
Social Media & Website Annual Report

MARCH 2020

The Aberdeen Society of Architects

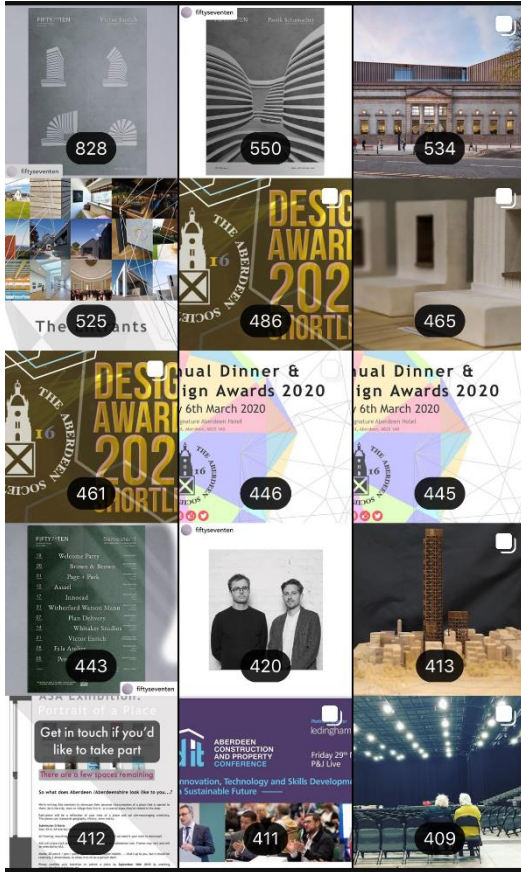


ASA AGM 2020 - WEBSITE & SOCIAL MEDIA COMMITTEE REPORT

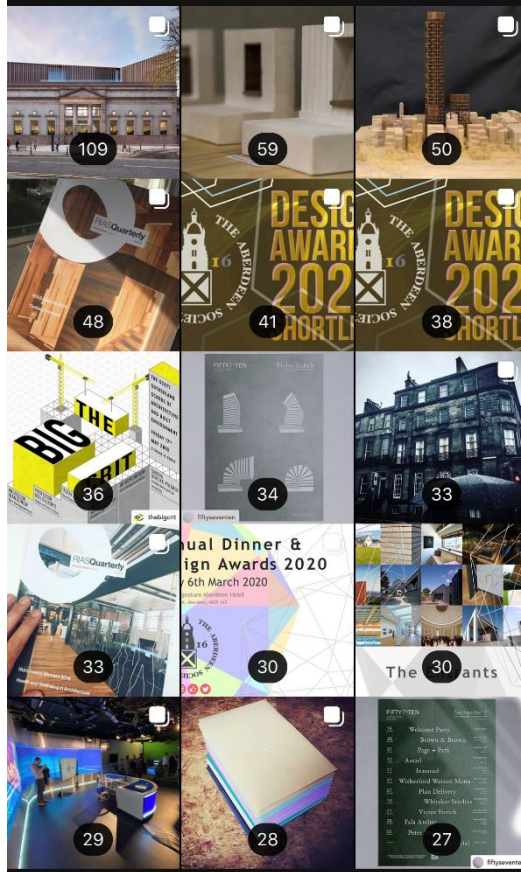
Instagram - <https://www.instagram.com/aberdeensocietyofarchitects/>

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

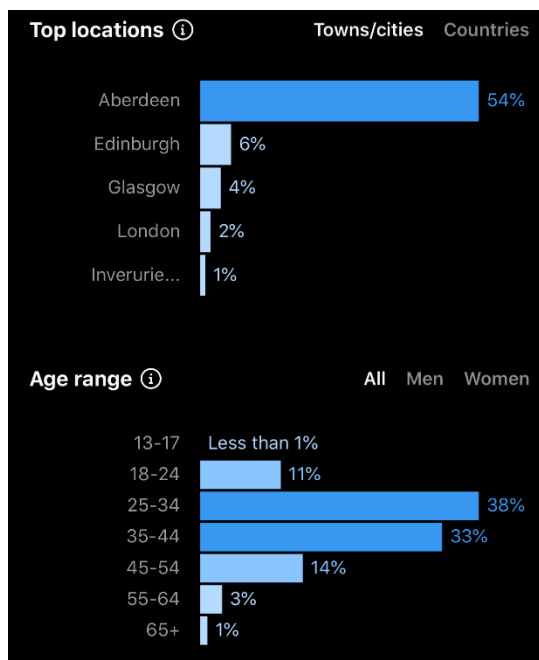
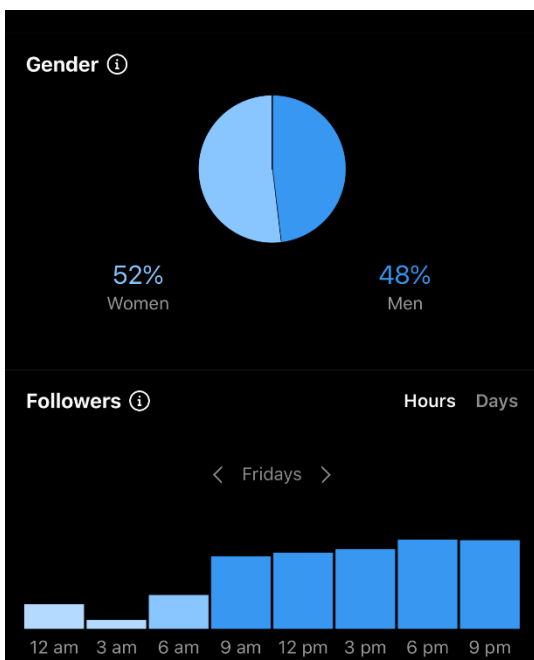


Most popular posts - 2018-19



Other Instagram statistics

The number of female followers now outnumbers male. Last year this was 50/50. The time and frequency of viewing our posts is now more even across the week. Last year Fridays were by far the most popular days. We have more followers in London than Inverurie. Perhaps some more emphasis on 'shire would help address this.



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.

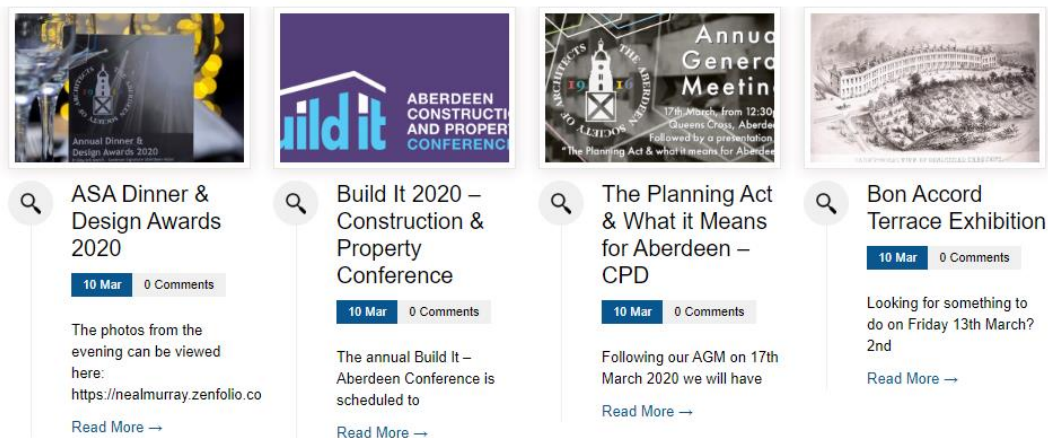
Share and like tweets and events we are tagged in. Usually through local organisations like VisitAberdeen or national organisations like RIAS or Architecture Fringe.

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.

News



The image displays four news cards from the ASA website. Each card includes a thumbnail image, a title, a date (10 Mar), a comment count (0 Comments), and a 'Read More' link.

- ASA Dinner & Design Awards 2020**: The photos from the evening can be viewed here: <https://nealmurray.zenfolio.co>
- Build It 2020 – Construction & Property Conference**: The annual Build It – Aberdeen Conference is scheduled to
- The Planning Act & What it Means for Aberdeen – CPD**: Following our AGM on 17th March 2020 we will have
- Bon Accord Terrace Exhibition**: Looking for something to do on Friday 13th March? 2nd

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

Linked to Instagram account. Has been a little more active recently as the ASA dinner has resulted in more contact with other professions through linked in.

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

GET INVOLVED

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:

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