



ALS 2020 AGM

SOCIAL MEDIA REPORT

I'm pleased to report that the ALS now has an Instagram presence (@alliancelitsocs) as well as being on FaceBook and Twitter. I set it up because it seems more attractive to younger people, and because the most active of literary societies - mainly those associated with Literary Houses, so far - are also building an audience there. One of the best ways to widen our social media net is by interaction with others - i.e. by shares and retweets.

I've spent some time looking at analytics for our social media activity, and can report that since lockdown began, and thanks to our daily participation in #LockdownReading (which makes it easy to search for posts with that hashtag), we've had quite an increase in people looking at our posts, and the number of people following us has risen steadily. The total numbers aren't huge, but we're in a very niche area, and any increase is good, I believe. Our best results, inevitably, come from sharing by the societies and organizations which have the biggest following, so I try to strike a balance between attracting attention from them, and talking about our lesser-known authors.

Lockdown has also helped me to be more successful in celebrating all our authors' birthdays throughout the year; if I miss one, it's because occasionally life intrudes on my time spent on social media: posting daily, or even several times a week, is very time-consuming, and I check all three social media platforms as frequently as possible to retweet and share, which encourages reciprocation. We're also participating, this month, in #Dickens150, with both some original posts and lots of sharing.

That's what we are doing. Now, what can you do to help?

I would really like to have member societies contribute some material for their authors' birthdays or death anniversaries! Please do get in touch with me, preferably a little in advance to allow time to get it into a suitable format for social media.

You can also help as individuals by following and interacting with ALS on social media - it's good for your own literary society and for everyone else's to have comment and chat. Even if you use it for nothing else, please consider helping to promote your authors. If you need ideas for how

to do it, take a look on Instagram at the Dorothy Dunnett Society (@dunnettcentral), who now have a band of recruits posting there daily. There are some very interesting posts!

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