

Social Media Fall Report

October 12

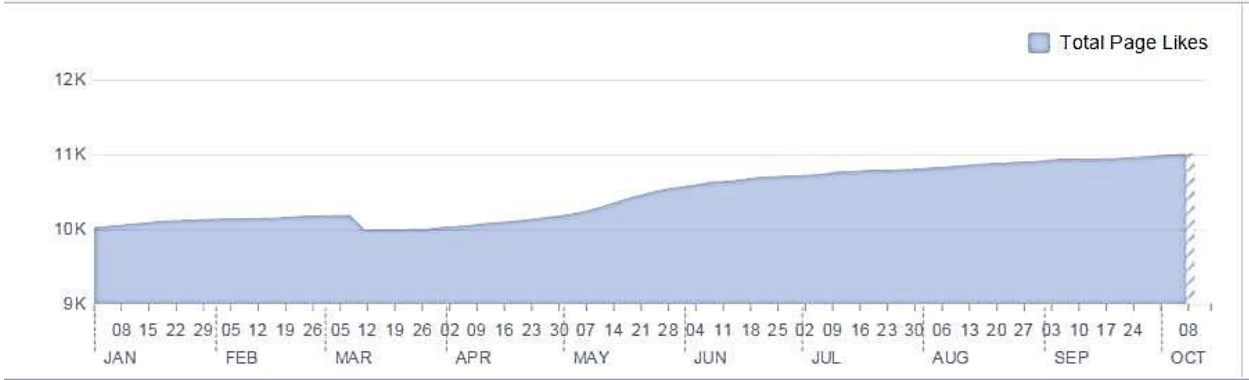
2015

Social Media activities within the realm of The American Iris Society are alive and well functioning within realistic parameters of today's resources. If there's one point to make, which is visibly recognized within the attached pages is that the AIS has a worldwide audience; and the recognition of this fact may impel the current AIS Board of Directors to implement top Core Values that target this active attentive viewership. (See final page for some ideas).

**The American
Iris Society
Worldwide
Audience**

Facebook Page Fans: 11,015

Total Page Likes as of Today: 11,015



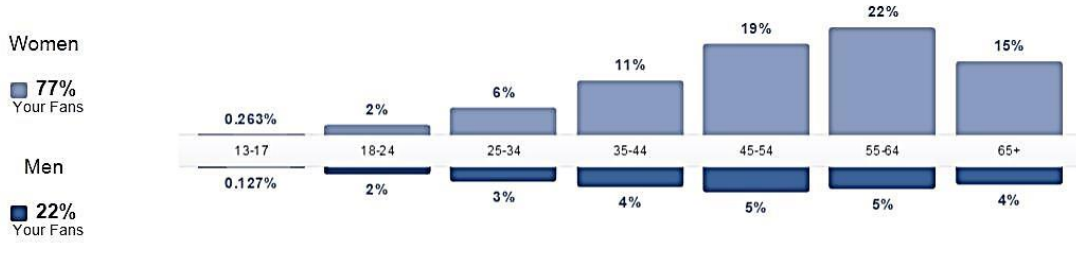
Times of Day When Fans are Online

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.



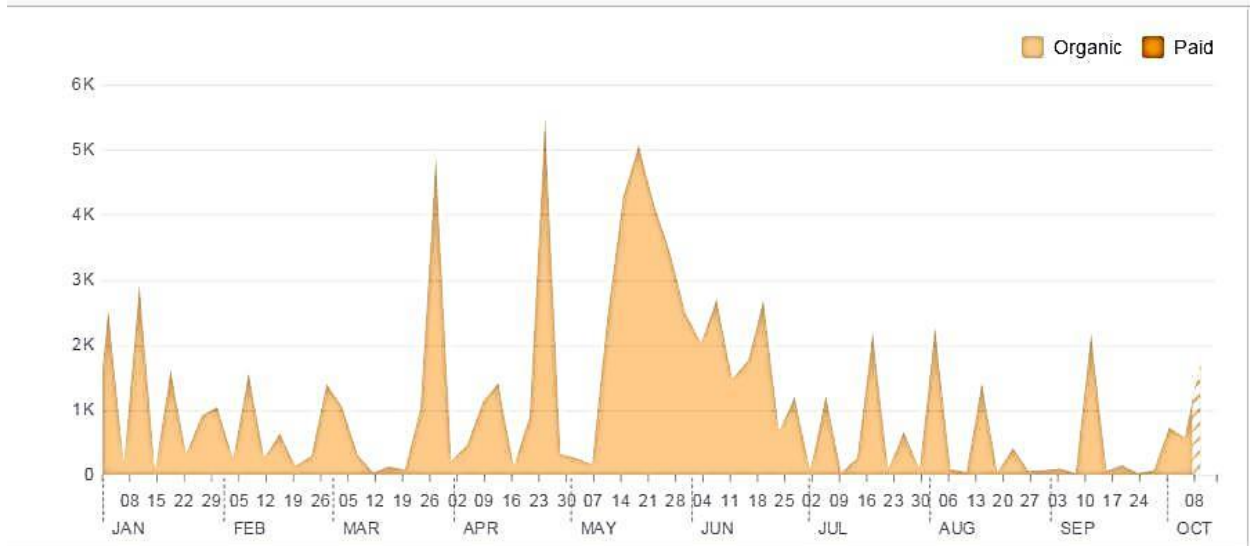
Fan Composition by Age and Gender

The people who like your Page



Post Reach

The number of people your post was served to.



Facebook Page Top Ten Countries

| Country | Your Fans |
|--------------------------|-----------|
| United States of America | 5,619 |
| Italy | 1,329 |
| India | 344 |
| Spain | 292 |
| Canada | 282 |
| Argentina | 240 |
| Turkey | 206 |
| Romania | 206 |
| France | 170 |
| Mexico | 170 |

Facebook top Ten Cities Worldwide

| City | Your Fans |
|--------------------------------|-----------|
| Rome, Lazio, Italy | 140 |
| Tbilisi, Georgia | 89 |
| Milan, Lombardia, Italy | 73 |
| Istanbul, Istanbul Province... | 71 |
| Los Angeles, CA | 59 |
| Buenos Aires, Ciudad Aut... | 57 |
| Bucharest, Romania | 49 |
| Taipei, Taiwan | 46 |
| Skopje, Municipality of Čai... | 45 |
| Madrid, Comunidad de Ma... | 43 |

World of Irises – The Blog of The American Iris Society

| | |
|----------------------------|---------|
| Pageviews today | 407 |
| Pageviews yesterday | 335 |
| Pageviews last month | 10,653 |
| Pageviews all time history | 472,476 |

Top Five Posts – All Time











Posts

| Entry | Pageviews |
|---|-----------|
| TALL BEARDED IRIS AND COMP... Oct 7, 2013, 14 comments | 11177 |
| Cooley's Gardens: A Classic Garde... Oct 15, 2011, 22 comments | 5107 |
| Companion Planting with Irises: Th... Mar 14, 2013, 7 comments | 3501 |
| Irises: The Best and the Bluest, Pa... Jul 18, 2012, 16 comments | 2132 |
| BROKEN COLOR IRISES WITH H... Jun 22, 2013, 4 comments | 1946 |








Pageviews by Country

| Entry | Pageviews |
|----------------|-----------|
| United States | 282061 |
| France | 25315 |
| Russia | 19822 |
| Canada | 14284 |
| Germany | 13817 |
| Ukraine | 10497 |
| United Kingdom | 10068 |
| Australia | 5344 |
| Poland | 5040 |
| New Zealand | 2263 |











Referring URLs

| Entry | Pageviews | |
|---|-----------|--|
| https://www.google.com/ | 19532 |  |
| http://www.google.com/search | 5138 |  |
| http://www.schreinersgardens.com/... | 3944 |  |
| http://theamericanirissociety.blogspot... | 3786 |  |
| http://www.google.com | 2099 |  |
| http://m.facebook.com | 1992 |  |
| https://www.facebook.com/ | 1948 |  |
| http://m.facebook.com/ | 1080 |  |
| http://www.google.com/ | 542 |  |
| https://www.google.com | 542 |  |

Search Keywords

| Entry | Pageviews | |
|-----------------------|-----------|--|
| cooley's iris | 373 |  |
| irises | 254 |  |
| cooley's gardens | 229 |  |
| cooley's iris gardens | 159 |  |
| american iris society | 74 |  |
| cooleys iris | 53 |  |
| iris | 51 |  |
| iris companion plants | 46 |  |

Referring Sites

| Entry | Pageviews | |
|--|-----------|--|
| www.google.com | 66756 |  |
| networkedblogs.com | 15239 |  |
| widget3.linkwithin.com | 11925 |  |
| widget5.linkwithin.com | 11756 |  |
| www.facebook.com | 9808 |  |
| widget6.linkwithin.com | 9638 |  |
| nblo.gs | 5127 |  |
| www.schreinersgardens.com | 5048 |  |
| m.facebook.com | 4068 |  |
| theamericanirissociety.blogspot.com | 3753 |  |

The AIS has a worldwide audience. Now what?

There's an obvious worldwide interest in irises. Now that we know that, what should we do? It is for the benefit of AIS that we should encourage the exchange of information, and the proper organization of people and their interests. Here are some random ideas.

Include more articles on **IRISES** and online at **World of irises** on:

- Worldwide iris events (Russia, Germany, England, Australia, Italy, Spain, Argentina, etc.).
- Translate already published books and materials and publish in several languages outside the U.S.
- Sporadically translate invitations to our National Conventions and publish, or ask for publication in foreign iris societies (Portland conventions, and specially the 2020 Centennial would be ideal).
- Develop and convey the need for foreign languages as part of AIS's mission and goals.
- Create a committee, which focuses on disseminating the work of AIS outside of the U.S. (should work with our Marketing & PR Committee).
- Seek Directors approval for a re-focus of the organizational work to include a "Worldwide" audience.

Also,

Hold a Worldwide Convention where some of the talks are translated via simultaneous translations or special "other language" tours. Or, do one or the other, or both.

Work with Garden tours that bring people to U.S. and invite specifically those from other countries.

Actively encourage the creation of iris societies in other countries. For example, I don't think Spain, even Italy, Belgium, Poland, have a national organization. If we put the word out there, we could work to support this, which in turn would benefit AIS; although I believe we need to act on it because it's the right thing to do, not only because it would benefit AIS.

Surely, this information provides us with an amazing opportunity and I'm hoping the Board of Directors will recognize it.

Andi Rivarola
AIS Social Media Manager