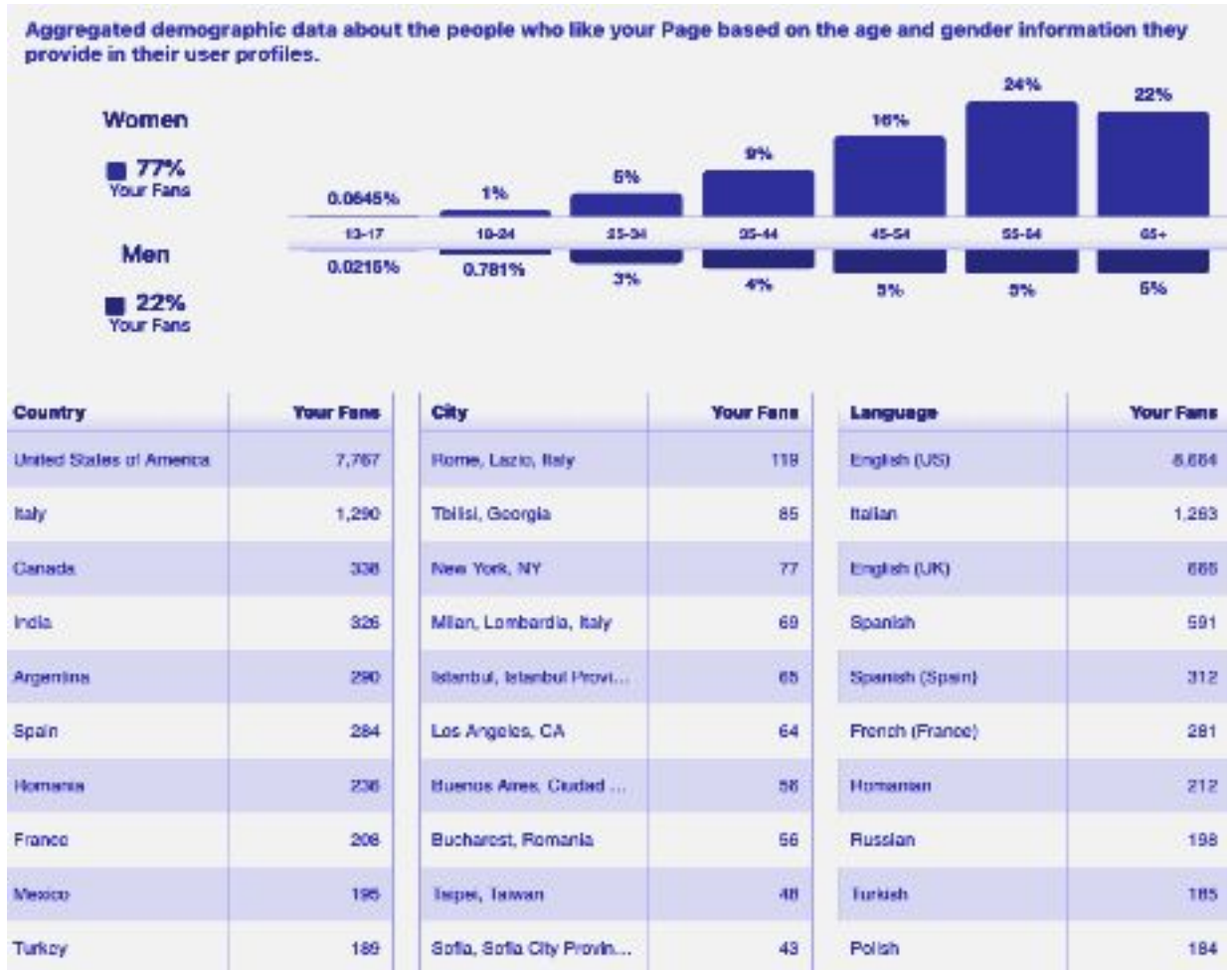


AIS SOCIAL MEDIA REPORT (11-03-2018)

By Andi Rivarola

AIS FACEBOOK PAGE

Total Page Likes as of Today: 13,972

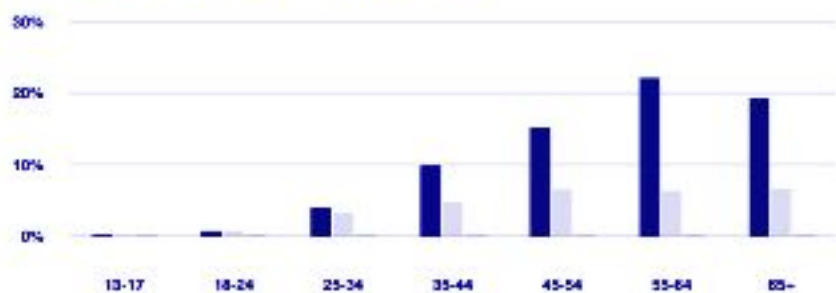


AIS FACEBOOK IRIS LOVERS GROUP

Total group members: 8,629

Age and Gender 🗨️

71.3 % Women 28.5 % Men 0.2 % Custom



71.3 %
Women

28.5 %
Men

0.2 %
Custom

Top Countries		Top Cities	
United States	5,548	Los Angeles, CA	46
Canada	251	Moscow, Russia	46
Italy	233	London, England, United Kingdom	37
United Kingdom	219	Phoenix, AZ	35
Australia	192	Oklahoma City, OK	35
France	185	New York, NY	34
Russia	121	Kyiv, Kiev, Ukraine	31
Ukraine	108	Melbourne, VIC, Australia	27
Romania	103	Portland, OR	27
Poland	81	Nashville, TN	27

Currently Bryce Williamson is my right hand Editor for the Blog. He and I work together to recruit new blogger, search for content, photos and interesting subject matter. I asked him to put together the following report.

WORLD OF IRISES – AIS BLOG

The World of Irises blog reached an important milestone on the weekend of October 19-20 when the pages viewed count went **over 1 million**. In fact, the number of pages viewed daily has been steadily increasing over the last few months.

Entry	Pageviews
United States	613875
Russia	51339
France	40708
Canada	27134
Germany	26032
United Kingdom	18868
Ukraine	15792
Australia	13947
Italy	5285
Poland	5261

This achievement is due to the hard work of the blog's writers, both present and past, under the direction of Mr. Andi Rivarola. Special note should be made of Mz. Renee Fraser who edited the blog for five years. Mr. Bryce Williamson shortly starts his third year as co-editor.

At the present time, the blogger team of writes is made up of Maggie Asplet, Bonnie and Hooker Nichols, Jean Richter, Sylvain Ruaud, Kathleen Sayer, Virginia Spoon, Mike Usler, Tom Waters, Bryce Williamson, Ron Killingsworth, and Kevin Vaughn.

Maggie Asplet is new to the team this year and will be providing insight into the problems and pleasures of growing irises in New Zealand. Sylvain Ruaud blogs in France and he will be providing more information about irises in Europe. Kevin Vaughn brings his wealth of scientific interest to the blog along with an interest in almost all types of irises.

When the AIS garden awards were announced, the blog suspended regular posts and each day, starting with the Dykes, provided information about the various medal winners. This was an opportunity to not only publicize the winning iris and hybridizer, but also to provide the gardening public with historical information.

The blog attempts to provide a variety of information and images about all types of irises for both the person starting to grow irises and for the seasoned gardener. Mr. Rivarola and Mr. Williamson also look for material from other sources that can be used for guest blogs. Anna Cadd's informative piece in *The Spuria News* about the important parent 'Wadi Zem Zem' has been turned into a blog and will be used shortly. Dennis Berry's series of posts on Facebook's Iris Lovers about building new iris beds have been compiled into a blog that will be used in the spring.

Bryce Williamson

The social media crew is always looking for volunteers! So, if you or someone you know is willing to help in this area please let me know.

Andi Rivarola