

Social Media Metrics That Matter

2019 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 nominating select articles for professional awards of excellence. In this report, we offer an overview of these activities, 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 four sections that speak to the following questions: 1) How much traffic do we generate, 2) How do we promote the journal outside of social media, 3) Measuring our impact, and 4) What have we done to improve and how do we continue moving forward?

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 Editors (Anulla Linders and Earl Wright II) and the Chair of the Committee (Trenton M. Haltom). The latter develops original content for the quarterly article campaigns as well as other social media content, and it consists of four committee members (Oneya Okuwobi, Zachary Palmer, Marie Plaisime, and Candice Robinson). These groups meet regularly for organizational purposes and professional development.



Who We Are

Committee on Social Media, Council Members



Annula Linders serves as the Co-Editor of *Social Problems*. She is an Associate Professor of Sociology at the University of Cincinnati and an affiliate of the department of Women's, Gender, and Sexuality Studies. Her identity as a scholar is intricately linked to SSSP and *Social Problems* where she published her first single-authored paper in 1998. Her areas of expertise include comparative historical sociology, social constructionism, social movements, qualitative sociology, and the sociology of culture. Her work has appeared in a number of edited volumes and journals, including *Gender & Society*, *Law & Society Review*, *Sociological Forum*, *Qualitative Sociology*, *Historical Sociology*, *Sociological Inquiry*, and *Deviant Behavior*. She is currently at work on a book about capital punishment that focuses on the transformation of the audience of executions in the United States.



Earl Wright II serves as the Co-Editor of *Social Problems*. He is a Professor in the Department of Sociology at the University of Cincinnati. He is the author of multiple peer reviewed publications and books including *W. E. B. Du Bois and the Atlanta Sociological Laboratory: The First American School of Sociology* (2016, Routledge / Ashgate), *What to Expect and How to Respond: Distress and Success in Academia* (2016, Rowman and Littlefield), *The Ashgate Research Companion to Black Sociology* (2015 Ashgate), and *Re-Positioning Race: Prophetic Research in a Post-Racial Obama Age* (2014, SUNY Press). Over the next four years Dr. Wright intensely engaged in research on the Atlanta Sociological Laboratory, the moniker bestowed on scholars engaged in sociological inquiry at Atlanta University between 1895-1917. His groundbreaking research has altered our understanding of the discipline's formative years in this nation.



Trenton M. Haltom serves as Chair of the Committee on Social Media and has worked with *Social Problems* since 2015. He is an advanced PhD student in Sociology at the University of Nebraska-Lincoln. His interests lie in masculinities, sexualities, health and the body, work and occupations, and the sociology of sport. Some of his work has been published in outlets like *Men & Masculinities*, *The Journal of Men's Studies*, *Journal of College Student Development*, and the *Journal of Gender Studies*. Trenton is also author "Give Us a Twirl: Male Baton Twirlers' Embodied Resistance in a Feminized Terrain" in *Body Battlegrounds: Transgressions, Tensions, and Transformations* (2019, C. Bobel and S. Kwan, eds).



Who We Are

Committee on Social Media Members



Zachary Palmer, PhD
Purdue University



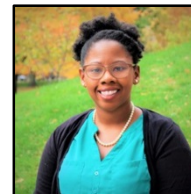
Oneya Okuwobi, PhD Student
The Ohio State University



Marie Plaisime, PhD Student
Howard University



Candice Robinson, PhD Student
University of Pittsburgh





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 are “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, *SP* had no social media presence on either platform. Now we are established across social media venues with a specific focus on Twitter, Facebook, and YouTube.

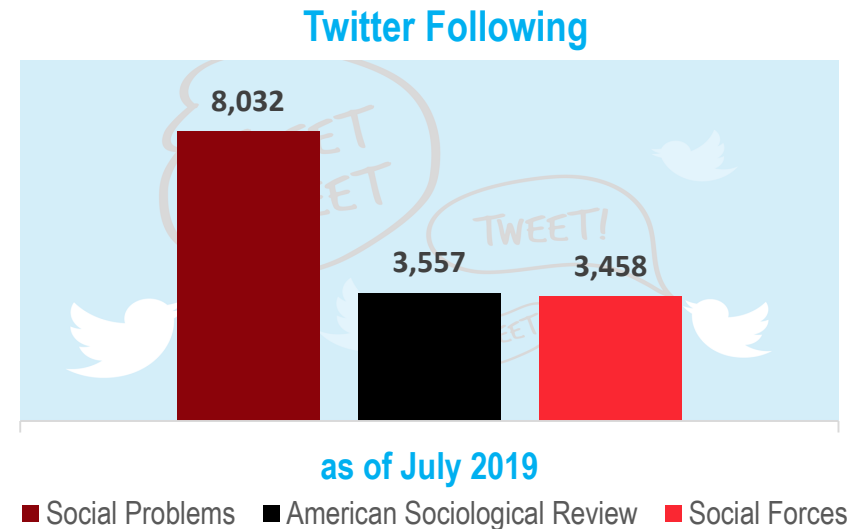
WHAT’S OUR FOLLOWING?

Most our activity occurs on Facebook, Twitter, and YouTube. Between 2018 and 2019, our Facebook audience grew from 7,029 to 7,568 likes. Our Twitter audience grew from 6,883 to 8,032 follows. And, our YouTube viewership increased from 25,510 in 2018 to 27,500 views in 2019. Taken together, we are growing at faster rates than most other sociology journals. For some social media venues, the journal has the largest following among other disciplinary journals.

How much traffic does Facebook generate? Over the past year, our Facebook content reached 60,740 users and was engaged (clicked, “liked,” commented, or shared) over 100 times during an average day.

How much traffic does Twitter generate? Over the past year, our Twitter content had 321,587 impressions (appeared on this many timelines). In the average month, *SP* posts had 26,799 impressions.

Our Following on Social Media						
	2015	2016	2017	2018	2019	2020 Target
Facebook (likes)	1,118	2,453	5,936	7,029	7,568	10,000
Twitter (follows)	872	2,643	5,269	6,883	8,032	10,000
YouTube (total views)	1,008	12,689	24,526	25,510	27,500	30,000



SECTION TWO

How do we promote the journal outside of social media?





WHEN WE'RE NOT DOING 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

Three years ago, 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 Editors Linders and Wright, the social media team identifies recent *SP* articles for each award. We pursue nominations according to "fit" and likely competitiveness.

Since 2015, *SP* articles have received 19 awards (that we are aware of: 4 in 2015, 8 in 2016, 8 in 2017, and 6 in 2018-2019)

2017

Best Article Award, ASA Section on War and Peace	"Transnational Repression, Diaspora Mobilization, and the Case of the Arab Spring"	Dana M. Moss
Best Scholarly Article Award, ASA Section on Global and Transnational Sociology	"Transnational Repression, Diaspora Mobilization, and the Case of the Arab Spring"	Dana M. Moss
Louis Wirth Best Article Award (Honorable Mention), ASA Section on International Migration	"Transnational Repression, Diaspora Mobilization, and the Case of the Arab Spring"	Dana M. Moss
Best Publication Award (Honorable Mention), ASA Section on Body & Embodiment	"'Grow Your Hair Out': Chicano Gang Masculinity and Embodiment in Recovery"	Edward Orozco Flores
Distinguished Student Paper Award, ASA Section on Development	"Revolution in the Garbage Dump: The Political and Economic Foundations of the Colombian Recycler Movement, 1986-2011"	Manuel Rosaldo
Oliver C. Cox Article Award, ASA Section on Racial and Ethnic Minorities	"Impossible Burdens: White Institutions, Emotional Labor, and Micro-Resistance"	Louwanda Evans and Wendy Leo Moore



2017, Cont'd

Award	Article	Author
Honorable Mention, Outstanding Scholarly Contribution Award, ASA Section on Children and Youth	"Intersectionality in Interactions: Immigrant Youth Doing American from an Outsider-Within Position."	Hyeyoung Kwon
Outstanding Article Award, SSSP's Division on Social Problems Theory	"Moral Panic, Moral Breach: Bernhard Goetz, George Zimmerman, and Racialized News Reporting in Contested Cases of Self-Defense"	Jennifer Carlson

2018-2019

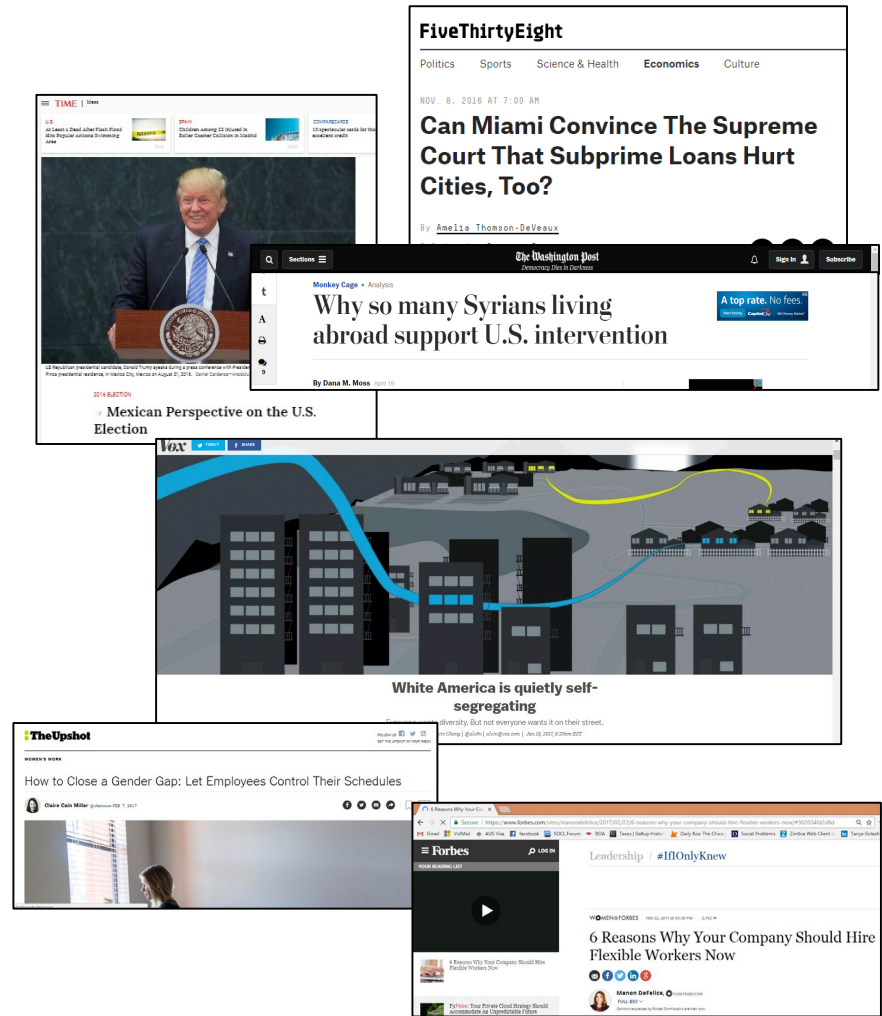
James E. Blackwell Graduate Student Paper Award, ASA Section on Racial & Ethnic Minorities	"A Lighter Shade of Brown? Racial Formation and Gentrification in Latino LA"	Alfredo Huante
Graduate Student Paper Award, ASA Section on Consumers & Consumption	"In Today's Market, Your Food Chooses You"	Merin Oleschuk
Honorable Mention, Sally Hacker Grad Student Paper Award, ASA Section on Sex and Gender	"Categorical Exclusions: How Racialized Gender Regulation Reproduces Reentry Hardship"	Joss Greene
Oliver Cromwell Cox Article Award, ASA Section on Racial & Ethnic Minorities	"Producing Colorblindness: Everyday Mechanisms of White Ignorance"	Jennifer C. Mueller
Kimberlé Crenshaw Outstanding Article Award, (SSSP) Division of Racial and Ethnic Minorities	"Producing Colorblindness: Everyday Mechanisms of White Ignorance"	Jennifer C. Mueller
Distinguished Contribution to Scholarship Article Award, ASA Section on Race, Gender, and Class	"Identity of Distance: How Economically Marginalized Black and Latina Women Navigate Risk Discourse and Employ Feminist Ideals."	Ranita Ray



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 numerous instances of press coverage. These include features in outlets like *The New York Times*, *The Washington Post*, *Time*, *FiveThirtyEight*, and *Forbes*, 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 rely on the resources of Oxford University Press to report any media they come across. And fifth, we actively monitor Altmetric scores for articles published during the current editor’s tenure.





2017-2019 SP Media Coverage (Selected)

Date	Outlet and Title	SP Work Referenced
January & June 2017	Huffington Post, The Conversation	"The Punishment Gap: School Suspension and Racial Disparities in Achievement"
January 2017	Think Progress	"Private Choices, Public Consequences: Magnet School Choice and Segregation by Race and Poverty"
January 2017	Vox	Racial Blind Spots: Black-White-Latino Differences in Community Knowledge
January 2017	Houston Chronicle, Homeland Security News Wire	"Exploring the Connection between Immigration and Violent Crime Rates in U.S. Cities, 1980–2000"
February 2017	New York Time, Forbed	Can a Flexibility/Support Initiative Reduce Turnover Intentions and Exits? Results from the Work, Family, and Health Network
April 2017	Washington Post	Transnational Repression, Diaspora Mobilization, and the Case of the Arab Spring
April 2017	Journalist's	Housing and Employment Insecurity among the Working Poor
June 2017	The Conversation	How Pigeons Became Rats: The Cultural-Spatial Logic of Problem Animals
June – September 2017	The Society Pages, CNN, azfamily.com, The Conversation, Northwest Indiana Times, Billings Gazette, Business Standard, Salon, True Viral News	Emotional Challenges of Undocumented Young Adults: Ontological Security, Emotional Capital, and Well-being



2017-2019 SP Media Coverage (Selected)

Date	Outlet and Title	SP Work Referenced
December – January 2018	Impact of Social Sciences, The Conversation	“The Digital Activism Gap: How Class and Costs Shape Online Collective Action”
April 2018	Inside Higher Ed	“Producing Colorblindness: Everyday Mechanisms of White Ignorance”
November 2017 – March 2018	Salon, Newsweek, The Guardian, Yahoo News, Scientific American, The Huffington Post, International Business Times, Bustle,	“Gun Culture in Action”
August 2018 – June 2019	The Atlantic, Vice, Forbes, The Huffington Post, Think Progress, U.S., News, The Conversation, PBS, Houston Public Media, Foreign Affairs, World Economic Forum, MSN	“Damages Done: The Longitudinal Impacts of Natural Hazards on Wealth Inequality in the United States”
May 2018	Chicago Tribune, The Columbian	“Code of the Tweet: Urban Gang Violence in the Social Media Age”
Thanks to our OUP marketing team, we also keep track of media coverage on our Headline Hitting Articles page: https://academic.oup.com/socpro/pages/in_the_news		



SECTION THREE

Measuring Our Impact





ALMETRICS: MEASURING IMPACT

A new view for gauging impact, one that complements traditional measures like the Impact Factor and H-Index, includes altmetrics. What is this new metric? Essentially, it is a frequency statistic that counts the number of times an article has been featured in newspapers and/or blogs, cited on Wiki or policy papers, bookmarked on reference managers (e.g., Mendeley), or mentioned on social media venues like Facebook and Twitter.

The number an altmetric score yields is an estimate for how many times a scholarly output was discussed across the world wide web. Thus, it is a record of attention an article garners, a measure of dissemination and reach, and a crude indicator of influence.

As of July 2018, the average altmetric score for *SP* articles published during 2017 was 15.5 – meaning that the average article was referenced, mentioned, or plugged online nearly 16 times. For the first two issues of 2018, the average altmetric score was 9.2. These numbers are skewed by those articles that were campaigned for by our committee.

Where this article has been shared

Powered by Altmetric.com



When looking at articles published in 2018, we see that the average Altmetric score is 18.95. Among these, the highest Altmetric score belongs to the article titled “The Digital Activism Gap: How Class and Costs Shape Online Collective Action” by Jen Schradie. It has a score of 178 – it was mentioned in 3 news outlets, 8 blogs, tweeted by 186 users, posted on 1 facebook page, cited 6 times, and read by 33 people on Mendeley.



Altmetric Scores of 2017 – 2019 Articles with Social Media Campaigns (as of July 2019)

Article Title	Altmetric Score
Damages Done: The Longitudinal Impacts of Natural Hazards on Wealth Inequality in the United States	668
Gun Culture in Action	626
The Digital Activism Gap: How Class and Costs Shape Online Collective Action	178
Reflections on “The Department is Very Male, Very White, Very Old, and Very Conservative”: The Functioning of the Hidden Curriculum in Graduate Sociology Departments	91
Code of the Tweet: Urban Gang Violence in the Social Media Age	79
Producing Colorblindness: Everyday Mechanisms of White Ignorance	75
The Mobilization of Title IX across U.S. Colleges and Universities, 1994-2014	74
“Afraid of Walking Home From the ‘L’ at Night?” The Politics of Crime and Race in Racially Integrated Neighborhoods	73
Basic Income in a Small Town: Understanding the Elusive Effects on Work	73
“The Place That Holds Our Stories”: The National AIDS Memorial Grove and Flexible Collective Memory Work	73
Can a Flexibility/Support Initiative Reduce Turnover Intentions and Exits? Results from the Work, Family, and Health Network	58
Women of Color in the Academy: Navigating Multiple Intersections and Multiple Hierarchies	36
What We Were, What We Are, and What We Should Be: The Racial Problem of American Sociology	27
Latino Students and White Migration from School Districts, 1980-2010	26
Immigrant Bodily Incorporation: How the Physical Body Structures Identity, Mobility, and Transnationalism	20
Criminalized Masculinities: How Policing Shapes the Construction of Gender and Sexuality in Poor Black Communities	19
Women Who Stay: A Morality Work Perspective	18
Inequality in Infant Mortality: Cross-State Variation and Medical System Institutions	16
Sexual Health and Multiple Forms of Discrimination Among Heterosexual Youth	15
Marching Toward Assimilation? The 2006 Immigrant Rights Marches and the Attitudes of Mexican Immigrants About Assimilation	15



SECTION FOUR

What have we done to improve and how do we continue moving forward?





Paid Advertisements

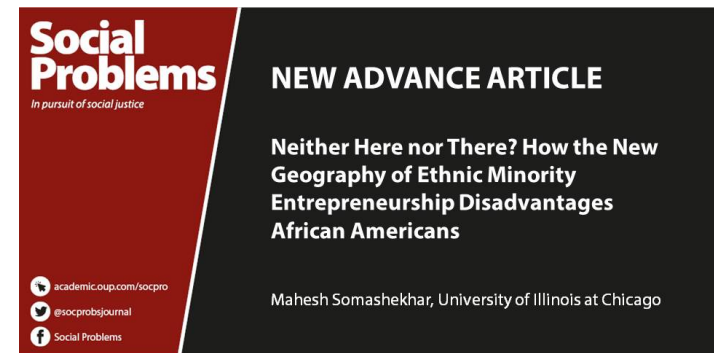
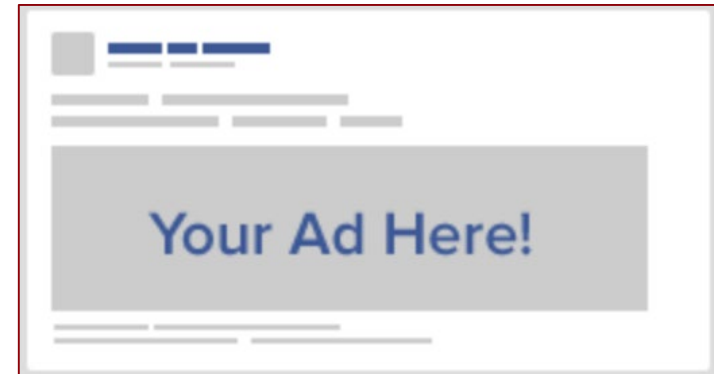
One way we can gain more reactions, impressions, and views is by purchasing ad content on Facebook and Twitter. Doing so will insert our posts into timelines based on their interests. Through ads, we can target particular geographic areas or demographic populations based on their interests.

Open Access Articles

Each issue, a number of articles are released for open access. Like the articles for which we construct campaigns, the Committee for Social Media would like to highlight these articles in some way to gain more traffic to OUP content and insight interest whether academic- or media-related.

Talking Points Memos

Talking Points Memos (TPM) are getting a face lift! In the past, the TPMs were a component of the article campaign chosen for each issue and acted as blurbs for the featured article. We will continue to use them in this way, but with an upgraded look. Working alongside the OUP marketing team, we are developing a more formal template so that the TPMs will look more uniform and professional. Additionally, we will be using the TPM template to market other Open Access articles within the journal as needed.





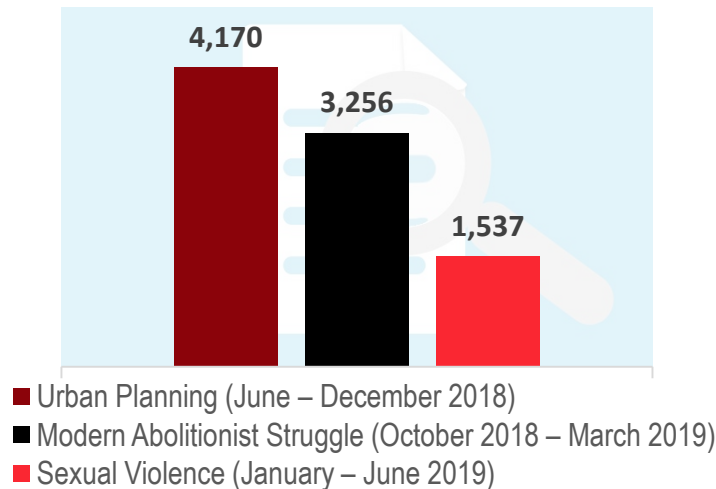
Virtual Issues

Our newest endeavor, Virtual Issues, are thematic groupings of articles previously published in the journal which we make freely accessible for a limited time. These virtual issues are compiled by special guest editors who may also write an introduction. For the Committee on Social Media, our role is to promote and incite engagement with these collections.

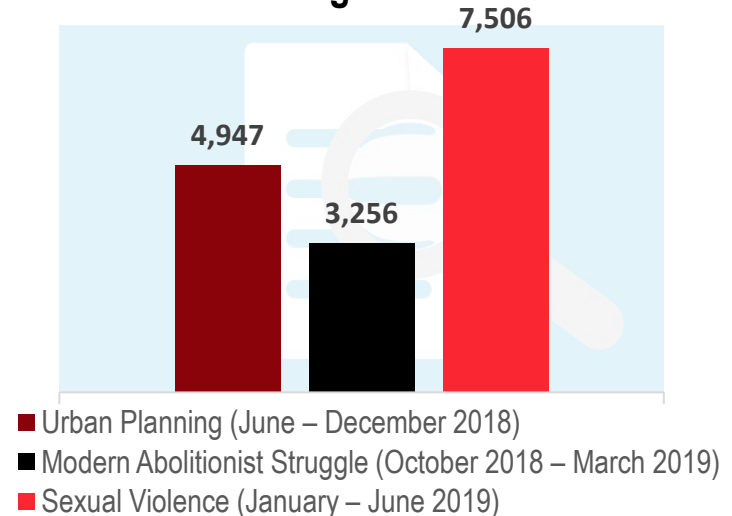
How much traffic do our Virtual Issues generate?

Each virtual issue is given a promotional period in which the link to the introduction and articles is posted on the *SP* twitter and facebook accounts. Our first Virtual Issue on “Urban planning” received the most views. In terms of article views within the issue, “Sexual Violence” received the most.

Page Views During Promotional Period



Article Views During Promotional Period



Virtual Issues to date: “Urban Planning” edited by Praveena Lakshmanan, “Modern Abolitionist Struggle” edited by Irina Chukhray, “Sexual Violence” edited by Nicole Bedera and Trenton M. Haltom, and “Immigrants’ Incorporation” edited by Sevsem Cicek-Okay.



The Authors' Attic (TAA)

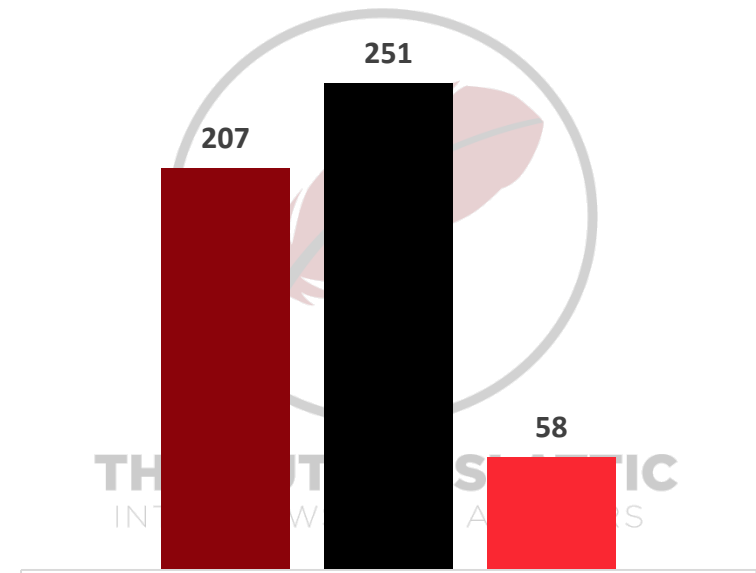
The Authors' Attic remains a unique feature of *Social Problems* and we wish to keep it that way by improving upon the production quality. Teaming up with other members of the Student Editorial Board, the Committee on Social Media will prioritize the quality of interviews with invited authors and, when possible, recording the videos in-person rather than in an online setting. We will continue updating the look our YouTube page to match the quality of our other Social Media sites. We are working with OUP to formalize transitional slides within the videos. Over the last year, we worked with OUP to design more consistent, modern looking logos and header images.

How much traffic do our Authors' Attic videos generate?

Each TAA is given a promotional period in which the link to the video on our YouTube account. More recently, we have started to link to the video abstract on the OUP article page. Our first Virtual Issue on "Urban planning" received the most views. In terms of article views within the issue, "Sexual Violence" received the most.

The Authors' Attic in 2018: "Gun Culture in Action" by Paul Froese; "Identity of Distance: How Economically Marginalized Black and Latina Women Navigate Risk Discourse and Employ Feminist Ideals" by Ranita Ray; and "'I'm Principled Against Slavery, but ...': Colorblindness and the Three-Fifths Debate" by Kasey Henricks.

Views for TAA Videos (2018-2019)*



*combined views from YouTube & OUP article pages

- "I'm Principled Against Slavery, but..." (August)
- Identity of Distance (November)