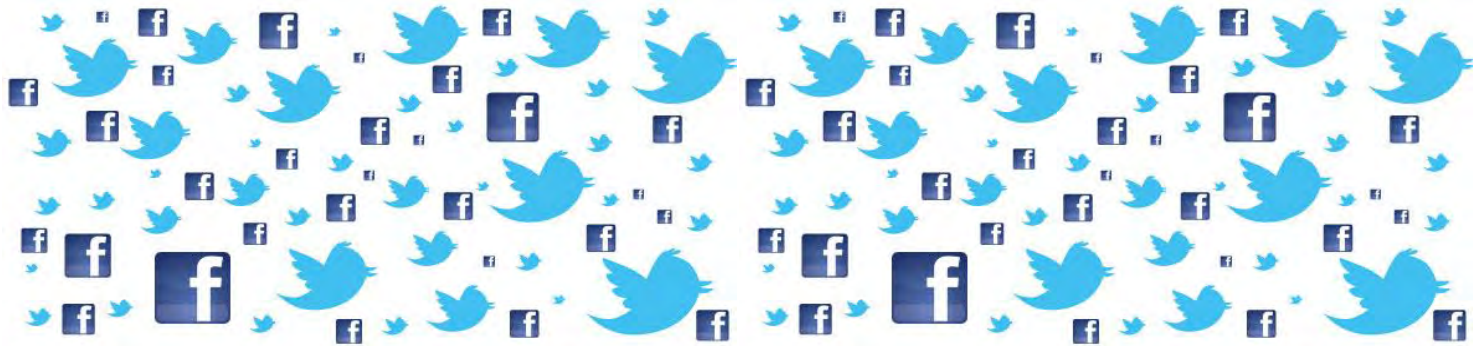


# Committee on Social Media



## 2016 Annual Report





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## THE BASICS

The Committee on Social Media at *Social Problems* (SP) was created in 2014 under the editorial leadership of Pamela Anne Quiroz. Our aim is to deliver informed, media-savvy, and results-oriented public relations based on a commitment to social justice that is reflected by the journal and the Society for the Study of Social Problems (SSSP). We desire to make SP research accessible to the widest audience possible and bridge traditional divides that separate the academic world from a more general public. To accomplish these goals, we pursue a multifaceted strategy of promotion. The work we do ranges broadly from developing original content that is featured across various social media venues to soliciting journalists for press coverage to nominating select articles for professional awards of excellence. In the report to come, we offer an overview of these activities for the 2015-2016 academic year, along with reflections on how far the committee's work has come and what concrete goals we will pursue in the future. More specifically, the report is organized into five sections that speak to the following questions: 1) How much traffic do we generate, 2) Who is our audience, 3) What is our content, 4) Which other ways do we promote the journal, and 5) Can we do anything to improve?



## Who We Are

The Committee on Social Media is divided into two branches that consist of council and committee members. The former group is responsible for planning and strategizing which research articles and/or affiliates of the journal to promote. It consists of the Editor (Pamela Anne Quiroz) and Co-Chairs of the Committee (Devon Goss and Kasey Henricks). The latter group develops original content for the quarterly article campaigns as well as other social media content, and it consists of six committee members (Erika Del Villar, Lydia Hou, Trenton Haltom, Nick Rochin Michael Rosino, and Jason Smith). Both groups meet every other two weeks for organizational purposes and professional development.



# Who We Are

## Committee on Social Media, Council Members

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**Pamela Anne Quiroz** serves as Editor of *Social Problems*. She is Director of the Center for Mexican American Studies and Professor of Sociology at the University of Houston. Her research focuses on identity development in different social contexts: the impact of school organization on the development of student identities; how English-speaking Latinos navigate ethnic identity and authenticity; the intersecting identities of people who engage in personal advertising; and the identity development of transracially adopted children. She has published in the *Journal of Family Issues*, *Journal of Research on Adolescence*, *Childhood*, and *Sociology of Education*. Quiroz sits on the Board of Directors for the Council on Contemporary Families, a non-profit, non-partisan organization dedicated to providing the public with the latest research and best-practice findings about American families. She is also the North American Commissioning Editor for *Children's Geographies*.



**Devon Goss** serves as Co-Chair of the Committee on Social Media. She is a PhD Candidate at the University of Connecticut, with a master's degree from Lewis and Clark University. Her research examines the color line, particularly in relation to instances of boundary crossing in typically racialized institutions and in family formation processes. Devon's work has been published in *The ANNALS of the American Academy of Political and Social Science* and *Sociology Compass*. She also serves as an editorial assistant for *Qualitative Sociology* and associate editor for *Humanity & Society*.



**Kasey Henricks** serves as Co-Chair of the Committee on Social Media. He is a Postdoctoral Fellow at the Institute for Research on Race and Public Policy at the University of Illinois at Chicago. His interests lie in understanding how racial inequality is reproduced over time through arrangements sponsored by tax law. Kasey's work has been recognized by The National Academies, American Sociological Association, and Society for the Study of Social Problems, and it has been funded by the National Science Foundation, Law and Society Association, and American Bar Foundation. Some of his publications have been featured in journals like *Social Justice Research*, *Critical Sociology*, *Symbolic Interaction*, and *Race Ethnicity and Education*. Kasey's first book (co-authored with David G. Embrick) evolves from his master's thesis and is entitled *State Looteries: Historical Continuity, Rearticulations of Racism, and American Taxation* (Routledge, 2016).



# Who We Are

## Committee on Social Media Members

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**Erika L. Del Villar**, PhD Candidate  
University of Connecticut



**Nick Rochin**, PhD Student  
University of Illinois at Chicago

**Lydia Hou**, PhD Student  
University of Illinois at Chicago



**Michael L. Rosino**, PhD Student  
University of Connecticut

**Trenton Haltom**, PhD Student  
University of Nebraska

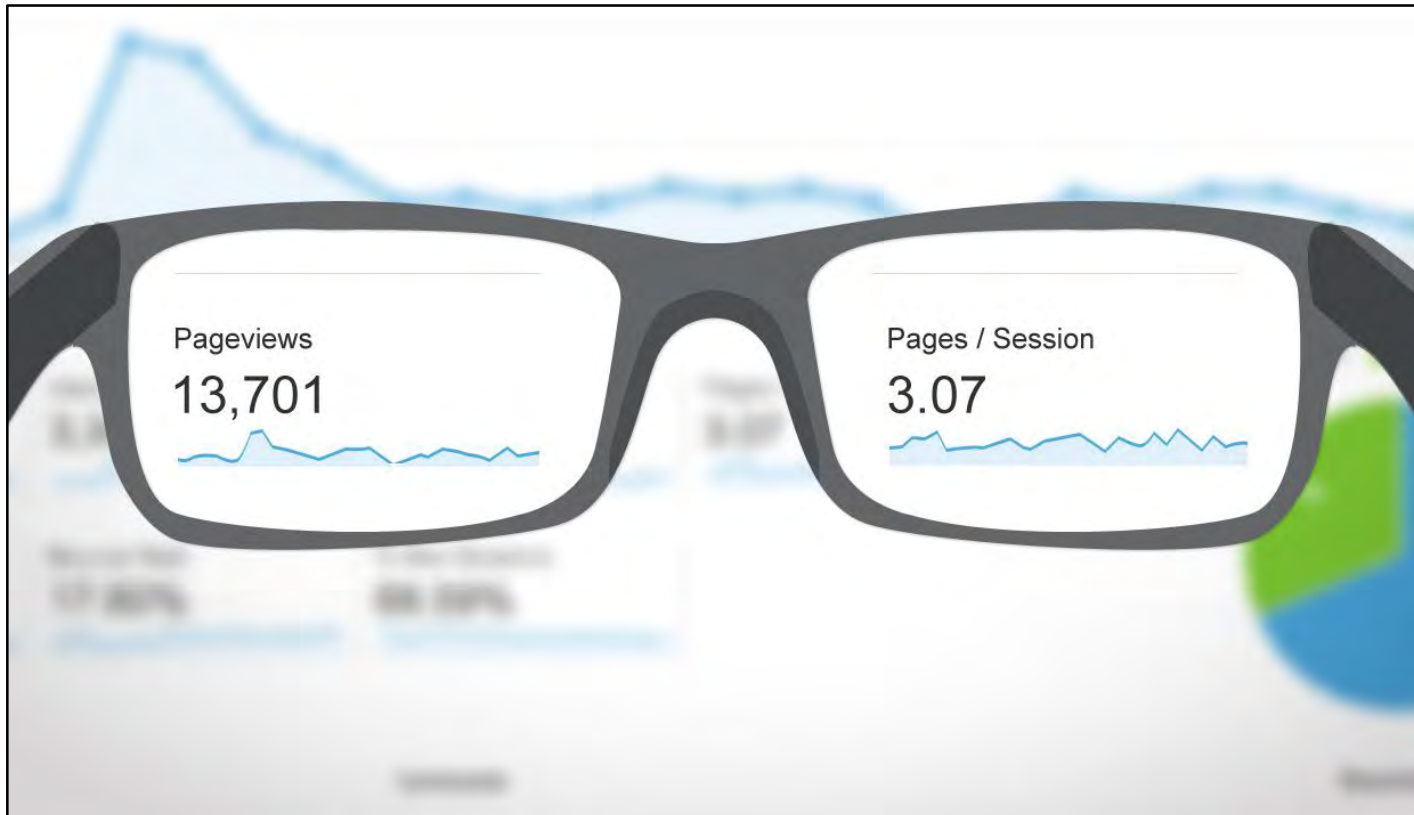


**Jason Smith**, PhD Candidate  
George Mason University



# SECTION ONE

How much traffic do we generate?





## WHAT IS SOCIAL MEDIA?

Generally speaking, social media platforms fall into two categories (or a hybrid of both). The first regards “push” platforms like Twitter and Facebook that redirect audiences to view material at other sites. The second regards “host” platforms like YouTube that directly share original content. In 2014, no social media presence existed for *SP* on either platform. Now we are established across most every social media venue available.



## WHAT KIND OF FOLLOWING DOES SOCIAL PROBLEMS HAVE ON SOCIAL MEDIA?

Most our activity occurs on Facebook, Twitter, and YouTube. At the end of last year, we set goals to double or triple our following on each of these venues. We nearly met or surpassed these goals. Between 2015 and 2016, our Facebook audience grew 119.4 percent, from 1,118 to 2,453 likes. Our Twitter audience grew 203.1 percent, from 872 to 2,643 follows. And our YouTube audience grew 1,158.9 percent, from 1,008 to 12,689 views. We are growing at a faster rate than most other sociology journals, and in many cases, the journal now has a larger following.

### Our Following on Social Media

	2015	2016	Target for 2016	Percent Change
<b>Facebook</b> (likes)	1,118	2,453	2,500	119.4
<b>Twitter</b> (follows)	872	2,643	2,000	203.1
<b>YouTube</b> (views)	1,008	12,689	3,000	1,158.9

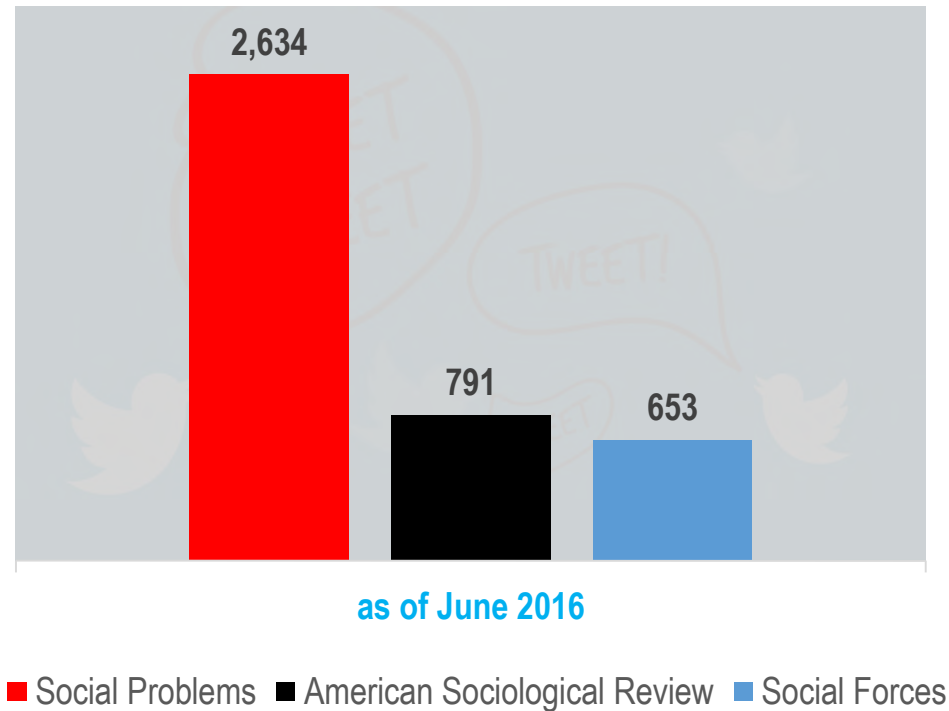


## How Does *Social Problems* Compare to Other Journals?

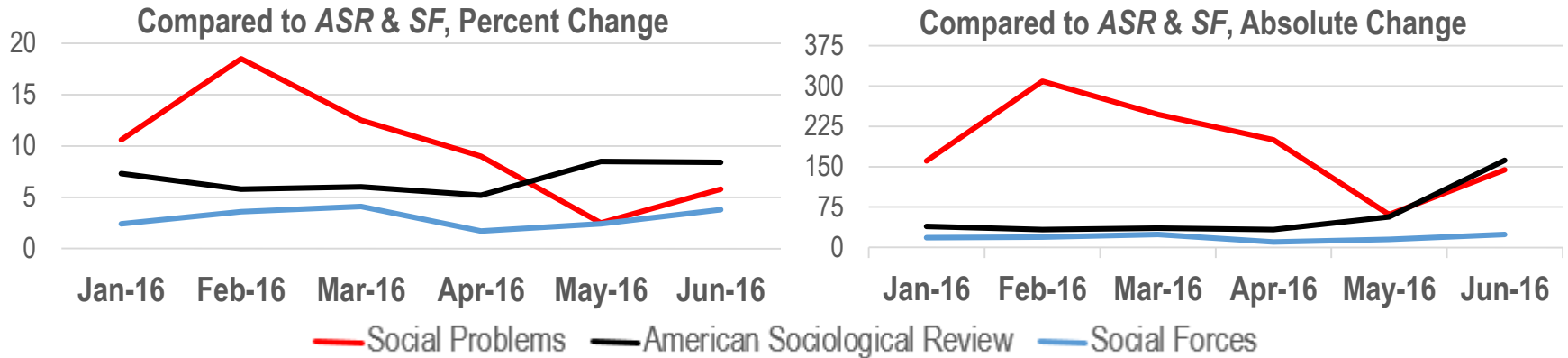
We routinely monitor the activity at other journals and sociology organizations to gain a sense of our relative performance. To see how we compare, pages 8 through 18 offer some descriptive statistics that are aggregated by social media venue: Twitter, Facebook, and YouTube.

**How does *SP* compare on Twitter?** Of the journals that many consider among top of the field, several have established Twitter accounts (with the exception of the *American Journal of Sociology*). Two journals identified as competitors with *SP*, as measured by their cited and citing relationship, include the *American Sociological Review (ASR)* and *Social Forces (SF)*. Standing at 2,634, *SP* has more than 3 times as many the followers as *ASR* (791) and *SF* (653). That said, we anticipate the gulf between *SP* and *ASR* will dwindle during the coming year. *ASR* is under a new editorial leadership at the University of Notre Dame, and promoting the journal's work through social media is now a priority. Their Twitter account was established in August 2015, and their growth rates (as shown on page 9) are comparable to ours.

### Twitter Following







### Twitter Audience as of June 2016

*SP* continues to have a larger following than other generalist journals of the field like *Social Currents* (2,419 more follows) and *Sociological Forum* (2,211 more follows), but we lag behind specialty outlets like *Gender & Society* (G&S) as well as the *Du Bois Review* (DBR). The former journal has 3,318 more followers, while the latter has 5,435. Much of these differences can be attributed to time. G&S initiated their account in 2011, and DBR initiated theirs in 2010. We initiated the *SP* account in 2014. That said, it is worth noting our growth over the past year and how the gulf between us and them has shrunk. In 2015, the journal's Twitter following was 5-8 times smaller than G&S and DBR. Now, it is 2-3 times smaller.

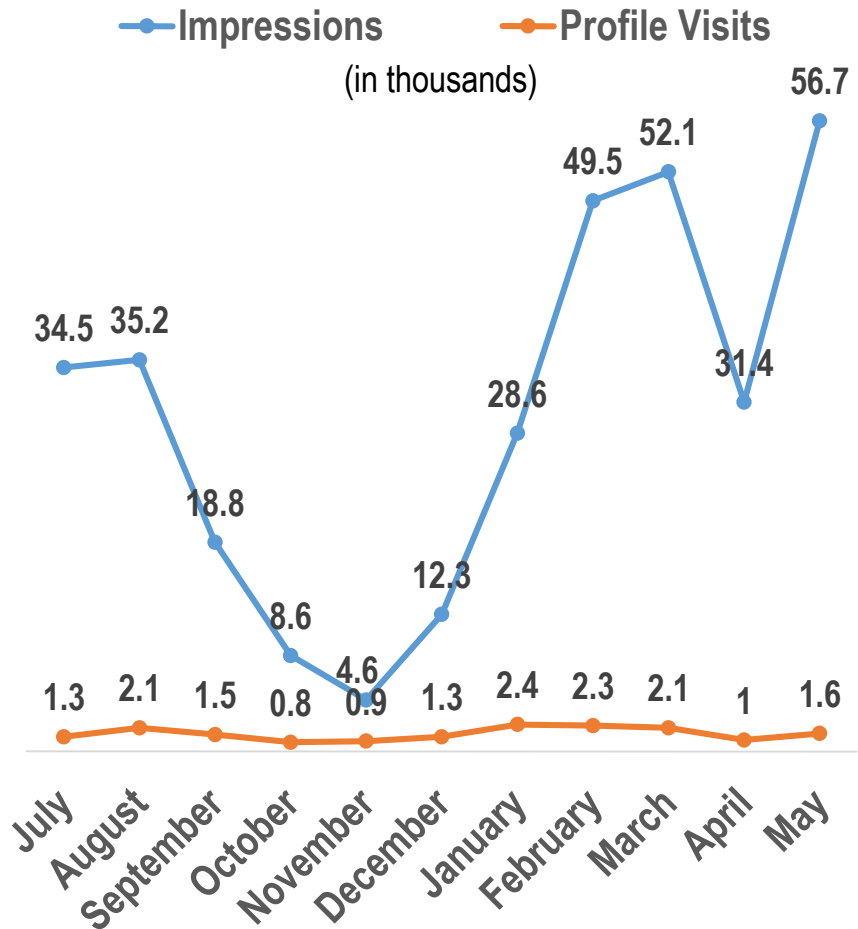
	(follows)	Plus/Minus
<b>Social Problems</b>	2,634	--
<b>Social Currents</b>	215	-2,419
<b>Sociological Forum</b>	423	-2,211
<b>Critical Sociology</b>	674	-1,960
<b>Symbolic Interaction</b>	366	-2,268
<b>Gender &amp; Society</b>	5,952	+3,318
<b>Du Bois Review</b>	8,069	+5,435



**How much traffic does Twitter generate?** Over the past year, we averaged 30 tweets per month. Our content reached a monthly average of 30.2 thousand users and was engaged by 1.6 thousand. Reach is defined by whether content was visible in a user’s social media feed, and engagement is defined by whether a user clicked, “favorited,” replied, or re-tweeted.

Total Tweets	
July	16
August	55
September	20
October	8
November	7
December	19
January	43
February	51
March	57
April	27
May	32

## Twitter Traffic, 2015-2016



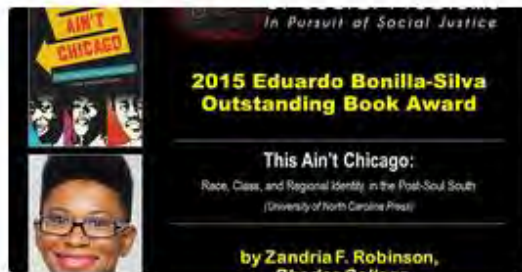


Our top five tweets for 2015-2016 reached anywhere from 17.5 to 3.7 thousand people (as tabulated on a monthly basis). These tweets promoted SSSP members and/or social problems-related content like the gender pay gap, workplace discrimination, and Donald Trump.

top 5

1. Congrats to [@zfelice](#), winner of the 2015 Outstanding Book Award from the [@SSSP1org](#) Racial/Ethnic Minorities Division. [pic.twitter.com/dpo0jQBdO2](http://pic.twitter.com/dpo0jQBdO2)

17.5k Impressions  
120 Re-tweets  
88 Favorites



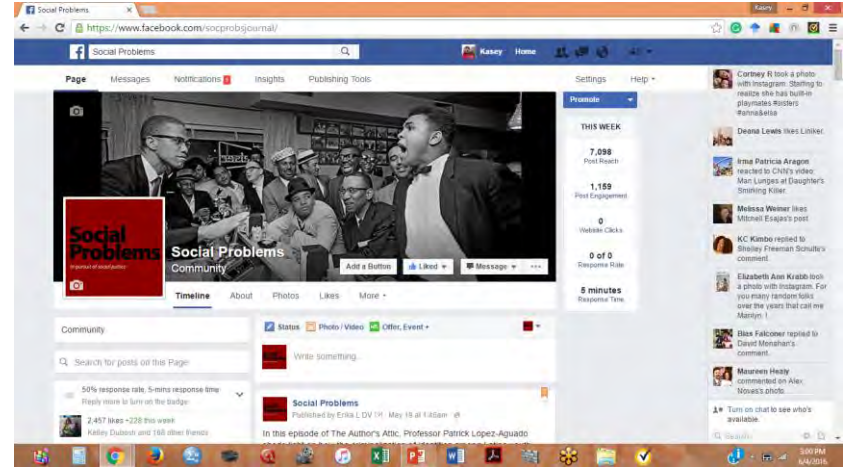
2. 5.2k Impressions  
44 Re-tweets  
14 Favorites  
We lost a giant yesterday, Thomas Luckmann (co-author of "The Social Construction of Reality") passed away. RIP [bit.ly/1X1AcBi](http://bit.ly/1X1AcBi)
3. 4.9k Impressions  
26 Re-tweets  
11 Favorites  
Where Are the Minority Professors? Demographics show where those of each rank, gender & race can be found: [bit.ly/1mDnni3](http://bit.ly/1mDnni3)
4. 3.8k Impressions  
19 Re-tweets  
7 Favorites  
Despite the women's team generating nearly \$20M more revenue last year, they are paid almost 4 times less. [es.pn/1MF4mrL](http://es.pn/1MF4mrL) #PayGap
5. 3.7k Impressions  
22 Re-tweets  
29 Favorites  
Not the wall he anticipated? #ShutItDown [bbc.in/1pCtpBs](http://bbc.in/1pCtpBs)





**How does SP compare on Facebook?** Our Facebook following is similar to our following on Twitter (2,453 “likes” compared to 2,634), but it is worth noting that fewer sociology journals have a presence on this social media venue. This is true of the other top generalist journals of the field, *ASR*, *AJS*, and *SF*. They all lack a Facebook account.

Two specialty journals embody examples of “doing Facebook” in ways we want to emulate: *G&S* and *Critical Sociology (CS)*. *SP* has more than doubled its audience size since last year, placing us right behind *G&S*. They have 163 more likes at the end of this year, compared to 1,145 in 2015. *SP* still trails *CS* considerably, though. They have more than 1,500 likes, making their audience size 1.6 times larger. The gulf between *CS* and *SP* is shrinking (3x in 2015 compared to 1.6 in 2016), but we do not anticipate outpacing them during the next year. Like *SP*, *CS* is still growing at a considerable rate (see page 13).



### Facebook Audience as of June 2016

	(likes)	Plus/Minus
<b>Social Problems</b>	2,453	--
<b>Sociological Forum</b>	1,249	-1,204
<b>Critical Sociology</b>	3,953	+1,500
<b>Gender &amp; Society</b>	2,615	+163
<b>Du Bois Review</b>	884	-1,569

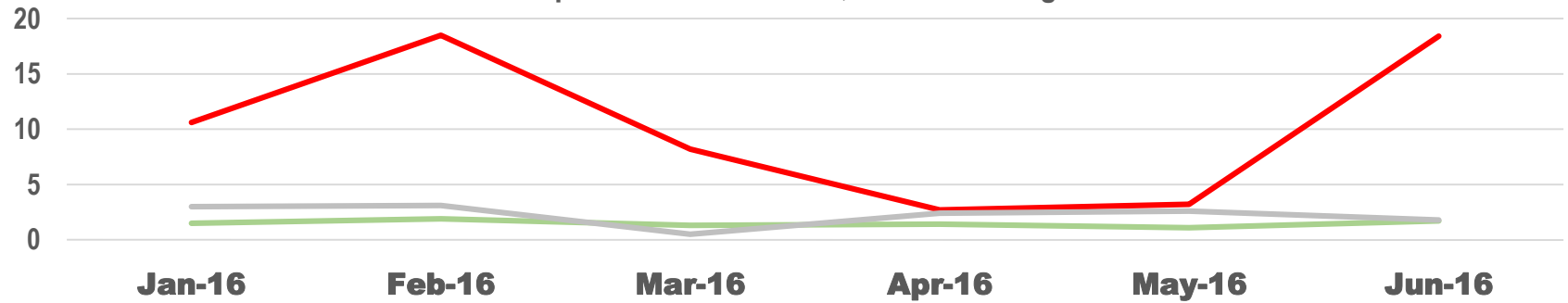
### Social Problems Growth on Facebook, 2015 to 2016



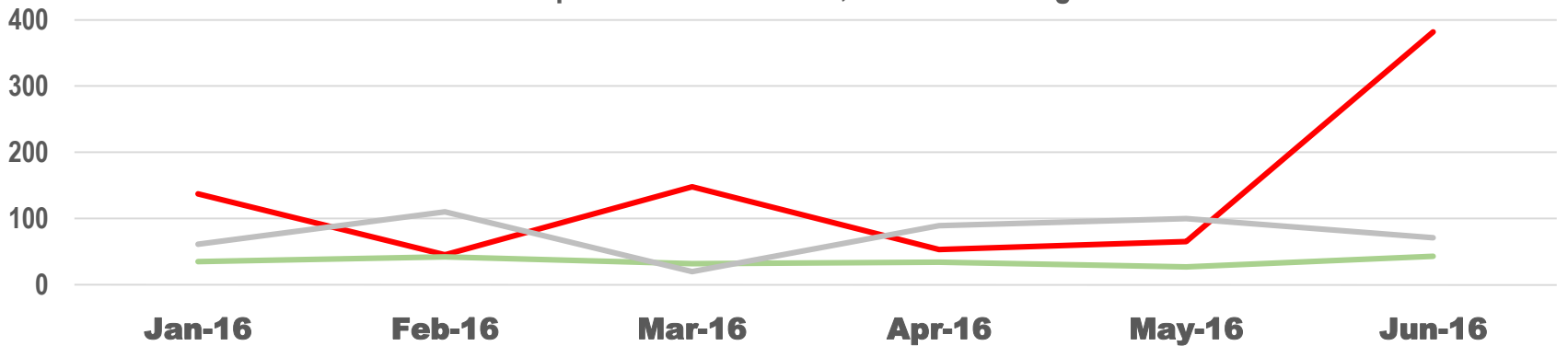


— Social Problems      — Gender & Society      — Critical Sociology

Compared to G&S and CS, Percent Change



Compared to G&S and CS, Absolute Change

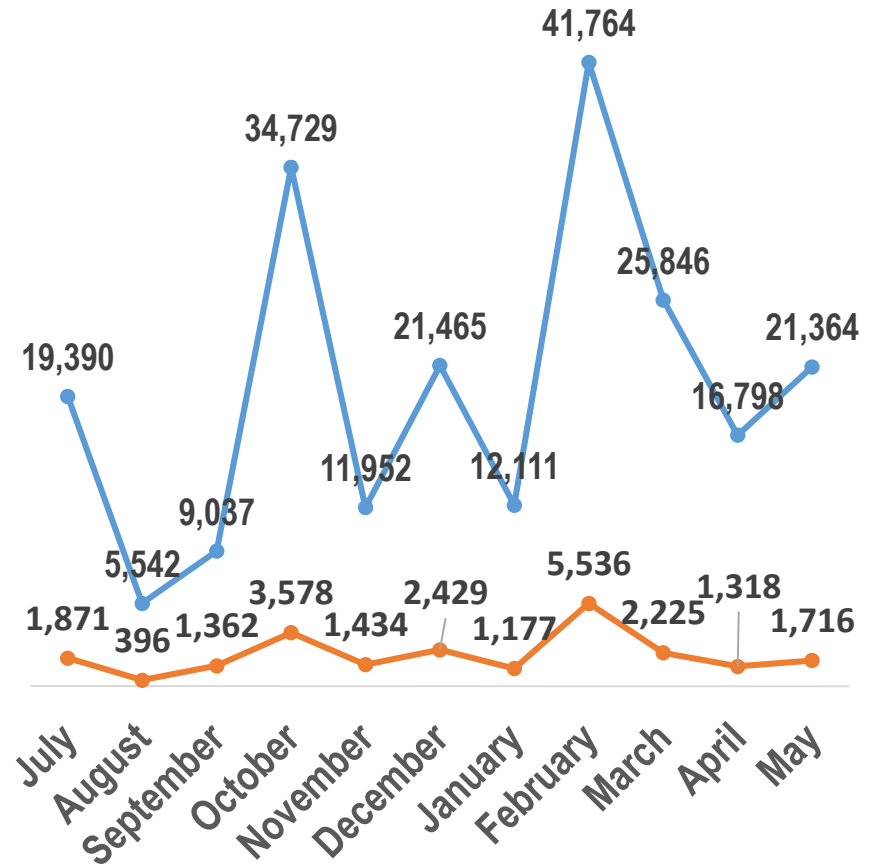




**How much traffic does Facebook generate?** Over the past year, we averaged 61 posts per month. Our content reached a monthly average of 20.0 thousand users and was engaged by 2.1 thousand. Reach is defined by whether content was visible in a user's social media feed, and engagement is defined by whether a user clicked, "liked," commented, or shared.

## Facebook Traffic, 2015-2016

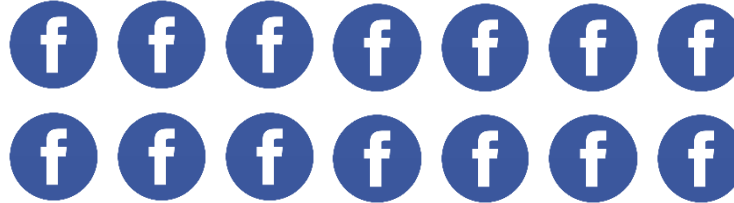
—●— Reach —●— Engagement



Total Posts	
July	53
August	33
September	49
October	56
November	47
December	61
January	69
February	98
March	90
April	55
May	60



Our top five posts for 2015-2016 reached anywhere from 5.9 to 4.4 thousand people (as tabulated on a monthly basis). These posts spoke to timely social problems, disciplinary concerns, academic satire, and "The Authors' Attic."



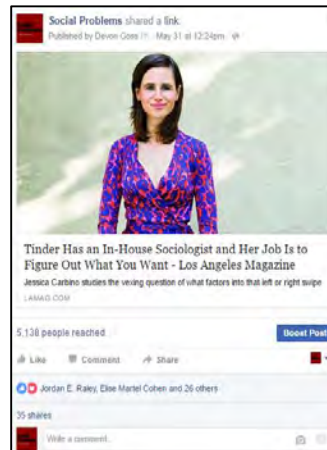
**1.**  
Reached 5.9k  
Engaged 571



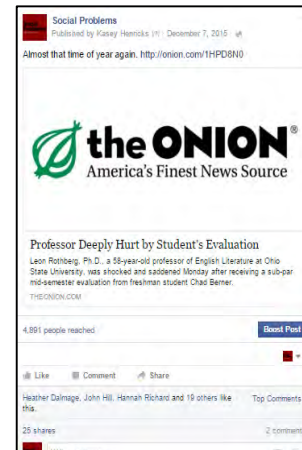
**2.**  
Reached 5.8k  
Engaged 792



**3.**  
Reached 5.1k  
Engaged 471

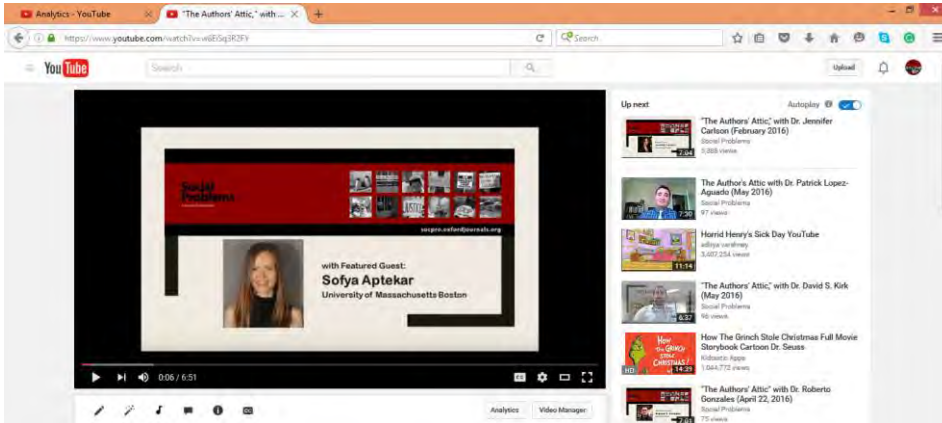


**4.**  
Reached 4.9k  
Engaged 409



**5.**  
Reached 4.4k  
Engaged 185



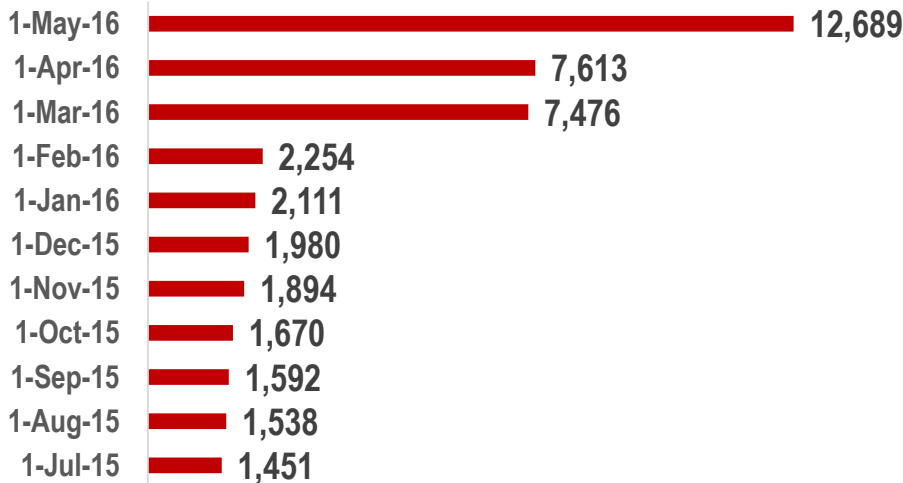


**How does SP compare on YouTube?** SP can confidently say it is in a class of its own. We have generated 12,869 views since our channel was created in 2014. This is 8,904 more than *Symbolic Interaction (SI)*, the only other monitored journal that has a YouTube presence. Our viewership also has 4,390 more views (12,869 compared to 8,479 views) than the American Sociological Association (ASA).

Much of our YouTube growth has to do with two factors. One, the committee has developed more original content. We are putting together a recurring vodcast series called "The Authors' Attic" that features 1-3 select articles of each issue. To date, our YouTube Channel features 18 original videos.

And two, we have been working collaboratively with SSSP and Oxford University Press (OUP) on promotion. Both SSSP and OUP embeds these videos on their webpages. SSSP also shares these videos on its Facebook and Twitter accounts, and OUP has launched two very successful Google AdWords campaigns. To compliment these efforts, the Committee on Social Media uses its newly created budget to purchase advertisements on Facebook and Twitter.

**Social Problems Growth on YouTube, 2015 to 2016**







Given the nature of YouTube content, our postings are much more infrequent compared to Twitter and Facebook. The production of each video installment is layered, and it can involve as many as four people to produce, record, edit, and distribute. Given these differences in content, let us share our top five posts of all time as opposed to our top five monthly hits. These figures should give a better sense of SP's YouTube activity.

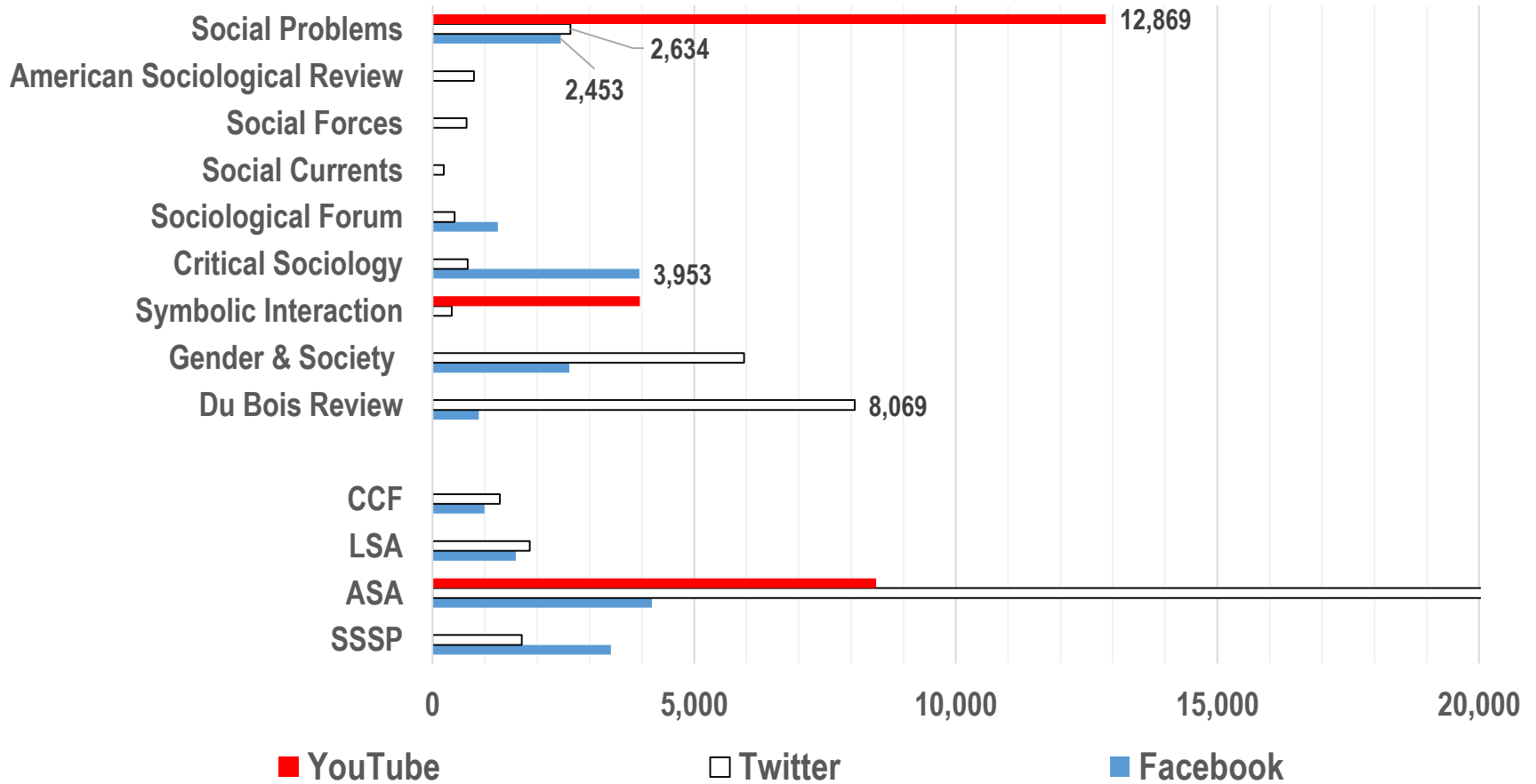
All five of the most watched videos are installments of our recurring vodcast series, "The Authors' Attic." The most viewed installment has 5.4 thousand views, and it features an interview with Jennifer Carlson of the University of Toronto. She joined us to discuss her article featured in the February 2016 Issue: "Moral Panic, Moral Breach: Bernhard Goetz, George Zimmerman, and Racialized News Reporting in Contested Cases of Self-Defense. This is followed by vodcasts that feature Sofya Aptekar (University of Massachusetts Boston), Jacob Rugh (Brigham Young University), Matthew Hughey (University of Connecticut), and Timo Böhm (University of Mannheim).



Video	Lifetime views ↓	Upload date
"The Authors' Attic," with Dr. Jennifer Carlson (February 2016)	5,389	Feb 24, 2016
"The Authors' Attic," with Dr. Sofya Aptekar (May 2016)	4,806	May 3, 2016
"The Authors' Attic," with Dr. Jacob S. Rugh (May, 2015)	454	Apr 24, 2015
"The Authors' Attic," with Dr. Matthew W. Hughey (October 3, 2014)	445	Oct 6, 2014
"The Authors' Attic," with Dr. Timo Böhm (November, 2015)	265	Nov 2, 2015



## How Does Our Social Media Following Compare to Others?





## Where Does Our Money Go?

At the 2015 Annual Meetings, the Editorial and Publications Committee and Board of Directors approved an annual budget of \$5,000 for the Committee on Social Media. We are at a mid-point of our first budget, as the money is allocated on a per calendar year basis. The funds are dispersed between honorarium stipends among committee members and promotion for our quarterly "Article Campaigns." (These campaigns are described in more detail later.) Our promotional strategies include advertising through Twitter and Facebook as well as subscriptions to press release distribution services.

To date, we have spent \$4,082.46. It can be itemized as follows:

- \$3,200 – Student Stipends
- \$80 – Twitter Advertisements
- \$166.46 – Facebook Advertisements
- \$636 – Press Release Distribution

Though over 80 percent of the funds have been dispersed by the year's midpoint, there is no concern that we will exceed the budget. Some of the items listed above are one-time expenditures (e.g., stipends, press releases).

## Itemized Social Media Budget, at the Mid-Point for 2016

	<b>\$\$\$ Spent</b>	<b>Results</b>
<b>Committee Member Stipends</b>	3,200	
<b>Advertising</b>		
Twitter	80	8.6 Impressions 222 Engagements
Facebook	166.46	11.8 Reach 736 Engagements
<b>Press Release Distribution</b>		
Newswire	237	2 Press Releases Posted on 208 Sites 148 Views
EIN Presswire	399	3 Press Releases Posted on 414 Sites
<b>TOTAL</b>	<b>4,082.46</b>	



## Itemized Twitter Advertising at the Mid-Point for 2016



Name		Start	End	Spend	Impressions	Results	Rate	Cost per Result
<b>All campaigns</b>		-	-	\$80.00	8,565	-	-	-
<input type="checkbox"/> Quick promote - Prof Patrick Lopez... Tweet engagements	<b>EXHAUSTED</b> <a href="#">Edit</a> <a href="#">Copy</a>	19 May	18 Jun	\$10.00	1,138	17 Tweet Engagements	1.49%	\$0.59
<input type="checkbox"/> Quick promote - Is 'Freecycle' an... Tweet engagements	<b>EXHAUSTED</b> <a href="#">Edit</a> <a href="#">Copy</a>	11 May	10 Jun	\$10.00	609	11 Tweet Engagements	1.81%	\$0.91
<input type="checkbox"/> Quick promote - Read Gifts Among... Website clicks or conversions	<b>EXPIRED</b> <a href="#">Edit</a> <a href="#">Copy</a>	6 May	5 Jun	\$10.00	810	4 Link Clicks	0.49%	\$2.50
<input type="checkbox"/> Quick promote - Freecycle an environmental... Website clicks or conversions	<b>EXPIRED</b> <a href="#">Edit</a> <a href="#">Copy</a>	3 May	2 Jun	\$10.00	1,328	9 Link Clicks	0.68%	\$1.11
<input type="checkbox"/> Quick promote - @jdawncarlson joins The... Website clicks or conversions	<b>EXHAUSTED</b> <a href="#">Edit</a> <a href="#">Copy</a>	24 Feb	-	\$10.00	2,068	5 Link Clicks	0.24%	\$2.00
<input type="checkbox"/> Quick promote - Are smart people... Website clicks or conversions	<b>EXHAUSTED</b> <a href="#">Edit</a> <a href="#">Copy</a>	23 Feb	-	\$10.00	854	12 Link Clicks	1.41%	\$0.83
<input type="checkbox"/> Quick promote - Latest SP research... Website clicks or conversions	<b>EXHAUSTED</b> <a href="#">Edit</a> <a href="#">Copy</a>	17 Feb	-	\$10.00	850	5 Link Clicks	0.59%	\$2.00
<input type="checkbox"/> Carlson's "Moral Panic, Moral Breach" Tweet engagements	<b>EXHAUSTED</b> <a href="#">Edit</a> <a href="#">Copy</a>	1 Feb	-	\$10.00	908	49 Tweet Engagements	5.40%	\$0.20





## Itemized Facebook Advertising at the Mid-Point for 2016

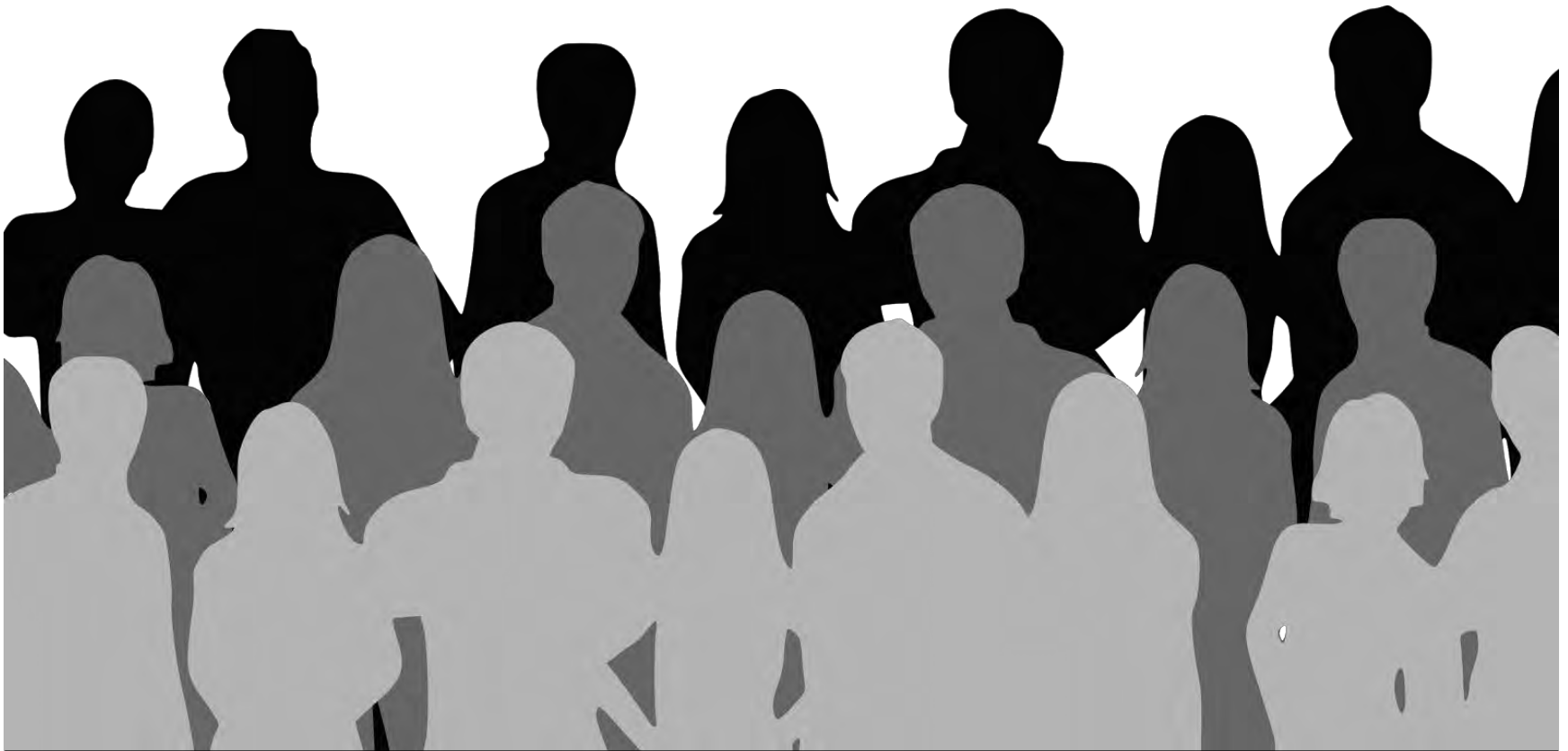


Campaign Name	Results	Reach	Cost	Amount Spent	Ends
[06/01/2016] Promoting Social Problems	38 Page Likes	844	\$0.52 Per Page Like	\$19.93	Jun 2, 2016
Post: "In this episode of The Author's Attic, Professor..."	93 Post Engagements	1,899	\$0.32 Per Post Engagement	\$30.00	May 26, 2016
Post: "How does the school-to-prison pipeline affect..."	33 Post Engagements	829	\$0.30 Per Post Engagement	\$10.00	May 14, 2016
Post: "Is 'Freecycle' an environmental solution?..."	15 Post Engagements	917	\$0.67 Per Post Engagement	\$10.00	May 12, 2016
Post: "How does the school-to-prison pipeline affect..."	—	—	— Per Result	\$0.00	May 13, 2016
Post: "How does prisoner reentry impact neighborhoods?..."	89 Post Engagements	2,502	\$0.29 Per Post Engagement	\$20.00	May 6, 2016
Post: "SP Editorial Board member Professor Roberto..."	71 Post Engagements	2,265	\$0.28 Per Post Engagement	\$20.00	Apr 25, 2016
Post: "Hear about SP's latest research from the authors..."	32 Post Engagements	1,987	\$0.47 Per Post Engagement	\$15.00	Feb 25, 2016
Post: "Are smart people less #racist? Or just smart..."	84 Post Engagements	1,589	\$0.12 Per Post Engagement	\$10.00	Feb 24, 2016
Post: "The latest SP research from Jennifer Carlson..."	105 Post Engagements	3,205	\$0.19 Per Post Engagement	\$20.00	Feb 17, 2016
Post: "How has media coverage of racial violence..."	10 Post Engagements	311	\$0.15 Per Post Engagement	\$1.53	Feb 12, 2016
Post: "This article from our February issue is getting a..."	188 Post Engagements	2,939	\$0.05 Per Post Engagement	\$10.00	Feb 2, 2016
Results from 13 Campaigns	—	11,791 People	—	\$168.40 Total Spent	



# SECTION TWO

## Who Is Our Audience?





## WHO ARE THESE PEOPLE?

Who is our audience? Last year, the short answer was “we don’t know.” That has changed somewhat during the 2015-2016 academic year. Twitter, Facebook, and YouTube have made great strides in collecting sociodemographic data, and we now evaluate our audience on a monthly basis. That way we can ensure our content remains timely and relevant. Through page 29, we offer an overview of audiences based on each social media venue and what data they share.

## Our Twitter Audience

Our Twitter account reaches the most people on a monthly basis. Our audience’s primary draw to Twitter is to keep up-to-date on news that concerns politics, business, and science. Our top demographic self-identifies as being part of the professional class, with the second and third largest occupations being homemakers and health workers.



### Interests

Interest name	% of audience
Politics and current events	90%
Business and news	88%
Business news and general info	83%
Books news and general info	80%
Science news	76%
Movie news and general info	75%
Comedy (Movies and television)	69%
Tech news	69%
Financial news	53%

### Occupation

Occupation type	% of audience
Professional/technical	32%
Homemaker	21%
Health services	19%
Self-employed	18%
White collar worker	16%
Management	14%
Student	12%
Tradesman/laborer	11%
Retired	10%



### Household income categories

Income category	% of audience
\$75,000 - \$99,999	17%
\$60,000 - \$74,999	14%
\$100,000 - \$124,999	13%
\$125,000 - \$149,999	10%
\$150,000 - \$199,999	9%

### Net worth

Net worth category	% of audience
\$150,000 to \$249,999	14%
\$250,000 to \$374,999	13%
\$2,500 to \$24,999	13%
\$1,000,000+	10%
\$100,000 to \$149,999	10%
\$500,000 to \$749,999	8%
\$375,000 to \$499,999	8%



Most our Twitter followers have an annual income that ranges between \$60-149.9k. About 17 percent fall between the \$75-99.9k range, 14 percent between the \$60-74.9k range, 13 percent between the \$100-124.9k range, and 9 percent between the \$125-149.9k range.

Over a quarter fall between the range of \$150-374.9k when it comes to net worth, and 30 percent have a home value of \$100-199k.

A majority (65 percent) of our audience resides in the United States, 9 percent live in Great Britain, and 6 percent live in Canada. About 98 percent speak English, and 5 percent speak Spanish. Of those that live in the U.S., 9 percent call California home followed by New York (7 percent) and Illinois (4 percent).

In terms of gender, most our audience identify as women (53 percent compared to 47).

### Home value

Home value category	% of audience
\$99,999 and under	9%
\$100,000 - \$199,000	30%
\$200,000 - \$299,000	22%
\$300,000 - \$499,000	21%
\$500,000 and higher	17%





### Country

Country name	% of audience
United States	65%
United Kingdom	9%
Canada	6%
Australia	2%
Germany	1%
Turkey	< 1%
Spain	< 1%
Ireland	< 1%
India	< 1%
France	< 1%



### Region

State or region	% of audience
California, US	9%
England, GB	8%
New York, US	7%
Illinois, US	4%
Texas, US	3%
Pennsylvania, US	3%
Massachusetts, US	3%
Greater London, GB	3%
Ontario, CA	3%
Ohio, US	2%



## Our Facebook Audience

Our Facebook audience can be measured by three indicators: age, gender, and location. Most (34 percent) are between 25-34 years old, with 18-24 (26 percent) and 35-44 (22 percent) being our next largest brackets. When it comes to gender, 60 percent identify as women, 37 percent as men, and 3 percent are undisclosed or do not identify with the women/men binary.

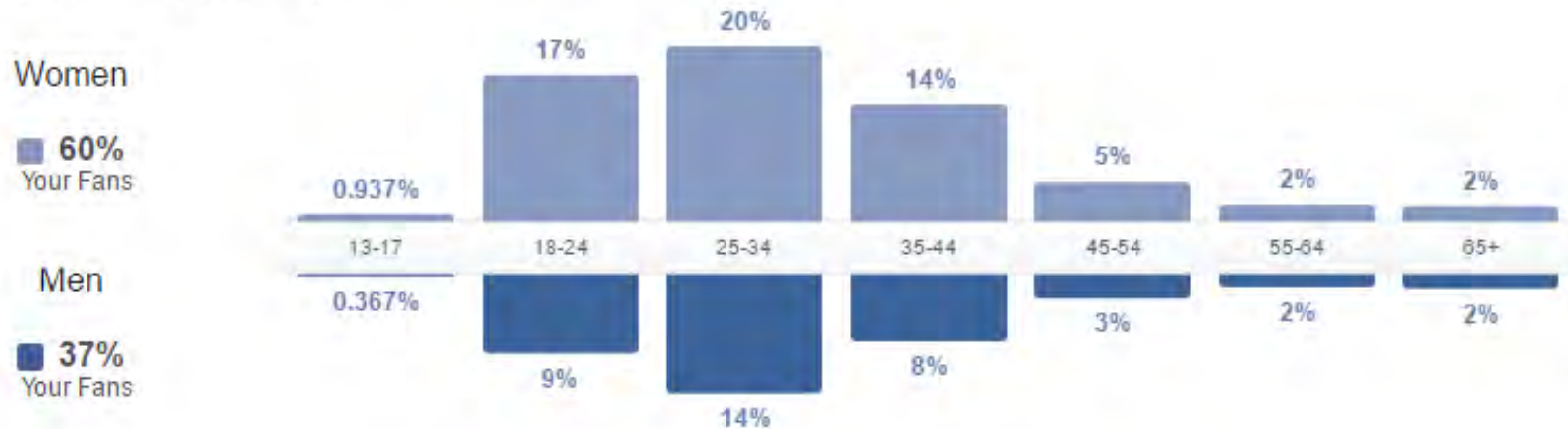
Most of our audience members (1,449 likes) reside within the U.S. (see page 27). For the second year running, our next largest fan base

is Egypt. We have no explanation why, but 444 of our Facebook likes call this country home. Rounding out the top five includes the Philippines (78 likes), India (62 likes), and Pakistan (49 likes).

At the city level, most of our fans reside in Cairo (156 likes). Next is Chicago (119 likes), Alexandria (40 likes), New York (40 likes), and Giza (30 likes). The top four are a repeat from last year.

A vast majority of our fans speak American English (1,906 likes) as their primary language, followed by Arabic (235 likes), British English (187 likes), French (28 likes), and Spanish (23).

### The people who like your Page





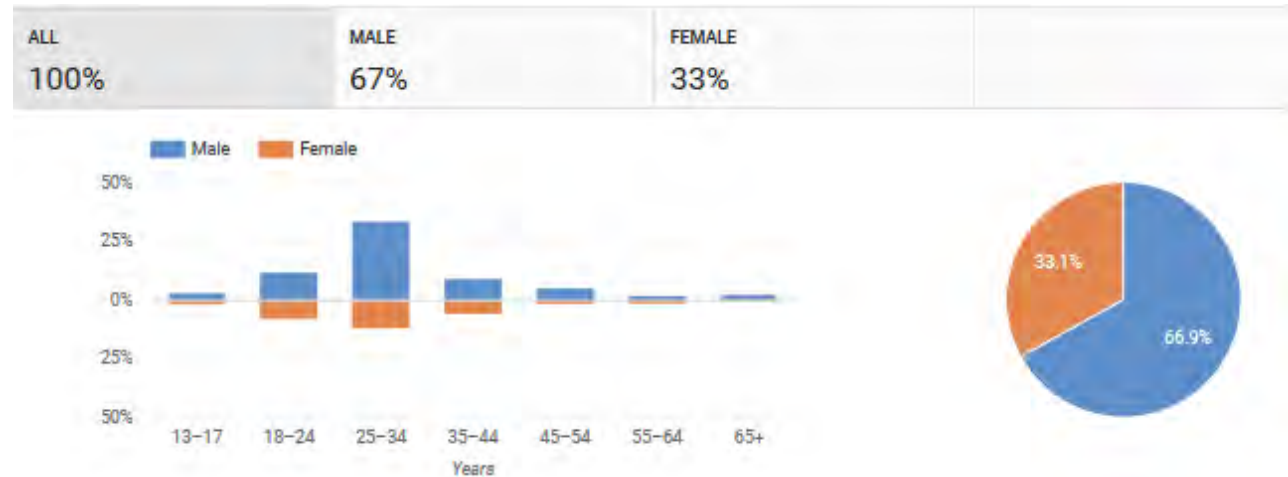
Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	1,449	Cairo, Cairo Governora...	156	English (US)	1,906
Egypt	444	Chicago, IL	119	Arabic	235
Philippines	78	Alexandria, Alexandria...	40	English (UK)	187
India	62	New York, NY	33	French (France)	28
Pakistan	49	Giza, Giza Governorate...	30	Spanish	23
Canada	40	Washington, DC	25	Italian	9
United Kingdom	34	Quezon City, Metro Ma...	24	Portuguese (Brazil)	7
Saudi Arabia	25	Tanta, Gharbia Govern...	21	German	5
Myanmar	19	Los Angeles, CA	20	Korean	4
Iraq	14	San Antonio, TX	17	Portuguese (Portugal)	4



## Our YouTube Audience

YouTube is unlike our followings on Twitter and Facebook. It consists of more men and reaches a truly global audience. About 67 percent of our viewers during the last year identified as male. Most are between 25 and 34 years old.

In terms of geography, it is worth noting that no one country generates a majority of our views (see page 29). It is true that the highest percentage of our viewers live in the United States, but this figure stands at only 18 percent. Vietnam contributed to about 8 percent of our viewership, followed by Mexico (5 percent), Thailand (4 percent), and Brazil (3 percent).





WATCH TIME (MINUTES)

27,164

VIEWS

11,800



Geography	Watch time (minutes) ↕ ↓	Views ↕	Average view duration ↕
United States	5,121 (19%)	2,062 (18%)	2:29
Vietnam	2,635 (9.7%)	918 (7.8%)	2:52
Mexico	1,532 (5.6%)	591 (5.0%)	2:35
Thailand	1,236 (4.5%)	491 (4.2%)	2:30
Brazil	913 (3.4%)	369 (3.1%)	2:28
Colombia	673 (2.5%)	264 (2.2%)	2:32
Philippines	670 (2.5%)	261 (2.2%)	2:34
Indonesia	667 (2.5%)	271 (2.3%)	2:27
India	613 (2.3%)	301 (2.6%)	2:02
United Kingdom	599 (2.2%)	233 (2.0%)	2:34
Bangladesh	567 (2.1%)	465 (3.9%)	1:13
Iraq	522 (1.9%)	424 (3.6%)	1:13
Turkey	489 (1.8%)	191 (1.6%)	2:33
Russia	430 (1.6%)	188 (1.6%)	2:17
Morocco	383 (1.4%)	234 (2.0%)	1:38
Algeria	354 (1.3%)	222 (1.9%)	1:35
Canada	348 (1.3%)	121 (1.0%)	2:52
Peru	337 (1.2%)	158 (1.3%)	2:07
Malaysia	327 (1.2%)	131 (1.1%)	2:29
Argentina	325 (1.2%)	138 (1.2%)	2:21
Ukraine	308 (1.1%)	110 (0.9%)	2:48
France	304 (1.1%)	108 (0.9%)	2:48
Germany	299 (1.1%)	124 (1.1%)	2:24
South Korea	274 (1.0%)	101 (0.9%)	2:42
Taiwan	264 (1.0%)	91 (0.8%)	2:54



# SECTION THREE

## What is our content?





## ARTICLE CAMPAIGNS

In order to accomplish our goals of growing the readership and drawing public attention to the journal, our social media team develops “Article Campaigns.” These campaigns are a multi-prong approach for the promotion of one to three selected articles per issue. These articles are selected by the Editor Quiroz in conjunction with the likelihood that press and public attention will be generated. Article Campaigns involve the development and disbursement of three pieces of original content. These include: a) press releases, b) “talking points” memos, and c) “The Authors’ Attic” video installments. Once these items are developed, we coordinate their release dates across all our social media channels to coincide with the online release and/or digital print of the highlighted articles from OUP.

### Press Releases


Our press releases are streamlined summaries of *SP* articles aimed specifically at generating press attention. They follow what journalists call the “inverted pyramid,” wherein the most important information (the who, what, where, why, why and how of the article) is discussed at the beginning of the press release, and then further in-depth information is provided. In particular, we emphasize the importance of taking complicated, theoretical, or obscure academic research and translating the findings into a language in which the press will understand. In order to do so, we often use simple



language and short sentences. We also aim to display the findings of the article by including statistics or compelling quotations from the authors to easily illustrate the importance of the findings. Our press releases end with information about whom journalists can contact for more information about the article, which includes both the author’s contact information as well as the contact information for a social media team member. Additionally, we include a hyperlink to the article on the OUP website. The press releases go through a multi-level revision process, wherein both social media team members, as well as a journalist contact, provide feedback and edits on the press releases. Once all of the feedback has been addressed, the final version of the press release is distributed in two ways. The first involves personal solicitations to individual journalists by a designated member of the committee. The second involves Newswire or EIN Presswire. (We are currently experimenting with both these services.) Each of these distributes our press releases to an average of over 100 mainstream media outlets throughout the globe (from *The Boston Globe* to USA Today to various local outlets), either placing the content directly in the hands of their journalists or hosting the press release on their websites.



# Example SP Press Releases at Newswire & EIN Presswire



THE COMPANY NEWSROOM OF  
Social Problems

Warning! This newsroom is not visible to the public. It is not active ([upgrade now](#)).

## Are Smart People Less Racist?

PRESS RELEASE FEB 3, 2016


There's a disconnect in white Americans' views on race. Though whites who score higher on intelligence tests are less likely to hold prejudiced stereotypes and profess beliefs in racial justice, they are no more likely to support public policies designed to reduce racial inequality. This is the main finding of research by Geoffrey Wodtke (University of Toronto), recently published by a flagship journal of sociology: "Social Problems".

Houston, Texas, February 3, 2016 (Newswire.com) - There's a disconnect in white Americans' views on race. Though whites who score higher on intelligence tests are less likely to hold prejudiced stereotypes and profess beliefs in racial justice, they are no more likely to support public policies designed to reduce racial inequality. This is the main finding of [research](#) by Geoffrey Wodtke (University of Toronto), recently published by a flagship academic journal of sociology: *Social Problems*.

Looking at three decades of data from the General Social Survey, one of the most robust sources of information on American attitudes, the study analyzed a nationally representative sample of over **45,000 whites**. Those with higher test scores subscribe to negative racial stereotypes at lower rates than those with lower scores. For

NEWSWIRE, 29 percent of the former group say blacks are lazy and 13 percent claim they are unintelligent. Of the

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Services
Pricing & Comparison Chart
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### PRESS RELEASE PREVIEW

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Print Version
PDF

Here's your direct link to this preview. You can share it with your clients or colleagues: [http://www.einpresswire.com/shareable-preview\\_LY1KqUk4Wuq9ECz](http://www.einpresswire.com/shareable-preview_LY1KqUk4Wuq9ECz)

### Are Some People Undeserving of Free Stuff?

*New research finds that "Freecycle" does not help environment as claimed, but instead contributes to a consumption economy.*

HOUSTON, TEXAS, UNITED STATES, May 11, 2016 [/EINPresswire.com/](#) - Freecycle users who want to get rid of items evaluate potential recipients for "worthiness," rather than giving for altruistic reasons. Sofya Aptekar, a sociologist from the University of Massachusetts Boston, finds that this behavior, too, also contradicts claims that Freecycle helps the environment - in fact, it helps contribute to a consumption economy. Investigating Freecycle members via an online survey of members and observing two local Freecycle groups for three years, Aptekar finds that Freecycle gives develop a moral framework to evaluate those who respond to their advertisements for their unwanted items. Members use strategies to evaluate and choose the most desirable recipient of their item, preferring those who have a compelling story for why they need the item. As Aptekar states in a recent article in the academic journal "Social Problems," "Helping others was not simply a byproduct of Freecycle giving...with givers attempting to control the recipients' behavior, holding expectations common to charity, or drawing moral stipulations about need and undeservingness."

Despite the desire to find a deserving and compelling recipient, Aptekar finds that altruism is not the main motivation for giving for these individuals. Instead, Freecycle is seen as a convenient and quick way to declutter one's home and reduce environmental degradation for members. Regardless of Freecycle's supposed environmental benefits, this research finds that giving on Freecycle can aid in a consumption-driven lifestyle, wherein members may buy items knowing that they can give away the excess or old items through the community.

**“** Helping others was not simply a byproduct of Freecycle giving...  
— Sofya Aptekar

The Freecycle Network is an online forum designed to allow people to advertise items that they wish to give away and request items that they would like to receive. Millions of members give away and receive items like baby clothes, furniture, and books. Unlike other companies in the sharing economy, like Uber and Airbnb, Freecycle is free and aims to reduce consumer waste, not generate a profit. Additionally, Freecycle is engineered to make those giving their items away feel special, wanted, and rewarded. Members have the ability to meet the individuals they are giving the items to, unlike other charitable organizations which are anonymous, and are able to know for sure that the item is wanted and needed. The majority of members who give on the site rarely even get things through it for themselves, highlighting the one-sided nature of the exchange in the Freecycle Network.







## Talking Points Memos

Talking points memos are infographics that visually represent key findings from *SP* articles or other noteworthy news. They are specifically designed for the social media age. We create two to three unique talking points memos for each article that we are promoting, covering different aspects or findings of that particular article. The idea is to convey just enough material to stimulate readers' interest and prompt them to read the full article. These infographics take a wide variety of formats, and often feature prominent statistics from the findings, direct quotations from authors, and brief summaries of the findings. Additionally, we add eye-catching images, fonts, and designs to grab audience attention. These infographics go through multiple revision processes from our social media team. Once all revisions have been addressed, we release them through our Twitter and Facebook pages, along with a link to the article on the OUP site.

## Examples of Talking Points Memos

**Is Freecycle the Solution to Consumerism and Pollution?**



Despite being viewed as an alternative to consumerism and environmental degradation, Freecycle operates in combination with both consumerism and class inequality.




Read more in "Gifts Among Strangers: The Social Organization of Freecycle Gifting" by Sofya Aptekar in the May 2016 issue of *Social Problems*

**LSA LAW AND SOCIETY ASSOCIATION**

**2016 JOHN HOPE FRANKLIN PRIZE**

*Race, Space, and Cumulative Disadvantage: A Case Study of the Subprime Lending Collapse*

Authored by:


Jacob S. Rugh  
Brigham Young University

Len Albright  
Northeastern University

Douglas S. Massey  
Princeton University

**Are Smart People Less Racist?**

Verbal Ability, Anti-black Prejudice, and the Principle-Policy Paradox



Geoffrey Woelke, University of Toronto  
Volume 63, Issue 1 2016

**Answer:** Whites with higher verbal abilities are no more likely than whites with lower verbal abilities to support redistributive policies, yet the former was slightly more likely to support opportunity-enhancing policies that provided equal chances to blacks in various societal spaces (housing, schooling, and tax incentives).

**MORAL PANIC, MORAL BREACH**

Bernhard Goetz, George Zimmerman, and Racialized News Reporting in Contested Cases of Self-Defense

By Jennifer Carlson, 2016, Volume 63, Issue 1




**How did the media cover two self-defense cases separated by 28 years, both involving the murder of black men?**

**The Goetz Case:** Media outlets reiterated a "tough on crime" stance overlooking deep-rooted racial inequalities pervasive throughout the nation

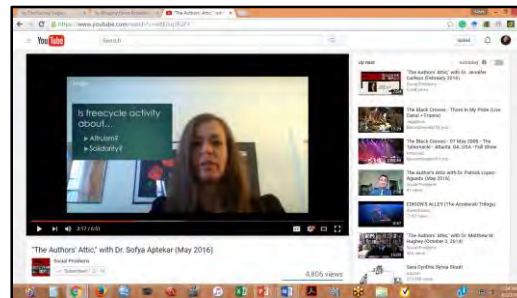
**The Zimmerman Case:** Media outlets acknowledged the need for a national dialogue on racial inequality yet neglected structural solutions to institutional racism



## “The Authors’ Attic”

“The Authors’ Attic” is a recurring vodcast that promotes forthcoming and recently published *SP* articles. Authors from the articles discuss the findings, paired with graphics and images that illustrate their key ideas. These vodcasts contain a level of sophistication that engage field specialists and journalists, but are accessible enough for students and classroom use. The goal is to generate interest and prompt readers to seek out the full article. Additionally, we occasionally film segments featuring past *SP* authors discussing award-winning or topic articles, as well as giving advice regarding academic life, in order to engage our audience and draw attention to the journal. “The Authors’ Attic” segments require at least two social media team members; one to film the conversation with the author, and a second to edit the film. After editing is complete, we host the videos at YouTube, post them to our Twitter and Facebook pages, and cross-promote them on the OUP and SSSP websites.

## Examples of “The Authors’ Attic”





# SECTION FOUR

Which other ways do we promote the journal?





## WHEN WE'RE NOT DOING ARTICLE CAMPAIGNS...

The Committee on Social Media has many moving parts that reach beyond Article Campaigns, like the following three activities: 1) building upon the journal's established reputation through article award nominations, 2) monitoring the journal's visibility in the press and promoting media coverage, and 3) live tweeting sociology gatherings like conferences and speaking engagements.

### Article Awards

Last year, our committee created a database for article awards that are annually given by professional organizations like SSSP and ASA as well as several others. The working list now stands at about 100 awards that range in area and specialty, including law, education, race, gender, health and many other topics.

Working together with Editor Quiroz, the social media team identifies recent *SP* articles for each award. We pursue nominations if the criteria "fit" seems right and if the article is likely to be competitive. For 2015, a handful of nominations were submitted. One of these nominations received Honorable Mention for the 2015 Distinguished Article Award given by the ASA's Section on Law. The article is entitled "Biopolitical Citizenship in the Immigration Adjudication Process," and it is authored by Sarah Morando Lakhani (University of California at Berkeley) and Stefan Timmermans (University of California at Los Angeles). Two other award winners worth mentioning include Kimberly Kay Hoang's (University of Chicago) "Flirting with Capital: Negotiating Perceptions of Pan-Asian Ascendancy and

## 2015 Award Winners



**2015 Distinguished Article Award**  
sponsored by the  
**American Sociological Association's  
Section on Race, Class, and Gender**



**"Flirting with Capital:  
Negotiating Perceptions of  
Pan-Asian Ascendancy and  
Western Decline in Global Sex Work"**  
*Social Problems* 61(4): 507-529.

Kimberly Kay Hoang  
University of Chicago

**"The 'State' of Equal Employment Opportunity Law  
and Managerial Gender Diversity"**

Julie A. Kmec, & Sheryl L. Skaggs,  
*Washington State University*      *University of Texas at Dallas*



The Rosabeth Moss

*Kanter Award*

FOR EXCELLENCE IN WORK-FAMILY RESEARCH



2015 Kanter Nominee

Volume 61, Issue 4  
Pages 530-558

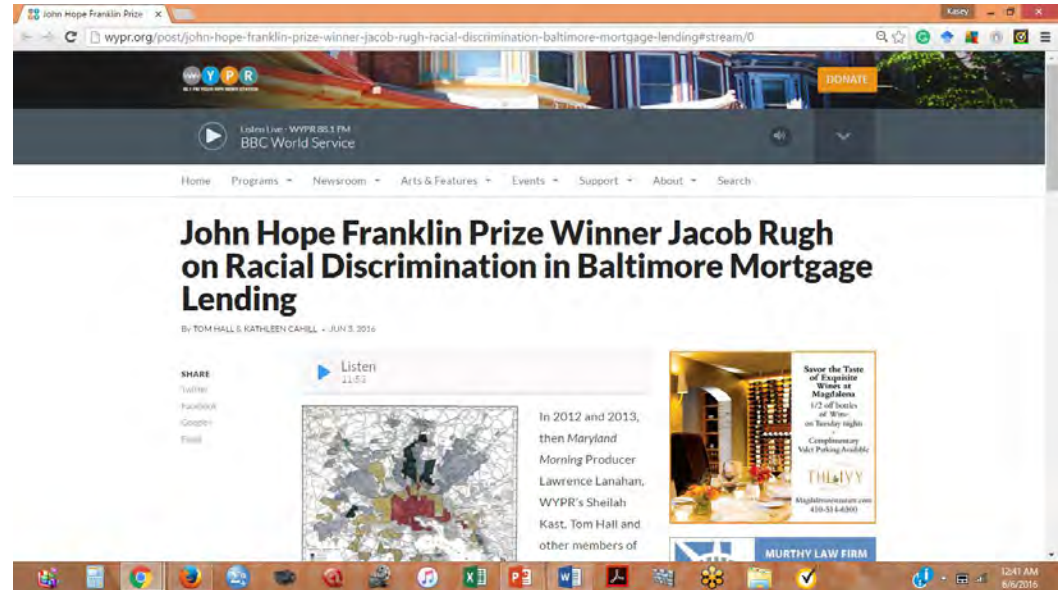


Western Decline in Global Sex Work” (Volume 61, Issue 4, Pages 507-529) and Julie Kmec (Washington State University) and Sheryl Skaggs’ (University of Texas at Dallas) “The ‘State’ of Equal Employment Opportunity Law and Managerial Gender Diversity” (Volume 61, Issue 4, Pages 530-558). The former won the 2015 Distinguished Article Award from the ASA’s Section on Race, Class, and Gender, and the latter was one of sixteen nominees (out of over 2,000 articles) for the 2015 Kanter Award given by the Center for Families at Purdue University and the Boston College Center for Work and Family.

For 2016, our team has been more ambitious with nominations. There is little news to report since this report was created early in the awards cycle. Thus far, however, two articles has received accolades.

The first includes another honor for Hoang’s “Flirting with Capital.” It received the 2016 Best Article Award from ASA’s Section on Global and Transnational Sociology.

The second award includes “Race, Space, and Cumulative Disadvantage: A Case Study of the Subprime Lending Collapse” (Volume 62, Issue 2, Pages 186-218), written by Jacob S. Rugh (Brigham Young University), Len Albright (Northeastern University), and Douglas Massey (Princeton University). It received the 2016 John Hope Franklin Prize from the Law and Society Association. This award is given to the best article on race, racism, and the law published within the last two years. The article’s lead author, Jacob Rugh, was recently featured in an interview with the Baltimore affiliate of National Public Radio (WYPR). Along with the award, this feature adds another layer of success to an already well-received article. Last year, “Race, Space, and Cumulative Disadvantage” was heavily featured in the Sunday Edition of *The New York Times* and *The Baltimore Sun*. It was also plugged by noted journalists like Ta-Nehisi Coates of *The Atlantic* and Brent Staples of *The New York Times*.





To ensure the article awards gain more visibility, our social media team shares any developments with SSSP and OUP when it becomes available. Both have been responsive in posting these items on their respective websites and sending mass messages to share the good news.

## Media Coverage

The committee has implemented and fine-tuned its strategy for monitoring *SP* research in the news. Our system is not exhaustive, but we have been able to monitor nineteen instances of press coverage during the 2015-2016 year. These include features in outlets like *The Washington Post*, *National Public Radio*, *The Atlantic*, *The New Yorker*, and *The Economist*, among several others.

We follow a five-prong strategy. First, we use “Google Alerts.” This is a content change and notification service that routinely observes the ever-changing world wide web. In particular, we setup alerts that search for the names of *SP* authors, their article titles, and other relevant key words. Second, members of our social media team actively monitor their own journalism consumption and pay close attention to when *SP* work is referenced. Third, we request all authors who participate in our Article Campaigns to self-report any media coverage of their work. Fourth, we distribute our own press releases and monitor their consumption as well as use. And fifth, we are actively building and maintaining direct relationships with various journalists who cover *SP*-related beats.

## SP Work Ripped from the Headlines

**The Washington Post**  
Are smarter people actually less racist?



Society Pages

**DISCOVERIES**

Anti-Immigrant Rhetoric Raises Gun Sales  
News Report on November 13, 2015

Pacific Standard

**Five Studies: The Price of Emotional Labor**  
By Angela Chen



*The Atlantic*

**How School Suspensions Push Black Students Behind**

A new study shows how much racial discrepancies in classroom discipline contribute to the achievement gap.





## 2015-2016 SP Media Coverage (that we know of)

Date	Outlet and Title	SP Work Referenced	SP Author(s)
9/30/2015	<i>The Society Pages</i> – “New Governance” and Privatization Increase Inequality	“Racial Income Inequality and Public Sector Privatization”	George Wilson, Vincent J. Roscigno, and Matt Huffman
10/28/2015	<i>Pacific Standard</i> – Five Studies: The Price of Emotional Labor	“Are Some Emotions Marker ‘Whites Only’? Racialized Feeling Rules in Professional Workplaces”	Adia Harvey Wingfield
11/3/2015	<i>The Society Pages</i> – When and Why Arab Americans Mobilize for Protest	“Arab American Protest in the Terror Decade: Macro- and Micro-Level Response to Post-9/11 Repression”	Wayne A. Santoro and Marian Azab
11/13/2015	<i>The Society Pages</i> – Anti-Immigrant Rhetoric Raises Gun Sales	“Taking the Law into Their Own Hands: Do Local Anti-Immigrant Ordinances Increase Gun Sales?”	René D. Flores
12/16/2015	<i>The New Yorker</i> – San Bernardino and the Mechanics of a Double Life	“Negotiating White Power Activist Stigma”	Pete Simi and Robert Futrell
1/14/2016	<i>Journalist’s Resource</i> – Are Smart People Less Racist? New Research	“Are Smart People Less Racist? Verbal Ability, Anti-Black Prejudice, and the Principle-Policy Paradox”	Geoffrey T. Wodtke
1/19/2016	<i>Contexts Magazine</i> – The Whiteness of Oscars Night	“Cinematic Racism: White Redemption and Black Stereotypes in ‘Magical Negro’ Films”	Matthew W. Hughey
1/27/2016	<i>The Washington Post</i> – Are Smarter People Actually Less Racist?	“Are Smart People Less Racist? Verbal Ability, Anti-Black Prejudice, and the Principle-Policy Paradox”	Geoffrey T. Wodtke
1/27/2016	<i>National Post</i> – Smarter People More Concerned about Racism but No More Likely to Support Policies Against It: Study	“Are Smart People Less Racist? Verbal Ability, Anti-Black Prejudice, and the Principle-Policy Paradox”	Geoffrey T. Wodtke
1/27/2016	<i>The Christian Science Monitor</i> – The Surprising Relationship between Intelligence and Racism	“Are Smart People Less Racist? Verbal Ability, Anti-Black Prejudice, and the Principle-Policy Paradox”	Geoffrey T. Wodtke



## 2015-2016 SP Media Coverage (that we know of)

Date	Outlet and Title	SP Work Referenced	SP Author(s)
2/4/2016	<i>The Society Pages</i> – More Girls in STEM because of Female Teachers	“Demographic Characteristics of High School Math and Science Teachers and Girls’ Success in STEM”	Elizabeth Stearns, Martha Cecilia Bottía, Eleonora Davalos, Roslyn Mickelson, Stephanie Moller, and Lauren Valentino
2/8/2016	<i>The Atlantic</i> – How School Suspensions Push Black Students Behind	“The Punishment Gap: School Suspension and Racial Disparities in Achievement”	Edward W. Morris and Brea L. Perry
2/8/2016	<i>National Public Radio, Boston Affiliate (WBUR)</i> – Difference in Suspension May Cause 20 Percent of Achievement Gap	“The Punishment Gap: School Suspension and Racial Disparities in Achievement”	Edward W. Morris and Brea L. Perry
2/11/2016	<i>Daily Life</i> – Are Smarter People Less Racist?	“Are Smart People Less Racist? Verbal Ability, Anti-Black Prejudice, and the Principle-Policy Paradox”	Geoffrey T. Wodtke
4/23/2016	<i>The Economist</i> – Delayed Gratification	“A Generation Indebted: Young Adult Debt across Three Cohorts”	Jason N. Houle
4/24/2016	<i>The Society Pages</i> – Smart Whites Less Racist in Principle, Not Necessarily Policy	“Are Smart People Less Racist? Verbal Ability, Anti-Black Prejudice, and the Principle-Policy Paradox”	Geoffrey T. Wodtke
5/6/2016	<i>Lexington Herald Leader</i> – UK Study Ties School Suspensions to Achievement Gap	“The Punishment Gap: School Suspension and Racial Disparities in Achievement”	Edward W. Morris and Brea L. Perry
5/24/2016	<i>BYU Radio</i> – School Segregation, Tourette Syndrome, Colorblind Police	“Race, Space, and Cumulative Disadvantage: A Case Study of the Subprime Lending Collapse”	Jacob S. Rugh, Len Albright, and Douglas S. Massey
6/3/2016	<i>National Public Radio, Baltimore Affiliate (WYPR)</i> – John Hope Franklin Prize Winner Jacob Rugh on Racial Discrimination in Baltimore Mortgage Lending	“Race, Space, and Cumulative Disadvantage: A Case Study of the Subprime Lending Collapse”	Jacob S. Rugh, Len Albright, and Douglas S. Massey





## Live Tweeting

Academic conferences are an ideal place to connect with colleagues and learn of trends in the field. We approach these events as opportunities to elevate *SP* work, publicize our authors, and expand our networks. From SSSP to ASA as well as other regional meetings like the Eastern Sociological Society, Midwest Sociological Society, and Southern Sociological Society, our team is in attendance with multiple eyes and ears recording what we see.

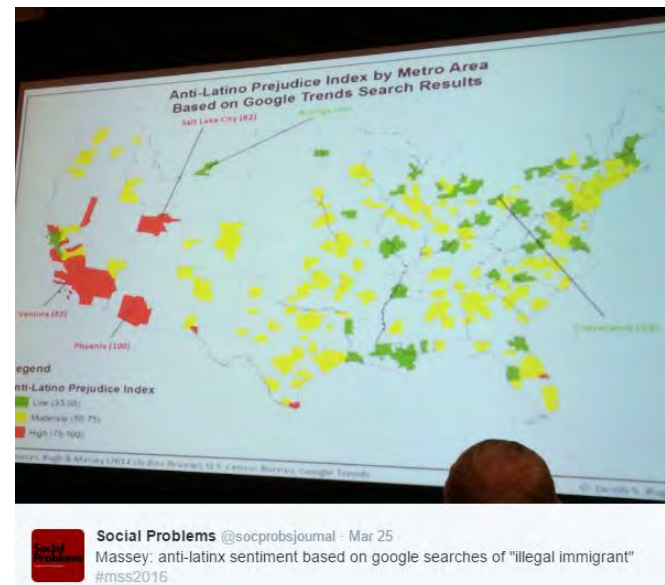
We document these events on Twitter, allowing us to be in conversation with other tweeting attendees in real time and broadcast conference highlights to those who could not attend. Some of the basic guidelines we follow to amplify our message include the following:

- Have multiple people tweeting from the *SP* account simultaneously
- Know the #hashtag of the event and use it in every post
- Directly engage attendees by their handles (Side note: know their handles in advance)
- Reciprocate through replies, retweets, and favorites
- Translate esoteric “academese” for a general audience
- Summarize arguments without sacrificing their integrity

- Capture and share compelling visual content

Aside from our Article Campaigns, Live Tweeting generates the most traffic for our Twitter account. Our posts for the 2015 SSSP and ASA meetings and the 2016 ESS, MSS, and SSS meetings allowed us to reach over 50k thousand users each month these events were held.

## Tweeting the 2016 MSS Meetings





# Live Tweeting from the 2015 SSSP and ASA Meetings

**Social Problems** @socprobsjournal  
SP Annual Report: moving on up in impact - SP now ranked 15 #sssp2015



RETWEETS 2 LINES 2  
2:32 PM - 22 Aug 2015

**Social Problems** @socprobsjournal  
"Data does not tell the the story, you do" @skyedali #SSSP2015



RETWEETS 5 LINES 6

**Social Problems** @socprobsjournal - 22 Aug 2015  
Congrats to stdt adv board member Ray Sin for earning a #sssp2015 stdt paper competition award! @raysin80 @sssp1org



**Social Problems** @socprobsjournal - 22 Aug 2015  
thank you to @SSSP1org admin- michele, marisa, sharon, douglas - thank you for your work to make #sssp2015 a great conference!


RETWEETS 1 LINES 1

**Social Problems** @socprobsjournal  
Celebrating the inaugural year of Sociology of Race & Ethnicity, congrats y'all! @ASAnews @ASA\_SREM #ASA15



RETWEETS 10 LINES 24  
5:53 PM - 24 Aug 2015

**Social Problems** @socprobsjournal  
The managing editors who make SP possible, thanks!!! @Lydia\_Sociology @deanaloha #sssp2015



RETWEETS 4 LINES 6

**Social Problems** @socprobsjournal - 26 Aug 2015  
Congrats to Kimberly Hoang, winner of the Distinguished Article Award from ASA's Race, Class, Gender Section! #asa15



Kimberly Kay Hoang @kimberlykhuang @socprobsjournal

RETWEETS 13 LINES 1

You Retweeted  
**Shannon Monnat** @smonnat - 20 Aug 2015  
#SSSP2015 and #ASA15 attendees, please be sure to tip your hard-working room attendants. #workingclass

RETWEETS 5 LINES 5

**Social Problems** @socprobsjournal - 21 Aug 2015  
Congrats to Dr. Zandria F. Robinson, winner of the 2015 Eduardo Bonilla-Silva Outstanding Book Award! #sssp2015 & Thanks to Catherine and Matthew H. Hoopes



**Social Problems** @socprobsjournal - 23 Aug 2015  
Cohorts 41 & 42 of ASA's Minority Fellowship Program, congrats! @ASAnews @ASA\_SREM #asa15



RETWEETS 10 LINES 10



# SECTION FIVE

Can we do anything to improve?





## WHAT CAN WE DO TO IMPROVE?

The short answer: a lot. While our plan is to continue building upon our growth from the first two years, a major priority for the coming year is to strategize a plan that ensures our longevity. We understand that *SP* is at a midpoint of sorts, particularly in terms of editorial leadership. Anticipating change for when the journal is no longer hosted at the University of Houston, our team wants to put in place transitional mechanisms that can help ease our successors into their new roles. We are approaching this task by answering a two-fold question: What work does our committee do, and what kind of support is necessary for this work?

### Creating a Handbook

To answer the question of what our committee does, we will develop a formal Handbook on the Committee of Social Media. The handbook will detail the “ins and outs” of not only what tasks the Committee satisfies, but it will provide tutorials on how to go about completing them. As you may imagine, most sociology training does not cover graphic design or video editing software, how to host a web-based recording session, write a press release or build contacts among the media, ways of “doing” effective social media, and so on. We have struggled with these questions ourselves, but through two years of experience we have gained enough experience to at least point others in a helpful direction.

## Supporting the Work

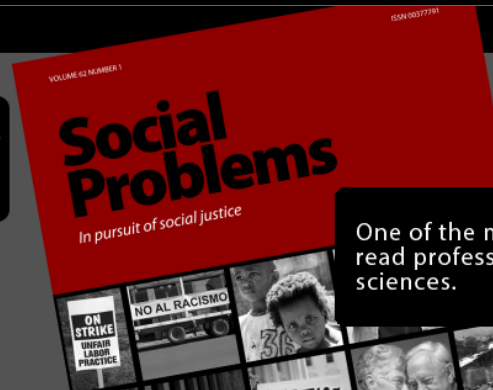
The annual budget for social media that was approved last year has done much to amplify our promotion of *SP* work. So far we have only completed two funded Article Campaigns, and each set recording-breaking trends in terms of reach and/or engagements across our social media venues. The funding for press release distribution services also corresponds to a rise in observed media coverage, as documented in the previous pages. We are grateful for the support and hope that it continues into the indefinite future.

Looking ahead to the years to come, we recommend the Publisher, E&P Committee, and Editor consider creating an assistantship position for the Committee on Social Media. We recognize the institutions that could host the journal after the University of Houston will likely vary in terms of resources, support, and graduate students. And yet promotion of the journal requires much work and daily lifting, tasks that may not be met without the proper institutional support. An assistantship could be a step in a more sustaining direction.





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## Goals for 2015-2016

Last year, we offered concrete benchmarks for us to surpass for the upcoming year. These were helpful because they offered us specific targets to channel our efforts toward. Therefore, this year we will continue the practice. For 2016-2017, we aim to:

Increase our Facebook likes from 2,453 to 3,300

Provide at least 30 new posts per month

Increase our Twitter follows from 2,643 to 3,800

Provide at least 30 new tweets per month

Increase our YouTube views from 12,689 to 15,000

Feature 1-2 new videos per quarter

Create and distribute 1-2 press releases per issue

Increase our Article Awards from 3 to 5