

Social Problems

SOCIAL MEDIA METRICS AND ANNUAL REPORT

THE COMMITTEE ON
SOCIAL MEDIA AT
SOCIAL PROBLEMS

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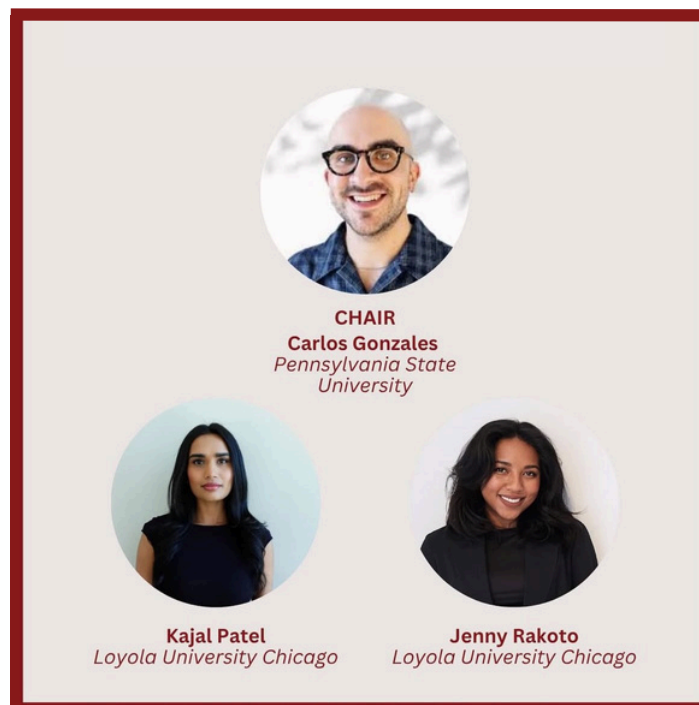
INTRODUCTION

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 seek to make SP research accessible to the widest audience possible and bridge the traditional divide between academia and the general public. To accomplish these goals, we pursue a multifaceted strategy of promotion, ranging from developing original content across social media to nominating select articles for professional awards of excellence. This report provides an overview of these activities.

Who We Are

The Committee on Social Media is consisted of three committee members:



ANALYTICS

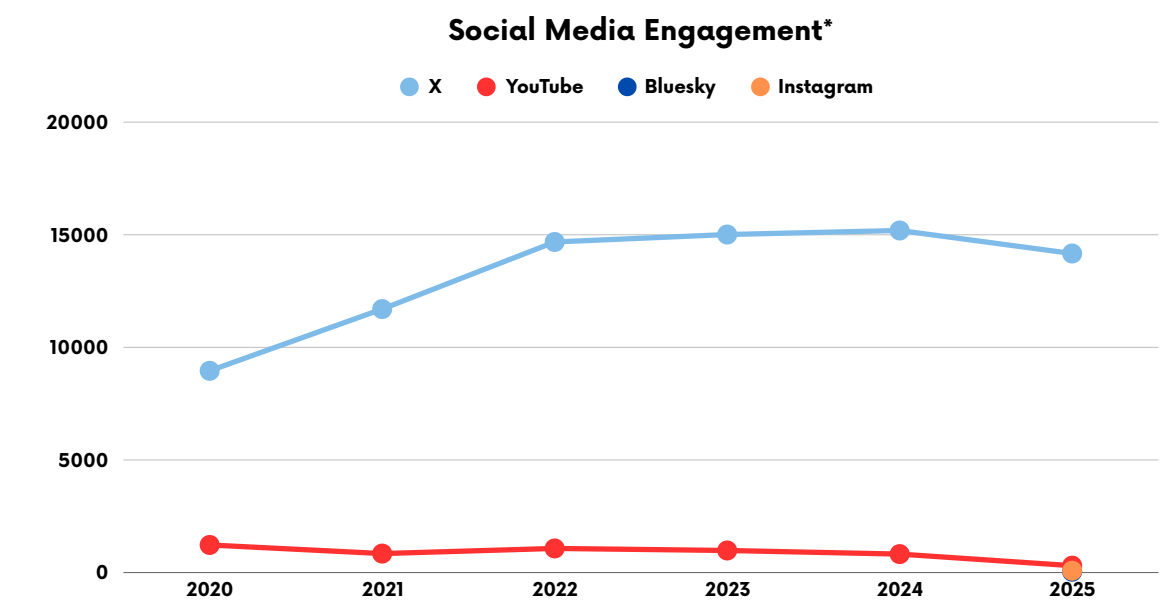
Social Media Strategy

Social media platforms fall into two categories (or sometimes a hybrid of both):

- 1. Push platforms (e.g., X/Twitter) that redirect audiences to other sites
- 2. Host platforms (e.g., YouTube) that directly share original content

In 2014, SP had no formal social media presence. Today, we are active across X (formerly Twitter), YouTube, Bluesky, and Instagram.

Social Media Engagement*							
Platform	Metric	2020	2021	2022	2023	2024	2025
X	Followers	8,959	11,700	14,679	15,010	15,190	14,167
YouTube	Views	1,225	843	1,071	980	820	305
Bluesky	Followers						38
Instagram	Followers						81



*Data collected in July 2025 using platform account metrics

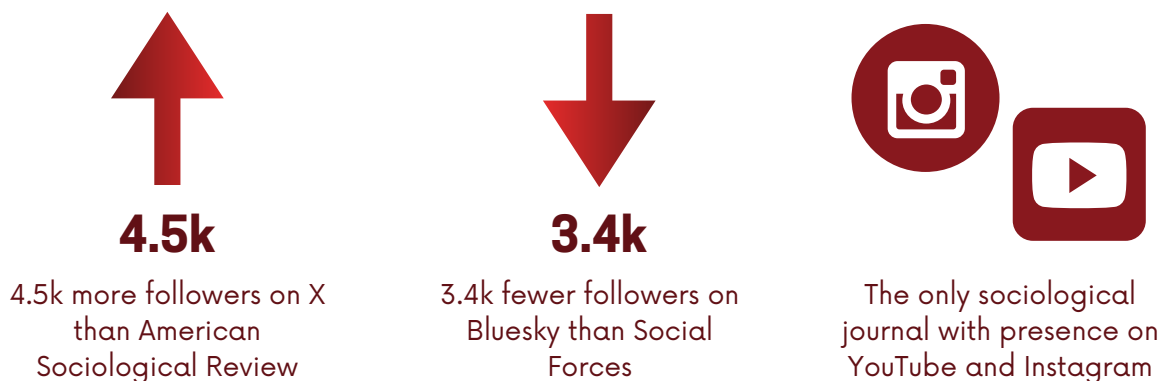
ANALYTICS CONT.

What's our following?

Our presence is strongest on X and YouTube, platforms we've used since at least 2020. Bluesky and Instagram, launched in 2025–26, offer new opportunities to engage broader and more diverse audiences.

- The decline in X followers is likely linked to platform leadership changes.
- Bluesky allows for continued academic engagement on a new platform.
- Instagram opens doors for visual storytelling to diversify our audience.
- The decline in YouTube engagement suggests the need to reassess content format (short- vs. long-form) and audience targeting.

HOW WE COMPARE



AWARDS

In addition to managing platforms and analytics, the committee compiles a database of Social Problems articles that win awards from professional organizations like SSSP, ASA, and others.

In 2024, the following articles were recognized. These join 38 others previously awarded since 2015.

2024 Awardees		
Award	Paper Title	Author(s)
Honorable Mention – Distinguished Contribution to Scholarship Article Award, ASA Section on Race, Gender & Class	<i>Lifting the Veil on Campus Sexual Assault: Morehouse College, Hegemonic Masculinity, and Revealing Racialized Rape Culture through the Du Boisian Lens</i>	Saida Grundy
Oliver Cromwell Cox Article Award, ASA Section on Racial & Ethnic Minorities	<i>Lifting the Veil on Campus Sexual Assault: Morehouse College, Hegemonic Masculinity, and Revealing Racialized Rape Culture through the Du Boisian Lens</i>	Saida Grundy
Robert E. Park Award (Outstanding Published Article), ASA Section on Community & Urban Sociology	<i>Neighborhood Racial Composition and Housing Values, 1980–2015</i>	Junia Howell, Elizabeth Korver-Glenn
Reinhard Bendix Student Paper Award (co-winner), ASA Section on Comparative-Historical Sociology	<i>Dispossessory Citizenship: BIA Relocation Program, 1952–1972</i>	Peter Kent-Stoll
Kimberlé Crenshaw Article Award Winner, SSSP Critical Race & Ethnic Study Division	The Coloniality and Antiblackness of Coercive Benevolence	Korey Tillman
Honorable Mention – Article Award Winner	Separate from Class? Toward a Theory of Race as Resource Signal	Mo Torres

AUTHOR ATTIC

The Author Attic video series remains a signature feature of SP's digital storytelling. No new videos were posted in 2024, but we look forward to highlighting Faith M. Deckard (UCLA) in an upcoming installment in Summer 2025.



We're also developing short-form visual content, debuting in Fall 2025, to build on the success of the Author Attic and adapt to evolving media formats.
