



AFA Social Media Report Annual General Meeting 2018

Social Media Overview

Social Media Platform	March 2016	March 2017	March 2018	2017-8
FACEBOOK	26,192	30,099	30,621	+522
INSTAGRAM	32	54	71	+15
TWITTER (@atheistaus)	7844	8632	10,100	+1468
YOUTUBE	17,171	18,028	19,200	+1172

Facebook

The changes to algorithms and the recent issues with privacy have made Facebook numbers worldwide fluctuate, and the original rise in numbers on the Atheist Australia Facebook page reflect that. We used social media consultants for our advertising on social media, particularly Facebook ads, for the events we organised in 2017-8.

The promotion of the AFA forum boards, membership and podcast are periodic, but a significant focus has been put into current affairs and issues. Overall, the feedback and interaction for both the GAC page and AFA page indicate that it continues to be one of our strongest communication mediums and are a significant element in the Foundation's profile.

Instagram and YouTube

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(some of our TV appearances for Census No Religion are online), the popularity of Facebook videos for advertising has superseded the medium.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, but perhaps not as great a focus for advertising and features in comparison to Facebook.

Twitter

Twitter continues to be a fairly popular medium for updates on tours, answering questions and promoting news. We retired the @atheistcon GAC account, yet the AFA continues to use the @AtheistAus account periodically.

Final Recommendation

If the social media pages continue in any way in the future, the current moderators (particularly the Facebook moderators) will be informed to make sure they are either happy with continuing the outreach in a form they are comfortable with, or are able to work with and/or pass on the running of social media to whoever takes it over.