





## THE BASICS

The Committee on Social Media at *Social Problems* (SP) was created in 2014 under the editorial leadership of Pamela Anne Quiroz. Our aim is to deliver informed, media-savvy, and results-oriented public relations based on a commitment to social justice that is reflected by the journal and the Society for the Study of Social Problems (SSSP). We desire to make SP research accessible to the widest audience possible and bridge traditional divides that separate the academic world from a more general public. To accomplish these goals, we pursue a multifaceted strategy of promotion. The work we do ranges broadly from developing original content that is featured across various social media venues to nominating select articles for professional awards of excellence.



In this report, we offer an overview of these activities.

## Who We Are

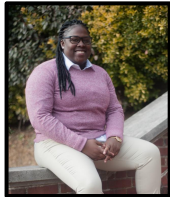
The Committee on Social Media is divided into two branches that consist of council and committee members. The former group is responsible for planning and strategizing which research articles and/or affiliates of the journal to promote. It consists of the Editors (Annulla Linders, Earl Wright II, and Derrick Brooms) and the Chair of the Committee (Mi'Chael N. Wright). The latter develops original content for the quarterly article campaigns as well as other social media content. The committee consists of five members (Catalina Anamp Castro, Guy Hodge II, J'Mauri Jackson, and Josh Warren). These groups meet regularly for organizational purposes and professional development.



## Who We Are

### Committee on Social Media Members

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***Mi'Chael N. Wright*** serves as Chair of the Committee on Social Media and has worked with *Social Problems* since 2020. She is a PhD Candidate in Sociology at the University of Minnesota. As a Robert Wood Johnson Health Policy Research Scholar, her primary research focuses on sociology of media, sociology of mental health, collective memory and trauma, and identity. She is specifically interested in how digital communities, which can be simultaneously encouraging and hostile, contribute to Black girlhood.

Mi'Chael is also interested in digital sociology, a sub-discipline of sociology that highlights the role of digital media in everyday life and its contribution to social relationships.



***Catalina Anampa Castro***  
PhD Student  
University of Michigan



***J'Mauri Jackson***  
PhD Student  
University of Michigan



***Guy Hodge II***  
PhD Student  
Georgia State University



***Josh Warren***  
PhD Student  
Kent State University



# SECTION ONE

## How much traffic do we generate?



## WHAT IS SOCIAL MEDIA?

Generally speaking, social media platforms fall into two categories (or a hybrid of both). The first are “push” platforms like Twitter that redirect audiences to view material at other sites. The second regards “host” platforms like YouTube that directly share original content. In 2014, *SP* had no social media presence on either platform. Now we are established across social media venues with a specific focus on Twitter and YouTube.

## WHAT’S OUR FOLLOWING?

Our activity spreads across Twitter and YouTube. Twitter data reported here are based on information collected between July 2023 and July 2024. Taken together, we are growing at faster rates than most other sociology journals. For some social media venues, the journal has the largest following among other disciplinary journals.

Our Twitter audience grew from 15,010 to 15,190 followers. This is a nice jump and always good to see Twitter engagement going up. Our YouTube views increased from 31,137 to 31,910 views.

**How much traffic does Twitter generate?** In the past year, our Twitter content had 80k impressions (appeared on this many timelines). This is a bit less since last year, even with a follow increase. There are varying reasons but one may be the changes made with Twitter management. I do feel like the general engagement with Twitter is a bit different under the Elon Musk era but we still look to stay on top of Twitter and engagement with our followers.

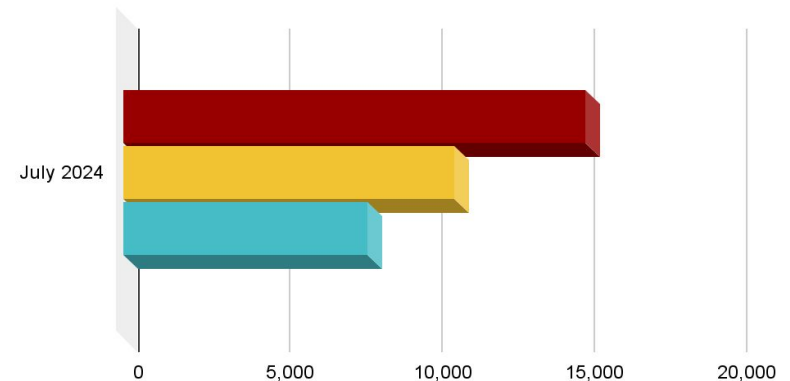
## Our Following on Social Media

	2019	2020	2021	2022	2023	2024
<b>Twitter</b> (follows)	8,032	8,959	11,700	14,679	15,010	<b>15,190</b>
<b>YouTube</b> (views)	27,500	28,090	29,648	30,655	31,137	<b>31,910</b>

## Twitter Following

Number of Twitter Followers

■ Social Problems ■ American Sociological Review ■ Social Forces





## SECTION TWO

**How do we promote the journal outside of social media?**



### WHEN WE'RE NOT DOING CAMPAIGNS...

The Committee on Social Media has many moving parts that reach beyond Article Campaigns, like the following three activities: 1) building upon the journal's established reputation through article award nominations, 2) monitoring the journal's visibility in the press and promoting media coverage, and 3) occasionally live tweeting sociology gatherings like conferences and speaking engagements.

### Article Awards

Years ago, our committee created a database for article awards that are annually given by professional organizations like SSSP and ASA as well as several others. The working list now stands at about 100 awards. Working together with Editors Linders, Wright, and Brooms, the social media team identifies recent *SP* articles for these awards. We pursue nominations according to "fit" and likely competitiveness.

**Since 2015, *SP* articles have received 38 awards, that we are aware of! We continue to monitor and track awards all year round!**

### 2023

NCSA Scholarly Achievement Award for an Article, North Central Sociological Association	Repertoire of Resilience: Black Woman's Social Resistance to Suicide	Kamesha Spates & Brittany Slatton
Outstanding Article Award, ASA Inequality, Poverty, and Mobility Section	Belonging and Boundaries at an Elite University	Anthony Abraham Jack & Zennon Black
Best Research Paper Award, ASA Asia and Asian America Section, Honorable Mention	Selling a Resume and Buying a Job: Stratification of Gender and Occupation by States and Brokers in International Migration from Indonesia	Andy Scott Chang
Distinguished Contribution to Research Article Award, ASA Latina/o/x Sociology Section	Colorism in Punishment among Hispanics in the Criminal Justice System	Yader R Lanuza, Nick Petersen, and Marisa Omori



2023

Outstanding Graduate Student Paper  
Award, ASA Children and Youth  
Section

Can't Just Send Our Children Out: Intensive Motherwork  
and Experiences of Black Motherhood

Mia Brantley





# THE AUTHORS' ATTIC

INTERVIEWS WITH AUTHORS

Presented by **Social Problems**

## The Authors' Attic (TAA)

The Authors' Attic remains a unique feature of *Social Problems* and we have kept it that way by improving the production quality. We now provide authors with guidelines for recording their own videos which has greatly improved the quality. Over the past few years, we worked with OUP to design modern looking logos and header images.

The Authors' Attic videos in 2023 & 2024:

- **"The Boys in Blue Are Watching You": The Shifting Metropolitan Landscape and Big Data Police Surveillance in the United States** (Scott Duxbury)
- **Reducing the Joy Deficit in Sociology: A Study for Transfender Joy** (stef shuster and Laurel Westbrook)
- **"We Got Witnesses": Black Women Navigating Police Violence and Legal Estrangement"** (Faith Deckard) *Pending Release: August 2024*

## How much traffic do our Authors' Attic videos generate?

Each TAA is given a promotional period in which the link to the video on our YouTube account. More recently, we have started to link to the video abstract on the OUP article page. We have seen increasing engagement with TAA videos over time across the YouTube and OUP article pages.