

# Social Media Spring Report

May 5

# 2016

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The American Iris Society's social media activities are alive and well. Several points to note this year: 1) women are a majority of our audience; 2) the use of mobile devices is growing; 3) AIS has an active global audience. (See final page for some ideas).

**The American  
Iris Society  
Worldwide  
Audience**

# Facebook Page Fans: 11,809

Total Page Likes as of Today: 11,809



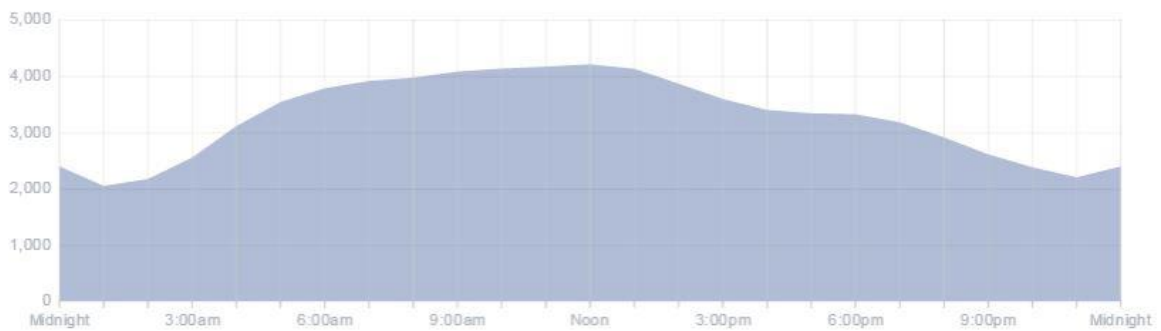
## Times of Day When Fans are Online

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

### DAYS

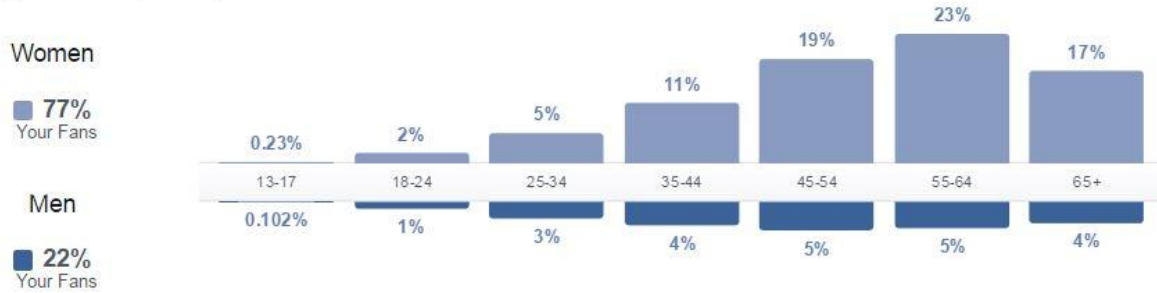


### TIMES



## Fan Composition by Age and Gender

The people who like your Page



## Top Audience and Devices Used



Items that need to be upgraded to mobile device friendly (tablets, phone, ebook readers) are: AIS website, Encyclopedia and IRISES online.

## Facebook Page Top Countries, Cities and Language Spoken Cites

Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	6,090	Rome, Lazio, Italy	138	English (US)	7,030
Italy	1,311	Istanbul, Istanbul Provi...	70	Italian	1,254
India	340	Tbilisi, Georgia	63	English (UK)	551
Canada	296	Milan, Lombardia, Italy	56	Spanish	493
Spain	279	Buenos Aires, Ciudad ...	50	Spanish (Spain)	312
Argentina	263	Skopje, Municipality of ...	43	French (France)	257
Romania	210	New Delhi, Delhi, India	40	Turkish	182
Turkey	192	Los Angeles, CA	39	Polish	170
France	184	Madrid, Comunidad de...	38	Romanian	170
Mexico	174	Taipei, Taiwan	37	Russian	147
Poland	166	Sofia, Sofia City Provin...	35	Portuguese (Brazil)	96
Australia	111	Zagreb, Croatia	34	Bulgarian	92
Georgia	105	Naples, Campania, Italy	33	Traditional Chinese (Ta...	86
Macedonia	99	Turin, Piedmont, Italy	31	Portuguese (Portugal)	77
Taiwan	99	Mumbai, Maharashtra, ...	29	German	72

## World of Irises – The Blog of The American Iris Society



## Top Five Posts – All Time

### Posts

Entry	Pageviews
<a href="#">TALL BEARDED IRIS AND COMPA...</a> Oct 7, 2013, 14 comments	13160
<a href="#">Cooley's Gardens: A Classic Garde...</a> Oct 15, 2011, 22 comments	5179
<a href="#">Companion Planting with Irises: Tho...</a> Mar 14, 2013, 7 comments	3830
<a href="#">BROKEN COLOR IRISES WITH HY...</a> Jun 22, 2013, 4 comments	2633
<a href="#">Irises: The Best and the Bluest, Pa...</a> Jul 18, 2012, 16 comments	2569

## Pageviews by Country

Entry	Pageviews
United States	325254
Russia	28332
France	28066
Germany	17451
Canada	15642
Ukraine	12788
United Kingdom	11471
Australia	6594
Poland	5070
New Zealand	2665

## Continued from 2015: AIS has a worldwide audience. Now what?

The stats in the previous pages are very, very exciting!

Last year I brought up the point that there's an obvious worldwide interest in irises. And, asked the question: "Now that we know that, what should we do?" Also, I provided some random ideas, such as:

- Include more articles on **IRISES**, and online at **World of irises about** worldwide iris events (i.e. 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.

Now that a year has passed, here are more ideas:

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. For 2020?

Languages that can provide specific visitors: German, Italian, Spanish, French.

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

Once again I hope this information provides AIS with an amazing opportunities, and I'm hoping the Board of Directors will recognize it.

Andi Rivarola  
AIS Social Media Manager