

Social Media Spring Report

May 8

2017

As many of you may image, social media is a machine that keeps expanding and renewing itself as fast as it can. Beyond the promotional aspect of it all, AIS uses social media in order to engage fans, promote its core values and to keep connections with other organizations which are also trying to reach their audience. For example, here some of those organizations with whom we're connected: All local, regional and national iris organizations, also private organizations such as: The Missouri Botanical Garden, New York Botanical Garden, The Huntington Garden & Library, Descanso Gardens, The Presby Memorial Iris Gardens, Garden Design Magazine, The National Gardening Association, Schreiner's Iris Gardens, Caladium World, The Rhododendron Society, Chicago Botanical Garden, The British Iris Society, Powell Gardens, The American Horticultural Society, and many more national and international organizations too many to name here. I hope this side of social media is also pleasing to the AIS Board.

**AIS makes
connections
with other
organizations.**

Facebook Page Fans (organic): 13,110

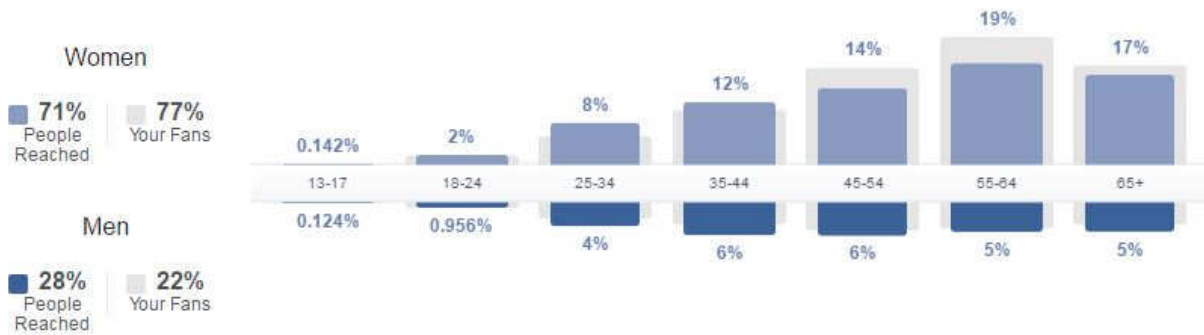


Times of Day When Fans are Online



Fan Composition by Age and Gender

The number of people your post was served to in the past 28 days.



Facebook Page Top Countries, Cities and Language Spoken Cites

Country	People Reached	City	People Reached	Language	People Reached
United States of America	7,875	Dallas, TX	84	English (US)	8,716
Italy	424	Los Angeles, CA	57	English (UK)	488
Canada	415	Tallinn, Harju County, Es...	47	Italian	404
Australia	255	Wichita, KS	46	Spanish	241
France	154	Chicago, IL	44	French (France)	165
New Zealand	133	Oklahoma City, OK	43	Spanish (Spain)	100
India	129	Milan, Lombardia, Italy	41	Japanese	95
United Kingdom	121	Austin, TX	40	Polish	87
Japan	99	Colorado Springs, CO	39	Russian	83
Mexico	96	Albuquerque, NM	38	Estonian	82
Estonia	95	San Jose, CA	38	Romanian	72
Romania	89	Nashville, TN	36	German	63
Argentina	87	Denver, CO	36	Croatian	60

Twitter

[Analytics](#) [Home](#) [Tweets](#) [Audiences](#) [Events](#)

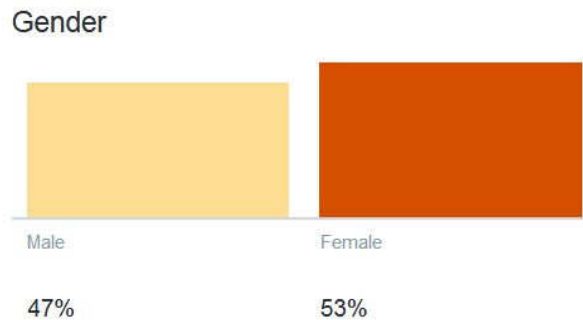


28 day summary with change over previous period



Your current follower audience size is 1,386
That's 35 more than the same time 30 days ago. You've gained around 1 new followers per day

TWITTER Fan Composition



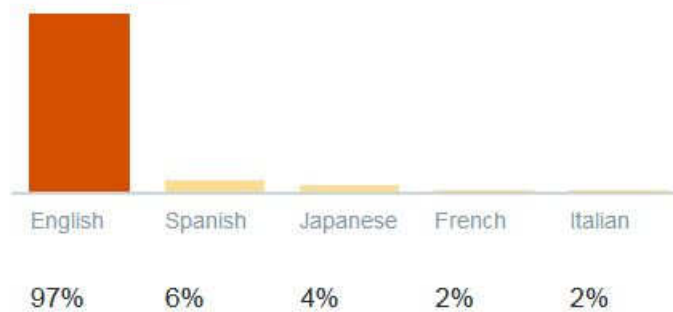
Age

Age category	% of audience
13 to 17	1%
18 to 24	7%
25 to 34	22%
35 to 44	24%
45 to 54	29%
55 to 64	10%
over 65	6%


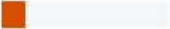
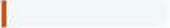



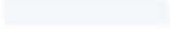
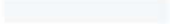
Interests

Interest name	% of audience
Gardening	61%
Landscaping	52%
General info (Home and garden)	51%
Business and news	47%
Politics and current events	41%
Books news and general info	38%
Photography	36%
Comedy (Movies and television)	36%
Science news	35%
Movie news and general info	33%

Languages

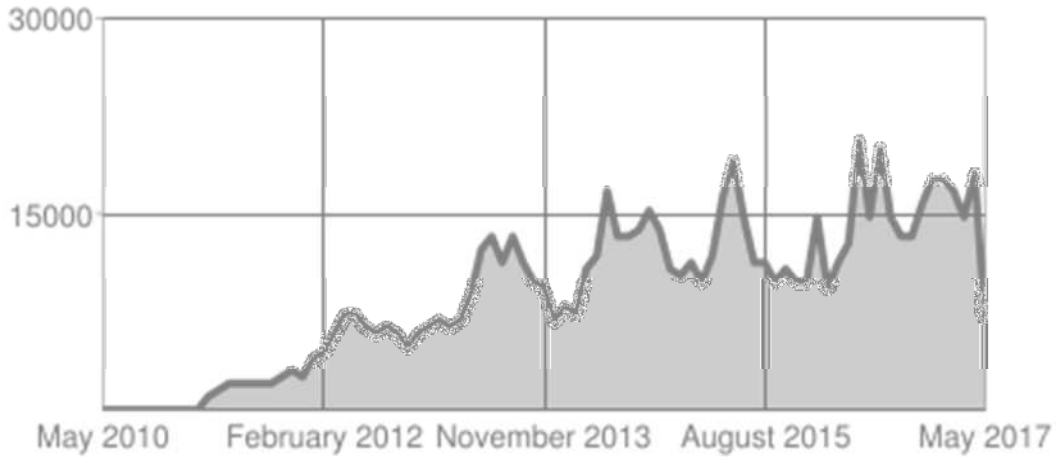


Country

Country name	% of audience
United States	45% 
United Kingdom	17% 
Canada	4% 
Japan	3% 
Spain	2% 
Italy	2% 
Germany	2% 
India	2% 
Australia	2% 
France	2% 

World of Irises – The Blog of the AIS

Page Views – All Time



Blog Top Five Posts – All Time

Entry	Pageviews
"Talking Irises" TALL BEARDED IRI... Oct 7, 2013, 20 comments	17757
Cooley's Gardens: A Classic Garden... Oct 15, 2011, 22 comments	5078
"Talking Irises" BROKEN COLOR IR... Jun 22, 2013, 4 comments	3928
Companion Planting with Irises: Tho... Mar 14, 2013, 7 comments	3685
Irises: The Best and the Bluest, Part... Jul 18, 2012, 16 comments	3333

Blog Page Views by Country

Entry	Pageviews
United States	458567
Russia	45188
France	32276
Germany	23584
Canada	18868
United Kingdom	14159
Ukraine	14061
Australia	9185
Poland	5065
Italy	3199

Page Views Totals

Pageviews today	463
Pageviews yesterday	690
Pageviews last month	19,350
Pageviews all time history	751,188

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