

Committee on Social Media

**Social
Problems**
In pursuit of social justice

Social Media Metrics That Matter

2021 Annual Report



socpro.oxfordjournals.org



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.



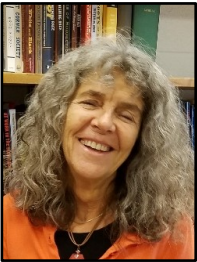
Who We Are

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, Kyle Shupe, Candice Robinson, and Mi'Chael Wright). These groups meet regularly for organizational purposes and professional development. Starting in fall 2021, Mi'Chael Wright will be taking over as Chair of the Committee.



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 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. In 2020, Trenton was the recipient of the SSSP Sport, Leisure, and the Body Division Graduate Student Paper Award.



Who We Are

Committee on Social Media Members

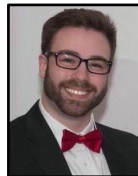
Sadé Lindsay, PhD Candidate
The Ohio State University



Oneya Okuwobi, PhD Candidate
The Ohio State University



Kyle Shupe, PhD Student
University of Cincinnati



Candice Robinson, PhD Candidate
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 spreads across Facebook, Twitter, and YouTube. Facebook and Twitter data reported here are based on information collected between July 2020 and July 2021. YouTube data is cumulative. Our Facebook “likes” remained consistent. Our Twitter audience grew from 8,959 to over 11,700 followers. And, our YouTube views increased from 28,090 in 2020 to 29,648 views in 2021. 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.

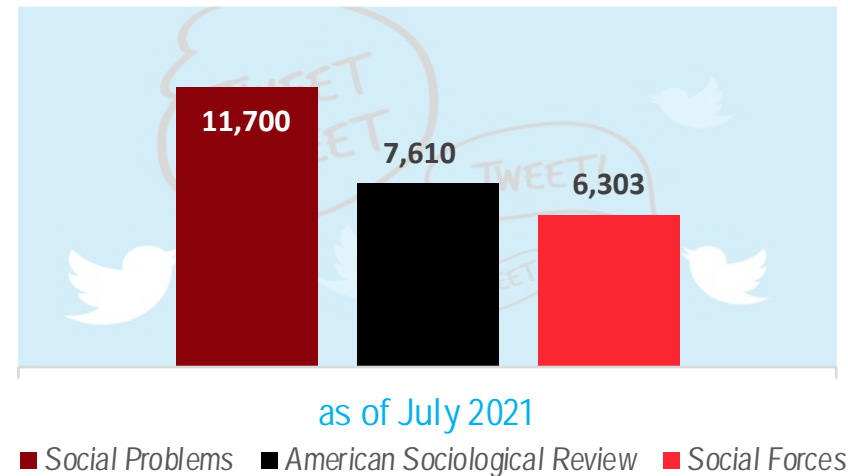
How much traffic does Facebook generate? Over the past year, our Facebook content reached about 8,500 users and was engaged (clicked, “liked,” commented, or shared) over 100 times during an average week.

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 21,893 impressions.

Our Following on Social Media

	2016	2017	2018	2019	2020	2021
Facebook (likes)	2,453	5,936	7,029	7,568	8,497	8,444
Twitter (follows)	2,643	5,269	6,883	8,032	8,959	11,700
YouTube (views)	12,689	24,526	25,510	27,500	28,090	29,648

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

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. 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, 7 in 2020, and 3 in 2021)

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
Distinguished Contribution to Research Article Award, ASA Latina/o Sociology	"A lighter shade of brown? Racial formation and gentrification in Latino Los Angeles."	Alfredo Huante



2020, Cont'd

Student Paper Award, ASA Section on Sociology of Religion	"The Racial Politics of Place in Faith-Based Social Service Provision"	Daniel Bolger
Oliver Cromwell Cox Article Award (for Anti-Racist Scholarship, ASA Section on Racial and Ethnic Minorities)	"Motherwork Under the State: The Maternal Labor of Formerly Incarcerated Black Women"	Susila Gurusami

2021

Graduate Student Paper (Co-Winner), ASA Family Section	"Black Girls and the Talk? Policing, Parenting, and the Politics of Protections"	Shannon Malone Gonzalez
Best Graduate Student Paper, ASA Sexualities Section	The Creepy White guy and the Helpless Asian: How Sexual Racism Persists in a Gay Friendship Group	Khoa Phan Howard
Youth, Aging, and the Life Course Division Student Paper Competition	Legal Power in Actions: How Latinx Adult Children Mitigate the Effects of Parents' Legal Status through Brokering	Isabel García Valdivia



The Authors' Attic (TAA)

The Authors' Attic remains a unique feature of *Social Problems* and we 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 past few years, we worked with OUP to design 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. We have seen increasing engagement with TAA videos over time across the YouTube and OUP article pages.

The Authors' Attic videos in 2020 & 2021:

- "Racialized Equity Labor, University Appropriation and Student Resistance" (Veronica Lerma, Laura T. Hamilton and Kelly Nielson)
- "Racial Valuation: Cultural Gatekeepers, Race, Risk, and Institutional Expectations of Success and Failure" (Maryann Erigha)
- "Becoming a Man: A Duboisian Examination of the Experiences of Black Men Who Have Sex with Men" (Sandra L. Barnes).

Views for TAA Videos (2019-2021)*

