

## Social Media Metrics That Matter

### 2022 Annual Report





## 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 (Annulla Linders, Earl Wright II, and Derrick Brooms) and the Chair of the Committee (Mi'Chael N. Wright). The latter develops original content for the quarterly article campaigns as well as other social media content. The committee consists of five members (Catalina Anamp Castro, Endia Hayes, Guy Hodge II, J'Mauri Jackson, and Josh Warren). These groups meet regularly for organizational purposes and professional development.



## Who We Are

### Committee on Social Media, Council Members

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**Annnulla 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.



**Derrick R. Brooms** serves as the Co-Editor of *Social Problems*. He is a Professor of Sociology & Africana Studies at the University of Tennessee, Knoxville. Through research, teaching, service, and community/collaborative work, Dr. Brooms is committed to educational equity, inclusion, and racial justice. His education research primarily centers on Black men and boys' pathways to and through college as well as on their engagement on campus and identity development. His most recent book, *Stakes is High: Trials, Lessons, and Triumphs in Young Black Men's Educational Journeys* (2021), takes a sociocultural view of young Black men's lives to understand and appreciate their educational challenges, pursuits, and desires. He also is founding editor of the Critical Race Studies in Education book series with SUNY Press.



## Who We Are

### Committee on Social Media Members

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**Mi'Chael N. Wright** serves as Chair of the Committee on Social Media and has worked with *Social Problems* since 2020. She is a PhD student in Sociology at the University of Minnesota. As a Robert Wood Johnson Health Policy Research Scholar, her primary research focuses on sociology of media, sociology of mental health, collective memory and trauma, and identity. She is specifically interested in how digital communities, which can be simultaneously encouraging and hostile, constitute the identity development of Black and Brown adolescent girls. Mi'Chael is also interested in digital sociology, a sub-discipline of sociology that highlights the role of digital media in everyday life and its contribution to social relationships.



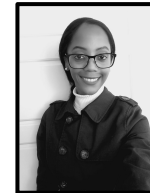
**Catalina Anampa Castro**  
PhD Student  
University of Michigan



**Endia Hayes**  
PhD Candidate  
Rutgers University



**Guy Hodge II**  
PhD Student  
Georgia State University



**J'Mauri Jackson**  
PhD Student  
Indiana University Bloomington



**Josh Warren**  
PhD Student  
Kent State 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 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 2021 and July 2022. YouTube data is cumulative. Our Facebook “likes” remained consistent. Our Twitter audience grew from 11,700 to 14,679 followers. **This is huge!** And, our YouTube views increased from 29,648 in 2021 to 30,655 views in 2022. 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.

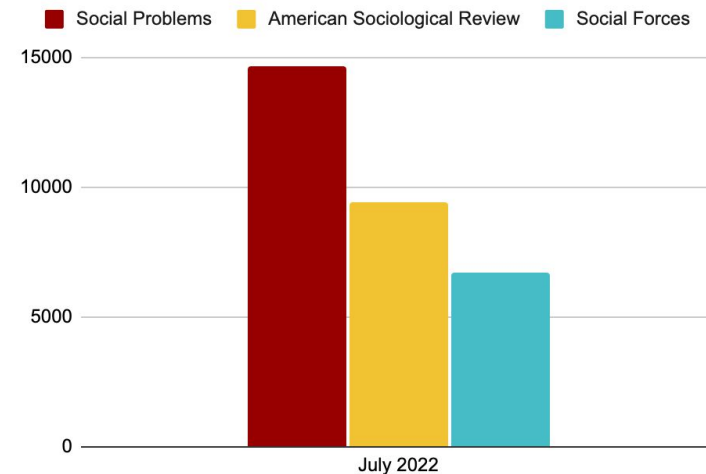
**How much traffic does Facebook generate?** Over the past year, our Facebook content reached about 8,500 users and was engaged (clicked, “liked,” commented, or shared) over 100 times during an average week. In this next cycle, we will start actively engaging with Facebook more to encourage more engagement with followers.

**How much traffic does Twitter generate?** In the past year, our Twitter content had 140k impressions (appeared on this many timelines). In the average month, SP posts had 20k impressions. With more followers, we can expect more impressions and engagement!

## Our Following on Social Media

	2016	2017	2018	2019	2020	2021	2022
<b>Facebook</b> (likes)	2,453	5,936	7,029	7,568	8,497	8,444	8,469
<b>Twitter</b> (followers)	2,643	5,269	6,883	8,032	8,959	11,700	14,679
<b>YouTube</b> (views)	12,689	24,526	25,510	27,500	28,090	29,648	30,655

## 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, Wright, and Brooms, 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, 6 in 2021 and 4 in 2022. We continue to monitor and track awards all year round!**

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
Graduate Student Paper (Honorable Mention), ASA Sociology of Development Section	The Ideal Delegation: How Institutional Privilege Silences "Developing" Nations in the UN Climate Negotiations	Danielle Falzon
Youth, Aging, and the Life Course Division, SSSP Student Paper Competition	Legal Power in Actions: How Latinx Adult Children Mitigate the Effects of Parents' Legal Status through Brokering	Isabel García Valdivia





**2021 cont**

Cristina Maria Riegos Student Paper Award, ASA Latina/o Sociology Section	Legal Power in Actions: How Latinx Adult Children Mitigate the Effects of Parents' Legal Status through Brokering	Isabel García Valdivia
Outstanding Article Award, ASA Altruism, Morality, and Social Solidarity Section	Representative Group Styles: How ally immigrant rights organizations promote immigrant involvement	Grace Yukich, Brad Fulton, and Richard Wood

**2022**

Marvin E. Olsen Student Paper Award (Co-Winner), ASA	Tax Justice: The Yellow Vest Movement in France	Daniel R. Driscoll
Distinguished Article Award, ASA Animals and Society Section	Unfit Stewards: The Role of the Intensive Pet Parenting Ideology in Constructing Racialized Narratives	Adilia E. James
Distinguished Article Award, ASA Latina/o Sociology Section	"Reasonable" Force at the U.S.- Mexico Border	Irene Vega
Louis Wirth Best Article Award (Co-Winner), ASA	Toward a Du Boisian Framework of Immigrant Incorporation: Racialized Contexts, Relationship Identities, and Muslim American Collective Actoin	Hajar Yazdiha



## 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.



## THE AUTHORS' ATTIC

INTERVIEWS WITH AUTHORS  
Presented by **Social Problems**

### 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 2021 & 2022:

- "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)
- Family Structure, Risks, and Racial Stratification in Poverty (Deadric T. Williams and Regina S. Baker)
- "My Baby Went Straight to Heaven": Morality Work in Aboriton Online Storytelling (Sarah Larissa Combellick) (Released on Aug 1, 2022)

### Views for TAA Videos (2020-2022)

