

# Social Media Fall Report

October 23

# 2017

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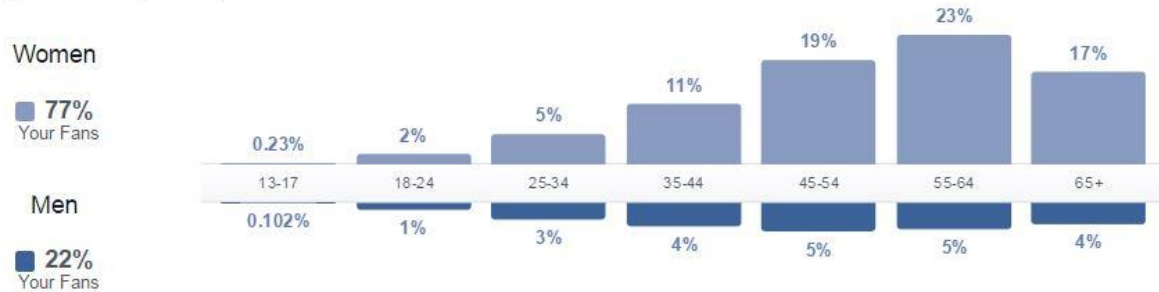
The American Iris Society's social media activities are thriving and there is a great deal of interaction created by individuals, iris clubs, and other plant organizations.

The American  
Iris Society  
Worldwide  
Audience

# Facebook Page Fans: 13,431

## Facebook Fan Composition by Age and Gender

The people who like your Page



## GOOGLE PLUS



## Twitter



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

## 551 Posts Since 2011


### BLOG ARCHIVE

- ▶ 2017 (66)
- ▶ 2016 (59)
- ▶ 2015 (75)
- ▶ 2014 (73)
- ▶ 2013 (83)
- ▶ 2012 (119)
- ▶ 2011 (76)

## Page Views by Country

Entry	Pageviews
United States	510936
Russia	46210
France	34514
Germany	24869
Canada	21793
United Kingdom	15591
Ukraine	14748
Australia	10282
Poland	5351
Italy	4032

### CONTRIBUTORS

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## **AIS Social Media Channels Continued Success!**

Just as before, the above stats are very exciting. AIS's social media is one that iris lovers the world over trust to receive information about the society and irises in general.

Each social media channel serves a different purpose. Although not detailed above, the demographics for each is different. While the over-50 prefer Facebook, the young members of the public prefer other outlets, for example, Snapchat or Instagram. Twitter attracts a very dynamic entrepreneurial-type marketer, many botanical gardens, garden associations and organizations prefer it. In addition, photographers and artists prefer Google Plus.

The AIS Blog covers yet another demographic part of the spectrum and serves an important role. I can see how the blog will be, in the future, a dominant section of AIS's public relations and marketing influence in the world of plants. (I.e. many organizations who cannot longer afford to publish in paper format now do 100% of their outreach online).

It would be nice to have a more ample array of social media channels, but that would mean more help needed. I'm always looking to delegate to others who have the time and the skills. Thank you.

Andi Rivarola  
AIS Social Media Manager