

Committee on Social Media

Social Problems
In pursuit of social justice

Social Media Metrics That Matter

2020 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.




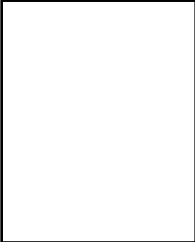
Who We Are


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. The committee consists of four members (Sadé Lindsay, Oneya Okuwobi, Marie Plaisime, Candice Robinson, and Mi'Chael Wright). These groups meet regularly for organizational purposes and professional development.

Who We Are

Committee on Social Media, Council Members

 Annulla 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 a PhD candidate in Sociology at the University of Nebraska-Lincoln. His research is on masculinities, sexualities, health and the body, work and occupations, and the sociology of sport. His research and writing has been published in outlets like *Gender & Society*, *Archives of Sexual Behavior*, *Sociology of Sport Journal*, *Deviant Behavior*, and others. Trenton is the recipient of the 2020 SSSP Sport, Leisure, and the Body Division Graduate Student Paper Competition.

Who We Are

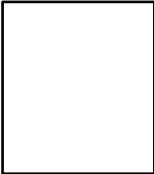
Committee on Social Media Members

Sadé Lindsay, PhD Student
The Ohio State University



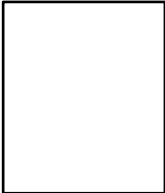
Oneya Okuwobi, PhD Student
The Ohio State University

Marie Plaisime, PhD Student
Howard University



Candice Robinson, PhD Student
University of Pittsburgh

Mi'Chael Wright, PhD Student
University of Minnesota, Twin Cities





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?

Our activity occurs on Facebook, Twitter, and YouTube. All data reported here is based on information collected between July 2019 and July 2020. Our Facebook audience grew from 7,568 to 8,497 “likes.” Our Twitter audience grew from 8,032 to 8,959 followers. And, our YouTube views increased from 27,500 in 2019 to 280,090 views in 2020. 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.

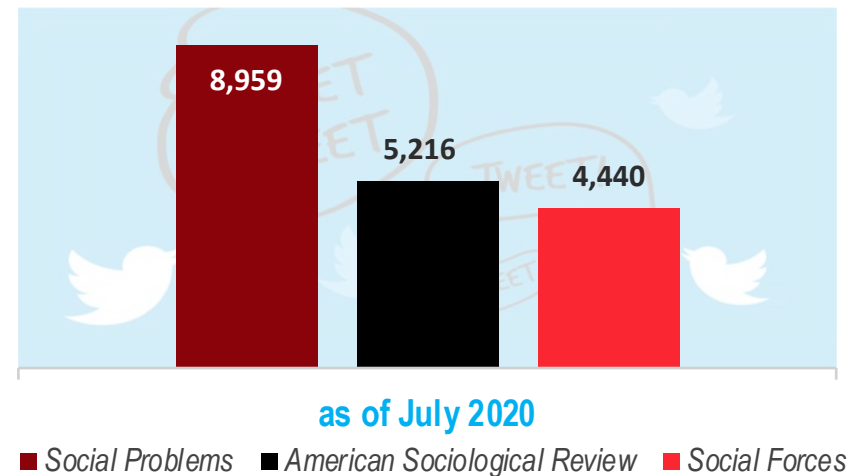
How much traffic does Facebook generate? Over the past year, our Facebook content reached 60,740 users and was engaged (clicked, “liked,” commented, or shared) over 100 times during an average day.

How much traffic does Twitter generate? In the past year, our Twitter content had 273,560 impressions (appeared on this many timelines). In the average month, *SP* posts had 21,043 impressions.

Our Following on Social Media

	2015	2016	2017	2018	2019	2020	2021 Target
Facebook (likes)	1,118	2,453	5,936	7,029	7,568	8,497	10,000
Twitter (follows)	872	2,643	5,269	6,883	8,032	8,959	10,000
YouTube (views)	1,008	12,689	24,526	25,510	27,500	28,090	30,000

Twitter Following



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) occasionally live tweeting sociology gatherings like conferences and speaking engagements.

Article Awards

Four 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 these awards. We pursue nominations according to "fit" and likely competitiveness.

Since 2015, *SP* articles have received 34 awards (that we are aware of: 4 in 2015, 8 in 2016, 8 in 2017, 10 in 2019, 4 in 2020)

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:' News Media Constructions of Responsibility for Health through Home Cooking"	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



2019 (Cont'd)

Honorable Mention, ASA Section on Environmental Sociology's Allan Schnaiberg Outstanding Publication Award	"Damages Done: The Longitudinal Impacts of Natural Hazards on Wealth Inequality in the United States"	Junia Howell and James R. Elliott
ASA Marxist Sociology Section's Outstanding Marxist Sociology Article Award	"The Digital Activism Gap: How Class and Costs Shape Online Collective Action"	Jen Schradie
Honorable Mention, The ASA Section on the Sociology of Sex and Gender's Sally Hacker Graduate Student Paper Award	"Categorical Exclusions: How Racialized Gender Regulation Reproduces Reentry Hardship"	Joss T. Greene
ASA Section on the Sociology of Body and Embodiment Best Publication Award	"Immigrant Bodily Incorporation: How the Physical Body Structures Identity, Mobility, and Transnationalism"	Hana E. Brown

2020

Arlene Kaplan Daniels Paper Award, SSSP	"Categorical Exclusions: How Racialized Gender Regulation Reproduces Reentry Hardship"	Joss T. Greene
Mayer N. Zald Distinguished Contribution to Scholarship Student Paper Award, ASA Section on Collective Behavior and Social Movements	"The Apathy Syndrome: How We Are Trained Not to Care about Politics"	Anna Zhelnina
Honorable Mention, Article of the Year Award, ASA Family Section	"Motherwork Under the State: The Maternal Labor of Formerly Incarcerated Black Women."	Susilia Gurusami
Outstanding Graduate Student Award, ASA Family Section	"Kin Support of the Black Middle Class: Negotiating Need, Norms, and Class Background"	Jasmine Hill



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 2020, the average altmetric score for *SP* articles published during 2019 was 18.3 – meaning that the average article was referenced, mentioned, or plugged online about 18 times. For the first two issues of 2020 and other content published so far this year, the average altmetric score is 23.3. These numbers may be skewed by those articles that were campaigned for by our committee.

Where this article has been shared

Powered by Altmetric.com



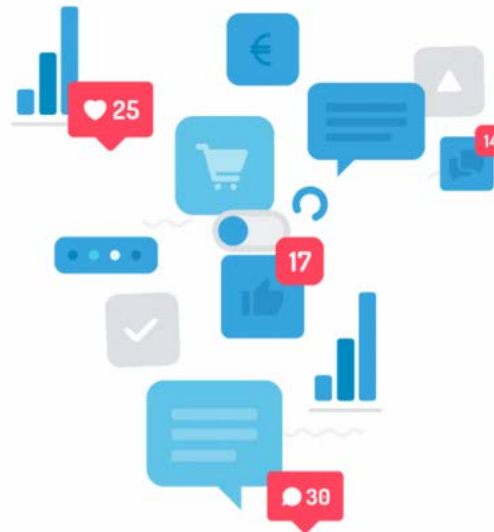
When looking at articles published in 2019, we see that the average Altmetric score is 18.3. Among these, the highest Altmetric score belongs to Junia Howell and James R. Elliot's article "Damages Done: The Longitudinal Impacts of Natural Hazards on Wealth Inequality in the United States" with a score of 696 – it was mentioned in 74 news outlets, 8 blogs, tweeted by 73 users, posted on 2 facebook pages, cited 14 times, and read by 33 people on Mendeley.

This score is, however, a little inflated because it includes interactions beginning when the article was posted online first. For example, peak interest was in November 2018. Regardless, it is fantastic to see our article getting so much attention in so many varied outlets.



SECTION FOUR

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





Virtual Issues

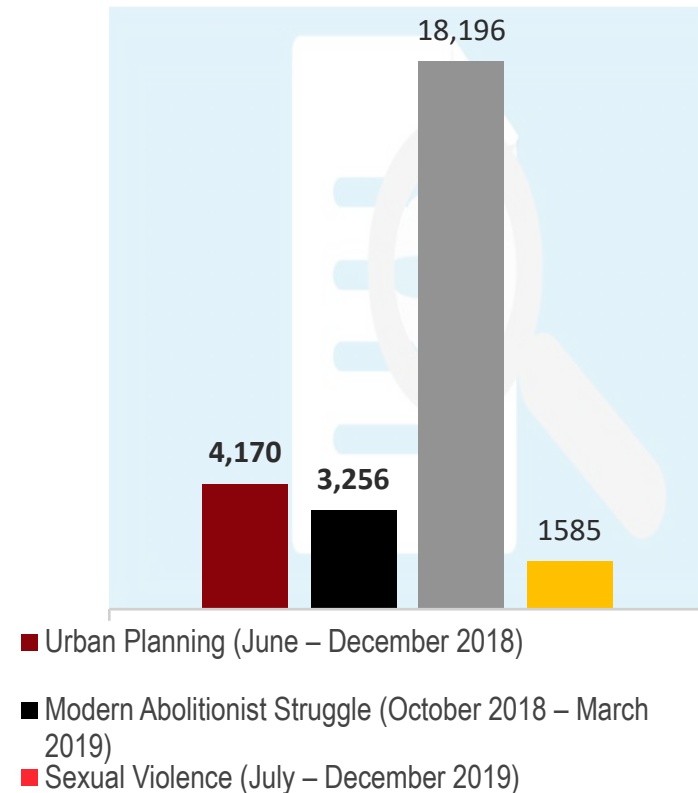
Our newest endeavor, Virtual Issues, are thematic groupings of articles previously published in the journal which we make freely accessible for a limited time. These virtual issues are compiled by special guest editors who may also write an introduction. For the Committee on Social Media, our role is 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 Virtual Issue on “Sexual Violence” received the most views and article views within the issue. The most downloaded article within the Virtual Issue was “Riding the Bull at Gilley's”: Convicted Rapists Describe the Rewards of Rape (Scully and Marolla 1985).

New Virtual Issues in 2019: “Sexual Violence” edited by Nicole Bedera and Trenton M. Haltom, and “Immigrants’ Incorporation” edited by Sevsem Cicek-Okay.

Page Views During Promotional Period





The Authors' Attic (TAA)

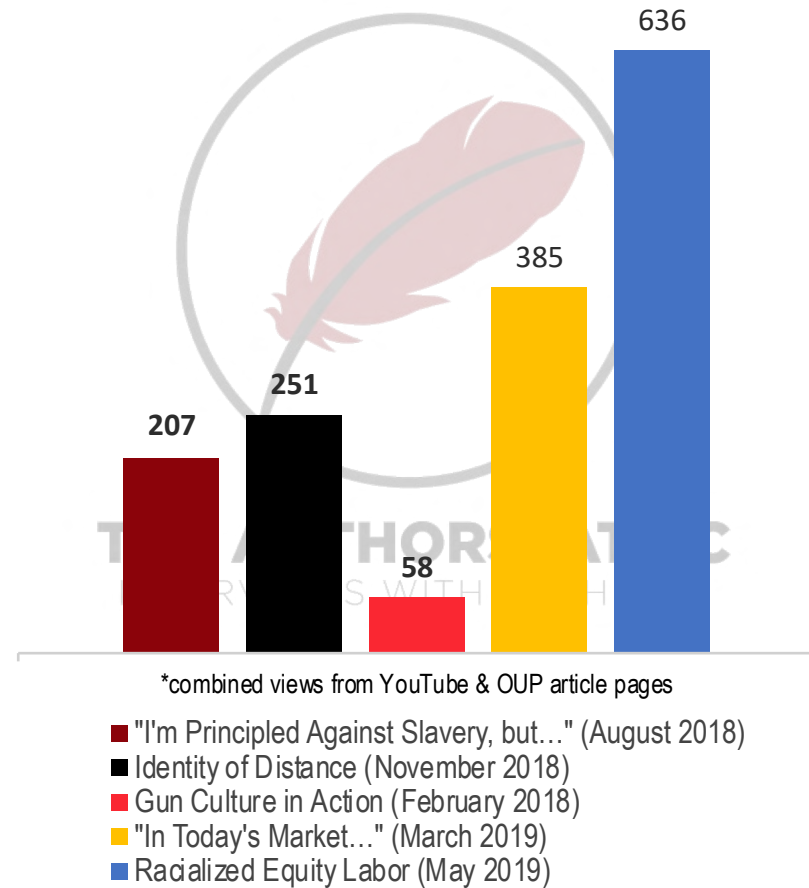
The Authors' Attic remains a unique feature of *Social Problems* and have kept it that way by improving the production quality. We now provide authors with guidelines for recording their own videos which has greatly improved the quality. Over the last year, we worked with OUP to design more consistent, 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 second TAA in 2019 "Racialized Equity Labor" received the most views. We have seen increasing engagement with TAA videos over time across the YouTube and OUP article pages.

The Authors' Attic in 2019: "Racialized Equity Labor, University Appropriation and Student Resistance" (Veronica Lerma, Laura T. Hamilton and Kelly Nielson) and "In Today's Market, Your Food Chooses You': News Media Constructions of Responsibility for Health through Home Cooking" by Merin Oleschuk.

Views for TAA Videos (2018-2019)*





High Impact Articles Campaign

The High Impact Articles page of the OUP website is made up of the top five Most Cited, Most Downloaded, and Most Discussed articles from the previous year. With the help of the OUP marketing team who produced professional-looking graphics, we promoted each article from each section in turn between February and May 2020. We also promoted the page as a whole. Throughout the campaign, we tagged authors in our posts and provided links to the articles which OUP made freely available from behind the paywall for a limited time.



Highly Cited Article

Brothermothering: Gender, Power, and the Parenting Strategies of Low-Income Black Single Mothers of Teenagers

Sinikka Elliott, Joslyn Brenton, Rachel Powell
Social Problems, Volume 65, Issue 4, November 2018, 10.1093/socpro/asp021

Access this article as part of the the High Impact Article Collection

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Top Mentioned Article

The Mobilization of Title IX across U.S. Colleges and Universities, 1994-2014

Celene Reynolds
Social Problems, Volume 66, Issue 2, May 2019, 10.1093/socpro/psy005

Access this article as part of the the High Impact Article Collection

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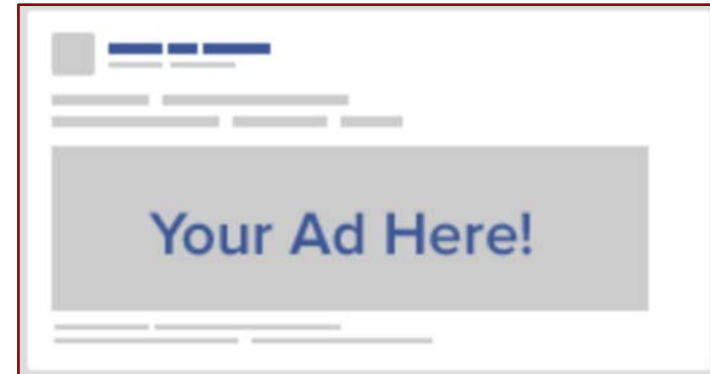
Ways to Improve

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.



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In pursuit of social justice

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Social Problems

NEW ADVANCE ARTICLE

**Neither Here nor There? How the New
Geography of Ethnic Minority
Entrepreneurship Disadvantages
African Americans**

Mahesh Somashekhar, University of Illinois at Chicago