

Social Problems

SOCIAL MEDIA METRICS AND ANNUAL REPORT

THE COMMITTEE ON
SOCIAL MEDIA AT
SOCIAL PROBLEMS

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20
26

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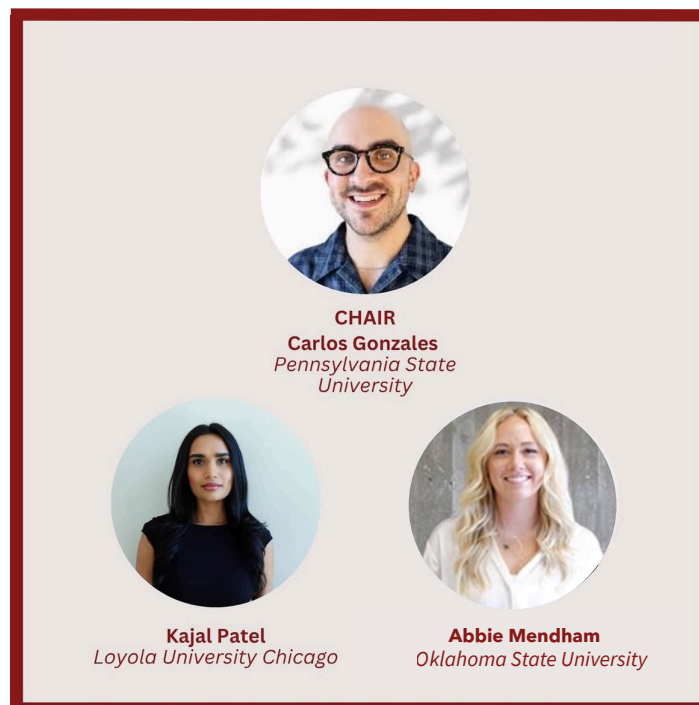
INTRODUCTION

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

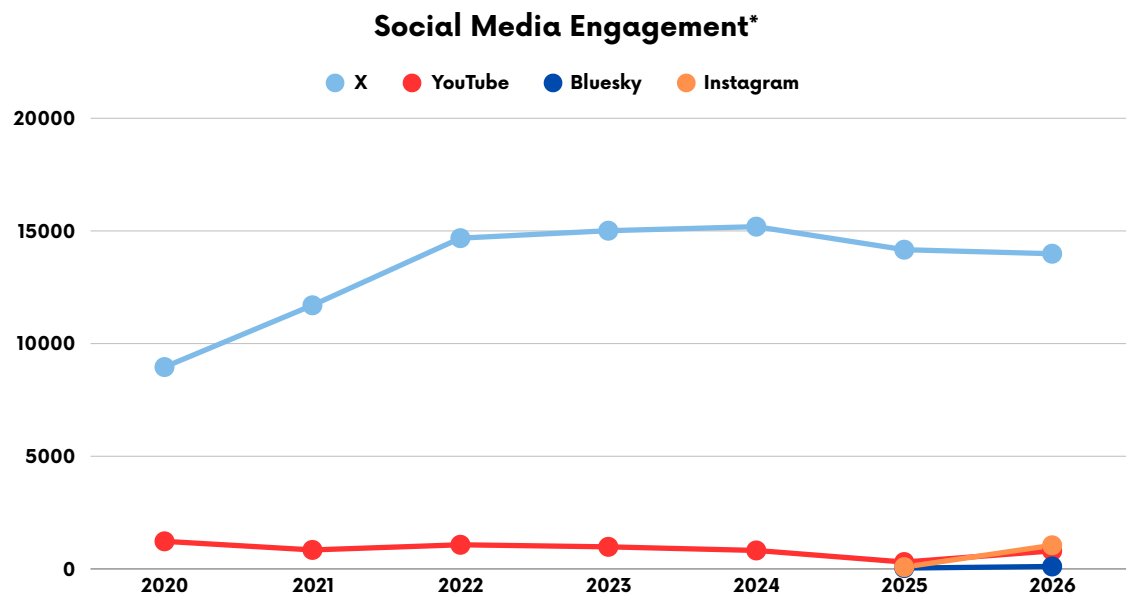
Social Media Strategy

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	2026
X	Followers	8,959	11,700	14,679	15,010	15,190	14,167	13,988
YouTube	Views	1,225	843	1,071	980	820	305	800
Bluesky	Followers						38	109
Instagram	Followers						81	1,049



*Data collected in July 2026 using platform account metrics

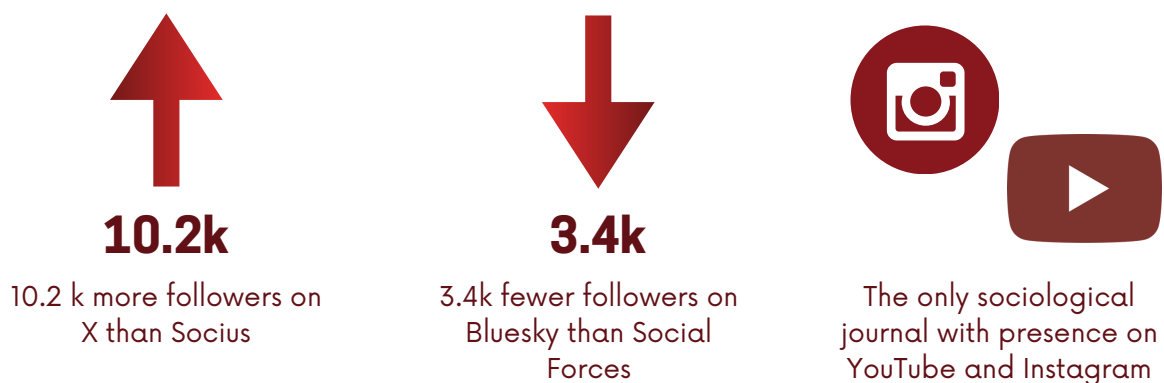
ANALYTICS CONT.

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, have offered new opportunities to engage broader and more diverse audiences.

- Instagram has been an exciting new opportunity for engagement: our follower count grew to over 1,000 in 2025–26
- Bluesky has promoted academic engagement over the past year
- Our engagement on YouTube has grown over 2x times since last year, and we found lots of engagement with our Authors' Attic feature
- X engagement remains consistent as engagement with the platform decreases

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 2025-26, the following articles were recognized. These join 44 others previously awarded since 2015.

2025-26 Awardees		
Award	Paper Title	Author(s)
ASA Section on Comparative-Historical Sociology's Reinhard Bendix Prize	<i>Dispossessory citizenship: The settler colonial state and the Bureau of Indian Affairs' relocation program, 1952–1972.</i>	Peter Kent-Stoll
ASA Section on Drugs and Society Distinguished Scholarly Paper Award	<i>The Framing of Minority Threat and Moralization to Criminalize Behavior: The Case of Cannabis in the Early 20th Century.</i>	Michael Vuolo, Brian C. Kelly, Maria Orsini, and Joy Kadowaki
ASA Section on Environmental Sociology's Outstanding Publication Award	<i>Prisons and Pollution: A Nationwide Analysis of Carceral Environmental Inequality.</i>	Pierce Greenberg and Robert Todd
ASA Section on International Migration's Aristide Zolberg Student Scholar Award	<i>Double Citizenship as a Double-Edged Sword: Young Return Migrants' Code-Switching for Belonging in Mexico.</i>	Adriana P. Ramírez
ASA Section on International Migration's Aristide Zolberg Student Scholar Award, Honorable Mention	<i>Asian Americans' Racialized Incorporation into the Political Field.</i>	Chen Liang
ASA Section on Peace, War and Social Conflict's Outstanding Published Article Award	<i>Political Invisibility: Rescue Acts by Mothers during the 1994 Genocide in Rwanda.</i>	Nicole Fox and Hollie Nyseth Nzitatira
ASA Section on Political Sociology's Distinguished Contribution to Scholarship for an Article Award	<i>Racial Exclusion by Bureaucratic Omission: Non-Enumeration, Documentary Dispossession, and the Rohingya Crisis in Myanmar.</i>	Amanda R. Cheong
ASA Section on Racial and Ethnic Minorities' Oliver Cromwell Cox Article Award (for Anti-Racist Scholarship)	<i>Race-Conscious Racism: Alibis for Racial Harm in the Classroom.</i>	Ranita Ray

AWARDS CONT.

2025-26 Awardees		
Award	Paper Title	Author(s)
ASA Section on the Sociology of Emotions' Graduate Student Paper Award	<i>Masculinity Challenged: Emotional Responses to State Support for Women's Employment in the United Arab Emirates.</i>	Lauren Clingan
ASA Sociology of Religion Section's Student Paper Award	<i>Trajectories of Public Islam: Public Religious Expressions among American Muslim Advocates.</i>	Valentina Cantori
ASA Theory Section's Junior Theorist Award, Honorable Mention	<i>Separate from Class? Toward a Theory of Race as Resource Signal.</i>	Mo Torres
SSSP Poverty, Class, and Inequality Division Article Award Honorable Mention	<i>Separate from Class? Toward a Theory of Race as Resource Signal.</i>	Mo Torres

AUTHORS' ATTIC

The Authors' Attic video series remains a signature feature of SP's digital storytelling. In 2025-26 we highlighted three scholars:

FAITH M. DECKARD

Social Problems <i>in pursuit of social justice</i>  www.sssp1.org  @socprobsjournal  @socprobsjournal  @socprobsjournal	Featured Guest  Faith M. Deckard, Ph.D. <i>University of California, Los Angeles</i> "We Got Witnesses" Black Women's Counter-Surveillance for Navigating Police Violence and Legal Estrangement
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LAURA DEMARCO

Social Problems <i>in pursuit of social justice</i>  www.sssp1.org  @socprobsjournal  @socprobsjournal  @socprobsjournal	Featured Guest  Laura DeMarco, Ph.D. <i>NC State University</i> "No Room to Fall: Criminal Justice Contact and Neighborhood Disadvantage"
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JAN DOERING

Social Problems <i>in pursuit of social justice</i>  www.sssp1.org  @socprobsjournal  @socprobsjournal  @socprobsjournal	Featured Guest  Jan Doering, Ph.D. <i>University of Toronto</i> "How Discrimination Narratives Resolve Ambiguity: The Case of Islamophobia in Quebec"
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