

SOUTHEASTERN ARCHAEOLOGICAL CONFERENCE BUSINESS MEETING 2020

OFFICER REPORTS

REPORT FROM THE WEBMASTER/SOCIAL MEDIA EDITOR: Megan Kassabaum

As in previous years, the SEAC website, MailChimp email campaigns, and Twitter have been primary methods for communication with our membership; this year, we have officially added Facebook to that list. 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, collaborated with the Treasurer to solve issues regarding the relationship between our membership portal and email list, worked with the President to coordinate virtual meetings for both the Board and the Business Meeting, and begun the process of creating a social media policy with a small ad hoc committee. I expect the latter project to be completed in the next few months.

Website Content

We have posted 54 announcements to the website since last October (up from 35 in 2019 and 21 in 2018). Job advertisements made up about 75% of all posts. This year, 42 job advertisements were placed on SEAC's website (up from 20 in 2019 and 12 in 2018); other announcements included SEAC and SAA announcements, resource alerts, scholarship postings, and calls for proposals. 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 continues to hover around 2,000. This year, we transitioned to a paid account which allows that number to grow as we grow. We sent a total of 13 email campaigns this year ranging from new issue notices for the newsletter and journal to calls for nominations to information about SEAC's response to Covid-19 and issues of racial justice. This is up from 11 in 2019 and 10 in 2018. SEAC continues to have an open rate between 30% and 50% with an average of 37%, 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 the Social Media Editor or the Treasurer know so that we can investigate.

Twitter

The SEAC Twitter account @SEACArchaeology has 1,129 followers, up from 1,009 in 2019 and 905 in 2018. Over the course of the year, we have had 39.2K impressions with an average engagement rate of 1.25%. We have had 439 link clicks, 98 retweets, 72 likes, and 3 comments. This is the first time this data has been tabulated so there is no way to compare it to previous years, but I can say that in general, our engagement has gone up significantly during the pandemic.

Facebook

The SEAC Facebook account @SEACArchaeology has 1,732 followers and 1,665 likes. Over the course of the year, we have had 29.5K impressions. We have gained 379 and lost 51 followers since SEAC has officially taken over the page, which used to be run by the annual meeting organizers. Our followers are made up of 54% women and 44% men; in terms of age, they are 4% 18–24, 25% 25–34, 25% 35–44, 21% 45–54, 11% 55–64, and 12% over 65. Though most are from the U.S., they come from ten countries. This is the first time this data has been tabulated so there is no way to compare it to previous years, but our engagement on Facebook has not gone up as significantly as on Twitter during the pandemic.

Respectfully submitted.

Meg Kassabaum, Oct. 15, 2020