

AFA Social Media Report

Annual General Meeting 2016

Social Media Overview

Facebook

While social media is a fairly new vehicle for communicating with the masses, the reach of Facebook has been in steady growth since the initial boom in “Likes” from the 2010-2012 Global Atheist Conventions.

Regaining access to the Global Atheist Convention Facebook page was a priority in 2015. By mid-September 2015 we delegated new administrators, revitalised the page and narrowed the focus to events and media releases - rather than re-post content that was already reaching our target audience on the main AFA Facebook page.

In 2016, we are experimenting with new banners, memes and tying it into merchandising. Emphasising the existence of the forum boards, membership and podcast are also a regular priority. We have also utilised the popularity of the medium in promoting other groups, for example, Think Inc and Sydney Atheist events. Putting a regular call-out to other groups to promote their activities could be a next step; this could also be a useful profit-making enterprise.

Twitter

Twitter, likewise, has become a popular medium, facilitating quick and timely alerts on a variety of topics – including updates on tours, answering questions and retweeting other news. Like Facebook, the two accounts for AFA and the GAC are separate, with more focus on the AFA and a focus on events for the GAC account.

Instagram and YouTube

Instagram has been used to a lesser extent over the past year, with a slight delay in regaining access to the accounts; it has been used for events to some extent, mostly to post links to promotional material for tours. It is less popular and yet provides interesting images that can be reposted on other social media platforms.

Regaining access to the YouTube account has enabled us to create new promotional videos and post content from tours, debates and talks. The popularity of earlier videos from the GAC continues; we should focus on having exclusive content on YouTube from our events.

Social Media Platform	March 2015	March 2016	% difference
Facebook	25,938	26,192	+ 0.98
Instagram	unknown	32	N/A
Twitter	7,393	7,844	+ 6.10
YouTube	unknown	17,171	N/A