

Online communication and social media

ISA secretariat support to enhance RC/WG/TG online visibility and dissemination

Dear RC/WG/TG Presidents and Delegates,

The ISA has a longstanding tradition as an international association representing sociologists around the world and fostering collaborations between them. In that respect, communication is key!

The ISA Secretariat keeps striving to develop its social media strategy, notably to increase the online visibility and dissemination of RC/WG/TG activities and publications. The aim is to implement proactive social media dissemination strategies to help RC/WG/TG disseminate their conferences, publications, calls for papers and news to the ISA members but also to the broader social science community and beyond. The ISA Executive Committee supports this initiative and has decided to provide extra funds to the Secretariat staff to ensure this mission.

The ISA Secretariat already offers different outlets to help disseminate RC/WG/TG activities:

- *isagram*, ISA monthly newsletter posted [on ISA website](#) and sent out by email to over 5,500 ISA individual and collective members
- announcements on the ISA website for [calls for papers](#), [fellowships](#), [courses and prizes](#), [publication opportunities](#)
- announcements of [RC/WG/TG](#) Forthcoming Activities on the webpage dedicated to RC/WG/TG on ISA website
- announcement of your calls for contributions and forthcoming activities on ISA's social media channels. Note that all news published in *isagram* are also disseminated on [ISA Twitter account](#), which has 35.8K followers to date.

Many RC/WG/TG already benefit from these dissemination efforts. However too often it happens that RC/WG/TG miss these opportunities as they fail to notify the ISA Secretariat about their forthcoming activities or recent publications. Also, some RC/WG/TG newsletters are directly shared on their own website, without the Secretariat being necessarily aware of these, and some calls are also only published in their websites but not included in their newsletters.

In our common effort to make a larger audience aware of your RC/WG/TG activities, we strongly encourage you to take the following actions:

- Notify in due time the ISA Secretariat at isa-secretariat@isa-sociology.org about your activities to ensure wider dissemination through the ISA's outlets described above. To this end, RC/WG/TG board members, newsletter editors, webmasters, conference organizers, special issue editors and others involved in the RC/WG/TG activities shall communicate to the Secretariat their most outstanding events. An effective way to do so is to share information about events selected from your latest newsletter or updates from your website, and possibly provide visual material, etc.
 - Use the ISA logo and your RC/WG/TG logo in your communication to increase visibility. You can request these logos from isa-secretariat@isa-sociology.org
1. The secretariat will offer specific help both to the RC/WG/TG that are already active on Twitter and to those who have no Twitter account and may thus rely on the ISA Twitter account to diffuse their activities and calls on this media.
 - ➔ For the RC/WG/TG that have a Twitter account and for those of you who are already familiar with and active on social media, please make sure you include @isa_sociology in the important tweets of your RC/WG/TG to make their identification and further dissemination by the ISA easier. Note that in order to ensure a consistent diffusion strategy the ISA Secretariat may select those most likely to be of interest to an international audience.
 - ➔ For those who are not so at ease with or keen on social media the ISA Secretariat can disseminate news about your RC/WG/TG activities and publications directly with the ISA Twitter account. They will also provide practical advices for a better communication.
 2. The communication strategy on Twitter will be improved by adding creative content to the ISA messages, using pictures and hashtags when possible, and composing tweets targeted to different audiences.
 3. Other proposals to support RC/WG/TG online visibility and communication are currently under consideration. They include the possibility to hosting the RC/WG/TG websites on the ISA internet server.

Surely there are further actions which could be taken to improve the RC/WG/TG online presence, like promoting synergies between RC/WG/TG, ISA National Associations and ISA publications, or setting up special social media campaigns.

RC/WG/TG delegates are invited to share their suggestions and requests to improve the visibility of ISA research networks and discuss how the ISA Secretariat may contribute to this endeavour during the next ISA Research Council meeting on **December 18, 2021**.

Suggestions may also be shared ahead of the meeting on the Research Council mailing-list (isa-researchcouncil2021@listes.uclouvain.be) and/or sent to the ISA Secretariat isa-secretariat@isa-sociology.org and the VP Research Geoffrey.Pleyers@uclouvain.be. We will do our best to take into account RC/WG/TG delegates' proposals, within the time and means of the ISA Secretariat.

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