

AFA Social Media Report Annual General Meeting 2017

Social Media Overview

Facebook

The reach of Facebook as a medium for communicating with members and the like-minded (and occasionally the not-so-like-minded as we discovered after advertising the Census No Religion campaign...) continues to grow.

2016 had a goal to experiment with banners, memes, tying into merchandise – and while the latter was not so successful, we did find that we raised the profile of the AFA significantly by using Facebook for the Census No Religion campaign and the tours. Promotion of the AFA forum boards, membership and podcast were periodic, but a significant focus has been put into current affairs and issues (we have Cardinal Pell amongst others to thank for that). We have yet to tie the popularity of this particular social medium to promoting other groups and activities, and this may be a topic to tackle at the next GAC.

Overall, the feedback and interaction for both the GAC page and AFA page indicate that it is one of our strongest communication mediums and are a significant element in the Foundation’s profile.

Twitter

Twitter continues to be a fairly popular medium for updates on tours, answering questions and promoting news. We have started to use the GAC account more for event messages and in forthcoming months will utilise these accounts for the 2018 event.

Instagram and YouTube

Instagram was used to a greater extent in comparison to 2016; the visual nature of the Census No Religion campaign allowed us to create more visual components with the billboards, videos and the “Jedi” cartoon. However, it’s not a great a draw as the other forms of social media, and it is easier to disseminate articles and ideas through Twitter and Facebook rather than creating unique visuals (rather than regurgitating memes and slogans).

While YouTube still continues to feature promotional videos and talks (some of our TV appearances for Census No Religion are online), the popularity of Facebook videos for advertising has superseded the medium. It still will continue to be used, particularly since the Dawkins tour, older presentations and the possibilities with forthcoming tours, but perhaps not as great a focus for advertising and features in comparison to Facebook.

Social Media Platform	March 2015	March 2016	March 2017	% 2016-2017
FACEBOOK	25,938	26,192	30,099	15%
INSTAGRAM	Unknown	32	54	68%
TWITTER	7,393	7,844	8632	10%
YOUTUBE	Unknown	17,171	18,028	5%