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Our New ISCSC Social Media Presence

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Our New ISCSC Social Media Presence

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Social media presence is essential, we could say even critical to any organization today. Social media can for itself be a topic for a discussion on civilization, as social media is today shaping mindsets, for better or worse.

Realizing this major development in our ever-more digitalized world, the ISCSC has undergone, in the past year, significant changes in the direction of establishing its social media presence.

The Story

Whilst attending the 2021 ISCSC conference in Romania I wanted to let friends and colleagues know through social media where am I and why I am at the conference, but apart from Facebook this was not possible. Discussing this issue later with the ISCSC leadership I was asked by our President Lynn Rhodes, Editor-in-Chief Joseph Drew, and members of the Board to create accounts on several social media platforms and establish a social media presence.

The first step was taken in December 2021, revamping the ISCSC website and branded material with the creation of a new, recognizable logo. To the already existing Facebook channel, our society added LinkedIn, Twitter, YouTube and Instagram to our social media accounts.

Establishing the ISCSC social media presence, building it from scratch, we needed to answer two important questions:

- 1) What is the purpose of the social media platforms?
- 2) What content should we post?

As newcomers to social media, the purpose was very simple: build brand awareness. We live in a digital world where organizations are mainly discovered and understood through their social media presence.

Supporting the idea of successful brand awareness, it was important to decide what content to post. We decided to offer a combination of ISCSC history, interviews, articles, quotes, and trivia concerning civilizations, as well as content shared by our members. We also discussed then that a major goal was to start creating ISCSC original content.

During the months leading up to the 2022 ISCSC Conference at Monmouth University in late July, our goal of establishing a basic social media presence was accomplished on all selected social media platforms.

Following my presentation on social media presence at the conference, a key realization for all participants was the necessity to boost original ISCSC content by conducting interviews with members to be uploaded on YouTube and shared across the social media platforms as well as by uploading presentations from the conference, thus strengthening brand awareness through content designed to highlight the ISCSC to the broader public.

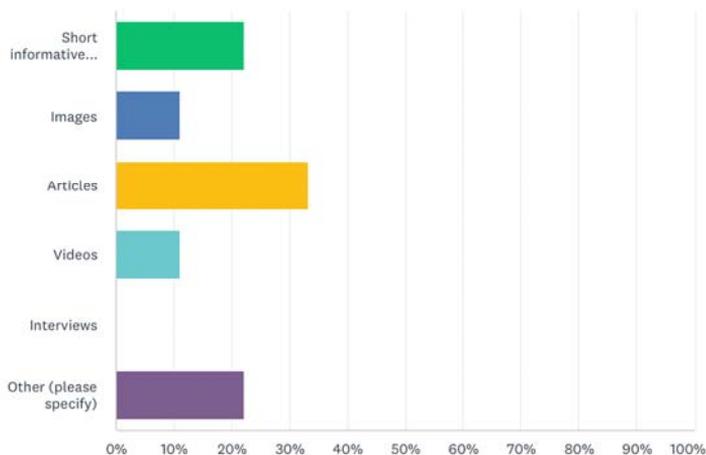
Other key decisions from the conference:

1. Recognition of the critical importance of growing the social media channels by clicking the *like, follow* button; sharing posts with friends and followers; and asking them to join. Using the hashtag *#iscsc2022*, members were encouraged to post footage from the conference on their social media accounts. Facebook and LinkedIn immediately recorded a 10-12% rise in follower numbers.
2. Sharing content which is of interest to fellow members.

A survey was conducted amongst members at the conference. Here are responses to questions which show the most used platforms amongst present members and the type of content they prefer.

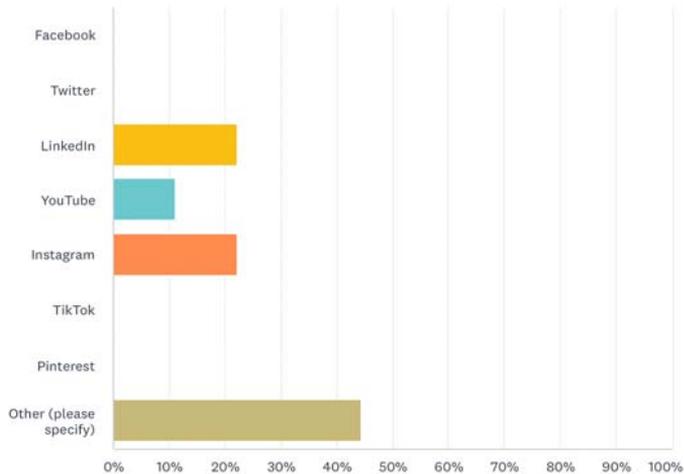
What type of social media content interests you most?

Answered: 9 Skipped: 0



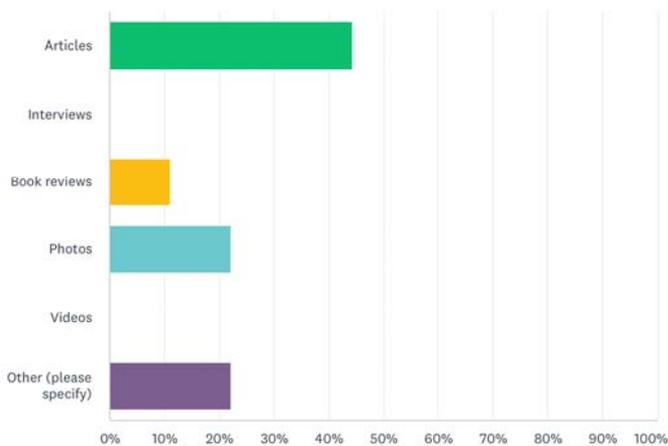
What social media channels are you most active on? Choose as many as are applicable.

Answered: 9 Skipped: 0



What type of content would you share on IS CSC platforms?

Answered: 9 Skipped: 0



What next?

Some might agree, some disagree, but organizations today are as strong as their social media channels. Social media platforms are windows to organizations where broader audiences can discover, explore, and communicate with the organization. With a strong media presence, we aim to attract new people and new members to the IS CSC, and to share our insights, knowledge, and great articles from the CCR with an even larger audience.

In this way, people from all over the world who are interested in all matters concerning civilization can join our community and contribute their knowledge.

Growth. This is something we can all do together.

Follow - Like – Share

ISCSC social media account addresses:



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<https://www.instagram.com/theISCSC>



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