WSWS Officer and Committee Report
July 2023

Office or Committee Name: Public Relations Committee
Officer or Chairperson Name: Mirella Ortiz
Date of Preparation (include year): July 12, 2023

Activities during the year:
I have worked with Sandra McDonald, Constitution and Operating Procedures Representative, to update the Public Relations Committee section in the Operating Procedures. – see proposed changes below.

The committee would like to suggest creating an informative WSWS poster and single slide presentation. We would make it available online through the WSWS website and encourage members to print a copy and bring/present it at different meetings they attend. We will have the poster and slide prepared and presented in the 2024 meeting.

The July social media analytics is attached at the end of this report and here is a message from Amy Giannotti, Social Media Manager: "Facebook is pretty stagnant across many accounts I manage. It seems that people are moving away from this platform. It does not appear to be a function of content or our audience..rather the demographic that uses Facebook seems to be migrating into other social media outlets. Interesting to follow."

Recommendations for Board Action:

1) Operating Procedures (OP) changes:
   a) Add to the OP that the PRC works with a social media manager and the President is to approve their contract.
   b) "1. Disseminate WSWS news when and where possible, by working through established news channels such as ~~trade magazines,~~ society and organization newsletters, ~~radio, television, and~~ university information services, and internet listserves and websites."
   c) "3. Prepare and disseminate press releases to promote the annual meetings and functions of the Society~~ and arrange news coverage during WSWS meetings~~."

2) (if needed) Approve the creation and online distribution of an informative WSWS poster and single slide presentation.

Budget Needs:
Travel reimbursement for Social Media Manager (Amy Giannotti) to attend 2024 meeting in Denver, CO (the social media manager reimbursement was approved when the position was created in February 26, 2021 BoD Minutes).

Name of Person Preparing This Report: Mirella Ortiz

Social Media Analytics Report
Western Society of Weed Science
July 2023

Instagram:
The Instagram account for Western Society of Weed Science was launched at the beginning of March 2021 as a brand-new account. Here is a summary of analytics as of July 12, 2023:

	May	Aug	Nov	Feb	May	Aug	Nov	Jan	Apr	Jul
Posts	36	78	116	152	192	226	260	275	--	308
Followers	32	37	40	45	59	72	81	83	95	109

Facebook:
The Facebook account for Western Society of Weed Science was launched at the beginning of March 2021, also as a brand-new account. Here are the data as of July 12, 2023:

	May	Aug	Nov	Feb	May	Aug	Nov	Jan	Apr	Jul
Likes	17	22	23	25	32	38	41	43	--	44
Followers	26	36	39	42	62	68	69	72	76	76

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Twitter:
The Twitter account for Western Society of Weed Science was operational and managed by Andrew Kniss prior to March 2, 2021. Here are the analytics as of July 12, 2023:

	May	Aug	Nov	Feb	May	Aug	Nov	Jan	Apr	Jul
Followers	411	442	489	561	658	688	715	738	790	810

LinkedIn:
The LinkedIn account for Western Society of Weed Science was operational but dormant until mid-March 2022 when the previous admin and password were located; however, it was set up as a private Group where people had to request to connect. So, a professional Page (that anyone can follow without request and permission) was created April 14, 2023, and here are the analytics as of July 12, 2023:

	May	Aug	Nov	Apr	Jul
Members in Private Group	62	67	73	--	100
Followers of Professional Page (started 4/14/23)	--	--	--	54	70

Submitted by Amy L. Giannotti/AquaSTEM Consulting
Social Media Manager for Western Society of Weed Science

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