

SEAC Website and Social Media Report

As was the case last year, the SEAC website, MailChimp email campaigns, Twitter, and most recently, Facebook have been our primary methods for communication with our membership. In addition to the information and statistics reported below for each of these communication methods, I have worked to clean up and update the website's permanent pages, troubleshoot some major WordPress issues that may eventually require a new web-hosting service, collaborated with the Treasurer to solve issues regarding the relationship between our membership portal and email list (though this is still not fully solved), worked with the President to coordinate virtual meetings for the Board, and made some limited progress the process of creating a social media policy. I expect the latter project will need to be completed in collaboration with the new Social Media Editor-Elect.

Website Content

We have posted 70 announcements to the website since last September (up from 54 in 2020, 35 in 2019, and 21 in 2018). Job advertisements made up about 85% of all posts. This year, 59 job advertisements were placed on SEAC's website (up from 42 in 2020, 20 in 2019, and 12 in 2018); other announcements included SEAC and SAA business, resource alerts, scholarship postings, calls for proposals, and public outreach opportunities. Just a reminder that if you have an announcement appropriate for distribution to SEAC members and supporters, you may email it to seac.webmaster@gmail.com. Posting announcements, including job advertisements, is a free service. We typically post to the main website, and then share the link to both Facebook and Twitter.

MailChimp

SEAC's contact list on MailChimp used to hover around 2,000, but since transitioning to a paid account which allowed that number to grow, we have now reached 2,481. Our current plan (which costs \$26.34 per month, with a non-profit discount) allows us to have 2,500 contacts. As we have approached this, I have been forced to go back to the practice of "archiving" emails that were either unsubscribed or bounced to keep us below our limit. If we go over 2,500, we will incur additional charges of \$9.99 per month for every additional 500 contacts. That said, if we continue to grow, we may need to consider the next plan up, which is 5,000 contacts for approximately \$50.00 per month. We also need to consider how the MailChimp subscription is being paid. It is currently paid via PayPal when there is money in the SEAC account and I have been fronting it when there is not; a credit card would be a more ideal solution.

We sent a total of 28 email campaigns this year ranging from new issue notices for the newsletter and journal to calls for nominations to information about the annual meeting. This is way up from 13 in 2020, 11 in 2019, and 10 in 2018. This is probably because of new initiatives such as

the SAMN Happy Hours, because we have begun to use MailChimp for mass reminders about membership renewal, and because of the exceptional level of outreach we have conducted to encourage participation in the 2021 meeting. SEAC continues to have an open rate between 25% and 50% with an average of 34%, well above the 2019 mean for nonprofits of 23% (<https://mailchimp.com/resources/research/email-marketing-benchmarks/>). If you are not receiving emails but would like to, please let either me or the Treasurer know so that we can investigate. We have continued to have issues with people inexplicably being unsubscribed, and we are actively working to solve that issue, but it will likely involve a more fundamental redesign of the website.

Twitter

The SEAC Twitter account @SEACArchaeology has 1,254 followers, up from 1,129 in 2020, 1,009 in 2019, and 905 in 2018. Over the course of the year, we have had 50K impressions (up from 39.2K in 2020) with an average engagement rate of 2.03% (up from 1.25% in 2020). We have had 613 link clicks (up from 439 in 2020), 112 retweets (up from 98 in 2020), 173 likes (way up from 72 in 2020), and 4 comments (slightly up from 3 in 2020).

Facebook

The SEAC Facebook account @SEACArchaeology has 1,979 followers (up from 1,732 in 2020) and 1,855 likes (up from 1,665 in 2020). Over the course of the year, we had a reach (defined as the number of people who saw any content from our page or about our page, including posts and social information from people who interact with us) of 6,167. Our followers are made up of 55% women and 45% men; in terms of age, they are 3% 18–24, 24% 25–34, 26% 35–44, 23% 45–54, 12% 55–64, and 12% over 65. Perhaps unsurprisingly, there are more women than men in each of the first three age ranges (18–44) and more men than women in each of the last three (45–65+). The U.S. accounts for 93.5% of our audience, but at least ten countries are represented.

Respectfully submitted.

Meg Kassabaum, Oct. 7, 2021