

[Print Page](#) | [Close Window](#)

07) Webmaster Report

Printed from: ISSLR Forums

Topic URL: http://www.isslr.org/forums/topic.asp?TOPIC_ID=245

Printed on: 04 Sep 2014

Topic:

Topic author: rjellison

Subject: 07) Webmaster Report

Posted on: 19 Jan 2011 10:01:44

Message:

No activities beyond posting a few links on the home page related to the upcoming meeting and adding a few news events have been done. While I'm willing to perform minimal maintenance on the website, I strongly recommend that the society get a webmaster.

As I've said previously, I think a good option is to encourage contributions to a Facebook group entitled "Conservation and Management of Salt Lakes".

A few facts about Facebook:

-People on Facebook

- * More than 500 million active users
- * 50% of our active users log on to Facebook in any given day
- * Average user has 130 friends
- * People spend over 700 billion minutes per month on Facebook

-Activity on Facebook

- * There are over 900 million objects that people interact with (pages, groups, events and community pages)
- * Average user is connected to 80 community pages, groups and events
- * Average user creates 90 pieces of content each month
- * More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

-Global Reach

- * More than 70 translations available on the site
- * About 70% of Facebook users are outside the United States
- * Over 300,000 users helped translate the site through the translations application

-Platform

- * More than 2.5 million developers and partners from more than 190 countries build with Facebook Platform
- * People on Facebook install 20 million applications every day
- * Every month, more than 250 million people engage with Facebook on external websites
- * Since social plugins launched in April 2010, an average of 10,000 new websites integrate with Facebook every day
- * More than two million websites have integrated with Facebook, including over 80 of comScore's U.S. Top 100 websites and over half of comScore's Global Top 100 websites

-Mobile

- * There are more than 200 million active users currently accessing Facebook through their mobile devices.
- * People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.
- * There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products

Replies:

Reply author: mcoleman
Replied on: 19 Jan 2011 15:53:54
Message:

Facebook has certainly developed in the short time since last meeting. It is most often the social media of choice for many people. Exposure on web searches is dependent on profile and our profile would certainly increase with a link to Facebook. Encouraging contributions to the Facebook group can only help us and will be much more effective than posting on our web page.

Reply author: aoren
Replied on: 19 Jan 2011 20:30:57
Message:

I have no experience yet with Facebook, I don't use it, but maybe someone can show me what it's all about in Mar Chiquita and convince me.

Reply author: clitchfield
Replied on: 20 Jan 2011 18:59:47
Message:

Like Aharon, I do not and do not intend to have a Facebook page - mainly for privacy reasons. However, I think it is fabulous for organizations as it does get scanned and noted. Other organizations I belong to have Facebook pages, but so far I haven't seen any statistics on how many new members result. However, that said, I still think we need to get one and see what happens.

Reply author: btimms
Replied on: 23 Jan 2011 11:43:14
Message:

I will never use Facebook for personal matters, but I think I am convincable for its use by our society. Just show me how and I may remember for a few days!

Reply author: sarosj
Replied on: 23 Jan 2011 18:12:05
Message:

Facebook would definitely link us in to more students/early career folks. I wonder if this is something that student members of ISSLR would be willing to help with?

Reply author: rjellison
Replied on: 23 Jan 2011 19:22:09
Message:

You can view a Facebook (once you have an account) group I created awhile ago at <http://www.facebook.com/group.php?gid=169124184082&v=wall> Its entitled "Conservation and Management of Salt Lakes". I created it so that members could share news, photos, information, etc. There's really not anything that needs to be done with it beyond promoting its use. For over a decade, I tried and failed to get our small, widely-scattered members to provide news items, links, and other information for our web site. The rationale behind using Facebook is it is very easy to use and now about 600 million people already have the requisite skills to add photos, news items, comments, etc to a Facebook Group. It leverages skills people use and have developed for other reasons for the purpose of communicating among the salt lake research community. As other examples L&O has a group with about 742 members, Ecol Mod one with about 332 members.

Regarding those who want to remain very private you just have to read how to adjust the settings.

The description of the group I created is as follows:

Around the world, salt lakes and their unique biota are increasingly threatened by diversions of freshwater and other anthropogenic activities. This group provides a forum for members of the International Society for Salt Lake Research, the Inland Saline Lake Working Group of the International Society for Limnology (SIL), and other individuals interested in the scientific management and conservation of salt lakes.

Reply author: clitchfield

Replied on: 24 Jan 2011 07:34:19

Message:

Bob:

Nice Facebook page. Just for your information, I seem to be getting two copies of everything you send.

Reply author: clitchfield

Replied on: 24 Jan 2011 07:39:50

Message:

As a member of the Society for Industrial Microbiology I have tried to involve student members in a number of committees. I find that they are all really focused on their dissertations and don't have time for these activities. We might be more successful with early career folks who could use it on their resumes. Another possibility is a younger person whose research is focused on the web and/or bioinformatics.

ISSLR Forums : <http://www.isslr.org/forums/>

© **International Society for Salt Lake Research**

[Close Window](#)