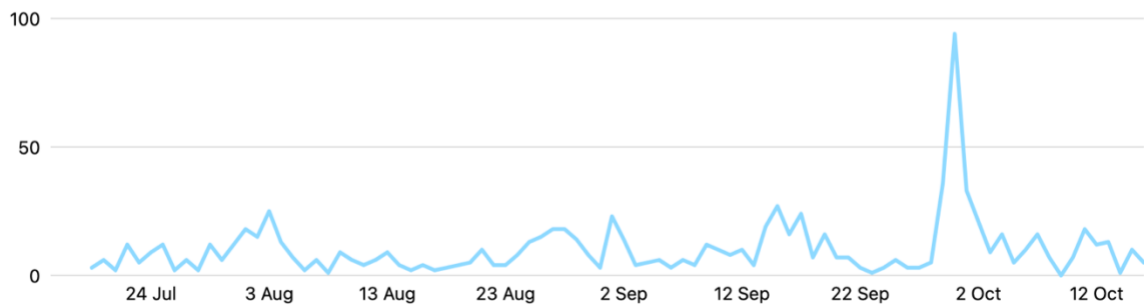


Current quarter

It is pleasing to note that visits and 'likes' for the page have improved from the previous quarter (see below). So posting more original content would appear to be the way to continue. There is plenty of matter to post about: the main problem is finding time to craft and put up a post!

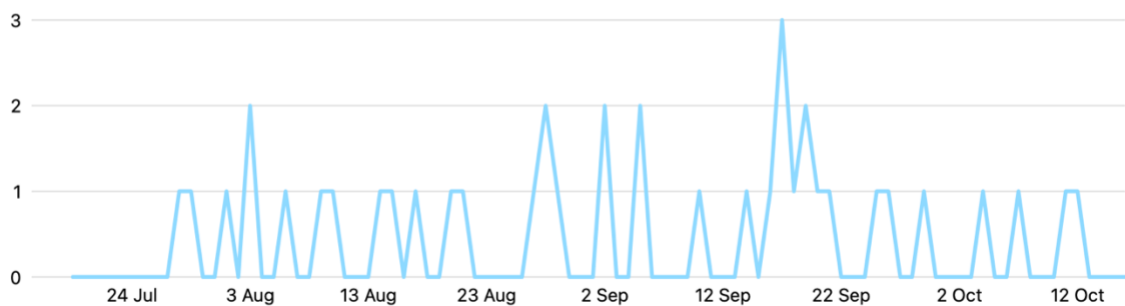
Facebook Page visits ⓘ

918 ↑ 24.1%



Facebook Page new likes ⓘ

39 ↑ 85.7%



There are no changes to the audience demographic which shows two-thirds male, one-third female, and very few connections with an audience under 40 years old. This likely reflects both expeditioner cohorts and the relative lack of young people on Facebook, which now tends to attract an older demographic. Neither are likely to change at any time in the foreseeable future.

Preliminary results from the Membership Survey note that relatively few ANARE Club members get their 'news' from the Facebook page, though this should not stop us looking to use it for regular updates on Club news between editions of 'Aurora'.

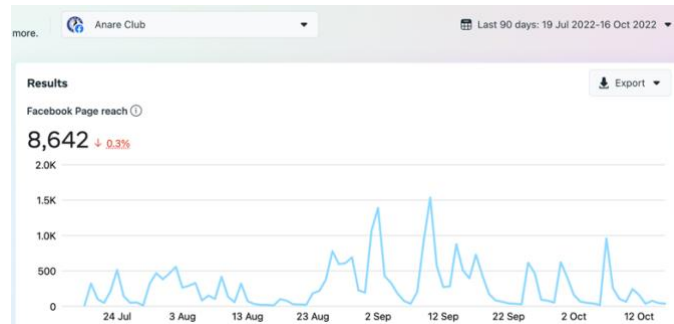
I have very much appreciated Dale's input as a fellow Facebook page admin, and as she settles into her role as 'Aurora' editor I am sure there will be ways we can collaborate to create content for both platforms.

Melanie Van Twest

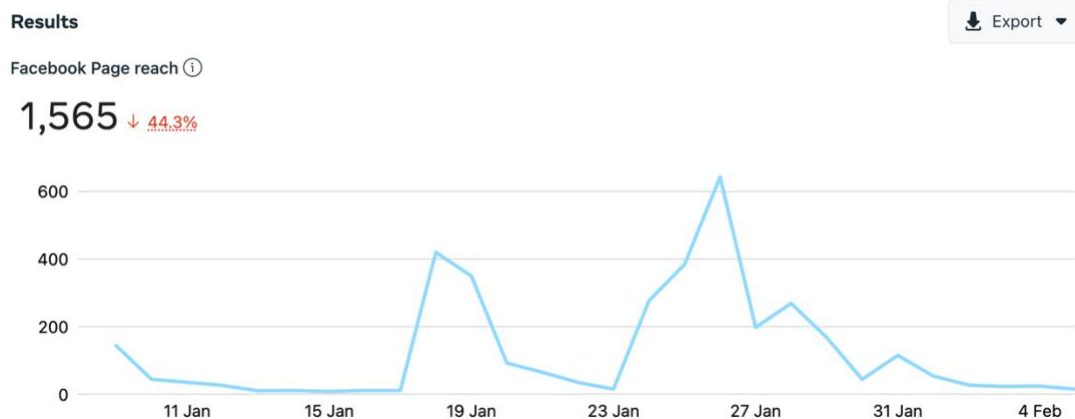
ANARE Club – National Council meeting 22 Oct 2022

Social Media report

Unfortunately we have had a slump in the activity on the Facebook page due to a lack of posts. Although I have tried to post something once every few days, there hasn't been the consistent input needed to hold the interest of followers.



Last quarter



Current quarter

This is also reflected in the low number of page visits and new 'likes' from people who haven't visited our page before.

The key to social media is to keep up the new content so the only way to address this is to put up more frequent posts and that is only possible if one of the admins (currently Dale and myself, with occasional input from Lee Sice) has time to do so. If there are any keen and regular Facebook users on Council, your help would be appreciated!



Last quarter



Current quarter

Interestingly, the demographics of our page visitors have changed slightly. Generally it shows two-thirds male, one-third female, and very few connections with an audience under 40 years old: the current visitor demographics show a slightly greater proportion of female visitors and more between 25-40. But there are still very few page visits from people under 25, likely reflecting the fact that young people don't use Facebook.

I believe we should continue to use the Facebook page as a means to connect with ANARE Club members and others in the short-term, given that *Aurora* is published quarterly and we send very infrequent emails. I will do my best to find the time and content to publish more often!

Melanie Van Twest

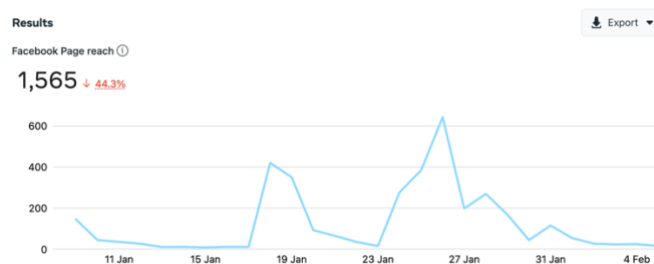
ANARE Club – National Council meeting 27 May 2023

Social Media report

Once again, I haven't had the time I would have liked to create new content to put on the Facebook page. A big thank you to Dale who has been putting up the occasional post as items of interest crop up.

This does mean we have lost a bit more ground in our audience with a reduction in our 'post reach' though we have gained a few new page followers.

Facebook also seems to have changed the way they are giving information about the page.



Last quarter

Page overview

Create a post Last 28 days

Discovery

Post reach	1,169
Post engagement	826
New Page likes	3
New Page followers	5

Interactions

Reactions	183
Comments	47
Shares	0
Photo views	264
Link clicks	23

Current quarter

I will keep trying to put up posts when the opportunity arises. The next couple of months will provide more content as we get photos and reports from Midwinter functions.

Ongoing, I am considering getting onto Instagram, which seems to be where the action is at for younger demographics. I will look into it and will report back on that at the next meeting.

Melanie Van Twest