
Social Media & Website Annual Report

APRIL 2022

The Aberdeen Society of Architects

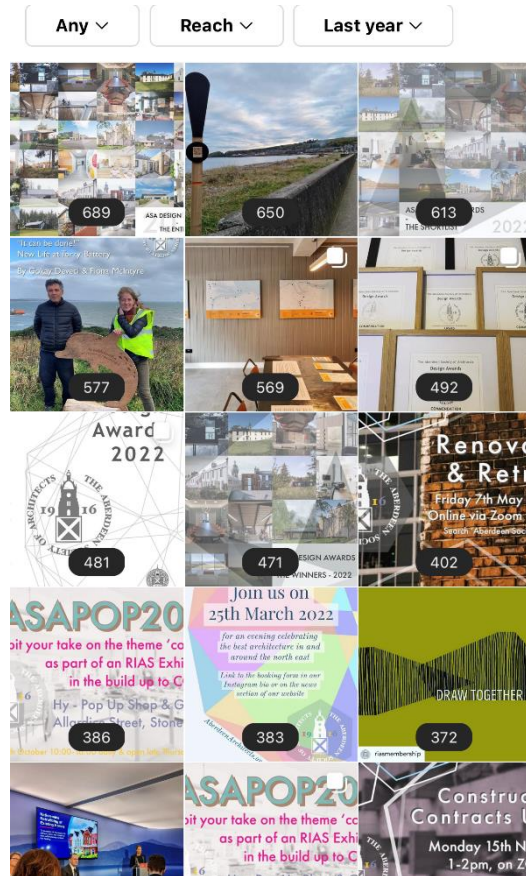


ASA AGM 2022 - WEBSITE & SOCIAL MEDIA COMMITTEE REPORT

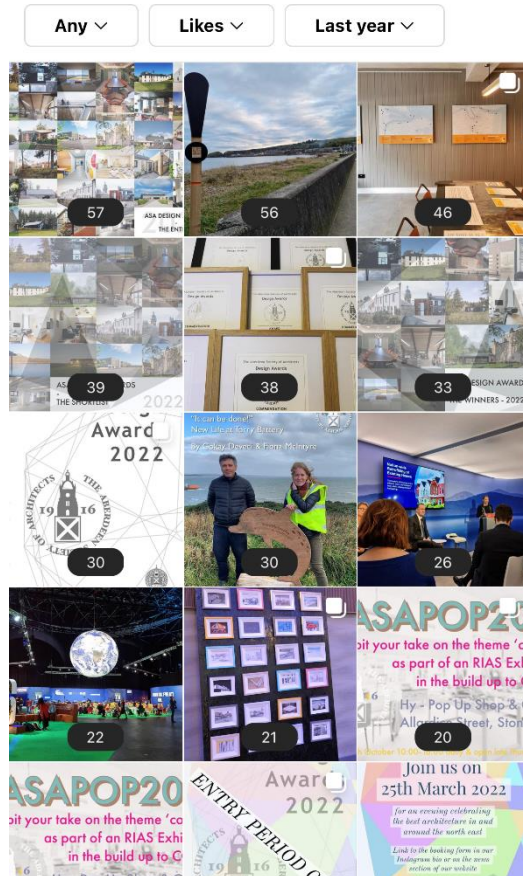
Instagram - <https://www.instagram.com/aberdeensocietyofarchitects/>

Linked to automatically share to **twitter** and **facebook**. Seems to be a convenient way to share information and is visual/image based so engaging for architects generally. Is also very accessible to different age groups.

Most viewed posts

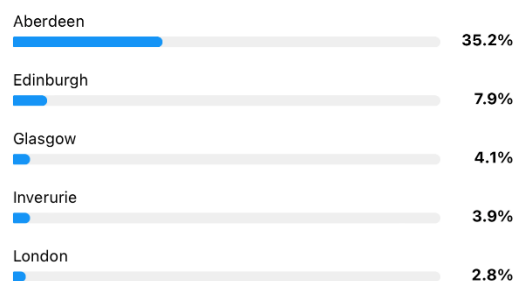
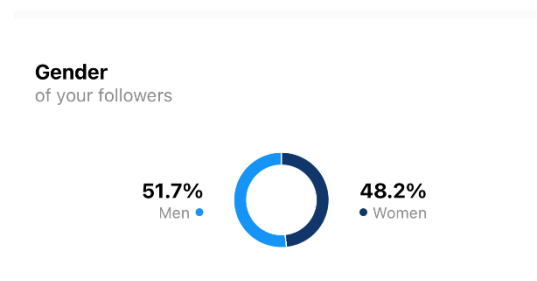


Most popular posts



Other Instagram statistics

Our followers have fluctuated around the 50/50 mark for the last few years. Females were slightly higher last year. Last year we had more followers in London than Inverurie, but this has now inverted, we feel partly through a better provision of CPD online, rather than being city centric. We feel that online CPD should continue (or a hybrid) even when social distancing is eased.



Facebook - <https://www.facebook.com/AberdeenSA>

Content mainly established through Instagram - sometimes requires some editing once posted to facebook.

We share a lot of other content on facebook via various local heritage and architectural interest groups.

Twitter - <https://twitter.com/aberdeensa>

Content mainly established through Instagram.

Share and like tweets and events we are tagged in. Usually through local organisations like VisitAberdeen or national organisations like RIAS or Architecture Fringe.

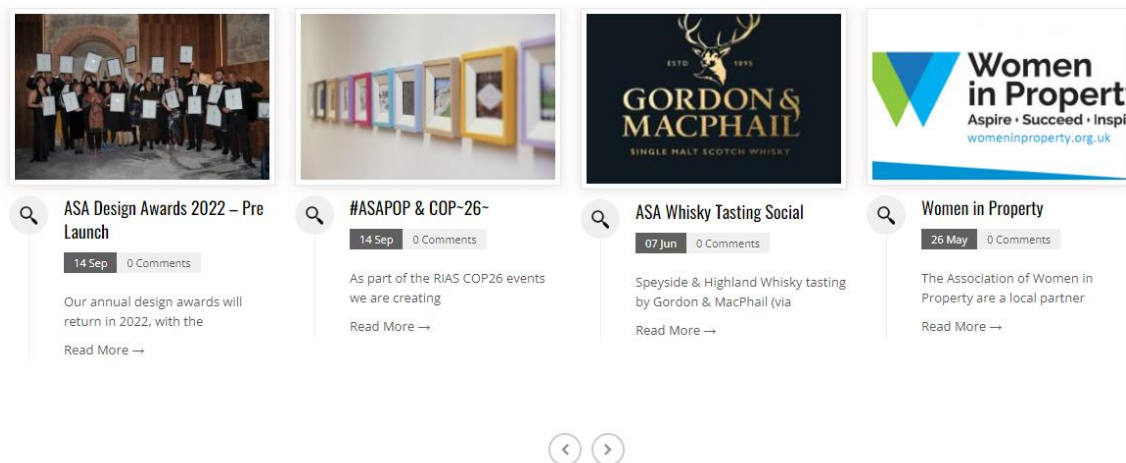
Website - <https://aberdeenarchitects.org/news/>

Latest news is posted to the ASA website. These are usually items which are to go out to the general membership, so can be slightly more formal than the items on Instagram etc. or in the case of the design awards news they are a combination of the Instagram content.

These news posts currently form the basis for the ASA newsletter type email, which tries to reduce the number of emails to the membership, but maintain the level of information provided through the chapter.

A new tab has been added to the main menu of the website "Climate Action Committee". This contains embedded videos of the presentations from the Climate Action Committee members and is intended to be a base for any CAC information.

News



The screenshot displays a grid of four news items, each with a thumbnail image, a title, a date, a comment count, and a brief description with a 'Read More' link. Below the grid are two navigation arrows.

- ASA Design Awards 2022 – Pre Launch**
14 Sep 0 Comments
Our annual design awards will return in 2022, with the
Read More →
- #ASAPOP & COP-26-**
14 Sep 0 Comments
As part of the RIAS COP26 events we are creating
Read More →
- ASA Whisky Tasting Social**
07 Jun 0 Comments
Speyside & Highland Whisky tasting by Gordon & MacPhail (via
Read More →
- Women in Property**
26 May 0 Comments
The Association of Women in Property are a local partner
Read More →

LinkedIn - <https://www.linkedin.com/company/the-aberdeen-society-of-architects>

Linked to Instagram account. Requires more interaction.

Some members are very active on linkedin, so more input is perhaps required.

GET INVOLVED

We are intending putting a call out to council and then the membership to gauge interest in being involved in the social media side of things. It can be time consuming, but can also give insight into all parts of the ASA.

If any of our members are interested in being involved in the social media side of ASA, or are simply interested to find out more please contact Richard Slater directly by email:

social@aberdeenarchitects.org