

AIS Social Media Report

Spring 2018

The American Iris Society has a powerful social media presence through a wide range of channels:

World of Irises - The Blog of The American Iris Society

Page Views

Last Month 23,822

All Time History 898,422

Facebook Page 13,569 Followers

Facebook Iris Lovers Group 8,050 Members

Twitter 1552 Followers

The purpose of each of these social media channels is to keep in the public's attention on the work of The American Iris Society. (We keep plugging in pictures and articles through all of our venues. Each Blog article is automatically posted on Facebook via Networked Blogs, so the public can interact both via comments on the blog or Facebook. Current bloggers are fantastic with informative articles and images relevant to their posts. New contributors to the Blog are always welcome).

Bryce Williamson has been my right hand man for about a year since Rene Frase stepped down. He's been very proactive in many different areas: keeping a timely posting schedule, recruiting new bloggers, and finding new ways to increase the blog readership.

Social Media's main general goal is to offer interaction and information to its target audience: the public. Even though many AIS members take part of social media, the majority of the participants are not AIS members.

Many people ask this question: Can Social Media sell?

(I shared this before but wanted to convey this message again)

My answer to this question is: it depends what you are selling.

I personally believe that we're not in the business of selling. I assume this for different reasons. First of all, we do not have a large inventory of retail items, and/or not many of the items we do have are new to the public. For example, a book publisher (is in the business of selling) has a

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goal of publishing a book, let's say, every month. The new book becomes a new Marketing strategy that propels the business and brings it much needed publicity. Same for retail stores and so on. We at AIS, do not have "that new item" and thus are missing on the marketing opportunity.

Here's an example of a list of activities on "how to sell" via social media that I recently received via a business newsletter:

5 Ways to Sell With Social Media

- 1- Incorporate a Clear Call to Action
- 2- Convey a Sense of Urgency
- 3- Offer Fans and Followers Special Deals
- 4- Encourage Sharing
- 5- Keep All Your Social Media Profiles Current

Non-profit organizations also can sell, if they have a large array of items that they generate as new, just like regular business do. New items bring attention to any organization, but since we are not in the business of creating new items in order to sell, my assumption is that what we mainly provide is: **information**.

Most non-profit organizations that have restricted saleable activities or items like ours do we what do, which is to use its social media focus as part of their overall Marketing and Public Relations campaign.

Assessment

In the sense that we have so much to offer via social media, I think we're successful at what we do. Could we do better? Yes, but then we should also be producing new (sellable) items more often so that we can generate the publicity and attention we seek.

What are we offering?

Because social media is only a venue to help sell items to the public -- since we can only offer AIS membership so many times -- our current system is limited to amount of items the AIS has to produce revenue.

Membership dues are The American Iris Society's most important source of revenue , but as membership keeps declining, the AIS should diversify its sources of revenue, such as: making it more appealing to give/receive more donations, and producing more saleable items, such as books or other publications.

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