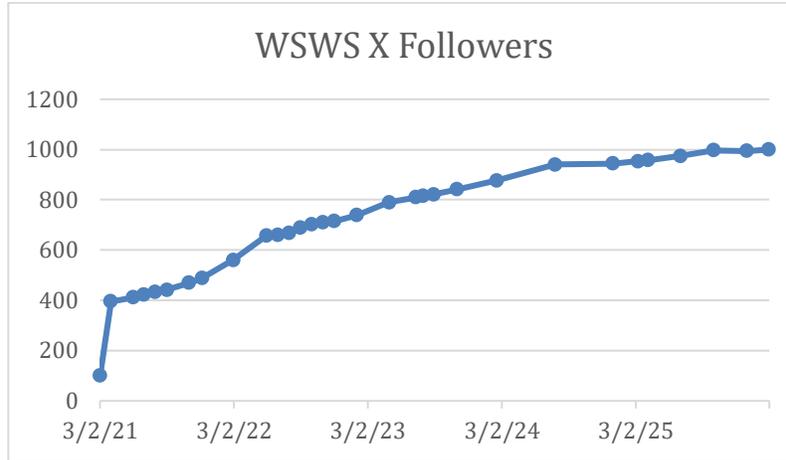


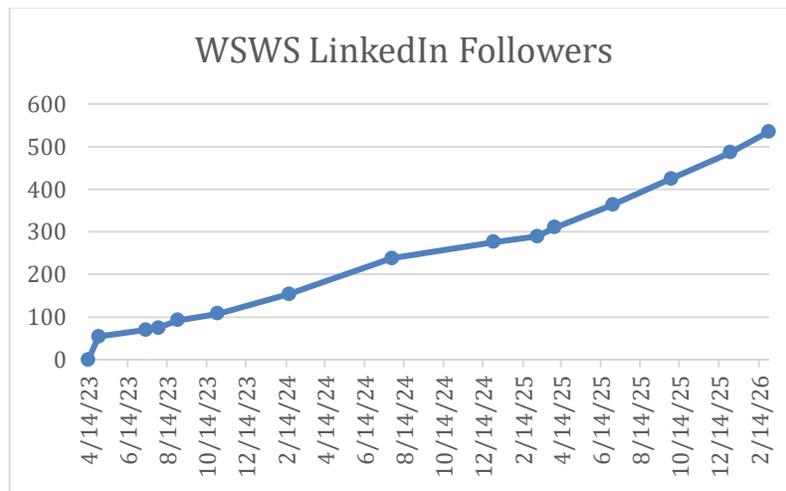
X:

The X 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 March 1, 2026:



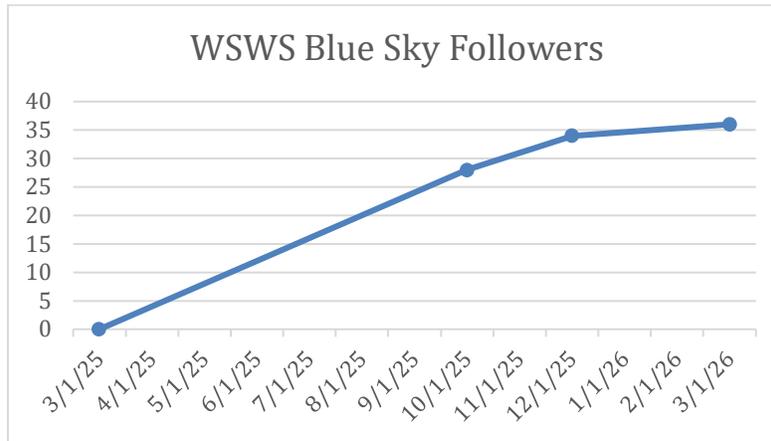
LinkedIn:

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 March 1, 2026:



BlueSky:

The WSWS BlueSky account was launched in April 2025 and here are the data as of March 1, 2026:



Recommendation:

- I have a Dropbox file avail for WSWS Members to drop photos and videos with captions that I can use. It would be most helpful to get images or short videos from the field, the lab, scenery, trials, research, etc. Link avail [here](#)

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

Growth

- March 2021: 0 followers
- December 2025: 242 followers
- Net growth: +242

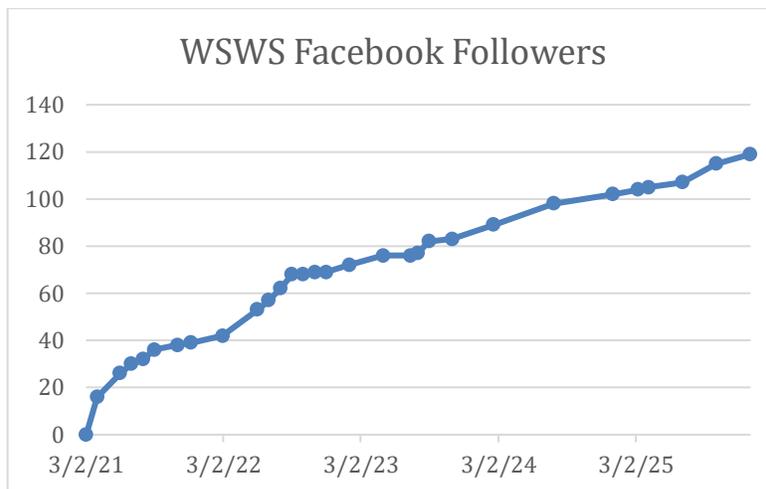
Trend & Interpretation

- Consistent, uninterrupted growth across the entire period
- Accelerated growth beginning in 2023–2024
- Indicates strong engagement with visual, educational, and conference-related content

Instagram is functioning effectively as a community-building and outreach platform, particularly for students and early-career professionals.

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 December 31, 2025:



Growth

- March 2021: 0 followers
- December 2025: 119 followers
- Net growth: +119

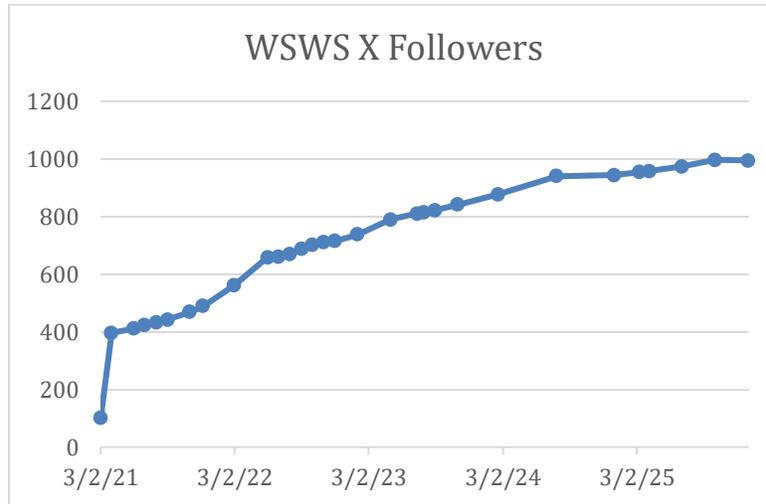
Trend & Interpretation

- Slow but steady growth with no declines
- Audience appears stable and loyal
- Best suited for announcements, reminders, and cross-posting

Facebook serves as a reliable legacy channel, supporting continuity rather than rapid expansion.

X:

The X 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 December 31, 2025:



Growth

- March 2021: 102 followers
- December 2025: 994 followers
- Net growth: +892

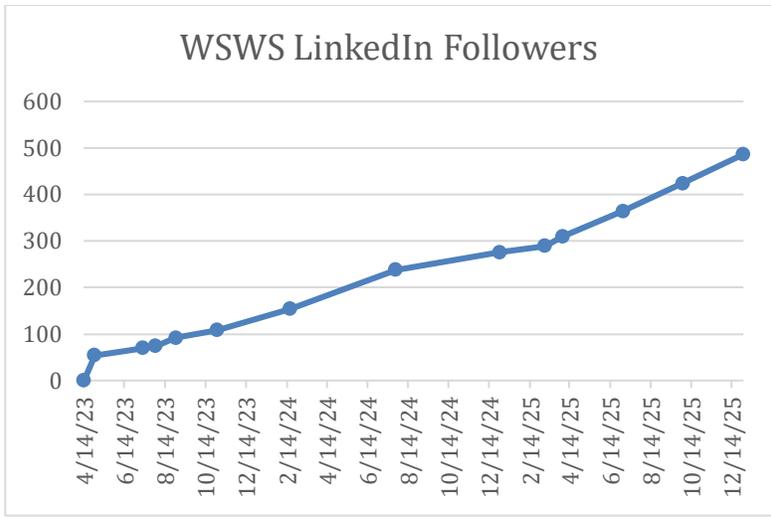
Trend & Interpretation

- Strong early growth through 2022–2023
- Growth slows and largely plateaus by 2024–2025
- Remains WSWS’s largest single audience

Twitter/X is best utilized for real-time updates, conference amplification, and cross-posting, though future growth potential appears limited.

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 December 31, 2025:



Growth

- Launched in 2023: 0 followers
- December 2025: 486 followers
- Net growth: +486

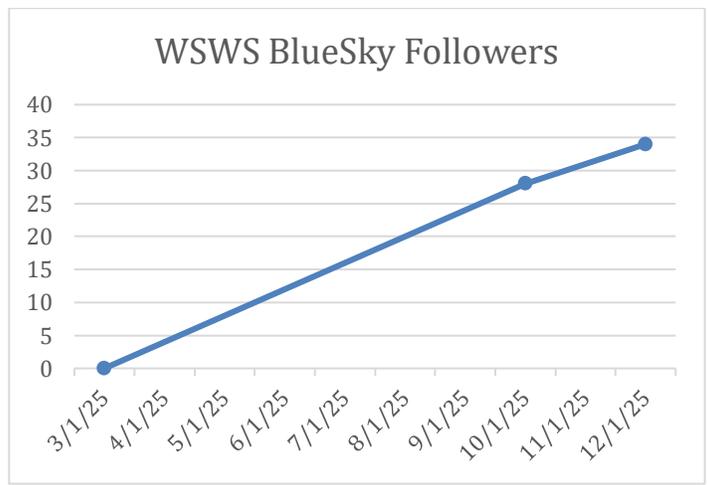
Trend & Interpretation

- Fastest-growing platform since launch
- Clear upward trajectory with no plateaus
- Strong alignment with professional and scientific audiences

LinkedIn is WSWS’s most strategically valuable platform, supporting professional visibility, networking, and organizational credibility.

BlueSky:

The WSWS BlueSky account was launched in April 2025 and has been growing slowly over the last 9 months. In recent weeks, there has been an uptick in activity across this platform and engagement.



Growth

- October 2025: 28 followers
- December 2025: 34 followers

Trend & Interpretation

- Early-stage adoption
- Modest but positive growth
- Potential future value depending on platform adoption within the scientific community

BlueSky is a growing platform at this stage.

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