



WSWS Officer and Committee Report

2017 Coeur d'Alene, ID

March 13, 8am to 5pm

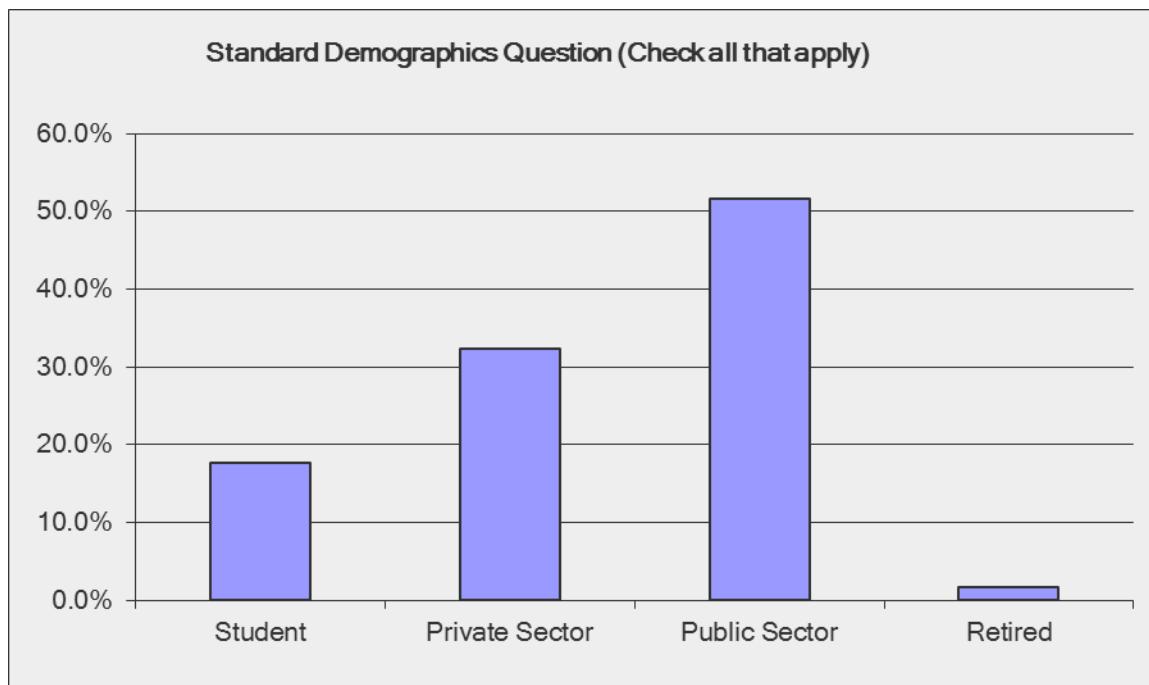
Office or Committee Name: Public Relations

Officer or Chairperson Name: Lynn M. Sosnoskie

Date of Preparation (include year): 8 March, 2017

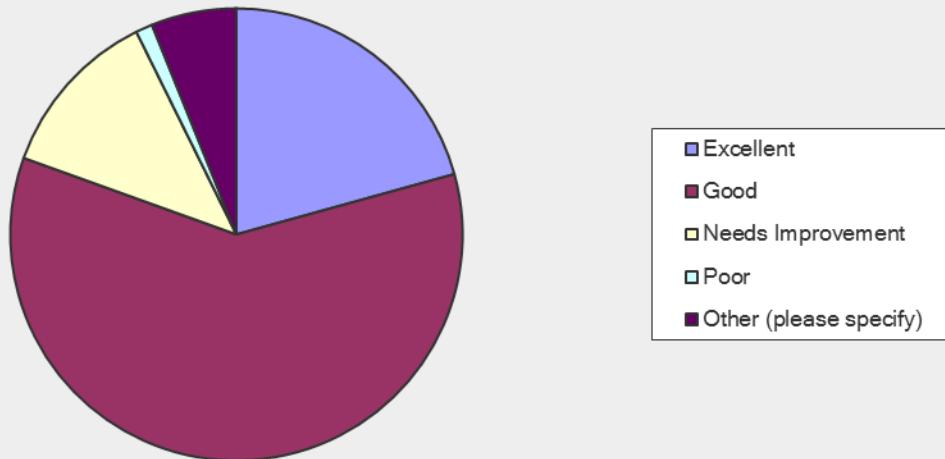
Committee Activities during the Year:

In 2016, members of the WSWS were asked to reply to an online survey designed to assess the effectiveness of current communication strategies (such as newsletters) as well as the potential for using social media for conveying society activities to its members and the public at large. In total, 83 respondents replied to the survey although not everyone replied to all questions. With respect to standard demographics, 62 people replied to the survey question. The majority (approx. 52%) of which were from the public sector; 32% of the respondents were members of the private sector, 18% identified as students and 2% as retired.



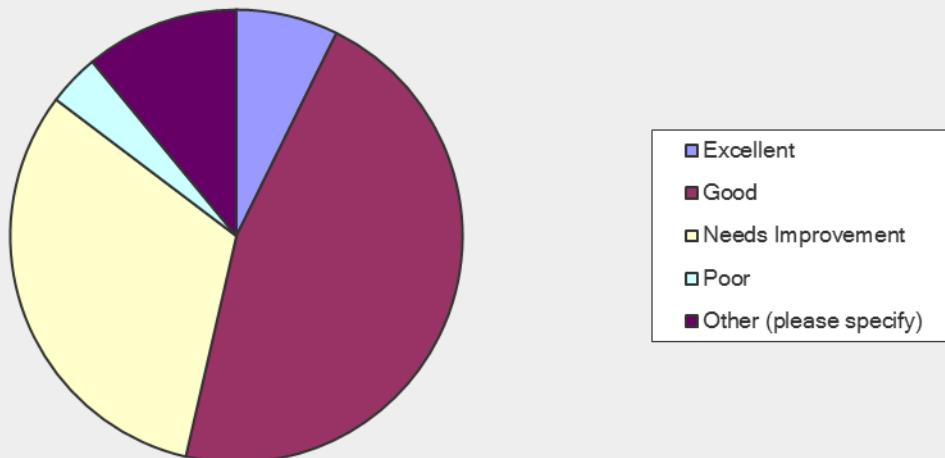
With respect to **internal communication**, approximately 21% of the respondents (82 respondents in total) replied that the WSWS's strategy was excellent, 60% rated it good, 12% replied needs improvement, 1% stated it was poor, and 6% replied with 'other'. (Figure on next page)

How would you rate the effectiveness (frequency, quality and tools) of the WSWS internal communication strategy

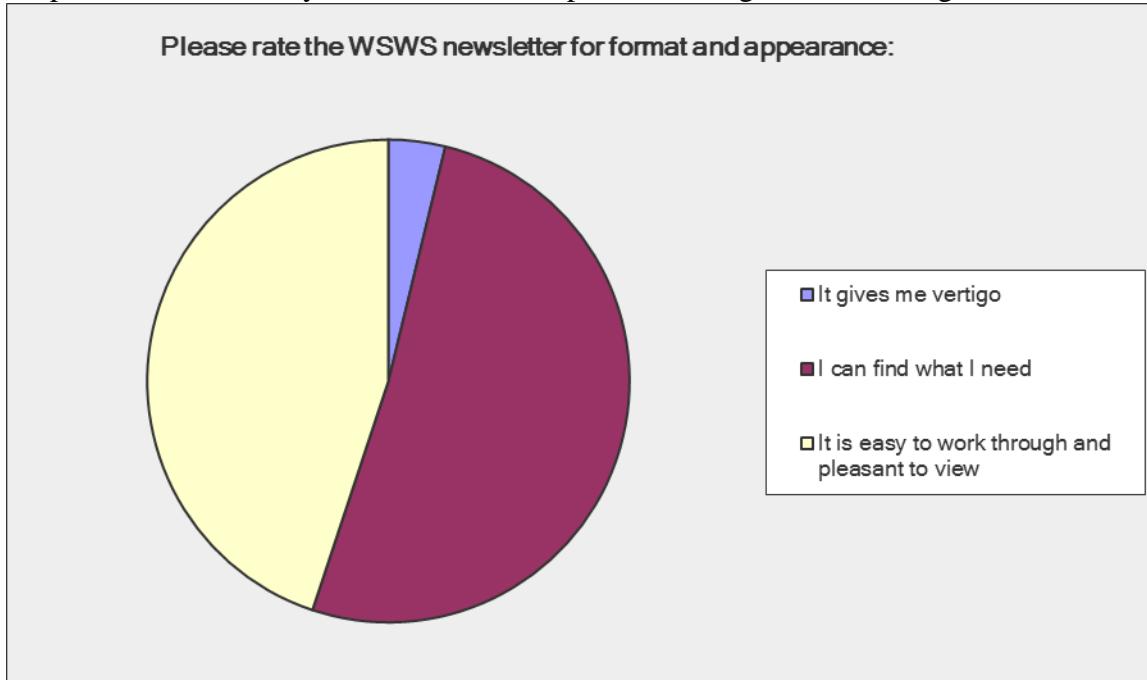


Question number two asked the survey participants to rate the WSWS's **external communication** strategy; 46% (of 82 respondents in total) replied that the WSWS strategy was good, 32% said that it needs improvement, 7% replied that it was excellent, 4% said poor; and 11% specified 'other'.

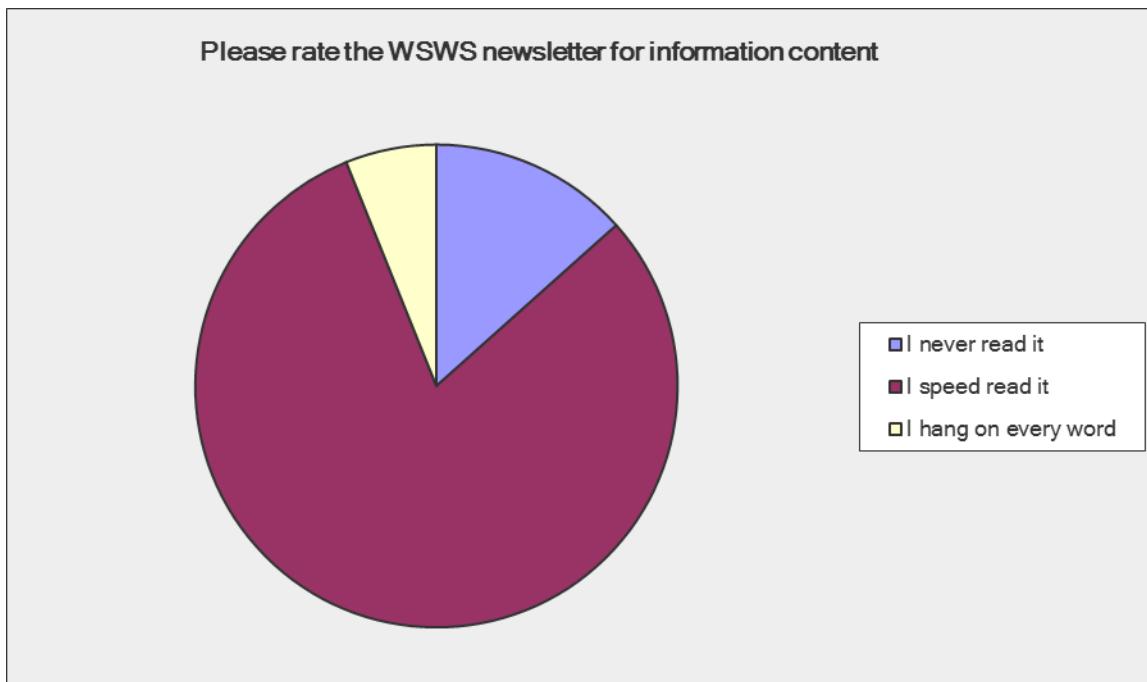
How would you rate the effectiveness (frequency, quality and tools) of the WSWS external communication strategy



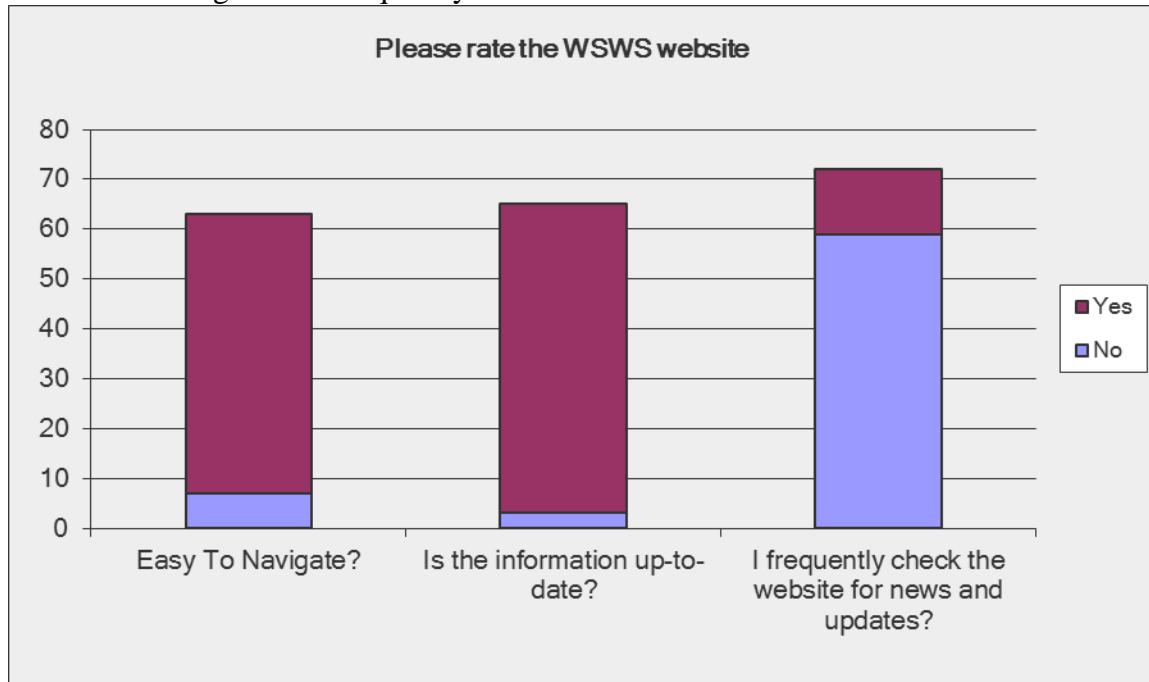
Question seven of the survey specifically asked members to rate the format and appearance of the WSWS newsletter. Of the 78 respondents, 51% replied that they could find what they need, 45% replied that it was easy to view, and 4% reported that it gave them vertigo.



When asked about the information content of the newsletter, 81% of 82 respondents admitted to speed reading it, 13% indicated that they never read it, and 6% reported that they hang on every word.

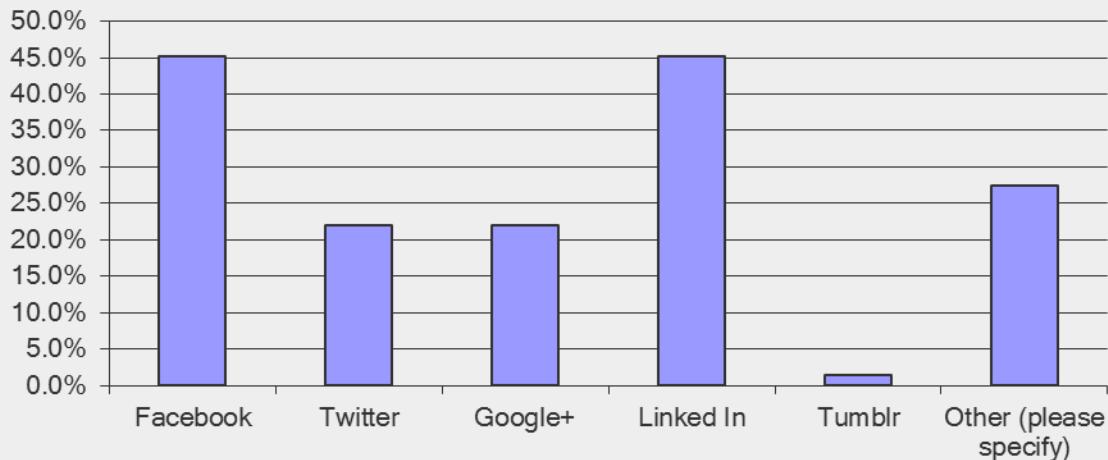


With respect to the WSWS website 56 out of 63 respondents reported that it was easy to navigate, 62 of 65 replied that the website was up-to-date; however, only 59 of 72 respondents admitted to checking the site frequently.



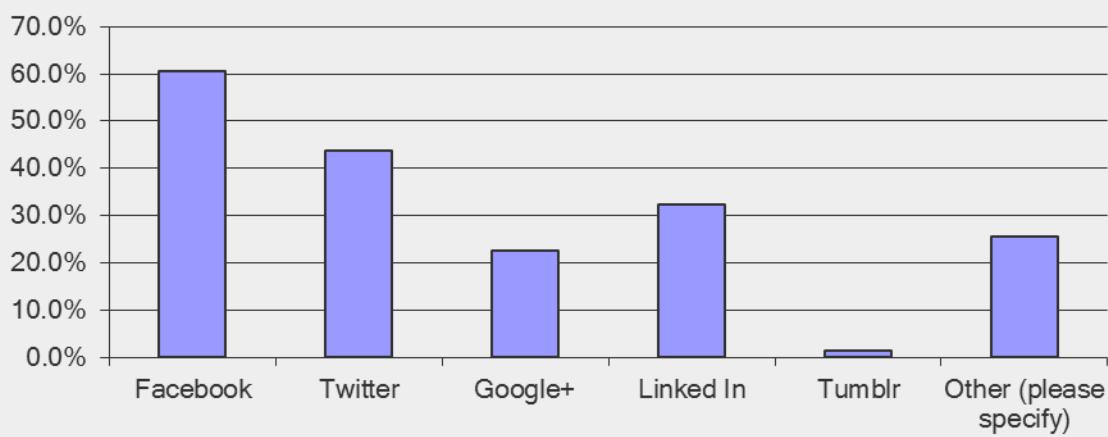
Members were asked about the social media platforms that they utilize in their daily lives. 73 people responded and respondents checked all that applied. 45% of the respondents use Facebook, 45% use LinkedIn, 22% use Twitter, 22% use Google+, 1% use Tumblr. 22% of the respondents also use other tools (such as Instagram, Snapchat, Storify, etc....). (Figure on following page.)

**What social media/networking websites do you use in your workplace/job
(check all that apply)**



Question 4 asked WSW members to note which social media platforms would be the most helpful for the WSW in promoting its mission and disseminating information. Of 71 respondents, 61% replied Facebook, 44% replied Twitter, 32% replied LinkedIn, 23% replied Google+, 1.4% replied Tumblr, and 25% replied 'other' (presumably Instagram, Snapchat, Storify, etc...).

What social media do you believe would be most helpful to the WSW in disseminating or sharing information and promoting its mission? (check all that apply)

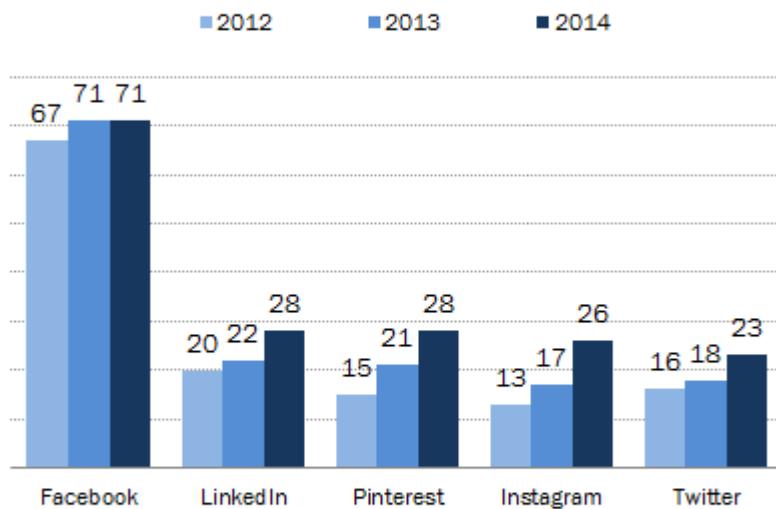


With respect to social media, the Pew Research Center (www.pewinternet.org) has been actively engaged in evaluating trends in how US citizens network online. According to their most recent survey (2015), 65% of American adults use at least one social networking platform. This is up from 7% in 2005, and 46% in 2010. While young adults (ages 18-29) were the most frequent users of social media in 2015 (90% of young adults), older demographics do have a significant presence (ages 30-49 = 77%; ages 50-64 = 51%; ages 65 or older = 35%). Men (62%) and women (68%) are almost equal users of social media. Those who have attended at least some college (some college, associate degree, bachelor's degree or greater) are most likely to use social media (70-76%) than persons with a high school degree or less (54%). The Pew Research Center has seen differences in social media usage with respect to income; in 2015, 56% of households with incomes less than \$30K used social media, as compared to households earning \$30K-\$49,999 (69%), \$50K-74,999 (72%), and +\$75K (78%). With respect to ethnicity, 65% of Whites/non-Hispanics and Hispanics used social media where as 56% of Blacks/non-Hispanics did. In 2015, 58% of rural US residents used some form of social media platform as compared to urban (64%) and suburban (68%) residents.

The Pew Research Center reported (2014) that Facebook was the most commonly used networking site, followed by LinkedIn, Pinterest, Instagram and Twitter. Multiplatform use continues to increase; in 2014 54% of online adults used two or more social media sites. Preliminary survey results from the WSWS mirror this adoption. This may suggest that the society should employ multiple engagement strategies.

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

With respect to the 2017 meeting, announcements have been distributed to a variety of outlets describing the WSWS and its objectives, the time and location of the annual meeting and a link to the meeting program.

Local (to the Spokane and Coeur d'Alene area) public news outlets include:

The Spokesman
Coeur d'Alene Press
KHQ
KREM
KXLY
Fox 28
KOMO

Specialty news outlets included:

AgFax West
Western Farm Press
Capital Press

Correspondence included letters to the editors, e-mails to the features writers, posts directed to the associated Facebook pages and Twitter accounts.

The same information was sent to the news offices of the major Land Grant Universities located in the WSWS region including:

Washington State University
Oregon State University
University of California ANR
University of Arizona
New Mexico State University
Colorado State University
University of Idaho
Montana State University
University of Wyoming
Utah State University
University of Nevada

Recommendations for Board Action: None at this time.

Budget Needs: None at this time.

Suggestions for the Future: Forthcoming.

Current Committee Members:

Travis Bean
Joan Campbell
Pat Clay
Todd Neal
Lynn Sosnoskie
Kai Umeda

Name of Person Preparing This Report: Lynn M. Sosnoskie